



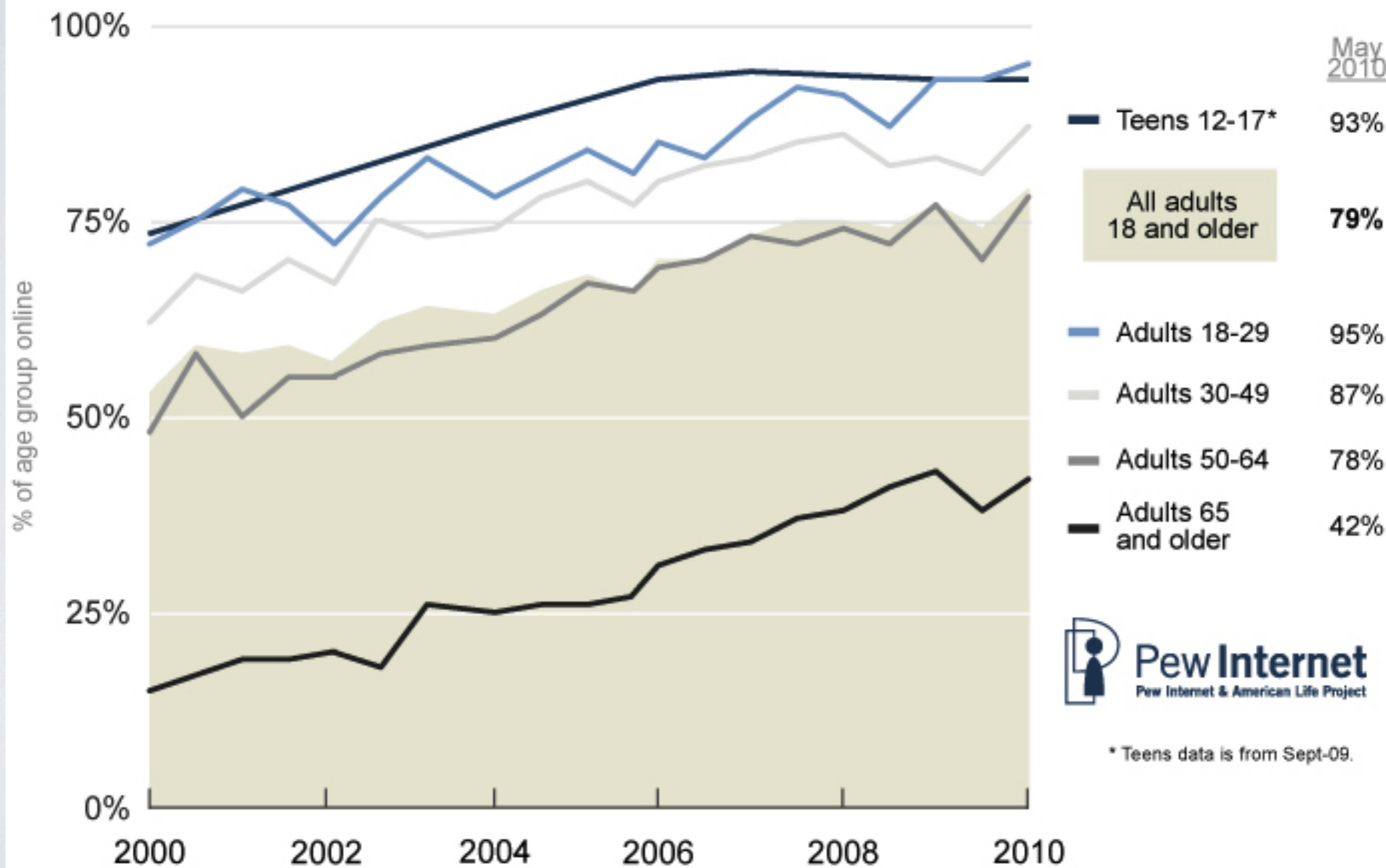
THIRDCOASTDIGEST.COM

**ART. NEWS. LIFE.**

**EVERYBODY IS ONLINE**

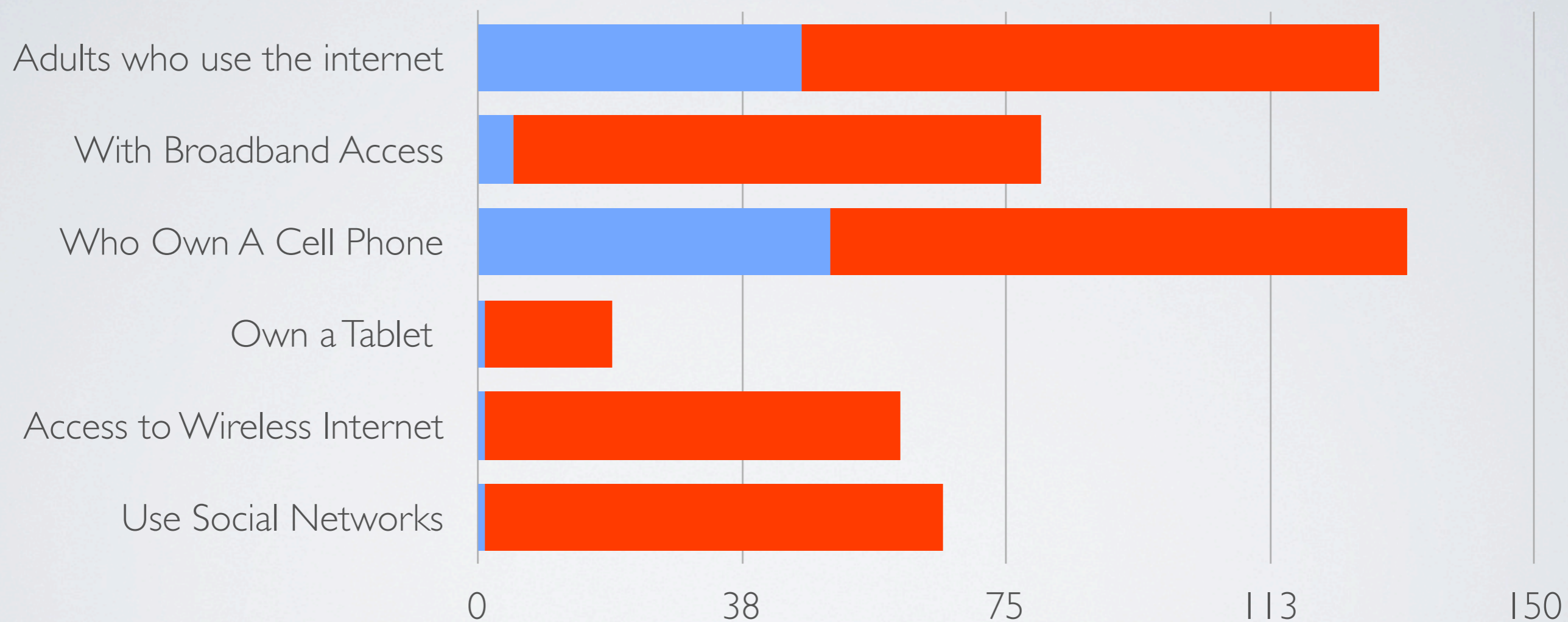
(OKAY, ALMOST EVERYBODY)

# Change in internet use by age, 2000-2010



# HOW MEDIA CONSUMPTION HAS CHANGED IN THE LAST DECADE

2000 2012



\* Source: Pew Research Center.

## **Are grownups social online? You bet.**

- Social networking use among internet users ages 50 and older nearly doubled—from 22% in April 2009 to 42% in May 2010.
- Between April 2009 and May 2010, social networking use among internet users ages 50-64 grew by 88%—from 25% to 47%.
- During the same period, use among those ages 65 and older grew 100%—from 13% to 26%.
- By comparison, social networking use among users ages 18-29 grew by 13%—from 76% to 86%.

[We can help you engage them.]

# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**



# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

Facebook




I Like Donuts



# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

Facebook  I Like Donuts

Twitter  I'm eating a #donut






# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

Facebook  I Like Donuts

Twitter  I'm eating a #donut


YouTube  Here I am eating a donut



# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

Facebook  I Like Donuts

Twitter  I'm eating a #donut

YouTube  Here I am eating a donut

Instagram  Here's a vintage pic of my donut



# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

Facebook



I Like Donuts

Twitter



I'm eating a #donut

YouTube



Here I am eating a donut

Instagram



Here's a vintage pic of my donut

Pinterest



Here's a donut recipe



# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

Facebook



I Like Donuts

Twitter



I'm eating a #donut

YouTube



Here I am eating a donut

Instagram



Here's a vintage pic of my donut

Pinterest



Here's a donut recipe

LinkedIn



My skills include donut eating



# SOCIAL MEDIA EXPLAINED THROUGH **#DONUTS**

- |           |   |                                       |
|-----------|---|---------------------------------------|
| Facebook  |    | I Like Donuts                         |
| Twitter   |    | I'm eating a #donut                   |
| YouTube   |    | Here I am eating a donut              |
| Instagram |  | Here's a vintage pic of my donut      |
| Pinterest |  | Here's a donut recipe                 |
| LinkedIn  |  | My skills include donut eating        |
| Google +  |  | I'm a Google employee who eats donuts |



# Local Matters

- **The internet is now the top information source of local information** for education, local businesses, museums, the arts, dining and entertainment.
- For **79% of online American adults**, the internet is the 1st or 2nd most relied-upon source for 15 of 16 local topics.
- For **adults under 40**, the web ranks first for 11 of the top 16 topics—and a close second on four others.

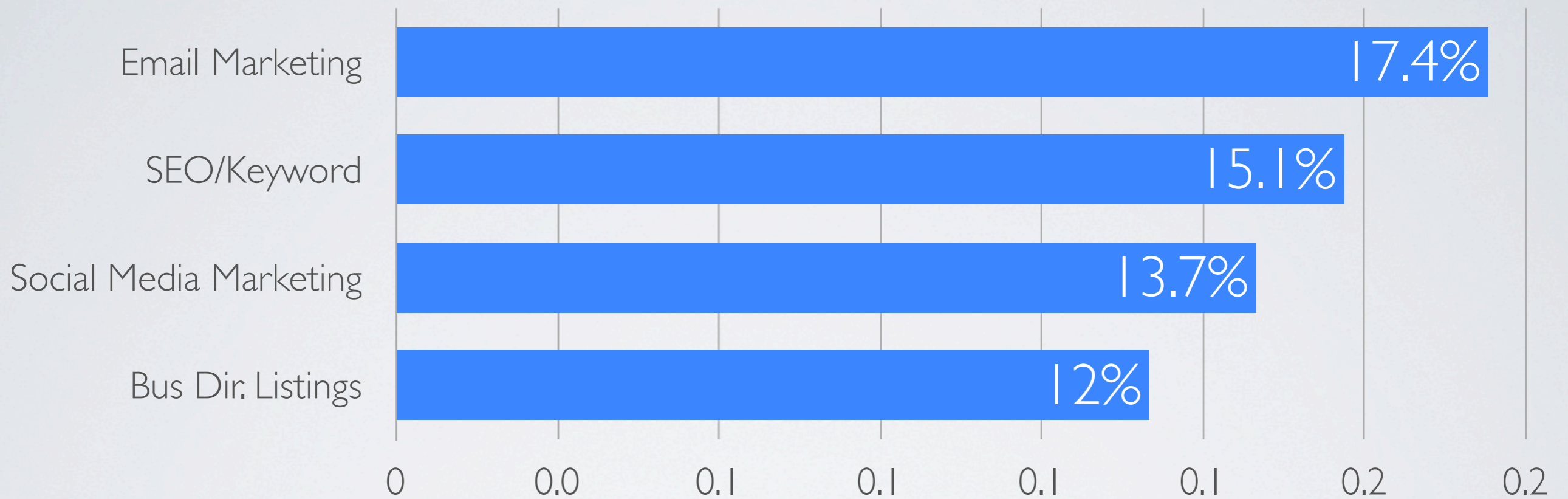
**(This trend is projected to accelerate, and marketing spending trends reflect this change in reader habits.)**

\*Source PEW Internet study. 2010

**KNOWING** YOUR LOCAL  
AUDIENCE AND  
**SPECIALIZING** YOUR  
MESSAGE IS KEY TO  
EFFECTIVE ONLINE  
MARKETING.

**Vital Media Group can make you a more strategic and effective social  
media practitioner.**

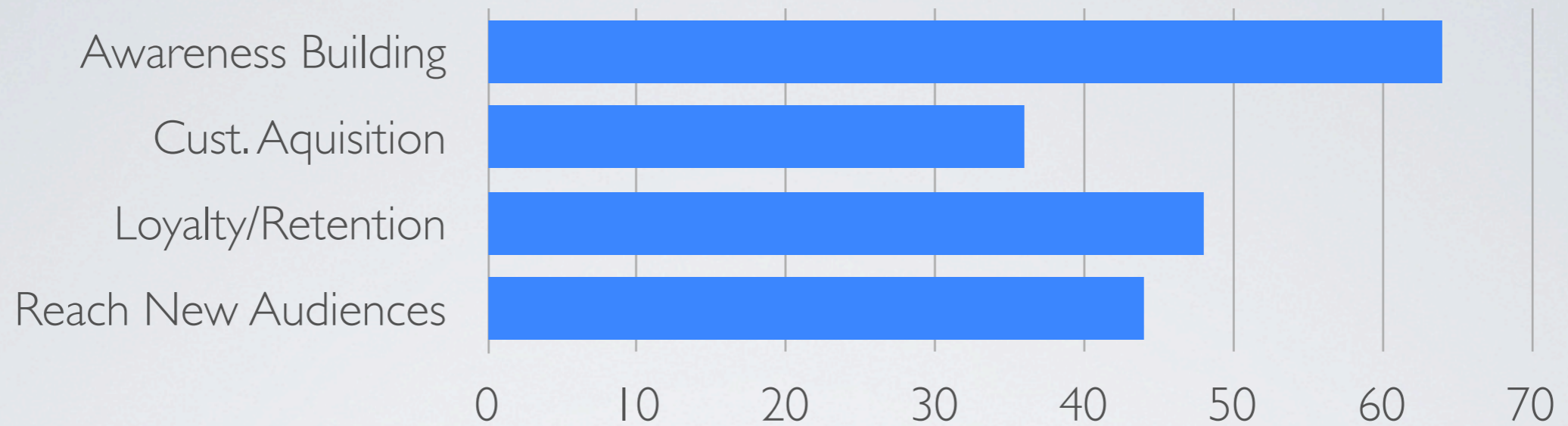
# SMB Social Media Spending: Online Categories



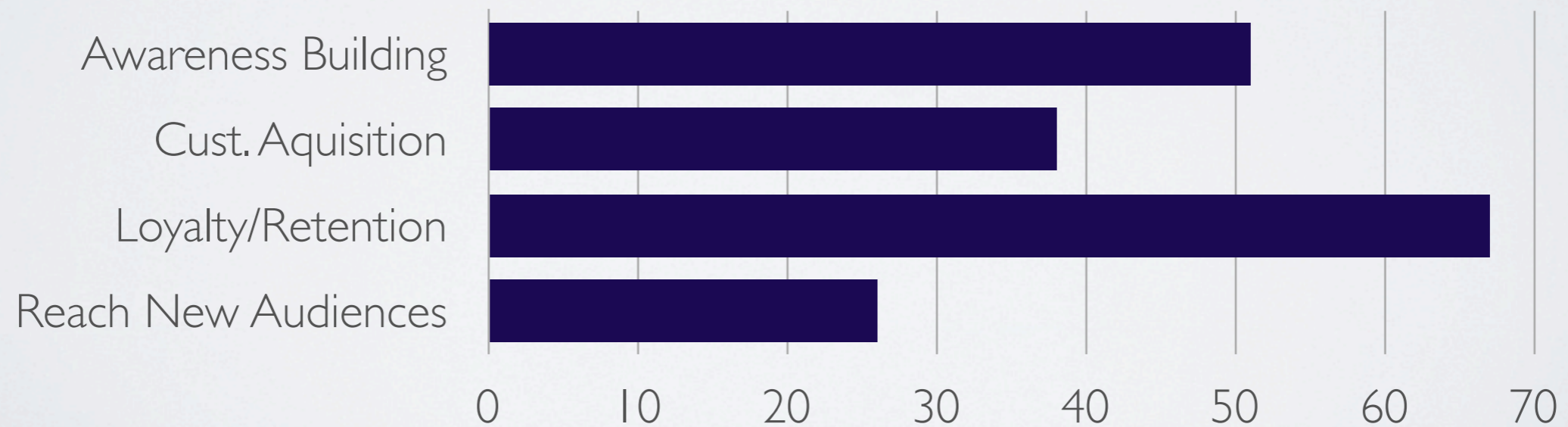
\*Source: Borrell Associates, Main Street Goes Social: SMBs Give A Big Thumbs-Up To Social Media - Jan '12



## What do you see as the primary value of Social Media as a marketing channel?



## What do you see as the primary value of Email Marketing as a marketing channel?



\*Source: 2012 Strongmail Survey "2012 Marketing Trends Survey, Email Marketing and Social Media are Top Beneficiaries" of Healthy 2012 Marketing Budgets."

# What's your Social Media strategy?



## Or, the "now what" problem.

You "know" you need social media, you've started using it, but what's your strategy?

Media consumption habits have changed profoundly in the last decade. Vital Media Group, as an early adopter of web and social media marketing, is in a unique position to share what we've learned about reaching the online cultural audience in SE Wisconsin through social media.

# Engage your audience.



Let Vital Media Group help you reenforce your brand in the fastest-growing media segment.

- **Social Media Execution**

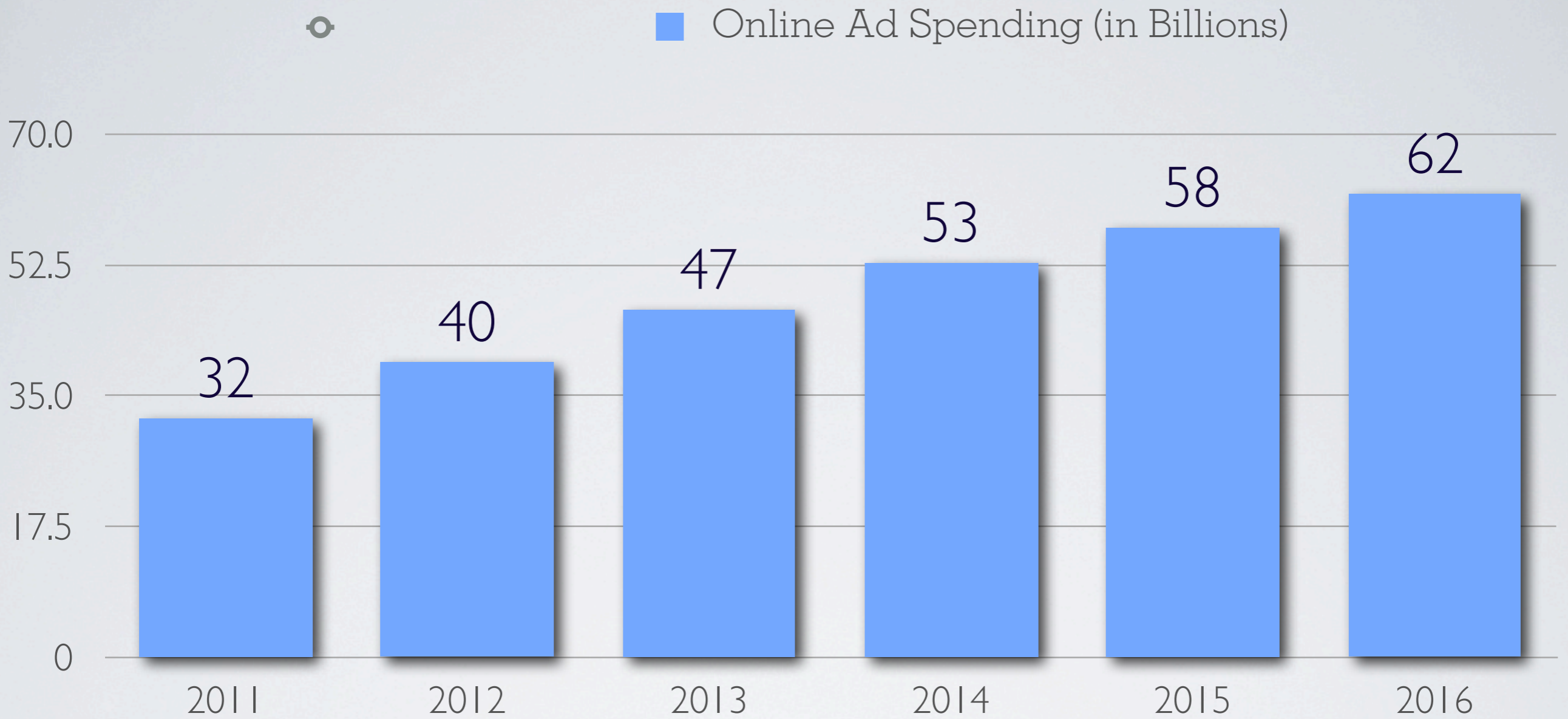
- Vital Media Group helps you build your following and engages your audience in genuine conversation on a consistent basis, across multiple platforms

- **Custom Email Marketing [design, copy, and execution]**

- **Social Media Consulting**

- VMG evaluates your current efforts and create a custom road map for social media success.

- We can provide ongoing support as you execute you own winning strategy.

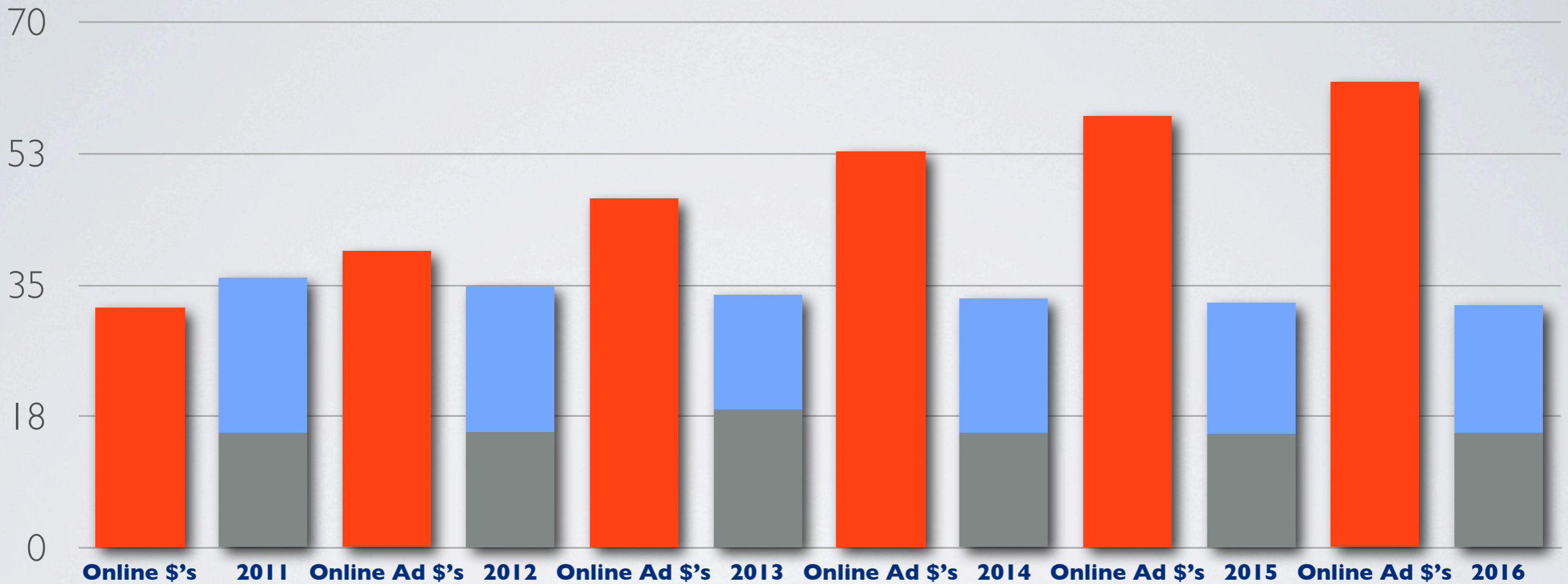


# **ONLINE** AD SPENDING 2011 - 2016

## Billions and % Change

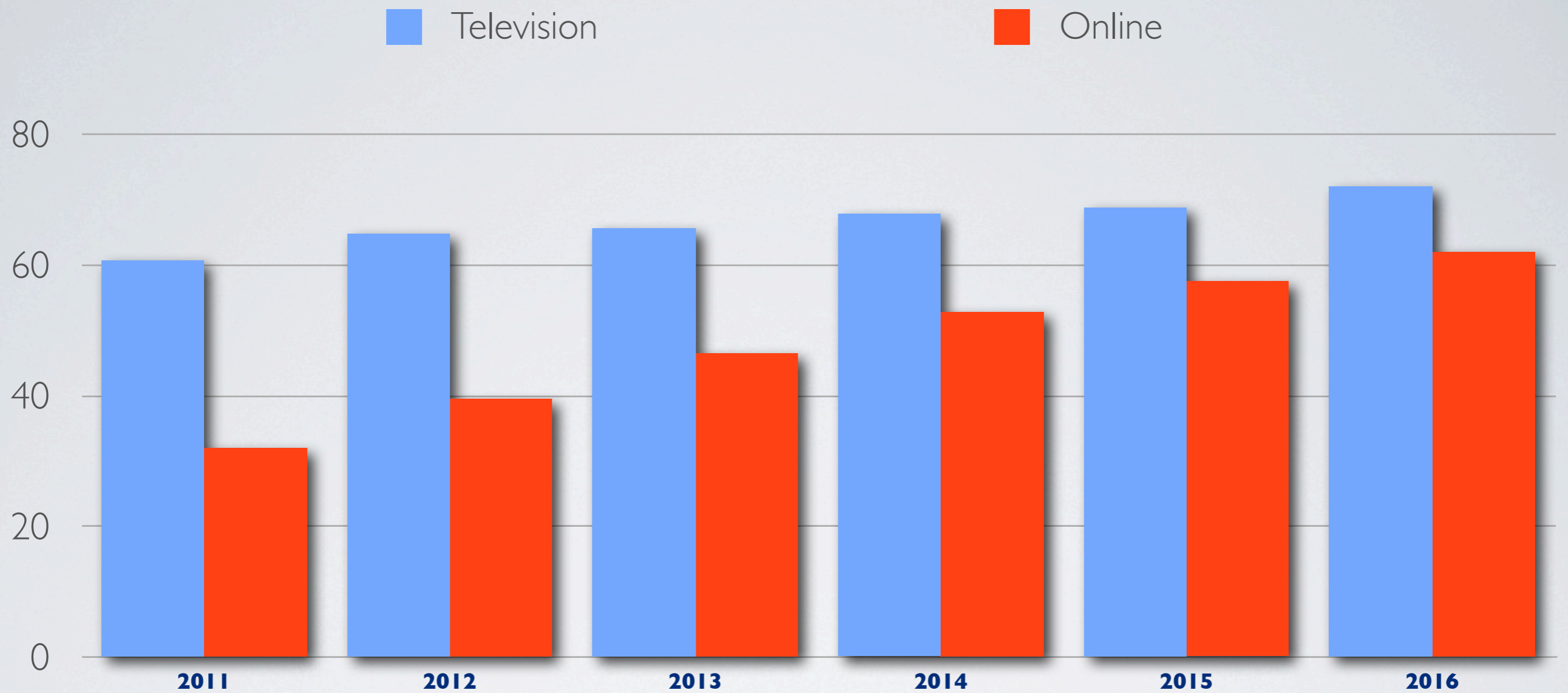
*According to a study released by eMarketer, online advertising is expected to generate \$39.5 billion in sales this year*  
**— a 23.3% increase from 2011 — compared to a sum of \$33.8 billion on print.**

Magazine Spend
  Newspaper Spend
  Online \$'s



# US **PRINT** VS. **ONLINE** SPENDING, 2011-2016

*\* Source for online ad spending eMarketer and IAB/PWC. Source for print ad spending: d spending eMarketer and NAA*



## US **TV** VS. **ONLINE** AD SPENDING, 2011-2016

*\* Source for online ad spending eMarketer, JAN 2012: IAB/PWC. Source for print ad spending: d spending eMarketer and NAA*

# THIRDCOAST DIGEST



## OUR READERS

<b>Gender:</b>	%	*Index
Female	52%	98
Male	48%	101

<b>Age:</b>	%	*Index
18-34	24%	81
35-49	32%	117
50+	36%	151

<b>HHI:</b>	%	*Index
0-30k	12%	65
30-60k	22%	81
60-100k	28%	100
100k+	39%	139

<b>Education:</b>	%	*Index
HS	29%	65
Undergrad	48%	116
Grad/Post Grad	23%	160

# THIRD COAST DIGEST

PRODUCTS, SERVICES, SPONSORSHIPS



## **Banner Advertising:**

Align your business with TCD and achieve excellent results with cost-effective banner advertising.

## **Annual Sponsorships:**

TCD offers special value and visibility to customers who choose annual sponsorships. Available at four levels, from \$5250 to \$21,000 per year.

## **Multimedia Advertising Products:**

- eNews
- Podcasts
- Webcasts
- Creative Services

## **Social Media Services**



# **THIRDCOAST DIGEST**



**We're already working with clients on their marketing plans for 2012-13.**

**If you haven't scheduled your appointment with Curt yet, contact him today. Premium space fills fast!**

**Social media? Either Curt or Adam can get you started.**

**THIRD COAST DIGEST**



**Thanks for your time this morning.**

**You are great and we love you.**

**[Jon Anne insisted on this slide.]**



THIRDCOASTDIGEST.COM

**ART. NEWS. LIFE.**