



 MEDIA KIT 

your local

DIGITAL MARKETING

agency

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WFMJ digital located in Youngstown OH, focuses on designing and implementing fully integrated digital marketing services for local businesses to simplify the complex and constantly changing digital landscape. WFMJ digital is a full service Digital Marketing Agency that offers complete access to the local audience along with advanced targeting options to reach your existing and potential customers in any place and at any time. We offer a full suite of digital marketing options such as website design, search engine optimization, OTT Streaming, comprehensive marketing packages, social media advertising, reputation management and targeted online advertising campaigns.

contact us

As a full service agency, we can help build an effective multi platform marketing plan or fine tune your message and reach your audience... wherever they may be.

Call, email, or visit www.wfmjdigital.com for more information!

what we OFFER

digital

Every marketing plan needs a digital strategy. WFMJ digital provides a plan to ensure your business achieves success.

branding

Branding is about YOUR business. A good brand can drive leads and we can help blend your brand and culture.

design

We can provide content through visual creativity. Our resources can create digital graphics and creative design along with complete rebranding strategies to grow your business.

MOBILE OPTIMIZED WEBSITES • COMPLETE MARKETING PACKAGES
OTT STREAMING • SOCIAL MEDIA ADVERTISING • GOOGLE ADWORDS
TARGETING MARKETING • GOOGLE ADS • MOBILE GEOFENCING

OTT STREAMING

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OTT (over-the-top) streaming is advertising delivered directly to viewers over the internet through streaming video services or devices, such as smart or connected TVs (CTV).

The term “over-the-top” comes from the ability to bypass traditional TV providers that control media distribution, giving advertisers the ability to reach their audience directly.

what are the benefits?

- Larger Audience Reach
- Strong Targeting Opportunities
- Geo Targeting
- Improved Accountabilities

Powerful Analytics, Easier to Set a Budget, Non-Skippable ads, and Quality Content being Viewed

did you know?

- Around 35% A18+ have cut the cord. They DO NOT watch TV through cable or satellite. With COVID 19 , numbers have jumped an additional 5-10%.
- 40-45% of A18+ have no idea who you are. if you do not advertise on OTT Streaming, your message is DARK in the cord cutter world.
- The technology will continue to evolve as more people turn to streaming services and drop cable. The time is now to build a marketing strategy centered around this technology, OTT Streaming is about meeting your audience where they are, when they are watching. Prime time all the time!





facebook

- Reaching 8 out of 10 online consumers per day
- FB Messenger App - 1.3 Million Users
- Key Demo: Adults 35+
- Why? Only 2% of your followers see your organic posts



instagram

- Fastest growing social network
- Now over 1 Billion users!
- 500 Million story viewers daily
- 25 Million businesses use IG

we tell the story of your
business on the top
social platforms with
the largest audience



google business

- #1 Search and Map site
- 84% of people trust online reviews
- 88% of searches for local business on mobile device
either call or visit within 24 hours
- 92% of searches will pick businesses on the first page
of local search results

SOCIAL

MEDIA

ADVERTISING

MOBILE MARKETING & GEOFENCING

Geofencing delivers ads to consumers based on proximity to your business target at the latitude and longitude.

Conversion Zones track in store traffic.

Competitive geofencing available.

Perfect for targeting sporting events, tourist destinations, concerts, and trade shows.

Great tool for recruiting!

Mobile GEO Fencing targets consumers in key locations at the address level including the competition. Your business is the "Conversation Zone" as we track walk in traffic reacting to the ads. Ads appear to consumers reading content on Mobile Apps and Mobile Websites. Direct visitors to your website or a Mobile Landing Page which features video and quick links to map and click to call.

Reach people based on where they are and where they've been with our advanced targeting capabilities. We create audiences based on real world location indicators and demographic information derived from visitation pattern. 90% of mobile users have location services enabled on their devices.

what is mobile marketing and geofencing?

Location-based digital marketing that lets marketers send messages to smartphone users in a defined geographic area. Our mobile devices are always with us, creating an opportunity no matter where we are.

TARGETED MARKETING

search engine marketing (SEM)

- Targeting top page one of Google in search and maps, reaching consumers actively searching best keywords.
- Continuous campaign optimization
- Monthly reporting
- Add call tracking #'s for enhanced reporting

gmail inbox remarketing

- Email opens to full ad message, and can include photo, video multiple links to site.
- Inbox retargeting connects with your best prospects via gmail, delivering ads to them based on recent visits to your website as well as relevant keywords searches.

search retargeting

- Delivers your message to consumers who are actively searching relevant keywords
- Ads are served via mobile sites based on recent keywords searched, including: Products & Services, Manufacturers Brand Names, Competitive Keywords - Other local shops
- All ads are served via leading web and mobile brand safe websites

social & lookalike advertising

- Choose from the four top platforms
- Leverage email data to target social lookalikes
- Advanced audience targeting including geo, consumer interest
- Ads can be image, carousel, or video

Only **HALF** of all landing pages are optimized for mobile devices.

Correct targeting and testing can boost conversions by **300%** or more.

smart phone friendly = customer friendly

- Site must be easy to navigate by any potential customer on any device
- Click-to-call is essential, taking away the extra step for the customer
- Fast loading sites are key for happy customers - 3 seconds or we bounce!
- Be social friendly - 80% of consumers view social media on mobile devices, be ready when they link to your website

smart phone friendly = google friendly

- Google is now ranking mobile friendly sites ahead of sites that aren't... stay ahead of your competitors!
- Fast & friendly - quick loading sites are also important for SEO, as Google is now factoring page speed into ranking.



MOBILE OPTIMIZED WEBSITES & LANDING PAGES

DESKTOP & MOBILE ADVERTISING

WFMJ DIGITAL PROPERTIES

WFMJ desktop advertising

728x90 banner ad

Deadly Hurricane Dorian parks itself over the Bahamas

UNW targets GM as workers authorize strike

Police ID missing cyclist murdered in Warren

300x250 banner ad

728x90 banner ad

WFMJ mobile advertising

320x50 banner ad

BREAKING NEWS: Tree removal truck falls into garage

76°

COMMEMORATIVE EDITION

Youngstown Vindicator

Commemorative final issue of The Vindicator still available

320x50 banner ad

300x250 banner ad

320x50 banner ad

WFMJ interactive radar advertising

728x90 banner ad

300x250 banner ad

300x250 banner ad

728x90 banner ad

WFMJ app advertising

320x50 banner ad

21 WFMJ MOBILE

HOME TOP STORIES TOP VIDEOS HEROIN

BREAKING NEWS

TOP STORIES

'I feel like Job': Hurricane lays waste to homes in Bahamas

The Latest: Dorian could leave thousands with power in US

Naked Austintown man wanted for allegedly attempting to enter a nearby home

Banner Ad

21 STORM TRACKER

79° SUNNY

FEELS LIKE 79°

HUMIDITY 80%

DEWPOINT 45°

WIND SSE 11

SUNSET 7:12 PM

STORM TRACKER FORECAST

TONIGHT 65°

PARTLY CLOUDY

WARMER

LIVESTREAM



- Stream all WFMJ Newscasts, Breaking News and Special events.
- WFMJ is the ONLY news station in the area with exclusive OTT Streaming Apps! In addition to streaming newscasts, the OTT Streaming apps feature on-demand exclusive content.
- Apps are available in all app stores.

sponsorship includes:

- :15 or :30 pre roll video before each newscast/breaking news on all platforms.
- :15 or :30 pre roll video before each on-demand video.
- Logo recognition on billboard during scheduled TV commercial breaks