



MY BUCKHANNON

digital marketing guide



WHY

DIGITAL MARKETING

WORKS

Businesses spend more than \$550 billion a year on online advertising, and that number keeps growing **every day**.
The time to invest in digital marketing isn't tomorrow. **It's today!**



The Right People

Most of your customers probably live right down the street. Or maybe they don't. With a good digital marketing campaign, it doesn't matter. Your budget goes further because you're always reaching your **most valuable audience**.



The Right Place

What do people carry with them all the time? It's not a newspaper. Not a TV. Not a radio. It's a phone – a phone on which they consume more than **8 hours** of digital media every single day.



The Right Time

When's the right time, you ask? The first thing many people do when they wake up is reach for their phone. They check it again at lunch, on breaks, after dinner, before bed. So when's the right time? The right time is **all the time!**



Just Right.

Digital marketing is flexible, adaptable, and mathematical. You can see what works, and what doesn't. A good digital marketing campaign isn't 'set it and forget it.' It's a living, breathing thing that **evolves and grows** alongside your business.

HOW DIGITAL MARKETING DIFFERS

When deciding which marketing medium your business should pursue, consider digital marketing in addition to traditional marketing options.

CABLE/STREAMING SERVICES

EXPENSIVE, PRIMETIME PREFERENCE, NATIONAL ADVERTISEMENTS, ETC.

STATIC/DIGITAL BILLBOARDS

TOP-OF-MIND AWARENESS, EXPENSIVE, BASED ON AVAILABILITY, DISTRACTED DRIVING, ETC.

RADIO

AD AVOIDANCE, MUSIC STREAMING PLATFORMS MORE PREVALENT, ETC.

PRINT MEDIA

NO IMMEDIATE ENGAGEMENT, BECOMING RARE, "JUNK MAIL" MENTALITY, ETC.



My BUCKHANNON DIGITAL MARKETING

- Immediate engagement from viewers
- Local advertisements **ONLY**
- Device-friendly content
- Eye-catching, creative media
 - Social media targeting capabilities
 - Local readers = local customers
 - Local, experienced creative team
 - Photography/videography services
 - Easy social media management

DIGITAL CAMPAIGNS

You focus on your business. We'll focus on your marketing.

We'll design a campaign just for you, implement it, track it and analyze the results. You can be as involved – or uninvolved – as you want. By taking advantage of all the tools at our disposal – including social media, influencer and website marketing – we can precisely target a custom audience to deliver maximum value for your ad budget.

New Business Campaign

Introduce your business to the local community with My Buckhannon, the premier news source in Upshur County! Our comprehensive 12-week new business package includes a professionally written article, social media promotion, ongoing ads, comment monitoring and regular updates.

Business Builder Campaign

Share your business offerings with the local community and keep customers coming back. Our 12-month business builder package includes ongoing web and social media ads, priority coverage, graphic design, comment monitoring and frequent updates.

Event Promo Campaign

Boost your event's visibility with My Buckhannon, the premier news source in Upshur County! We'll publish an article about your event, share your story on our widely-followed social media platforms, highlight the event in web and social media ads and follow up with timely reminders as the event approaches.

Help Wanted Campaign

Reach thousands of potential employees with our comprehensive help wanted campaigns. We'll announce your job opening with a press release, keep it visible with ongoing web and social media ads, and target the perfect audience wherever they may be.

Partner PR Campaign

We work with local businesses to reach thousands of readers across North-Central West Virginia by combining our local news site and popular social media pages with targeting paid advertising to give your message maximum visibility. We'll publish your press release (and even write it if you'd like). The post will receive special distraction-free formatting with no in-story or popup ads. We'll then share and boost your story on social media -- and keep an eye on the comments.

ADVERTISE TODAY: ADS@MYBUCKHANNON.COM

MY BUCKHANNON

DIGITAL MARKETING MENU

ADVERTISING ON MYBUCKHANNON.COM

LOCAL NEWS

Middle schoolers will be able to grow — and even eat — their own strawberries, thanks to local development funds from state senators

WVWC theatre professor Tommy Schoffler portrays Scrooge in Greenbrier Valley Theatre production

Buckhannon City Council Meeting Agenda: December 7, 2023

America's MATTRESS
PRE-CHRISTMAS INVENTORY CLEARANCE SALE
SHOP NOW!

American Legion Post 7 to host free breakfast for all veterans

Family Support Center to host free painting night Dec. 13 with Mountain Mama Market + Artistry

City highlights Christmas Visits to Fairyland event, other holiday happenings

The Donut Spot
• Delicious Donuts
• Famous Pepperoni Rolls
• Breakfast Menu
• Hand-dipped Ice Cream
• Specialty Coffees
• Smoothies
• Lottery Tickets **OPEN 24/7**
51 North Locust Street, Buckhannon

Upshur man who allegedly solicited someone he thought was 14 years old arrested Monday

Free family skate night set for Monday, Dec. 11

Upshur Senior Center launches new individual, corporate donor initiative

EARN A CDL IN 8-10 WEEKS
AVAILABLE FOR QUALIFIED APPLICANTS!
FRED W. EBERLE TECHNICAL CENTER
304-472-1259 | 208 Morton Ave in Buckhannon
APPLY NOW

ALL LOCAL NEWS

Wesleyan set to host Governor's School for the Arts from 2024-2026

© News Release December 4, 2023

BUCKHANNON, West Virginia – West Virginia Wesleyan College is excited to announce the return of West Virginia Governor's School for the Arts for summer 2024-2026. Dates for Summer 2024 are June 23-July 13. The college previously hosted GSA from 2014-2016.

West Virginia Wesleyan College has a tremendous commitment to creative and performing arts. This fall, over 45 creative artists enrolled at West Virginia Wesleyan College, contributing to the largest new student class since 2017.

Dr. James Moore, West Virginia Wesleyan College's 20th president, came to the college in 2006 as Director of Jazz Ensembles where he built one of the most vibrant collegiate jazz programs in the region and was heavily involved with GSA's prior launch at WVWC.

Moore said, "As an artist-led institution, we at WVWC know full well the value of GSA and the impact it has on the development of tomorrow's artists. We were honored to host three highly successful GSAs between 2014-2016. We can't wait to have more of these students back on campus and show them how much we 'get' the journey they're on."

The 2024 Governor's School for the Arts is bringing back digital media as a major focus as students are showing more of an interest in this evolving media. Students work intensively within their disciplines, but also spend time in interdisciplinary study with other forms.

ST. JOSEPH'S HOSPITAL
WOMEN'S HEALTH
WELCOME
Reba Harward, CNM
ACCEPTING NEW PATIENTS
Appointments:
304.473.2300
The Center for Women's Health
100 West Main Street
Building D • Buckhannon
www.stj.net
WVUMedicine

Governor's School for the Arts will be headed by Dean Thomas Schoffler, who is chair of the Department of Theatre & Dance and an associate professor at WVWC.

Schoffler said, "As a professional theater maker and a teacher, I am thrilled to facilitate the GSA experience for young West Virginia artists because I know how vital that connection to other artists can be. Former GSA attendees cite that being part of our intensive arts community allows



Website ads are the bread-and-butter traditional advertising option on My Buckhannon, appearing within stories, on the home page and inside the news feed.



Website ads appear on nearly all pages

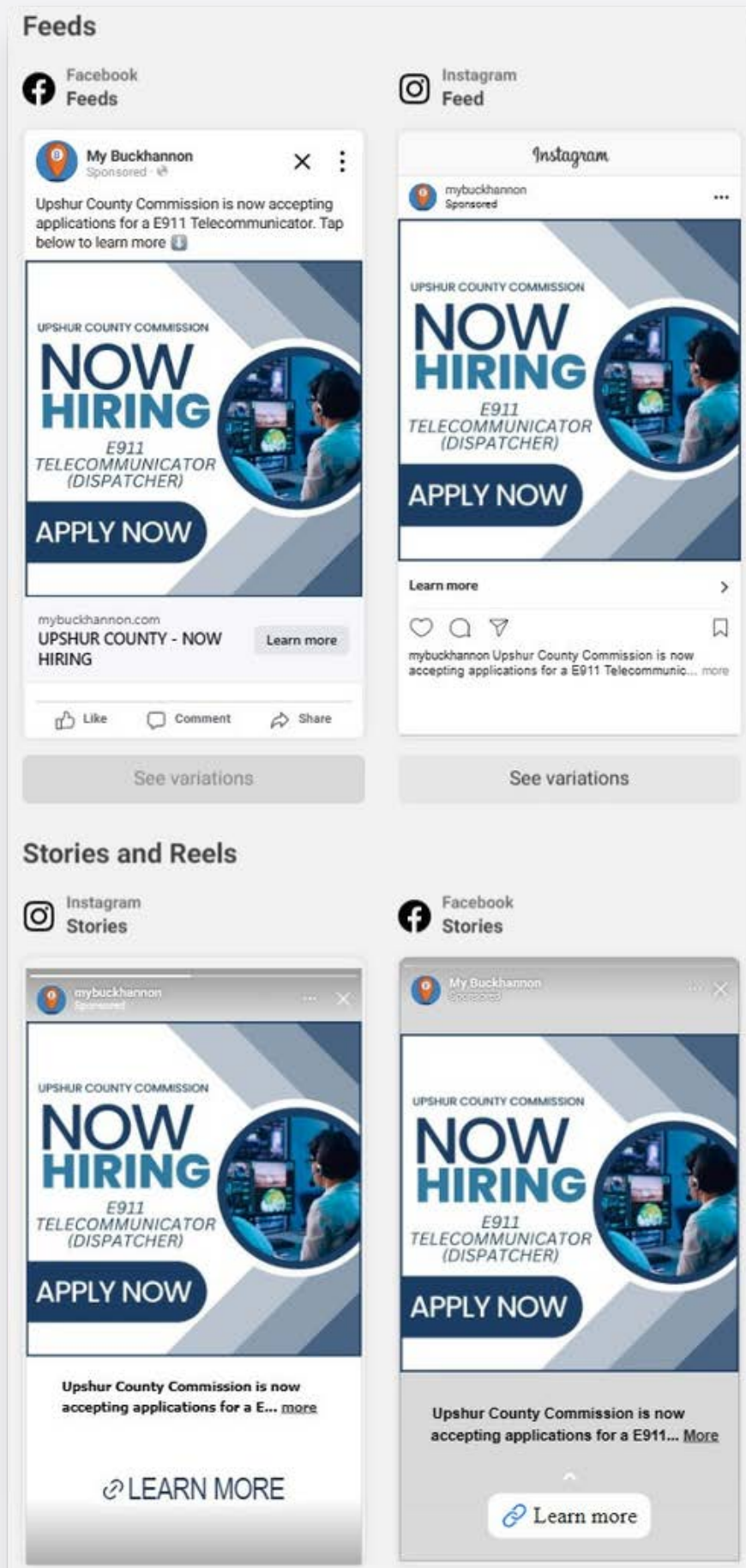
Your ad will appear:

- * On the homepage
- * Inside story content
- * On the news feed
- * In other highly visible locations

Ads rotate: Every view is unique

Each ad spot will regularly rotate between advertisers. This reduces 'ad fatigue' while allowing your valuable message to be seen over, and over, and over.

MY BUCKHANNON SOCIAL MEDIA



A targeted boost

Ads sold on mybuckhannon.com are also featured on our social media pages. This paid post can be precisely targeted to reach your specific audience using geo-targeting, demographic information and general interests. We can also retarget customers who engage with your ad.

Videos, graphics & more

We'll either make a fun video, interactive link or colorful graphic to use for your post. Engaging advertising on both our news website and social media is a benefit you won't find anywhere else.

PARTNER PRESS RELEASES



WVU Medicine St. Joseph's Hospital receives one of the top rankings in the United States for patient experience

© News Release | September 11, 2023

BUCKHANNON — WVU Medicine St. Joseph's Hospital in Buckhannon has received one of the top rankings in the United States for patient experience.

The five-star rating received is the highest rating possible, something that very few hospitals nationwide achieve. The rating is according to the Hospital Consumer Assessment of Healthcare Providers and Systems from The Centers for Medicare & Medicaid Services (CMS).

The data comes from CMS's Hospital Compare which displays hospital performance data in a consistent, unified manner. The survey is based on 10 patient experience domains, which include: Nurse communication, Physician communication, Responsiveness of hospital staff, Communication about medications, Discharge information, Transitions of care, Cleanliness of hospital environment, Quietness of hospital environment, Overall hospital rating and the Likelihood to recommend the hospital to others.

Skip Gjolberg, President and CEO of St. Joseph's Hospital, expressed, "Our hospital achieving this top ranking fills me with immense pride. This recognition owes its existence to the unwavering commitment of each and every member of our hospital staff. It undeniably underscores that delivering the highest quality of patient care requires the collective effort of our entire team."

For more information, go to www.medicare.gov/care-compare.



Caroline & Co. Boutique to host annual Shop Till You Drop Christmas Party

© Beckie Boyd | December 5, 2023

BUCKHANNON — Find the perfect holiday outfit for yourself or gifts for loved ones at Caroline & Co. Boutique during the annual Shop Till You Drop Christmas Party.

This year's Christmas celebration will take place on Saturday, Dec. 16 from 10 a.m. to 5 p.m. at their brick-and-mortar location in Buckhannon.

Shoppers will have access to a jolly abundance of goodies and deals while they shop! A hot cocoa bar will be sure to warm you up. With storewide discounts, doorbusters, free gifts and new arrivals, it will be a Christmas extravaganza you don't want to miss! Before checkout, enter the drawing for a Christmas basket giveaway for additional holiday joy.

The Christmas cheer doesn't end there! Shoppers will receive \$5 in Caroline & Co. Cash for every \$50 spent in-store or online, now through Dec. 31. Caroline & Co. Cash can be redeemed only in-store from January 2 until January 31, 2024.

Interested in attending this celebration with the friendly staff of Caroline & Co.? [RSVP for the party here.](#)

Shop the boutique online at www.shopcarolineandco.com or in-store at 33 East Main Street in Buckhannon.

Your press releases get special treatment

Advertisers who submit press releases to our site get bonus benefits, including a distraction-free format free of in-story and popup ads, as well as extra exposure on social media.

Content marketing is the hottest new trend

Content marketing - using press releases, stories and photos rather than a traditional graphic ad - has roared back to life in the digital era. We offer a platform to reach thousands of potential customers daily.

SPONSORED STORIES



Pictured, from left, are right Haley Cain, Cathy Malcolm, Howes Aging Services Director Missy Daugherty and Bobbi Halterman. / (Photo by Monica Zalaznik)

Mission of new Howes Aging Services is to help elderly, disabled people continue to reside safely in their homes

© Monica Zalaznik ■ November 29, 2023

BUCKHANNON – A new business in Buckhannon aims to help people stay in their own, familiar homes rather than live in nursing homes.

Missy Daugherty, founder and director of Howes Aging Services, said the business received its state certification on Oct. 31, 2023, and is now accepting new clients who can benefit from their case management services.

“We are an Aged and Disabled Waiver case management company that offers services to the elderly and disabled in five counties – Upshur, Randolph, Lewis, Barbour and Webster counties,” Daugherty said. “The ADW is a home care program that helps elderly and disabled people remain independent in their homes. You have a case manager who helps assess your needs, and then they connect you with the resources to fill whatever those needs may be.”

According to the West Virginia Department of Health and Human Resources, the Aged and Disabled Waiver program is a long-term care option that provides in-home care and community help. ADW programs enable people to remain in – or return to – their homes. Services in the program emphasize “choice, self-reliance, respect and community care.”

Daugherty said most people are trying to avoid nursing homes, whether they are disabled or elderly.



Fish Hawk Acres at 5 W. Main Street in Buckhannon / Photo by Beckie Boyd

Taste of autumn: Fish Hawk Acres October events

© Beckie Boyd ■ October 1, 2023

BUCKHANNON – Mark your calendars: Fish Hawk Acres will offer several exciting events this month. Experience the fun and fine dining of Fish Hawk Acres through their Cooking Classes, Market Dinners, Sunday Brunch and Floral Classes.

Register for one – or more – of these events [online](#) or make a reservation by phone at 304-473-7741.



We'll tell your story

Let us tell your story, just the way you want it. Sponsored stories are the perfect way to publicize special events or announce big milestones. We'll write the story and distribute it on our site, in our daily email and on social media.

Reach thousands of readers

This isn't just a press release. This is a full-blown story, posted prominently where our thousands of readers will see it. And unlike a regular ad, it will stick around in our archives indefinitely.

MY BUCKHANNON

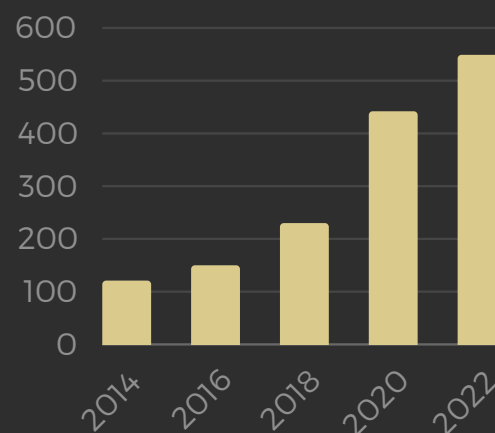
TRENDS THAT ARE RESHAPING
THE NEWS AND MARKETING INDUSTRIES

8HR 5MIN

THE AVERAGE U.S. ADULT SPENDS
8 HOURS AND 5 MINUTES
CONSUMING DIGITAL MEDIA
EVERY. SINGLE. DAY.



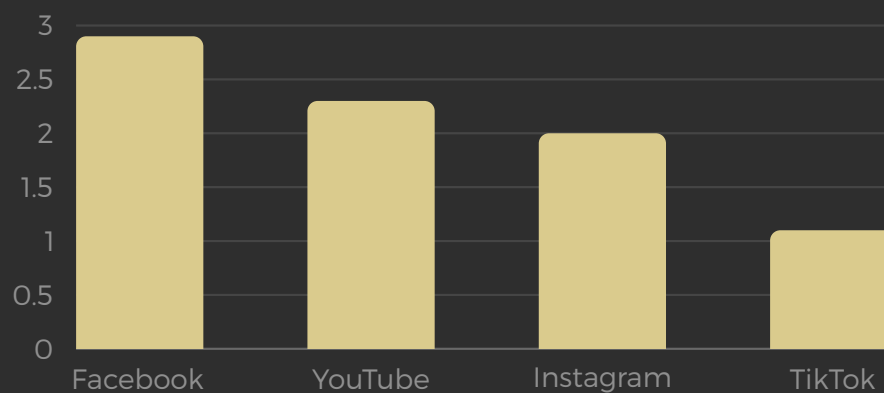
9 OUT OF 10 ADULTS
NOW RECEIVE ALL
OR PART OF THEIR
NEWS ONLINE



ONLINE ADVERTISING
HAS GROWN FROM
\$88 BILLION IN 2011
TO \$550 BILLION IN 2022

SOCIAL MEDIA SERVICES

IN BILLIONS OF USERS



TRENDS IN DIGITAL NEWS & MARKETING



RICH MEDIA ADS
ARE THE FASTEST
GROWING MARKET



MOBILE
ADVERTISING IS
NOW 5X DESKTOP



SUBSCRIPTIONS
ARE AN IMPORTANT
DRIVER OF REVENUE



ONLINE ADS TO TOP
\$1 TRILLION / YEAR
WITHIN 5 YEARS