

Target Marketing Is Community Marketing

For The Most Value. Powerful Response. And No Waste.

Today's world of marketing and advertising is more advanced than ever. The pressure is on to negotiate the most value for the budget and reduce waste. Target marketing is essential, of which community papers provide the perfect avenue.

Key Terms in Today's World of Strategic Media Planning:

- Target Marketing
- Niche + Specialized Media
- Online + Social Media
- Added Value

While no form of media can be everything, seasoned industry experts have increasingly relied upon independent publishing groups for strategic campaigns for large to small clients.

A recent campaign created by d+g Communications Group featured internationally known artist, Pierre Henri Matisse, at a local gallery in Tampa, Florida. The special appearance was promoted through a blend of media coverage and paid advertising – all appearing online, in the newspapers, on television and radio. The client, diligent in tracking response, reported that radio and local print media were the top driving forces for attendance and qualified art buyers.

"We found that we received the best attendance from our radio and local newspaper components of the campaign because of their connection with the area. In addition, they truly partnered with us by upgrading the placement and schedules, the addition of artist interviews, online and social media exposure plus other valuable components that directly contributed to our strong turnout." – Lesley Smith, Roadshow Company

Campaigns such as this have rolled out throughout the United States, further emphasizing the importance of niche media to better connect with the community and achieve the desired results.

The Advertising Challenge.

How do you enter the fragmented mindset of the target consumer and appeal to his or her likes, dislikes, habits, rituals and needs? **Local papers cover every industry, every community, every lifestyle.**

To create strategic campaigns in print, online and through custom value programs, visit www.paperchain.com for the latest news on the local media industry. Research and discover nearly 3,000 audited publications where some of the most effective campaigns unfold.

- Suburban Community Papers
- Religious, Ethnic, Multilingual
- Entertainment Weeklies
- Alternative Publications
- Shopping Guides
- Business Weeklies
- Family, Baby Boomers, Gen Y
- Arts & Culture

