



# Digital Advertising

We'll help you sort through the options.

Digital display planning and placement. Mobile and tablet ad buys. Social media campaigns. Custom e-mail blasts. Search engine marketing. **Your choices for multimedia marketing are plentiful.** Let us help you tailor the best campaign and strategy for your business or clients through our digital trade desk.

Making sense of all your options is no small task. That's why we are here to help you maximize your campaign across platforms. In print, online or on-the-go, we help you make a powerful impression.



Social Media Management	Build and enhance your online reputation. Utilize our dedicated Social Media account manager to stay on top of new trends and changes.
Social Contests & Quizzes	Host a contest on your Facebook page, website or blog to gain new traffic. Use auto-response alerts to extend your connection with entrants and offer additional ways to connect them with your brand.
Search Engine Optimization	Boost visibility of your website and increase traffic to your site. Save time and money with our Google-certified team.
Email Marketing	Micro-target your audience to parallel your marketing message. Increase retention and repeat business
Text Message Marketing	Promote your special offers, discounts, sales & coupons. Create loyalty promotions and birthday clubs.
Search Engine Marketing	Drive engagement and traffic to your website. Target the most relevant searchers, at the most affordable bid costs.
Programmatic/ Targeted Display	Maximize exposure by targeting your best audience. Take advantage of A/B split testing. Choose from networks by demographics, education, employment and much more.
You Tube	Maximize your budget with True View ads which only charges you when a viewer watches at least 30 seconds, or to the end of your video.
Gun & Ammo Network	Use this network for programmatic ads to reach websites without restrictions on firearm, ammo and target sport advertising.
IP Targeting	Reach a highly targeted audience with location specific accuracy. We convert physical addresses to IP addresses so you can serve targeted digital display.
Website Creation	Improve your brand image with a professional, informative and optimized website.
Online Mississippi Network	Reach newspaper readers online with digital ads on newspaper websites statewide. Also, increase your SEO rankings as Google recognizes newspaper sites as premium sites.