

NCPS DIGITAL

Hyperlocal.
Targeted.

North Carolina Press Services is the only platform for local engagement on a statewide and national scale.

Digital

NCPS's digital display ads and email marketing campaigns give you the ability to pinpoint your target audience behaviorally, demographically, and geographically.

Digital campaigns are:

- **Targeted:** they reach the exact prospective customer you are looking for - no matter the device.
- **Optimized:** they are optimized 2-3 times each week, yielding 2-3 times the engagement.
- **Branded:** they tie the rest of your marketing efforts together and communicate your message.
- **Measurable:** see how often your ads and emails are seen or clicked on, or if they improved website traffic.

Social Media

North Carolina Is the Most Social Media-Obsessed State. Researchers found that state residents looked up social media platforms more than 9 million times per month, amounting to 867.87 searches per 1,000 residents. Facebook had 6.12 million average monthly searches. Source: The News & Observer

- Run ads on mobile and desktop newsfeeds.
- Drive traffic and interactions to your social media & website.
- Track specific social actions with conversion pixels.
- Receive campaign reports featuring transparent data via your RPM Dashboard.

Email marketing:

- Micro-target your audience based on geographics, demographics, behavior, and more.
- Email content creation, use of NCPS customized drag and drop templates, and landing page creation.
- Daily optimization.
- Guaranteed engagement: 8% opens, 1% click-thrus.
- Redrop to opens: Standard or Custom options.
- Custom reporting to monitor your campaign (Track & Analyze Results).

Planning and Placement

Our experienced team works for you to make your job easier. One call gets you a single point of contact and a quote within 48 hours. You then place one order and receive one invoice.

