



BEST OF DETROIT

MEDIA KIT

— THE —
BEST OF
DETROIT

www.BestOfDetroitNow.com

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ABOUT US

Best of Detroit LLC is committed to bringing your "entire" business to 150,000+ loyal subscribers, looking for new & exciting experiences.

DEMOGRAPHICS

EMAIL SUBSCRIBERS

Business Owners, Homeowners, Professionals, Affluent Consumers & Foodies throughout Southeast Michigan.

152,658

SOCIAL MEDIA FOLLOWERS

47,656

BEST OF DETROIT CAMPAIGN INCLUDES

- Weekly emails to 150,000+ 1st party / opt-in subscribers.
- Emails include "unlimited" links & content. Common content & promotions include specials, menus, catering, private events, live entertainment, offers, products, services, online ordering, images, events, video, awards, bios, and more. Tell us what is important.
- Best of Detroit is very agile. We update your content weekly or as needed. Goal: Bring all aspects of your business to the potential customer.
- Weekly social media posts to the Best of Detroit social media followers (47,000+).
- Banner & website link on www.BestofDetroitNow.com with multiple links enhancing Blake's SEO.

BEST OF DETROIT CAMPAIGN BENEFITS

- Frequency**

Weekly

- No Size Limit**

Promote All Aspects of your Business.

Best of Detroit will update content weekly or as needed.

- Guaranteed New Customers.**

Increase your Current Customer-base.

- Social Media Growth.** Best of Detroit is a top source of new Facebook & Instagram followers for all of our advertisers.

- Increased Website Traffic.**

Best of Detroit is a top source of website traffic for all of our advertisers. We bring your site to the customer as opposed to the customer having to search for you.

- Capture subscriber emails for internal marketing.**

Best of Detroit is 100% transparent. During a 6 month campaign advertisers capture an average of 40,000 email address of potential customers who have expressed an interest in their business.

BEST OF DETROIT **CONCEPT**

Subscribers receive a weekly email &
answer survey questions in an attempt to
win gift certificates to
Best of Detroit Businesses.

Best of Detroit emails average a 41% open rate

Best of Detroit awards 1-5 gift certificates
per email / week,
based on the completion of the
weekly survey, email registration &
social media follow.

Best of Detroit advertisers see 97% of their
gift certificates redeemed.

**Best of Detroit can focus strictly on
“NEW” guests per request.**

Optional: “Click-Print-Redeem Offer”

Increase traffic & sales at your business when
you need it most.

At the request of our advertisers,
based on strong results & ROIs,
we added a secondary offer option.

This offer is optional and can be redeemed by anyone who interacts
with your Best of Detroit email.

This option increases the number of subscribers who will
become customers of your business.

RECAP

- I. Best of Detroit has the largest opt-in subscriber base of affluent power consumers & foodies within Southeast Michigan.
- II. Best of Detroit gift certificates give “New” guests an incentive to visit Blakes Farms for the first time. Guaranteed to acquire “NEW” customers who have never experienced Blake's Farms and grow your customer base.
- III. Gift Certificates, Secondary Offers, and Custom Email Lists are guaranteed to generate a ROI. Every aspect of Best of Detroit is trackable. We will provide spreadsheets each month.
- IV. Advertisers capture the name, email addresses & city of interested subscribers / potential guests. This data can be used for internal marketing (we will help if necessary). On average Best of Detroit advertisers capture 40,000+ email addresses every 6 months. Best of Detroit is 100% transparent.
- VI. Create tremendous brand awareness by bringing all aspects of your business to the potential guest. **Again, Best of Detroit is extremely agile. We can update this content weekly if necessary.**
Best of Detroit Goal: Bring all aspects & current content to the potential guest.
- VII. Increased website traffic and social media followers.
- VIII. Placement in the Best of Detroit Dining Directory with the “Best” businesses in Southeast Michigan.

- **Best of Detroit can help with all your custom emails.**
 - **Custom Programs Available Upon Request.**

CONTACT US TODAY

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