

# 10 Things To Know About The

# Relevance Project



## No. 1: Relevant Points.

This weekly blog offers insights, best practices, trends and other items of interest to press associations and their community newspapers.



## No. 2: The All Together Now campaign.

As part of Revenue Resource 2020, this series of three messages is intended to win over businesses dealing with pandemic restrictions, including shutdowns. It reminds local clients that newspapers are their best choice.



## No. 3: 15 Powerful Calls To Action.

Newspaper ads work. Our additional proof is 15 categories where newspaper advertising motivated at least 6 out of 10 readers to take action, according to research by Coda Ventures. These flyers and promotions should open doors for sellers.

## No. 4: Postcard Formats.

Convert the 15 Calls to Action into postcards and send to potential clients. Yet another conversation starter.



## No. 5: Election Season.

It's never too early to develop presentations and connections to capture political campaign ad dollars. Newspapers are valuable channels to informed voters.



## No. 6: Helpful Advice.

See selected best practices and great tips from smart people. These handouts are meant to share.

## SPECIAL OFFER

## No. 7: The Local Market Advertising Solution.

This amazing benefit is the result of a partnership with Metro Creative and Pulse Research. It features five categories -- heating and air conditioning services; banks; jewelry stores; optician or eyeglass stores; and continuing education services -- where newspapers can obtain data FROM THEIR SPECIFIC MARKET on projected household spending. Accompanying teaser ads help explain the market data and can be used to contact the businesses to set up an appointment.

## No. 8: Related Spec Ads.

As part of the SPECIAL OFFER, Metro Creative offers 10 different versions of already-designed ads for each of the five categories to show potential advertisers. Just plug in local details and sell, sell, sell.

## BONUS!

## No. 9: There's More.

You'll find one more section containing additional spec ads for the other 10 Calls to Action categories. Just download them. Again, walking in with a ready-made ad is bound to impress.



## No. 10: Support Local News; 2 Campaigns

"Support Local Journalism" is a series about the importance of local newspapers.

"When Local News Fails" is a different angle to stress how vital trusted local news is to the health of communities and democracy.

**What's ahead?** The Relevance Project's new Advertising & Marketing Task Force will focus on providing support to the press associations' ad services. We'll tout the effectiveness of print and digital advertising, email marketing, sponsored or branded content, and other services that deliver solutions for clients looking to reach more customers. Stay tuned!

One more point: **Always Stay Relevant. Onward.**

For additional information, contact Relevance Project Executive Director Tom Silvestri at [TAS@relevanceproject.net](mailto:TAS@relevanceproject.net)