



i-Yorkshire.com

DIGITAL
**MARKETING
OPPORTUNITIES**

STATISTICS & DEMOGRAPHIC



**WE HAVE A LARGER
FACEBOOK REACH
THAN SOME OF THE
MOST ESTABLISHED
PUBLISHERS ACROSS
YORKSHIRE!**

FACEBOOK RANKINGS & OTHER NETWORKS

PUBLISHER	SUBSCRIBERS
BBC Yorkshire	309K
i-Yorkshire	272K
Yorkshire Tea	229K
Yorkshire Evening Post	229K
Trinity Leeds	147K
Welcome to Yorkshire	138K
Sheffield Star	114K
Yorkshire Post	73K
The City Talking	51K
Leeds List	40K



FACEBOOK
FOLLOWERS
272,900



TWITTER
FOLLOWERS
13,900



INSTAGRAM
FOLLOWERS
27,600



EMAIL
SUBSCRIBERS
20,500

THE STATISTICS

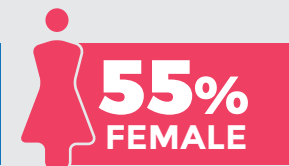
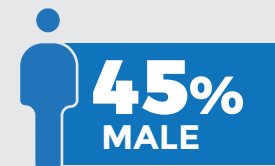
GENERAL REACH

2.1M APPROX
PER WEEK

GENERAL ENGAGEMENT

424k PER WEEK
20% REACH

KEY DEMOGRAPHICS



18-24	25-34	35-44	45-54	55-64	65+
2%	7%	9%	11%	8%	6%
2%	7%	11%	14%	11%	9%
4%	14%	20%	25%	19%	15%



GODS
OWN
COUNTRY

OPPORTUNITY & SERVICES

01 PRIMARY PUBLISHING SERVICES

- PUBLISH DIRECTLY ONTO OUR FACEBOOK PAGE, TWITTER & INSTAGRAM
- FEATURE IN OUR NEWSLETTER
- WEBSITE BANNERS ACROSS THE SITE & INSIDE ARTICLES
- GET 'RESHARED' BY OUR SELECTED PARTNER PAGES TO MAXIMISE REACH
- SPONSOR UNIQUE CONTENT SERIES

02 SECONDARY MARKETING SERVICES

- CONTENT CREATION (PHOTOS, INFOGRAPHICS, ARTICLES, VIDEOS)
- PRESS RELEASE DISTRIBUTION
- CREATIVE CONTENT CONSULTING
- MANAGE YOUR FACEBOOK ADS CAMPAIGNS

2019

CASE STUDY

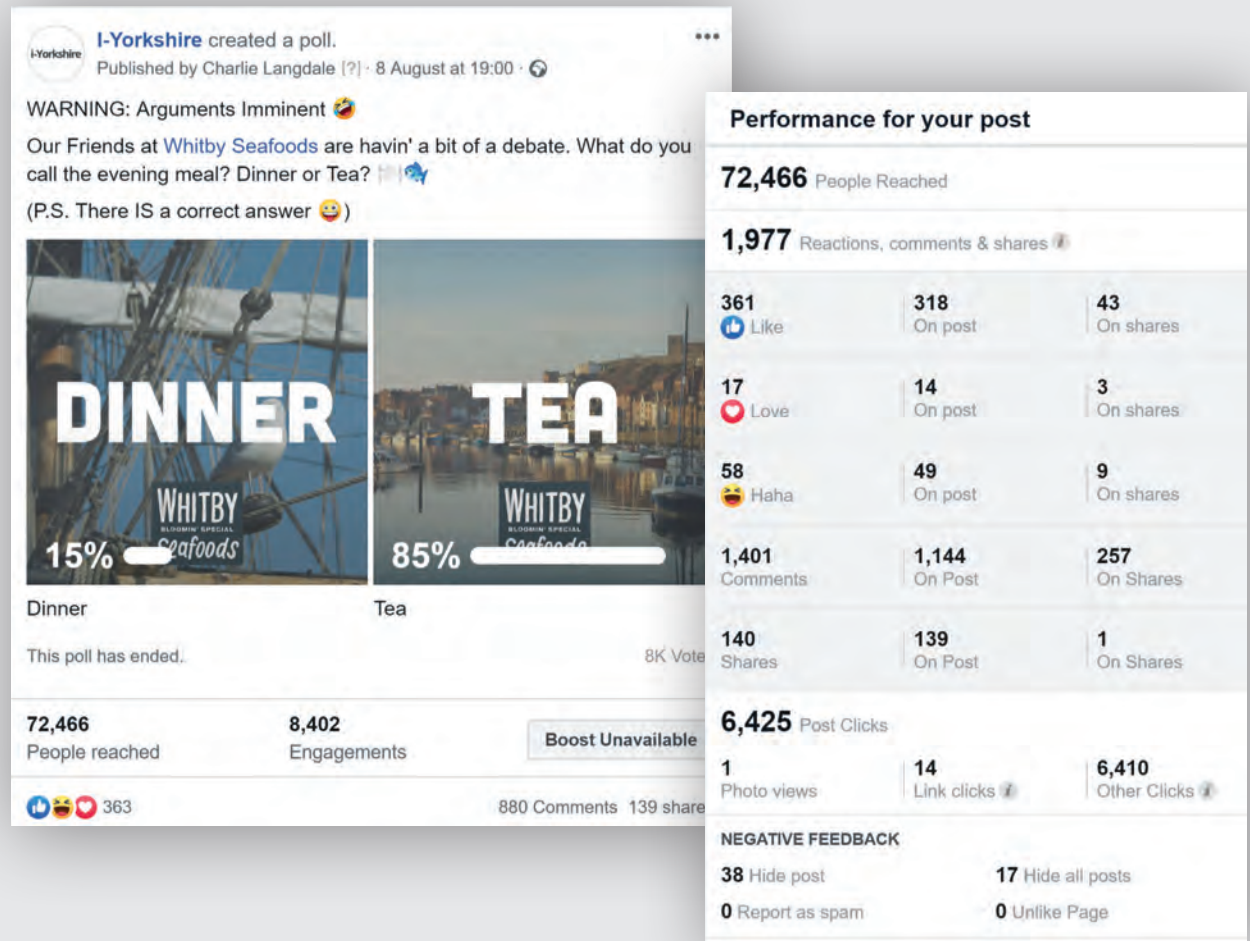
WHITBY SEAFOODS

THE GOAL:

To increase Whitby Seafoods brand awareness and engagement across digital platforms

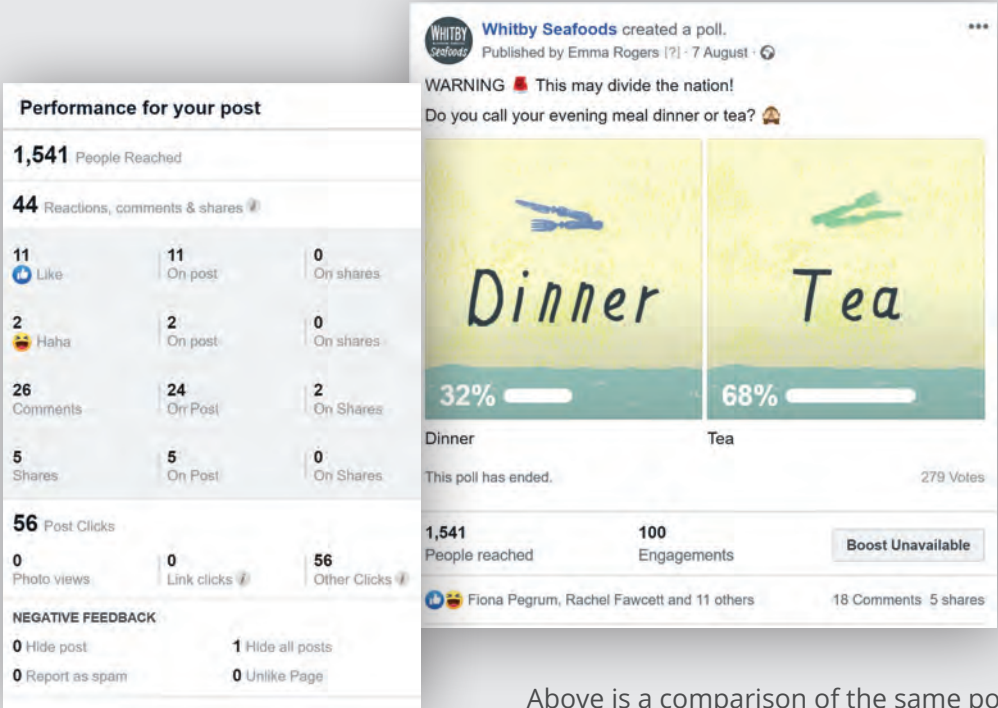
THE DESCRIPTION:

Here's a typical example of the type of posts we create to engage with our audience. This poll had over 8,000 votes & reached over 72,000 people



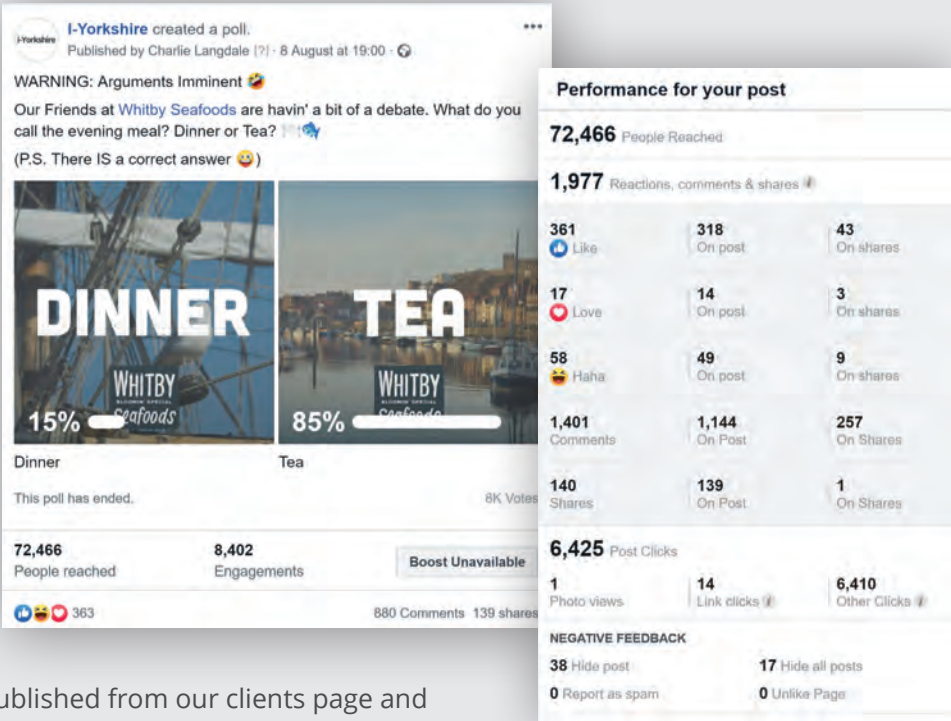
COMPARISON OF EXPOSURE

WHITBY SEAFOODS POST RESULTS



VS

I-YORKSHIRE POST RESULTS



Above is a comparison of the same post content, but published from our clients page and from ours. As you can see, our post has reached a substantially larger audience (72k vs 1.5k) and in turn has created more engagement in the form of reactions, comments and share, which all lead to additional exposure.

CASE STUDY

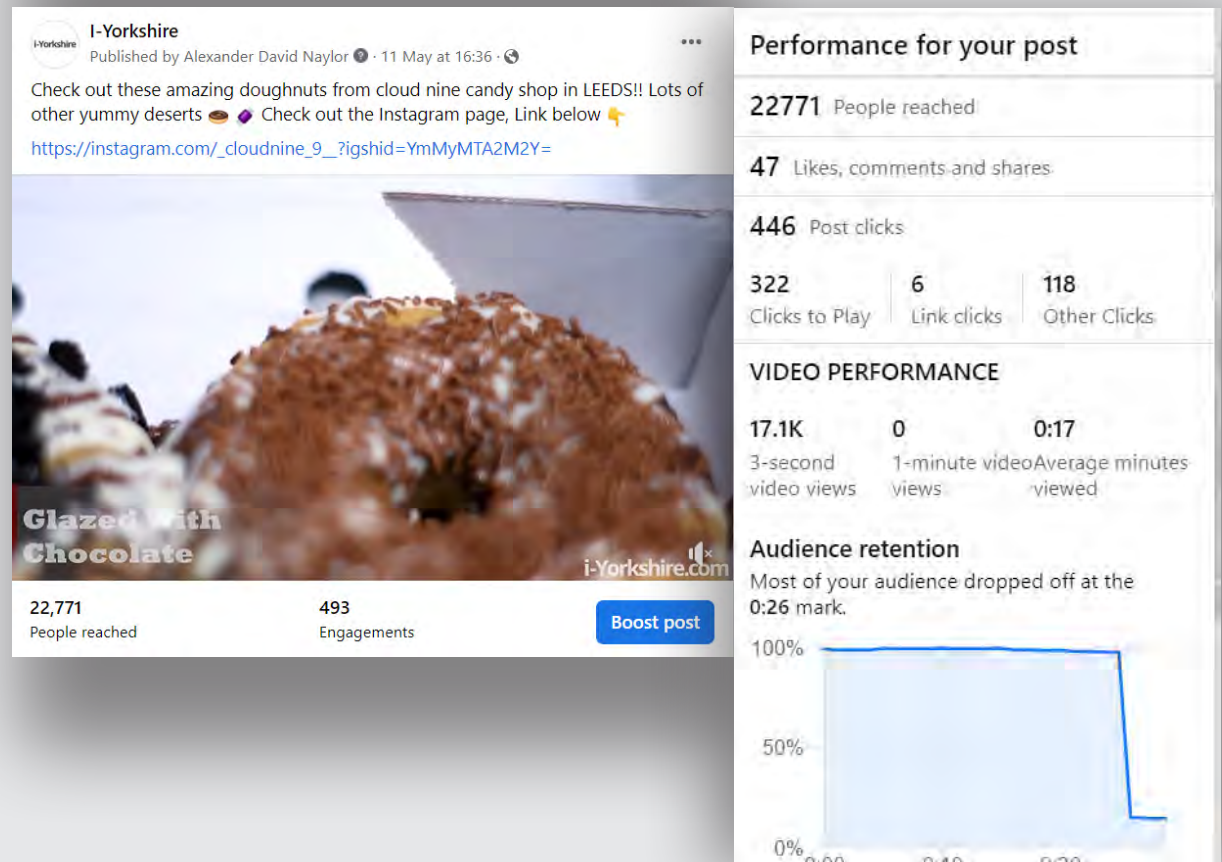
Cloud Nine CANDY

THE GOAL:

To increase brand recognition and awareness in an Online format across digital platforms. Securing their brand growth and converting potential consumers into consumers.

THE DESCRIPTION:

Here's a typical example of one of the videos we filmed and then marketed for the company. It links to our cross media posts and in a day reached well over 20 thousand unique people. Expanding the companies brand awareness in its operating area.



COUNTY OF
TH YORKSHIRE



i-Yorkshire.com

**THANK
YOU**

**FOR FURTHER INFORMATION
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A RING**

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