



the
Stray Ferret

01

**Promote your
Product, Service
or Event.**

The Stray Ferret is an online digital news platform which has seen exponential growth since it launched in March 2020.

We're showing no sign of slowing down.

We provide a partnership approach to helping your business grow through our online promotional channels.



Social following:

22,000+

Push notification users:

12,500

Average monthly ad impressions:

300,000

Page views of the site per month:

900,000

Monthly readers to the site:

170,000

*October 2021 stats

Our website is clean and fresh

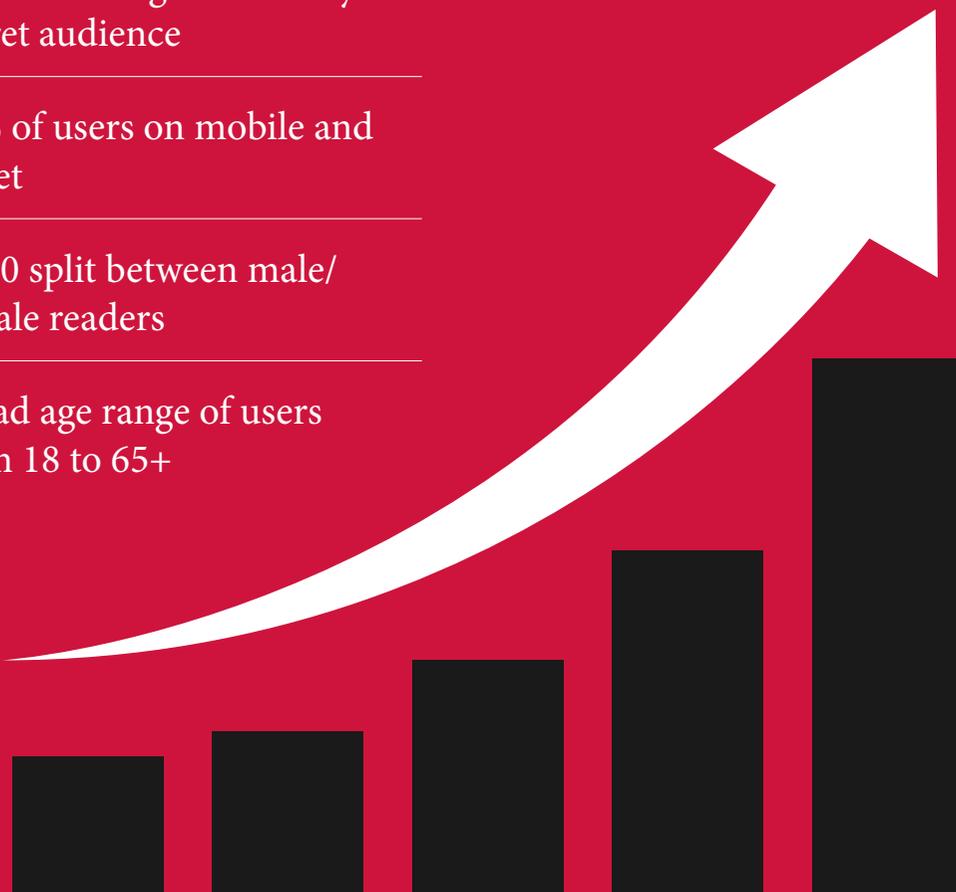
No pop-ups affecting the impact of your advert

We have an indepth understanding of the Stray Ferret audience

85% of users on mobile and tablet

50:50 split between male/female readers

Broad age range of users from 18 to 65+



We won't just sell you a display advert, we will...

- **Listen** and discuss the options to create a bespoke package that suits your budget and outcomes.
- **Support** you in developing a promotional strategy plan that is targeted and gets results.
- **Create** engaging campaigns with good copy, great design and professional video.
- **Publish** using our multi-channel approach to delivering your message.

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How To Promote.



Video



- Video is a versatile and engaging content format
 - One minute of video is worth 1.8 million words to a consumer when it comes to swaying an audience - Dr James McQuivey of Forrester Research
 - Videos provide a quick explanation of your product in an easily digestible format
 - Search engines love videos
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Graphic Design



- Communication through visuals is a vital part of business – it's true that a picture speaks a thousand words
 - Good design is important as it helps tell the story
 - It also enhances the quality of your message and may influence decisions
 - 93% of all human communication is visual
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Copywriting



- Copywriting is often underestimated. Words hold a lot of power, especially for businesses today, and even more so in the digital space
- Cutting through the noise and creating the perfect message is paramount to a successful campaign
- We have skilled writers who understand how to tell your story and attract an audience

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Ways To Promote.

Website advertising

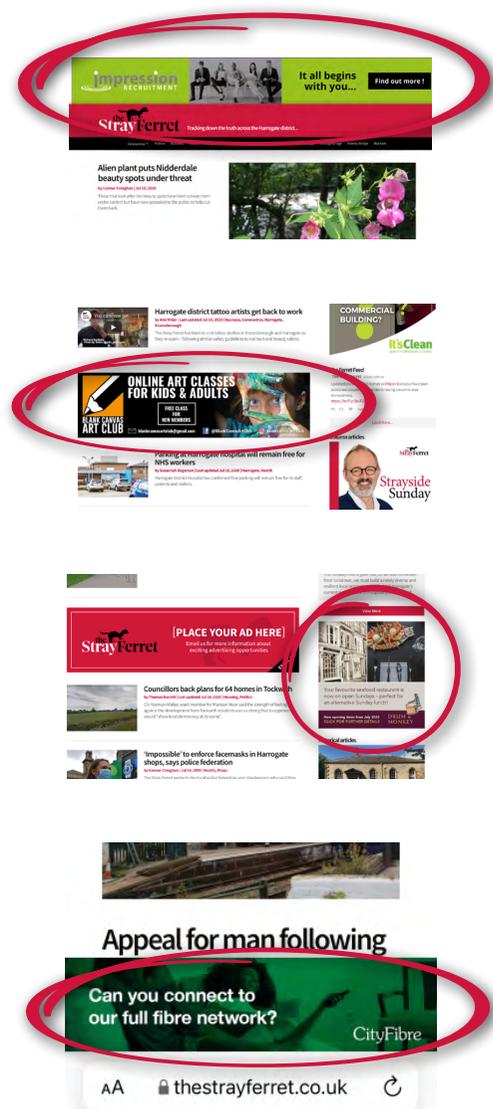
- Over half a million page views a month
- Display provides a cost-effective method for promoting your business
- Helps to create brand awareness
- Generates leads
- Can be targeted to the audience
- Link to your website
- No pop-ups meaning your advert isn't lost

Targeted advertising via our category sponsorship...

- ✓ Column
- ✓ Topic
- ✓ Lifestyle
- ✓ Competitions
- ✓ Vouchers
- ✓ Jobs



Types of display advertising



Leaderboard Ads

Our big impactful slot at the top of every single page

Banner Ads

Positioned between stories on the home/category pages

Box Ads

A sizeable box on the right hand side of the home/category pages

Sticky Footer Ads

Positioned at the footer of all the Stray Ferret web pages displayed on mobile/tablet.

Advertorial

Provides an opportunity for a more in-depth look at your product or service

- The Stray Ferret can interview you and write the copy for approval
- Excellent when used with other promotion options

Community Orientated Promotion

It is vital the community around us is supported so we welcome partnerships with sponsors to help promote good causes and initiatives. Sponsoring a community initiative may form part of your corporate responsibility objectives.

When sponsoring a community initiative your business will receive fantastic brand awareness and can generate substantial publicity with an affordable investment. Our joint community initiative to support the Harrogate Theatre gave the sponsor fantastic exposure. The Christmas panto stories which we filmed and created free of charge were watched by 113,000 members of the community.

Vouchers

- Use to promote a product, service or experience
- Can be promoted via the website and/or social media
- Use as an incentive for customers



Competitions

- Increase awareness of your product, service or experience
- Use to launch a new business, product or service
- Can be promoted via the website and/or social media

Social Media

- Exposure on Facebook, LinkedIn, Twitter and Instagram
- Choose the channel depending upon your audience
- Sponsor content to promote beyond our following

Jobs

Advertise your vacancy on our jobs board and get access to job seekers across the district. Job vacancies are listed on our jobs page, promoted on our home page and pushed out across our socials twice a week.

What's On

Advertise your event on the What's On page and let the Harrogate district and beyond know about your upcoming event.

Porters Case Study

Porters has been working with the Stray Ferret since its launch in March 2020. During this time, Porters has seen its online audience grow hugely. Also with the Stray Ferret's help, brand awareness of Porters has massively grown. As well as running online advertising campaigns, where the click through rate to www.porters.shop has increased month on month, we have also taken part in providing gifts for competitions run and organised by the Stray Ferret. "The ideas, level of support and commitment to help local businesses during these uncertain times, will stand the Stray Ferret in good stead for the future. A big thank you to the Stray Ferret team for all they have done to help us generate business."

Bob Kennedy, Porters

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Case Study.

“Hopkinsons have successfully diversified its marketing in 2021 by engaging with new audiences that have seen our brand and engaged in both marketing and listing their properties with us.

As a local estate agent we wish to support locally based media outlets and have found the Stray Ferret to be a valuable tool in increasing our business in the Harrogate area.”

Jeremy Hopkinson

Hopkinsons

Hopkins adopted a three-month campaign approach to:

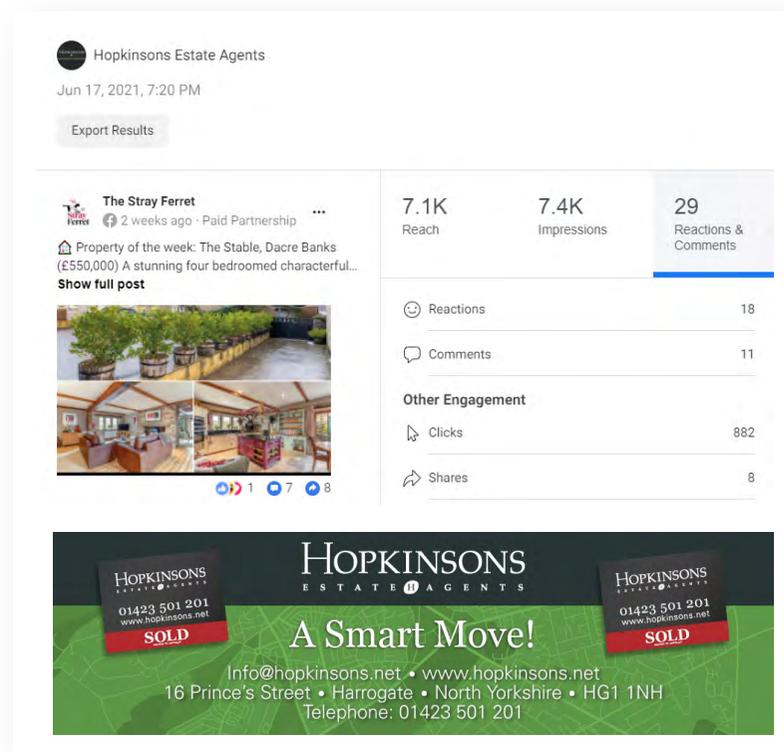
- ✓ Increase brand awareness across the Harrogate district
- ✓ Generate new appointments from a different sector of the market
- ✓ Assist in increasing Hopkinsons' social following

To generate maximum exposure, we suggested an approach which included:

- ✓ Display advertising
- ✓ Advertorial
- ✓ Social campaign including: Video / Graphic posts

How the activities performed over the three months:

- ✓ Display advertising – 999,130 ad impressions and 2,230 click throughs
- ✓ Advertorial – 1,891 page views
- ✓ Social engagement via video and social graphics – Reach 49.5k | Impressions 51k | Click throughs 3,765



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