



Building a community for our
community



What we'll cover today

- Why Planit? It's not like we weren't busy.
- What content made sense, and what didn't.
- Launching the site - throwing a stick into a tornado.
- Metrics, measurement and how we know we're making a difference.
- Dollars and sense - are we making money?
- Q & A



Sensing the need for yet another niche website

- McHenry County - collar county of Chicago
- Population is largely comprised of families with children, decent income, interested in activities locally
- Not a great nightlife market, but lots to do in the day time
- No other medium had succeeded in pulling the community together



Born out of our news site

- We have a strong news site
- The news website audience is large and loyal
- Traffic continues to grow
- Unlike the printed paper, readers/users don't rely on the website for advertising, shopping and planning

Deciding on content

- What's enough and what's too much?
- We didn't want to be Google
- Where did we decide to focus?
McHenry County
- Content goal - just every event, festival, cruise-in, concert, fun run, etc - in McHenry County

Another community resource

- Calendar of events - nothing left out
- Where to go, what to do
- Local deals
- Eating and dining
- Shop local retail
- E-commerce
- Plan IT!



The pieces of



Calendar

- Every event in the county, by day. Links directly to enhanced contact and web sites if available.



Showcases

- Shopping portals for retail and dining, with gift cards available for sale at deep discounts



Events

- Details on local events make Planit more than just a list of things to do.



Shopping

- A rich retail experience awaits users interested in heading out for sales or savings

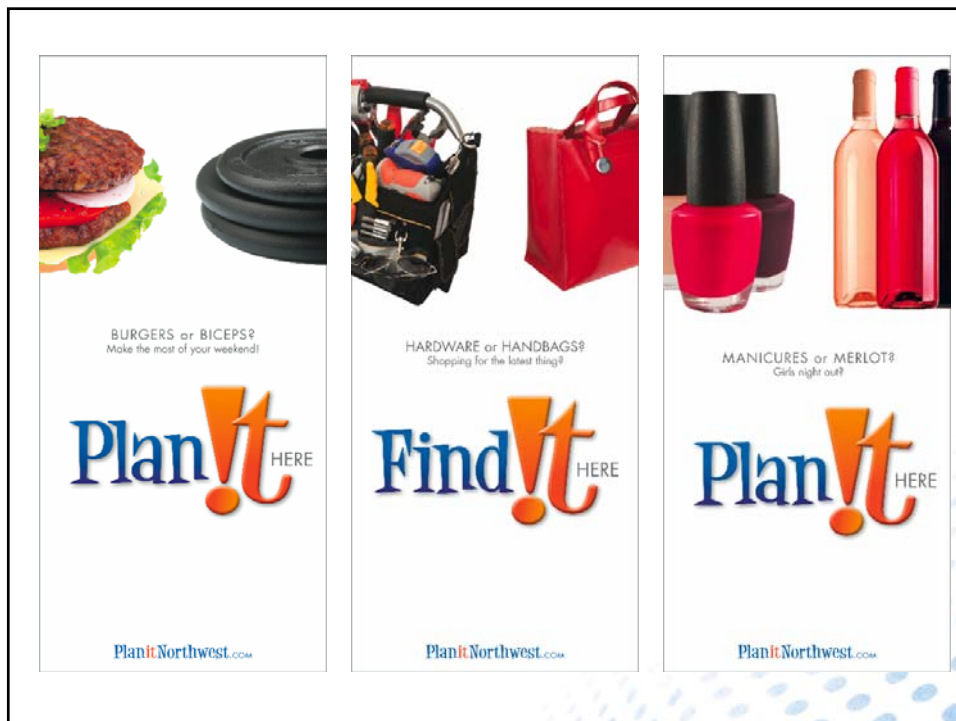


Getting off the ground

- Promotion - hired an ad agency
- Communication - hosted all hands meetings to explain importance
- Structure - hired brand manager and refocused existing associates

The creative effort

- We felt that the look and feel of Planit needed to be “different”
- Started with teaser campaign
- Moved into “wifm” ads
- Print, online, cable and outdoor



Brand Manager

- Eats, sleeps and breathes Planit
- Scours the community for events, content
- Determines the week's featured events
- Collaborates with entertainment editor to share information
- Attends events, lends personality to live video, creates a "buzz" around town
- Immersed in Planit - checks links, showcases and pages to ensure user experience is flawless and rewarding



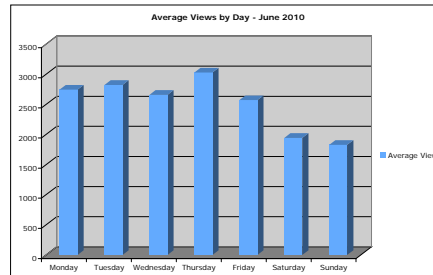
Jessica Jacobsen



By the numbers

We determined what metrics would help us to define whether or not we were successful:

- Total users
- Registered users
- Most clicked links
- Gift certificates purchased
- Highest traffic days
- Page views
- Time spent on site



What the numbers told us

We spend a lot of time understanding just how users interact with Planit:

- The Calendar link was the most popular destination on Planit
- Females outnumbered male users 3:1
- Local users will take advantage of local eCommerce
- More than half our users view retail and dining showcases
- Planit visitors average 17 minutes on site
- More than half our recipients open their Planit Picks emails and of those that open, more than half click



Turning traffic into dollars

- Showcases - restaurants and retail, gift certificates
- TV and radio programs - live remotes, flighted campaigns
- Sale packages - featured events, calendar links
- Planit Picks - newsletters and direct marketing
- Video tours, programming and on-site features



Questions?

