



OMAHA PLACES MEDIA KIT

Promoting Omaha businesses & events
Instagram & TikTok: @omahaplaces
omahaplaces.com

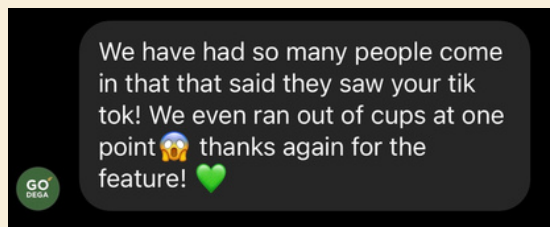
ABOUT ME



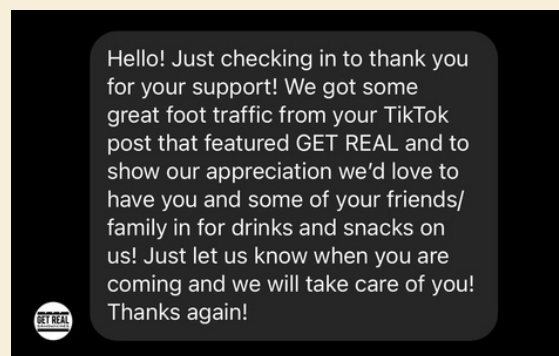
Hi! I'm Cahner. I grew up in Omaha, moved away for eight years, then moved back in July 2021. I quickly discovered that Omaha felt like a totally different city than what I remembered. I decided to document all the new places I was going, and so Omaha Places was born.

I have been a social media manager for four years, so I know the power that a single Instagram post or TikTok video can have. I'm excited to bring some of that power to help promote businesses and events in Omaha.

TESTIMONIALS



@godegamarket
IG Reach: 15k
TikTok views: 33k



@getrealsandwiches
TikTok views: 92k

"Omaha Places social media accounts have helped us out more than we could expect. After we were posted on the page, we have groups coming in saying how they found us on TikTok to this day. We expected a little exposure but what we got was great return on investment right away! Highly recommend!"

- Nick, Hydes Slydes

OMAHA PLACES

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FOLLOWER BREAKDOWN

Gender

66% women

33% men

Location

70% in the Omaha-metro

10% in Lincoln

Age

50% are 25-34

23% are 18-24

20% are 35-44

1.2M

MONTHLY
IMPRESSIONS

32K

IG FOLLOWERS

16K

AVERAGE
POST REACH

5,500

AVERAGE STORY
VIEWS

50K

TIKTOK
FOLLOWERS

1.5M

MONTHLY TIKTOK
VIEWS

10,000

MONTHLY WEBSITE
VISITORS

1,200

NEWSLETTER
SUBSCRIBERS

430

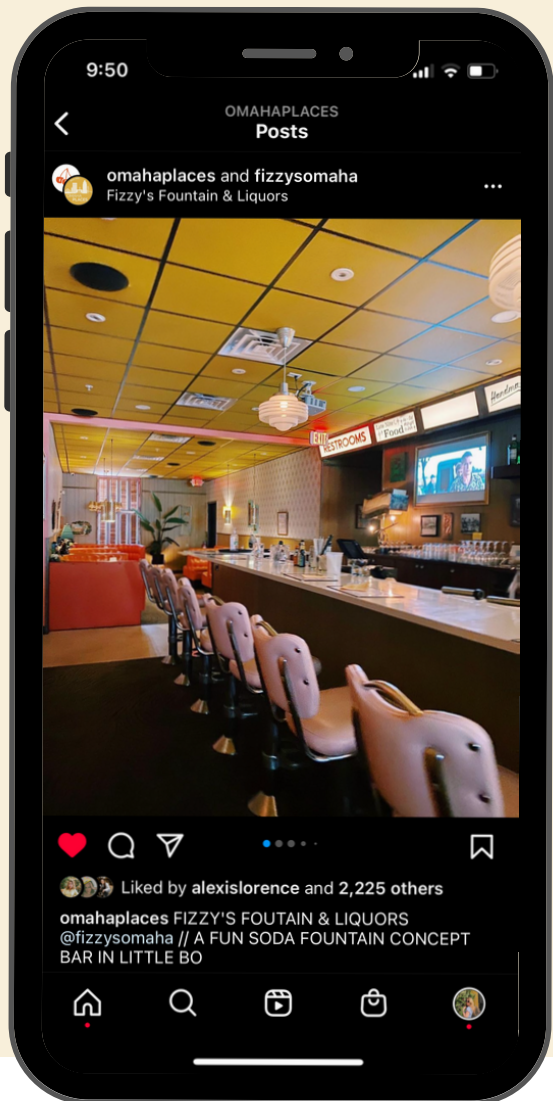
AVERAGE SHARES
& SAVES

ADVERTISING BUNDLES

Advertising bundles are great for businesses who have never worked with us, and area ready to go all-in on advertising!

ONE-TIME BUNDLE

Best for: New business openings, first time Omaha Places advertising, B2C businesses with a physical location

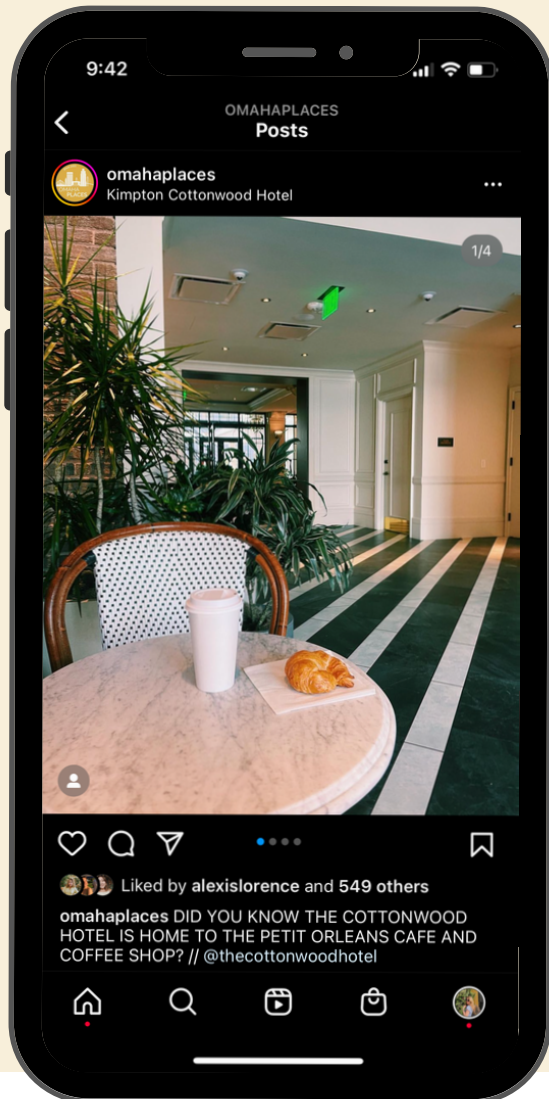


- Dedicated IG Post showcasing your business
- Dedicated TikTok about your business
- Post will be added to the relevant Guide such as "best coffee shops" or neighborhood guides
- Stories will be added to the relevant Highlight on Instagram
- Blog post with more photos and relevant SEO keywords
- Access to all the content we take, via Google Drive
- Analytics report a month after we post
- Turn around time is 2-3 weeks after we film content

Example: One-time bundle about Fizzy's Fountain & Liquors

3-MONTH BUNDLE

Best for: Businesses that host regular events, new business openings, first time Omaha Places advertising



- Month 1: TikTok video, Instagram post
- Month 2: Instagram stories, Newsletter feature, blog post
- Month 3: Instagram giveaway, Instagram stories
- Post will be added to the relevant Guide such as "best coffee shops" or neighborhood guides
- Stories will be added to the relevant Highlight on Instagram
- Blog post with more photos and relevant SEO keywords
- Access to all the content we take, via Google Drive
- Analytics report a month after we post

Example: 3-month bundle about
The Cottonwood Hotel

**An event promotion can replace the
Instagram giveaway, if needed.**

EVENT ADVERTISING

Best for: Free or paid public events that are at least a month in the future. Must have photos from past year's to provide us



- Instagram post prior to your event with information about the event, location, dates, tickets, parking, etc.
- Instagram stories with additional information + link to buy tickets (if applicable)
- Must be able to provide photos to us ahead of time (no graphic designs or videos)
- Analytics report a month after we post

Example: Event advertising about Modern Market by A Local Collective

Optional: An Omaha Places team member and a +1 will attend your event and post live Instagram stories.

A LA CARTE ADVERTISING

A la carte advertising is great for businesses that have already worked with us before, or businesses that have a tight marketing budget.

INSTAGRAM STORIES

Best for: General business advertising, last minute event promotion, seasonal menu items or specials



Example: Instagram stories about
Blue Sky Patio & Pickleball

- 4 Instagram story slides on the @omahaplaces Instagram
- Each story will tag your business so you can repost
- We will link to a ticket sales page or your website
- Stories will be posted on the same day we shoot content
- Access to all the content we take via Google Drive
- If purchasing multiple series, they will be posted a month apart

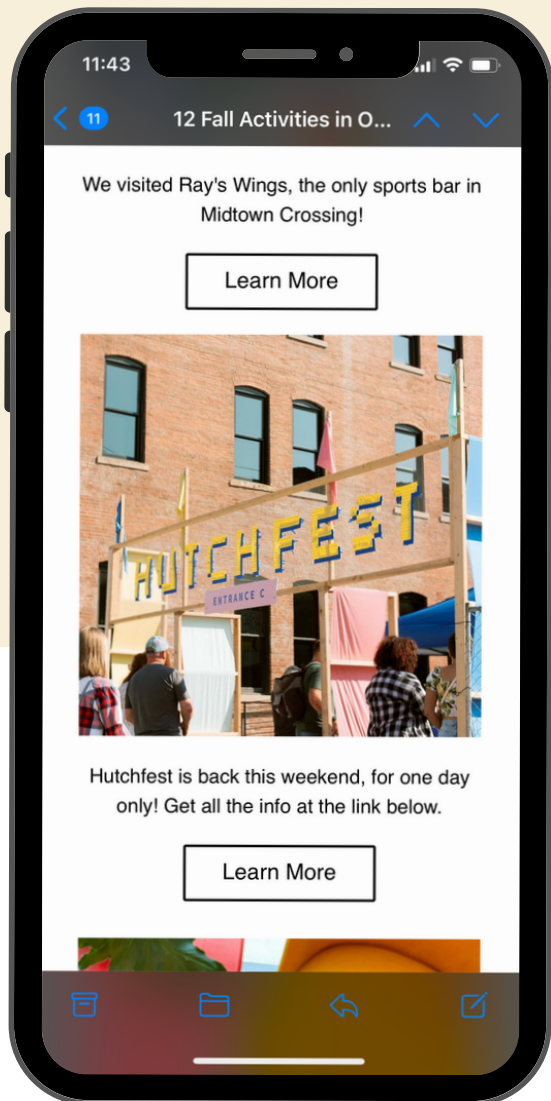
For all types of posts, I ask for complimentary product or service for myself and a +1 to allow me to take photos. For restaurants, I ask that you cover the tip for our waiter.

NEWSLETTER ADS

Best for: seasonal menu items, menu updates & specials, small events, Realtors & photographers, event promotion

We have two types of newsletter ads:

1. Omaha Places Blog Links- You have an existing blog post on the Omaha Places website, and want to drive traffic to it for brand awareness
2. Community Links- You are hosting a small event, or are a photographer or realtor. You don't have a blog post on the Omaha Places website, so we will link to your business or event page



Example: Newsletter advertising about Hutchfest.

1,200
NEWSLETTER
SUBSCRIBERS

72%
OPEN RATE

HOST AN EVENT WITH US

Best for: Customer facing businesses that want to engage with their customers in a unique way

We are always looking for fun venues to host meetups and events! We have two types of events:

1. Ticketed events- We advertise and sell tickets, usually including a free drink
2. % of sales events- Event attendance is free, but Omaha Places takes a % of sales from the night.



Example: From a % of sales event we hosted at Lumen Taproom.

GIVEAWAY

Host a giveaway on the Omaha Places account

- Giveaways are a great way to increase engagement and gain new followers on your business account
- Must be bundled with the one-time, ongoing, or event advertising package
- Entrants will have to be following both Omaha Places and your business account
- Giveaway value must be at least \$100

PINNED TIKTOK

Pin your video to the top of our profile for 30 days

- 30 days after your video is posted, I'll pin it to the top of my profile for the next 30 days
- TikTok videos slowly move down our profile as new videos are posted, so pinning to the top of our account ensures your video stays visible long after it's posted
- Must be bundled with the one-time or ongoing advertising package

SOCIAL MEDIA MANAGEMENT

Ongoing social media management, \$700-\$1,700/month depending on package

Please ask for info on these packages if you're interested.

- Content & post creation on your business account
- Instagram and TikTok management
- Includes 1 post/month on the Omaha Places accounts
- 50% of posts will be Reels, 50% static photos
- One photo & video shoot per month
- Sourcing user generated content
- Regular Instagram stories to go along with posts

FAQ

- **What is your turn around time?**
 - The first posts will go live 2-3 weeks after we film.
- **Do we get access to the photos and videos you take?**
 - Yes, we can send you everything via Google Drive.
- **Can I submit an event for your weekly event videos?**
 - The only way to get guaranteed inclusion is to do event advertising with us.
- **I want to advertise an event on your page. How much notice do you need?**
 - About 3 weeks notice, but the more the better.
- **Can you do a post in exchange for free product or service?**
 - No, we are not able to do a post in exchange for product.