



OMAHA PLACES MEDIA KIT

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

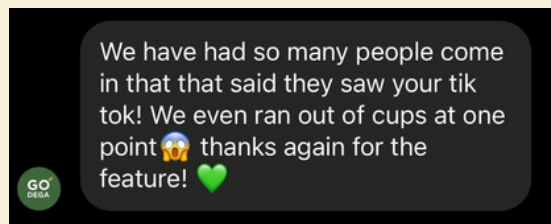
ABOUT ME



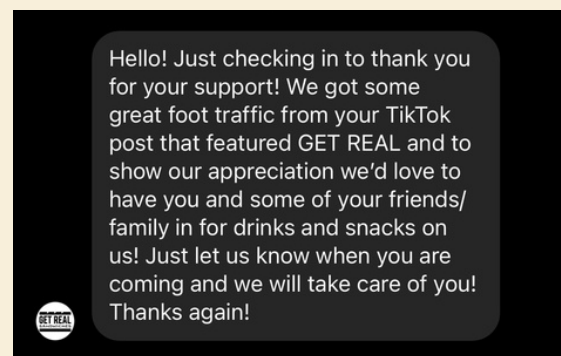
Hi! I'm Cahner. I grew up in Omaha, moved away for eight years, then moved back in July 2021. I quickly discovered that Omaha felt like a totally different city than what I remembered. I decided to document all the new places I was going, and so Omaha Places was born.

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

Updated 5/5/22

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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

28K

IG FOLLOWERS

412K

MONTHLY
ACCOUNTS
REACHED

4,000

AVERAGE STORY
VIEWS

45K

TIKTOK
FOLLOWERS

1.5M

MONTHLY TIKTOK
VIEWS

10,000

MONTHLY WEBSITE
VISITORS

800

NEWSLETTER
SUBSCRIBERS

430

AVERAGE SHARES
& SAVES

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ONE-TIME ADVERTISING

TikTok, Instagram post, Instagram story, blog post

- 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

ONGOING ADVERTISING

2 posts/month across the Omaha Places accounts

- Posts could be in the form of TikTok videos, Reels, Instagram feed posts, Instagram stories, blog post feature, or prominent feature in a listicle
- Three month commitment

EVENT PROMOTION

Instagram post, Instagram stories, blog post

- Instagram post, stories, and blog post prior to your event with information about the event, location, dates, tickets, parking, etc.
- Front page blog feature in the weeks leading up to your event
- Event attendance by an Omaha Places team member
- Live Instagram story coverage of the event

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.

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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