



## Success Story

### Country Paradise

**Weekly Ads in Decatur Daily**

**Website hosting and management**

**Social Media Management**

#### **Having a strong online presence is crucial for event venue**

43% of newly engaged couples already have a venue in mind. This makes it extremely important that Country Paradise have a strong digital website. Keeping their website updated is an important part of their digital marketing strategy. Their account representative is in close contact with Country Paradise to make sure website updates are completed in a timely manner.

Social Media is also a huge part of Country Paradise’s digital presence. We are managing their social media presence. In the first 45 days of this partnership we were able to increase their Facebook followers by 637. Other campaigns in our social media marketing strategy partnered with their display ads in the Decatur Daily are helping increase interest in this venue.

#### **Advertising in The Decatur Daily Increases Business**

“Since first partnering with the Decatur Daily, I have seen an immediate growth in my business. I was pleasantly surprised to learn they handle more than just print advertisements. They also offer an array of digital services including website and Facebook management with their digital agency Reach 256.

It was always difficult to get a hold of my previous multimedia rep and was never completely satisfied with their services. My current rep with The Decatur Daily has gone above and beyond to ensure everything is satisfactory to my needs and has helped me increase my business 22% within just two months.

All of us at Country Paradise thank them for their help and would recommend them to anyone in town!”

Rick and Peggy Talley, County Paradise



Call us at 256-260-2370 to find out what Reach256 can do for your business.