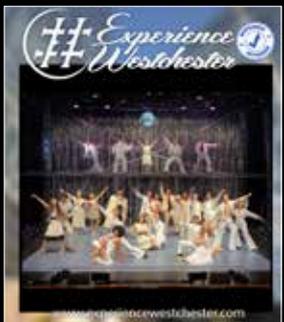




SOCIAL MEDIA & MARKETING AGENCY

# MEDIA KIT



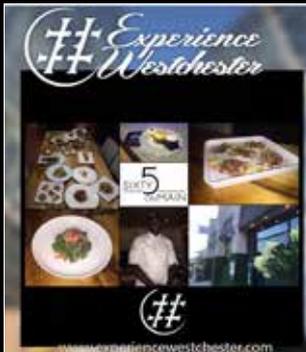
SIXTY 5 ON MAIN GRAND OPENING - AUGUST 2016, NYACK



*# Experience Westchester*

SIXTY 5 ON MAIN

HENDRICK'S  
GIN



XPW Organic Static post



Steven Cohen, Guest Host

# SPECIALIZED SOCIAL CONTENT SHOWCASING WESTCHESTER LIFESTYLE



## INDUSTRY OVERVIEW

Social Media has become a major component of the marketing and advertising mix for Small and Medium-sized businesses (SMBs). It is a major outlet for consumer discovery. Nowadays, it is essential for any brand--local, regional and national--to maintain a consistent presence on these platforms to stay in front of current and potential customers. Whether directly or indirectly, the actions generated from shareable content and a brand's overall presence socially, plays a key role in their perception, recognition and long-term growth. **Experience Westchester (XPW)** offers custom opportunities for quality, cost-efficient campaigns designed to grow revenue from existing customers and attract new ones.

## ABOUT US

Inspired by the popularity and marketing prowess of *Instagram*, **Experience Westchester** launched in 2015 to become a leading source of targeted lifestyle content engaging locally-based users in Westchester County (NY) and surrounding areas. We present integrated solutions for brands, businesses, organizations and initiatives seeking to reach Westchester-area residents through Cross-Platform Actions on popular platforms such as *Instagram*, *Facebook*, *Twitter*, *YouTube* and others. With our combined reach, **XPW** reaches a monthly audience of 20,000+ with custom content--static and video--curated by our team of influencers.

## OUR MISSION

Our goal, at scale, is for **Experience Westchester** to be the #1 resource in effectively boosting our partners' Share of Voice through amplification on today's hottest platforms! We create tailored campaigns--big and small--for partners who operate in a range of categories. We reach high-spending, active consumers directly in their social feeds with content showcasing Events, Live Entertainment, Community Affairs, Dining, Retail, Fashion, Health and Beauty, Auto, Travel, Financial Services, Real Estate, Personality Profiles and more. Ultimately, **XPW** seeks to foster a spirit of community by creating real connections--both online and off!

**ATLANTIC STARR COMING HOME - SEPTEMBER 2015, GREENBURGH**

**J&J LEWIS MEDIA**  
THEODORE D. YOUNG COMMUNITY CENTER  
PRESENTS

**ATLANTIC STARR**  
"COMING HOME"

Atlantic Starr is coming home!  
For the first time in their 30 year career, Atlantic Starr  
is coming home to perform a full blown concert  
featuring all their top ten hits.

**SEPTEMBER 26, 2015**  
- Rain or Shine -  
YOSEMITE PARK - GREENBURGH, NY

**SPECIAL GUEST APPEARANCES BY...**  
David Lewis    Mel'isa Morgan    Jeff Foxworthy & His Band

**Experience Westchester**

[www.experiencewestchester.com](http://www.experiencewestchester.com)

*Promotions & Sponsorship Sales provided by XPW*

*Organic Static & Video Coverage*



*Atlantic Starr receives Proclamation from Greenburgh Town Supervisor Paul Feiner*

**TITLE SPONSOR**

**THEODORE D. YOUNG COMMUNITY CENTER**

This Sponsorship Fee: \$145,000

**EVENT OVERVIEW**

Atlantic Starr is a legendary R&B band that achieved massive success in the 1980s and 1990s. For the first time in their 30-year career, Atlantic Starr is coming home to perform a full-blown concert featuring all their top ten hits.

**15 YEARS ALBUMS**

- 15 YEARS REUNION & PERFORMANCE
- "MY FIRST LOVE" A 41 YEAR HIT
- "WALKING IN LONDON" "TWO OF US" HIT
- "FOLLOWED" "I'M COMING HOME"
- "IF YOUR HEART GOES AWAY"

[www.atlanticstarr.com](http://www.atlanticstarr.com)

# WANT TO REACH MOVERS & SHAKERS? YOU NEED SOCIAL MEDIA!



**E**xperience Westchester presents a unique opportunity to enhance your reach by getting your brand message seen by thousands of Westchesterites, in a cool way. Whether you are a Restaurant posting on Instagram, a Law practice creating custom video for Facebook or an organization talking to their community on Twitter, there are few better ways to deliver your latest news directly to customers than via Social Media.

## SOCIAL MEDIA FACTS

- 86% of US Adults (18-29) are Social Media users and 69% of all U.S. Adults are Social Media Users
- People are more likely to purchase from businesses they feel connected to
- Heavy users of Social Media spend 3+ hours per day on their platforms
- Generation X'ers (35-49) spend the most time on Social Media
- 39% of heavy social users believe that finding out about new products and services is an important reason for using a social network
- 57% of Marketers that use Influencer Marketing indicated that influencer content either somewhat or greatly outperforms brand created content.
- 90% of Facebook Users are watching video on their mobile devices \*Facebook internal data



It is critical for 21st century businesses to have a robust presence on Social Media, especially *Instagram*. There simply is no better place where people convene to discover cool, new products, services, businesses and brands—and to be reminded why they loved something so much in the past!

- 500 Million+ people use *Instagram* monthly.
- Almost 50% of all brands, across all industries are on *Instagram*. On both *Facebook* & *Instagram*, more than half of all users follow brands. (70% of *Instagram* users follow brands).
- Users share and find new things they aspire to, want and get!
- 1 in 5 minutes that people spend on mobile devices in either on *Facebook* or *Instagram*.
- 60% of *Instagram* users say they learn about products and services on *Instagram*.
- 75% of *Instagram* users say they take action after being inspired by a post—like visiting a website, searching, shopping or telling a friend.
- 7 out of 10 consumers look online first for local business information.
- 80% of consumers say that they are more likely to try new things based on friends' suggestions made through social media.
- 68% of Marketers using Digital Video believe Social Media are the most vital platforms to showcase their campaigns.
- US Mobile Phone penetration has reached 81% (223 Million+ Users) spending an Average of 4.7 Hours per day glued to their phones.

\*Source – Instagram User Survey November 2016, Forrester Consulting, Pew Research Study Demographics of Social Media Report for 2016, 2017 Nielsen Social Report, Linqia March 2017

# WHO WILL YOU REACH?

**E**xperience Westchester is your partner in navigating the Social Media landscape to strategically engage your core audience, within their personal space. We produce cool, targeted content delivered in a creative, yet informative style. We utilize each social platform to be a part of the discovery, research and eventual, purchasing process.

**“Micro-influencers are 4x more likely to get a comment than those with 10 Million+ followers”** – Sarah Ware, CEO of Markerly

## EXPERIENCE WESTCHESTER IS AN INSTAGRAM MICRO-INFLUENCER

An *Instagram* Micro-Influencer is any feed with a follower base of 10K-100K. Content originating from Micro-Influencers receive high-levels of ENGAGEMENT and ORGANIC REACH (shares, reposts, tags, etc.). Influencer Marketing exposes brands to audiences they would not otherwise have access to. According to Influencer Marketing: the good, the bad and the ugly from ClickZ, businesses on average generate \$6.50 for every \$1 spent on efforts with Influencers--a 600% ROI.

## ADDITIONAL REACH

When you run a campaign with **XPW**, the creative and messaging will be re-purposed to broadcast on all of our active Social Media feeds, creating Cross-Platform Actions and opportunities for integration and additional exposure.

## OUR FEEDS

*\* as of April 2017*

### @ExperienceWestchester

on *Instagram*  
13,200 Followers

### @XPWEvents

on *Instagram*  
5,500 Followers audience #'s

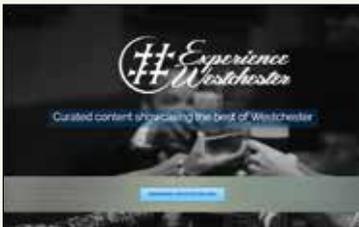
### @Experience Westchester

on *Facebook*  
500 Followers

### @expWestchester

on *Twitter*  
500 Followers

### ExperienceWestchester.com

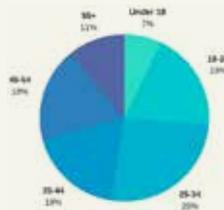


## OUR AUDIENCE

46% Male  
54% Female  
91% **NY, CT, NJ, PA**-based

Median Net Worth: \$422,318  
Median HHI: \$96,785  
Average HHI: \$145,077

78% College Graduates  
95% Some College  
30% Post Graduate Studies



Median Age: 33.5

- 73% Told a friend about something they saw on **Experience Westchester**
- 64% took an action as a result of something they saw on **Experience Westchester**

# XPW PREMIUM VIDEOS

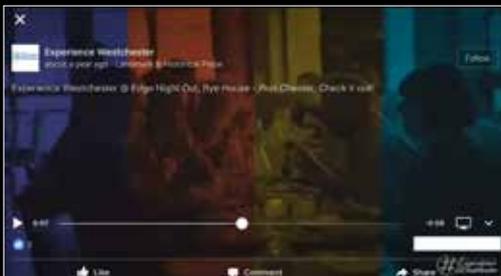
FORD EDGE NIGHT OUT - NOVEMBER 2015, PORT CHESTER



Premium Static post



XPW Medium.com Advertorial Article



SEASONS ON THE HUDSON FLORAL WORKSHOP - DECEMBER 2015, IRVINGTON



Premium Video coverage



Red Dragon Digital Cinema Camera

# 360° ASSETS



(L-to-R: XPW Events, Ticket Giveaway at Luxe Lounge, Rye House, WUJI Rye, Love Leeann Boutique - Premium Static)

## SOCIAL MEDIA MANAGER

Want a hassle-free way to grow your presence on *Instagram, Facebook, Twitter, Tumblr* or *Pinterest*? Put our successful track record of social savvy and promotional power to work for your brand with the **XPW Social Media Manager**. Having navigated the jungle of each of these popular social platforms since their respective inception, we've developed the orientation needed to efficiently grow your profiles. This is full-service enterprise social media management done intelligently. We will create engaging content, connect with targeted, relevant and active users and manage your profile's amplification resulting in measured growth %. We will dedicate 50-75 hours on your accounts per month.

This service includes:

- Scheduled content updates (product showcase, promo messaging, hi-res photos)  
\*Frequency TBD; Up to 6 unique posts per day
- Strategic Engagement of geo-targeted, active followers
- Integrated Content across Platform accounts; boosting Share of Voice, Impressions and Cross-Platform Actions
- Measured 15% Monthly Growth-Rate

## EVENT MARKETING

There are few better ways to directly impact and establish lasting brand impressions with your targets than live events. **XPW Events** brings our brand to life by connecting our partners with qualified audience targets, in real time. Collectively, our team has managed 300+ Event Marketing programs--Corporate Hospitality and Golf Outings, Conferences and Trade programs, Fashion Music and Showcases, Restaurant Tastings, Nightlife Social Affairs, Community and Educational Programming and more. We will develop a custom, integrated Sampling, Branding, Fundraiser or Retail program to meet your budget and goals. Our programs are complemented with post-event coverage online and via Social Media.

Event Planning and Management services include:

- Identifying and Securing Partners and Participants; Guest List Coordination
- Managing Venue, Sponsor and Vendor relationships; Day-of Coordination
- Post-event Recap

## PROMOTIONS

**XPW Promotions** works in a range of capacities—both online and off—to alert area consumers about your business, event or opportunity.

● **Guerilla Promotions/Street Team Marketing:** We will deploy a dedicated team to distribute your flyers, promotional items or giveaways. XPW will develop a concentrated plan to get your material in the hands of your intended targets producing immediate results.

● **Promotional Sweepstakes, Incentive & Premiums:** Create a Custom Call-to-Action with a Sweepstakes or special offer to incentivize our audience. With a custom URL, dedicated phone line or special discount code, you'll generate buzz, sales and measure the tracked results!

## DIRECT MARKETING

● **Email Marketing:** Our team will work with you to produce a custom email marketing campaign delivered by our email service provider (ESP) to targeted opt-in email accounts of local consumers.

● **Direct Mailing:** With the assistance of a 3rd Party Fulfillment center, we will deploy your custom marketing piece directly to the homes, offices and places of businesses of your local targets. Our capabilities include: Literature and Campaign development, List Management, Assembly, Stamping and more!

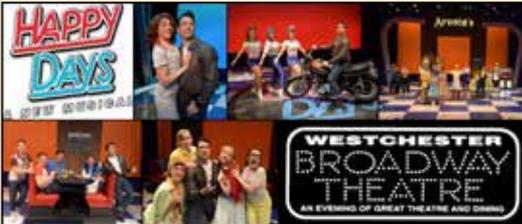
## PUBLIC RELATIONS

**XPW Public Relations** maintains a team of practitioners who have a long history of securing high-profile placements in Local, Regional and National press. We create tailored campaigns structured to generate maximum exposure. We develop Story ideas and supporting Press Materials and make custom pitches to Bloggers, Reporters, Editors and Producers with the goal of generating press coverage across relevant outlets. We craft your message, coordinate coverage and measure results. Contact your XPW rep for a consultation exploring how we can implement your strategy, tell your story and generate buzz!

- Full Service Communications Services
- Strategic Campaign Development and Execution
- Measured Recap



*Tawa Indian Cuisine- Stamford, XPW & NOMA Comedy team*



*Happy Days The Musical at WBT, YWCA Luncheon - Tarrytown*

# PREMIUM & CREATIVE SERVICES

## GRAPHIC DESIGN, CUSTOM PUBLISHING & MERCHANDISING

Complement your Marketing strategy with custom design and printed products created by our roster of Graphic Artists. Your idea will come to life aligning with your Brand ID complete with strong, clear messaging and sharp design elements. Produced materials will reach, engage and inspire action among your intended targets. Our production process is professional and the output is clean, quality and set to specifications. Opportunities include:

- Sales & Marketing Collateral Materials
- POS/POP assets
- **Promotional & Branded Products:** Apparel, Gifting and Corporate Merchandising
- **Printing Services:** Broker/Manage Full-Color Professional Print projects
- **Custom Design:** In-House Ad Creative, Printed Materials & Special Interest Publications (SIPs), Brand ID & Logo Design

## DIGITAL

**XPW Digital** produces Websites, has launched Mobile Apps and creates Standard IAB-format digital display advertising. Whether you need a total brand overhaul online or a simple promotional website, our team is ready to deliver high-impact results as part of your next digital project.

Our Search Engine Optimization (SEO) services support clients' strategies in enhancing their visibility, leads and customers through discovery online. We develop strategic content to engage users and work to focus on delivering quantifiable metrics displaying growth.

- **Content Strategy:** Advertorial & Editorial production and distribution to relevant networks
- **Analytics:** Measured Growth %

## COMMERCIAL & FILM PRODUCTION

Video and film is an essential platform for all brands to strategically communicate their value proposition, building relationships directly with their publics and strengthening their position in the marketplace. Sure, there's great new technology that allow for anyone to produce and distribute video content, but there's much fewer sure-fire ways to produce a premium package of quality material capable of reaching a targeted audience at efficient cost and scale than with your partners at **XPW Commercial & Film Production**.

Our talented team of producers will work to create a finished product built to increase engagement, while meeting your treatment goals and budget specifications. We manage Staff, Locations, Casting, pre-Production, Shooting, post-Production and Editing. Our team takes pride in the process of developing a turnkey project--from concept to final edit. You will be proud of your finished product--inspired content meeting the standards of a Madison Avenue agency and capturing the look and feel of a Hollywood studio production.

- Ultra HD Commercial Spot Production
- Branded Series and Short Film Production
- Community, Education & Government Programming; Political Campaigns
- Video News Releases and EPK's; B-roll packages
- Developing & Innovative Platforms (aerial footage, 360° video, VR)

### Partial Premium Video Equipment List:

**6K Red Dragon** Digital Cinema & Broadcast Cameras, **Chimera** Lighting, **Shure** Audio

### Premium Production Minimum Base Daily Rate: \$1500

*Full Equipment List and Rates available upon request*

## EMPIRE STRIKES BACK - JULY 2016, WHITE PLAINS



*Multi-platinum Recording Artist DMX and the LOX perform at the Westchester County Center for Ruff Ryders' CEO, Dee Dean's Birthday. Promotions & Sponsorship Sales by XPW.*

### ADVERTISING & SPONSORSHIP SALES SOLUTIONS

**XPW Advertising and Sponsorship Sales Solutions** leverages its local relationships to offer full-service Sales Representation for Broadcast, Digital and Print Publishers, Special Programming and Events. We have sold media on behalf of 35+ publications and digital properties as well as a full range of event and marketing programs. Our broad, custom and growing database of prospects and advertisers ensures a strong pipeline of targeted sales leads. This extensive, up-to-date CRM database is used to distribute custom marketing campaigns that promote your brand along with your sponsorship and advertising opportunities. We manage the full sales process, work to book new business and report on all activity with a post-project SWOT analysis.

### MEDIA PLANNING & BUYING

Let us put together a cost efficient, integrated media plan for your business. We work to leverage our relationships with hyper-local and area outlets to secure the most affordable, targeted plans for our clients. Our Total Audience, Census-level or 3rd Party data-driven media plans are customized to each partners' platform preferences and developed to match the client's precise desired audience demo, with opportunities including, but not limited to:

- Local Media (Newspapers, Radio, TV, Magazines)
- Outdoor Advertising - OOH/DOOH: Billboards, Malls & Retail, Transportation (Metro-North, Bee-Line, Airports & FBO's, Taxi tops, Parking structures)
- Local Websites, Blogs, Social Media & Influencers

# INTEGRATED MONTHLY PARTNER PACKAGES

Integrated Monthly Partner Packages are a great, cost-productive way to retain a comprehensive slate of our services. We offer (2) program levels featuring offerings from the **Experience Westchester** 360° Assets and Premium & Creative Services menu.

## Basic

- Exclusive "Partner Of XPW" Naming Rights and Promotional Push
- (15-20) Dedicated Static Posts (Static, Organic Static and Premium Static mix)
- Coordination of XPW on-site visits to capture photo, editorial and video content
- Organic video
- *Instagram* Carousel posts
- Sponsored *Facebook* boosted post
- Custom access to Marketing and PR services, relevant to XPW campaign
- Advertorial articles to be featured on our *Medium.com* page, *LinkedIn*, *Facebook*, *Twitter* and *Instagram*
- Contest/Sweepstakes activation opportunities

Value: \$5,000+

## Premium

- Category Exclusivity. No competing client will be featured on XPW feeds during the length of your active partnership.
- Naming rights, promotional push identifying your establishment as the Exclusive xyz partner for XPW on every relevant post, printed and broadcast material
- (30-35) Dedicated Static Posts (mix of Static, Organic Static and Premium Static)
- 1-week Feed Takeover of **Experience Westchester**
- Coordination of multiple XPW on-site visits to capture photo, editorial and/or video content for a future, customized post
- Multiple dedicated Organic video deployments
- Multiple *Instagram* Carousel posts
- Multiple Sponsored *Facebook* boosted posts
- Full access to Marketing Consultation Services
- Opportunity to host exclusive XPW reception
- Multiple Advertorial articles to be featured on our *Medium.com* page, *LinkedIn*, *Facebook*, *Twitter* and *Instagram*
- **XPW Social Media Manager** service available for your *Facebook*, *Twitter* and/or *Instagram*, *Tumblr* and *Pinterest* accounts
- Contest/Sweepstakes activation opportunity for special event, discount or sales incentive promotions

Value: \$10,000+

**info@experiencwestchester.com** for custom packages and negotiated rates

# RATES

**W**estchester County, entrenched in history, has developed a renewed sense of pride and culture as the population has grown over the years. XPW reaches a monthly audience of 20,000+ on a combination of platforms by focusing on content capturing the heart and soul of the county--a complimentary backdrop to enhance our partner's social presence. Our audience is diverse, sharing a common bond--a passion for living life to the fullest in Westchester.

## THINGS YOU CAN DO WITH YOUR POST:

- Encourage people to sign up for a quote, visit your website, download your app, follow you on Social Media and visit your establishment.
- Incentivize customers and create loyalty with specials, discounts or product recommendations.
- Showcase product, location, brand aesthetic, special information and more!

## KPI'S

- Rates are Net
- CPM based on 20,000 impressions

# REPOST

The most basic, paid Social display opportunity, Reposts showcase your product, event, venue, offering, promotion, invite or experience via creative provided by the client. Our "Approved" designation stamp is included in the final creative. Client provides XPW with:

- Static image(s) for use
- Accompanying art, logo(s)
- Corresponding verbiage
- Selects day-part and target date for broadcast

## STATIC REPOST (\$2.50 CPM)

2X - \$100

3X - \$150

6X - \$300

## STATIC CAROUSEL

2X - \$110

3X - \$165

6X - \$330

## VIDEO REPOST

2X - \$200

3X - \$250

6X - \$500



# NATIVE POSTS

## ORGANIC STATIC

Not sure what photos to submit, or don't have the right picture for your post? Or maybe you want to present your story from the viewpoint of XPW Influencers. A member of the XPW editorial staff will visit your establishment to shoot still photos using *Apple* Consumer products. This execution allows followers to be exposed to your message as an organic presentation, with final creative to be approved by the client.

### ORGANIC STATIC POST (\$4.00 CPM)

2X - \$160  
3X - \$240  
6X - \$480

### ORGANIC STATIC CAROUSEL

2X - \$176  
3X - \$264  
6X - \$528

## PREMIUM STATIC

XPW will coordinate a photo shoot to be directed by talent featured on our roster of professional lifestyle photographers. An Advertorial, this professionally shot campaign will feature your brand in an exciting and cool way.

### PREMIUM STATIC POST (\$8.00 CPM)

2X - \$320  
3X - \$480  
6X - \$960



*Premium static*

### PREMIUM STATIC CAROUSEL

2X - \$352  
3X - \$528  
6X - \$1056

## ORGANIC VIDEO

Produced with *Apple* Consumer Products, XPW will collaborate with clients to produce custom content showcasing their brand, products or establishment. If you're not ready to visit us in person, partners can submit product samples for featured integration into a custom video package.



*Organic Video*

- :15, :30, :45, :60 second units available on XPW Feed
- 2:00-5:00 minutes of packaged material

**\$400 Open Daily Rate**

## PREMIUM VIDEO

**XPW Premium Videos** are shot by Professional lensmen to be featured on XPW digital and social feeds. We use the best equipment suited for the creative elements of your project, producing broadcast-ready material with a top-quality look and feel. Truly, a broadcast-ready package with top-quality look, feel, sound and lighting.

- 2:00-5:00 minute video package

**\$1500 Premium Video Base Daily Rate**

*\*Full Costs TBD per production elements*

## ARE YOU READY TO BOOST YOUR SALES WITH COST-EFFECTIVE 21ST CENTURY MARKETING?

Social Media Marketing is more Art than Science. It takes patience, timing and the right alliances to inspire action among your intended targets. **Experience Westchester** looks forward to establishing new partnerships in its quest to enhance the lifestyle of Westchester County, Greater Hudson Valley and Tri-State area residents.



*Organic Static*



*Premium Static*



*Misty Copeland Book Signing - White Plains*



*Yonkers Mayor Spano - YOHO Press Conference  
Organic Static*



*JPW's JJ Henderson & The Jacksons - Legends of Motown in White Plains*

## OUR EXECUTIVE DIRECTOR

JJ Henderson III has enjoyed a successful 25-year career working with a range of media corporations. A lifelong Westchester County resident, Mr. Henderson envisioned XPW to be a full-service, multi-discipline agency that would serve as a one-stop source for Hudson Valley and greater tri-state area small and medium-sized businesses to enhance their promotional and revenue opportunities through an innovative approach to Marketing and Social Media.

### Contact Information:

JJ Henderson III

Executive Director

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917.370.1405

[ExperienceWestchester.com](http://ExperienceWestchester.com)

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