



**Local Life Sees Low Effort,  
High Volume Sales with**

# **Broadstreet's Local Spotlight**

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“What attracted us to Broadstreet was that it was easy to use and the hands-on support and service, especially in the early days. Creating ads is so easy we didn’t need a programmer. Local Spotlight helps us use our limited resources very efficiently.”

Laurie Laykish, President,  
Local Life Magazine



With more advertising channels available to local businesses, **attracting and retaining advertisers is a major challenge for local media**, especially specialty media, such as **Local Life Magazine**.

Founded during October 2017, it serves the residents and businesses of Hilton Head, Bluffton and Beaufort, South Carolina. Currently, the publication is distributed to 21,000 curated high-end homeowners and available from street racks at high-end locations.

“We’re focused on the homeowner market, not the tourist market, and our content highlights the upscale, luxury lifestyle of the area,” **Laurie Laykish**, president, said. “Selling the value of our publication to upscale restaurants; entertainment and cultural venues; and similar businesses can require more time and effort because they want exclusivity and a high-end look.”

**Maximizing ad revenue with a minimum of effort is another primary challenge** for Local Life Magazine with its staff of eleven. **Ashlan Saeger**, audience and content development manager, oversees and performs many of the tasks for the digital edition of the publication.

With all these challenges, Local Life needed an advertising plan that was **low-cost, easy to use and appealing to their upscale advertisers**. Laykish and Saeger were attracted to **Broadstreet** during late 2018. It ticks all the boxes for Local Life’s challenges and Broadstreet’s hands-on support and service, which Laykish says was especially important during the initial phase of using Broadstreet’s Local Spotlight.

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“We didn’t need a programmer or much help from our designer. Creating ads is so easy that it fits easily into Ashlan’s portfolio of work. **Local Spotlight helps us to use our limited resources very efficiently**,” Laykish added.

“We used the Local Spotlight format for a top-end restaurant campaign and bundled it with other Broadstreet ad formats. We sold the ads for a year, which I would highly recommend.”

**Ashlan Saeger**, audience and content development manager, Local Life







The strategy behind creating Broadstreet's Local Spotlight is providing local media with an **easy to use and stylish native ad unit** to attract local businesses that weren't able to resume advertising after the pandemic at previous price points. It was also an opportunity for local media to easily offer a more **affordable ad rate to local businesses**, such as solopreneurs, photographers and similar service providers, that were either occasional or non-advertisers.

"Our customers consider this one of the biggest benefits of Local Spotlight. They've told us they would love to work with these two groups of local businesses, bring them into the fold at a lower price point and upsell them later."

Kenny Katzgrau, CEO of Broadstreet, said.

"The other challenge we addressed with Local Spotlight was publishers' concern that to reach their revenue goals, they would have to publish a large number of these ads and they didn't want to fill their pages with more ads."

**#LIVELIKEALOCAL**

		
<p><b>Salty Cat Sailing Charters</b></p> <p>Gliding across the waters of Calibogue Sound, guided by the wind while watching the sun slip into the Daufuskie Island backdrop with your favorite cool drink, is truly the perfect way to experience Lowcountry living. Relax in the shade on comfortable bench seating, or stretch out on the trampoline and work on your tan. LOCAL Life Insider Tip: There is no better way to take in a sunset than on the Salty Cat. Cheers.</p>	<p><b>Outside Hilton Head</b></p> <p>Over 5,000 5-star reviews on TripAdvisor. Experiences include Dolphin Eco-Tours, Private Adventures, Paddleboarding, Skiing, Tubing, Pontoon Rentals and more. Their guides, USCG-licensed captains and reservations team are experienced, knowledgeable and personable. LOCAL Life Insider Tip: The Dolphin Eco-Tour is a top-seller and will please everyone in your group, so book early. This is the description</p>	<p><b>Palmetto Bay SunRise Cafe</b></p> <p>A local hot spot for over 18 years. It might be because of the heavenly biscuits n' gravy, or it might be the popular quiche. There is something for everyone, even your dog on the dog-friendly patio. Over 1,000 raving Google reviews and Trip Advisor Traveller's Choice can't be wrong. LOCAL Life Insider Tip: The Crab Cake Eggs Benedict with hashbrowns are our go-to. With a Mimosa, of course.</p>
		

The Local Spotlight design is **just an image, a title, and a description**, displayed in any of three Local Spotlight zones: sidebar, leaderboard or in / at the end of the story. Other benefits of Local Spotlight include:

- Offer advertisers simpler directory or classified-style ads run of site
- Promote specialized verticals like Real Estate, Restaurants and more
- Promote “Top Doctor” and “Best of” lists

Local Life utilized Broadstreet's Local Spotlight to create **two major, revenue-generating campaigns**: top-end restaurants and a luxury lifestyle tourism campaign.

“We used the Local Spotlight format for restaurants. **We sold the ads for a year**, which I would highly recommend. We pitched to only the top restaurants to maintain the integrity of our brand and match them with our affluent readers,” Ashlan Saeger, audience and content development manager, said.

#### TOP LOCAL RESTAURANTS



##### Skull Creek Dockside

The best waterfront dining on Hilton Head Island. Enjoy the breathtaking views of Hilton Head Island and Skull Creek in a family friendly environment. Menu items include premium seafood, BBQ, prime steaks and daily specials, as well as extensive wine selections.



##### Hudson's Seafood House On The Docks

Hudson's uses one of only two remaining local fishing fleets on Hilton Head Island to bring in fresh-caught seafood straight to their docks and to your table. Bring your family and friends for a special Lowcountry seafood feast that has been a Hilton Head Island tradition for over 50 years!



##### The Sage Room

At The Sage Room you can enjoy fine dining in a casual atmosphere with unique appetizers, diverse cuisine, and nightly innovative specials. We offer a full bar and an eclectic wine list sure to please anyone's taste. Enjoy your meal in the presence of our open kitchen & chef's table.



Local Life also utilized Local Spotlight during the area's six-month tourist season, **allowing the publication to generate additional revenues from advertisers they wouldn't normally approach.** Local Life also pitched its luxury lifestyle tourism campaign as an exclusive for the advertisers, featuring a mix of specific restaurants, one golf course, one beach bar, etc.

"Bundling these two Local Spotlight ad campaigns worked well for us. We bundled the restaurant campaign with other Broadstreet ad formats and the tourism campaign was bundled with print and programmatic," Saeger added.

As Laykish, Saeger and the many other Broadstreet customers have discovered, Local Spotlight is a very customizable tool. It guides users through the various stages of selecting ad sizes, adding the various ad elements (an image, a title, a description), choosing optional page layouts and a complete review before the ads and page go live. All of the content and layout specs are easily edited.

With its naturally polished look and ease of use for both Laykish and her clients, she's looking forward to building and retaining more relationships with small businesses as she continues to grow Local Life.

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