



The New Wave of Marketing

Darel La Prade
Publisher | Sr. Vice President
Delaware State News

Your Brand

- Marketing & Advertising
- Value Proposition
- Consistency
- Credibility

Targeting Customers

- Reach
- Engagement
- Available Options
- Convenience

Reach the Right Audience

- Age and Gender
- Education
- Income
- Influence

Return on Investment

- Definition of ROI
- Do the math
- Make it part of your budget
- Campaigns maximize ROI