



WEBSITE ADVERTISING PROGRAM 2022



We have some good news....Walnut Creek Downtown has recently launched a brand-new website and we want your business to be a part of this successful marketing tool.

- 95% of our content is organic - WCD generates most of its own content keeping visitors on the site longer
- Website achieves close to 5,000 monthly visitors per month (Google Analytics Nov. 2021)
- Engagement is above average, over 2:43 minutes - our programs drive visitors to the website for more information
- 12.7k Instagram followers
- 11.8k Facebook followers
- WCD provides valuable resources, such as our website, to the downtown business community
- Collaborative partner with influential community organizations and non-profits
- Well-respected brand that has supported downtown businesses for over 30 years

walnutcreekdowntown.com

Walnut Creek Downtown Marketing Assets

Website, Email and Social Media



Website

613,708 total visits in 2021
2:43 average time on site
3.60 average pages per session



Instagram

10,000 Followers



Weekly Email/Newsletter

4,500 Subscribers
30% Average Open Rate (industry average 21.4%)



Facebook

11,800 Followers
55.5k Video Views

**Now is the right time to advertise on the
Walnut Creek Downtown website.**

**New style, new design, fresh content, bright colors and hip
vibe provide the best place for your product to be found.**

New Feature! *Business Highlight* is located on the homepage for a business to tell their brief story. A valuable element of this advertising package includes 1 free week in the *Business Highlight* section.

Business Highlight



Changes Salon & Day Spa

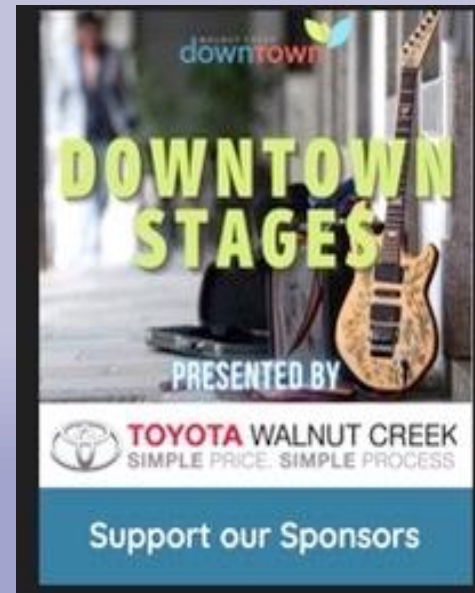
Changes Salon & Day Spa is an award-winning salon and spa that has been a treasured part of the Downtown Walnut Creek community for over 30 years. They offer a full range of hair, skincare, nail and massage services in an urban oasis setting accompanied by excellent customer service in an ever-changing boutique. Find all of your relaxation, beauty and gifting needs in one place at Changes Salon & Day Spa.

changessalon.com

SAMPLE DIGITAL ADS

- 200 x 200 footer ad
- IG Ad: 1080 x 1080
- FB Ad: 1200 x 630

* Ad can be updated at anytime



Advertising Package Includes:



1 fixed position ad in the footer of WCD site

4 social media posts per month (2x FB & 2x IG)

2x per month inclusion in WCD weekly e-newsletter
(promote any event, product, service, etc.,)

1 free *Business Highlight* for a week (a new feature on homepage)

\$1000 per month (3 month minimum)