

The local information magazine for parents

In print, online plus free social media

ABC
D-igital
Facebook,
Twitter, Blogging
- be a part of
what we do.



FREE
Social Media
support for all
our advertisers
via Twitter and
Facebook.

Our social media presence - ABC D-igital

ABC is also available online as an interactive, easy-to-read and search digital magazine! This means everyone can see your editorial and/or advert in our digital version - great to use in your social media and email marketing! To realise the extra marketing potential this offers simply visit www.abcmag.co.uk/digital. Please note your advert/article will be **TWO pages further on in the digital magazine due to the front cover and inside cover being pages 1 and 2.**

Here at ABC, we understand the importance social media now plays to increase awareness of brands and because of this we now have our very own Social Media Manager - their role is purely to support you, as an advertiser, using social media.

How can we support you?

Twitter - With eleven new accounts being created every second, Twitter has fast become a great tool for small businesses to communicate directly with customers.

Facebook - 24 million Britons use Facebook every day and with each one on average liking 40 business pages it's a vital addition to your marketing toolbox. However, Facebook are making it harder and harder for small businesses to get their message out there without paying for promotion and this is where we can help.*

Paper.Li - This is an automatically generated daily newspaper which we have subscribed to. It uses stories and information from our timeline along with our 'ABC Friends Twitter List' to create a 'daily' paper, which is tweeted to our followers.

Social Media is exactly that, social!

Make sure you follow us on Twitter and like us on Facebook.

* Please note if your using 'a profile account' for Facebook rather than 'a business page' we will not be able to share your content as Facebook will not allow 'a business page' to friend 'a profile account'.

As an advertiser we want to help you to take full advantage of the social media opportunities ABC can offer so below are a few top tips for you to bear in mind:

- Make sure we know your Facebook page and/or Twitter account details (some advertisers don't have links on their websites so we don't always know if you have them or not!)
- We will 'like' your Facebook page and 'follow' you on Twitter - please do the same for us.
- We have almost 10,000 followers and friends on social media so we can remind them of your news and events regularly throughout the 4 month shelf-life of each magazine.
- On Twitter we have an 'ABC friends' list which all advertisers are added to, so we can regularly re-tweet your news to our 8,200+ followers.
- The more active you are on social media, the more content we have to re-post and re-tweet
- Remember, you can email over any news or events between our publication dates - we can then promote this on Facebook and Twitter for you. Please bear in mind that Twitter only allows a maximum of 140 characters.
- Please help us to help you and re-tweet and re-post whatever you can from our feeds.

Please email us with any events or news which you want us to help you promote through social media.

It really can be as easy as **ABC**

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