



Daybook is used by nonprofits, for-profits and agencies.

- **DIY press release distribution to the media, public influencers and social media.**
- **Marketing services customized to your needs, on a per project or retainer basis.**

A Powerful LOCAL Communication Platform & Social Engine:

- Atlanta Daybook has 9,000+ email subscribers, and 12,000+ social followers and fans. These are local business professionals who actively share the Daybook stories we promote on our social platforms.
- For national stories, Daybook offers a national release product to get your story in front of thousands of major news outlets nationwide.
- Each Daybook story is promoted across our many **social channels**.
- The Daybook story platform was constructed to deliver organic search results for contributors
- Each Daybook story has its own **search-friendly permanent URL**.
- Daybook stories can include: **3 photos, 2 PDF attachments and an embedded video**

Daybook Readers are Community Activists

- Daybook Fan Top Demographics: **Ages 35-44 & 25-34**
- 70% - Local Community Influencers (Professionals in Atlanta)
- 30% - Reporters, Assignment Editors, Bloggers - Newspapers, TV, Radio, Magazines

Success for Organizations who Utilize Daybook

- Organizations who achieve the greatest level of success with Daybook utilize the DIY platform for consistent messaging, brand success stories and event promotion. [Click here](#) for DIY standard pricing.
- We also work with organizations to develop a customized level of support for your organization. In this role, we are working as an effective and efficient extension of your marketing and communications team – Meaning your time can then be spent on your other business priorities! We have achieved success for our clients in the following areas: press release development, media pitching, social media audience building and/or platform management, data organization projects, and other more specific ongoing support tasks.

How Can We Assist You?

Please contact Malenka Warner at 770.671.0213, or malenka@atlantadaybook.com