

# bOut yeh

## OVERVIEW OF OPPORTUNITIES

### A SOCIAL MEDIA INFLUENCER EXPANDING YOUR ONLINE REACH

bout yeh is Belfast slang for 'what about you!' (how are you)



**A MAGAZINE ABOUT PEOPLE IN BELFAST, AND NI PLACES.**

Creating and sharing engaging photo-driven content about people connected with your organisation, brand or services - for our online audience, and yours.

**FIRST BESPOKE POST IN BOUTYEH FREE** terms apply

**IN-HOUSE**  
PR & Commercial Photography  
& Video Production

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## DIGITAL MEDIA KIT 2021



MAXIMUM REACH ACROSS RESPONSIVE WEB SITE & MULTIPLE SOCIAL MEDIA PROFILES

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## BRAND PROMISE

With substantial social media traffic and followers, Bout Yeh is an online brand like no other - featuring shareable upbeat, life-affirming photo stories about people and places throughout Northern Ireland, created by some of today's best photographers.

Developed to engage with a new media audience, Bout Yeh has gained significant online traction, primarily with those in their 20's and 30's, who appreciate high end photography-driven content that opens our eyes to places old and new in Northern Ireland, through words by and pictures of those visiting or living here.

Superceding one-off PR exposure in newspapers, TV and radio, we can deliver ongoing exposure in the form of event campaigns comprising lead-in, event and after-event posts, spread across Bout Yeh's multiple social media profiles and web site (and that of our clients), resulting in quantifiable exposure for clients in both the public and private sector (explained in detail in this document).

Direct Messages received

▲ 80%

Messages sent

▲ 25%

New followers

▲ 162%

Shares

▲ 30%

% growth over one week



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## SOCIAL MEDIA MONTHLY AVERAGE

**327,000**  
IMPRESSIONS / VIEWS

Northern Ireland targetted / 33% in Belfast  
25-35yrs age majority / 63% female 37% male

**8,000-12,000**  
IMPRESSIONS PER POST

Instagram 4,900  
Facebook 2,500  
Twitter 600



INSTAGRAM

**190,000**  
IMPRESSIONS



FACEBOOK

**105,000**  
IMPRESSIONS



TWITTER

**32,000**  
IMPRESSIONS

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## AUDIENCE DEMOGRAPHICS

### MAIN COUNTRIES PRIMARY SUB SECTORS

42%

UNITED KINGDOM

Northern Ireland 30.4%  
England 10.4%  
Scotland 1.2%

15.93%

UNITED STATES

Oregon 6.2%  
Arizona 2.7%  
Texas 0.2%  
Virginia 0.2%

4.5%

IRELAND

Dublin 4.4%



AFFINITY CATEGORY

38.46%

NEWS & POLITICS/  
AVID NEWS READERS



AFFINITY CATEGORY

33.33%

SPORTS & FITNESS/  
SPORTS FANS



AFFINITY CATEGORY

28.21%

LIFESTYLES &  
HOBBIES/OUTDOOR  
ENTHUSIASTS



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## BRANDED ARTICLE CONTENT

### WEB

Bout Yeh web site

### IN-STORY BRANDING

All photos and branding linked to URL of choice.  
Analytics trackable.



Page sharing  
Social media and email  
(includes stats report)

Branded photo header  
Linked to URL of choice  
Analytics trackable

Branded & linked  
Sponsorship thanks  
linked to URL of choice

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## BRANDED ARTICLE CONTENT

### SOCIAL MEDIA

On our multi-platform profiles

**IN-STORY BRANDING,  
HYPERLINKS & TAGS**  
Text linked to social media  
/ URLs of choice.



**Geolocator**  
Link to geographic location  
on Google Maps.

**Sponsor recognition**  
Text linked to your  
social media / web profile.  
Brand, service and  
geographic-specific hashtags.

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## BESPOKE EVENT

**SOCIAL MEDIA & WEB**  
on Bout Yeh and Client profiles

### YOUR BRAND. YOUR EVENT.

Bout Yeh can develop and manage multiple brand, product or service driven events throughout the year, supporting and enhancing your primary events calendar.

**Maximise engagement.**  
Professionally scripted video posts, by our experienced front-of-camera personalities.



← **Lead In posts**  
Create a buzz, and excellent word-of-mouth, with multiple posts announcing an upcoming event.



← **Event posts**  
On the day of, and after your event, shareable photo and video stories that engage, promote feedback, discussion and excellent PR.



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## INNOVATIVE SOUTIONS

### CONTACT US

and let's get this party started!

#### DIRECTOR

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**NI News Photographer of the Year** two years running, before starting web development company veetoo, Stephen lived and worked in Belfast and Atlanta, where he photographed for multinational editorial, agency and corporate clients including Newsweek, New York Times, the Times (London), J Walter Thompson, BBDO, Edelman, Coca Cola, UPS, Home Depot, Diageo, Tesco and the NI Executive, and filmed for UPS USA, and BBC Worldwide.

