



CORE TALKING POINTS

Sales Team

BIGR Media is a unique collection of local marketers who deal with the pain you feel right now, today in ways that also have long-term impact... We make it effective, affordable, and we obsess over being there whenever, wherever, and however you need us...

We are educators who empower small and medium businesses with information and tactics the “big guys” use against us all every day. We take the things that you know you need to fix, fix them, AND we show you things you may not even know need to be fixed, and fix them, too...

We’re different than the guys who let you down. Here ‘s why:

Middle Tennessee’s Largest Digital Media Company, with the largest network of news, sports, & “things to do” websites, an audience of over 250,000 unique visitors every month, over 700,000 social media connections, and over 1.1 million pageviews every month...

We’re passionate about customer service. We dedicate 60% of our staffing to customer implementation (most media companies have less than 15% of employees dedicated to customer service). We are obsessed with monitoring and reporting. We’re never afraid to ask you how you think we’re doing...

We’re not selling advertising in the traditional sense. We’ve combined our massive local audiences and authoritative local media outlets with a comprehensive set of digital marketing services for very small, small, and medium businesses that bring to bear the tools and technologies the “big guys” use *against* small business every day...

We are a trusted partner that helps businesses reach new customers with a unique approach that goes way beyond just advertising. It begins with digital footprint (website, major directories, social media, etc.) and the image a business presents online, making sure Google understands every business so it will be reliably found in local search results, creating ways for consumers to interact with the business digitally, and then building advertising and promotions on Google, Facebook, and our own affinity-based media brands to make the meaningful connections that create new customers...

Our senior management includes experienced, successful small business owners across categories ranging from retail to health care and hospitality who understand how to delve into the economics of your business, find the profitable customers, and then find more customers like that...

We simplify marketing at a time when it has become very complex and confusing. We do everything in-house with smart, local people who know your business and know where your potential customers are... We understand the complexities of web development, social media, digital marketing, content creation, and promotion so that you don’t have to, and we speak to you in plain English about strategy and tactics...

Every business has a unique story that often can’t be told the old way. We learn that one-of-a-kind story and tell it through our unique content-based approach that creates the lasting impact. Combined with a specific objective around common customer entry-points, we grow the business in a meaningful and tangible way...