

The West Volusia Beacon

Digital Solutions

Understand the benefits and features of our suite of digital products.

Our team has developed a revolutionary advertising technology platform with a comprehensive digital agency software solution that oversees the full lifecycle of a marketing campaign.



PROGRAMMATIC DISPLAY

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time.



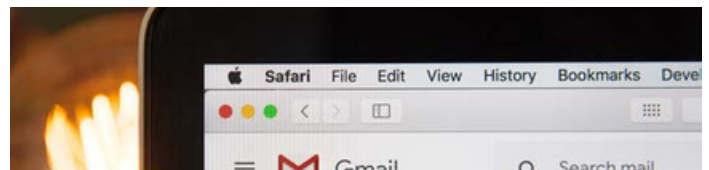
GEO FENCING: DEVICE ID

Mobile phones provide a unique view into user behaviors, frequently visited locations, home, work, habits, interests and much more.



GEO FENCING: MICROPROXIMITY

Target people on their mobile devices based on where they are in real-time.



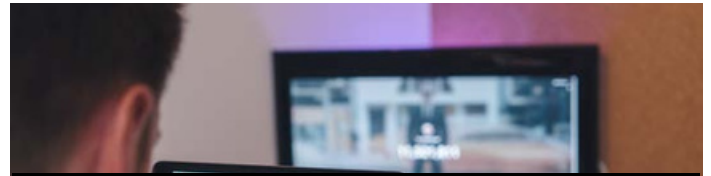
EMAIL MARKETING

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.



NATIVE ADVERTISING

Seamlessly integrate a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.



PRE-ROLL VIDEO

Pre-Roll Video is a robust tool for precise targeting and can increase both brand recall and intent to purchase.



YOUTUBE

Video Advertising solutions can help brands tell a story to the desired target audience in real-time, at any time, anywhere in the world.



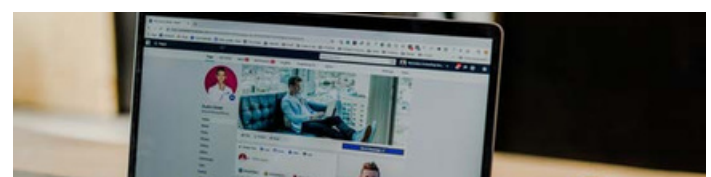
STREAMING TV

Reach users on all of their screens as they view live or on-demand programming through any connected device.



STREAMING AUDIO

Music is everywhere in today's society. It is with us when we get up in the morning, go to work, sit at our desks, go to the gym, while we eat, and everywhere in-between. Is there a better way to touch your target audience?



FACEBOOK & INSTAGRAM

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.



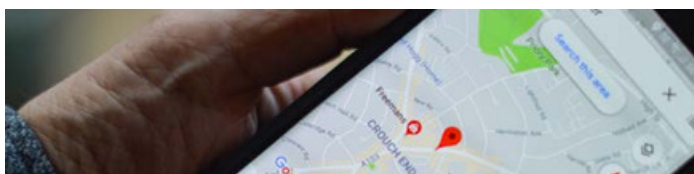
SEARCH ENGINE MARKETING (SEM)

Our team of Google Ads certified professionals follow all of Google's best practices. Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.



ORGANIC SEO (SEARCH ENGINE OPTIMIZATION)

Organic SEO results are the cornerstone of maximizing your online referral traffic from search engines. Over two-thirds of search-related clicks come from Search Engine Optimization (SEO).



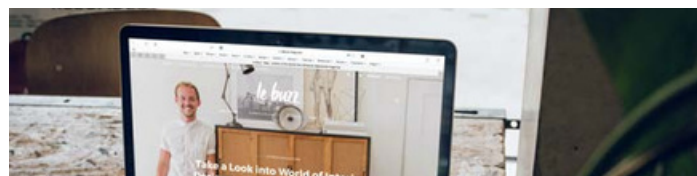
LOCAL SEO (SEARCH ENGINE OPTIMIZATION)

Improve your business' local visibility to drive foot traffic and phone calls. Expand your footprint by ranking higher locally while getting engaged with your customers.



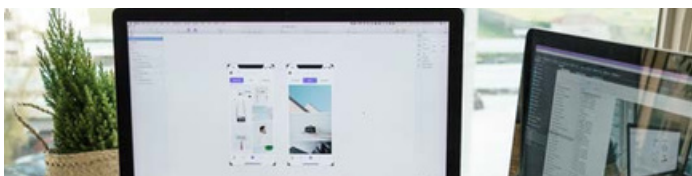
BETTERCHAT

A chat widget set up to automatically respond to templated questions. Never miss another customer's text, chat, review, or Facebook message.



AFFORDABLE WEBSITES

Reach more local customers with a search-optimized, mobile-ready, social-friendly website for your business.



ACCESSIBILITY WIDGET

Make websites accessible to people with disabilities and compliant with the WCAG, ADA, and other accessibility legislation with the leading AI-powered web accessibility solution.



MANAGED AD OPS

Cut costs and increase efficiencies within your own direct-sold campaigns. Our keystones of service, tried and true practices, and years of experience become an extension of your team.



ALT NETWORK

Help your advertisers get the most out of their digital dollars with our designated network for cannabis, tobacco, gambling & casinos, fireworks, and more.



CREATIVE SERVICES

No designer? No problem. Bring your vision and advertising campaigns to life with our best-in-class design offerings.