

USAGE

MEDIA GUIDE

2014 Summer



Vancouver's Largest Online Media

LifeVancouver is the leading online Japanese media in BC, reporting on news, events, entertainment, food, fashion, and developments to the Japanese community.

We are the most extensive and powerful Japanese social media network in Vancouver, that gives instant opportunity for your content to go viral here and beyond.

Promote your event, advertise your products & services, or raise your brand awareness. With LifeVancouver, you'll be able to engage with our readers through our diverse & powerful online channels, create search engine optimized content, and track your performance in real-time.



Website

Monthly PageViews **100,000 +**

Monthly Visits **40,000 +**

100,000 PV
40,000 Visits

Sep. 2012

May. 2014



facebook page

Likes! **4,500 +**

Friends of Fans **780,000 +**

Weekly Reach **22,000 ~ 32,000**

Post Reach **1,000 ~ 10,000**

Increasing at 150 - 200 / month

4,300 Likes

2012

2013

2014



Twitter

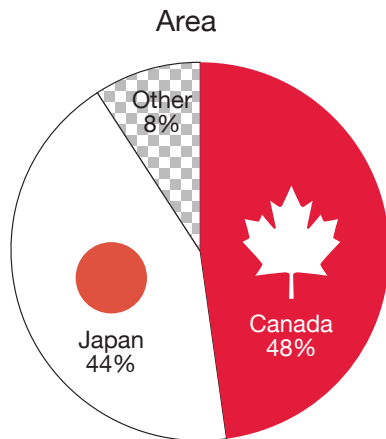
Followers
3,200



Google+

17,000 views

VANCOUVER 's Viewer Demographics

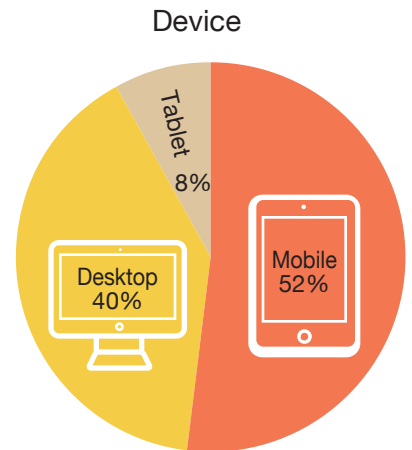


Gender

Male : Female = **35% : 64%**

Age

18 ~ 24 : **26.2%**
 25 ~ 34 : **39.7%**
 35 ~ 44 : **21.3%**
 45+ : **11.7%**

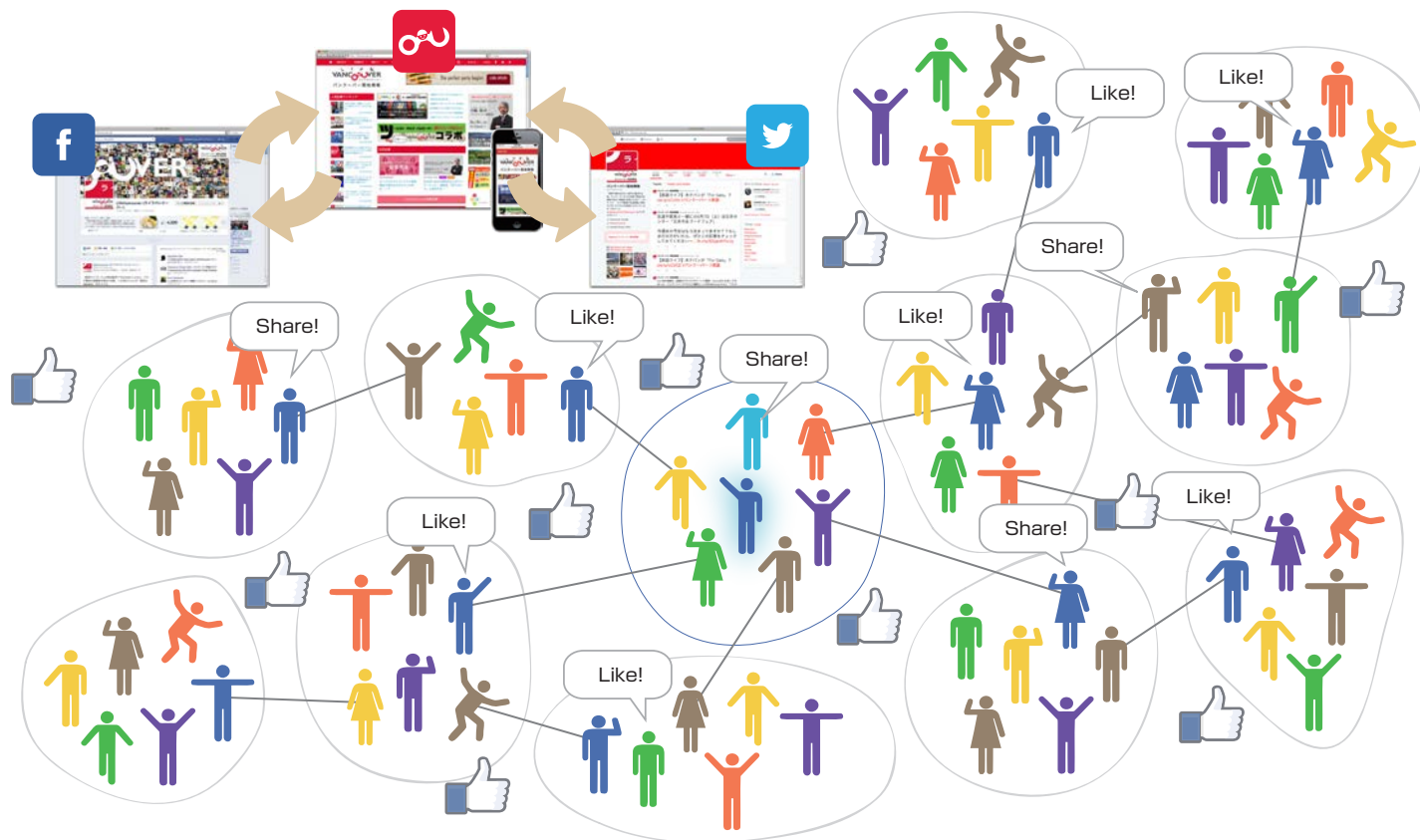


VANCOUVER 's Keywords

Why do people visit LifeVancouver? It's because we have the information that they want. Our are Vancouver lovers around the world, who live, want to live, want to travel, or want to study in Vancouver. All these users have questions related to Vancouver, and we've captured those 'keywords' they ask, to lead them right to us.



What you want to say might not click with your target, especially when the language is different.



It's hard enough connecting with your audience these days, with so much information swarming about.

It's even more tough when you're writing in a foreign language.

LifeVancouver's professional team can not only translate your message into Japanese, but we can transform it into content that lures users to read, share & engage amongst other users.

Irrelevant
Not Captivating
Too Much Info

Relevant
Catchy
Simple

We have opened registration for programs in the food industry and looking for students.

Looking for a career in the food industry?
Make your résumé stand out with these BC specific credentials.

We are selling 1 day tour packages to Seattle

Want to enjoy the Mariners 4.5 times more? See the best of Seattle in a day with these hot trips!

Whether you're promoting your product or service, looking for skilled labour or building your brand image, LifeVancouver is the best media to connect with the Japanese market and get measurable results. Here are a couple of examples of what we can do.

Service Promotion

What if a family suddenly decides to visit you? You're not a pro tour guide. We tied up with a local tour agency to conduct free seminars, and promotion their local tour packages.



Service Advertisement

Advertisement of portable Wifi rental in Japan with an informative article about Wifi environment in Japan.



Affiliate Program

Informative advertisement for insurance to Japanese travellers, students and workers.



Brand Image Building

Weekly newsletter style article with LifeVancouver for brand image building for Kitanoya Guu Izakaya.



Campaign Promotion

Promotion of cell phone plan campaigns geared towards short-term & temporary Japanese students.



Event Promotion

Event promotion for local events such as Japanese Fairs, Lectures, Seminars that benefit the community at large.



Media Sponsorship

Official media sponsor of recognized local events, such as Vancouver Fashion Week & Vancouver Auto Show



Job Recruitment

Partnership with a North America-wide recruiting agency, to bring career opportunities to the Canadian market.



Volunteer Recruitment

Found 100 Japanese native speakers for Global Language & Technology's trial program.





We began offering lunch specials,
but needed help in getting the word out.

Plan • Advanced Plan ... \$200
 • Report ... \$80 **\$280**

POINT

- Created a foodie report style article written by our writer. This made the article less promo sounding, and more friendly and relevant to our readers.
- Used more than 7 photos to visually appeal
- Released the article and posted on SNS to best connect with the main target

RESULT

Total Reach **9,435**
Likes **280**
User Engagement .. **1,350**

Restaurant

Targeted families, releasing the article before a holiday further increased our target reach.
We increased repeaters, and see the cost performance benefits increase with more word of mouth and awareness.
Putting in a large number of photos made the article visually appealing, and helped deliver our message.



School Agency

Want to promote our new school courses
& Visa program at a seminar.
How would we go about promoting it?

Plan • Advanced Plan ... \$200 • Contact Form ... \$50
 • Report ... \$80 • Form Set Up ... \$20 **\$350**

POINT

- By simplifying the complex Visa process, we were able to inform the users even before they attended our seminar. With our readers fully informed, we were able to smoothly go into promoting our courses without being an in your face advertisement
- To allow readers to easily contact us, we put in our fully customized contact form. This allowed readers to ask questions without having to leave the article page. It also allowed us to see how many people contacted us via LifeVancouver

RESULT

Total Reach **9,508**
Likes **145**
User Engagement .. **727**

By incorporating Visa information, we were able to capture a greater number of readers, instead of just advertising our school.
Our website viewers increased, and began getting recognized as a trusted school agency
This was not possible with paper advertisements, and associating us with LifeVancouver's brand image help.



Inform Japanese visitors about medical insurance
and clinics that offer services in Japanese

Plan

• Advanced Plan ... \$200 • Contact Form ... \$50
• Report ... \$80 • Form Set Up ... \$20 **\$270**

POINT

- Took an approach by appealing to the frequent concerns visitors may have during travel
- Created an interview Q&A style article featuring a professional medical translator
- Introduced the top 5 'concerns' visitors frequently have, with a contact form at the end so users can contact with their own questions

RESULT

Total Reach **7,598**
Likes **63**
User Engagement .. **1,265**

Medical
Translation
Services

Advertisement for medial services might be boring and unappealing to readers who find it irrelevant. By appealing to users saying a medical service need may arise in the future, we were able to capture the interest the readers. They may not see the need now, but making them aware that our services exist was an important step in creating awareness.



Business Seminar

Promotion of a business seminar
Gathering of participants using LifeVan-
couver \$200 Advanced Plan promotion

Total Participants

243 in 3 weeks

Although it wasn't a free seminar, targeted promotion using the Advanced Plan gathered more interest, inquiries and participants than I initially imagined. I was able to build my own brand image and convince readers see value in my seminar.



Software Developer

Recruitment of native Japanese
speakers for software development.
\$200 Advanced Plan promotion

Total Participants

131 in 3 days

The goal was 100 people, and we used the Advanced Plan to make sure we were sending our message to the demographic we wanted.



Restaurant Owner

Restaurant owner in Japan needed to
conduct a focus group in considering
opening a new restaurant here in
Vancouver.

Total Participants

64 in 3 hours

We needed to asap conduct focus groups for our market research, and used the advanced plan to reach a greater number of people. It helped that participants got paid, but LifeVancouver allowed us to make sure we were reaching the types of people we needed

	Simple	Basic	Hot!! Advanced	Extreme
Price	\$55	\$150	\$250	\$420
Facebook Post	○	○	○	○
Dedicated LifeVancouver Article	×	○	○	○
Approx. Facebook Reach	800 ~ 2,200	1,000 ~ 2,600	2,100 ~ 5,800	3,000 ~ 11,600
Twitter Post	Once / 1 week	4 times / 2 weeks	6 times / 3 weeks	9 times / 4 weeks
Google+ Post	×	○	○	○
LiveVancouver Branding & Marketing	×	★	★★★	★★★★★
Targeted Post	×	○	○	○
Advertisement Support	×	×	○	○
SEO	×	×	○	○
YouTube Embed	×	×	○	○
Contact Form	×	×	×	○
Highlights Section	×	×	×	○
Report	×	×	×	○
Event Calendar Registration	×	×	×	○
Facebook Coupon	×	×	×	○

Prices include translation and creative writing fees

LiveVancouver Branding and Marketing Plan



Work with the LifeVancouver team to build your Brand Image and Marketing Plan. Using LifeVancouver's vast database and knowledge, we can create perfect mix that best fits your needs and goals, including when to launch, how to target your audience, what artworks to use and which keywords work best for SEO.

Contact Form

(optional add on: 30/form)



Have your dedicated contact form embedded in your article. This lets users easily contact you directly, but also lets you numerically see how many users are contacting you from LifeVancouver. Contacts are stored in a database for you to download as well.

Highlights Section

(optional add on: \$70/week)



- Make your article stand out by displaying it in the highlights section, and get 1.7 times* more access (* average based on past data)
- Minimum is 1 week
- Highlights Section is displayed in both PC & Mobile versions

Report

(optional add on: \$80/report)



The report gives you insight into how many, from where and when they read your article. It's not just data you'll be getting. This powerful tool is vital in building your future strategy.

Facebook Coupon

(optional add on: \$100/promotion)



Utilize Facebook's Coupon feature to create a coupon fans, friends and friends friends can use & share.

Multiple Article Options

3 Articles	4 Articles	6 Articles	12 Articles
5%OFF	10%OFF	15%OFF	20%OFF

Merits of Banners



Lure Readers to Your Article

Banners opens another way our readers can go to your article. Banners in the Header and Side are constantly displayed even in other articles.



Increase Awareness

Banners do not necessarily have to be clicked. Having your brand prominently displayed makes more readers aware of your brand



A Message Through Visuals

Unlike articles, you can visually deliver your message. A picture is worth a thousand words, so make it something unique

Desktop Version Top Page

Banner Appearance: 350,000~400,000 / month

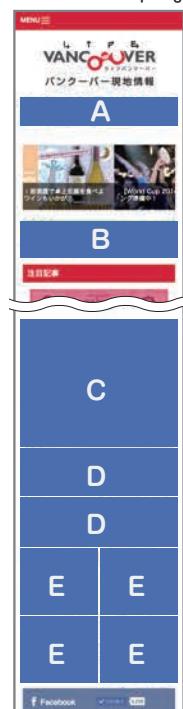


Desktop Version Article Page

Banner Appearance: 100,000~150,000 / month



Mobile Version Top Page



Mobile Version Article Page



Types & Plans

Type	Size	Available	Price
Hot!! A	728px × 90px (Mobile 468px×60px)	1	\$720 30% chance of appearance \$250
B	600px × 125px	1	\$600
Hot!! C	300px × 250px	1	\$350 30% chance of appearance \$140
D	300px × 100px	2	\$200
E	145px × 145px	4	\$120
F	600px × 200px	1	\$200
Hot!! G	600px × 400px	1	\$300

Notes

- Banner placement period is at least 1 month
- Right Side Bar banners are always displayed (size may change depending on screen size)
- A & C has a 30% chance appearance option. With 30%, you can have multiple banners
- The 2D Banners change order every month.
- Banners in G appear at the end of related articles.

Light Sponsorship Package

3month ~

The 'Light' sponsorship package is ideal for clients looking into expanding their marketing strategy into the Japanese market in the Greater Vancouver Area. It includes the basic LifeVancouver tools to get you started.

- Dedicated Feature Article Page and customizable URL.
E.g. <http://lifevancouver.jp/COMPANYNAME>
- Customized Contact Form
- Access Report at end of term to gain an understanding on how your article did, with deep insights into the demographics, viewer numbers, etc. to use for your future marketing
- Banner D or E (whichever is available)

\$1,200 +GST / 3 month



Full Sponsorship Package

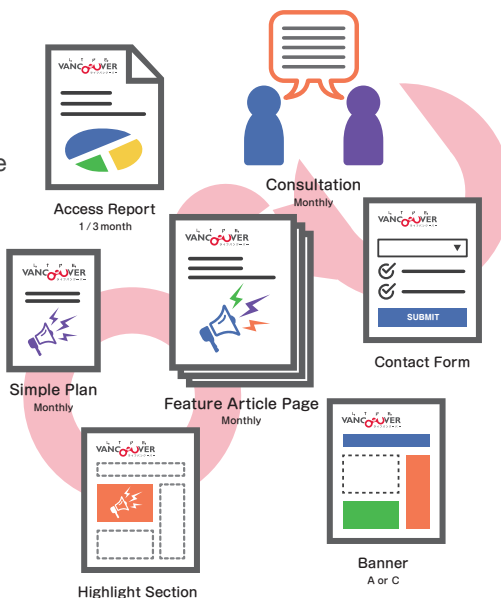
6month ~

The 'Full' sponsorship package armours you with the full force of LifeVancouver tools. This lets you go beyond just promoting your event, company or brand through LifeVancouver. With consulting and advising from our professional marketing team, you'll be able to create the perfect marketing blend fit just for you.

- Dedicated Feature Article Page and customizable URL.
E.g. <http://lifevancouver.jp/COMPANYNAME>
- Access to change the contents of your page to bring fresh information to your users
- Comes with 1 Advanced & 1 Simple Plan to boost your PV (plans do not carry over if unused)
- End of the month page performance review and consultation (2 hours)
- Make your page appear in the Highlights section for a full week. This means an dedicated thumbnail and blurb with a link to your page appears in the Top page, and at the footer section of other articles (Highlights subject to availability)
- Banner A or C (30% chance appearance, whichever is available)
- Customizable contact form
- Access Report every 3 months to gain an understanding on how your article did, with deep insights into the demographics, viewer numbers, etc. to tweak your page and use for future marketing

\$3,300 +GST / 6month

\$5,900 +GST / 12 month



Customizable Sponsorship Package

Create the LifeVancouver promotion package that fits you. Contact us for a hearing session to pin point your exact needs and target audience to determine the perfect mix.



Affiliate Program

Become LifeVancouver's affiliate to join our revenue sharing program. The Affiliate program is our performance-based marketing where LifeVancouver is paid based on visitors, customers, number of contacts made, etc., brought by our marketing efforts. This means you can lower your initial costs, and grow with us.

LifeVancouver will determine if the Affiliate Program applicable based on information and hearings with you.



What else VANC^LUVER[↑] can do with you!

Website
Development
& Management

Movie
& visual creation

Promotions through
our partner media channels

DTP
Business Card,
Brochure Design

Booth Set Up
at Events

Event Planning

and more.



VANC^LUVER[↑] Fine Print & Policy

- Lifevancouver.jp products and services, pricing, availability, terms and conditions may change without notice
- Lifevancouver.jp' s estimated impression numbers and click through numbers are calculated based on past data, and are not guaranteed
- Lifevancouver.jp will review all submitted contents before publication. All submissions will be published at Lifevancouver.jp' s digression, and will inform the client in case contents are not published
- The client and all its affiliates or third parties guarantee that the content submitted to Lifevancouver.jp does not infringe on copyright or any other rights
- Lifevancouver.jp does not make adjustments for clients' competitive reasons
- In case of cancellation or adjustment of the publication date by the client, the following additional changes will apply accordingly:
 - Five business days before the agreed upon publication date: 50% of the total publication fee
 - On the day of the publication or after publication: 100% of the total publication fee
- In case modifications to the submissions are needed, the client must oblige with Lifevancouver.jp' s requests, or resubmit the modified materials within the deadline, Lifevancouver.jp will not publish the client' s submission, and has the right to charge the client the applicable fee
- Lifevancouver.jp will not held responsible for any liabilities that may arise and/or for pulling the publications if:
 - the URLs submitted by the client are invalid, have issues opening, or changed without notifying Lifevancouver.jp after the initial submission
 - the client is determined by Lifevancouver.jp to be associated with organisations/people deemed to be involved in anti-social behaviour/activities, involved in criminal activities or legal issues, violating third party' s rights or negatively affecting third parties
 - the contents or the submitted URL of the client are deemed to be violating Lifevancouver.jp policy
- The client guarantees that all submitted materials do not violate any rights, and legally belong or have been legally obtained. However, Lifevancouver.jp reserves the right to edit, abridge or alter publications
- The client will be liable for all liabilities that may arise from its Lifevancouver.jp publication, unless Lifevancouver.jp is determined to be at fault
- Lifevancouver.jp will not be liable for liabilities that may arise due to reasons beyond contract, such as power outage, internet transmission issues, natural disasters, maintenance by the server companies, etc.
- Lifevancouver.jp will not be liable for any liabilities that may arise on the first day of banner publication (when modification to the banner may be needed)
- Lifevancouver.jp will not be liable for any liabilities that may arise on the first day of publication, or the four hours before and after modification of the publication
- Lifevancouver.jp is not responsible nor liable for issues with promotions and services using third party SNS services such as Facebook and Twitter
- Publications may be used in Lifevancouver.jp' s media kit. Please notify us if there are any issues
- Lifevancouver.jp does not guarantee publications will be visible on all mobile device browsers and platforms. Banners may not appear exactly as expected on mobile devices

CK Marketing Solutions Inc.

Suite 728 - 602 W. Hastings St.,
Vancouver BC V6B 1P2 CANADA
(Collaborative Open Space)

Email : info@ckmsol.com
Phone : +1(604)558-3223
<http://ckmsol.com/>
(BC0860606)

