

**TAP**  
**IN**

to the Great Lakes  
Water Authority

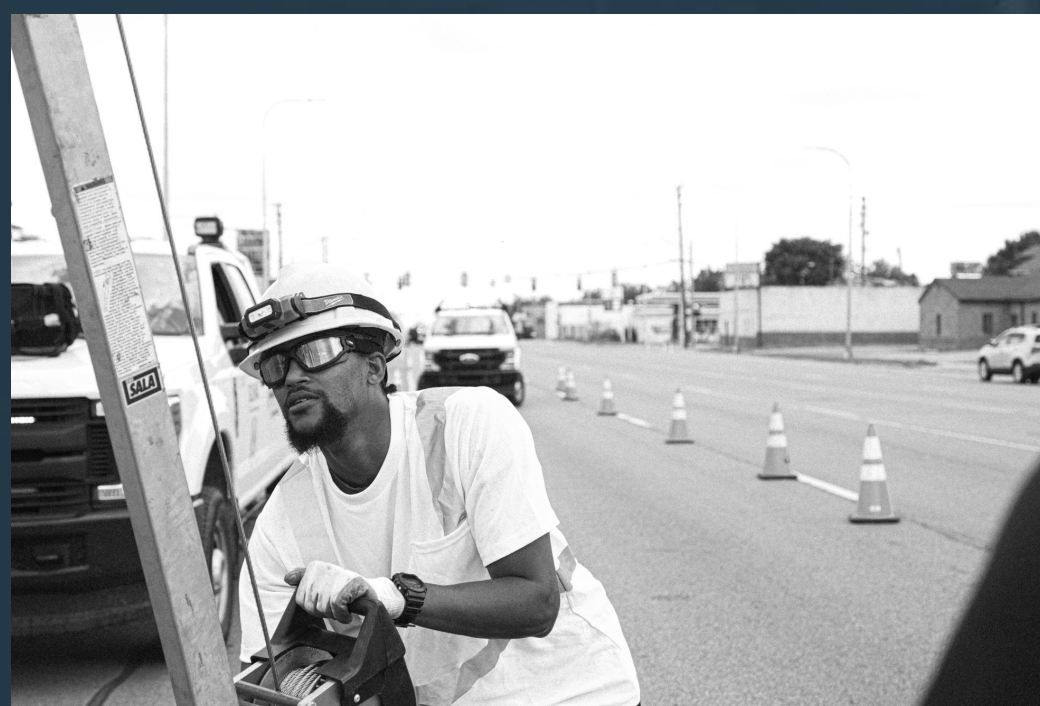
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A dark, blue-tinted photograph of three men in a workshop or laboratory setting. They are gathered around a table, looking intently at a piece of equipment or a screen. The man on the right is wearing a cap and a dark shirt, leaning in. The man in the middle is wearing a plaid shirt and a lanyard with an ID badge. The man on the left is wearing a dark shirt. The overall atmosphere is professional and focused.

# ***OUR APPROACH***







## ***Digital (Social & Web)***

Facebook

LinkedIn

Google

YouTube

## ***Broadcast***

EffectTV (ESPN, TNT, FX, USA, BET, and AMC)

## ***Radio***

iHeart Radio (97.9 WJLB, 92.3 WMXD, 100.3 WNIC, 95.5 WKQI )

with live on-air Talent Reads

## ***Non-Traditional***

*Encompass Media (Convenience Store Posters)*

## ***Print***

*(Pull Tab Posters, 11x17 Posters with QR Codes, 4x4 Square Postcards,*





***TAP IN  
PERFORMANCE  
TO DATE***





# TAP IN PERFORMANCE TO DATE

**170%**

GROWTH IN VISITORS TO  
[GLWATER.ORG/CAREERS](https://glwater.org/careers).

**138%**

GROWTH IN DIRECT TRAFFIC FROM  
NEW USERS TO THE GLWA WEBSITE.

**106%**

TOTAL USERS TO GLWA SITE IS UP  
**106%** FROM PREVIOUS MONTH,  
BEFORE CAMPAIGN LAUNCH.

**18.3%**

GROWTH IN ORGANIC SEARCH FROM  
NEW USERS TO THE GLWA WEBSITE.



# TAP IN PERFORMANCE TO DATE

**480,000+**

**480,000+** IMPRESSIONS ACROSS ALL TRACKABLE TAP IN CONTENT TO DATE.

**96,000+**

**96,000+** ONLINE VIDEO VIEWS AND **3,800+** BROADCAST SPOTS TO DATE.

**13,000+**

**13,000+** TOTAL NEW USERS TO THE GLWA WEBSITE SINCE THE CAMPAIGN LAUNCH.





***OUTREACH  
ASSETS***





**TAP IN** to a career with the  
**Great Lakes Water Authority**



Your future is clear at  
[glwater.org/careers](https://glwater.org/careers)







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Great Lakes Water Authority



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# TAP IN

Want to make an impact  
in your community?



# TAP IN

to the Great Lakes  
Water Authority



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