



Why advertise
with Leeds-List



The ultimate guide to Leeds & Yorkshire, written by locals to inspire you to act

Leeds-List is a new kind of local media. We've built our brand around our readers, creating a distraction-free platform that inspires people to see more, do more and experience more of the city and the wider region.

Our content is written by locals who love to explore. They've been there and done that, which means when they write about it, it's like getting a recommendation from a friend. And our readers trust us because of it.

Which is good because we don't just want them to read our content, we want them to try the restaurant, go to the show and book the getaway, we want them to see the mural, do the bottomless brunch and discover the hidden cafe.

That's the beauty of Leeds-List. We don't just write content, we inspire people to act – which means you can target an engaged audience with proven buying intent.

142k
social followers

500k
monthly website
visitors

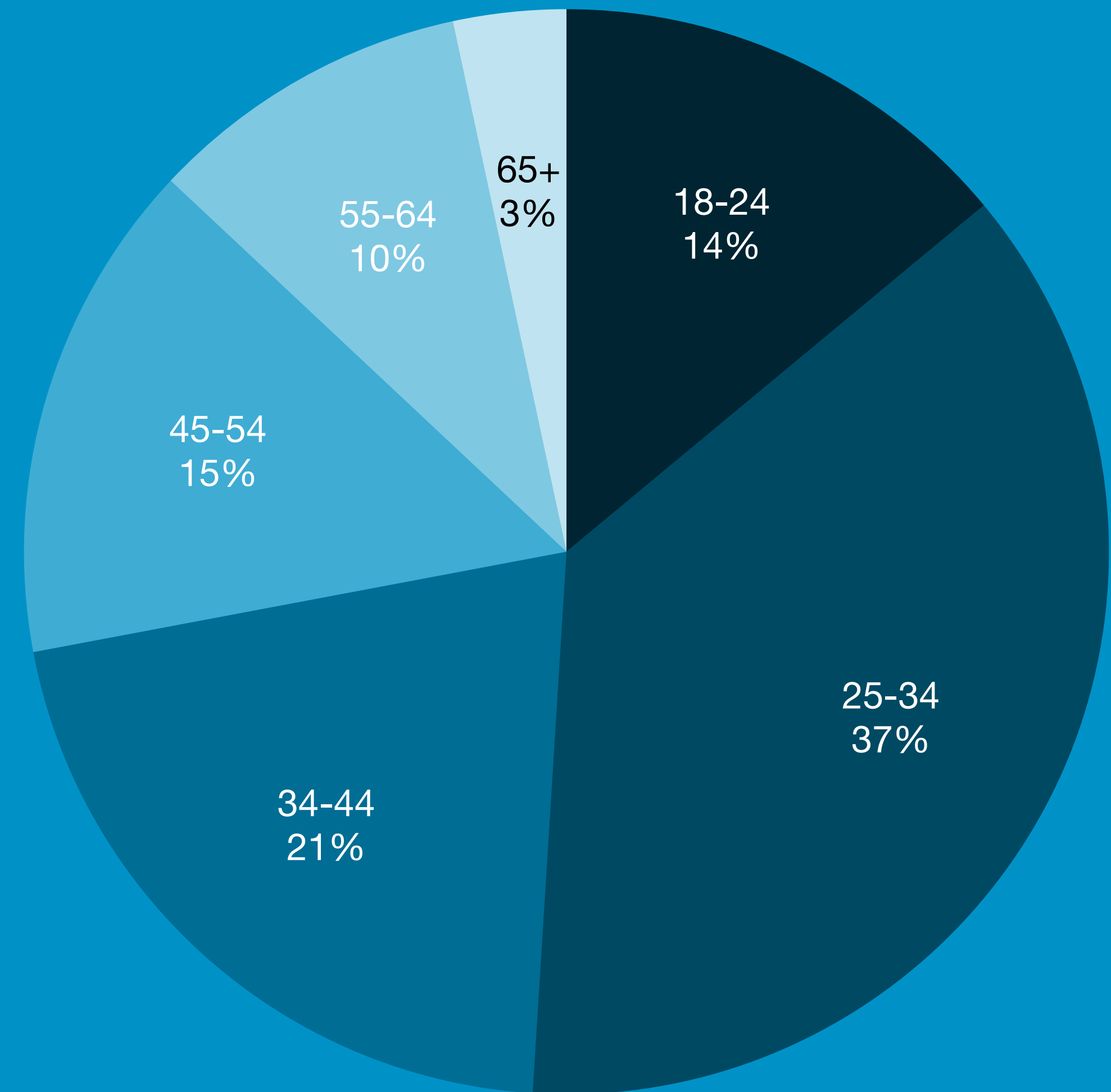
139k
email
subscribers

An engaged audience that's already in a buying mindset

Our content is curated to attract a very specific audience – we target ABC1s with disposable income and an appetite to try new things because they give our clients maximum value.

58% of our audience is aged between 25 and 44, so whether you're looking for young professionals or industry experts, first time buyers or home improvers, your target market is right here on Leeds-List.com.

And because we've earned their trust with high quality distraction-free content, they're more receptive to your marketing messages, which means you get better results.

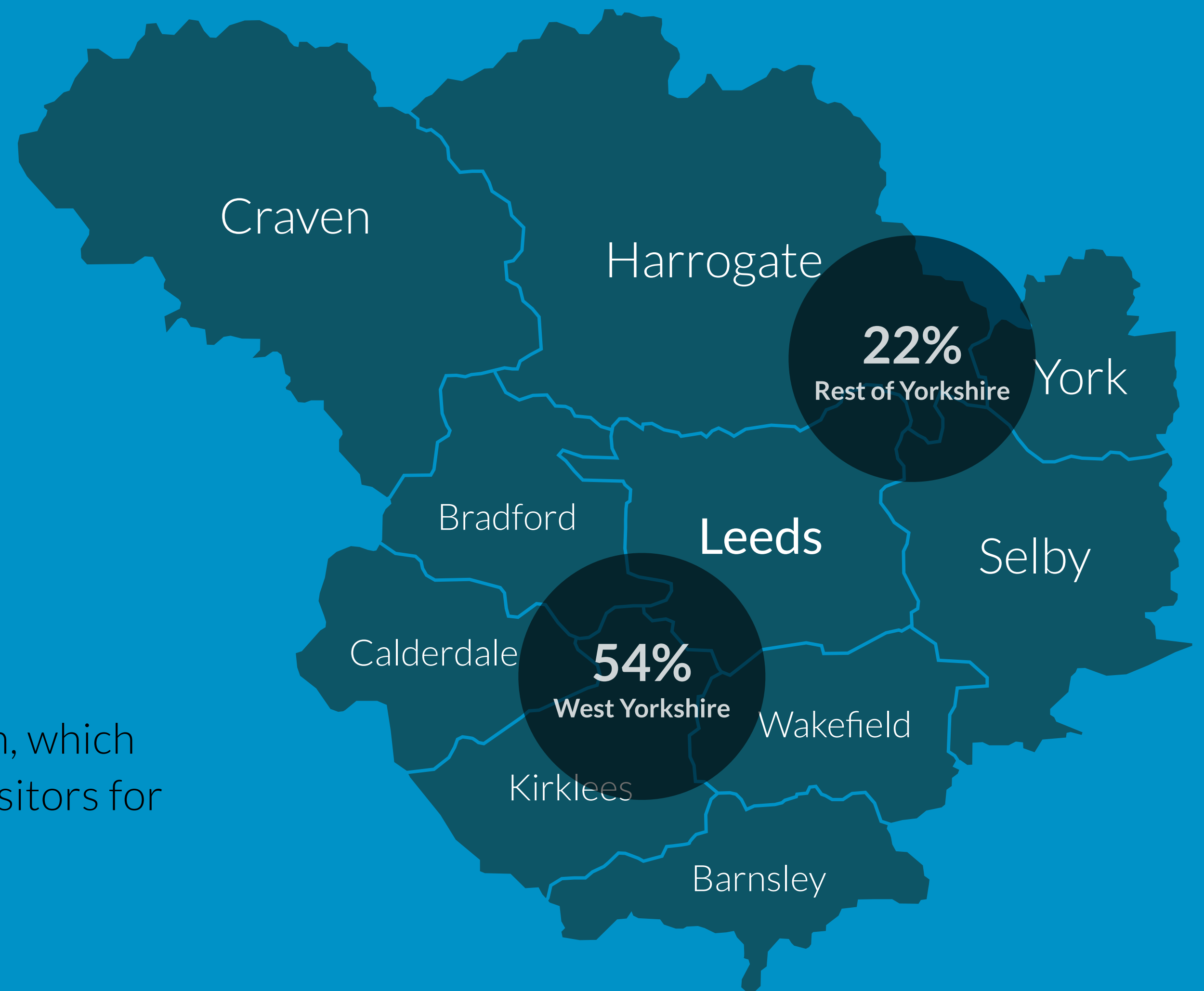


A Leeds brand with Yorkshire-wide reach

Don't let the name lead you astray – our reach stretches far beyond the borders of Leeds.

While 39% of our audience is based in the city, 15% hails from the wider West Yorkshire region and 22% is spread across the rest of Yorkshire. That leaves 24% from the UK and beyond.

And that should come as no surprise, because actually, 19% of our content is about the wider Yorkshire region, which means we have a lucrative combination of locals and visitors for you to market your products and services to.



Local advertising to a national standard

470%

example ROI
from a single
campaign

4,255

average new
sign-ups

58,061

typical reach of a
single campaign

What makes us different? Industry leading results, that's what. We write content that people want to read, on a platform that puts usability front and centre. As a result, we get seriously good engagement and drive people to act.

That's great news for you because it means we can give you real impact. Whether you want sign-ups, enquiries or good old bums on seats, we'll use all our audience insight, local expertise and direct response know-how to make it happen.

Think of us as an extension of your marketing team. Our expertise is your expertise, and your success is our success. Which means our team will be on hand to help every step of the way, with superior service from brief to evaluation.

Trackable results mean we can adapt and refine your campaign, even after it goes live, feeding back throughout the process, so you know we're eking every ounce of response out of your spend. You won't get that level of service anywhere else.

Our multi-channel approach gives you maximum reach and impact

Some brands are social-first, others are web-first, but we're channel agnostic. We use every tool at our disposal to drive results for our clients, which means your campaign works even harder.

Every campaign is:

- Produced by our in-house team and published on Leeds-List.com, putting you in front of an engaged audience with real buying intent
- Shared at least once in our email newsletter, which has an average clickthrough rate of 39.1%
- Posted organically across our social media channels to drive traffic, engagement and brand awareness
- Boosted with paid social ads designed to hone in on your target market

14.7%
average
clickthrough

2 minutes
36 seconds
average time on page

86.9%
positive social
sentiment



Tried & tested advertising products that consistently drive results

At Leeds-List, every campaign is built around you and your objectives to give you trackable results and a measurable return on investment. It could include:

- Brand content, written in our tone of voice and designed to inspire action, whether that's an enquiry, a purchase or a job application.
- Data capture designed to drive GDPR-compliant sign-ups from people who've been introduced to, and showed an active interest in, your products and services.
- Events and activations, either pre-existing or planned and executed by us to drive sign-ups, raise brand awareness and help you meet your goals.
- Offers with on-page conversion to attract new customers, giving you the chance to do what you do best, and in doing so, convert our readers into your regulars.
- Enhanced social like carousels and reels to raise awareness, drive engagement and support your overarching campaign objectives.

Our client list boasts big names from across a range of sectors

Of course we do hospitality campaigns, but that's just one of the industries we cover. From helping Sky recruit new candidates to raising brand awareness of first direct and increasing propensity to travel for First Bus, our local expertise and superior service means we work with big name brands across a wider range of sectors.



HARVEY
NICHOLS



THE CHAMBERS™



EVERYMAN



bruntwood



What our clients say...

“We now have hundreds of new opera lovers and thousands of potential opera lovers at our finger tips as well as rich opportunities for showing the people of Leeds what their opera company is really all about.”

Opera North

"I've really enjoyed working with Leeds-List; they work quickly and keep everything on track and running smoothly. The employer brand campaigns have been well written, reflecting the messages we wanted to portray, and the way they ran discovery interviews was spot on, getting the most out of the room.

Our partnership with Leeds-List helped generate lots of interest in our current roles and build our Talent Community. We are now working together to nurture these leads into prospective applicants”

Jet2

Raising brand awareness and helping to fill the recruitment pipeline

The problem: Our client told us that despite having a careers website and pushing out through social, nobody knew why it was a great place to work or how they were helping people to get into the industry. They'd tried holding events, but they were poorly attended with low conversion to application.

The insight: Our readers are ambitious, they want to grow and develop their career, without sacrificing on their social life – which makes them the perfect target market. But in order to reel them in, we had to pull back the curtain and prove that this is a company where they want to work.

The solution: We dug deep, with stakeholder interviews and fact-finding to create a multi-channel campaign that filled their recruitment pipeline from the top down, creating interest from the right candidates, even if they weren't actively looking for a job.

Signed up

100

event attendees
in 10 days

86

applicants from a
single campaign

3 hires

from a single
campaign

Inspiring journeys and selling train tickets to London

4.4%

average
conversion
rate

1.4

million

people reached

20,000

sign-ups to
remarket to

Problem: Our client wanted to get more people travelling on the train. Work journeys are a necessity not a luxury, so they wanted to focus on driving leisure journeys from Leeds to London. They didn't just need to sell tickets, they needed to inspire people to take the journey in the first place.

Insights: There's loads to see and do in Leeds, but our readers love to travel and they love to explore, so we knew they could be persuaded to visit London if we gave them the right inspiration. And since we know what they love to do, that was really quite easy for us.

Solution: Using audience insight and data analytics, we created London content that inspired people to act, and coupled it with clear, compelling reasons to travel by train. Data capture campaigns supported the activity, generating demand and capturing an audience to re-market to.

Overcoming objections and attracting new audiences to the culture sector

The problem: Our client produces incredible, nationally-acclaimed shows, and yet, they struggle to attract new audiences. They wanted to target mainstream audiences, with little to no engagement in the culture sector, but in order to do so, they needed to dispel preconceptions and overcome objections.

The insight: Our readers are always looking for new things to see and do, which means they were the perfect target market for this campaign. But the standard promotional spiel wasn't going to cut it, we needed to go beyond the press release to tap into their FOMO and show them that they were missing.

The solution: We went in with all cannons firing. We built awareness with viral content that revealed the most surprising aspects of the show, converted readers with targeted offers and captured data for people with genuine buying intent. And the best bit? Live activations in an informal setting that made culture cool again.

79%

of sign-ups had
never engaged
before

16.3%

clickthrough rate

228,000

people reached



Heard enough? Let's get started

Give us a call on 0113 3200 710

Or email advertising@leeds-list.com

