

2022

CAMPAIGN SUCCESS

CLTGUIDE

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Who We Are

CLTGuide is a locally owned media company that aims to provide a full resource guide for the city of Charlotte. We believe valuable news, information, guides, and resources shouldn't be hidden behind a paywall. We love exploring and creating content for this amazing city and diversity is important to us when highlighting some of the best small businesses and restaurants across all parts of Charlotte! We also look to put our audience to use in helping solve some of the city's biggest concerns such as homelessness. Providing value to our residents, businesses, and city will always be at the forefront of all of our decision making!

What We Do

When local businesses want to reach a broader audience and need help beyond what they can do for themselves, they reach out to us. Our goal as a media company is to showcase Charlotte, and the surrounding areas, in every way possible - that includes always supporting local and small businesses.

We offer a variety of support and advertising options for any business that needs us. Whether you want to run a giveaway, advertise your services, or encourage customers to visit you - we do it all.

In this document, you will find the top three campaigns, plus the top giveaway we have run and the insights on how well it was received by our audience.


Thanks!




Campaigns and Analytics


Restaurants -


The Penguin Drive-In Restaurant in Dilworth video -

 212.1K views, 7,254 shares & 2,607 saves

 47.4K views, 472 shares & 356 saves


Horace's Hot Fried Chicken in Uptown video -


 154.5k views, 4,504 shares & 1,862 saves

 13.4K views, 174 shares, & 183 saves


Local Businesses -


Clean Your Dirty Face in South Park video -

 52.5K views, 885 shares & 565 saves

 7,184 views, 25 shares & 108 saves


OldNews Vintage in NoDa video -

 45,876k views, 915 shares & 604 saves

 8,472 views, 52 shares, & 129 saves


Homes -

House of the Week in South Charlotte post -

 43.9K impressions, 579 shares & 75 saves

 9,738 impressions & 22 shares

House of the Week in Matthews post -


 38.8K impressions, 328 shares & 58 saves


 6,774 impressions & 7 shares

Campaigns and Analytics


Events -


Charlotte International Arts Festival in Uptown video -

 89.1K views, 2208 shares & 752 saves


 14.1K views, 173 shares & 139 saves

SCarowinds in South Charlotte video -

 56,709k views, 1928 shares & 184 saves


 7,447K views, 54 shares, & 18 saves

Taste of Charlotte Festival in Uptown post -

 79.2K impressions, 3,185 shares & 501 saves

 59.7K impressions & 374 shares

Matthews Alive in Matthews post -

 46.6K impressions, 1,254 shares & 268 saves

 6,038 impressions & 30 shares

Jobs -

Search Solutions Group job story -

 1,426 impressions & 20 link clicks

Charlotte Hornets Job Fair story -

 1,401 impressions & 20 link clicks

3 Month Average:

953K accounts reached & 95.3K accounts engaged