



# MEDIA KIT 2017

[WWW.KIDSPARTIES.PARTY](http://WWW.KIDSPARTIES.PARTY)



# ABOUT US

KidsParties.Party was recently launched in May of 2016 with a simple yet ambitious goal: to become the ultimate kid's birthday party guide. KidsParties.Party features all of the best entertainers, birthday party services and venues that specialize in children's parties.

Whether parents are planning their son's first birthday or their daughter's high school graduation, KidsParties.Party is a valuable resource for finding everything they need for their child's big day.

KidsParties.Party is the newest venture from our sister company FunNewJersey.com, Inc.

FunNewJersey.com is complete directory to finding the best things to do in New Jersey. FunNewJersey.com has been in existence since 2003 and is currently receiving over 2 million unique page views a month.

The inspiration for KidsParties.Party came from the fact that some of the most-visited and highest-performing pages on FunNewJersey.com were our party-centric pages. Because of that, we decided to create a national website exclusively devoted to featuring all things party-related: from face painters to arcades to unique kids party ideas and everything in between.



## OUR DEMOGRAPHICS

The KidsParties.Party main demographic is women ages 20-45, who are looking for party entertainers and services for their children aged from 1 to 18.

## DESIGN

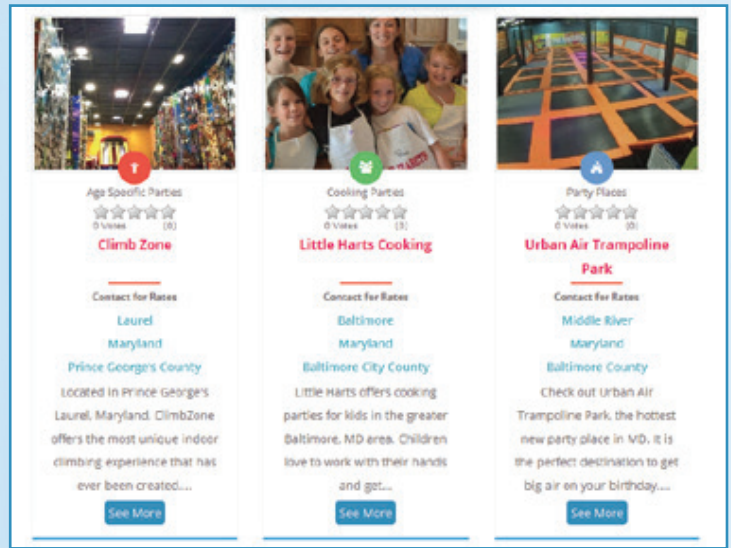
KidsParties.Party strives for a modern, bright and playful design that makes it easy for front-end users to search for the perfect princess, clown or party planner. Businesses can be featured in the categories of their choice, placing them in front of visitors looking for the exact services that they need.





# LISTINGS

Whether you are the premier children's magician in the area, or your venue offers the most exciting laser tag parties around, visitors will be able to view everything your business has to offer by clicking on your listing, which redirects to a details page. Our listings are presented in a very straightforward manner so that our visitors can find you quickly and easily.



This details page is a full webpage that features all pertinent information related exclusively to your business, including address, areas served, link to your website, a 1,000-word description and a high-quality, eye-catching photo. It's essentially your place to highlight what makes your services stand out from the rest.



## SEO

Beyond aesthetics, KidsParties.Party is employing innovative and cutting-edge SEO strategies to ensure high visibility in search engines. Details pages are optimized so businesses can target their primary geographic service area.

### GET LOCAL GEOTARGETED LEADS!

With KidsParties.Party, you can choose a local nearby major city as your “home” city. We can help you to optimize your service for that particular city so that you will get leads and book jobs exactly where you want to!

**Example:** Let’s say you are a clown and you want to book gigs in Princeton, NJ. When you sign up with KidsParties.Party and set up your account, you can choose Princeton as your “home city,” even if you actually live in a nearby town, such as West Windsor, NJ. We will then optimize your KidsParties.party listing to rank high in the search engines for terms like “clowns for hire in Princeton NJ”.

## BUT IT DOESN'T END THERE!

Whether you service the entire state or just the surrounding counties in your area, you can select as many counties as you serve so that you can get leads from any county that you want! We will optimize your listing so you can appear in the search engines for terms like “clowns for hire in “your chosen county” NJ.

### WE OPTIMIZE YOUR BRAND IN A VERY POSITIVE FASHION

Yes, when people look for your brand (company name) or for reviews of your brand, we will do whatever we can to get your listing (details page) on our site, so that it will be ranked on the first page of Google! We have already done this for hundreds of customers and we would love to share case studies of this with you. Simply call us at 732-298-6015 or email us at [info@kidsparties.party](mailto:info@kidsparties.party) and we will show you proof of how we have already helped local party companies get brand recognition, get positive reviews for their brand and ultimately improved their brand!

## OUR AMAZING RECENT SHORT TERM GROWTH

In just four months after launching, KidsParties.Party has seen exciting growth in our organic search rankings. We already have over 100 quality referring domain names pointing back to us and we are already ranking high in the search engines for thousands of search terms. We are working tirelessly to keep this momentum going.

We already have seven states officially launched, with plans to have twenty five total states launched by early 2017.

## STATISTICS

We believe that one of the biggest keys to successful business development with prospective cliental is that there should always be 100% transparency. Even from our young (in company age) standpoint, we feel it's imperative to share our vital growth statistics so our advertisers can feel safe and secure of where their advertising dollars are going.

We would love to share our high ranking keywords and traffic stats. Please contact us at 732-298-6015 if you have any questions about SEO or if you would like to see our analytical data.

## WE KNOW THAT YOU WILL BE PLEASANTLY SURPRISED!

One of our main competitors has been in business since 1997. That's 19 years. We have been in business for less than 5 months and we are already taking a market share from them. Again call us at 732-298-6015 or email us at [info@kidsparties.party](mailto:info@kidsparties.party) and we will divulge our statistical information with you. If you are a seasoned party entertainer, service or venue, you can surly take a guess at who our competitors are!

## AFFORDABLE ADVERTISING OPTIONS

Our pricing starts at just \$249 for one listing in the category of your choice and as well as a details page that you can control and update whenever you like! This gives you the ability to be creative in designing an online advertising campaign that will be personally suited to your business or budget. Contact a sales consultant at 732-298-6015 today to get featured on KidsParties.Party today. We still have many high positions open in many party categories.



# OUR MISSION AND PROMISE

Here at KidsParties.Party, our #1 goal and top priority is to send quality leads to your party entertainment service or party place venue. We promise to always work on clean white hat SEO techniques so that our site gets top visibility in the search engines.

We promise to never stop building and marketing our site. Most of the revenue that we make, will go back into making the business bigger and stronger. We promise to provide exceptional customer service. You will ALWAYS be able to get one of our representatives on the phone if you need assistance in any way.

## THE BELLS AND WHISTLES

Buy signing up with us, these are some of the perks and advantages that you realize with us.

**Image Gallery** – You can upload up to 10 photos on your details page.

**Google Maps** - Clickable Google maps showing where their home city is located.

**Social Media Integration** - Social media icons that link to your Facebook, Twitter, and YouTube pages.

**Automatic built in on page SEO** – H1 tag, Meta tags, filename optimization and keyword density are done for you by our staff!

**Visitors can save your listing** - Ability for users to save your fun service to their favorites for future use.

**Unlimited Updates** – You have the ability to update your information and

change your pricing or run promotional offers at any time. You can update your profile, photos and description as indefinitely.

**Special Deals** – You have the ability to run any deal that you like for 30 days at one fixed price. We do not take a percentage of your bookings. It's all yours! You can run any offer that you want. Examples: All kids get a free tiara. Example: all children attending the party will receive a free magic wand. Example: Party of 10 Children only \$299 (Normally \$399).

**Reviews** – Your past customers can leave reviews on your details page. We can help you with ideas on how to market your reviews so that they work to your advantage.



## CONTACT US



241 Forsgate Drive, Jamesburg, NJ

**732-298-6015**



