

# The Aha! Connection

[www.theahaconnection.com](http://www.theahaconnection.com)

[Facebook](#)

[Twitter](#)

[Instagram](#)

## **Summary:**

I'm Audra Hurston Anders and I created The Aha! Connection to keep my friends in Dunwoody, Sandy Springs and our surrounding communities connected. I'm from a small town and have the desire to foster a similar "small town feel" in our suburban community within metro Atlanta. In 2010, my Aha! Connection expanded from an email list to include a website. Since the inception of the website, the subscriber list has multiplied ten-fold and advertising requests continue to skyrocket. In order to better serve subscribers and sponsors, an Aha! Connection [FaceBook](#) and [Twitter](#) feed were added in late 2011. In 2013 [Instagram](#) was our newest social media addition. In 2014 we will launch a brand new fantastically designed website that will allow our sponsors to shine while also creating a much more user-friendly and organized interface for our subscribers.

## **Content:**

The majority of topics covered in our email newsletters and web postings include items such as: community news, service recommendations, pets, local business services, restaurants, childcare, job postings, camps, real estate, schools, household tips, technology tips, recipes, giveaways, deals, coupons etc. The Aha! Connection especially enjoys promoting local Dunwoody, Sandy Springs, Brookhaven, Chamblee, Roswell and other nearby area businesses. Many of the articles that we publish are original. However, we have a unique twist from most typical websites in that we allow our subscribers to self-post many types of content. All content is approved by our staff before publishing.

## **Audience:**

The Aha! Audience grows daily and as of December 2013 consists of 5,000 email subscribers and a website audience of more than 19,000 visitors per month. We had 150,000 unique visitors within the last year alone! The Facebook community has grown to over 1,300 fans. The Aha! Connection audience consists of loyal and active subscribers. The Aha! Connection average email "open rates" are 40% compared to industry averages which are only 20%.

## **Demographics:**

The Aha! Connection audience is mostly residents of the Dunwoody/Sandy Springs/N. Brookhaven, GA area, but reaches the entire metropolitan Atlanta area and beyond. When surveyed, 98% of the subscribers indicated that they were highly likely to refer friends and colleagues to The Aha! Connection. Following are a few notable statistics:

### **Subscriber Gender:**

Female – 90%

Male – 10%

### **Subscriber Ages:**

Less than 34 years 9%

35-44 years – 37%

45-54 years – 33%

55-64 years – 14%

65 years + - 7%

### **Subscriber Children:**

No kids – 8%

Pre School Kids - 25%

School Aged Kids – 60%

Grown Children - 18%

### **Subscriber Schools**

Public School – 66%

Private School – 39%

Home School – 1%