

# The Digital Agency Opportunity in Your Market



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# Let's talk about...

- Digital Solutions Local Merchants Want Most
- Generating New Leads
- Sales Structure & Go To Market Strategies
- A Fresh Approach to the Local Digital Marketplace





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## About Us

- Guarantee Digital provides white label, digital agency solutions that local media sales teams can re-sell to local merchants.
- Our Partners include Newspaper, TV, Radio, and Direct Mail sales teams in 170+ markets of all sizes around the US.
- The Program is straightforward - You sell it and we do the rest, providing 100% fulfillment and customer support. This keeps your head count low, profit margins high.
- Founded in 2011, GD is based in Suburban Milwaukee with a dedicated staff of 45 web designers, content creators and marketing strategists that serve clients of all sizes – from SMBs to Key Accounts.
- Proud Strategic Partners with SNPA, CNPA, PNNA...

Proud Strategic Partnerships



## Digital Solutions Local Merchants Want Most



# The Cold Hard Truth about Digital



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- Merchants don't really want to buy a new website or mess around with Social Media.
- Many of them wish it was 1985 again!
- As always...what they really want to “buy” is new customers!
- It's the Lifeblood of any business that hopes to grow and prosper.
- *Come to think of it...this applies to both Main Street Merchants AND Newspapers!*

- So, imagine if you could offer the Solutions that Local Merchants say brings them the **Most New Business?**
- Services they would pay you to provide month after month to keep up the flow of **new customers.**
- **Incremental. Recurring. Revenue.**
- *The Gift that Keeps on Giving!*

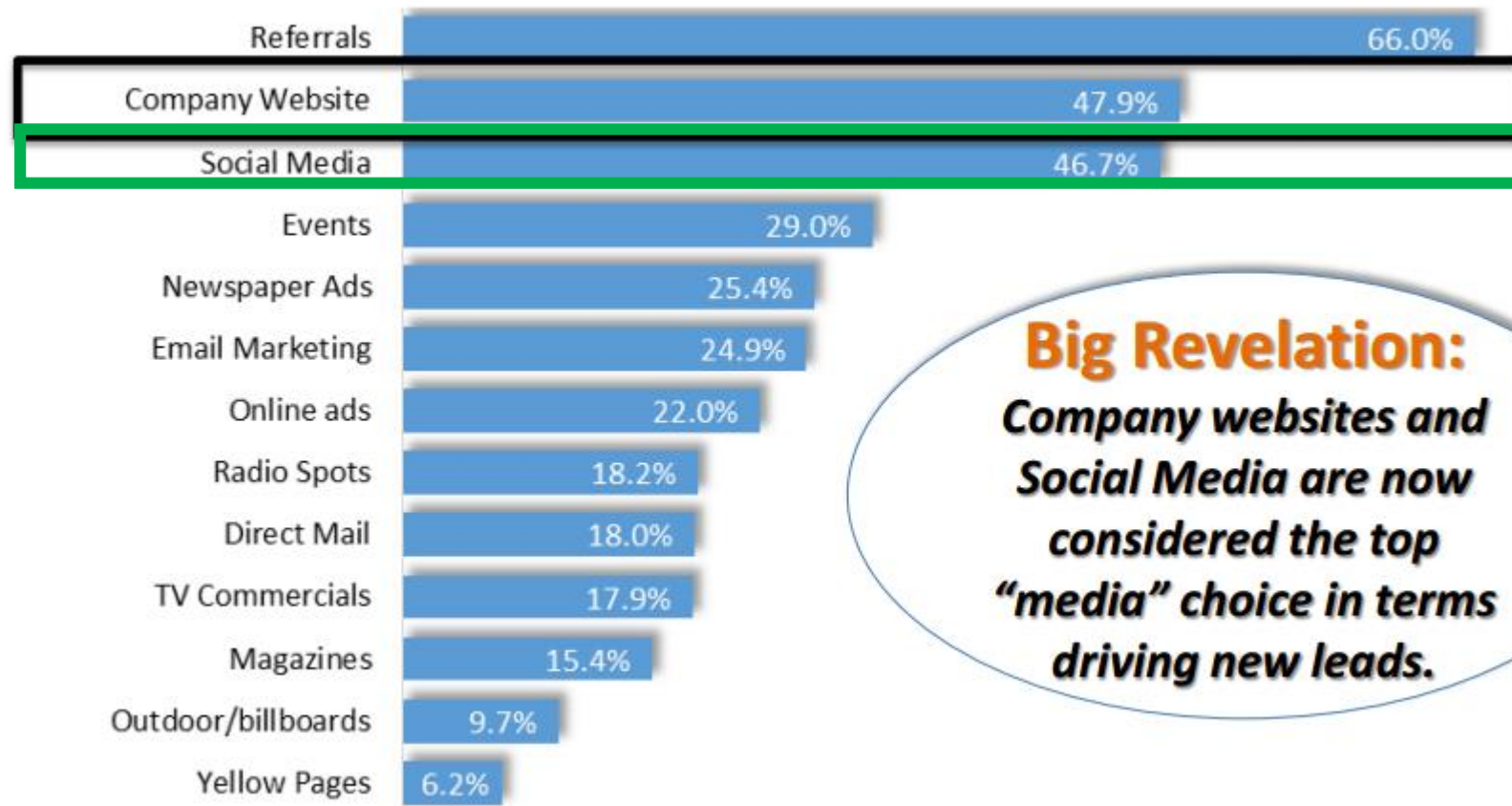


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*Borrell & Associates conducted their annual survey of over 7500 SMBs...*

# Merchants shared their biggest source of New Customers...



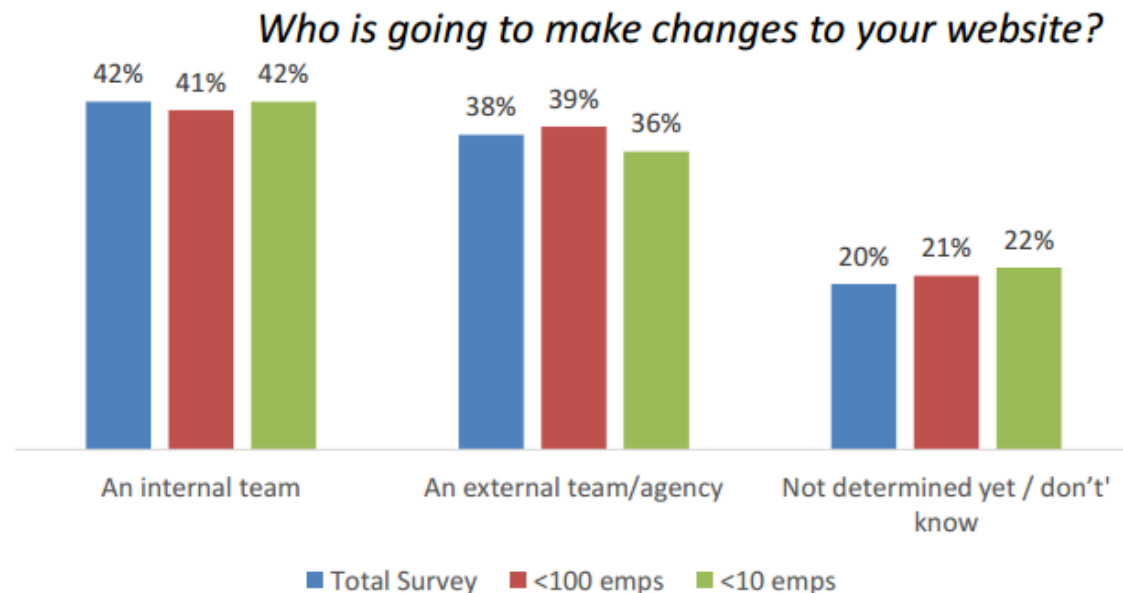
**Big Revelation:**  
***Company websites and  
Social Media are now  
considered the top  
“media” choice in terms  
driving new leads.***

# Merchants are getting ready to spend a lot of money to upgrade their #2 Source of New Customers

**92%** of your customers have a website

**58%** are likely to make “major changes” in the next year

**42%** plan to spend more than \$3,000 to do so



In the coming months, 34% of your advertisers will discuss their most important lead-generation tool with an outside person.



# Major Changes at Google Past 18 Months are Driving the Need for New Smart Phone Friendly Websites!

- **Mobilegeddon 2.0** – Second round of major Algorithm updates in last 18 months
- **Websites must be Smart Phone Friendly** or get penalized in Search results
- **Local Business Listings** - Reduced local listings from Seven to the “Snack Pack” - now just 3 Listings, mirrors mobile search results
- **SEM Pay Per Click Changes** – only 4 PPC listings at top of page and at bottom – right rail ads removed



# People Rely on Mobile More than Ever

When people want to know, do, go, or buy,  
they turn to their smartphones.



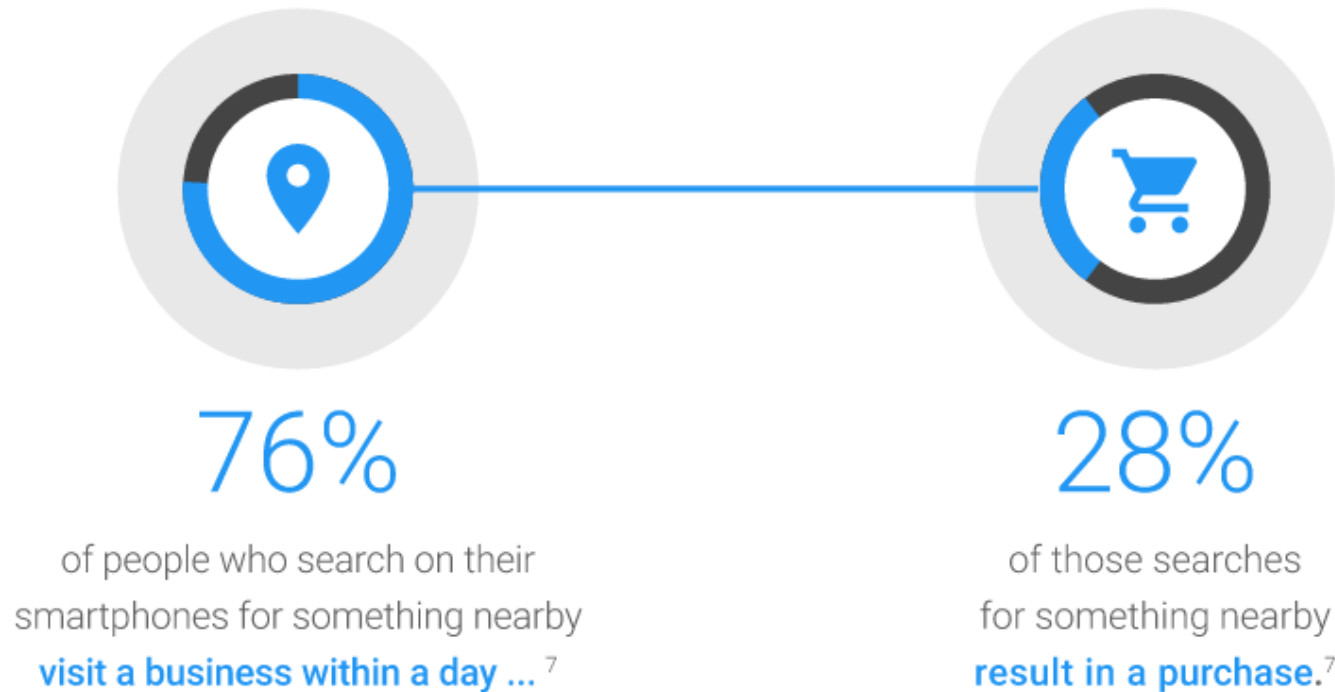
There are  
**more searches on mobile**  
than on desktop.<sup>2</sup>



More than  
**half of all web traffic** now comes  
from smartphones & tablets.<sup>3</sup>

# Mobile Drives Real World Traffic & Sales!

Timely and useful mobile experiences  
don't just lead to mobile purchases.  
They bring people to your front door.



# Local Search has gone Mobile!

- **Google has big lead in mobile @ 88%** overall market share
- **Mobile Search – now more than 50%** of all search.
- **Mobile Search Drives Conversion:** 76% act within 24 hours and 28% Make a Purchase!
- **Location Based Search:** “Find Near Me” searches up 135%
- **Apple Maps Improving** - now 5M iPhone/Pad map searches a day
- **In Your Car** – Google/Android and Apple Maps will begin to dominate the dashboard – 2016 cars and newer. Android & Apple = 2 Horse Mobile Race
- **Now On Your Wrist** – Beam me up Scotty!



# Beyond Search, Merchants Need A Mobile Friendly Website for Many Reasons



Majority of Searching now done via Mobile Devices

*Is your website ready for the Smart Phone Consumer?*



Majority of Social Media Users visit favorite channel via Smartphone



Majority of Digital Video now watched via Mobile Device



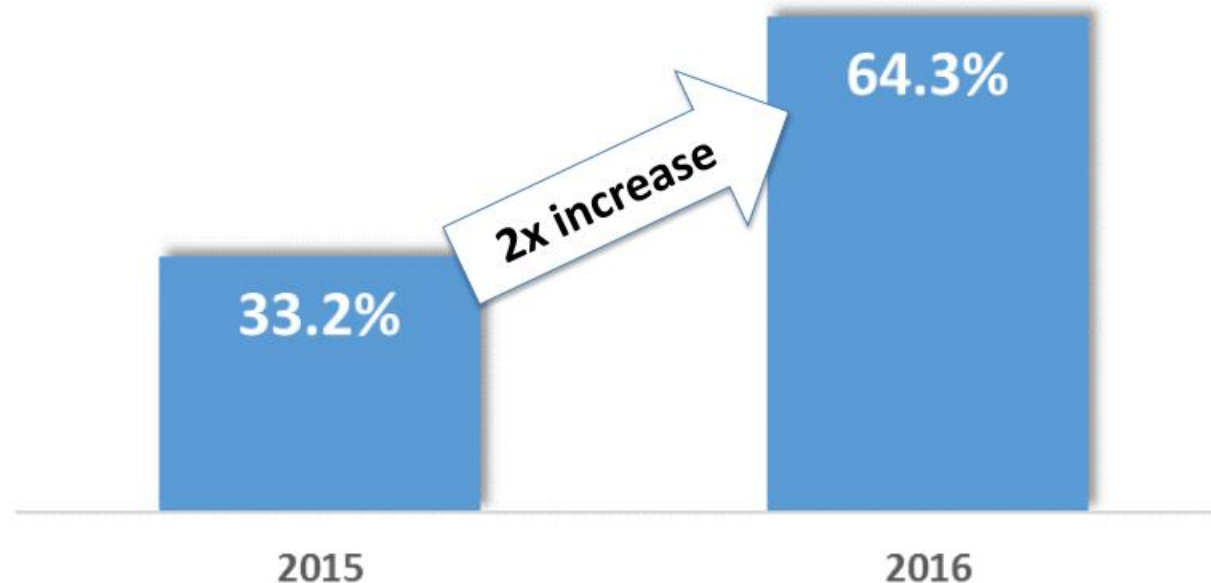
74% of smartphone owners use their devices to check their email.

# Merchants have dramatically increased their investment in Facebook since last year....



## SMBs Taking To Facebook Fast

% of SMBs Buying Ads on Facebook



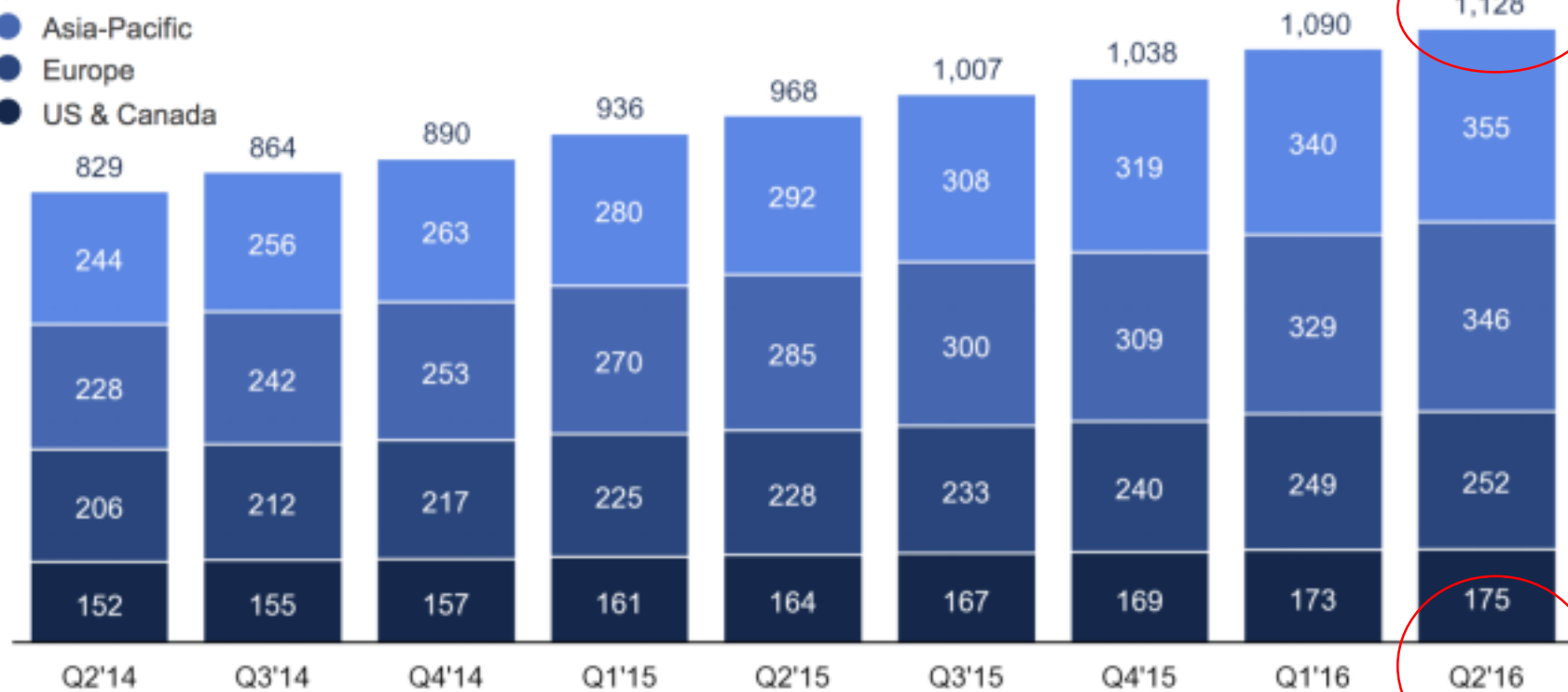


# As usual, Ad Revenue is following the Audience

## Daily Active Users (DAUs)

In Millions

- Rest of World
- Asia-Pacific
- Europe
- US & Canada



**1.1 Billion Daily**

**175 Million Daily  
Facebook Users  
North America**

DAUs / MAUs

Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16
63%	64%	64%	65%	65%	65%	65%	66%	66%

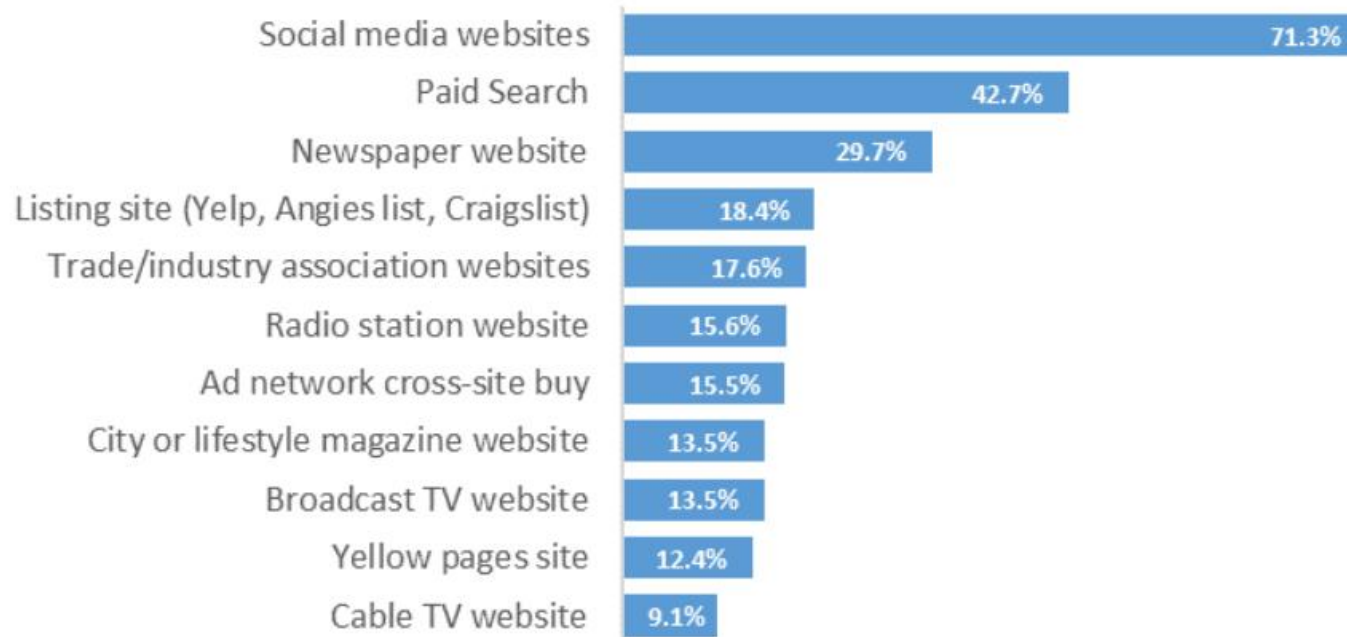


# Social Media now the preferred online ad solution



## Social Media Is Now 'Advertising'

What types of online advertising do you use?





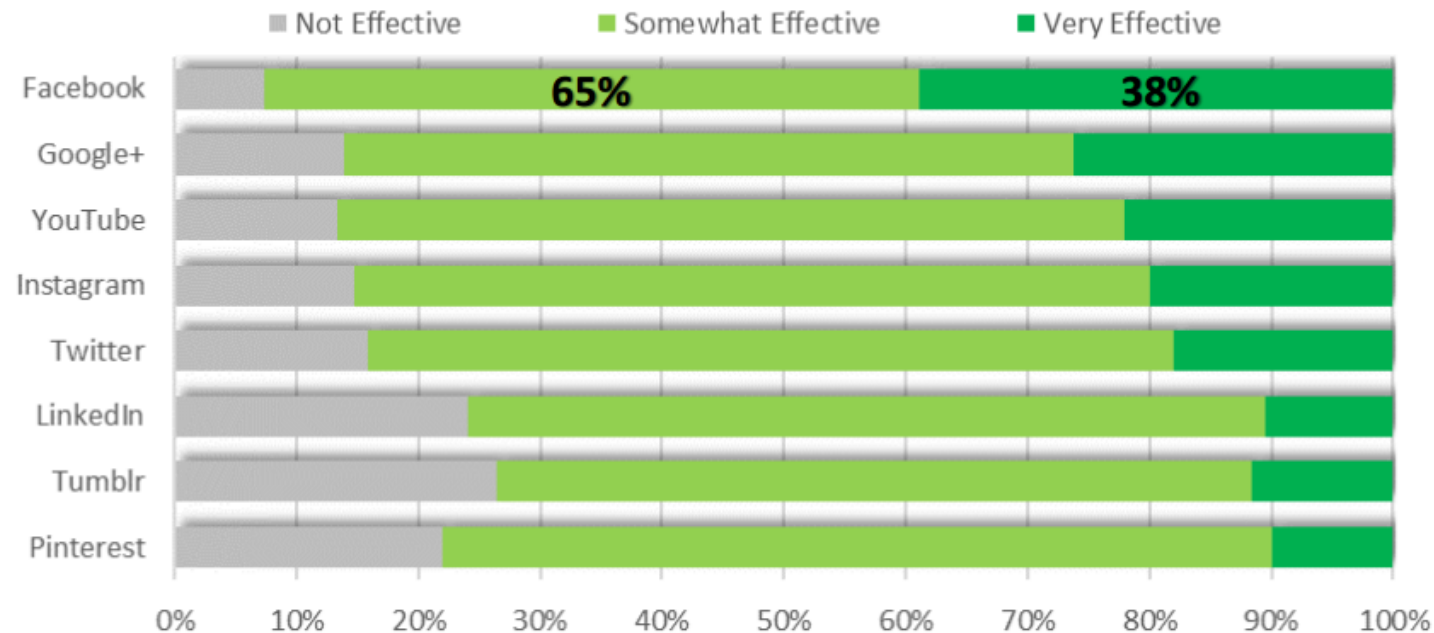
# Merchants are moving \$\$\$ to Facebook because it works!

*93% Rate as somewhat to very effective*



## FB Ads High in Effectiveness

Effectiveness of Social Media Advertising  
(asked of those who bought ads on each social media channel)



We Can Work Together to Give  
Local Merchants the Digital Solutions  
they need to succeed



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# Best Practices for Merchants 2016 & Beyond

## 1. **Make Great First Impressions**

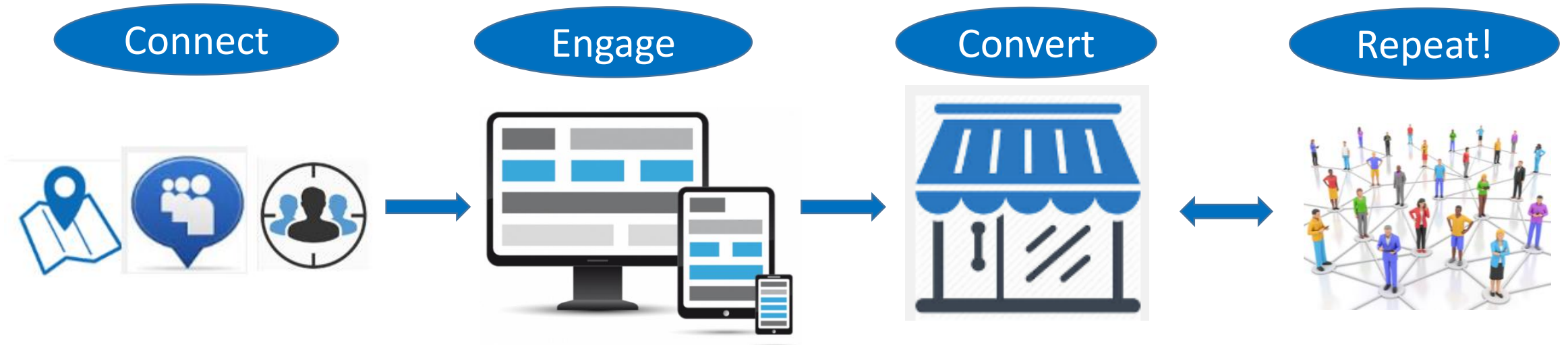
- a) Accurate Business Listing information on major directories & maps (Google #1)
- b) Welcoming Website that looks good on any screen & drives conversion, sales!
- c) Your “Reputation” Precedes You – Protect Your Most Valuable Asset!

## 2. **Leverage Content Marketing:** Social Media, Blogs, Email to stay top of mind, driving repeat & referral business

## 3. **Target Marketing:** Leverage precision targeting abilities of Digital Media to affordably connect with your best potential prospects



# Providing the Solutions Your Local Merchants Need to Engage and Convert New Customers!



- **Get Found in Major Search**  
Directories & Local Maps
- Maintain & Grow Your **Positive Reputation**
- Social Discovery & WOM
- **Precision Target Marketing** to connect with New Customers via Web, Social, Mobile, Video, Email and More!

## **Mobile Friendly Website**

- Educate & Entice!
  - Product/Service Info
  - Videos
  - Photo Galleries
  - Blog Articles
- **Social Media Management**
- E-Newsletters
- Text Club
- Coupons

## **DRIVING SALES!**

- In-Store
- Ecommerce
- Gift Cards
- Daily Deals
- Set Appointments
- Request for Quote
- Store Traffic
- Phone Calls

## **Word of Mouth**

- Positive Reviews
- Social Sharing
- =Referral Business!
- =Repeat Business!



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# Elements of a Quality Search Optimized Site

*More than just an online brochure*



## **Search Optimized and Smart Phone Friendly....a Must for High Page Ranking!**

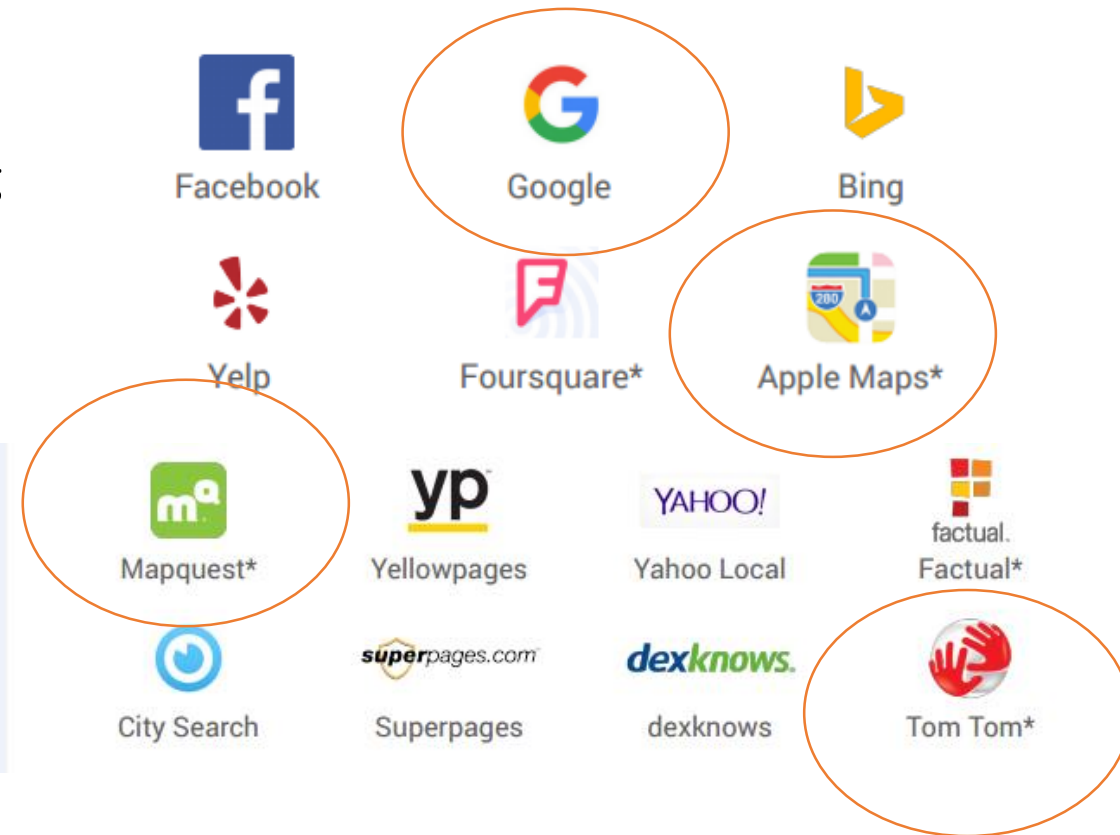
- Your Site reflects the quality of your business and looks as good or better than your competitors on any size screen
- **You have ability to update regularly with:**
  - Fresh Blog Posts
  - latest promotions/specials
  - Latest Product/Service updates
- **Site is Lead Source...**
  - In Bound Phone Calls
  - In Bound Emails
  - Appointments
  - Request for Quotes
- **Ecommerce enabled** (optional)
- **Grow Customer Connections**
  - Email Newsletter Sign Up
  - Loyalty Clubs
  - Grow Social Media Fans
- **24/7 Customer Service**
- **Key Recruiter**



# Our SEO Package helps Merchants Get Found on all the Leading Directories & Maps

- We optimize business listings on top 50+ search and directory sites with correct **NAP** + Web (**N**ame, **A**ddress, **P**hone plus website link)
- Manually claim/optimized Google My Business Listing to include:
  - Monthly updating to Google+ page (1 or 4x monthly depending on package)
  - Optimized Business Description & business categories
  - Correct contact info and hours of operation
  - Upload video and photos
- 24/7 Dashboard monitors results

## Top Sites include

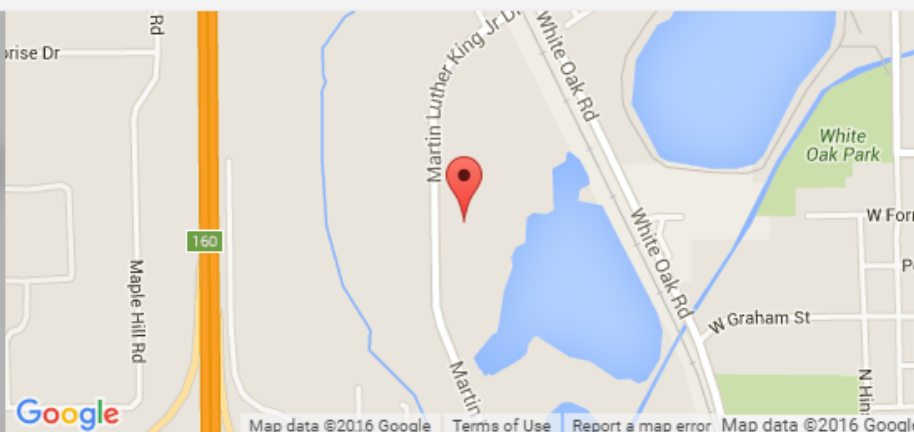


## BUSINESS LOCATION DETAILS



CHESTNUT HEALTH SYSTEMS  
GD248

Listings 45  
Reviews 7  
Rating 4.3



### ADDRESS

1003 Martin Luther King Jr. Dr.  
Bloomington, 61701  
IL, USA  
309-827-6026  
<http://www.chestnut.org>

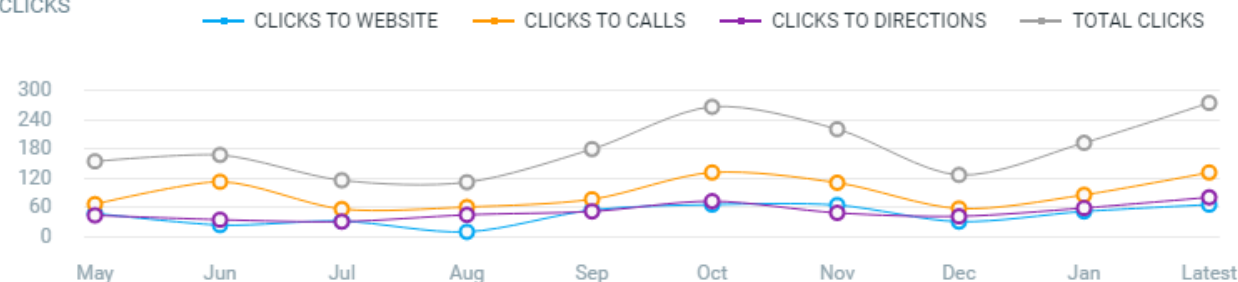
### DESCRIPTION

## RESULTS

### VIEWS



### CLICKS



### JANUARY

### FEBRUARY

#### VIEWS ⓘ

3,882

↑1,554

5,436

■ TOTAL TO DATE 35,329 views

#### CLICKS TO WEBSITE ⓘ

50

↑14

64

#### CLICKS TO CALLS ⓘ

84

↑46

130

#### CLICKS TO DIRECTIONS ⓘ

57

↑22

79

■ TOTAL TO DATE 1,794 clicks

## Proving ROI Tracking activity

- Clicks to website
- Mobile click to call
- Click to Directions



# Why Online Reputation Management is important for Local Merchants



**92.5%**

of adults regularly or occasionally research products online before buying them in a store

*(BIG Research)*

**92%**

deemed customer reviews as "extremely" or "very" helpful

*(eTailing Group)*

**71%**

of users change their perception of a brand after seeing a brand's response to a review

*(Bazaar Voice)*

**70%**

of global consumers trust online consumer reviews

*(Nielsen)*

**14%**

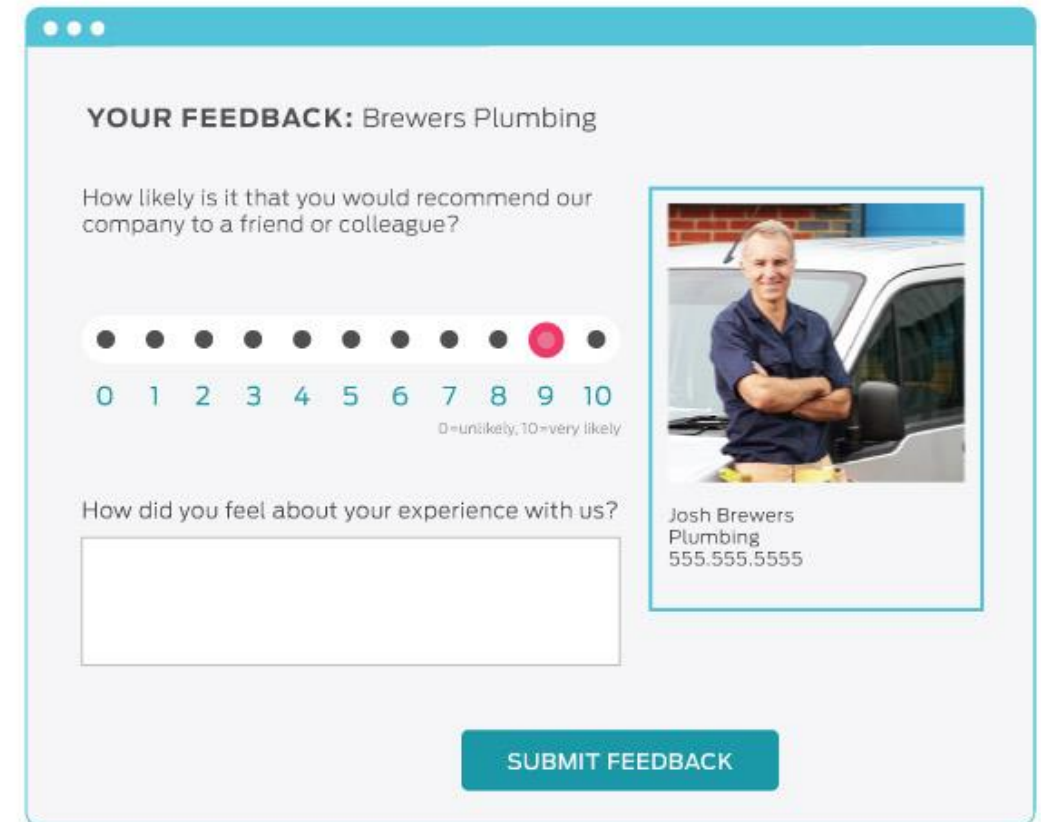
of Internet users believe they have been negatively impacted by the online activities of others

*(Microsoft)*



# Full Service Reputation Management

- **We help Merchants Generate More Reviews** via –
  - Review Generator solicits reviews from happy clients via your website, emails
  - Plus POP Signage & Referral Cards
- **We Monitor Top Review sites** – include Yelp, Facebook, Google and more
- **We Respond Quickly** and Appropriately
  - Self service via Mobile App – including Voice to Text
  - Or we'll do it for you
- **Monthly Reporting** included



**YOUR FEEDBACK:** Brewers Plumbing

How likely is it that you would recommend our company to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10  
0=unlikely, 10=very likely

How did you feel about your experience with us?

Submit Feedback

Josh Brewers  
Plumbing  
555.555.5555

The screenshot shows a web-based feedback form for 'Brewers Plumbing'. It features a title 'YOUR FEEDBACK: Brewers Plumbing', a question about the likelihood of recommending the company, a 10-point rating scale with the 9th point selected, a text box for additional comments, and a 'SUBMIT FEEDBACK' button. On the right, there is a photo of Josh Brewers, a man in a blue shirt, standing next to a white van, with his name, company, and phone number listed below.

# Web SEO Essentials

Improve your find-ability with Four Key SEO Tactics,  
starting with a Smart Phone friendly Website!

## Retail Investment

1x Design starting at: \$999

Monthly: \$277

### Smart Phone Friendly Website



- Responsive Design to look good on any size screen
- Optimized for Search
- Choose # of Pages
- Quick Quote Forms
- Photo Galleries
- Social Media Widgets

### Search Optimized Business Listings

- Top 50 Sites
- Improves Ranking
- Google updated monthly
- Uniform Name, Address, Phone
- Links to website
- Videos, Photos, Social
- Full Biz Description
- Monthly Reporting for Rank improvement



### Search Optimized Videos



- One 60 second SEO Video
- YouTube Channel
- Pro Voice, Scripting
- Using high quality images
- Optimized for Search
- Add to your site
- Link to from Social, Google+

### Reputation Management

- 24/7 Monitoring of Review, Social sites
- Real time alerts
- Best Practices for Responding
- Strategies for gaining positive reviews
- Monthly reporting





## Google My Business Listing Optimization Drives Traffic and Phone Calls

41574 Listing Views since Feb 2016  
6,523 total clicks since claimed  
More than half Mobile Click to Call

### RESULTS

#### VIEWS



#### CLICKS



MAY

JUNE

■ VIEWS ⓘ

8,211

↗ 53

8,264

■ TOTAL TO DATE 41,574 views

■ CLICKS TO WEBSITE ⓘ

182

No change

182

■ CLICKS TO CALLS ⓘ

716

↗ 42

758

■ CLICKS TO DIRECTIONS ⓘ

172

↗ 102

274

■ TOTAL TO DATE 6,523 clicks

# Full Service Content Marketing & Management

*Drive Repeat & Referral Business*



## Social Media: Digital Word of Mouth

- We post to 3 or more channels
- 3 x per week, day, hour of choice
- Planning meeting monthly
- Online Contests grow fans, email list
- Boosted posts included
- Monthly Reporting tracks growth



## Stay Connected with Email Marketing

- We manage, help grow email list
- Custom e-newsletter design
- Update monthly content, graphics
- Manage the monthly send
- Monthly reporting for opens, clicks



## Stay Connected with a Text VIP Club

- We manage, help grow text sub list
- We write message, send weekly
- Cross promote via web, social, print
- Great for increasing store traffic during off peak times



## Get Found with a Monthly SEO Blog Article

- Professionally written 350-400 word articles
- Interview client monthly for topic
- Proof to client before published
- Drive web traffic from Social, Google+
- Optimized for Best Keywords



## Lights, Camera, Action! Tell your Story with Search Optimized Video!

- Live Shoot or Affordable Montage Video
- Pro Voice, Script, Music
- Custom YouTube Channel
- SEO for Best Keywords
- Include on Website, Social, Biz Listings

## How Content Marketing Helps Grow Your Business

- **Drive Repeat Business:** Stay top of mind with your customers via Social, Email, Text – drive more repeat business
- **Time Savings:** We do it all for you...leaving you more time to focus on running your business
- **Educate & Inform:** Educate potential new customers moving them closer to a sale
- **Improved SEO:** Social Media, Blogs help with your Search Engine Optimization, so you rank higher in search!



# Top 10 Selling Social Categories

1. Home Services – Remodeling, Roofers, Landscaping
2. Medical – Doctors, Chiro, Emergency Walk in Clinics
3. Retail – Variety of Shop keepers
4. Restaurants – plus Bars included here too
5. Auto Service – tires, brakes, car wash etc.
6. Auto Sales – new, used car sales, service
7. Dental – from General Dentistry to Specialists
8. Financial –mortgage brokers, financial advisors
9. Education – from Community Colleges to Beauty Schools
10. Furniture – including mattress stores

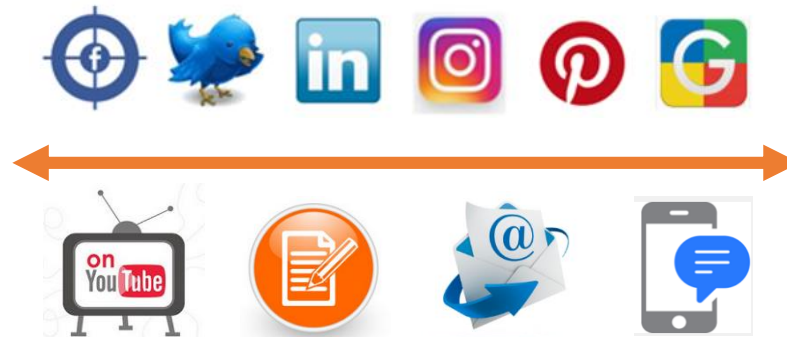


# Why Social is now #3 Source of New Business

- Affordable & Efficient way to Stay Top of Mind with your Best Customers
- Drives Repeat Visits and Increases Average Customer Monthly Spend
- Educate Customers & Position Company as the Experts
- Show Human Side of Business – recognize employees & customers
- Drives increased Referral Business as Happy Customers Share with friends
- Multiple Precision Targeting Options to Reach New Customers



**The News of Your Store**



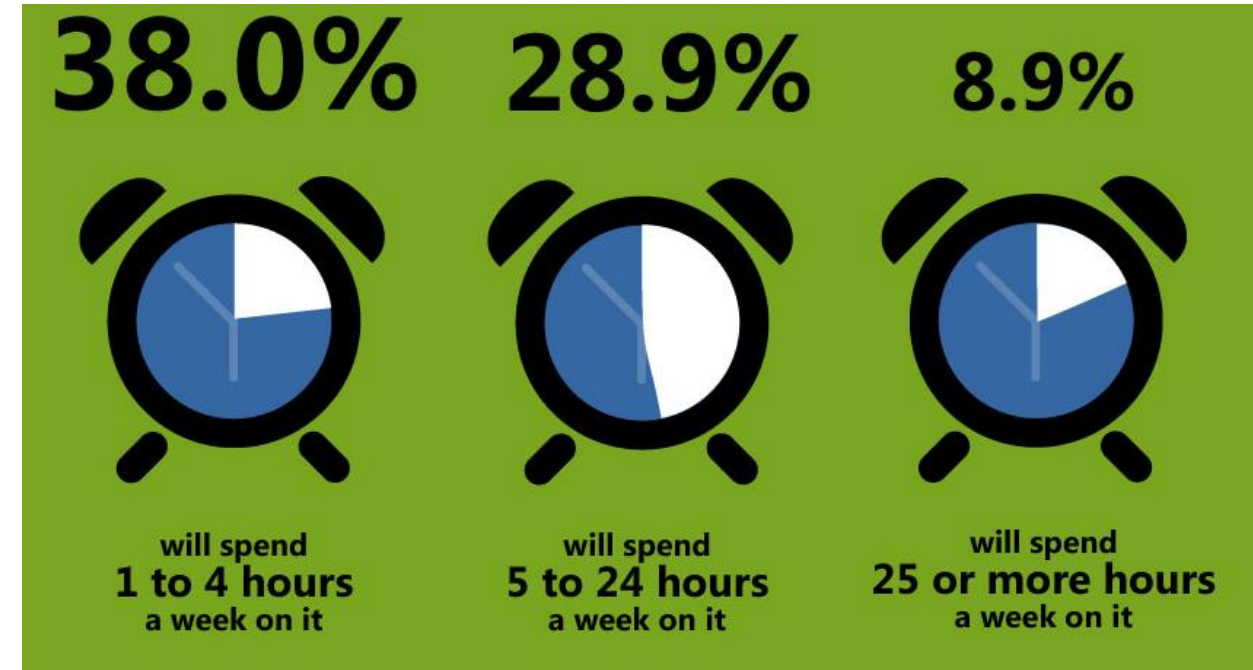
**Current & Future Happy Customers**



# Content Marketing Success Formula

## Time + Skill + \$\$\$ = More Business!

- **Time to Post** – over 1/3<sup>rd</sup> are spending more than 20 hours a month on social
- **Time to Keep Up** with constant rule changes, new marketing options
- **Need Skills** to create engaging Content that gets liked, shared, comments
- **Need Skills** for ad buying
- **Need \$\$\$** - Facebook Reachpocalypse only 10% getting seen – **need to boost**
- **Marketing \$\$\$** - highly effective Social Media Marketing Options!



# Social Media Management Solutions

*Save Time and Drive more Repeat & Referral Business*

*Choose from one or more Social Channels...it's hands free to you!*



## How it Works: Getting Started

- **Dedicated Social Media Manager is assigned to your account**
- **Kick off Call** ensure we understand your business & goals
- **We then optimize your Social Business Pages** to ensure they are professional, matches look and feel of your website
- **We create In Store Collateral** to announce to the world your presence in Social Media and to grow your Fan Base

## How it Works: Monthly Management

- **We hold Monthly Planning Meeting** to understand ongoing promotional needs
- **Following the Merchant's Direction, we create all content** with focus on three key areas: 1) Position you as Expert in your field, 2) Create Community Connections & 3) Promote Your Business to increase Sales
- **We Post 3 x week** on the days and times best for your business to maximize exposure.
- **Includes 2 – 6 Boosted Posts per month** to extend your reach to fans & friends of fans (depending on package)
- **Monthly Contests** help grow fans and your email list
- **Monthly reporting** helps measure your ROI





# Web & Social SEO Essentials

Includes Custom Smart Phone Friendly Website and Hands Free, Professional Social Media Management

**Retail Investment**  
1x Design from: \$999  
Monthly: \$499

## Smart Phone Friendly Website



- Responsive Design to look good on any size screen
- Optimized for Search
- Up to 6 Pages
- Quick Quote Forms
- Photo Galleries
- Social Media Widgets

## Social Media Management

- Pick Any 3 Channels: Facebook, Twitter, Google+ and Pinterest
- Professional Social Profile
- Hands Free to You
- We Post 3 – 4 x week
- Weekly boosted posts on Facebook
- In Store Collateral



## Search Optimized Video

- One 60 second SEO Video
- YouTube Channel
- Pro Voice, Scripting
- Using high quality images
- Optimized for Search
- Add to your site
- Link to from Social
- Link to from Biz List



## Search Optimized Business Listings

- Top 50 Sites
- Improves Ranking
- Google updated with social
- Uniform Name, Address, Phone
- Links to website
- Videos, Photos, Social
- Full Biz Description
- Monthly Reporting for Rank improvement



## Reputation Management

- 24/7 Monitoring of Review, Social sites
- Real time alerts
- Best Practices for Responding
- Strategies for gaining positive reviews
- Monthly reporting



# Social Media & Business Listing Optimization Success

**Preston Memorial** (last 6 months)  
Facebook - Up 328 likes – +28%  
Google My Business

- 8,615 views on Google
- 840 Total Clicks

Preston Memorial Hospital

July 15 at 9:25pm · 🌐

Opportunities Await! Preston Memorial Hospital is hiring! We are seeking:  
\* Director of Nursing  
\* Nurse Manager  
\* Certified OR Nurse Manager... See More

Now Hiring Nurse Manager!

Successful candidate must:  
~Be an RN  
~Possess BCLS and ALS certification  
~Have 1-3 years nursing experience

Positions Available | Preston Memorial Hospital

PRESTONMEMORIAL.ORG

Like Comment Share

12 Top Comments

14 shares

Preston Memorial Hospital shared Preston News and Journal's video

July 1 at 5:42pm · 🌐

Thank you to all who have donated to the flood victims. Donations will be accepted through the weekend.

8,301 Views

Preston News and Journal

June 27 at 10:31am · 🌐

Like Page

FLOOD RELIEF: Folks are delivering donated item for the flood victims in Southern West Virginia at Preston Memorial Hospital, which is one of seven drop-off locations around the county.

Like Comment Share

21 Top Comments

REVIEWS

3.7 3.7 of 5 stars 62 reviews

Amy James Murphy

5★ I love this place. Everyone is so kind and helpful. Dr James Holehouse is the best doctor in the world. He and his staff are amazing. Would recommend this hospital to anyone.

February 17, 2016 · 🌐

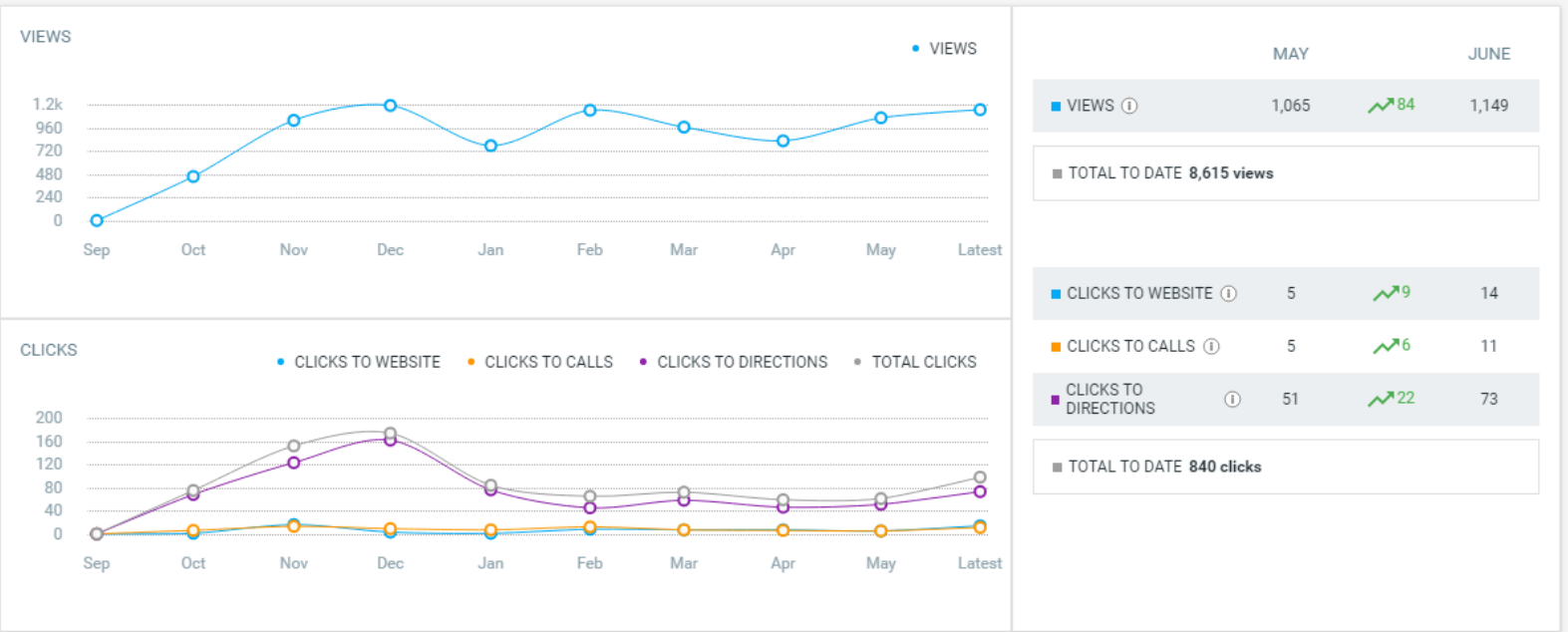
Susie Shockey Barclay

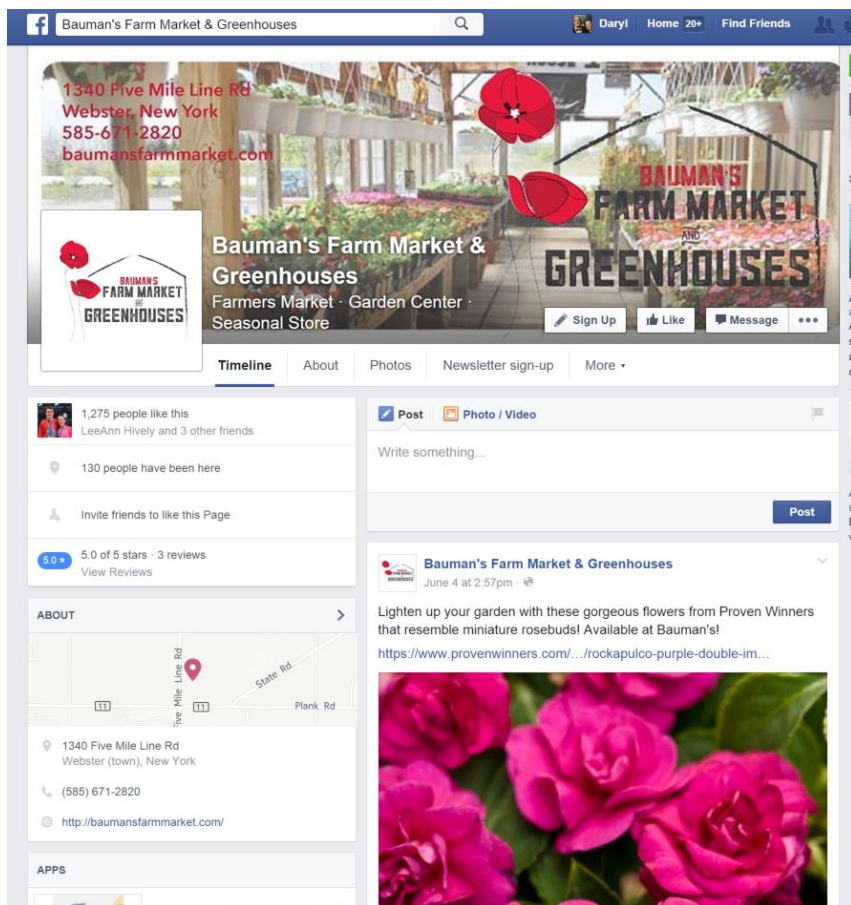
5★ They were very attentive, caring, they took very good care of me. Very clean, it's an hour away, but it was worth the trip.

February 18, 2016 · 🌐

Like Comment

Like Comment





# Merchants get best results from an integrated Solution of Social Marketing & Management

**Integrated approach grew Facebook Fans from zero to nearly 1000 Fans in first 2 months!**

Included Managed Posting with Boosts plus a Marketing Campaign that reached over 42,900 local consumers, generating:

- 1231 clicks to Fan Page
- 956 Likes = New Fans of the Page!
- 1261 Actions (total all shares, comments, likes) 2.78% Click thru Rate (CTR)

Campaign Name: Bauman's Farm Page Likes									
Campaign Dates: 4/9 - 5/25/15									
	Imps	Clicks	CTR	Reach	Freq	Actions	Likes	Uniq Clicks	UCTR
	44150	1231	2.7882%	42971	1.028	1261	956	1165	2.6387%



# For Your MLBs...we offer a variety of targeting solutions to help them connect with new customers!

(MLB = Medium to Large Businesses with a Marketing Budget! ☺ )

## Search & Site Re-Marketing



- Re-target your site visitors as they move about the web
- Re-Target best potential customers based on keyword searches
- Re-target others based on relevant articles read
- Competitive Keyword Retargeting too

## Social Media Marketing

- Choose from Facebook, Twitter, Instagram or LinkedIn
- Sponsored posts target-able by geo, consumer interest; Text, Image or Video!
- Ad delivered in web, mobile news feed
- Increase Fan Base, Drive Web Traffic



## Search Engine Marketing

Get Found First on Google!



- You ONLY pay when someone clicks
- Target YOUR Best Keywords and those of your competition!
- Continuous Campaign Optimization
- Monthly Reporting

## Video Marketing



- YouTube & Facebook Pay Per View
- Only Pay When Someone watches
- Target by interest, demo, geo
- Video Retargeting available too
- Video Production available for Montage and Live Video Shoots

## Mobile Marketing



- Geo Fencing delivers ads based on proximity to your store
- Re/Target by interests, geo
- Competitive geo fencing available

## Email Marketing Blasts



- Target at the zip code level
- Variety of demographics
- B2B and B2C targeting
- Reporting shows Open and Click Rates



## Saturate Your Market with EveryDoorDigital

- Mail to 100% of the Homes Nearest Your Store with a full color oversized postcard
- Bundle with a matching Email Blast, Social and Mobile Targeting to same geography
- Affordable rates include ALL **Print & Digital Design, Printing and Delivery** via USPS EDDM







## Top Performing Ads

Campaign Overview - 2.10.16 - 5.5.16				
Campaign	Clicks	Impr.	CTR	Avg. Pos.
Mercy Health System	7,389	249,067	2.9667%	1.4

Ad	Ad group	Clicks	Impr.	CTR	Avg. Pos.
<a href="#">[Keyword:Local Doctor]</a> Your Trusted Local Physician. Call Today & Schedule an Appointment! <a href="#">mercyhealthsystem.org</a>	<a href="#">[Health System]</a>	876	3069	28.5400%	1
<a href="#">[Keyword:Local Doctor]</a> Your Trusted Local Physician. Call Today & Schedule an Appointment! <a href="#">mercyhealthsystem.org</a>	<a href="#">+Health System</a>	531	3724	14.2600%	1
<a href="#">Mercy Health System</a> Exceptional Health Care Services. Call & Book Your Appointment Today! <a href="#">mercyhealthsystem.org</a>	<a href="#">[Health System]</a>	425	1608	26.4300%	1
<a href="#">[Keyword:Local Doctor]</a> Helping You Stay Healthy is What Matters Most! Call Us Today! <a href="#">mercyhealthsystem.org</a>	<a href="#">[Health System]</a>	253	907	27.8900%	1
<a href="#">Mercy Health System</a> Exceptional Health Care Services. Call & Book Your Appointment Today! <a href="#">mercyhealthsystem.org</a>	<a href="#">+Health System</a>	246	1590	15.4700%	1
<a href="#">[Keyword:Local Doctor]</a> Find a Local Doctor. Call Us Today to Book Your First Appointment! <a href="#">mercyhealthsystem.org</a>	<a href="#">+Mercy</a>	226	1348	16.7700%	1
<a href="#">[Keyword:Local Physician]</a> Patient-Centered Medical Care. Book an Appointment Today. Learn More! <a href="#">mercyhealthsystem.org</a>	<a href="#">+Physician</a>	188	5413	3.4700%	1.1
<a href="#">Cancer Information</a> Cancer Treatment & Care from Our	<a href="#">+Types Of Cancer</a>	162	8092	2.0000%	1.4

# 1 Spot Top of Google!  
Over 7300 Clicks to Website!



# Facebook Targeting



## Interests

Target people based on their interests. Interests may include things people share on their Timelines, apps they use, Pages they like and other activities on and off of Facebook.

### Business & Industry



- Banking
- Business
- Health care
- Personal finance
- Retail
- Science
- Small business
- ... and more

### Food & Drink



- Beverages
- Cooking
- Cuisine
- Food
- Restaurants
- ... and more

### Technology



- Computers
- Consumer electronics
- ... and more

### Fitness & Wellness



- Bodybuilding
- Gyms
- Meditation
- Nutrition
- Physical fitness
- ... and more

### Sports & Outdoors



- Outdoor recreation
- Sports
- ... and more

### Shopping & Fashion



- Beauty
- Clothing
- Fashion accessories
- Shopping & fashion
- Toys
- ... and more

### Family & Relationships



- Dating
- Family
- Parenting
- Weddings
- ... and more

### Hobbies & Activities



- Arts & music
- Current events
- Home & garden
- Pets
- ... and more

### Entertainment



- Games
- Live events
- Movies
- Music
- Reading
- TV
- ... and more

## Geo Target

## Demo Target

- Interested In (for relationships)
- Relationship Status
- Education Level
- Fields of Study
- Schools, Employers
- Job Titles
- Industries
- Income
- Household Composition
- Political Affiliation

## Advanced Targeting:

- People who like a certain page (think Target, Home Depot, Applebee's)
- Custom Audiences
- Site Retargeting with a FB Generated Pixel
- Facebook Insights: Find out more about your customers, subscribers, people in your Custom Audiences - demographic information, lifestyle and interests, online purchase behavior etc.

# facebook CTAs

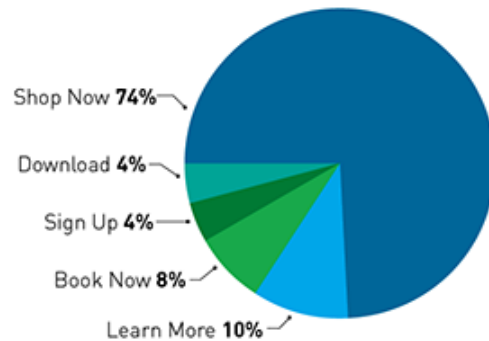
## BIG RESULTS FOR A LITTLE BUTTON

RESULTS FROM OCTOBER 2014

A one-month review of AdRoll advertisers running Facebook campaigns with CTA buttons

Overall click-through rate (CTR) lift from adding a CTA button: **2.85x**

### Popularity of buttons



### Top CTR performers



### Most popular industries for the most popular CTAs

SHOP NOW	LEARN MORE	BOOK NOW	SIGN UP	DOWNLOAD
Apparel	Education	Travel	Technology	Technology
Consumer electronics	Finance	Real estate	Media and entertainment	Games
Home	Healthcare			Social
Crafts and hobbies				

AdRoll

**River Lakes Pain and Wellness**  
Sponsored

Call now and book your 60 minute massage for just \$29!

**Relax before the Holidays** **Call Now**

**River Lakes Pain and Wellness**  
Sponsored

FREE Consultation and \$29 exam & X-ray. Click here to schedule your appointment today!

**NEW Migraine Headache Solutions**

High Success Rates!  
WWW.RIVERLAKESPAINANDWELLNESS.COM **Book Now**

**Total Ads: 27,616 served to target audience**  
**Total Clicks: 424 @ 1.5% CTR**  
**76 Offer Claims - Offer Emailed to Consumer**

## Facebook Marketing Case Study

Rochester Jazz Festival used two week target marketing program to music lovers in greater upstate NY to drive traffic for online tickets sales.



297,394 ads delivered

5881 Clicks for a 2.01% Click Thru Rate!

1078 New Likes to their page



Date	Campaign Name	Impressions	Clicks	Click-Through Rate	Reach	Frequency	Actions	Page Likes	Unique Clicks
/12/2014	Xerox Rochester Jazz Festival	7989	229	2.8660%	7782	1	217	38	215
/13/2014	Xerox Rochester Jazz Festival	17465	440	2.5190%	17186	1	416	85	407
/14/2014	Xerox Rochester Jazz Festival	18708	440	2.3520%	17904	1	418	71	412
/15/2014	Xerox Rochester Jazz Festival	21510	391	1.8180%	20776	1	345	75	363
/16/2014	Xerox Rochester Jazz Festival	21820	479	2.1950%	21496	1	447	91	461
/17/2014	Xerox Rochester Jazz Festival	19806	494	2.4940%	19567	1	443	102	462
/18/2014	Xerox Rochester Jazz Festival	14257	367	2.5740%	14212	1	342	94	330
/19/2014	Xerox Rochester Jazz Festival	16285	373	2.2900%	16078	1	338	80	351
/20/2014	Xerox Rochester Jazz Festival	16468	406	2.4650%	16198	1	390	86	380
/21/2014	Xerox Rochester Jazz Festival	16162	371	2.2960%	15958	1	353	47	344
/22/2014	Xerox Rochester Jazz Festival	18180	390	2.1450%	17979	1	345	62	367
/23/2014	Xerox Rochester Jazz Festival	21546	347	1.6110%	21413	1	305	49	324
/24/2014	Xerox Rochester Jazz Festival	20602	304	1.4760%	20105	1	263	54	291
/25/2014	Xerox Rochester Jazz Festival	20169	249	1.2350%	19732	1	214	44	237
/26/2014	Xerox Rochester Jazz Festival	17716	223	1.2590%	17430	1	205	43	214
/27/2014	Xerox Rochester Jazz Festival	15542	193	1.2420%	15223	1	172	30	183
/28/2014	Xerox Rochester Jazz Festival	13169	185	1.4050%	12834	1	170	27	175
		<b>297394</b>	<b>5881</b>	<b>2.0142%</b>	<b>291873</b>	<b>1</b>	<b>5383</b>	<b>1078</b>	<b>5516</b>



**GUARANTEE**  
DIGITAL



# Facebook campaign drives over 13,000 downloads for new Wegman's Mobile App!



## FACEBOOK MOBILE APP INSTALL ADS

Geo-Target: 25 mi radius of 7 PA stores

Devices: iPhones, Android

CTR: 1.07%

**Total Installs: 13,053**

**Suggested App**

 **Wegman's**  
Sponsored

Tools That Save You Time And Make Your Shopping Easier. Super-Fast Help, In A Super Simple App!



Browse your shopping history to build your list.

**Wegman's**  
Available on the App Store

[Install Now](#)

**Suggested App**

 **Wegman's**  
Sponsored

Tools That Save You Time And Make Your Shopping Easier. Super-Fast Help, In A Super Simple App!



Can't find what you need?  
Try our product search to help you locate items by aisle.

**Wegman's**  
Available on the App Store

[Install Now](#)

**Suggested App**

 **Wegman's**  
Sponsored

Tools That Save You Time And Make Your Shopping Easier. Super-Fast Help, In A Super Simple App!




Organize your shopping list by aisle.


**Wegman's**  
Available on the App Store

[Install Now](#)

**Suggested App**

 **Wegman's**  
Sponsored

Tools That Save You Time And Make Your Shopping Easier. Super-Fast Help, In A Super Simple App!



A new way to use your Shoppers Club card.

**Wegman's**  
Get it on Google Play

[Install Now](#)



**100% Coverage of all the Homes Around Your Store**  
***Hands-Free, Multi-Channel, Geo-Targeted Marketing to Reach  
your Best Prospects all month long!***

**Direct Mail or P & D Insert**

Full Color Oversized Postcard  
designed, printed & delivered to  
100% homes around your store



+

**Email Marketing Blast**

to Matching Zip Codes of  
the Direct Mail Postcard



+

**Facebook Targeting**

to Consumers by same GEO &  
by interest group



+

**Mobile Geo Fencing**

mobile ads targeted to  
consumers nearest your store





## Cross Platform Political Marketing Package

*Get out the Vote by reaching potential Voters where they spend their time!*

Media Co Site  
+ In Print or On Air



+

Video Pay Per View



+

V-Email Blast By  
Party Affiliation



+

Social Targeting to  
Consumers by Political Party



**GUARANTEE**  
DIGITAL

# Native Content Marketing Package

*Investment: \$0000 per month includes article creation & multi-channel distribution*



## We Create your Native Article

- 350 – 500 word informational article
- Written using best keywords to boost SEO
- Includes Customer interview
- 2 rounds of proofs
- Includes links back to client website, photos, graphics

## Feature Article on Your Media Co Website

- Premium placement on main section front
- Features Graphic/Photo, first 25 words
- Links to full article on interior page
- Includes links back to client website, photos, graphics



## Native Network

- Targeted by geo, interest group via leading news & information sites.
- Ad unit includes image and text headline, linking to your article.
- Content is properly labeled as “Sponsored”



## Social Media

- Article or other promotional message is delivered via Facebook and other social channels in the newsfeed reaching desktop and mobile consumers
- Call to action buttons can link to variety of places, including your Social Fan Page, website, ecommerce, reservations page and more





More Leads



More Customers



100% Trackable

# Ready for True Incremental Revenue?

We will source a pre-qualified list of the best local digital agency prospects – true new business leads from the other 75% of the market that doesn't buy from you now.

We'll load this list into our Marketing Automation platform and begin an **outbound content marketing campaign**

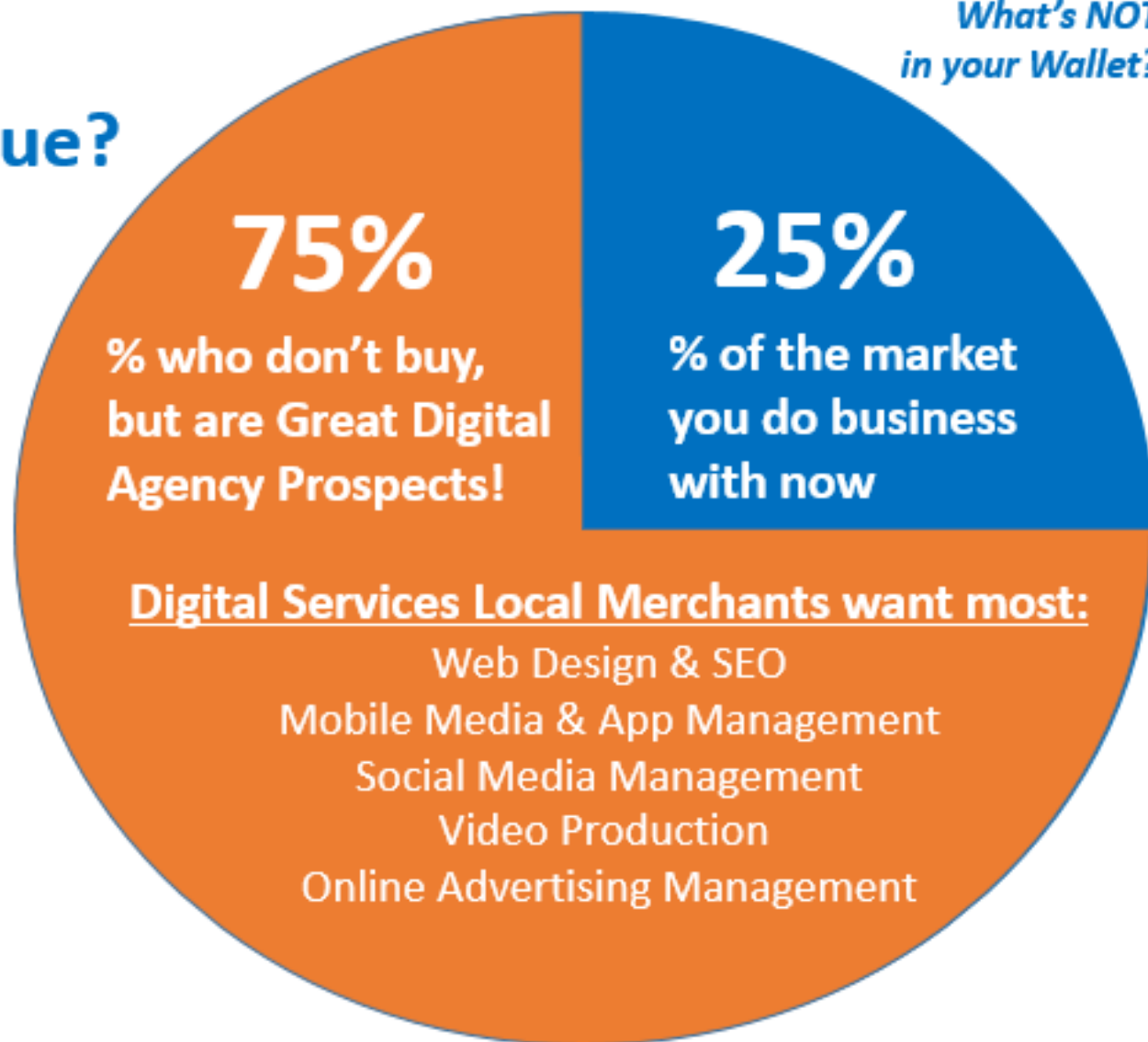
**This will drive HOT inbound LEADS** for your sales team from new customers who want/need your digital agency services.

Guarantee Digital can handle all product fulfillment for you...OR, simply drive leads for your existing in-house program or other vendor products. It's up to you!



**GUARANTEE**  
**DIGITAL**

*What's NOT  
in your Wallet?*



For More info: Daryl Hively 414-234-8529 [www.guaranteedigital.com](http://www.guaranteedigital.com)



# Marketing Automation: A Must Have for Digital Agencies



## GENERATE LEADS

- We source New Business Leads from non traditional clients
- Outbound email marketing jumpstarts the process
- We ID Anonymous Visitors to your website
- Dynamic Forms capture info



## CLOSE MORE DEALS

- Lead Scoring to Alert Hot Leads
- Email Automation for Nurturing
- Behavior Tracking for Lead Insights
- Sales Notifications



## MEASURE ROI

Every phase of the marketing funnel is tracked. The analytics will inform your sales process, eliminate waste and optimize future marketing campaigns.

**Did You Know?** Marketing Automation drives a 451% increase in Qualified Leads!  
Only 3% of B2B Clients use Marketing Automation...the market is wide open!





# Facts about the Sales Cycle

- 44% of Sales People give up after one attempt.
- Average sales person makes only 2 attempts to reach a prospect
- 35% of sales goes to vendor who responds first
- Following up on web leads within 5 minutes = 9x more likely to convert
- 63% of people requesting info on your company will not buy for 3 months...and 20% will take more than 12 months to buy
- Nurtured leads make 47% larger purchases than non-nurtured leads.
- 78% of decision makers polled have taken an appointment or attended an event that came from an email or cold call

## Primary Lead Drivers



- Existing/lapsed Client List
- Existing CRM Potentials
- We source a Qualified New Biz list of non clients

### Email Marketing



### Social Media Marketing



### Targeted Advertising – Web, Mobile



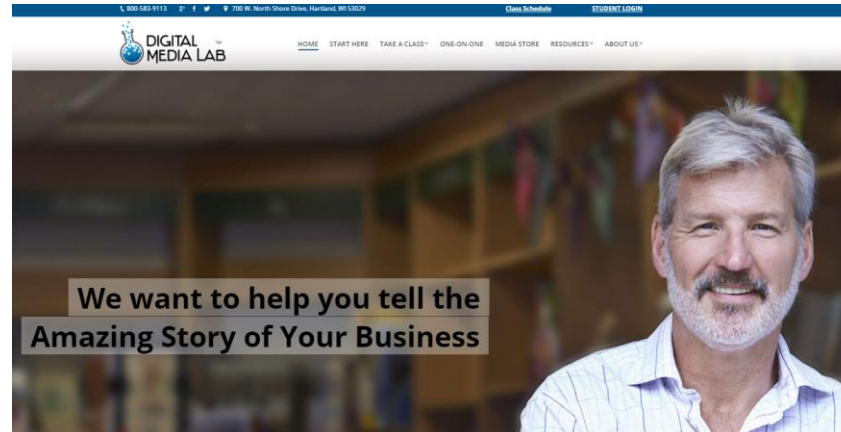
### Organic Site Traffic



### Native Advertising & Traditional Promotion

# Your Agency Website = *Lead Machine*

Program includes build of new agency site if you don't have one



Inbound Leads

Conversion Begins!

## What Happens Next

### Inbound Lead Identification

- We match known visitors to existing target list
- Inbound Marketing from SEM, Social, Targeted ads matched to list or...
- Anonymous web visitors identified by IP address, matched back to company, email

### Lead Segmentation

- Area of Interest tracked based on pages visited, dynamic forms completed
- Based on Area of interest and lead score, variety of emails triggered
- Leads are scored based on preset values

### Lead Nurturing with Content Marketing

- Lead scoring determines value of lead based on preset qualifiers
- Leads that aren't sales ready, are nurtured with personalized emails with appropriate content topic
- Highly interested Sales-ready leads appear in Sales Team in box, ready for follow up
- Sales Rep activity is tracked as client moves thru the pipeline

**Site Retargeting Campaigns** – option to remarket to target audiences based on interests...via web, mobile & social media

**Measuring ROI** – all lead sources are tracked, including Paid Marketing to measure ROI



# Sample Automated Process Flow....



**DIGITAL MEDIA LAB**<sup>TM</sup>

Introducing Digital Media Lab  
Learn More....

- [Websites](#)
- [Social Media](#)
- [Targeting](#)
- [Webinar Sign Up](#)

Intro Email Sent



We want to help you tell the Amazing Story of Your Business

Visits Website

Spent 4 minutes on Web Design page

Dear Bill,  
Thanks for your interest in our Web Design...

Thought you might be interested in a copy of our Top 10 Tips for Driving Website Leads  
[Download here](#)

Visited the Webinar Page 2 days in a row

Dear Erika,  
Quick Reminder about out upcoming Webinar.

First 30 registered receive free Digital Audit Report for their business

[Click here to Register](#)

Visited the Social Media section 3 times last 6 months



Dear Clayton,  
Thought you'd be interested in latest Blog Post that covers all the changes at Facebook...


[Click here to see the surprising new way to drive Facebook Likes](#)

Activity/Interest Tracked & Personalized Automated Marketing Begins...

Timeline

Created 4 days ago





3/5

Lead Converted to an Opportunity!

Tony Danza Marketing & Communications Project was created.

All activity, including website visits, clicks, emails, phone calls are tracked in the dashboard



MA Platform tracks activity of Digital Agency site prospects

Analytics

Content

Pages

Automation

**Contacts**

Sales

Contacts /view all

Q Search...

RECENTLY ACTIVE

Daryl Hively

Scott Griffith

SEO Mike

Anne Wavro

Ken Zuber, J.D.

Mara McGhee

Courtney Kochanski

Matthew Pulley

Erika K. Broman, BSN, R...

Sarah Daszczuk

Lindsay Eisenach

Ryan Zaar

HSA Bank, a division of Webster Bank, N.A.

Added 5 weeks ago

Overview

Life of the Lead10

Memberships9

Timeline

Event Filter

6/21

7/1

7/25

Now

# Summary of Marketing Automation Services

- **Pre-Qualified Leads program** – we pull list of best prospects based on their digital needs. Includes contact name, email, and phone. We can merge/purge this list with your existing list of clients, prospects.
- **Input Leads List into our Marketing Automation platform** – start outbound drip email marketing to drive inbound sales ready leads.
- **Content Development:** We create educational content and manage the program for you on your digital agency site, social media channels. Can include native print articles + digital assets
- **Marketing Automation Tracking on Your Agency Website** – we add marketing automation tags to your agency site to track interests of inbound leads, trigger additional marketing messages.
- **Daily Dashboard report** - tells you who has visited your website and what they are interested in...creating excellent warm leads for your sales team.



# The Five Keys to Success



- 1 Understanding the Competition
- 2 **Team Structure & Go to Market Strategy**
- 3 The Best Product Mix
- 4 Product & Sales Training
- 5 Fulfillment & Customer Service

Download the full presentation at [www.guaranteedigital.com](http://www.guaranteedigital.com)

## 2

# Team Structure & Go To Market Strategy

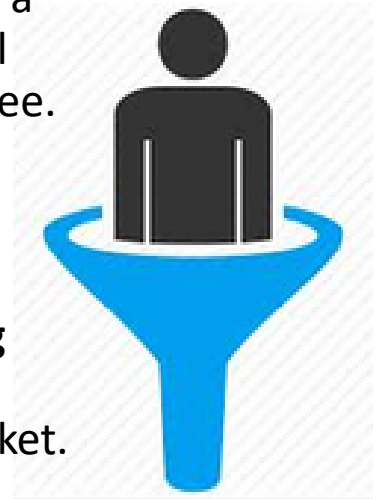
- **Depending on size of market and existing staff, hire at least one dedicated Digital Solutions Specialist (DSS)** who wakes up every day thinking about growing digital revenue.
- **Larger markets** will “embed” DSS members in key account teams, including Classified, Territories, Key Accounts
- **Do not set up the first DSS to compete with the traditional team.** Seat the DSS with the Traditional Reps and tell them he/she is here to help them make big \$\$\$.
- **Compensate the DSS with base salary and commission** override on how the entire team does toward their Digital Agency goals.
- **Compensate the traditional reps as well on all digital agency sales** – do not pay a small 1x referral bonus or reduced commission. This will only lead to account blocking, frustration and slow sales. (the competition loves when we screw this part up)
- **Hire New Business Hunters** to go after the 80% of the market that doesn't currently buy from you. Set rules of engagement to eliminate protected accounts.
- **Invest in Leads & Marketing Automation program to drive in bound prospects**





## 2b Go To Market Strategy Continued...

- **Stock the Pipeline with low hanging fruit** – Goal each traditional rep to have a minimum # of 4 leg calls per week, and minimum of proposals (5 - 10) at any given time in the pipeline. As deals go to a yes or no outcome, replace with new prospect. This is a numbers game, so you have to keep a full pipeline. The DSS should meet with Traditional reps on weekly basis to strategize on accounts to see. This is where your low hanging fruit is...**plus great defensive move as you block the competition. Don't wait** to tell all of your key accounts you now offer digital solutions.
- **Switch Business** - If you are worried about “switch dollars” – **its too late, its already happening!** Your clients are having the conversation, but you aren't in the room. **Get yourself a seat at the big boy table**, and stay relevant with your clients. The only switch biz you should be talking about is stealing \$\$ from someone else budget! And, if it is going to switch, at least put it in your own pocket.
- **New Business Goals** – beyond existing accounts, goal everyone including the DSS to have X # of new business prospects in the pipeline – can include lapsed accounts but also folks who have never spent \$\$ with you. Your new digital solutions appeal to nearly every local business including B2B clients, representing true incremental \$\$.
- **From SMBs to Key Accounts** – Your new digital solutions will appeal to clients of all sizes, from local main street merchants to your largest accounts. The small guys may need a nice responsive website...the big guys, Content Marketing or Precision Digital Targeting. Don't assume your largest accounts are digitally savvy, they almost always at least need digital marketing.



## 2c

# Accountability & Consequences!

*"Sure glad the hole isn't at our end"*



- You've Done this before!
- Your Digital Agency is like any other new program worth doing, you have to hold people accountable.
- Demand and measure results. (What gets measured gets done!)
- Have clearly understood consequences for not meeting goals.
- Fire Someone if you have to.
- FYI: The competition is hoping we screw this part up

## 4 Sales & Product Training



- **Needs Based Solution Training** – set your team apart by learning to first understand the needs of the client, then prescribe a solution.
- **No Geek Speak** – reps should learn how to speak to local merchants in terms they understand and feel comfortable with...with a focus on ROI. A welcome change from the high pressure geek speaking cold callers!
- **Prepared for a Digital Future here today** – where do you see your sales team a year or two from now? Single product pushers? Or multi-media pros competitive and relevant to the local business community?
- **NOT ONE AND DONE!**
  - Provide in-depth training at launch, starting with virtual, classroom and in the field curbside coaching – that “certifies” the team to go sell solo.
  - A Go to Sales Coach – for team refreshers, new hires, proposal strategies
  - Updated & On-demand – keep pace with the change in the digital landscape

# 5 Fulfillment & Customer Service

*Basically Three Ways to Go:*



1. **Let Corporate do it** – if supported by long distance corporate office who already has these programs, what are you waiting for? Key questions: Do they have expertise on all products? The bandwidth to support you long distance? Can they help with Training? If you are in a smaller market, will you & your clients get the love you deserve? (see option 3 if the answer is no.)
2. **Hire in House Fulfillment team** - kick off your agency by going in the **RED**, hiring web designers, SEO specialists, Social Media Experts and Digital Traffic/marketing pros. Research and vet dozens of vendors. Over time you will sell enough to pay for all these folks, but we've heard lots of media execs say it takes 18 – 24 month ramp up to profitability. (who has time for that?!)
3. **Outsource Training & Fulfillment with a Great Partner!** – by now you knew where this was headed, didn't you? Why re-create the wheel, add expensive headcount when we can get you up and profitable in 4 short weeks!?



# Working Together



- **You Sell it, we fulfill it.** We are your digital agency back-shop and customer support desk.
- **Dedicated White Glove Team** – Support before and after the sale!
  - Digital Marketers work with your team to craft winning proposals before your sales call...
  - Traffic Team & Account Managers ensure optimal delivery after you sell it
- **Sales Training & Support** – Serious Virtual, On-Site & On-Demand sales and product training, as well as sales collateral including the build of a new branded digital agency website
- **Leads & Marketing Automation** - we help source qualified new leads and use our marketing automation tools to deliver fresh prospects to your in-box on a daily basis.
- **New Revenue Programs** – our programs evolve to keep pace with the always changing digital marketplace
- **Online Partner Resource Center** – for new order submission, RFP requests, training materials and more
- **Full Transparency** –
  - cloud based project management tools provide 24/7 access to work in progress
  - customer dashboards provide all with 24/7 access to marketing campaigns, SEM, Google analytics, Social, Call Tracking and more...great for proving ROI

**And Now for Something Completely Different.....**







Learning Center. Content Studio.

## **Disrupting the Local Digital Solutions Marketplace**

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

# The Key Digital Decision facing Most Local Merchants

*Do I DIY Digital or Outsource? Who Can I Trust? What is the ROI?  
Who Can Teach Me? Do I have the time and the skills?*



*The average local merchant is cold called by a Digital Sales Person no less than **30X per month**. Most using High Pressure, Fear of Loss Tactics to close a deal fast.*

**Digital Media Lab offers Merchants a Better Way**





## Providing Merchants with the Luxury of Choice

Take a Class  
& learn to  
*Do it Yourself*

**DIY**

Hire a Digital  
Personal Trainer  
*Do it With Me*

**DIWM**

Hire the Pros!  
*Do it For Me*

**DIFM**

*or any combination of the above!*

# Empowering Merchants to Make an Educated Decision

## The Digital Media Lab is..

- **A Community Learning Lab:** for Merchants who want to DIY Digital to grow their business, with weekly classes and personal trainers standing by to show you how. Choose from Social Media, Google Basics, Email marketing and build-it-with-me websites.
- **A Content Studio & Media Store:** For those don't have the expertise or time to DIY, our full service Digital Agency will write, produce and distribute the story of your business for multiple channels, including Web, Mobile, & Social.
- **DML: A Fresh Approach to the Local Digital Marketplace -** Unlike most digital marketing companies, our consultative, educational approach gives Local Merchants plenty of options....take a class to DIY or we'll do it for you!





# We want to help you tell the Amazing Story of Your Business



Thanks to the power of the internet, merchants have never had so many options for connecting and staying connected with their best customers.

Even better, many of these channels are completely *FREE* to use, and the results are immediate! With a little knowledge and good old fashioned elbow grease, you have the power to create and manage your own message. **That's right... YOU are a publisher!**

Many business owners understand the potential and are currently leveraging digital media on a daily basis to tell their unique story and stay top of mind with existing customers (repeat business, yeah!) as well as connecting with new ones. To those guys... we say *Congrats and Keep up the Good Work!*

**For those who aren't quite there yet... we'd like to introduce you to the Digital Media Lab!**

The Media Lab is all about providing merchants with choices so that they can make the best decision for their business. We know one size doesn't fit all and that everyone's skill set is different. That's why at the Digital Media Lab, we've created great options for merchants at every stage, including:

## Learning Center and Media Store



*Digital Media is an important tool  
for growing your business!*

[Click here to  
watch the Video](#)

<http://digitalmedialab.com/>

## The DML Experience: The Apple Store of Digital Media?



*Coming to an upscale suburb near you!*



# “Progressive Insurance for Digital Media”

*If Flo worked for  
Digital Media Labs!*



**Browse these Fine Products  
In our Media Store!**



## Disrupting the Local Digital Marketplace.....

### Digital Media Lab Advisors

vs.

### Most other Digital Sellers

Educators

Consultative Approach

Platform Agnostic – what is best for client?

Take a class, learn to DIY

Personal Digital Trainer

Every Day Fair Price

Speak in layman's terms & ROI

We're Local – we live here!

Sales People

High Pressure, Buy Now

Pushing Media Company products first

Occasional seminars to pitch products

None

Charge as much as they can

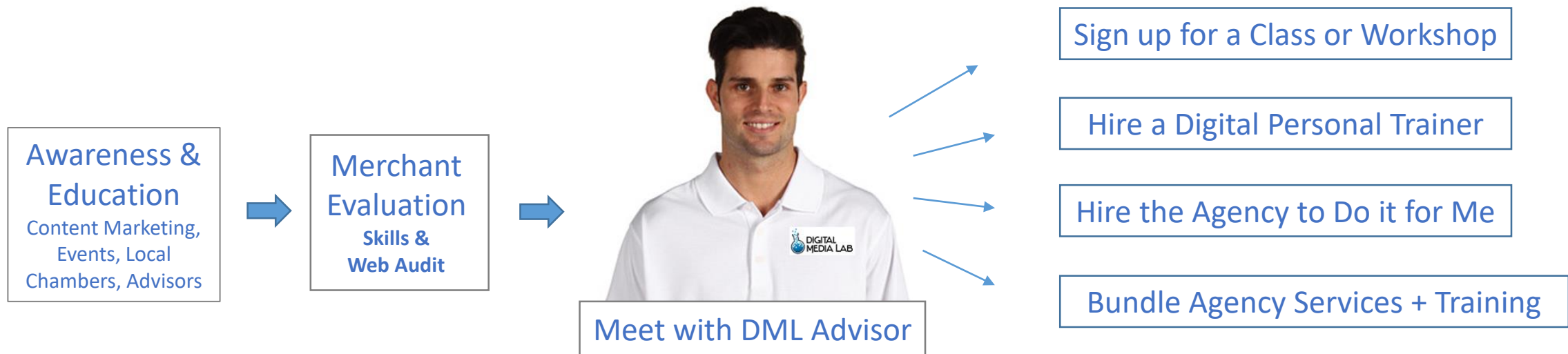
Confusing Geek Speak

High % out of market cold calls, emails



# The Customer Conversion Process

*Marketing Automation nurtures customers thru the **Education Funnel!***



**Educated Merchants = Long Term Customers**

# What's on the Media Lab Menu today?

## Learning Center Options

*Learn to do it yourself!*

### Upcoming opportunities...

- Digital Insights
- Facebook for Business
- Google 101
- Build-it-With-Me Websites
- Personal Digital Trainers
  - 90 Minute Tune Up
  - Trainer 4 Packs and more
- Group Team Training
- Chamber Events

## Media Store Options

*Let us do some/all for you!*

- Custom Web Design & Search Optimization Services
- Content Management
  - Video, Photography
  - Social Media Management
  - Blogs, Email Newsletters
- Targeted Digital Marketing
  - Search Engine Marketing
  - Social Media Marketing
  - Web, Mobile Targeting
  - Video Marketing
  - Email Marketing



# Two Distinct Revenue Streams



## Media Lab Tuition

- Variety of Course Tracks
  - Facebook for Business
  - Google 101
  - Build-it-with-me websites
- DML “Personal Trainer”
- Business Membership
  - All you can eat access for all employees
- Bundled Programs –
  - Courses + Media Store

## Media Store Agency Solutions

- Digital Services
  - Responsive Design
  - Mobile sites, apps
  - SEO & Rep Management
  - Content Marketing – Video, Social, Email, Native, Blogs
- Digital Marketing
  - Search Engine Marketing
  - Display
  - Social
  - Mobile
  - Video
  - Email

# The Digital Media Lab Reality

At its Core, the Media Lab is essentially  
*An Ad Agency disguised as a school!*

- The reality is that most Merchants are way too busy and don't have the technical skills to DIY most services for themselves.
- Through content marketing, introductory webinars/seminars, digital audits and team of advisors, we'll open the Merchant's eyes to their many options while educating them on the necessary, required skills to do the job right.
- By giving the Merchant the ability to make an educated decision (Luxury of Choice!) **we take the pressure off and change the sales dynamic!** The Merchant now feels in control and will be much more likely to hire us to do the work for them compared to all the rest of those look-a-like high pressure digital sellers
- **The Media Lab will be the Magnet**...that invites Merchants in with a low pressure educational approach...driving Digital Marketing, Services & Tuition Revenue!





# The Media Lab Opportunity in Your Market

*Ready to take a fresh approach to the local digital marketplace?*

## **Media Partner provides**

- Local Sales Muscle
- Local Marketing Support
- Media Lab Classroom

## **Guarantee Digital Provides**

- Digital Marketing & Services fulfillment
- Sales Training
- Media Lab Website & Marketing Materials
- Course Curriculum
- Source Local Instructors



# *The Local Digital Formula for Success*

## HUGE MARKET OPPORTUNITY

### DIGITAL SERVICES

- \$84B projected spend on Digital Services
- Web Design, SEO, Rep Management, Content Management for Social, Blogs, Email Newsletters leading services provided
- 58% of Local Merchants plan major site update in next 12 months spending on average \$3000 to do it.
- Social Media now top 3 source of new business leads for Merchants

### DIGITAL TARGET MARKETING

- \$74B Digital Marketing Opportunity
- Includes Variety of Targeting Options including Search, Display, Social, Mobile, Video, Native and Email
- \$\$\$ will surpass TV Spending as Largest Slice of the Local Advertising Pie!

+

## LOCAL TRUSTED RELATIONSHIPS

### Media Partners in Great Position

- Long Standing Great Reputation...a Community Partner for over 100 years
- In Keeping with Core Mission  
***"Our Media Company is in business to Help our Local Merchants Grow their Business!"***
- Trusted Relationships with Local Merchants, Chamber of Commerce
- Feet on the Street – typically more sales people than any competitor...local or long distance
- Largest Marketing Megaphone – ability to promote your new digital programs via traditional media and digitally via website and social media.

+

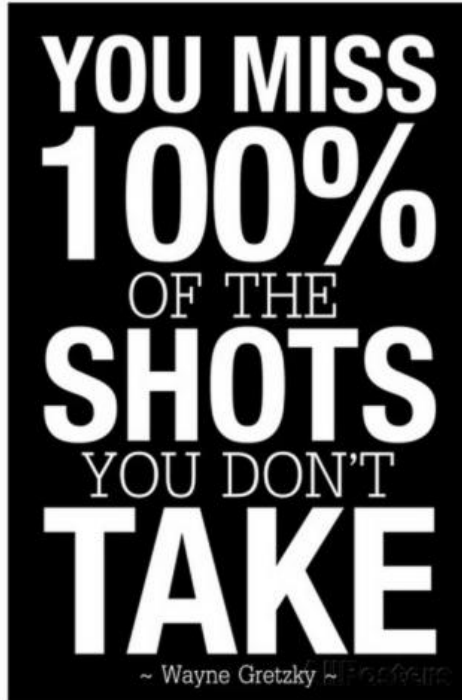
## SKILLED FULL SERVICE PARTNER

### The Guarantee Digital Advantage

- Full Service – Offering all the services you would expect an agency to offer in 2016
- White Label – Your Brand is front & center!
- Gold Glove Customer Service – our business is built on taking best care of you and your customers!
- We Source **New Leads** for You – from other 75% of market who doesn't buy now!
- Serious Sales Training – Virtual, On-Site & On Demand – plus on call Sales Coach!
- Educational Merchant Events @ Kick off
- New Digital Agency Website with your branding + all sales collateral.
- Profitable Day One – Wholesale/Retail rates keep you competitive with market
- Launch Your Agency in 4 Weeks (or less)
- Open a **Digital Media Lab** in your market!

# = INCREMENTAL RECURRING REVENUE

Three of the Sweetest Words in the Dictionary!



If you're not talking about Digital with your Customers, we can guarantee you somebody else is....

**Let's Talk!**

Daryl Hively

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