

Let's take a Bite Out of the Competition



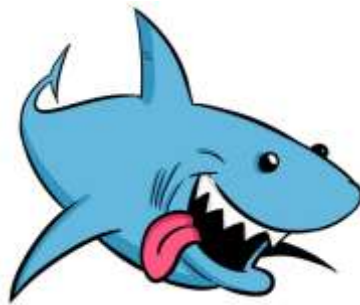
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KEY EXECUTIVES

Mega-Conference

Joining together for media solutions



Three Quick Bite Revenue Ideas designed to leverage your best assets & what's hot in digital media



P & D + Email, Social,
Mobile & Display



Hands Free Social Media
Management + Geo
Targeted Social
Marketing



Imagine if
Newspaper.com &
Amazon.com went on a
date...and things got a
little wild!



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About Us

- Guarantee Digital Provides plug and play, full service white label digital agencies for Local Sales Organizations
- Partners include Print, TV, and Radio teams in markets of all sizes around the US. (By May 1, we'll be in 75 markets!)
- The Program is straightforward - Our Partners Sell it and We Fulfill it, keeping their head count low, profit margins high.
- Founded in 2011, GD is based in Suburban Milwaukee with a dedicated staff of web designers, content creators and marketing strategists that serve clients of all sizes – from SMBs to Your Key Accounts.



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Strong Partnerships with Great Media Companies!

GANNETT

The Columbus Dispatch

THE BUFFALO NEWS

THE ADVOCATE

Philadelphia
MAGAZINE

Boston
magazine

the Charleston
Gazette
The State Newspaper

Daily Herald
MEDIA GROUP

The Vindicator

The Exponent
Telegram

JTS direct
PRINTED COMMUNICATIONS

SHAW
*****media

PIONEER
NEWS GROUP

BLISS
Communications, Inc.

SCHURZ
COMMUNICATIONS INC.

IDIX
Communications

WOODWARD COMMUNICATIONS
INCORPORATED

HILL NOW

WBNS 10 TV

wfmj.com

KBJR 6
Range 11

KDLH 3

abc 21
ALIVE NBC 33

WWAY 3
NewsChannel abc

STAR 93.3 FM

95.3 WSCO

105.7
WAPL
Wisconsin's ROCK Station

KZ 104.3

NEWS TALK
1150
WHBY

95.9
KISS FM

Gauss Digital
MARKETING

RAMAR
COMMUNICATIONS

FOX 34
NEWS

97.3
YES! FM
90s 90s Hits

107.7 THE EAGLE
Lubbock's Classic Mix

Magic 93.7
KATZ FM

DOUBLE T
104.3
LUBBOCK'S SPORTS STATION

95.0
100.7
LUBBOCK'S

Oldies
97.7

ROCK
96.9
LUBBOCK'S CLASSIC MIX

Why Offer Digital Agency Services?

- Fastest growing segment of Local Advertising...a **Multi-Billion** Dollar Marketplace
- Merchants need help understanding and leveraging Digital Media to grow their business. Most don't have the time or expertise to do it right.
- Huge Revenue opportunity among existing and potential new clients – from **SMBs to Key Accounts**.
- **Protect & Defend!** Your Clients are getting cold called daily. Don't let a digital competitor steal your share of wallet.
- **Developing a Sales Organization for the Future** – where do you see your staff in a year? 3 Years? Will you be competitive in a multi-media marketplace
- **Why You Can Win:** Local Media Companies ideally positioned...great reputation and long standing trusted relationships!





***Our Digital Agency Program for
Media Partners is Straightforward...***

You Sell it. We Fulfill it.

We provide -

- + Complete Suite of Digital Agency Products**
- + White Glove Customer Service**
- + Complete Sales Training**
- + Merchant Launch Seminars**
- + Instant Profitability!**



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Agency Partner Benefits



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Turn Key Digital Solutions for Web, Mobile, Social, Native, Content, Video, Email, Listings, Reputation, Targeted Audience Networks

Best Practices Shared: How to Sell to Local Merchants, Staff Structure, Pricing & Packaging, Sales Collateral including new agency website



CUSTOMER SERVICE

100% Fulfillment & White Glove Support:

Customer focused team of digital experts treat your clients like GOLD! Your team sells it and we take it from there!

We provide all sales collateral and even a new digital agency website for each new agency partner!

**STAR Digital strategies**

6275 Collegeview Place, Cincinnati, OH 45224 513-587-4409



SHINE ONLINE

[HOME](#) [GET FOUND](#) [FIND NEW CUSTOMERS](#) [STAY CONNECTED](#) [PORTFOLIO](#) [FREE WEB VISIBILITY ANALYSIS](#) [ABOUT US](#) [CONNECT WITH US](#) [BLOG](#)



Welcome to Star Digital Strategies

STAR Digital Strategies focuses on designing and implementing fully integrated local digital marketing strategies to simplify the complex and constantly changing digital marketing landscape for local businesses. It offers a number of products and services that enable local businesses to attract, activate, and engage targeted leads.

Request a FREE Web Analysis Report

Fields marked with an * are required.

See how your business appears

Meet the Team!



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Quick Bite #1



Every Door Digital

We've Got You Covered!



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Which Market Saturation Program would you rather buy?

One Shot Marketing Calendar



Multi-Media Marketing Calendar



30 Day Retargeting Campaign
reaches active shoppers via
Web, Social, Mobile all month!



Multi-Channel Hands Free Marketing Delivers Your Message All Month!



Front Page Sticky Note Kicks off the Program



Print & Deliver insert = 100% Market
Saturation around your store(s)



Zip Targeted Email Marketing Blasts
Mirrors P & D Delivery



Retargeting reaches shoppers via
Web, Social, Mobile & Video

One Message - Many Platforms



Weekly Text VIP Promotions – text
marketing delivered on device
they always have with them



Social Media Posts all month long hands free!

Cross Screen Search Retargeting reaches Consumers Actively in the Market to Buy



1



Potential New Client performs a Keyword Search & is anonymously “cooked” for their search term.

Best Pizza



Search Retargeting Increases Efficiency

Your Online Display targets potential customers who have been actively searching for your products and services. Ads are served based on **Brand Names Searched** and **also Competitors Searched**. Ads are **Geo Targeted** to reach local consumers.

2



Prospect later visits their favorite sites on the Web and is served your ad based on their past search history of key words, brand names and the names of our competition

AccuWeather.com for New York, NY

Home Forecast Radar & Maps News & Video Hurricane Social

Fall Allergies Your Day Starts Here

Weather Radar for the U.S.

Recent Locations

Location	Weather	Temperature	RealFeel
New York	Rain	72°	74°
Los Angeles	Sunny	82°	93°
Miami	Partly Cloudy	85°	108°

Watching Tropical Development in Atlantic

Aug 15, 2012; 1:41 PM ET

Tropical Depression Eight could form in the Atlantic by tonight. [more >](#)

Soft Pretzel Crust LARGE PEPPERONI PIZZA

Creamy Cheddar Cheese Sauce



Quick Bite #2



**Grow Your Fan Base, Web & Store
Traffic with Social Boost!**



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Leverage the power of top social networks + the newspaper's social fan base to grow your business!

Social Media Management: Hands free management of Facebook, Twitter & Google+. 36 Posts per month includes contests, store signage and reporting



Facebook Boosted Posts: Boosted posts on Facebook and the Newspaper Facebook page 2 – 4 X per month to increase your reach among Fans & Friends of Fans.

Facebook Retargeting – Reach local consumers actively searching for your products and services on the #1 Social Media Network





We Manage and Distribute Your Message across multiple platforms

Plan & Sync the Message

We meet with your team regularly to ensure offline syncs with online message and then manage all postings hands free to you!



P = Post to 3 Channels

N = Newspaper Facebook Post

B = FB Boost + 2 Channels

We distribute the Message via variety of Channels...

Included in Social Boost:



Facebook



Twitter



Google Plus



NP Facebook Page

Optional Channels can include:



E-Newsletters



Blog



Text VIP Clubs



LinkedIn



Pinterest





SOCIAL BOOST PACKAGES

SOCIAL BOOST PACKAGES											
set up \$349 for all packages	Boost	Good		Better		Best	Premium	Program Details			
monthly	\$399	\$479		\$739		\$999	\$1,410				
setup/optimize 3 Social Channels	yes	yes		yes		yes	yes	set up/manage G+, TW, FB; sub PIN or IN for TW			
frequency of managed posts	36x	36x		36x		36x	36x	posting 3x week, 3 channels, x avg 4 weeks			
monthly contest	yes	yes		yes		yes	yes	adminster contest to grow Fan base			
Newspaper Fan Page Facebook Post	no	1x at launch		1x mo		1x mo	2x mo	Cross post to newspaper.com FB page			
boosted posts	2x	2x		3x		4x	6x mo	boosted posts reach more Fans, friends of Fnas			
FB Retargeting impressions	-	25,000		50,000		75000	100,000	FB Retargeting ads reach consumers actively in the market			



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Quick Bite #3

INTRODUCING

**NATIVE
MARKETPLACE**

FOR LOCAL MEDIA



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What is the Native Marketplace?

- An Ecommerce Marketplace on your newspaper website
- Stocked with Merchandise from Great Local Merchants of all sizes
- For Local Merchants, we also enable Ecommerce on existing site via storefront set up and/or complete responsive site redesign



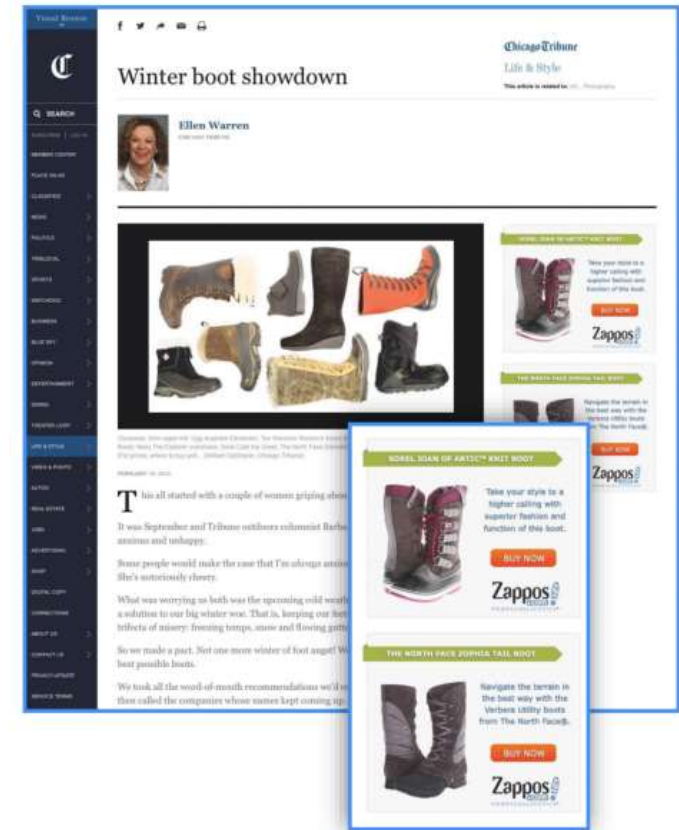
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Moving Merchandise for Local Merchants

- Merchandise gets exposure throughout your site, via contextually relevant, dynamically served Native Ad Units.
- All ad units are “shoppable” – consumer can make a purchase without leaving the page
- Shoppable ads also served via extended local audience networks & social media provide additional exposure for the merchant





Hands on Management for Storefronts & Social Media

We know Merchants are too busy running their business...so we provide:

- **Storefront management**, updating items for sale on their site and in the Marketplace
- **Social Media Management** – multi-channel social media management, with weekly posts to Facebook, Pinterest, Instagram and more, featuring news of their store and items for sale.



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NATIVE MARKETPLACE

Marketplace Storefront	Premium Storefront	Storefront + Social Media	Storefront + Social + Marketing
199/mo	399/mo	599/mo	1299/mo
eCommerce Storefront in our Marketplace	Product Placement adjacent to relevant content	Storefront in our marketplace with unlimited listings	Everything in Storefront + Social plus
unlimted product listings	eCommerce Storefront in our Marketplace with unlimited product listings	Social Media Management for three channels, 36 posts per month	50,000 geo targeted display ads on our local audience network including Facebook
Rates do not include transation fees charged by your bank or credit card company.			
Ecommerce enabled responsive websites start at \$999 1x Set Up fee			



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Working Together

- **Custom Digital Agency Launch** – turn key, white label 100% fulfillment and white glove support, serious training, agency website, ready to roll in 4 weeks!
- **Agency a la Carte** – fill in your existing digital agency product gaps with some of our fine products
- **Agency Goose!** - In market training, merchant events to give your existing agency program a kick in the butt!
- **EveryDoorDigital** – Print & Deliver + Web, Mobile, Social, Email
- **Social Boost** - Social Media Management + Marketing
- **Native Marketplace** – Ecommerce Marketplace for Merchants managed by Guarantee Digital and powered by the Okanjo platform



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The Last Word - Don't Wait!

Your Merchants are being called on Daily!



**“It’s like being
Nibbled to Death
by Ducks!”**

- Local Merchant

**Average Merchant gets
17 Digital Sales Pitches
per month; nearly one
per work day!**

**Average # of Digital
Cold Callers who
actually get thru to the
decision maker =
FOUR**



EMPOWERING

Local Merchants & Media Partners
with Essential Digital Solutions
to Grow their Business

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