



Digital Marketing

By

Pat McKenzie

Big dog tools. Small business pricing

DIGITAL PRODUCTS AND SERVICES

DIGITAL NETWORK BANNER CAMPAIGNS

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Find your customers, no matter where they are

You tell us the customers you want to reach. We place your ads in front of them — on desktops, laptops, phone and tablets — on top brand, high-traffic websites and social media platforms.

We launch your campaigns, then monitor and optimize the tactics daily to ensure the best possible returns.

How we find your prospects

- Geographic targeting
- Geofencing
- Keyword search
- Contextual targeting
- Site retargeting

Geographic targeting

Target your audience by where they live, work or play. Define the region — city, MSA, zipcode, state or country — and we serve ads to people in those places.

Geofencing

Identify any buildings, businesses, competitors' stores — any target-rich location — and we'll serve ads to the phones of people in those locations.

Keyword search

The keywords your prospects are searching are a clear indicator of their intentions. We target those prospects and send them your ads.

Context

Specify key terms related to your business,
and we'll deliver your message to people reading
online content that contains those terms.

Site retargeting

People who are visiting your website are sending clear signals of interest. We send ads to any and everyone who visits your site.

(Businesses that retarget see 26% of visitors come back to buy. Those that don't — 8%.)

Where we deliver your ads

- On your customers' phones, tablets and computers on whatever top-brand sites they're browsing.

Sites such as...



Your ads also appear...

- On Facebook and Instagram.
- On Pandora, Spotify, iHeart radio and video outlets, such as streaming TV and YouTube.
- Across Google's networks.

Banner sizes and formats

We customize your banners in each of these sizes.

*mobile ad sizes

size **300x250***

size **300x50***

size **728x90**

size **320x480***

size **320x50***

size **300x600**

size **160x600**

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Native ads

People notice native ads, or “sponsored content,” as they appear next to the related content they’re reading.

Native ads are a great addition to your campaign mix, reaching prospects where they are and boosting awareness of your brand.

Video

Consumers love video, so you should love video.

Video increases clicks to your website, email open rates, rankings on search result pages, and conversions across channels.

Deliver your video across the channels your audiences engage with most — social, email and banners, and connected TV.

Google AdWords (SEM)

Few signals of intent are clearer than a Google search for a product or service. If someone is searching, they're interested.

Integrate Google AdWords (Search Engine Marketing) into your campaign to ensure you capture the eye of these very motivated prospects.

Social networks

With consumers constantly on FB and Instagram, these social platforms are essential, target-rich environments for your message.

You define your goals, and we monitor and optimize your social campaigns for the greatest success.

EMAIL CAMPAIGNS

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Why email?

Email generates a high response rate!

It enables you to engage your audience with a message that's more detailed than a banner can provide.

Follow up by retargeting the people who opened or clicked to see your response rate climb.

Retargeting from email

They've clicked on the email. Now, send a reminder about what interested them.

Deliver banner ads to your “clickers” across the web and on their social platforms.

Or, mail them a postcard. (Email is an excellent way to increase the effectiveness of direct mail.)

Postcards

We'll design, print and mail your branded 6"x11" postcards.

Direct mail is just one more excellent mechanism to continue the conversation with consumers who've expressed interest in your business.



WEBSITES & LANDING PAGES

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Websites

Showcase your business in the way it deserves with a dynamic website.

Our custom-built sites combine clean, sophisticated design with efficient, smooth functioning back-end technologies.

Landing pages

Provide prospects an engaging landing spot that maximizes the chance they'll become customers.

A landing page is specific to the product, providing more details to help them make an informed decision.

Our “click-through” landing pages drive conversion rates.

VISIBILITY CAMPAIGNS

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Visibility monitoring

A compelling message and call to action are a good start. But if people can't find you online, or they read bad information about you, you're losing opportunity.

Visibility Monitoring gives you command of your online presence. Daily alerts enable you to quickly take action, and your dashboard shows how you stack up to competitors in search.

Listings management

Consumers use search to find basic business information, then visit the businesses searched. Accurate and complete information are essential to online success.

With Listings Management's simple dashboard, you easily manage your business information across all major listing sites.

SEO CAMPAIGNS

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Boost your rankings through SEO

Ranking poorly in search can mean your competitors are getting business that would have been yours.

Through a systematic process of optimizing your website and your most relevant keywords, you'll see your listing rise in the rankings to Google's page one — where customers will see you.

THANK YOU FOR YOUR DIGITAL BUSINESS

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