



Bob DeFelice

## DIGITAL MEDIA

*Helping you reach your audience with more precision across every channel and device to build your business and grow your revenue.*

### Digital Marketing Strategies



There's a reason Digital advertising accounts for **65.2 percent** of all Ad-spend worldwide – it's the space where people spend most of their time. Digital is extremely targeted, transparent and trackable. Today's marketing world is dynamic and ever-changing — so it's vital to deploy a mix of strategies to stay ahead of the competition and not fall behind.



#### ORGANIC SEO (Search)

We specialize in organic search (SEO), Local Search and SEM (Google PPC). Here's why: **68%** of all online activities start with a search engine. **93%** of consumers use the internet to find a local business and **75%** of people never scroll past page one. If you're not there - you're definitely missing out on business.



#### GEO Fencing

Mobile Advertising grew by 37.4% in 2021 to \$135 billion; \$7 of every \$10 digital dollars spent. GEO Fencing serves highly targeted ads in real-time via Websites and Mobile apps. We can GEO Fence your location, competitors, and many others. From a single building to the entire country and overseas.



#### Digital Display

Programmatic Digital Display is intuitive and highly targetable. Campaigns are placed programmatically based on Geography, Demographics and Lifestyle Interests. We only place ads on ComScore Rated Websites and Apps. Targeting from a single Zip Code – to the entire U.S. or overseas.



#### CONNECTED TV (CTV)

Discover the future of TV – Today! Connected TV is premium content streaming through apps, either on a smart TV or digital device. Ads are served utilizing data-driven targeting before content or during traditional commercial breaks.– we can help you reach vast audiences that are no longer watching cable.



#### Audio

We put the power of audio to work for you - from traditional radio & streaming audio to podcast creation – we will capture the imagination and top brand position for you in the marketplace. Audio increases digital 'clicks to you' by 4.5x. Discover why our award-winning creative has been called- "**Audio Velcro**".

**Digital Works**



*Serving all industries – local to national. Including – Medical; Professional Services - Legal, Accounting; Recruitment; Retail; Manufacturers, Distributors, Trade Shows and More!*

***Schedule a No Obligation Online Demo – Today!***

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