



Dan Bell | President

Comprehensive Multi-Channel Direct Marketing Services

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DIRECT & DIGITAL MARKETING – OBJECTIVE, STRATEGY & TACTICAL EXECUTION

dbM achieves marketing success through our strategic partnerships, in-house technology platforms and an unmatched level of customer service. Our goal is to provide one-stop-shop marketing services and digital integration and specialization for compatible clients to acquire and retain new customers. Our desire is to amaze you with results.

dbM develops strategies and a marketing campaign including: using digital advertising initiatives that work for your brand, creating attention-grabbing subject lines, increasing click-through rates and providing the tools necessary to analyze and evaluate campaign results for future campaign planning.



Products:

- Email Data and Deployments
- Direct Mailing Lists
- Digital Advertising

Services:

- Email Marketing
- Digital Marketing Enhancements
- Data Hygiene
- Bot Detection

Marketing Layers:

- dbM's foundation of email best practices marketing
- Sponsored Gmail email ads
- Yahoo email promotional ads
- Targeted text ads

Reach & Retarget:

- Hyper-target your audience where they are engaging most
- Connect with an audience that has expressed brand interest
- See improved ROI

No Bots Guarantee:

- Through proprietary detection methods, we identify and replace known bot clicks in real-time

Better Results:

- Higher click-through
- Additional traffic to your website
- Increased conversion rates
- Improved analytics

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EMAIL MARKETING

dbM follows best practices to ensure the deployment of engaging and responsive emails on all devices, which improves engagement rates.

We will provide the quickest turnaround times in the industry from email campaign setup, testing and deployment. Our mailing systems leverage numerous IP's, servers and software to optimize campaigns for the highest possible inbox delivery. We are 100% CAN-SPAM compliant and follow all Direct Marketing Association (DMA) Guidelines for Ethical Business Practices.

EMAIL ENHANCED...

Combines the power of **Email Marketing** with **Digital Marketing** strategies to optimize your campaign with the following benefits:

- Higher guaranteed click-through rates
- Increased traffic & conversion
- Improved analytics
- Maximize user engagement using digital media services
- No additional setup
- Quick turn-around times

dbM will reach your click-through rate goal with valid visitors.

NO Bots Guarantee:

dbM is committed to delivering bot-free traffic. We use two, third party bot detection companies, in addition to proprietary methods to identify and filter bots in real-time. We will identify and block most bots so they are blocked before they reach your website.

It is possible that some bots may not be filtered in real-time. Our guarantee is to replace these bots with a new valid click or visitor at *no charge*.

Email Enhanced provides the tools necessary to implement successful multi-channel marketing campaigns while keeping costs low and ROI high.

By enhancing our Email Marketing service we are able to identify your ideal customer and drive these consumers to your website. We layer your message using sponsored Gmail email ads and Yahoo email promotional ads, *with guaranteed inbox placement*.

Through use of real-time bidding platforms, we purchase contextual ads targeted to users who are in market, within your geo and match the targets of your email broadcast.

These ads enable **dbM** to target individuals who may not appear within your targeted email list, but meet all the criteria of your email marketing deployment without any additional setup.

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APPLICABLE DATA:

dbM aggregates data through websites that we indirectly manage including survey and sweepstakes sites, as well as a licensed third party data source.

We clean the data internally as well as use secondary partners for data hygiene to ensure a healthy and deliverable email address.

We match data from over 50 different demographic and lifestyle categories to our licensed postal files, targeting those most qualified for your directed message.

**Already have your own
client database list or
CRM?**

dbM digital and email services "suppress" unwanted prospects and current clients so that you're only purchasing new records.

Enrich Your Campaigns:

dbM customizes your campaign by assisting in subject line development, design, deliverability and messaging within the email to not only hit the inbox, but to get opened, clicked and converted. Based on your audience behavior, Site Impact delivers hyper-targeted ads across multiple devices spanning a variety of media channels.

Display Advertising

dbM has the capabilities to hyper-target audiences and find where your customers are; how they behave and where they are engaging most.

By marketing relevant ads to equally relevant customers, our marketing experts classify your audience, make sure they are reading the right ad at the right time.

Reach Your Audience

- By location (i.e. city, county, state, zip code, DMA)
- By age, gender, education, income, etc.
- By areas of interest (i.e. cooking, travel, sports and more)
- Leverage display and email remarketing to reinforce your message

Be Amazed.