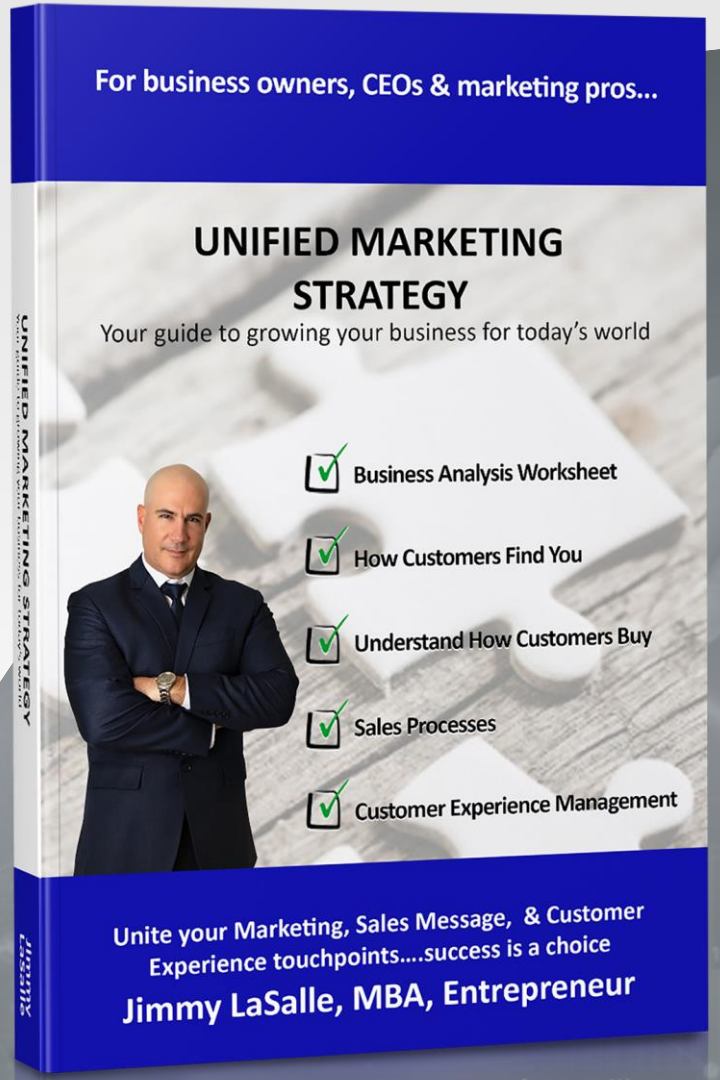
Unified Marketing Strategy



Your Guide to Growing Your Business in Today's World

CREATIVE STRATEGIES

HOW DO CUSTOMERS FIND YOU??

Businesses continuously gain and lose customers for different reasons.

THOSE WHO KNOW YOU		THOSE WHO DON'T	
✔ Recommended	✔ Passers-by	✔ Newcomers	✔ Infrequent Need
✔ Advertising	✔ Former Customers	✔ Emergency	✔ Comparison Buyers
✔ Solicited		✔ Dissatisfied	✔ Travelers

TRADITIONAL ADVERTISING

Direct Advertising

Creative Advertising

TV

Radio

DIGITAL ADVERTISING

Direct Advertising

Search Engines

Google

bing

YAHOO!

DuckDuckGo

Bai du 百度

Creative Advertising

Banner Display Ads

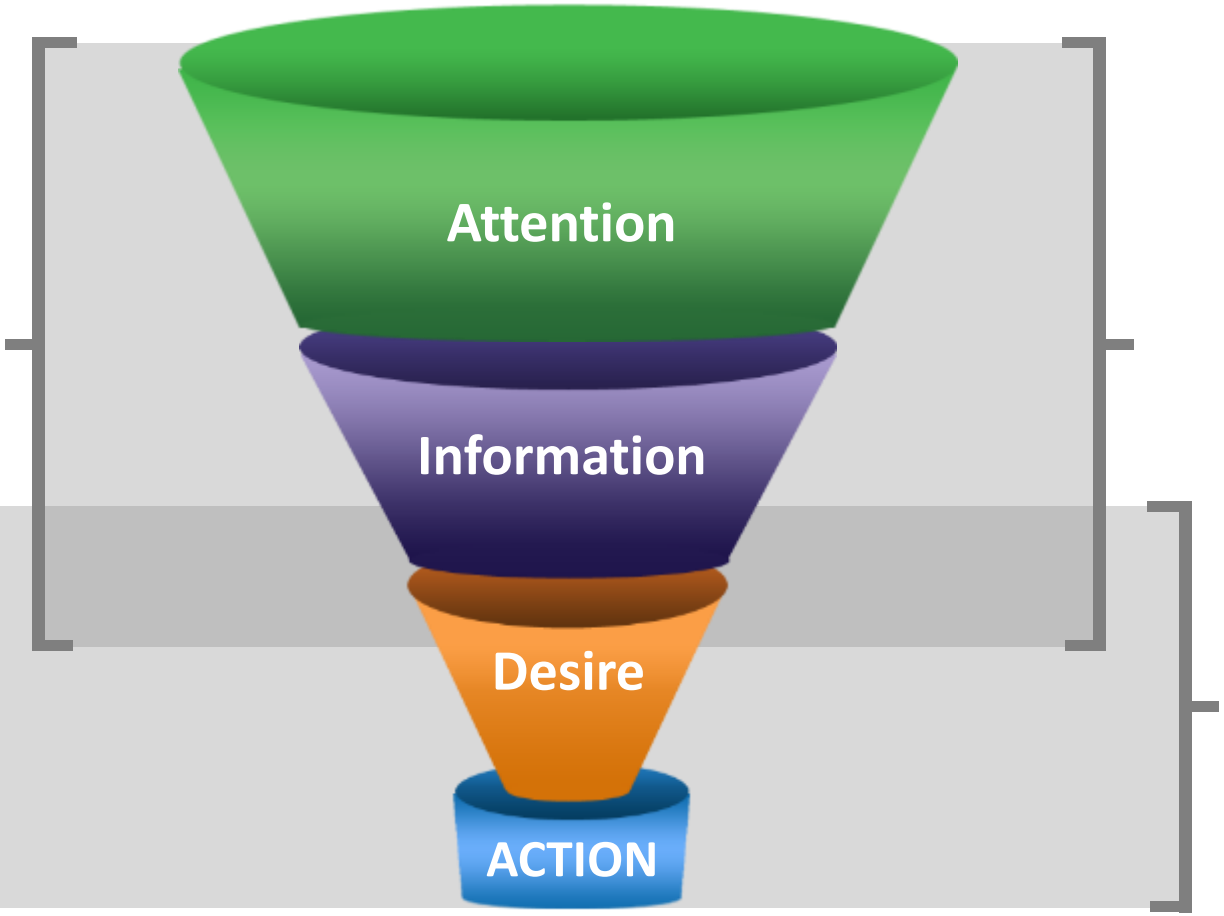
Text Ads

Social Media Sites

BUYING FUNNEL VS MEDIA

Creative Advertising

Direct Advertising



In-Stream & Video Advertising

Display/Banner Advertising

Social Media

Email Marketing

Remarketing

Directory Listings Management

SEO

SEM

Where Are Your Prospects?

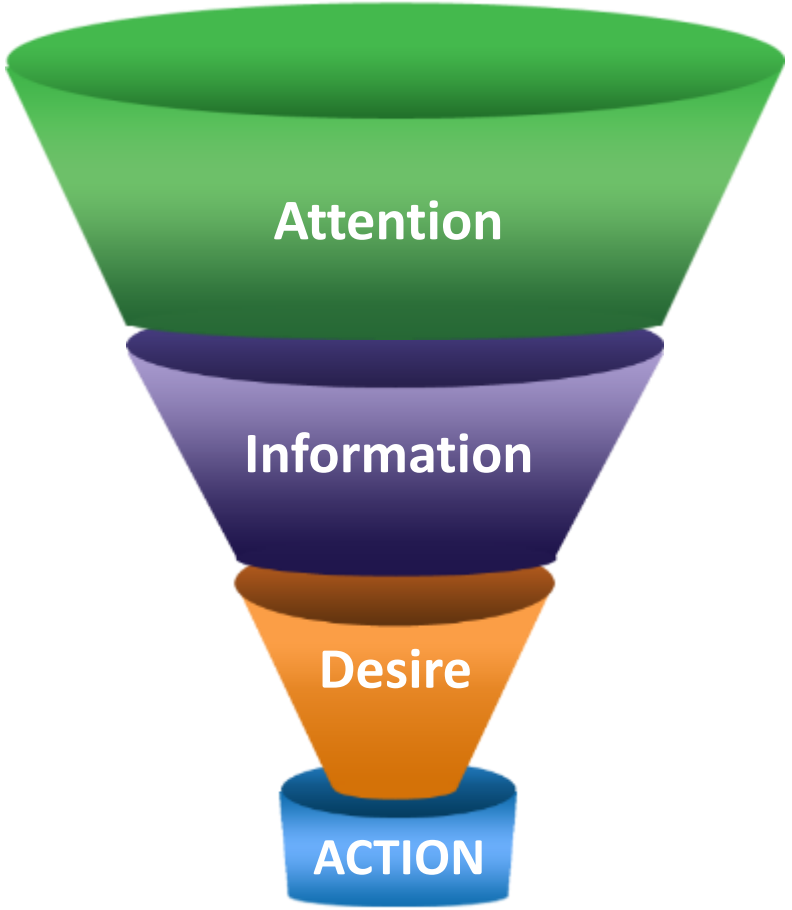
THE BUYING FUNNEL (FOR ALL PURCHASES)

Spotify PANDORA

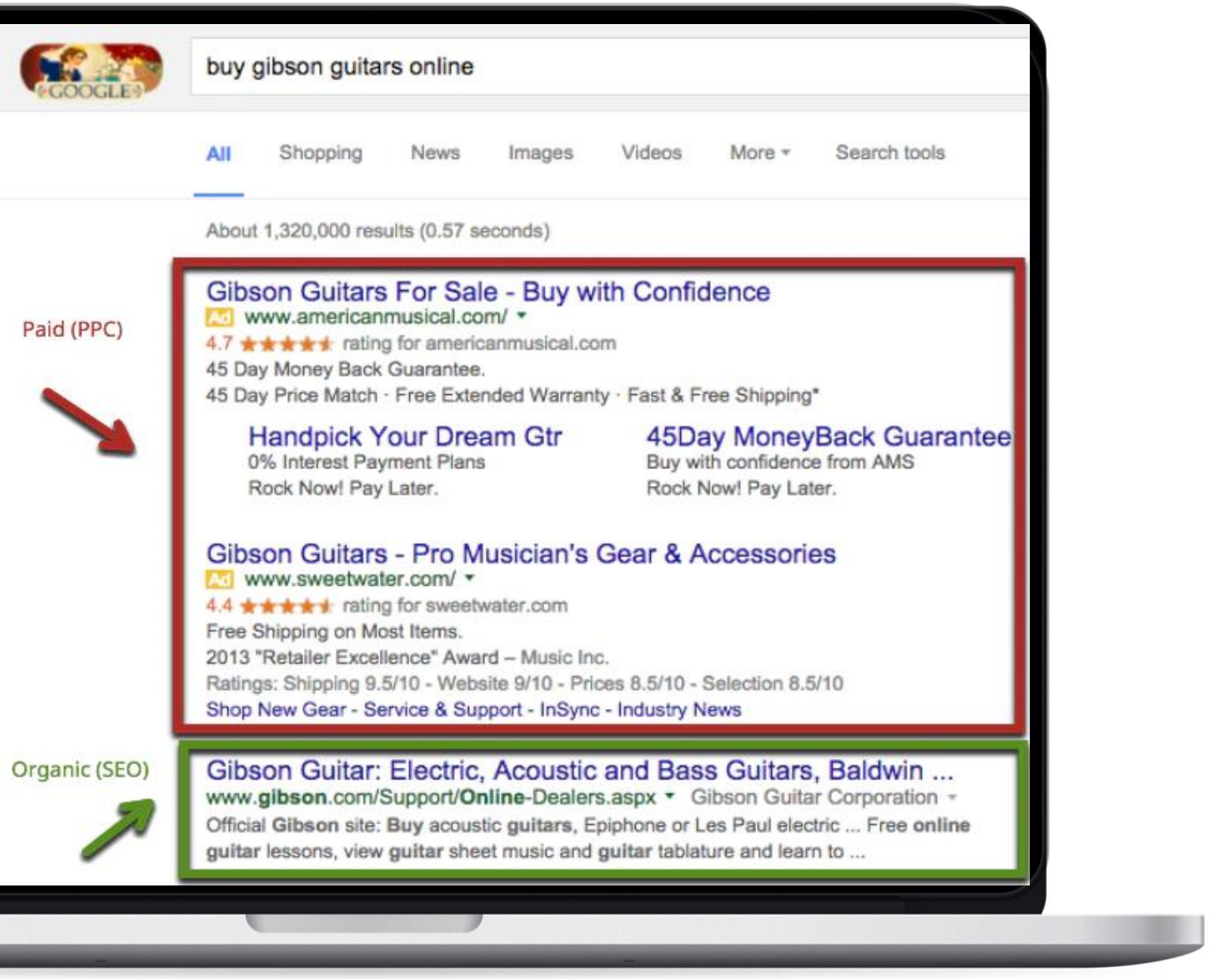
YouTube

Google bing YAHOO!

Baidu

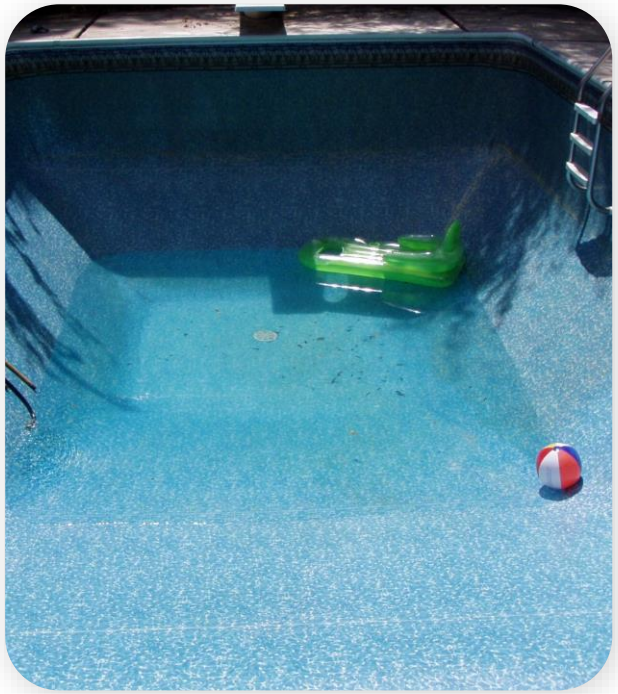


SEARCH ENGINE RESULTS PAGES



SEM vs SEO

SETTING PROPER BUDGETS



Covering too much
with too little?!

Want to dip
your toe in??

Local biz, small geo
Needs a kiddie pool!!

Big geo wants
Lots of exposure?
JUMP IN!

…Imagine your $ is water

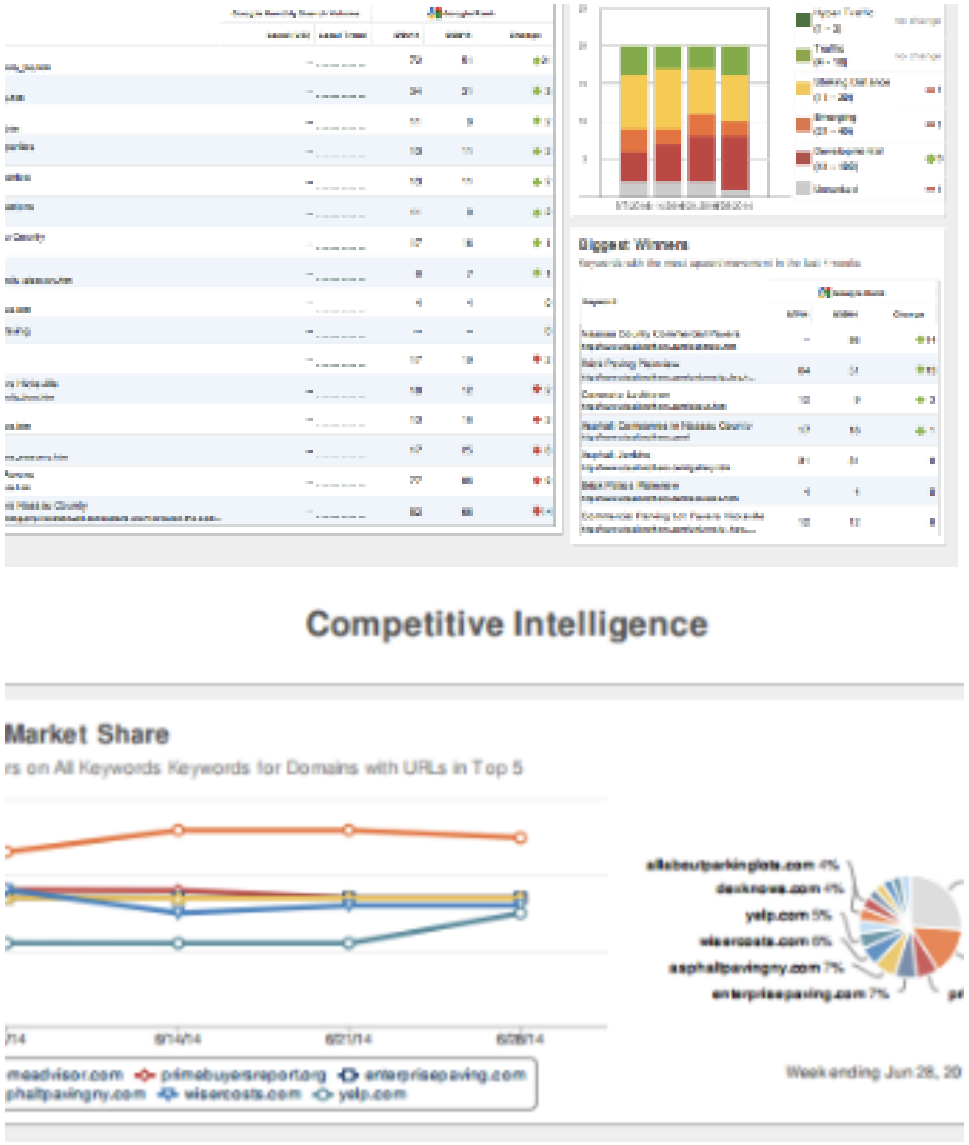
…and geography is the area of the pool

…and ad groups are the depth

SEO 2.0

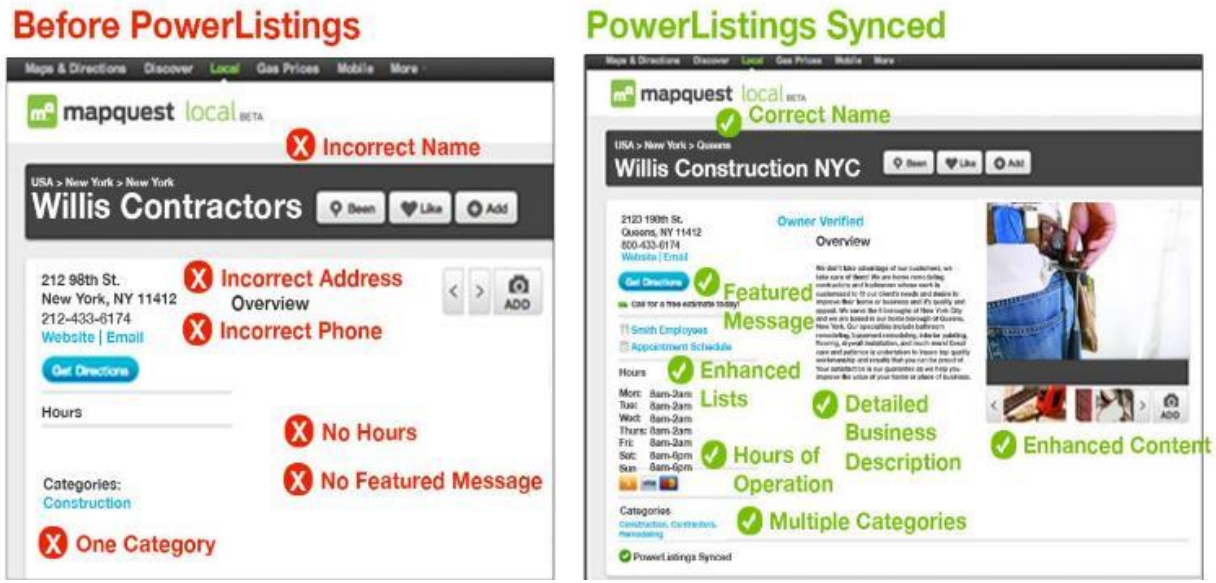
- SEO targets organic search results. We utilize more than just search engines and increase website rankings for targeted keywords related to the business.

- Extensive Keyword Research
- On-Site SEO
- Off-Site SEO



Local Listings

Ensure that your listings are present, accurate and enhanced on 45+ directory sites.



See what's missing from your online listings on these sites and more:

Google YAHOO! facebook bing mapquest yelp Citysearch
superpages.com FOURSQUARE Where To? credibility.com LocalStack MerchantCircle Fave
navmii AmericanTowns.com ezlocal topix showmelocal local localPAGES

Online Reviews

Ensure that reviews are coming in somewhat regularly. Use programs that help you acquire reviews and screen them!

Google

facebook

tripadvisor

yelp

danielle halperin
1 review · 1 photo

★★★★★ a month ago
Positive: Professionalism, Punctuality, Quality, Responsiveness, Value

I have had a wonderful experience with Knockout Pest Control. They were **professional**, informative, not pushy and very responsive to requests. Had an ant situation in the summer months and after one visit we never saw another ... More

Like

Response from the owner a month ago
Thank you for the kind words you posted about our company. The review you wrote about your experience with KNOCKOUT assures us that we are achieving our ultimate goal of customer satisfaction. It is our hope to maintain our relationship and ... More

Edit

adam wolfthal
2 reviews

★★★★★ a month ago
Positive: Professionalism, Punctuality, Quality, Responsiveness

John was knowledgeable, friendly, quick and **professional**. Given the time slot of 9-1, John showed up right at 9! Unheard of! I could not speak more highly of a pro or a company than I do about Knockout. Thanks for the great service, ... More

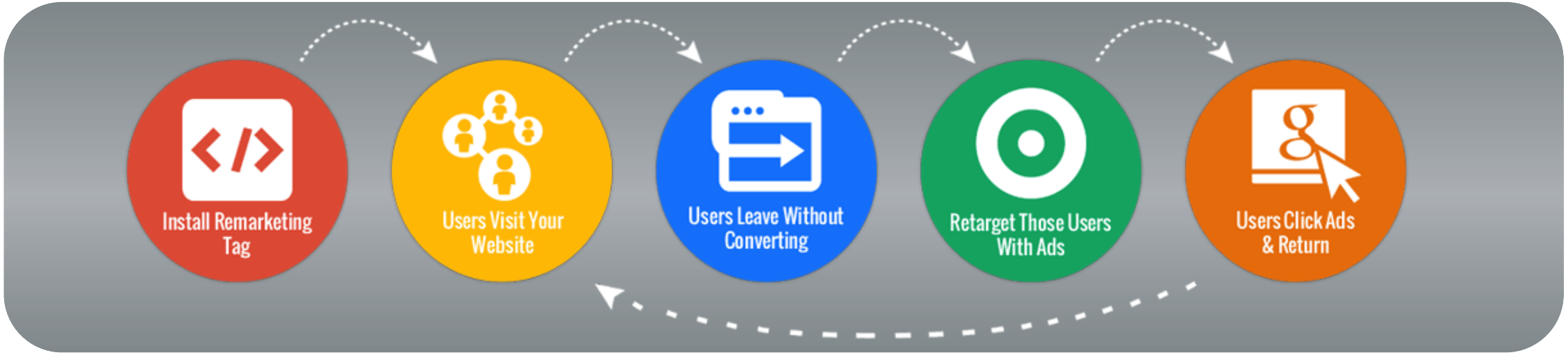
Like

REMARKETING

Show ads to Users who have already expressed an interest in your Services.

Increase brand awareness and conversions.

Approx. 96% of website visitors leave without completing a desired action. – *Forrester Research*



REMARKETING CREATIVE IDEAS

Customize Creative's For Your Remarketing Lists

SOCIAL MEDIA & CONTENT MANAGEMENT

- Create and Build Brand Awareness
- Communicate your Authority – EDUCATE! EDUCATE! EDUCATE!
- Authenticity – Be True to Thyself
- Be Engaging
- Be Responsive

FACTS AND FIGURES OF SOCIAL MEDIA

#2

With more than ½ of their users visiting everyday, Facebook is the #2 most visited site in the world.

75%

of smart phone users use Facebook on their phones.

GOALS OF CONTENT MARKETING

- Create & Build Brand Awareness
- Communicate Authority
- EDUCATE! EDUCATE! EDUCATE!
- Authenticity – Be True to Thyself
- Be Engaging
- Be Responsive

SOCIAL ADS : FACEBOOK BRAND, PROMOTE, LEAD GEN

Businesses can target almost any demographic based on their location, behaviors, interests, likes, connections and more.

- Facebook is the #2 most visited site in the world, with more than ½ of their users visiting everyday.

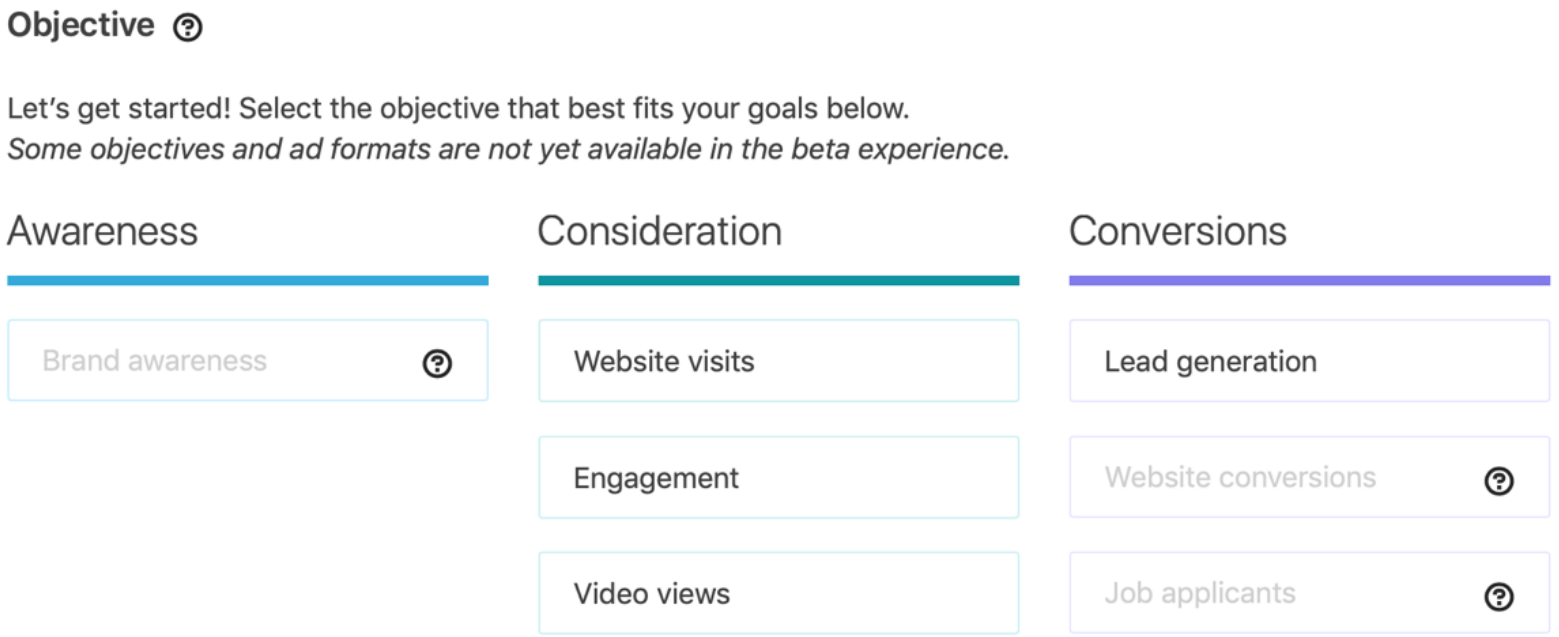
- 3 out of every 4 smart phone users use Facebook on their phones.

SOCIAL ADS : LINKEDIN BRAND, PROMOTE, LEAD GEN

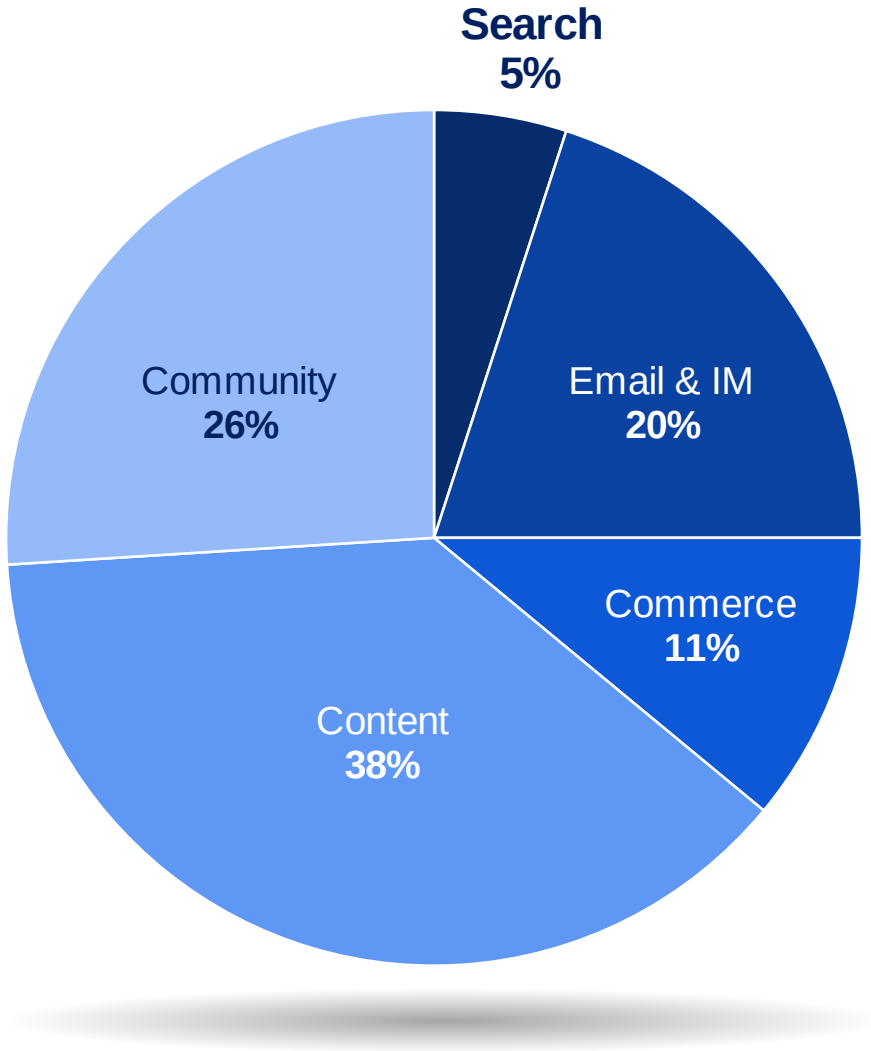
Businesses can target almost any job title, based on their location, industry, connections, and more.

- With nearly 700 million active users in 2020, LinkedIn's expanded from a networking site for professionals to one of the top social media platforms

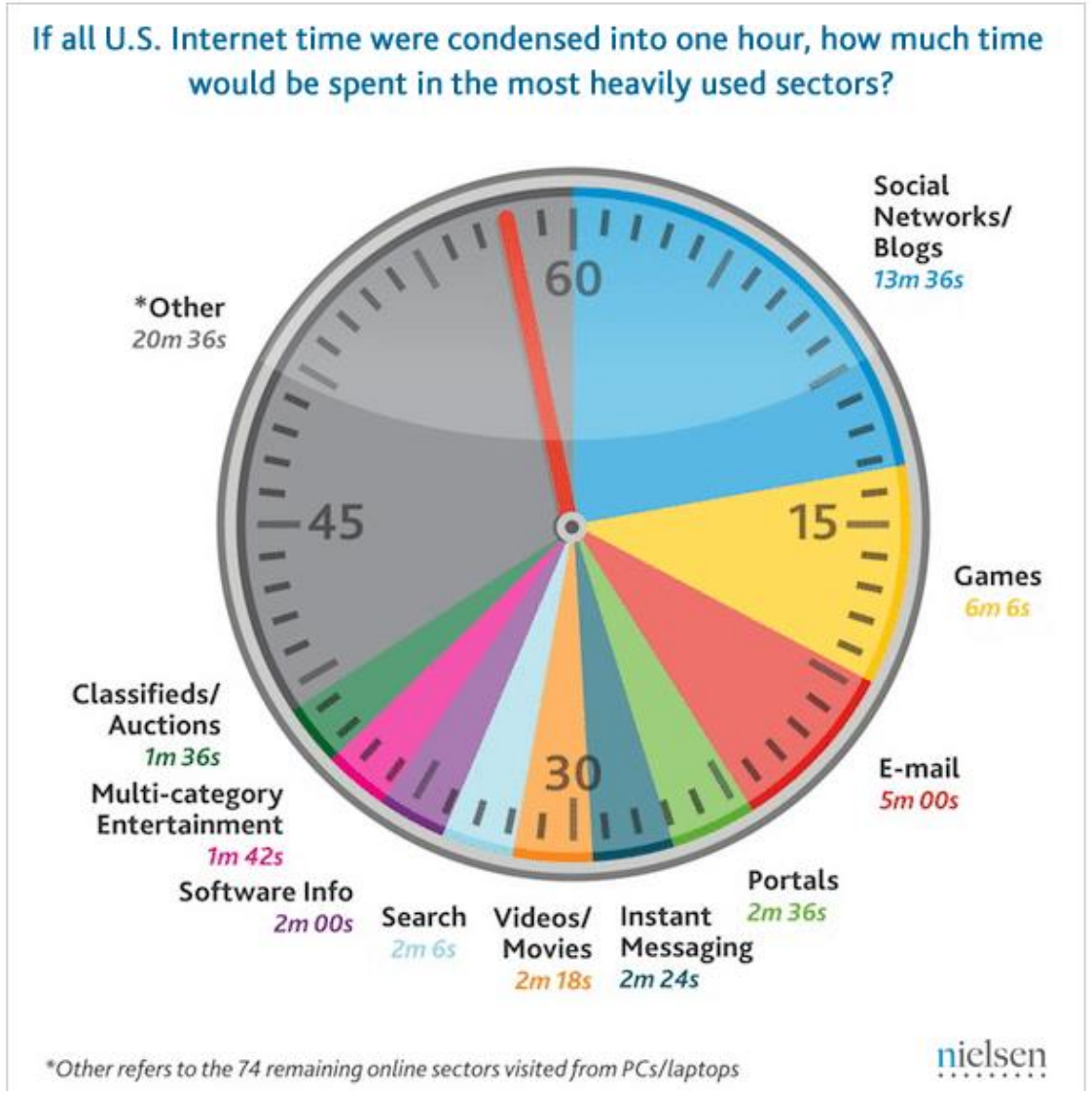
- It the second most used platform of B2B marketers.



95% OF TIME ONLINE IS SPENT OUTSIDE OF SEARCH



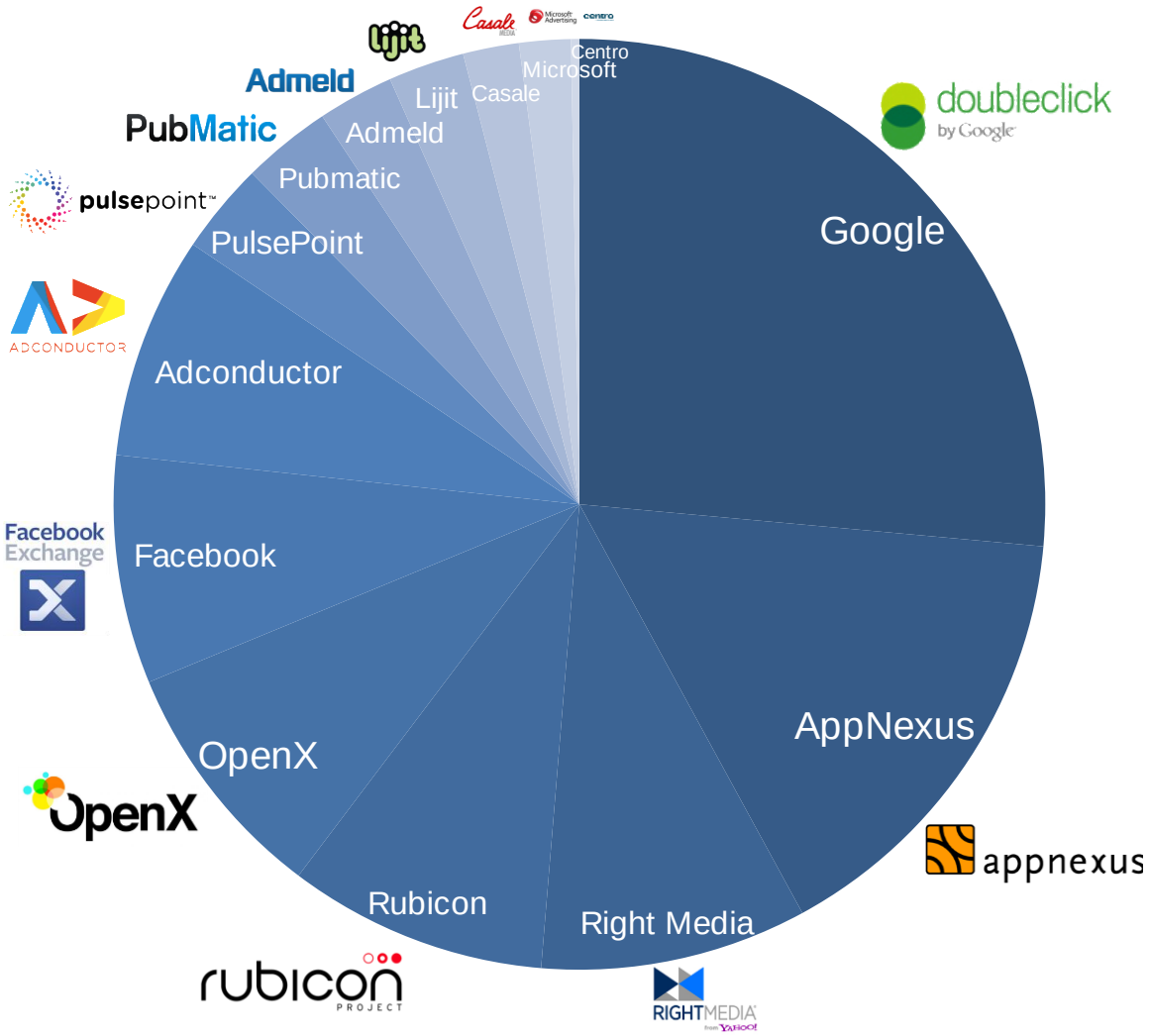
TIME ONLINE BROKEN DOWN



STAGGERING USAGE

Programmatic Display
accesses every major Ad Exchange including the Facebook Exchange

- Campaigns in N. America, Europe and APAC
- Millions of publishers available
- This reach is not available with any single ad network



PROGRAMMATIC

- **Display Ads:** Banner ads
- **Video:** TV Commercials but online
- **Social:** Facebook, Twitter, etc.
- **Audio:** Radio spots but while you are listening to music, podcasts, etc.
- **Native Ads:**
  - Sponsored Content
  - Advertorial
- **DOOH** - Digital Out Of Home:
  - Tourist attractions being pushed out at airports
  - Digital billboard promoting Broadway shows while stuck in traffic in NY.
  - video in a NY Taxi or at the gas pump

VIDEO ADVERTISING

In-Stream Video

- Pay-Per-View or CPM pricing
- Excellent for brand building & awareness
- Spread out budget over month
- Target by content, theme, geography, demographics

Video In Search

- Pay-Per-Click Format
- Excellent for information and interest
- Spread out budget over month
- Target by keywords, geography

VIDEO PRODUCTION

Stand out with Video

- Whiteboard and business style variations
- Perfect for websites, social media and digital marketing campaigns, e-mails, trade-shows and events.
- Client can script or we can script (additional fee)

https://youtu.be/de4ePm43bvM
Keen Insites Promotional Video: How does it Feel?

https://youtu.be/rjRKZruaC74
Veventize explained - Animated video

https://youtu.be/dy2XcTy2c78
Veventize: Pulse for the Future

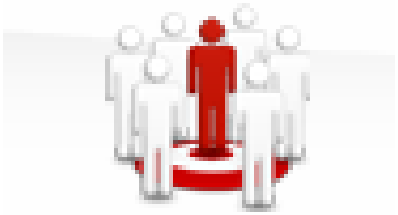
https://youtu.be/ogmt7ioa4DY -
Wolfpack Friday (My creative agency) Animated Logo

https://youtu.be/HIelwLP9u2Q
Veventizer animation of machine

https://youtu.be/UQdcO1YAaRs
Premier Debt Management Video

TRACKING: CROSS-CHANNEL ATTRIBUTION TECHNOLOGY

Define your own attribution model, understand how each channel impacts the other, and effectively assign attribution credit



Click Attribution

Decide how you want to attribute rewards accross the various touch points that led to a conversion.

First Click | Prefer First | Divide Equally | Prefer Last | Last Click

Channel Weighting

Decide how you want to weight different channel events that led to a conversion. Use values between 0 and 10. Zero meaning no weight is applied to a channel, while 10 means a lot of weight is applied to the channel.

Search Click	10			
Content Click	5	(Adwords, Baidu only)		
Social Click	5			
Display Click	10	Display Impression	0	%

Recency Attribution

Decide how you want to consider the recency of the various events that led to a conversion.

Older Events | Prefer Older | Divide Equally | Prefer Recent | Recent Events

Attribution Preview

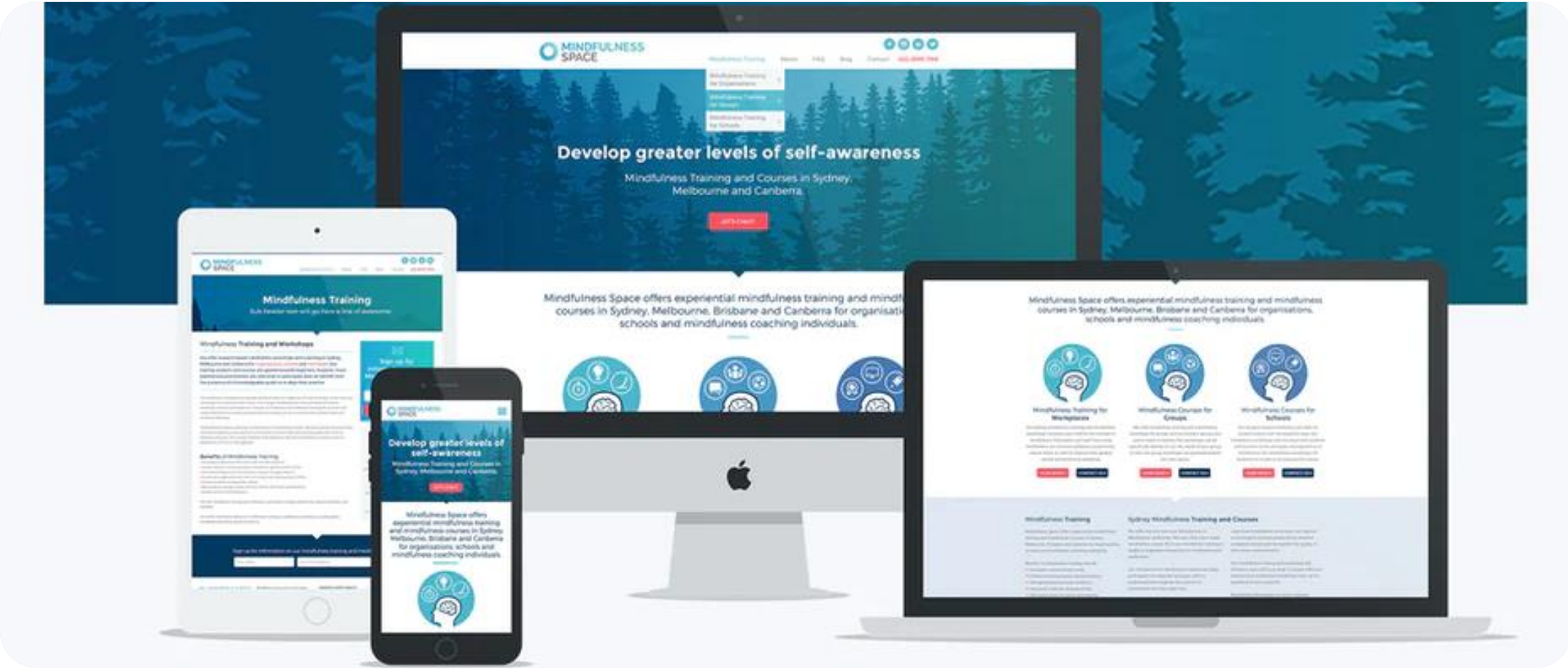
Based on a fictional $100 conversion, the settings above will affect attribution in the following way. Use the arrows to see various scenarios:

Content Click	Social Click	Search Click	Content Click	Search Click
Oct 22 09:00	Oct 22 09:15	Oct 22 09:30	Oct 22 09:45	Oct 22 10:00
$36	$17	$22	$9	$17

Improve Your Campaigns by Giving the Right Campaign Elements the Right Credit!

Performance Media Platform

THE WEBSITE, THE DESTINATION



Thank you

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