



## Increasing the Quality and Quantity of Organic Search Traffic

Web Presence Optimization is an encompassing approach to optimizing an entire web presence for organic search including the website, social channels, blogs, and directory listings. We use strategies, techniques and tactics to accomplish this with a strong emphasis on content marketing and website performance. Our SEO services include:

### On-Site SEO

- Keyword Research
- Web Hosting
- Google Analytics setup w/ conversion tracking
- Internal link building
- Proper set up of meta tags and alt tags
- Unique and keyword focused content

### Off-Site SEO

- Directory Listing Management
- Link Building



<b>Pricing (Per Month)</b>	<b>\$1,800</b>	<b>\$2,400</b>	<b>\$3,600</b>
Number of Key-phrases Optimized	15	25	40
Short-form content (300 words)	up to 3/month	up to 4/month	up to 5/month
Basic website updates (includes content & media revisions)	3 revisions/mo	5 revisions/mo	8 revisions/mo
Additional website pages (content included, 500-900 words)	\$500/page	up to 1 page/month	up to 2 pages/month
*Web hosting on dedicated server	✓	✓	✓
Key-phrase research and selection	✓	✓	✓
Meta tags (title & description)	✓	✓	✓
Optimization of robots.txt & GoogleBot crawls	✓	✓	✓
Creation & registrations of sitemap.xml	✓	✓	✓
Google Analytics setup w/ conversion tracking & traffic analysis	✓	✓	✓
Page speed optimization	✓	✓	✓
Custom 404 error page setup and optimization	✓	✓	✓
Web lead phone call tracking	✓	✓	✓
Updating core files & database	✓	✓	✓
Internal Link Building	✓	✓	✓
Customized monthly reporting (includes highlights, opportunities, & challenges)	✓	✓	✓
Directory Listing Management	✓	✓	✓
Mobile site optimization (if applicable)		✓	✓
Schema HTML tags		✓	✓
Searcher experience analysis (heat map)			✓
Channel specific call tracking			✓



# Website Design and Development

Thank you for your interest in partnering with us for your website development project. With well over 100,000 firms offering website development services, we know how challenging it can be to find the right agency for your web development needs.

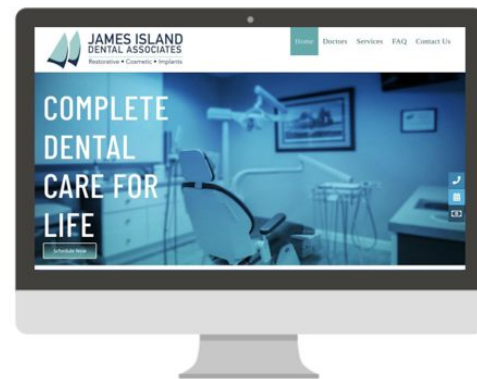
We hold one goal above all others: 100% client satisfaction. Our in-house team of web designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on-time and on-budget.

We've built websites for several brands around the world with great success, and are quite excited to get to work on yours.

In this proposal, you'll find examples of our past work along with what we feel is the optimal solution for your website development needs.

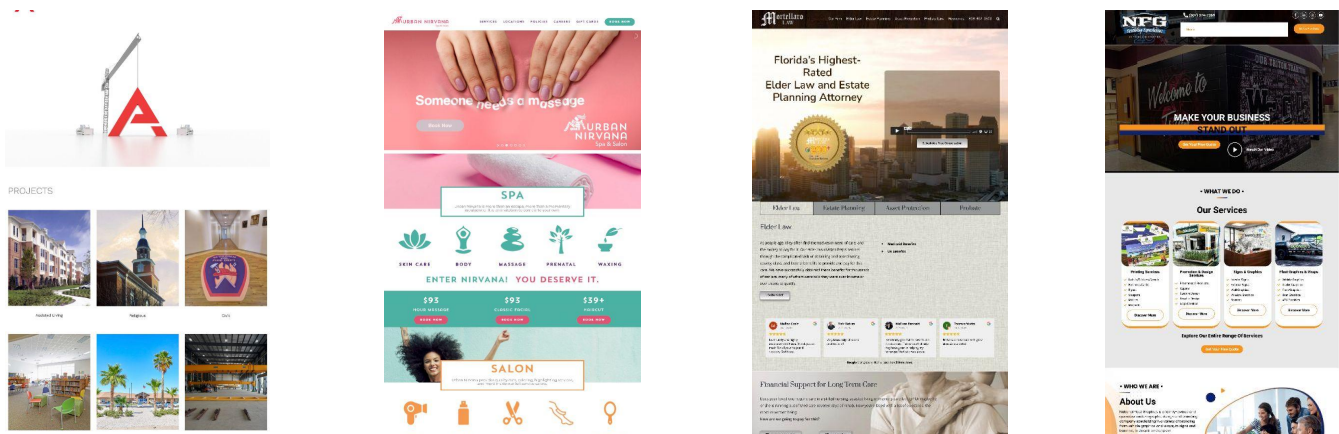
## Custom Website Builds Include:

- Wordpress Content Management System
- Client-Owned Content and Database
- Completely Responsive
- Conversion Friendly
- E-Commerce Options Available
- SEO Friendly (Packages Available)



## OUR WORK

We've built websites for several brands across the country with great success, and are quite excited to get to work on yours.



# Our Design & Development Process

## Creative Planning

- Kick-off call to discuss/re-review your brand and goals
- Site structure & Wireframe
- Templated Mockup for your review
- Revisions as needed to finalize

## Design

- Design of core pages:
  - Home page, Service/Subpage, About Us/Contact Us, etc.
- *Photos and Images will be provided by the client unless stated otherwise*

## Content

- Review of site structure & content planning
- Content analysis and advising
- *Content provided by client unless stated otherwise*

## Build

- Creation and build of agreed-upon templated theme for easy updates
- Calls to Action, Social Media, vCards
- Contact Form w/ spam check and captcha requirements
- Favicon set up
- Optimization of images, JavaScript, and other files.
- Screen size testing for fully responsive performance

## Search Engine Optimization

- Clean, SEO-Friendly URLs
- Google Compliant Sitemap
- On-Site Optimization
- Blog Post and Blog Page setup

## Launch

- Double Check Analytics & Forms
- Broken Link Testing
- Training and Total Control on WordPress. Video/text guides are also provided.
- Site maintenance provided after 30 days is \$150 per hour, if outside of additional contract services



# Social Media Marketing

No business is alike, which is why we offer custom social media management services. Whether you're looking to market your business on one social media network or five, our team of award-winning strategists can build a plan tailored to your company.

Two Networks	Three Networks	Four Networks
<b>\$1800/month</b>	<b>\$2000/month</b>	<b>\$2300/month</b>
<b>\$200-400 Boosted Post Ad Spend</b>	<b>\$300-600 Boosted Post Ad Spend</b>	<b>\$400-800 Boosted Post Ad Spend</b>
<b>30 Social Posts Per Month</b>	<b>45 Social Posts Per Month</b>	<b>60 Social Posts Per Month</b>
<b>8 Custom Images Per Month</b>	<b>10 Custom Images Per Month</b>	<b>10 Custom Images Per Month</b>
<b>4 Boosted Posts</b>	<b>6 Boosted Posts</b>	<b>6 Boosted Posts</b>
Social Media Marketing Strategy	Social Media Marketing Strategy	Social Media Marketing Strategy
Social Media Competitive Analysis	Social Media Competitive Analysis	Social Media Competitive Analysis
Social Media Brand Reputation Analysis	Social Media Brand Reputation Analysis	Social Media Brand Reputation Analysis
Social Media Audit + Recommendations	Social Media Audit + Recommendations	Social Media Audit + Recommendations
Dedicated Social Media Account Manager	Dedicated Social Media Account Manager	Dedicated Social Media Account Manager
Daily Monitoring of Included Social Assets	Daily Monitoring of Included Social Assets	Daily Monitoring of Included Social Assets
Monitoring of Boosted Post Comments (\$125/month)	Monitoring of Boosted Post Comments	Monitoring of Boosted Post Comments
Up to 1 Personal Social Media Consultation Per Month	Up to 1 Personal Social Media Consultation Per Month	Up to 2 Personal Social Media Consultation Per Month
Standard Monthly Reporting and Analysis	Standard Monthly Reporting and Analysis	Standard Monthly Reporting and Analysis
Cover Photo & Profile Photo Design/Optimization	Cover Photo & Profile Photo Design/Optimization	Cover Photo & Profile Photo Design/Optimization
Weekly Call or Campaign Status Update (optional) \$400/month	Weekly Call or Campaign Status Update (optional) \$400/month	Weekly Call or Campaign Status Update (optional) \$400/month
		1 Custom Contest / Year

## Reach everyone, or just a few.

We will automatically show your ads to people who are most likely to find your ads relevant. We can further target your ad delivery with three audience selection tools.

### Core Audiences

Define an audience based on criteria like age, interests, geography and more.

### Custom Audiences

Get back in touch with people who have engaged with your business, online or off.

### Lookalike Audiences

Reach new people whose interests are similar to those of your best customers.



BRAND DESIGN OPTIONS



THE BRAND GUIDELINES

## LET'S GET STARTED

### MAKE YOUR BUSINESS STAND OUT.

We collaborate one-on-one with small business owners to create a crafted brand design, online collateral, print collateral, and websites to help your business elevate your marketing.

Brand guidelines is what brings your brand to life. We offer three different levels for different budgets and needs, along with opportunities to customize with branding add-ons and extra marketing collateral designs.

## ABOUT THE PROCESS

BUILDING A MEMORABLE BRAND TAKES MORE  
THAN A WELL DESIGNED LOGO..

**1**

### DISCOVER

Together we will dig into your brand foundation.

We will ask you to collect visual inspiration and examples. Then we will call to talk about brand clarity to discuss goals and vision.

**2**

### DESIGN

From there we will start designing and send you a presentation of two logos and brand styling concepts to choose from. After one is chosen, we'll refine and then continue to develop your brand guidelines with design elements from your options

**3**

### DEVELOP

After finalizing your brand guidelines, we bring things all together. Depending on the option you selected, this may involve other collateral design pieces or launching a website. Our goal is to give attention to all the details.





## THE STARTER

**Option 1:** Is perfect for small business owners and start-ups who are ready to invest and collaborate with a designer to create a custom brand identity for their business. This option has the essentials to help you start to develop a cohesive, authentic, professional brand.

### THIS OPTION INCLUDES:

Creative Brand Call

Creative Brief Review

2 Original Logo Designs + Brand Concepts

Full Brand Designs + Library of Elements

- Logo Suite: Primary Logo + Variations
- Watermark + Variations
- Favicon
- Font System + Typography
- Color Palette

Brand Guidelines PDF Document

Need something not included? We are happy to customize your brand guidelines with add-ons, so you get exactly what you need.

**INVESTMENT: \$2,500**

### POPULAR ADD-ONS:

CUSTOM ICON SET OF 3 / \$350

CUSTOM BRAND PATTERN / \$275

STATIONARY DESIGN / \$250

Choose 2: Business Cards, Letterhead, or notecard, print ready file provided

SOCIAL MEDIA LAUNCH PACK / \$300

A set of branded social media imagery (one image for each of your platforms, up to 5 total) to help celebrate your new brand

### OTHER COLLATERAL:

Post card, Print Mailer, Brochure starting at \$250

Advertising Templates for online, print, or other: Ask For Quote

APPROX. TIMELINE: 4-5 weeks REVISIONS: 2 rounds of revisions



## THE STANDARD

**Option 2:** Is perfect for small business owners who are ready to collaborate with a design partner to make their brand vision a reality. This option includes a full custom brand guidelines plus stationary and social media launch imagery giving you the tools to create a cohesive experience.

### THIS OPTION INCLUDES:

Creative Brand Call

Creative Brief Review

2 Original Logo Designs + Brand Concepts

Full Brand Designs + Library of Elements

- Logo Suite: Primary Logo + Variations
- Watermark + Variations
- Favicon
- 2-3 Patterns
- 3 Custom Icons
- Font System + Typography
- Color Palette

Brand Guidelines PDF Document

2 stationary Items of choice

Social Media Launch Pack

An image for each of your platforms, up to 5

**INVESTMENT: \$3,750**

### POPULAR ADD-ONS:

SUB LOGO / \$325

ONE PAGE PDF DESIGN / \$250

Flyer, Price Sheet, Electronic PDF

SOCIAL MEDIA TEMPLATE / \$175

Created in photoshop or illustrator

### OTHER COLLATERAL:

Post card, Print Mailer, Brochure starting at \$250

Advertising Templates for online, print, or other: Ask For Quote

APPROX. TIMELINE: 4-6 Weeks

REVISIONS: 2 Rounds of revisions





## THE BEAST

**Option 3:** Is perfect for small business owners who are ready to invest with a design team to help create a cohesive and all encompassing brand and website. The option includes a full brand guideline, stationary, social media launch, and website.

### THIS OPTION INCLUDES:

Creative Brand Call

Creative Brief Review

2 Original Logo Designs + Brand Concepts

Full Brand Designs + Library of Elements

- Logo Suite: Primary Logo + Variations
- Watermark + Variations
- Favicon
- 2-3 Patterns
- 3 Custom Icons
- Font System + Typography
- Color Palette

Brand Guidelines PDF Document

2 stationary Items of choice

Social Media Launch Pack

An image for each of your platforms, up to 5

Website Design:

- Design of homepage +5 additional pages
- Seo setup
- Email basic connection
- Website reviews and training
- Full support of site
- Stock Imagery
- Full access to your website

Website copy and photos are provided by you or ask us about photography. Does not include specialized or customized programs or features. Such as e-commerce, booking program, portal or listing management, etc.

APPROX. TIMELINE: 7-8 Weeks

REVISIONS: 2 Rounds of revisions

\*Up to 20 pages

**INVESTMENT: \$6,250**



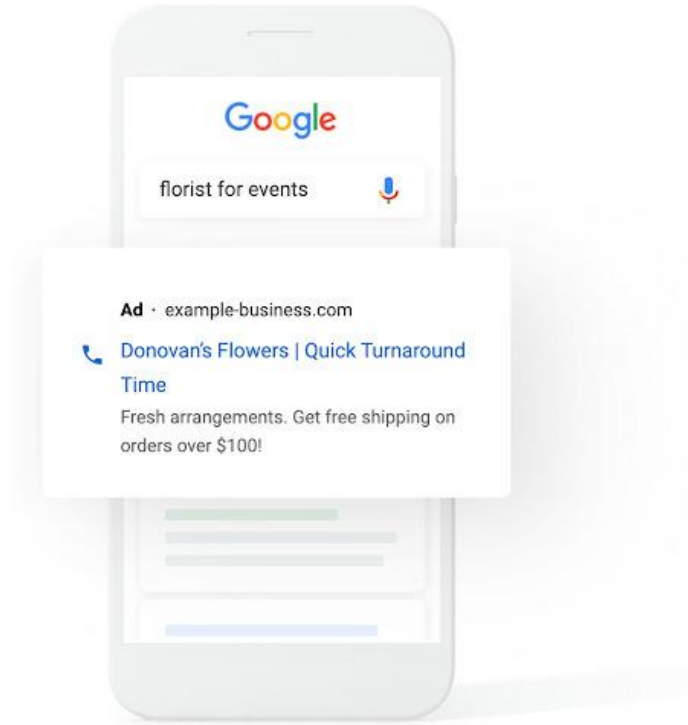
# COMPARE THE OPTIONS

WHAT'S INCLUDED:	THE STARTER	THE STANDARD	THE BEAST
Creative Brand Call	X	X	X
Creative Brief Review	X	X	X
Original Logo + Brand Concepts	X	X	X
Logo Suite: Primary + Variations	X	X	X
Submarks + Variations	X	X	X
Favicon	X	X	X
Font System + Typography	X	X	X
Color Palette	X	X	X
Pattern + Textures		X	X
Custom Icons		X	X
Brand Guidelines PDF	X	X	X
Stationary		X	X
Social Media Launch Pack		X	X
Website Design			X



# Searched Engine Marketing / PPC

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.



## Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Asheville Radio Group, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.

## Get The Results That Matter To You



### DRIVE WEBSITE VISITS

Grow online sales, bookings, or



### GET MORE PHONE CALLS

Increase customer calls with ads



### INCREASE STORE VISITS

Get more customers in the door





## 8 REASONS WHY SEO HELPS YOUR BUSINESS

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Smart business owners know how important search engine optimization (SEO) is for their company's websites. SEO, with Charlottesville Radio Group, will help to increase your website's visibility on all the search engines.

This means that your website will show up in the top search results when someone searches for a keyword or phrase that applies to their business. Being in the top results can send thousands of targeted prospects to your website.

Our Radio Group's Smart SEO will actually help your business in many ways!

### Consider these benefits of our Smart SEO:

1. You will see an increase in traffic. As your website becomes more optimized over time, it will start to rank higher in the search engines for various search terms. As this happens, you should see an increase in traffic, or prospects viewing your website. Ultimately, this should increase your sales too.
2. It will increase the credibility of your business. Your customers are conditioned to believe that the best businesses are those ranked at the top of the search engines, whether that is true or not.
  - When you rank highly, your prospects perceive your business more favorably, which leads to an increase in sales, conversions, and brand recognition.
3. SEO can lead to long-lasting results. Radio, print, and billboard ads produce short-term rewards. SEO, on the other hand, helps to deliver long-term rewards.
  - By investing in our Smart SEO, your online presence increases, resulting in a more profitable return on investment (ROI).
4. You are in control of the cost. Whether you are building backlinks, creating a social media presence, or creating blog content, you will know how much it will cost beforehand. Once you know what each service will cost, you can determine which you believe would give you a better ROI. We have 3 different levels of how aggressive you need to be to obtain your desired visibility.





## 8 REASONS WHY SEO HELPS YOUR BUSINESS

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5. Your website will become more user-friendly. Our SEO experts will be able to look at your website and optimize it not only for the search engines but also for your users too.

- Improving your website's user experience includes many aspects, including how quickly your website loads, how easy it is to navigate, and whether it is mobile-friendly.
- By improving the user experience of your website, you will see an increase in conversions, plus you should see an overall ranking increase in the search engines, as this is one of the known ranking factors.

6. SEO helps encourage users to visit a local store. It has been shown in numerous studies that having an online presence can also increase visits to your offline premises. If you have a restaurant, for example, a potential customer could check out your menu or customer reviews before making a reservation.

7. Your social media following will increase. As your search engine rankings increase, more visitors will arrive at your website. Even if they do not immediately buy from you, they may still end up checking out your social media platforms, follow them, and then become buyers later on.

- These new followers can also share your marketing messages, leading to an increase in social traffic and sales.

8. SEO helps put you ahead of your competitors. As you integrate our Smart SEO plans and various other online marketing techniques into your business, you will move ahead of those competitors who have not implemented these techniques.



# Geo-fencing



## HOW DOES GEO-FENCING WORK?

**Step 1:** A virtual boundary is drawn around a physical location.

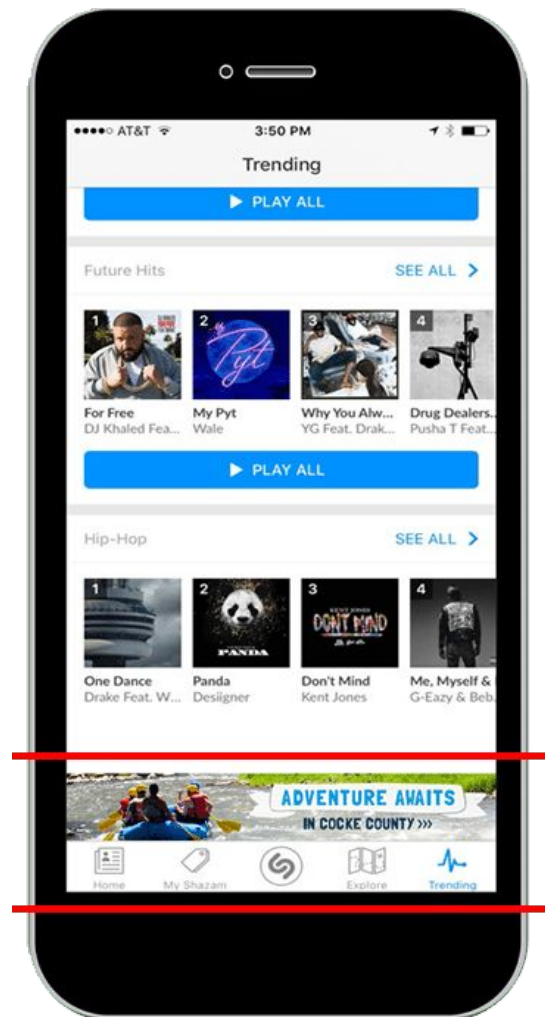
**Step 2:** A user enters the geo-fenced location.

**Step 3:** The user is served ads from the geo-fencing campaign for up to 30 days.

## BENEFITS OF GEO-FENCING

Geo-fence technology enables you to capture audiences through custom targeting shapes around businesses, street and highway boundaries, municipalities, etc.

- The most reliable way to target mobile users in your business’s proximity
- Pinpoint accuracy
- Granular localization via custom shapes & sizes
- Boost mobile performance and reach
- Retarget customers who visit or commute through any geo-fenced location
- Track off-line or “last mile” conversions to measure your campaign’s effectiveness
- Leverage targeted campaigns only to customers within a predetermined physical proximity to your business or your competitor’s business



# Yelp Ads

Yelp's top priority remains connecting consumers with great local businesses **Reach your customers on Yelp with two products:**

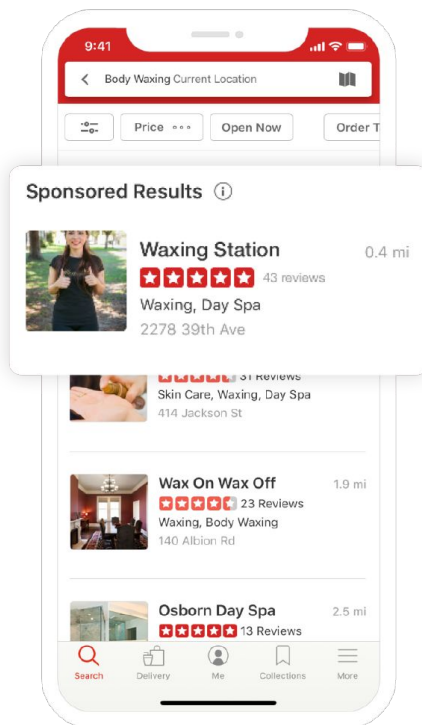
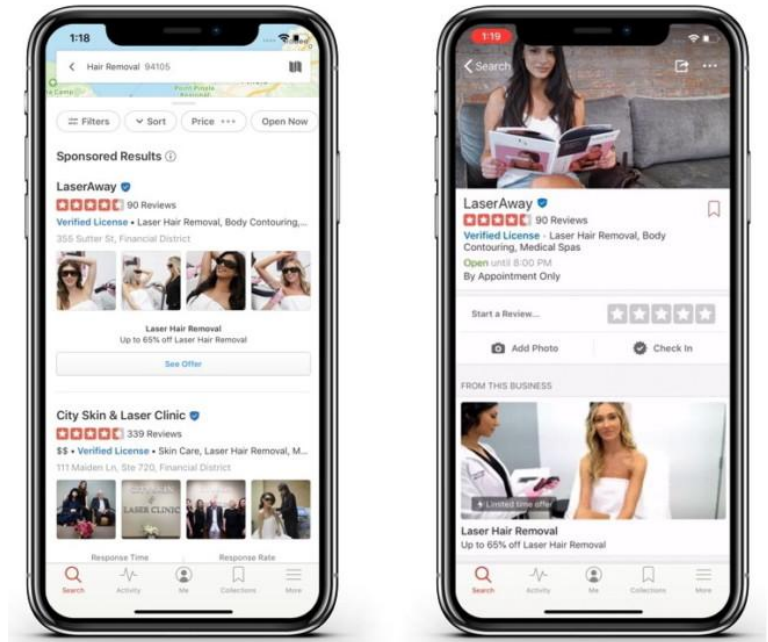
## 1. Search Advertising

Yelp Ads appear:

- Above search results
- On competitors' pages

Benefits of Yelp Search Ads:

- Increase visibility and reach
- Drive more traffic to your website
- More qualified leads



## 2. Enhanced Profile

- Brand Consistency
- Control Photo Content
- Complimentary Video Hosting
- Highlight new items or specials with call to action unit
- Focus potential customers on you by removing competitor ads



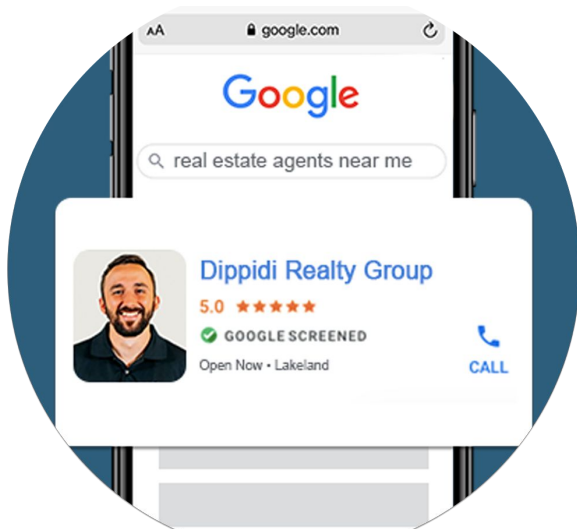
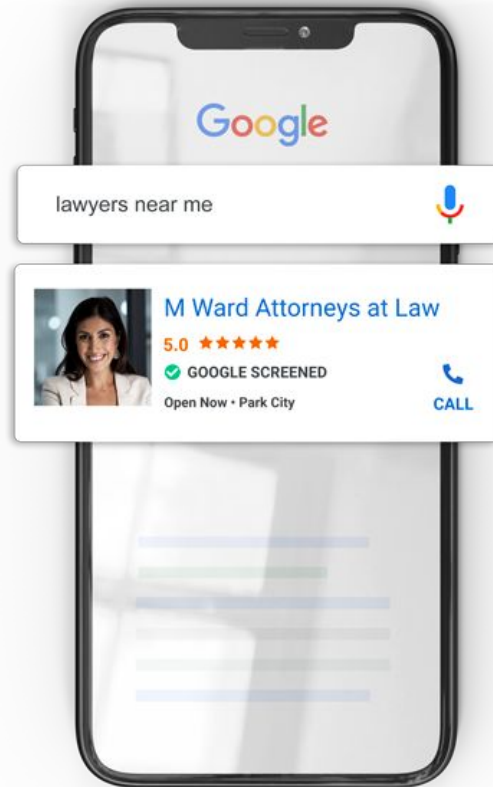
# Local Service Ads

## Get more leads and grow your business

Local Services ads help you connect with people who search on Google for the services you offer. Your ads will show up for customers in your service area, and you only pay if a customer calls you directly through the ad.

## Show Up at All The Right Times

Your ads appear on Google Search and on the [Local Services site](#) when locals look for services like yours. Get your business to show up at the right time so it's easy to find you when they need you most.



## Earn Customers Trust With A Google Badge

Become a [Google Screened](#) or [Google Guaranteed](#) provider and earn a badge for your business based on your industry. A Google badge gives you extra credibility and gives customers more confidence to book your services.

## Only Pay For Results

Set your budget and only pay when a customer gets in touch directly from your ad so you can focus on your business.

Not sure where to start? We can use our budget tool to help you decide on a budget.

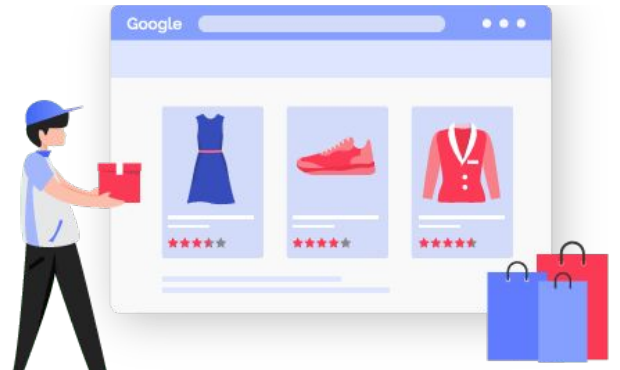




# Google Shopping Ads

Shopping campaigns can be used to **promote your online and local inventory**, boost traffic to your website or local store, and find better qualified leads.

To get started, we'll help you setup your product data with Merchant Center and create a campaign in Google Ads. Then we'll use your campaign to create shopping ads on Google and around the web where potential customers can see what you're selling.



Shopping ads appear in a different, **more visual format than regular search ads**. In contrast to a text ad, which displays text only, Shopping ads show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

## Example of Google Shopping Ads:



# Email Blast

## WHAT

A digital marketing strategy is used to send emails and develop relationships with prospects and customers. An effective email marketing strategy converts prospects into customers, and turns first time buyers into recurring customers.

## WHY

According to Optinmonster, 58% of people check their email before social media. In fact, businesses that use email marketing as a way to communicate with their audience make triple the amount of revenue as a business owner who does not.

### BENEFITS OF EMAIL MARKETING:

- Higher guaranteed click-through rates
- Additional traffic to your website
- Increased conversion rates
- Easy-to-understand analytics and reporting
- Hyper-target your audience where they are engaging most
- Connect with an audience that has expressed brand interest
- 500+ Data Qualifiers to Target for outbound email marketing

## TARGET OPTIONS

**GeoGraphic:** City, County, Zip Code  
**DemoGraphic:** Age, HHI, Credit, Etc.  
**PsychoGraphic:** Habits, Hobbies, Values, Etc.  
**Behavioral:** Websites Visited, Search Terms, Purchase History



**TURN YOUR BACKYARD INTO AN ADVENTURE!**

**LEISURE DEPOT**  
 Home Shop Pools Spas Furniture Outdoor Cooking

**BACK TO POOL SALE**

**BACK TO SCHOOL MORE LIKE BACK TO POOL**

We understand that 2019 has had many obstacles, and children are now facing that time of year where they would normally be going back to school, but for South-Carolina many kids are staying home to learn. That is when having a more above ground pool from Leisure Depot can play a role. Our above ground pools offer a chance for children to learn at home while outdoors. Imagine attending class while in a pool, or taking a break for a quick swim lesson. There are so many possibilities to create a unique space for your children while they are home during this school year. Come stop by Leisure Depot and have one of our team members help you start the school year with a splash!

**THE BEST SUMMER SCHOOL EVER**

Right now is the time to take a look and get a quote for all of the amazing above ground pools at Leisure Depot. Click below and see all the different sizes and models we have to offer.

**► POOL OFFERS**

**EXAMPLE OF EMAIL BLAST**



# Amazon Advertising: Sponsored Products

Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon. Help customers discover and purchase products that you sell on Amazon with ads that appear in shopping results and on product pages.

amazon marketingservices



## Headline Search Ads

Targeted by Keyword

Appears above search results



## Sponsored Products

Targeted by Keyword

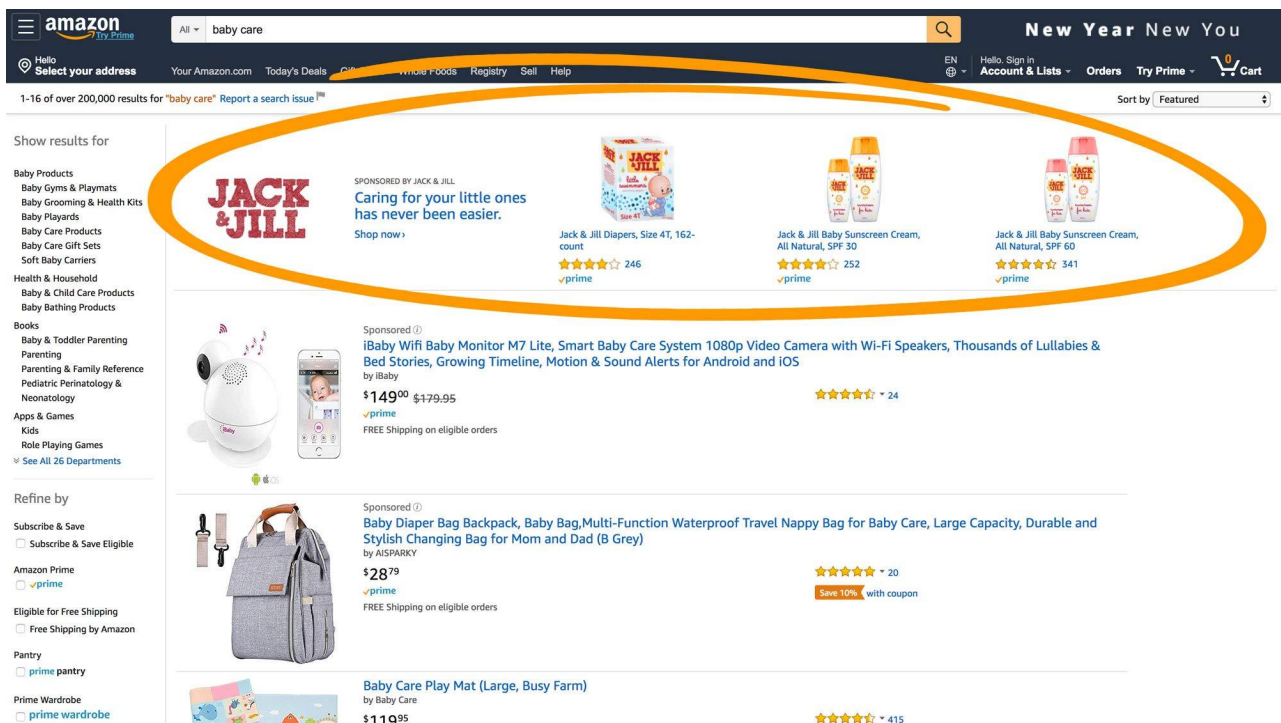
Appears below search results



## Product Display Ads

Targeted by Product or Interest

Appears on related product detail pages



The screenshot shows an Amazon search page for "baby care". The search bar at the top contains "baby care" and the search results show 1-16 of over 200,000 results. A red oval highlights three sponsored product listings at the top of the results:

- JACK & JILL** (Sponsored by Jack & Jill): "Caring for your little ones has never been easier." Includes a "Shop now" button.
- Jack & Jill Diapers, Size 4T, 162-count**: 4.5 stars, 246 reviews, Prime.
- Jack & Jill Baby Sunscreen Cream, All Natural, SPF 30**: 4.5 stars, 252 reviews, Prime.
- Jack & Jill Baby Sunscreen Cream, All Natural, SPF 60**: 4.5 stars, 341 reviews, Prime.

Below these are other sponsored listings:

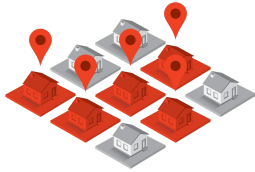
- iBaby Wifi Baby Monitor M7 Lite**: \$149.00 (was \$179.95), 4.5 stars, 24 reviews, Prime, FREE Shipping on eligible orders.
- Baby Diaper Bag Backpack**: \$28.79, 4.5 stars, 20 reviews, Prime, Save 10% with coupon, FREE Shipping on eligible orders.
- Baby Care Play Mat (Large, Busy Farm)**: \$119.95, 4.5 stars, 415 reviews.



# Addressable Geo-Fencing



## HOW DOES ADDRESSABLE GEO-FENCING WORK?



**Step 1:** Target your mailing list OR build a curated a list based on demographic targeting (zip code, household income, credit score quartile, etc.)

**Step 2:** Devices are captured at the address using platline data

**Step 3:** The users are served ads from the addressable geo-fencing campaign.



Advertisers CRM Data



GPS & Plat Line Data

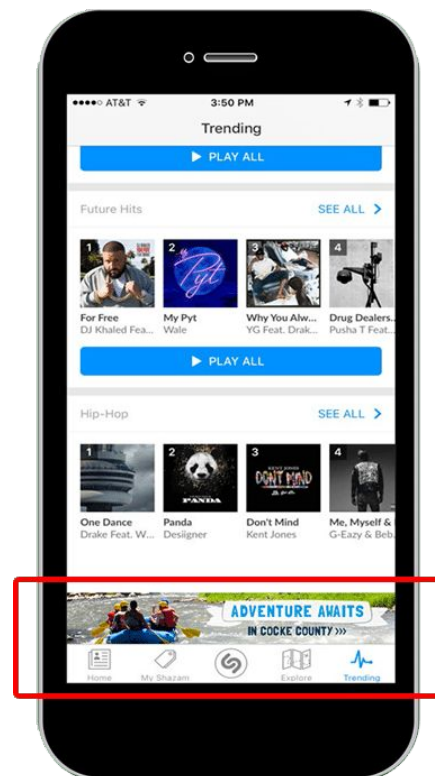


Ads Served

## BENEFITS OF GEO-FENCING

Addressable Geo-fence technology offers:

- The most reliable way to target users on various devices in your target demographic
- Pinpoint accuracy & localization via platline data
- Anticipated 90% match rate for mailing lists
- Retarget customers/prospects on your mailing list
- Foot traffic attribution to measure your campaign's effectiveness
- Cross device execution



# CTV & OTT - Video Advertising

## What is OTT (Over The Top)?

An “over-the-top” media service is any online content provider that offers streaming media as a standalone product. The term is commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions.

## What is CTV (Connected TV)?

Connected TV specifically refers to televisions that have access to an internet connection and can load or stream digital content. This mainly includes Smart TVs (where internet connection is built-in).

## Why CTV & OTT Advertising?

With over 50% of North Americans maintaining Netflix subscriptions, it's clear consumers love CTV & OTT content. Here are just a few reasons why the format is more appealing than traditional alternatives:



- **Targeting your key audience** in their homes while streaming their favorite shows is a valuable opportunity. Millions of Americans are leaving cable TV behind and moving to CTV & OTT entertainment. This provides an ever growing advertisement opportunity for businesses around the country to reach new customers.
- **Compatibility with multiple devices:** This provides ample opportunity to reach people wherever they are streaming their favorite shows. For years, watching cable television required a television set. Today, we can watch CTV & OTT content from a broad range of devices. Any account holder can enjoy the same CTV or OTT experience from a gaming console, smartphone, tablet, or smart TV.



# Remarketing

Remarketing is a way to connect with people who previously interacted with your website or mobile app. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping you increase your brand awareness or remind those audiences to make a purchase.



## Benefits

Whether you're looking to drive sales activity, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of your advertising. Below are a few benefits of using remarketing:

- **Prompt reach/Well-timed targeting:** You can show your ads to people who've previously interacted with your business right when they're searching elsewhere and are more likely to make a purchase. You can also help customers find you by showing them your ads when they are actively looking for your business on Google Search.
- **Focused advertising:** You can create remarketing lists to advertise for specific cases. For example, you may create a remarketing list targeted for people who added something to their shopping cart but didn't complete a transaction.
- **Large-scale reach:** You can reach people on your remarketing lists across their devices as they browse over 2 million websites and mobile apps.
- **Efficient pricing:** You can create high-performance remarketing campaigns with automated bidding. Real time bidding calculates the optimal bid for the person viewing your ad, helping you win the ad auction with the best possible price. There's no extra cost to use Google's auction.
- **Easy ad creation:** Produce text, image, and video ads for free with Ad gallery. Combine a dynamic remarketing campaign with Ad gallery layouts to scale beautiful ads across all of your products or services.
- **Campaign statistics:** You'll have reports of how your campaigns are performing, where your ads are showing, and what price you're paying.





# LinkedIn Advertising


Reach your ideal customers on the world's largest professional network.

Advertising on LinkedIn helps businesses of any size achieve their goals.

**Ads You May Be Interested In**

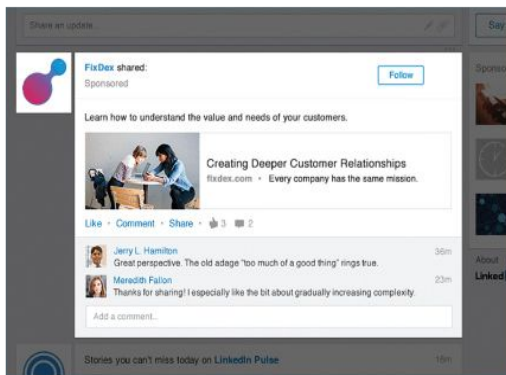
- 

**Propel Your Job Search – Fast!**  
On the job hunt? Get your work in front of the right people and let top tier companies compete for you.
- 

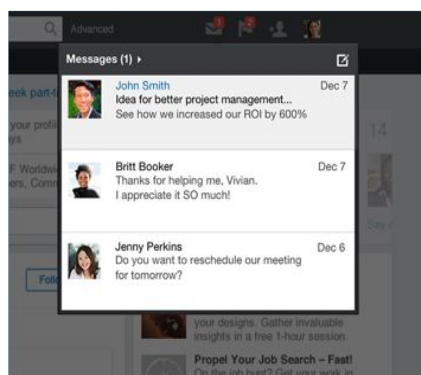
**Simple Prototyping**  
Create realistic animations and bring your designs to life as interactive prototypes. No code required.
- 

**Deeper Customer Relationships**  
Take connections with customers to the next level with FixDex. Call today for a free trial!

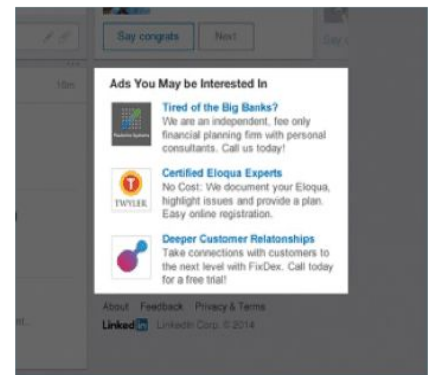
## Promote your business with LinkedIn Ads



Sponsored content

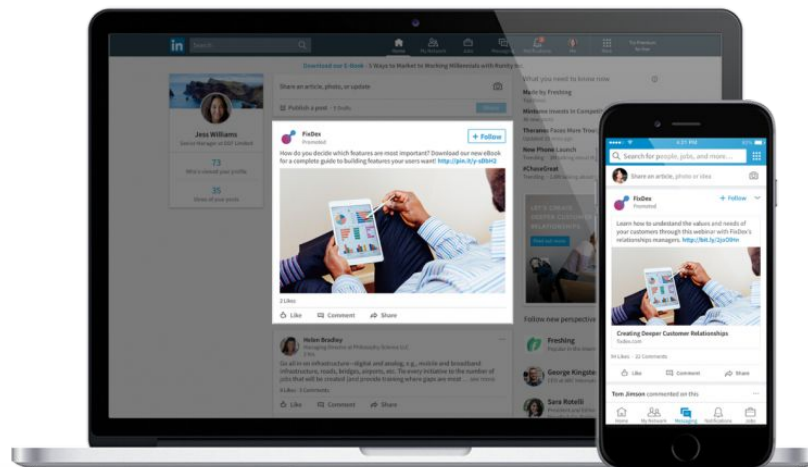


Sponsored InMail

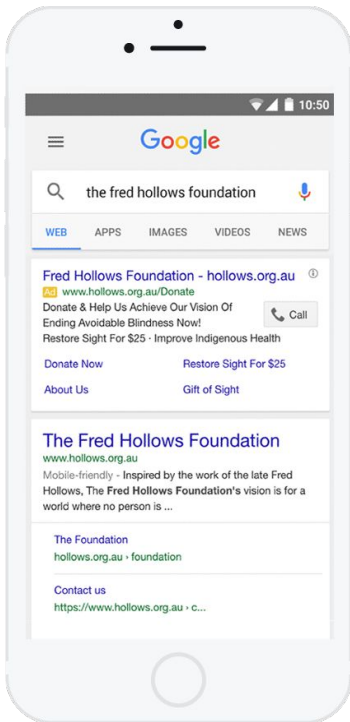


Text ad

## How LinkedIn ads Targeting Works



# Google Ad Grants



## Google Ad Grants Fuels Your Nonprofit's Mission

From the local food banks feeding our neighbors to the international aid organizations responding during times of crisis, nonprofits are crucial to our communities.

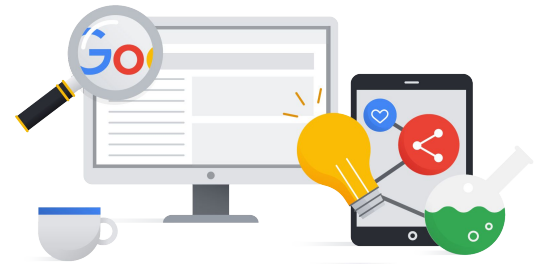
Through Ad Grants, Google provides nonprofits **up to \$10,000 USD per month of in-kind search advertising**. These ads appear next to search results when people search for nonprofits like yours. Since 2003, Google has awarded over \$10 billion in free advertising to over 115,000 nonprofits across 51 countries.

Digital marketing can help nonprofits reach audiences at scale, with highly targeted, measurable solutions that deliver on goals nonprofits care about: awareness, donations, and volunteers.

With the help of technology, we believe every nonprofit can grow online.

## Raise Awareness, Attract Donors, and Recruit New Volunteers Using Google Search Ads.

Google Ad Grants shows your message to people searching for nonprofits like yours.



## We're Here To Help Every Step Of The Way

We'll handle everything for you and walk you through every step of the process. From registering for Google for Nonprofits, to activating Google Ad Grants and building your campaigns – we'll do all the heavy lifting.

The key to a successful Google Ad Grants account is weekly optimization. There are several criteria that must be met and maintained in order to run a successful Google Ad Grant campaign.

We'll optimize your campaigns on a weekly basis and ensure that your capitalizing on every opportunity to help you get the most out of the Google Ad Grant program.





# Google Ad Grants Pricing

Whether you're just looking to take advantage of the Google Ad Grant program, or you're also looking to increase organic traffic to your website and qualified leads, we're here to help!

Google Ad Grant Management	Google Ad Grant Management & SEO
<b>\$2,000 / Month</b>	<b>\$3,600/ Month</b>
Google For Nonprofits Registration	Google For Nonprofits Registration
Google Ad Grant Account Setup	Google Ad Grant Account Setup
Unlimited Ad Groups Per Account	Unlimited Ad Groups Per Account
Weekly Campaign Optimization	Weekly Campaign Optimization
Custom Bid Optimizations	Custom Bid Optimizations
Keyword Research & Suggestions	Keyword Research & Suggestions
Live Transparent Dashboard	Live Transparent Dashboard
Monthly Reporting With Notes	Monthly Reporting With Notes
Monthly Strategy Sessions	Monthly Strategy Sessions
Call Recording & Tracking for Grant Traffic	Call Recording & Tracking for All Sources
Form Tracking for Grant Traffic	Form Tracking & Optimization for All Sources
	Google Analytics Set Up & Integration
	Keyword Research and On-site coding (meta descriptions, titles, etc)
	Search Engine Optimization for 20 Keywords
	Directory Listing Setup & Verification
	Custom & Unique Blog Content Generation (3/month)





## CAN WE TAKE A PEEK INSIDE?

Saga Communications would like the opportunity to review your Google Analytics Dashboard. This would allow us to take a look at the following...

- Are your paid advertising campaigns set up correctly?
- Do you have conversion goals set up correctly?
- Where is most of your traffic coming from? Paid? Organic? Direct?
- Are you getting a significant amount of traffic outside of the United States? Is it coming from organic or paid?



By allowing Saga Communications **READ ONLY access** to your Google Analytics Account we can help provide a fresh perspective and insight **FREE OF CHARGE** with no obligation.

**\*sagacommunicationsonline@gmail.com**



# Display Advertising

Brand your business and build awareness of your programs to the consumer as they live out their digital lives online.

## Reach more people in more places online

Display ads can help you promote your business when people are browsing online, watching YouTube videos, checking Gmail, or using mobile devices and apps.

## Target people anywhere, anytime, on any device

- Mobile
- Desktop
- Geographic
- Retargeting
- Demographic
- Behavioral
- Category Contextual
- Keyword Contextual

