

**Wouldn't  
it be  
amazing  
if...**



JAMIdeasBakery.com

# WHAT IS GEOFENCING?

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- Location-based technology.
- Uses radio frequency identification (RFID), Wi-Fi, GPS, Bluetooth, or cellular data beacons.
- Delivers a targeted ad or app notification when a mobile device enters or is located within a virtual geographic boundary, known as a geofence.

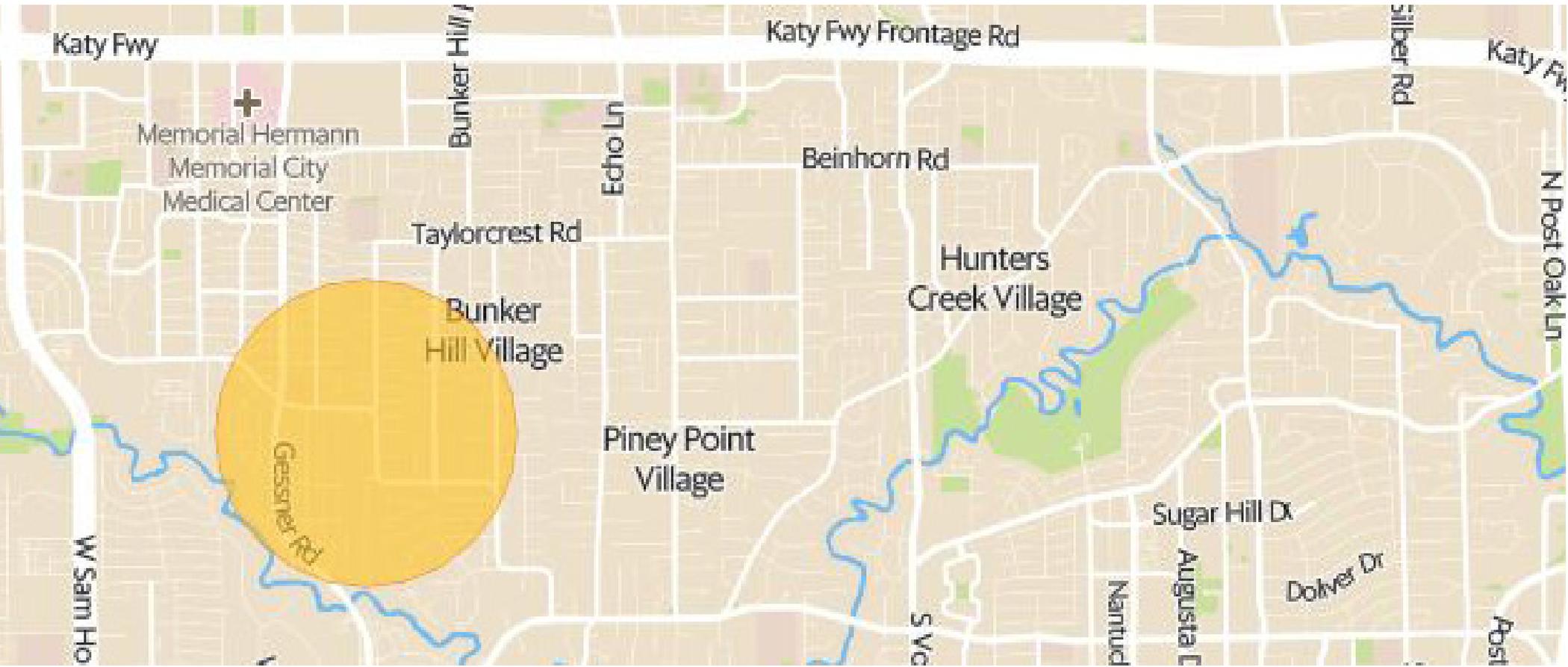
# AND WHY?

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- Powerful brand-building marketing tool for generating awareness and interest in your services.
- Targeted advertising directly to devices of your customers.
- Essential for people and companies who sell in a competitive environment and are geographically based.
- For people who want their messages to be and stay top of mind to a very specific audience.
- Detailed reporting (proof of Return on Investment) about how each of your ad campaigns and landing pages are performing.



# WHAT IT LOOKS LIKE



# Digital Rifle Shot

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Use data to find buyers and sellers at all stages of the customer cycle: new, interested, considering, ready, and returning.

Then deliver targeted messaging directly to them on their own mobile devices in the platforms they see the most.



**Ideal for you.**



# WHAT IS RETARGETING?

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- Retargeting is a form of digital advertising that shows your ads to people who have visited your website.
- After visiting your website, prospects can be served ads wherever else they may browse. Because you know which pages they've seen on your own website, you can create more personalized ads.

## AND WHY?

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- Retargeting is 70% more effective than standard display advertising because it reminds prospects of something they've already indicated interest in.
- Track your interested visitors and bring them back to your site with hyper-targeted ads.

Can also be implemented on  
Facebook and Instagram.

Multi-channel marketing campaigns perform better. We can target the same audience with both programmatic display (ads across the web) and Facebook/Instagram campaigns for improved results.



# Your best audience is the one already interested in you.

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The people who have visited your website or clicked on your ads are considered among your first-party data. Using first-party data to generate a targeted audience is advantageous because you know the most about that audience—what pages they've seen, how many times they've visited, and more.



**Re-engage. All the time.**



With the ability to hyper-target prospects, you can reach the **right audience at the right time in the right place with the right messaging** that is relevant and timely.

*We use data to drive people to you.*

# Target people where they already spend the most time... and you know they see it!

## Cross-Device

Deliver consistent messaging to users across all of their screens – desktop, mobile, TV, tablet.

## Smart Optimization

Automatically get the best placement, bid, and timing for your ads with built-in optimization tools.

## Multi-Channel

Stay top-of-mind as your web visitors browse social, read the news, shop and more.

## Social Campaigns

Easily launch, measure and optimize Facebook and Instagram campaigns too.



**Tracking.  
It's a good thing.**

# What are you currently spending on marketing?

## Spend it better!

You should utilize multiple techniques for best results and mix geofencing and retargeting with content marketing, eblasts, search engine optimization, display advertising, printed collateral, and video advertising (just to name a few). Add a variety of smart digital marketing to your overall plan. Hint: We can help!

### We also provide:

- Email Mapping Campaigns
- Keyword Campaigns
- Historical Geofencing Campaigns
- Lookalike Campaigns
- Tracked Link Campaigns
- Conversation/Surveys and Targeted Segments
- Landing Page Campaigns
- Single Send Email Campaigns
- Facebook/Instagram Retargeting
- Facebook/Instagram Email Mapping



# WHAT IS EMAIL MAPPING?

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- Keep your existing contacts engaged by displaying ads to them across the web.
- An Email Mapping campaign allows you to reach your email prospects with display advertising, whether or not they've been on your website.
- Coordinate your marketing messages between your email marketing and your Email Mapping campaigns to provide a consistent experience for your audience.

## AND WHY?

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- You've carefully grown and curated an email list of interested, prospective customers. That is powerful.
- Great opportunity to get your message in front of warm prospects and add an additional layer of communication to your marketing strategy.

Can also be implemented on  
Facebook and Instagram.

Multi-channel marketing campaigns perform better. We can target the same audience with both programmatic display (ads across the web) and Facebook/Instagram campaigns for improved results.



# WHAT IS A KEYWORD CAMPAIGN?

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- Show up for people who are searching for offerings like yours.
- A search keyword campaign displays to anyone who uses a search engine to search for words and phrases relevant to your products and services.
- And the best part is you get to choose those words and phrases. Simply think up a list of search terms that you think would be good indicators of interest in what your campaign will promote, and we'll do the rest.
- As people across the web use search engines to search for those terms, they will enter your targeted audience and begin seeing your ads.

## AND WHY?

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- Search keyword campaigns are a simple way to not only get in front of a brand new audience, but an audience that is actively searching for what you provide.
- Detailed reporting (proof of Return on Investment) about how each of your ad campaigns are performing.



# WHAT IS HISTORICAL GEOFENCING?

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- Target people and devices that were at a specific location in the near past.
- Historical geofencing is identical to geofencing, except it targets past location activity rather than future (or current) activity.
- Choose a physical location such as an event venue, as well as a date range in the past, and we can serve ads to mobile devices that were physically present at that location during the date range you've targeted.

# AND WHY?

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- It's an excellent way to continually advertise to an event audience even after the event is over.
- Detailed reporting (proof of Return on Investment) about how each of your ad campaigns are performing.



# WHAT IS A LOOKALIKE CAMPAIGN?

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- Reach people with similar interests to your existing audience members.
- We generate an audience with shared characteristics (such as demographic information, browsing history, or interests) based on your website visitors.

## AND WHY?

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- A lookalike campaign can quickly generate a large new group of marketing prospects that have much in common with those who are already engaging with you and your website.
- It's another way we can get your message in front of qualified new people.



# WHAT IS A TRACKED LINK?

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- Create specialized links to use in all of your marketing efforts and materials.
- Use these short links in your email marketing, paid search campaigns, and social media posts to track clicks and additional engagement metrics, including conversions.

# AND WHY?

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- Learn the impact of all your marketing efforts by using tracked links.
- Easily identify what someone clicked before landing on your website or webpage.
- Shows you metrics on activities once someone has reached the destination URL, including views and clicks on that page and conversions attributed to that link.
- You do not have to run a digital ad to utilize a tracked link.



# WHAT IS A CONVERSION CAMPAIGN?

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- Launch a customized website survey.
- Response-optimized website messages that ask your visitors one key question.
- Allowing you to create hyper-focused audience segments based on their answers.

## AND WHY?

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- Helps you learn about your visitors.
- Lets your audience tell you exactly what they care about and how they want to be marketed to
- Each answer has its own segment for you to track your responses!
- Data and insights are great, but acting on those insights is what we are really after.
- Gives you the follow-up ability to show your ads to members of your digital audience based upon their survey answers.
- Relevant, helpful advertising that people will respond to at significantly higher rates than they would with generic advertising.
- Simple usage, powerful insights for personalized advertising at scale.



# WHAT IS A LANDING PAGE?

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- Conversion-optimized, mobile-friendly web page created specifically to address a targeted audience.
- Use as a tailored destination for someone interacting with your digital ads.
- Specific URL to use in your ads - all without complex coding or web design work. The page is not seen on your website.

# AND WHY?

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- Audience won't get lost in clicks on your website.
- Eliminate that distraction by launching focused landing pages that are designed to drive one specific message or action.
- Trackable and personalized destination pages for your ads, email marketing, and social media posts.
- Easily combine your landing page with other digital marketing services we offer.
- Detailed reporting (proof of Return on Investment) about how each of your ad campaigns and landing pages are performing.



# GIVE YOURSELF THE COMPETITIVE ADVANTAGE.

Although data-driven digital marketing is not new, it is also beyond the realm of most people's thinking when considering advertising or marketing.

Seriously, it sounds like super spy tech in some futuristic movie. Or something so expensive that only Amazon and Tesla can take advantage of it.

But this option is actually available to you, it's affordable, and we are betting that your competitors don't have it or use it... yet.

**Let's blow them out of the proverbial digital waters, shall we?**



We put marketing  
in motion.

