

## DIGITAL MARKETING - PPC / SEM / SEO AND MORE

Over 80% of consumers use the internet to find what they are looking for and over 83% prefer to shop and buy locally. That requires you to have your messages everywhere they want to find you on every device they use. We embed a digital lens into every solution and translate industry insights and promotional strategies into functional and engaging online activation to match any brand need.

The reality of the current environment is the millennial shopper, all 77MM of them, is one which does not read newspaper and is digital savvy. Further, digital provides a unique link to consumer influence and behavior which the print and television mediums do not. At Imagine, we have all the capabilities and tools to make that happen.

### How does it benefit my business?

- Increase traffic to your site
- Receive trackable and quantifiable results
- Targets users who are actively looking to make a purchase
- Simultaneously helps to make your website easier to navigate for users
- Top positions on search result pages translate to more exposure to your website

### What do I get?

- Mobile Strategy, Design and Development
- Content Development
- SEO / SEM / AdTech
- E-Commerce
- Electronic Communications
- Database Planning & Management
- Custom Social Media Design and Development
- Social Listening
- Banner Ad Campaigns
- HTML Email Creation & Distribution
- Electronic Newsletter Creation & Distribution
- Client Support Tools
- Program Measurement & Reporting
- Analytics Reporting
- Post launch management solutions



# CONSTANTLY COMMUNICATE

6 Month Contract Required. Monthly Billing On Credit Card Only.

Cost to Retailer:	\$1,500	\$2,750	\$4,250	\$7,250
<b>Paid Search/ Adwords (PPC)</b>				
Google Adwords	✓	✓	✓	✓
Bing		✓	✓	✓
Yahoo		✓	✓	✓
Banner Design	✓	✓	✓	✓
Ad Groups	✓	✓	✓	✓
Ad Copy	✓	✓	✓	✓
Ongoing Optimization	✓	✓	✓	✓
<b>Display</b>				
Retargeting (Web & Facebook)	✓	✓	✓	✓
Behavioral Marketing (Banners)			✓	✓
Targeted Facebook Ads			✓	✓
Call Tracking	✓	✓	✓	✓

<b>Add on Services &amp; Cost:</b>				
<b>Organic Search (SEO)</b>				
GeoMarketing	\$100/mth per store	\$100/mth per store	\$100/mth per store	\$100/mth per store
Social Media		\$400	\$550	\$700
Facebook		4 Posts	6 Posts	8 Posts
Twitter		4 Posts	6 Posts	8 Posts
Pinterest			4 Posts	6 Posts
Liking/ Commenting			✓	✓
CRM Retargeting		\$400	\$550	\$1000

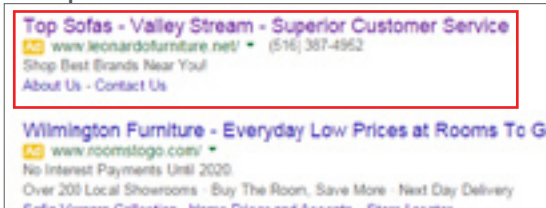
	Bronze	Silver	Gold	Platinum
<b>Paid Search/ Adwords (PPC)</b>				
Includes:	Approx. 170 Clicks/mth = 1020 Clicks total. Highly targeted keywords in your local area	Approx. 358 Clicks/mth = 2,148 Clicks total. Highly targeted keywords in your local area	Approx. 665 Clicks/mth = 3,990 Clicks total. Highly targeted keywords in your local area	Approx. 1,233 Clicks/mth = 7,398 Clicks total. Highly targeted keywords in your local area
<b>Display</b>				
Includes:	Retargeting, Behavioral Marketing & Targeted Facebook Ads. Approx. 33,300 impressions per mth = 199,800 total.	Retargeting, Behavioral Marketing & Targeted Facebook Ads. Approx. 71,700 impressions per mth = 430,200 total.	Retargeting, Behavioral Marketing & Targeted Facebook Ads. Approx. 131,700 impressions per mth = 790,200 total.	Retargeting, Behavioral Marketing & Targeted Facebook Ads. Approx. 250,000 impressions per mth = 1.5 Million total.
<b>Call Tracking</b>				
Includes:	Includes 500 minutes/mth then 5¢/minute	Includes 500 minutes/mth then 5¢/minute	Includes 500 minutes/mth then 5¢/minute	Includes 500 minutes/mth then 5¢/minute
<b>Organic Search (SEO)</b>				
Includes:	Promotes the retailer location(s) on up to 60 local site searches and within an 8-20 mile radius	Promotes the retailer location(s) on up to 60 local site searches and within an 8-20 mile radius	Promotes the retailer location(s) on up to 60 local site searches and within an 8-20 mile radius	Promotes the retailer location(s) on up to 60 local site searches and within an 8-20 mile radius
<b>Social Media</b>				
Includes:		Receive 4 "mentions" per month on Facebook, Twitter & Pinterest. We will write engaging posts to secure Likes, Shares, Retweets & Pins.	Receive 8 "mentions" per month on Facebook, Twitter & Pinterest. We will write engaging posts to secure Likes, Shares, Retweets & Pins.	Receive 12 "mentions" per month on Facebook, Twitter & Pinterest. We will write engaging posts to secure Likes, Shares, Retweets & Pins.
<b>CRM Retargeting</b>				
Includes:		Reach your past customers with digital marketing. We match your offline customers to their online profile. Approx. 30,000 Impressions per mth = 180,000 total.	Reach your past customers with digital marketing. We match your offline customers to their online profile. Approx. 60,000 Impressions per mth = 360,000 total.	Reach your past customers with digital marketing. We match your offline customers to their online profile. Approx. 130,000 Impressions per mth = 780,000 total.

# Terms Glossary:

## Paid Search/ Adwords (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than “earning” those clicks organically. You know those sponsored ads you often see at the top of Google’s search results page, marked with a yellow label.

Example:



## Ad Groups

A set of keywords, ads, and bids we manage together, in order to show ads to people likely to be interested in them. This allows us to more efficiently manage your Paid Search.

## Ad Copy

Text ads, the simplest version of the online ads offered, they have three parts: a headline, a display URL, and two description lines.

Example:



## Display

A form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions.

Example:



## Retargeting (Web & Facebook)

A form of marketing used to find previous website visitors by using display ads to lead visitors back to the website. It lets marketers target users who have already been to your site and have experience with your brand or service.

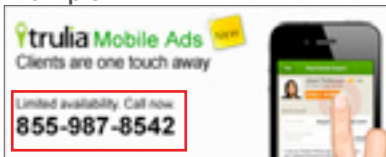
## Behavioral Marketing (Banners)

A technique used by advertisers to increase the effectiveness of their campaigns through information collected on an individual’s web browsing behavior, such as the pages they have visited or the searches they have made, to select which advertisements to display to that individual.

## Call Tracking

Call tracking is mainly used for tracking calls generated during or afterwards a website visit but it may also be used to track calls directly induced from a digital ad (mobile and classic PPC ads, banners, etc.).

Example:



## Organic Search/ GeoMarketing

Listings on search engine results pages that appear because of their relevance to the search terms. GeoMarketing is the integration of geographical intelligence into various aspects of marketing, including sales and distribution.

## Social Media

Websites and applications that enable users to create and share content or to participate in social networking.

## CRM Retargeting

Is a relatively new, highly effective marketing technique that allows you to reach your customers in online display advertising by using your offline customer database.