



Adding Digital Products To Your Sales Toolkit

- POWERFUL **REACH**
- PRECISION **TARGETING**
- YOUR AUDIENCE **DELIVERED**

Compliment your
business with
extraordinary
product and
customer support,
every step of the way

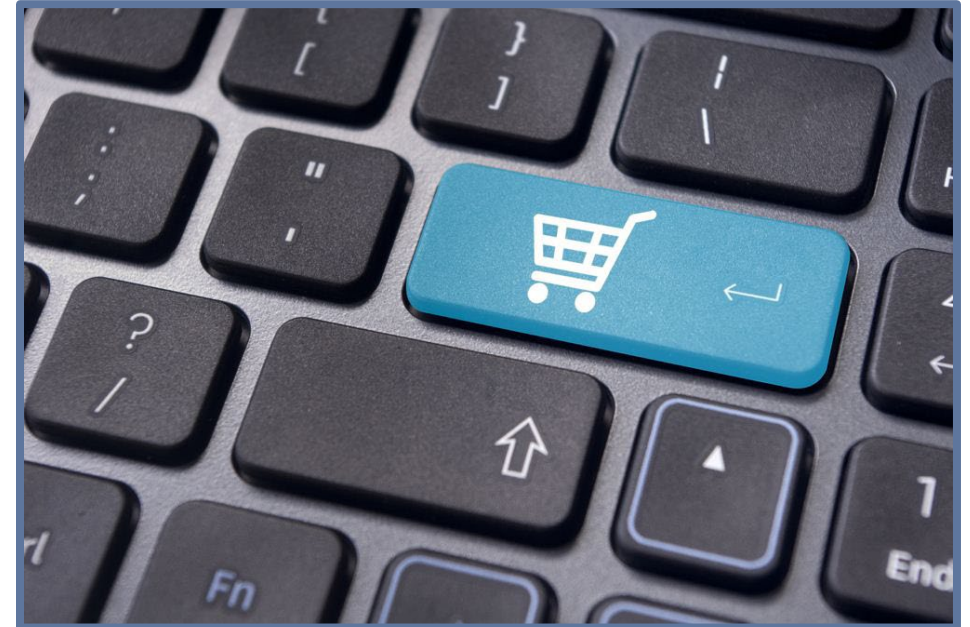
WHAT TO LOOK FOR

A strong dedicated partner channel will help their affiliates:

- Maximize profits with greater margins and favorable exchange rates
- Operate with simple workflow and speed to market
- Scale a complete product set that augments your core business focus
- Access expert support and on-going sales training
- Gain single sign on to multi-vendor solutions backed by performance

Did You Know?

- 81% of people perform some type of online research before making a large purchase.
- 45% of small businesses invest in both digital and print marketing channels.*
- Businesses are buying more media.**
 - 5.5 types of media to 8
- But they are buying from fewer companies.**
 - 5 to 3.5



* ZipDo June 2023

** Borrell Survey early 2019



Why Digital Marketing?

TODAY'S CONSUMER JOURNEY

Engage your target audience along their path to explore and purchase:



About 11,900,000 results (0.52 seconds)

Better Business Bureau
<https://www.bbb.org> > ... > J. Archer Enterprises, Inc

J. Archer Enterprises, Inc | Better Business Bureau® Profile

This is a multi-location **business**. Need to find a different location? Location of This **Business**:
 1895 Plantation Cir SE, Palm Bay, FL 32909-7127.

Facebook
<https://www.facebook.com> > ... > Contractor

J. Archer Enterprises - Home

J. Archer Enterprises, Palm Bay, FL. 567 likes · 6 talking about this. We provide top quality roof work! Flat Decks | Shingle Roofs.
 ★★☆☆☆ Rating: 5 · 17 votes

<https://m.facebook.com> > ...

J. Archer Enterprises - Loaded up & ready to go! ...

Loaded up & ready to go! #buildingbrevard Reach us by phone or email! 407-515-0996 #archerroofingco Archerroofingco@gmail.com.

The Archer Financial Group
<https://www.tafginc.com>

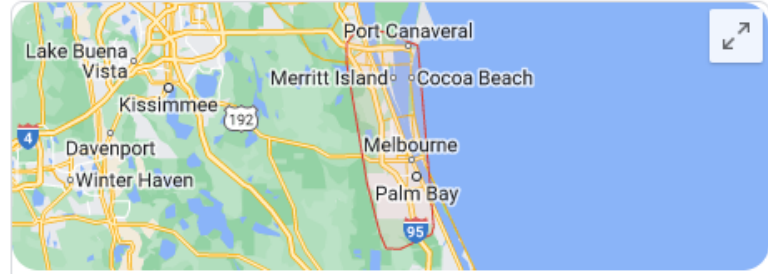
The Thomas J. Archer Companies

For over 35 years Tom **Archer** has been the financial advisor to the wealthiest families in the country. His clients include several Forbes 500 families ...

Buzzfile
<https://www.buzzfile.com> > business > J-Archer-Enter...

J Archer Enterprises Inc in Palm Bay, FL - (321) 727-1139

J Archer Enterprises is located at 1895 Plantation Cir SE, Palm Bay, FL 32909. This location is in Brevard County and the Palm Bay-Melbourne-Titusville, FL ...



J. Archer Enterprises, Inc

Save | Call

5.0 ★★★★★ 3 Google reviews

Hours: Open 24 hours

Phone: (321) 727-1139

[Suggest an edit](#)

[Add missing information](#)

[Add website](#)

Questions & answers
 Be the first to ask a question

[Ask a question](#)

[Send to your phone](#)

[Send](#)

Reviews ⓘ

[Write a review](#)

[Add a photo](#)

3 Google reviews

About 170,000 results (0.37 seconds)



WeatherVane Winery

<https://www.weathervanewinery.com>

WeatherVane Winery | Lexington, NC | Local Winery & Vineyard

WeatherVane Winery is proud to be the local winery and vineyard of choice for those in Lexington, NC and beyond. Call us today to schedule a wine tasting or ...

Entertainment & Events

WeatherVane Winery Wine-Down Friday Night will be scheduled ...

WeatherVane Wines

This light and refreshing wine offers the delightfully sweet ...

Online Wine Shop

2020 Temperature Rising ... Luscious, rich, and velvety ...

Retail Locations

Can't make it to our local winery? Check out our retail locations ...

Vacation Getaway

WeatherVane Winery is always a great stop on your vacation in ...

More results from [weathervanewinery.com](https://www.weathervanewinery.com) »



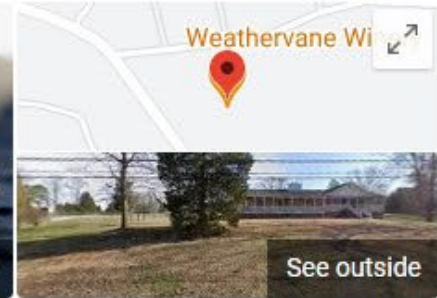
Facebook · WeatherVane Winery

31.9K+ followers

WeatherVane Winery



See photos



See outside

WeatherVane Winery

4.9 ★★★★★ 402 Google reviews

Winery

- Website
- Directions
- Save
- Call

Address: 1452 Welcome-Arcadia Rd, Lexington, NC 27295

Hours: Closed · Opens 11 AM Tue

Phone: (336) 701-5235

[Suggest an edit](#) · [Own this business?](#)

Events

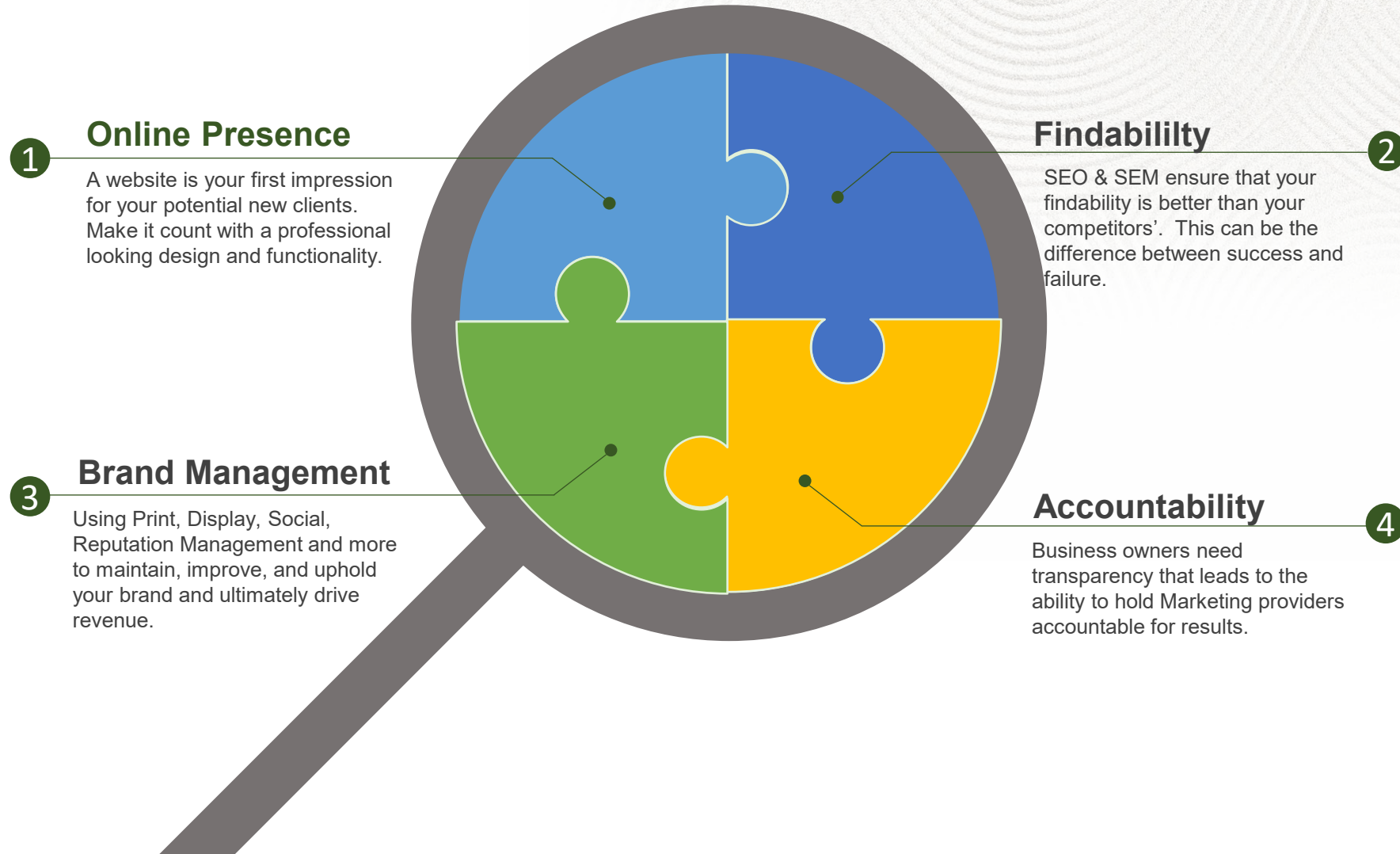
Sun, Apr 14

Stewart Coley Music

2023 Digital Marketing Statistics:

- When advertising across print and digital channels, customers buy up to **250%** more frequently than when promoted through a single channel.
- Up to **30%** of consumers who notice print ads eventually visit the advertiser's web page
- **75%** of consumers say they judge a company's credibility based on its website design.
- Consumers are **155%** more likely to look up your brand-specific terms after they've been exposed to display ads.
- Online campaigns were **400%** more effective when combining print and digital advertising.

What makes a strong Internet Marketing Strategy?



What makes sense for your media mix?

Packages to meet the needs of every business

Web Design

Templated and WordPress Options

Fully Responsive

State of the Art Design

24/7 Editing

2 hours of monthly Support

eCommerce

All sites are secure

Galleries, blogs, forms and more



WEBSITE DEVELOPMENT

A professional website that turns browsers into buyers is the centerpiece of any online marketing program.

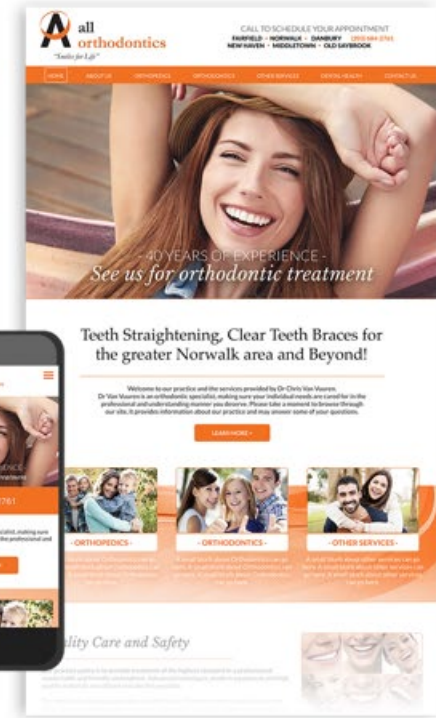
Give A Great First Impression

OVERVIEW

- We carefully design every aspect of your site to balance beauty and conversion – all while keeping your specific preferences in mind.
- Our websites are designed "responsively," giving all site visitors a great user experience no matter the size of their phone, tablet, or desktop screen.

BUILT TO FIT YOUR UNIQUE NEEDS

- Modern Design
- Professionally Crafted Content
- SEO-Friendly Site Development
- Prominent Phone Number
- Conversion Form
- Analytics & Reporting
- Plus much more!




What makes sense for your media mix?


Packages to meet the needs of every business

SEO

- On-Site and Off-Site Optimization
- SEO Strategy Customized for your business
- Google My Business Listing Claimed
- Community and Services Content and Page Creation
- Google, Bing & Yahoo Rank Tracking
- Fully Transparent Dashboard Reporting



SEARCH ENGINE OPTIMIZATION



Search Rankings Mean Business

OVERVIEW

- Improving your organic rankings allows you to increase qualified traffic to your site and drive new customers to your business.
- We get you ranking on search engines regardless of whether we're building you a site from scratch or you've had a site for years.
- Techniques we deploy are chosen by examining your specific profile – including target geography, competition, industry, and existing ranking status.

500+
The number of times per year Google changes its algorithm.

Source: Moz.com

SEO Checklist: Tailored to Client

- ✓ Building Local Listing Citations
- ✓ Editing Code/Meta Information
- ✓ Creating Strategic, Keyword-Rich Content
- + ...And Dozens More!

SUCCESS TRACKED



What makes sense for your media mix?

Packages to meet the needs of every business

SEM

Google Only or Google/Bing

Keyword Research

A/B Ad Testing

Custom Ad Creation

Bid Optimization

Fully Transparent Dashboard Reporting

Campaign Optimized for Conversions

Call Tracking/Recording

New York Press Service
NYPS

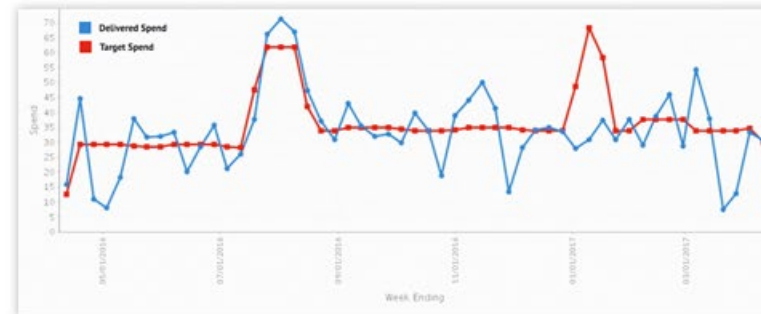
PAID SEARCH MARKETING

Google Ads campaign dashboard for 'kitchen remodeling buffalo ny'. The dashboard displays a list of search results for 'Kitchen Remodeling in Buffalo, NY'. The results include ads for 'Need Kitchen Remodeling? - Let Us Design Your Dream Kitchen', 'MAM Contractors - Kitchen Remodeling in Buffalo, NY', and 'Luxury Kitchen Remodeling - Transform your Kitchen with Little'. A map of Buffalo, NY is also visible.

Target the People Searching for Your Services

OVERVIEW

- Our approach incorporates key attributes of your business into every part of your campaign – from key services and geographies to major accolades and strengths – to achieve optimal performance.
- Our partner was the first “Google Premier Partner,” and today 100% of our account managers are “Google Certified.”



- We believe in providing you with maximum transparency. You'll not only know how your campaign is performing, but also exactly what percentage of your spend is going toward media versus management.

PREMIERE PARTNERSHIPS



What makes sense for your media mix?

Packages to meet the needs of every business

Social Media

Facebook, Instagram and more

Video, Lead Gen & Web traffic ads

A/B Ad Testing

Slideshow, Carousel & Single Image ads

Retargeting & Lookalike Audiences

Instant email notifications on leads

Multiple Objectives and Themes



SOCIAL ADS

Social campaigns are developed around your core objectives, measured and continually optimized. Our approach adapts and can launch at the speed of your promotional needs.

2%

The percentage of Facebook users that see organic posts by pages they follow.

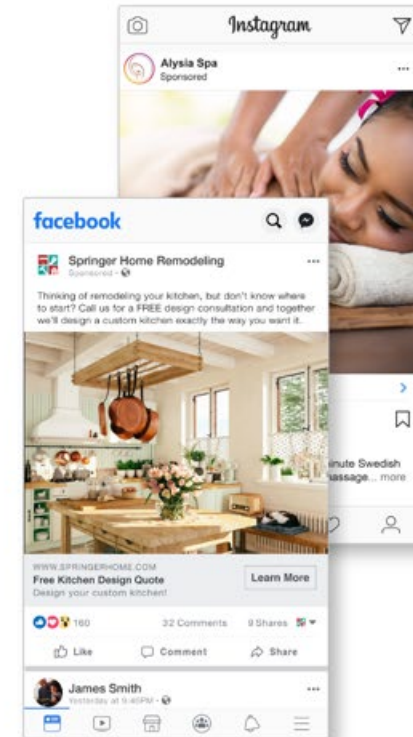
Source: [Social@Ogilvy](#)

Engage Your Target Audience On the Largest Social Networks

OVERVIEW

- We deliver optimal results for your social ad campaign through a rigorous process that matches the best possible creative with the audience that is most likely to respond.
- Your campaign is tailored to the preferences and goals you set; like website traffic, leads, a larger social following, and more.

| TEST | ELEMENT |
|---------|---|
| CYCLE 1 | Audience Three demographic + geographic segments. |
| CYCLE 2 | Media Three images or videos in various ad formats. |
| CYCLE 3 | Copy Three versions of compelling content. |
| CYCLE 4 | Call to Action Three buttons for method to contact. |



What makes sense for your media mix?

Packages to meet the needs of every business

Reputation Management

Directory Visibility

Monitoring & Response to Online Reviews

Testimonial Page Creation & SEO Services to that Page

Review Solicitation Consultative Strategy

Multi-Platform Review & Testimonial Distribution

Quarterly Surveys



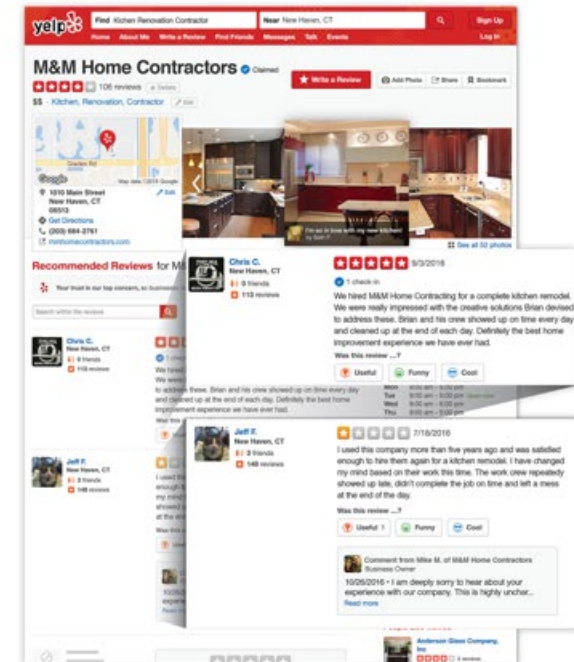
REPUTATION MANAGEMENT

71% of consumers surveyed changed their perception of a company after seeing a response to a review
Source: Bazaarvoice Conversation Index 6

You're Only As Good As Your (Online) Reputation

OVERVIEW

- We maximize your online reputation by building your local online listings across top directories and review websites.
- Our monitoring feature notifies you when a new review is posted, allowing for a timely response.
- Our reputation experts craft professional responses to review with you before posting.



What makes sense for your media mix?

Packages to meet the needs of every business

Email Marketing

Email to Opt-In Recipients

Access to Email Counts Tool

Professional Copy Creation

Choose the Quantities and Who to Target

Emails Sent Monthly

Transparent Reporting

Retargeting Available



EMAIL MARKETING

64%

of U.S. internet users have printed a coupon from an email.

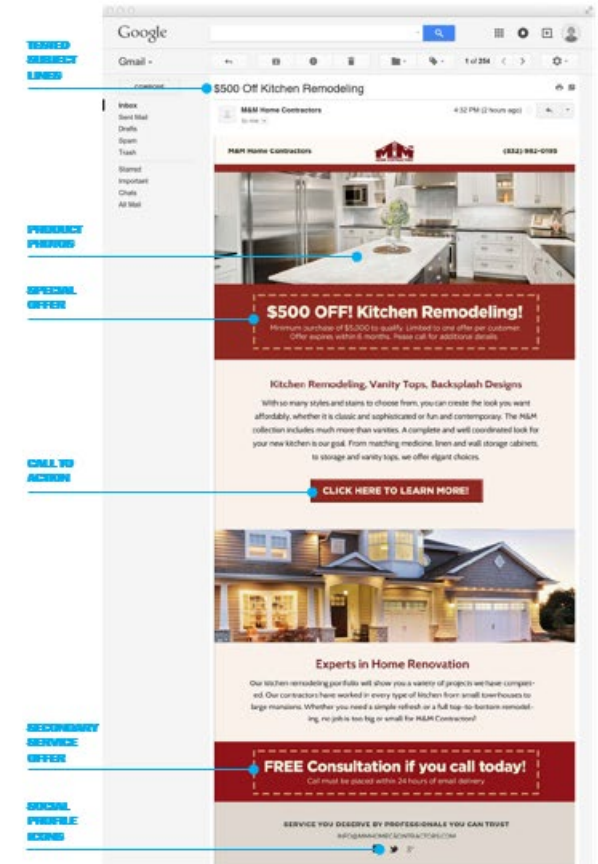
Source: Shop.org 2014

Targeted Offers That Drive New Customers

OVERVIEW

Our offer-driven email program features everything you need to proactively reach out to local consumers in your area and compel them to make a purchase.

- 1 WE DESIGN**
attractive HTML emails featuring an offer you provide.
- 2 YOU CHOOSE**
how many emails to send and who to target.
- 3 WE DELIVER**
your email to local consumers who can redeem your offer.



What makes sense for your media mix?

Packages to meet the needs of every business

Display Advertising

Programmatic – Extended Audience Network

Content Creation

Geofencing & Geo-Targeting

OTT & CTV Options

Pre-Roll Options

Professional Video Creation



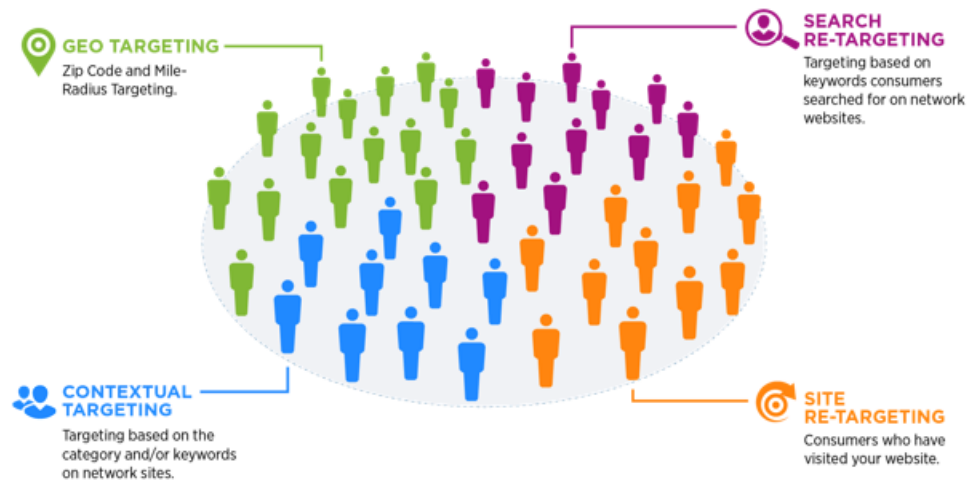
DISPLAY ADVERTISING Extended Audience Network

We enable advertisers to reach potential customers through a premium network of sites that reach your ideal audience using a variety of sophisticated targeting techniques.

Reach Your Ideal Local Audience Online

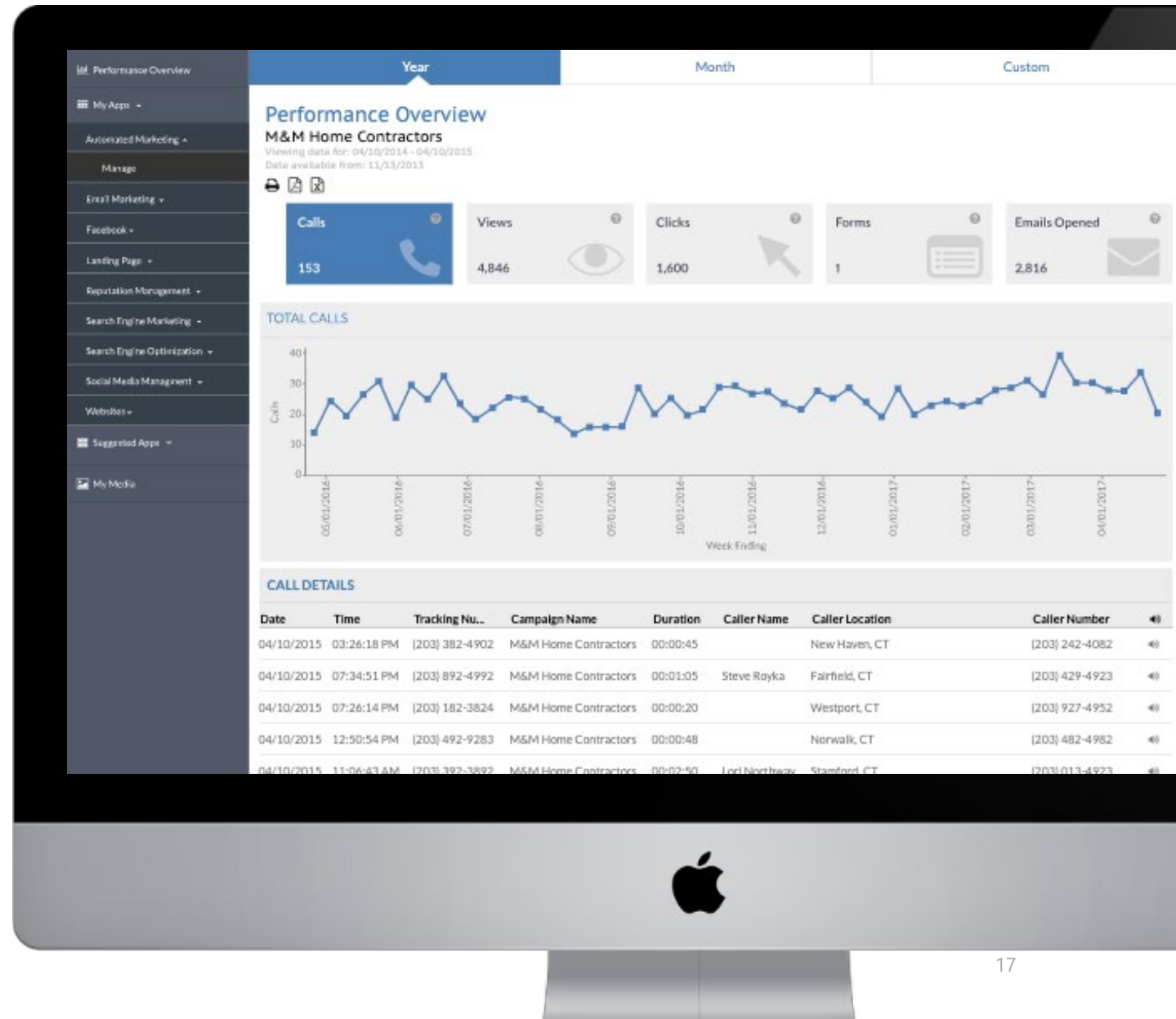
OVERVIEW

- By leveraging our knowledge of your ideal customer, we can expand your reach by also targeting your audience when they visit thousands of other sites across the web.
- Our targeting technology looks at people's location and interests (based on sites they visit) and uses this data to show your ads to your ideal customers.



Powerful performance data, at your fingertips

Full transparency into reporting enables you to see performance over time, while a dedicated Customer Performance Manager optimizes your campaigns for maximum business impact.





THANK YOU!