
DIGITAL MARKETING BASICS

SHERRY BONELLI, early bird digital marketing



Digital Marketing Basics Agenda

- What is digital marketing?
- Mobile-friendly website
- Types of Digital Marketing
 - Online Business Directories/Citations
 - Search Engine Optimization (SEO)
 - Social Media
 - Content Marketing
 - Reputation Marketing
 - Search Engine Marketing (SEM)/Paid Ads
 - Video Marketing
 - Email Marketing

What Is Digital Marketing and Why Should You Care?

Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

- Digital Marketing Institute

Digital Marketing can be through a variety of Internet channels like Websites, Social Media, Content Marketing, E-mails, Videos, Ads, etc.

Many companies use a **combination of traditional and digital marketing channels**; however, digital marketing is becoming more popular with marketers as it allows them to track their Return on Investment (ROI) more accurately compared to other traditional marketing channels.

**Use Digital Marketing to Help
Build a Following, Get Leads,
Acquire More Customers and
Increase Revenue!**

Websites



WITH A MOBILE-FRIENDLY WEBSITE!

Small business owners who want to build a website have lots of options that make it easier than ever:

- WordPress
- Hire a web designer
- Wix.com
- SquareSpace.com
- Weebly.com

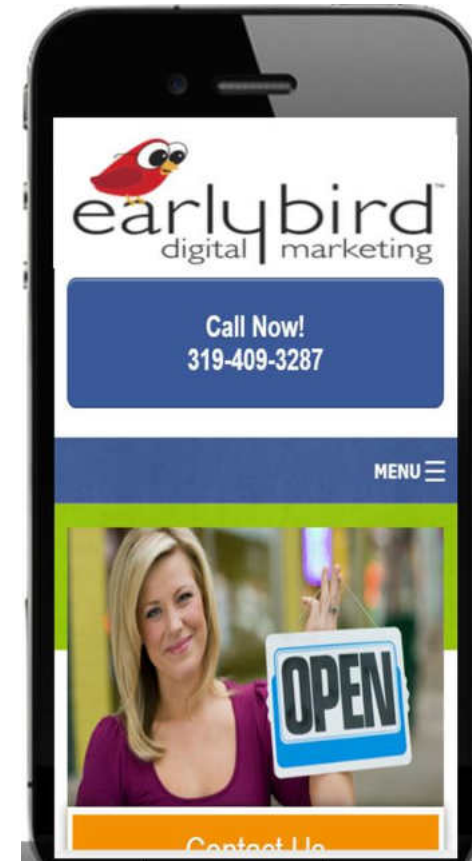
- If you do it yourself: It's cheap. It's easy to do. And it can take less than 20 minutes to set up. **Yet more than half of all small businesses still don't have a website.**
- **Entrepreneurs that have jumped to the digital side say their websites have boosted sales, cut down on time-consuming phone calls and brought more people into their stores.**

**EVERY Business Must Have a Website. Period.
Nonnegotiable. Customers Expect One.**

If Your Business Already Has a Website, Make Sure It's Mobile Friendly....

Most small- and medium-sized businesses do not have a mobile-optimized website. Only 6% of SMBs have a mobile site. Source: Hibu

- Half of the entire population of the US is **checking their smartphones up to 150 times a day.** (ExactTarget 2014 Mobile Behavior Support)
- Consumers choose search as their **No. 1 in-store resource** for helping them make purchase decisions. (ThriveAnalytics, April 2014)
- **78% of local-mobile searches result in offline purchases in a business.** (comScore, Neustar Localeze, 15 miles, Local Search Study, April 2014)



Google WANTS You to Have a Mobile-Friendly Website
Check to see if your site is mobile-friendly:
[search.google.com/search-console/mobile-](https://search.google.com/search-console/mobile-friendly)

Mobile-Friendly Test

Is your web page mobile-friendly?



Enter a URL to test

RUN TEST

Mobile-Friendly Test

http://maryzeran.com/

ANALYZE

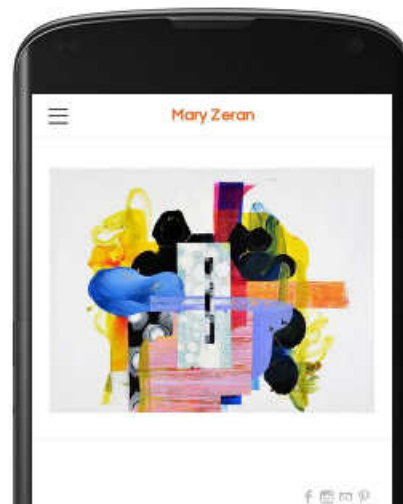
Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses 3 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

► [Show resources](#)



Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console account](#).

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

Mobile-Friendly Test G+1

http://captivatingcrafts.com/

ANALYZE

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set

For details on which parts of the page are affected by these usability issues, see [Pagespeed Insights](#).

How Googlebot sees this page



Make this page mobile-friendly

Pick the option that describes how you created this site:

I used a CMS

I used software such as WordPress or Joomla.

Next

Someone built this site for me

I hired someone to build this site and want advice for working with a developer.

Next

I built this site myself

I built this site myself and understand how to code.

Next

Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console](#) account.

Give feedback

Encountered an issue with the test? [Comments](#) or

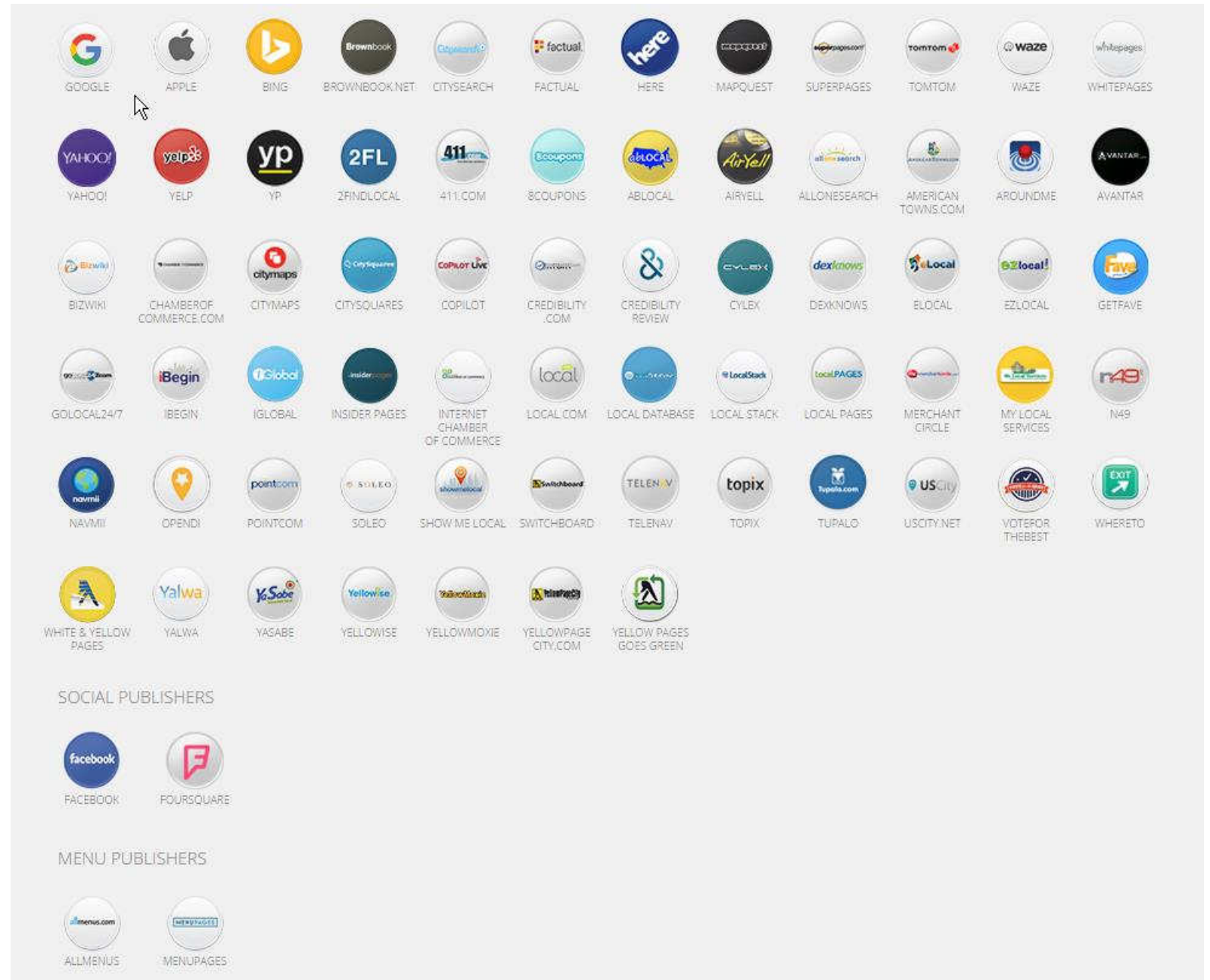
Online Business Directories/ Citations



Online Directory Results Show Up In Search Engine Results

1. ✓ Best Haircut for men in Iowa City, IA - Yelp
www.yelp.com/search?find=best+Haircut+For+Men+in+Iowa+City+IA
Reviews on Haircut for men in Iowa City, IA - Buzz Salon, Hairport, Michael Tschantz Salon, G Spot Hair Design, Stan's Barber Stylists, Cynthia ... Hair Salons.
G I: 224M L: 0 LD: 14.4M I: 20M Rank: 157 Age: November 28, 1996 whois
</> source Rank: 19
2. ✓ Best Hair cut in Iowa City, IA - Yelp
www.yelp.com/search?find=best+Hair+cut+in+Iowa+City+IA
Reviews on Hair cut in Iowa City, IA - Buzz Salon, Hair Art, HABA Salon, G Spot Hair Design, Michael Tschantz Salon, Salon La Di Da, Cynthia ... Hair Salons.
G I: 224M L: 0 LD: 14.4M I: 20M Rank: 157 Age: November 28, 1996 whois
</> source Rank: 19
3. ✓ The Best 10 Hair Salons in Iowa City, IA - Yelp
www.yelp.com/search?find=best+10+Hair+Salons+in+Iowa+City+IA
Top Hair Salons in Iowa City, IA - HABA Salon, Buzz Salon, Thompson & Co Salon Parlor, Hair Art, Michael Tschantz Salon, G Spot Hair Design, Cynthia Rae's ...
G I: 224M L: 0 LD: 14.4M I: 20M Rank: 157 Age: November 28, 1996 whois
</> source Rank: 19
4. ✓ The 10 Best Men's Haircuts near Iowa City, IA - Locality
<https://locality.com/ia/haircut-iowa-city>
Best Men's Haircuts near Iowa City, IA, Price Range: \$15.00 - \$45.00, Hours: open until 8:00pm, Compare 24 Places Nearby: HABA Salon, Transformations ...
G I: 4.21M L: 0 LD: 1.7K I: 268K Rank: 56.7K Age: February 12, 1998 whois
</> source Rank: 4.24K

Some of the Top Online Business Directories



Business Name, Address & Phone Number

The company's name, address & phone number (NAP) should be exactly the same on *as many directories as possible*

Examples:

Blairsferry Rd. vs. Blairsferry Road

1st Street vs. First St.

Google and Bing Give You a Listing for FREE!

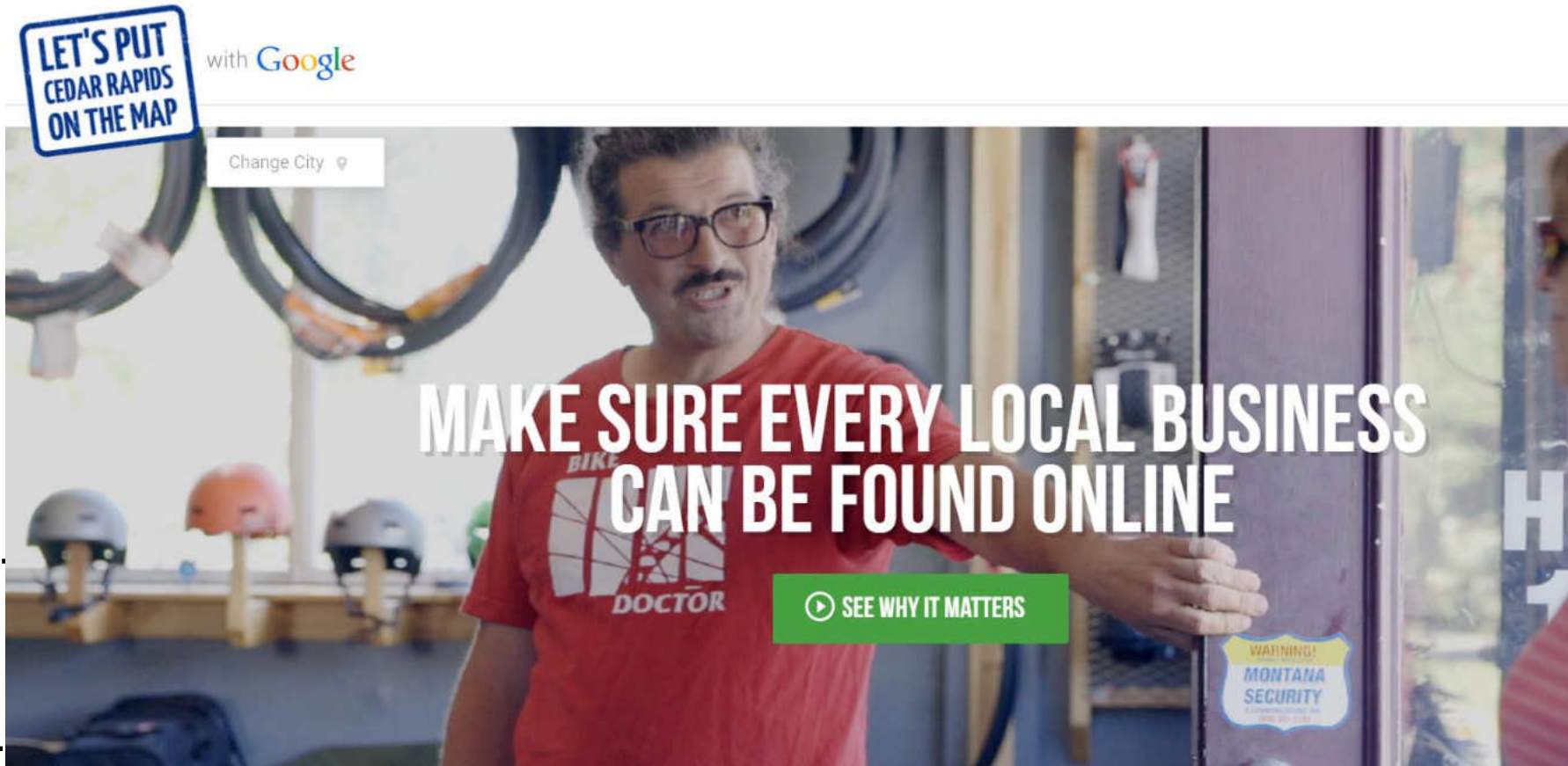
Google My Business

 bing places for business



Does Your Business Have a Google My Business Page?

www.GYBO.com/business



What About Bing Places for Business?

www.bingplaces.com

 Bing places for business

English ▾ Sign In

Start now and we will give you a **\$100** credit for search advertising on the Yahoo! Bing Network*

Get Started

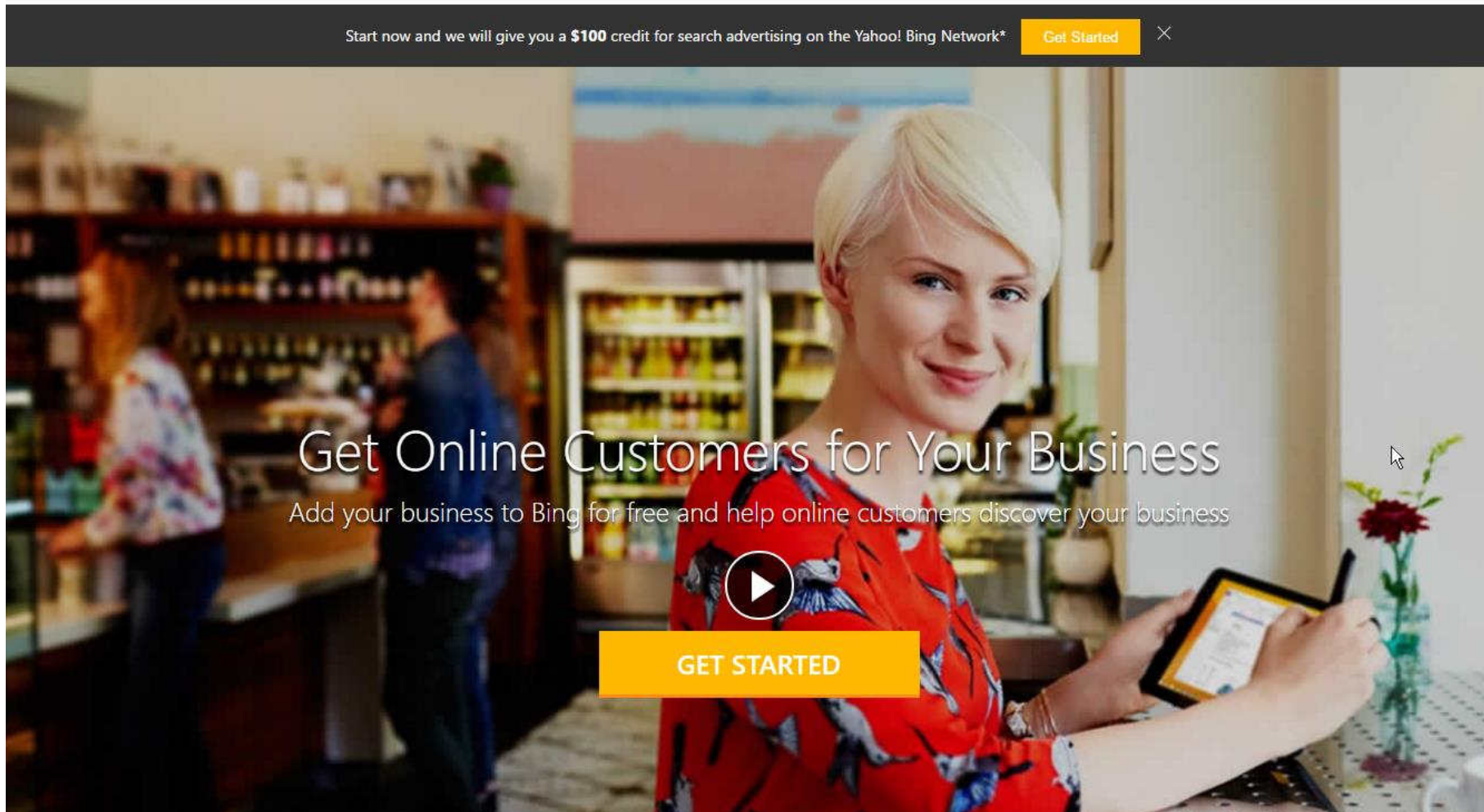


Get Online Customers for Your Business



Add your business to Bing for free and help online customers discover your business



GET STARTED



Google My Business Results



Randy's Carpets & Interiors

1.0 ★★★★★ 1 Google review

Carpet store in Cedar Rapids, Iowa · 1.6 mi

Address: 5454 Center Point Rd NE, Cedar Rapids, IA 52402

Hours: Open today · 9AM–5PM ▾

Phone: (319) 393-1400

[Suggest an edit](#)

Reviews from the web

5/5 [Facebook](#) · 2 votes





Reviews

1 Google review


[Write a review](#) [Add a photo](#)

[Send to your phone](#) [Send](#)

People also search for

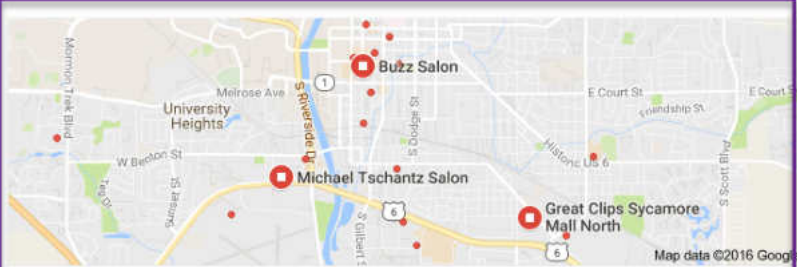


[View 15+ more](#)



[All](#) [Maps](#) [Shopping](#) [News](#) [Images](#) [More ▾](#) [Search tools](#)

About 195,000 results (0.68 seconds)



Michael Tschantz Salon
4.9 ★★★★★ (10) · Hair Salon
28.3 mi · 428 IA-1 · (319) 337-3015
[Closed now](#)

[Website](#) [Directions](#)


Buzz Salon
4.0 ★★★★★ (26) · Hair Salon
27.6 mi · 110 S Dubuque St · (319) 466-4270
[Closed now](#)








[Website](#) [Directions](#)

Great Clips Sycamore Mall North
3.0 ★★★★★ (11) · Hair Salon
Salon services & haircare products
28.9 mi · 1849 Lower Muscatine Rd · (319) 358-6555
[Closed now](#)


[Website](#) [Directions](#)

[More places](#)

1.  **Best Haircut for men in Iowa City, IA - Yelp**
www.yelp.com/search?find_desc=Haircut+For+Men&find_loc=Iowa+City%2C+IA ▾ Yelp ▾
Reviews on Haircut for men in Iowa City, IA - Buzz Salon, Hairport, Michael Tschantz Salon, G Spot Hair Design, Stan's Barber Stylists, Cynthia ... Hair Salons.

 224M  0  14.4M  20M  Rank: 157  Age: November 28, 1996  whois

[source](#) [Rank: 19](#)

2.  **Best Hair cut in Iowa City, IA - Yelp**
www.yelp.com/search?find_desc=Hair+Cut&find_loc=Iowa+City%2C+IA ▾ Yelp ▾

Search Engine Optimization (SEO)



SEO Helps Sites Rank Higher

- ▶ Content Counts – 1,500 words on home page; 1,000+ words on other pages
 - ▶ Use keywords people are searching for
 - ▶ Code placed on the site that only search engines see
 - ▶ Images must have “Alt” tags
 - ▶ Title & Description Meta Data
 - ▶ Special markup code (schema) that helps search engines understand what’s on the page
 - ▶ Quality and frequent content (i.e. Blogs, new pages, update pages, etc.)
-
-

Title and Description Tags

Title: Approx. 70 characters

Descriptions:
Approx. 100 characters

✓ [Groovy Katz Salon and Spa | Iowa City, IA](#)

[www.groovvkatz.com/](#) ▼

20% off pedicures. Expert **hair stylists**. Professional nail technicians. Massage, make-up application, manicure, pedicure, and haircut. Call 319-688-5077.

✓ [BUZZ SALON](#)

[www.buzz-salon.com/](#) ▼

Buzz Salon, **Hair Salon**, Hair Care, Beauty, Personal Care, Oribe, Bumble, Bumble and bumble, Shu, Shu Eumura, Kerastase, Free Shipping, barber shop, ...

✓ [Zen Salon & Spa](#)

[www.zensalonspaic.com/](#) ▼

Discover why Zen is the perfect answer to a hectic lifestyle. Our services include **haircuts** and styling, color, makeup applications, massages, facials, manicures, ...

✓ [Our 2 Best Iowa City Hair Salons | Angie's List](#)

<https://www.angieslist.com> › [Local Reviews](#) › [IA](#) › [Iowa City](#) ▼

Find **Hair Salons in Iowa City**, IA. Read Ratings and Reviews on Iowa City, IA Hair Salons on Angie's List so you can pick the right Hair Salon the first time.

✓ [Best Hair Salons in Iowa City, Iowa with Reviews - YP.com](#)

[www.yellowpages.com](#) › [Iowa City, IA](#) ▼

Results 1 - 30 of 220 - Find 220 listings related to **Hair Salons in Iowa City** on YP.com. See reviews, photos, directions, phone numbers and more for the best Hair ...

✓ [DENNIS HUTTON EMILY FOSSE MICAH BLAKLEY SCHEDULE AN ...](#)

[rumourssalon.com/](#) ▼

Social Media

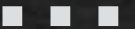
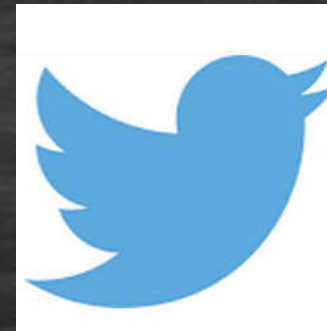


GETTIN' SOCIAL

Not Every Social Media Channel Is Right for Every Business

Pick the Social Media Channels that are right for your
business and make them **ROCK!**

Optimize Your Profile





- **Google+** is a social platform EVERY business should be on. (It's Google after all.)



- **Facebook** is good for almost ANY business. Should be the first social media channel your business sets up.
 - Mid 30's and up



- **LinkedIn** is perfect for B2B companies
 - Every age
 - Lots of people in different job positions
 - LinkedIn Groups



- **Twitter** is second most popular. Good for businesses that have quick news or info to send out.
 - Every age



- **Pinterest** is good for any visual business (crafts, cars, homes, architecture, baby products, etc.)
 - Every age --Lots of women

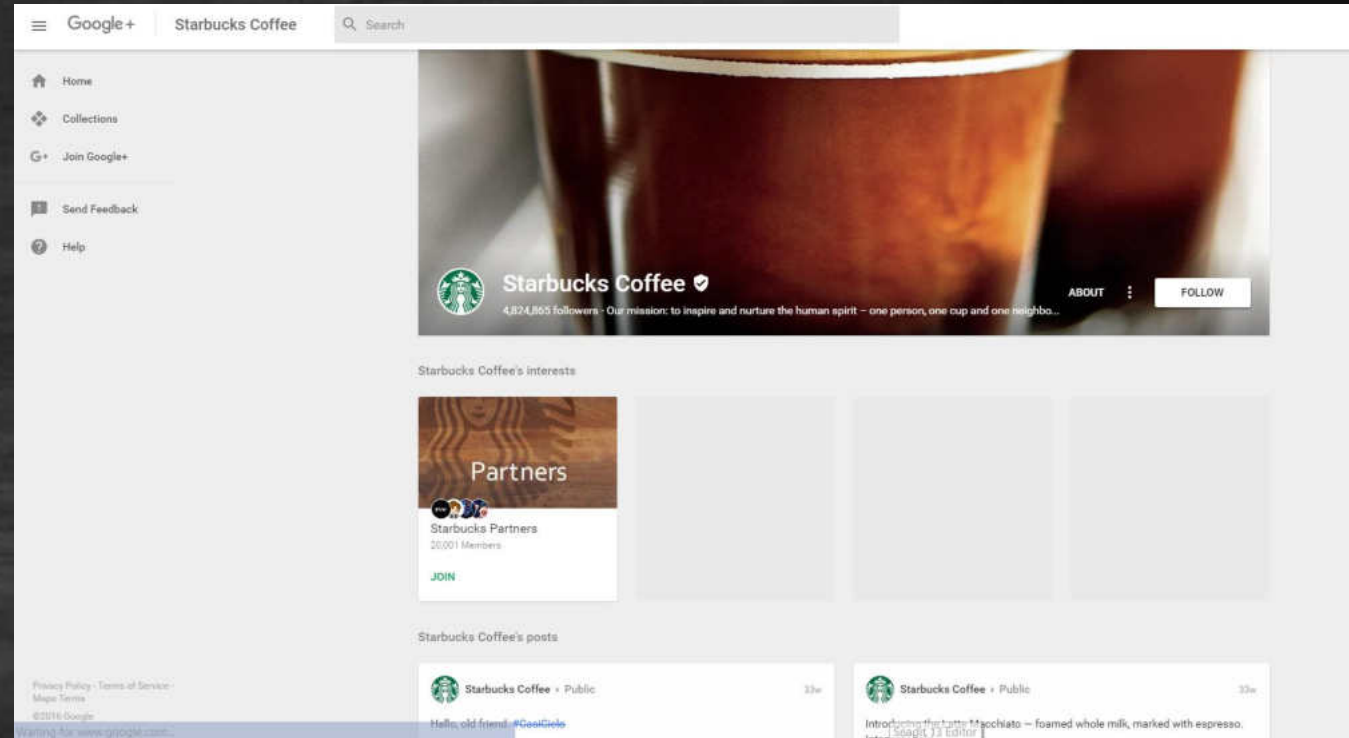


- **Instagram** is good for anything visual – only downside is you have to make ALL of your Instagram posts on your smartphone or tablet
 - Younger audience



GOOGLE+

- Created when you claim your Google My Business Page
- Complete your profile
- Great photos and videos
- Engaging content
- Google “Circles”
- Follow others and get followers, too



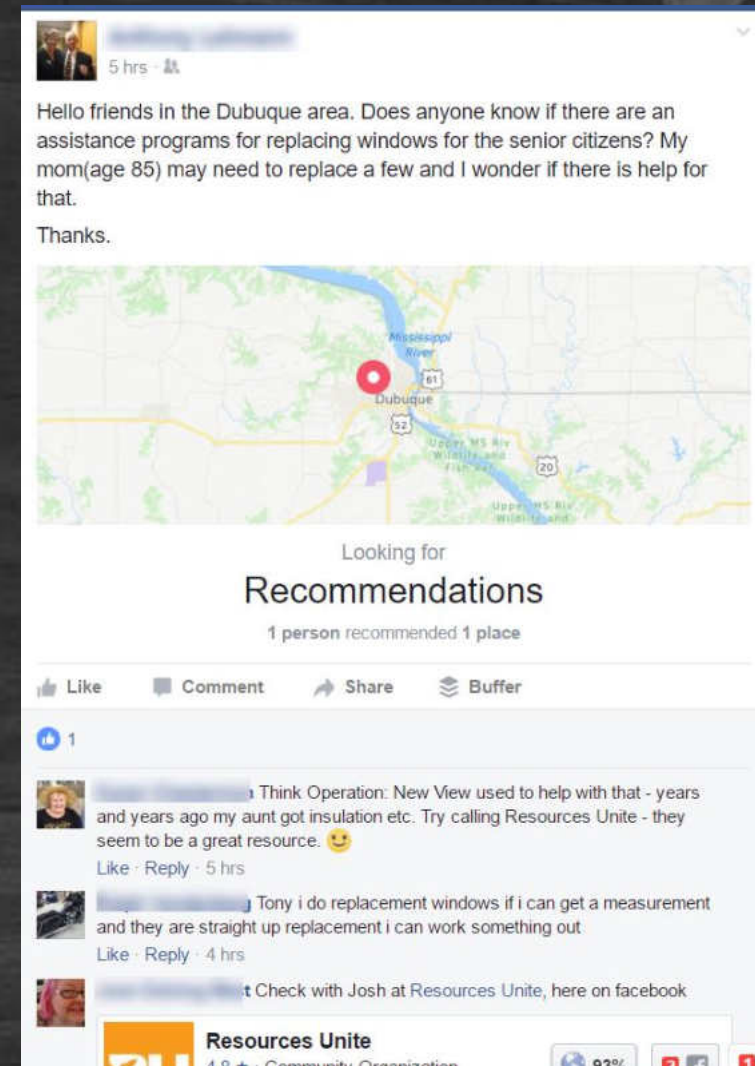


FACEBOOK

- Complete your profile
 - Great photos and videos (Anyone like Pie?)
 - Engaging content
 - Not all “Likes” are the same
 - Follow others and get followers, too
-
-



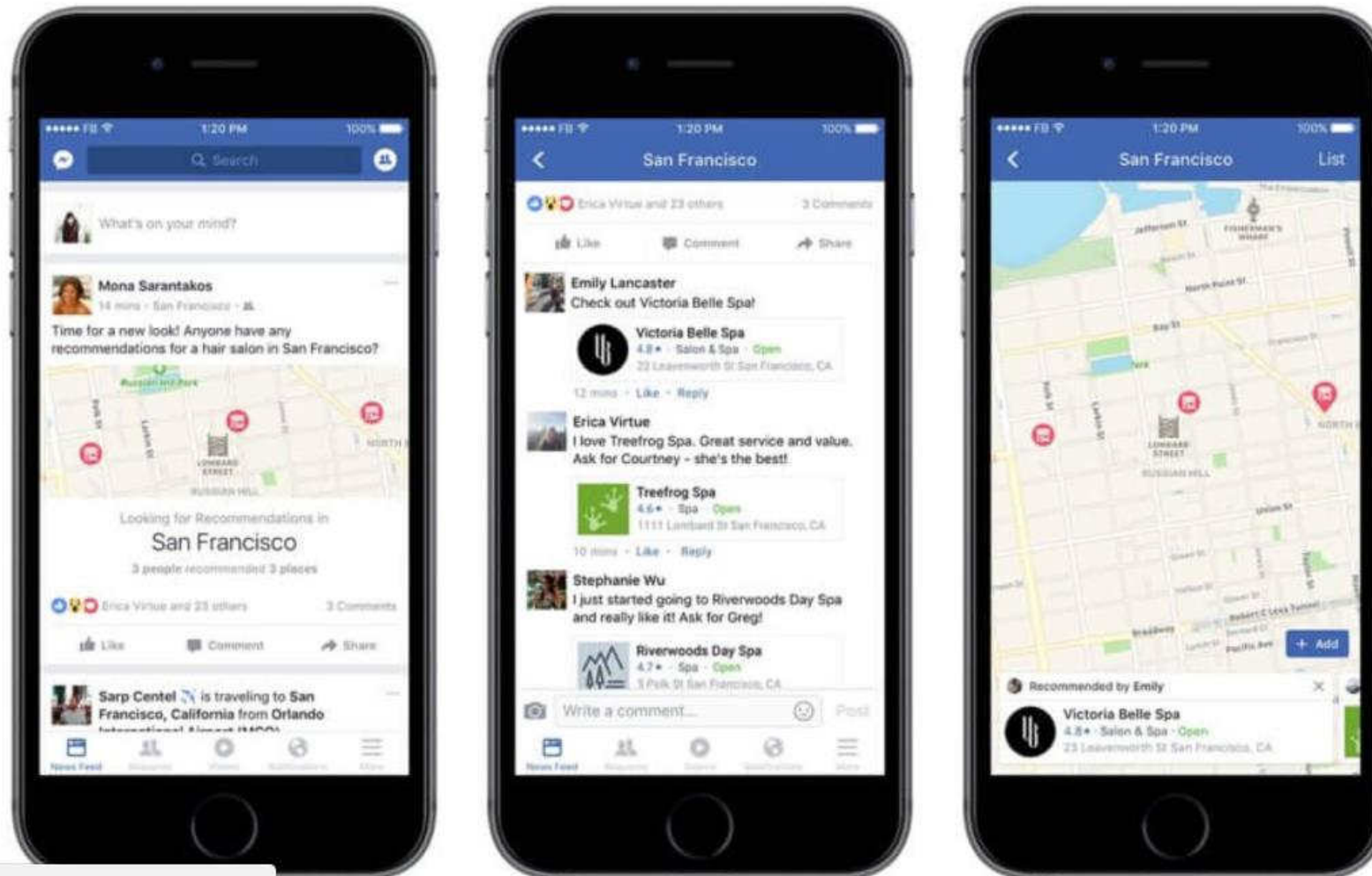
Facebook users turn to their friends and family for product and service recommendations



Social Media Has Become Part of a Consumers Buying Journey

Facebook rolls out recommendation feature that lets your friends tell you what to do

KEN YEUNG @THEKENYEUNG OCTOBER 19, 2016 6:00 AM

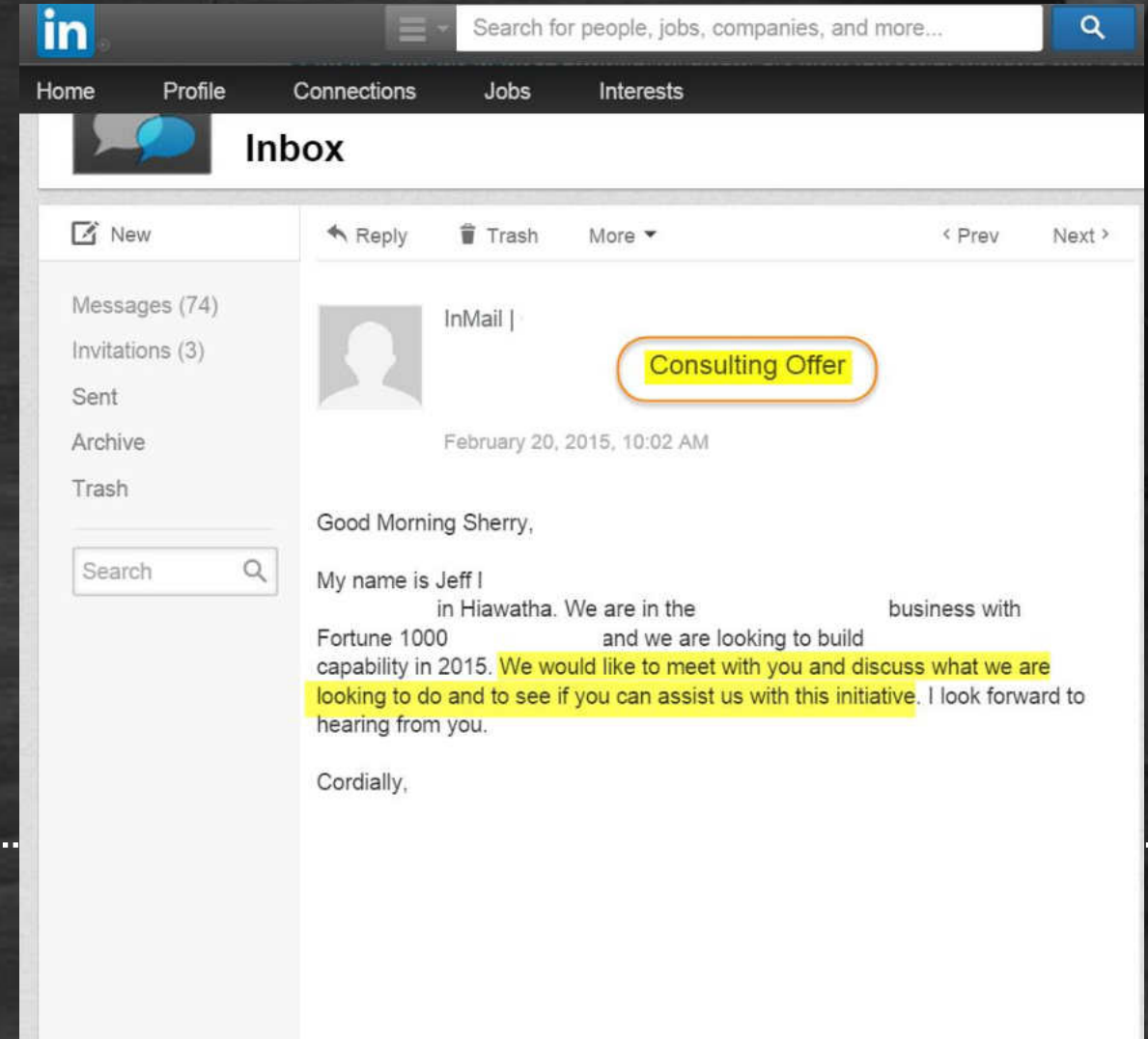




LINKEDIN

LinkedIn = Business and Personal Opportunities

- It all starts with a SOLID profile
- Make sure your bio is well thought out
- Must connect your business account to your personal account






in Search

Home My Network Jobs Messaging Notifications Me More Advertise

Become a PMP Cheetah Fast - Download Cheetah's FREE guide - Fast Track to the PMP. | Ad


EVERYONE IS




Sherry Bonelli

Local Search Evangelist at BrightLocal | early bird digital marketing | SCORE Mentor | Succeed At LEED

early bird digital marketing • Full Sail University

Cedar Rapids, Iowa Area • 500+ 

Looking for an experienced digital marketer you can trust? With more than 20+ years' digital marketing, project management and technology publishing experience (editorial, content, marketing, PR), I've built a foundation on d...

[See more](#) 

128 Who's viewed your profile


44 Views of your post


Your Posts & Activity


926 followers

Google Chime: Is it a GoToMeeting and

Update background photo

Add new profile section 

Edit your public profile 

Add profile in another language 

CHOOSE ANY INTERNET
THEN ADD PHONE + TV

\$34⁹⁰ more per month

COMCAST BUSINESS **B4B** **GET IT NOW**

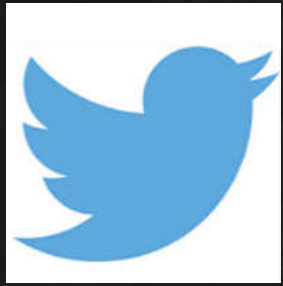
(866) 727-0065

See connections (500+)

Build an All-Star Profile

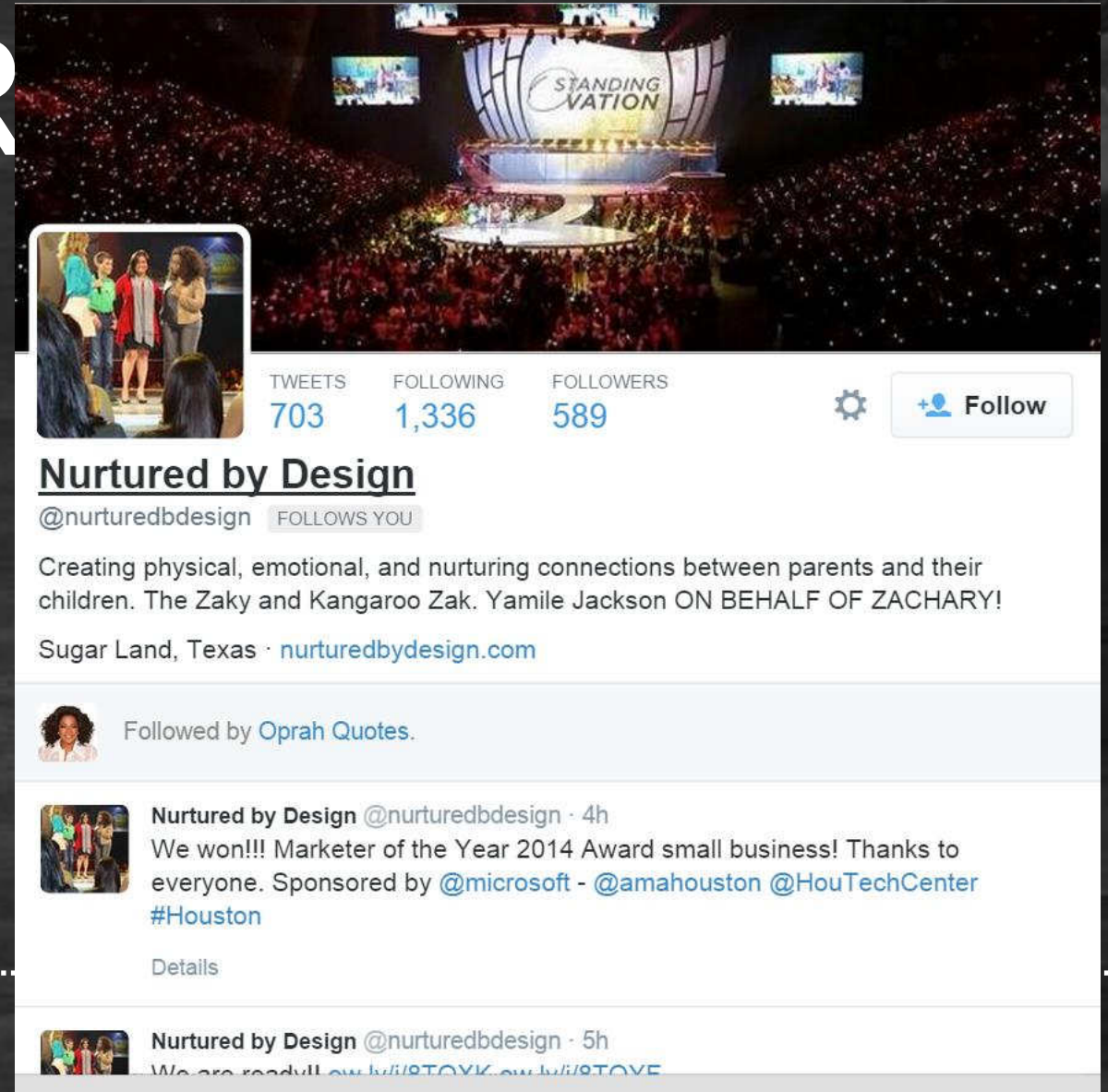
Join Groups and Be **Active** In Those Groups

Write Posts/Articles



TWITTER

- Be a thought leader
- Follow others & promote other's info/products
- Give credit to others
- Connect with and listen to your customers and prospects



The image shows a screenshot of the Twitter profile for 'Nurtured by Design' (@nurturedbdesign). The profile picture is a small image of three women standing on a stage. The header image is a large photo of a stage event with a large screen displaying 'STANDING VATION'. The profile statistics show 703 tweets, 1,336 following, and 589 followers. A 'Follow' button is visible. The bio states: 'Creating physical, emotional, and nurturing connections between parents and their children. The Zaky and Kangaroo Zak. Yamile Jackson ON BEHALF OF ZACHARY! Sugar Land, Texas · nurturedbydesign.com'. Below the bio, it says 'Followed by Oprah Quotes.' Two tweets are visible: one from 4h celebrating a 'Marketer of the Year 2014 Award' and another from 5h mentioning a 'read all' link.

Nurtured by Design
@nurturedbdesign · FOLLOWS YOU

Creating physical, emotional, and nurturing connections between parents and their children. The Zaky and Kangaroo Zak. Yamile Jackson ON BEHALF OF ZACHARY!
Sugar Land, Texas · nurturedbydesign.com

Followed by [Oprah Quotes](#).

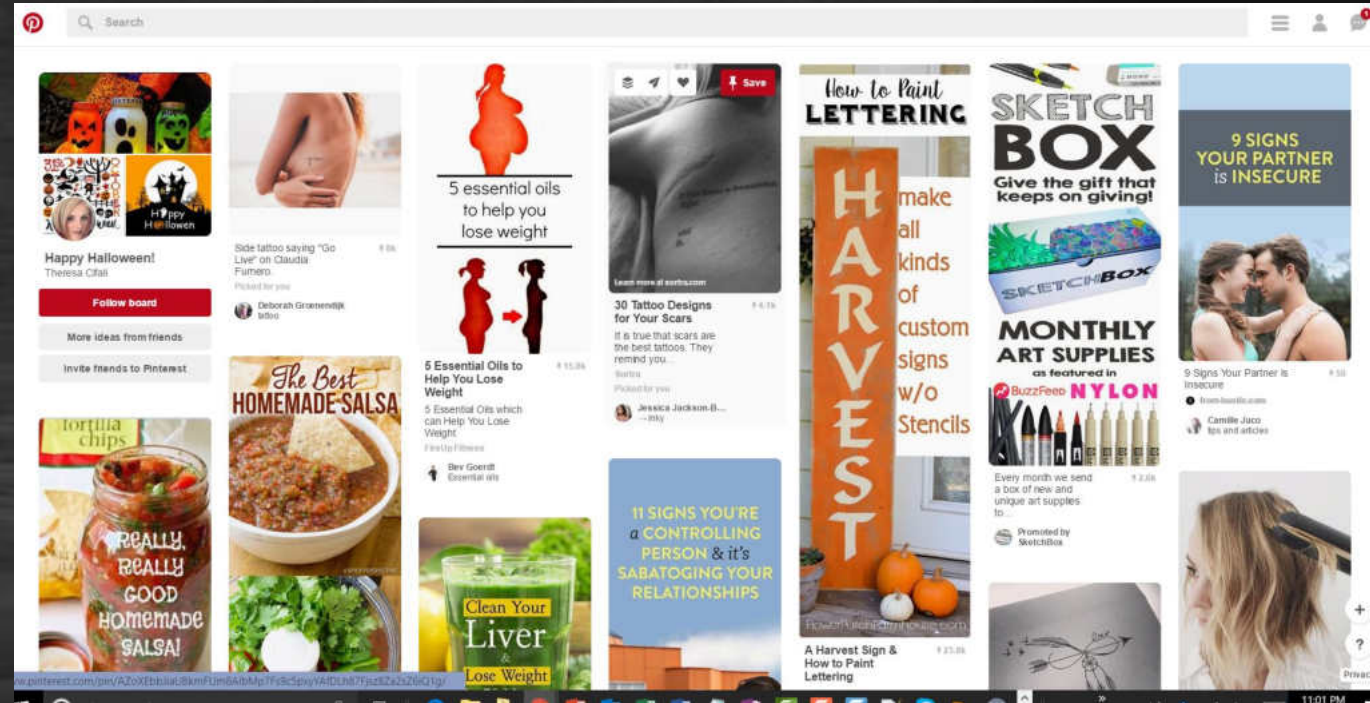
Nurtured by Design @nurturedbdesign · 4h
We won!!! Marketer of the Year 2014 Award small business! Thanks to everyone. Sponsored by [@microsoft](#) - [@amahouston](#) [@HouTechCenter](#) [#Houston](#)
[Details](#)

Nurtured by Design @nurturedbdesign · 5h
We are read all [on /u/8TOYK on /u/8TOYK](#)



PINTEREST

- Use the email associated with your Twitter account to set up your Pinterest profile
- Interesting photos
- Ask fans to pin pictures of themselves with their favorite product of yours and tag you





INSTAGRAM

- Shoot SQUARE Photos
- Great for photos and videos
- Plan your posts in advance
- Need to use editing apps
- Use Instagram's Explore feature to find posts related to trending hashtags





SOCIAL MEDIA TOOLS

There are a lot of social media management software that makes it easier to manage your social media channels.



Hootsuite for Enterprise

Contact Us

Products

Plans

Education

Sign Up

Log In

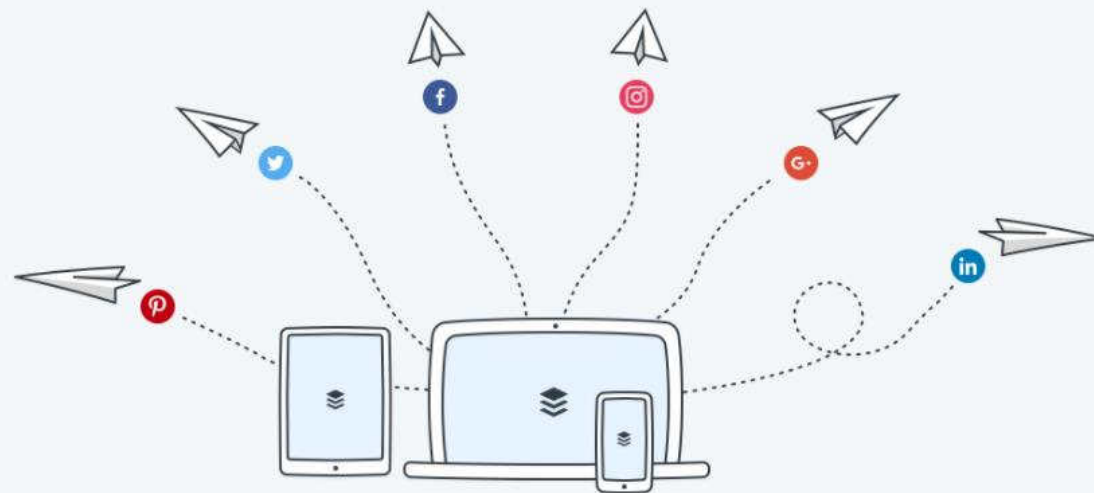
Manage all your social media marketing in one place

From finding prospects to serving customers, Hootsuite helps you do more with your social media marketing.

Compare All Business Plans

OR

Get Started—Free



Save time managing your social media

Schedule, publish and analyze all your posts in one place

[Sign up for Free](#)

DISCOVER BUFFER FOR:

Powerful Social Media Software

Social Media Management Made Easy

START YOUR FREE TRIAL

No credit card required, no software to install.



Small Business

Our powerful tool lets you manage your social engagement, publishing and analytics.



Agency

Manage all clients in one platform and show measurable results that deepen relationships.



Enterprise

Empower teams to communicate, collaborate and provide exceptional customer experiences.

Content Marketing



CONTENT COUNTS...

Search Engines Are Looking for Content

- New and regular content on your website
 - Ebooks, White Papers, Articles
 - Blog posts
 - Contribute to LinkedIn Groups
 - Write posts on LinkedIn
 - Social Media “Signals” – Contribute to the conversation
 - Get in on discussions on industry websites
 - And More!
-
-

- Identify your audience/customer and write for that person
 - Create Google Alerts to see what your audience is interested in
 - Let your audience know about new content on your site (i.e. via email, social media or “push” notifications)
 - Repurpose content
-
-

Reputation Marketing





YOUR REPUTATION IS
YOUR #1 ASSET –
PROTECT IT!

7 out of 10 people will leave a review if asked by a business –

BrightLocal

84% of people trust reviews as much as a personal recommendation

Our friend Google Even Shows Reviews in Search Engine Results.

You must stand out...

Thrasher Service Corporation

www.thrasherservicecorpdesmoines.com

4.1 ★★★★★ 13 Google reviews Google+ page

Kriens Plumbing and Mechanical Cor...

www.desmoinesplumbingcompany.org

Google+ page

Golden Rule

www.goldenrulephc.com

4.6 ★★★★★ 14 Google reviews

Wayne Rhiner Plumbing & Repair

plus.google.com

4 Google reviews

Richardson Plumbing Co Inc

plus.google.com

4.7 ★★★★★ 16 Google reviews Google+ page



**97% OF CONSUMERS
AGED 18-34 READ
ONLINE REVIEWS TO
JUDGE A LOCAL
BUSINESS**

SOURCE - 2015 LOCAL CONSUMER REVIEW SURVEY.

A woman with long dark hair, wearing a light blue short-sleeved button-down shirt, is smiling at the camera. She is standing behind a coffee counter in what appears to be a cafe or restaurant. In the background, there are stacks of white paper cups and a large commercial coffee machine. The image has a semi-transparent dark overlay with white text.

**92% OF CONSUMERS
NOW READ ONLINE
REVIEWS FOR LOCAL
BUSINESSES!**

SOURCE - 2015 LOCAL CONSUMER REVIEW SURVEY

REPUTATION MARKETING & REFERRALS

Q After Being Referred A Business, What Do You Do Next?

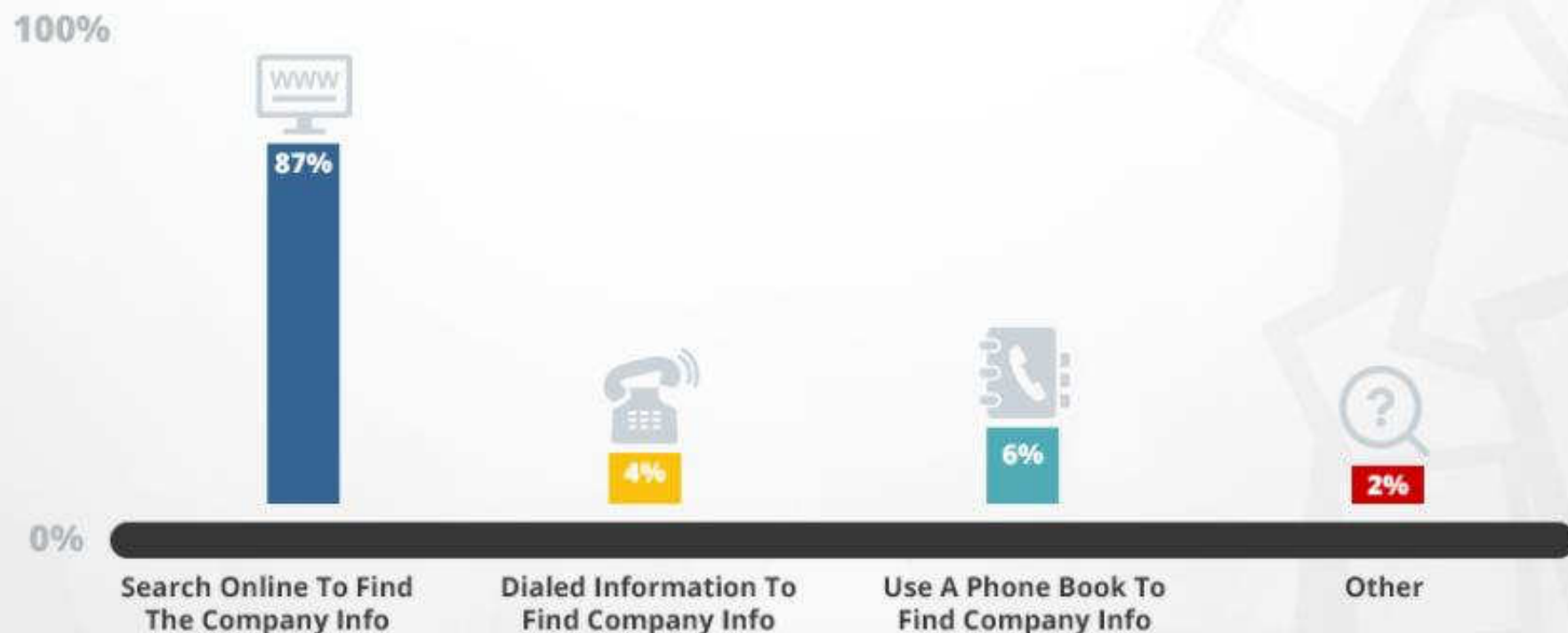


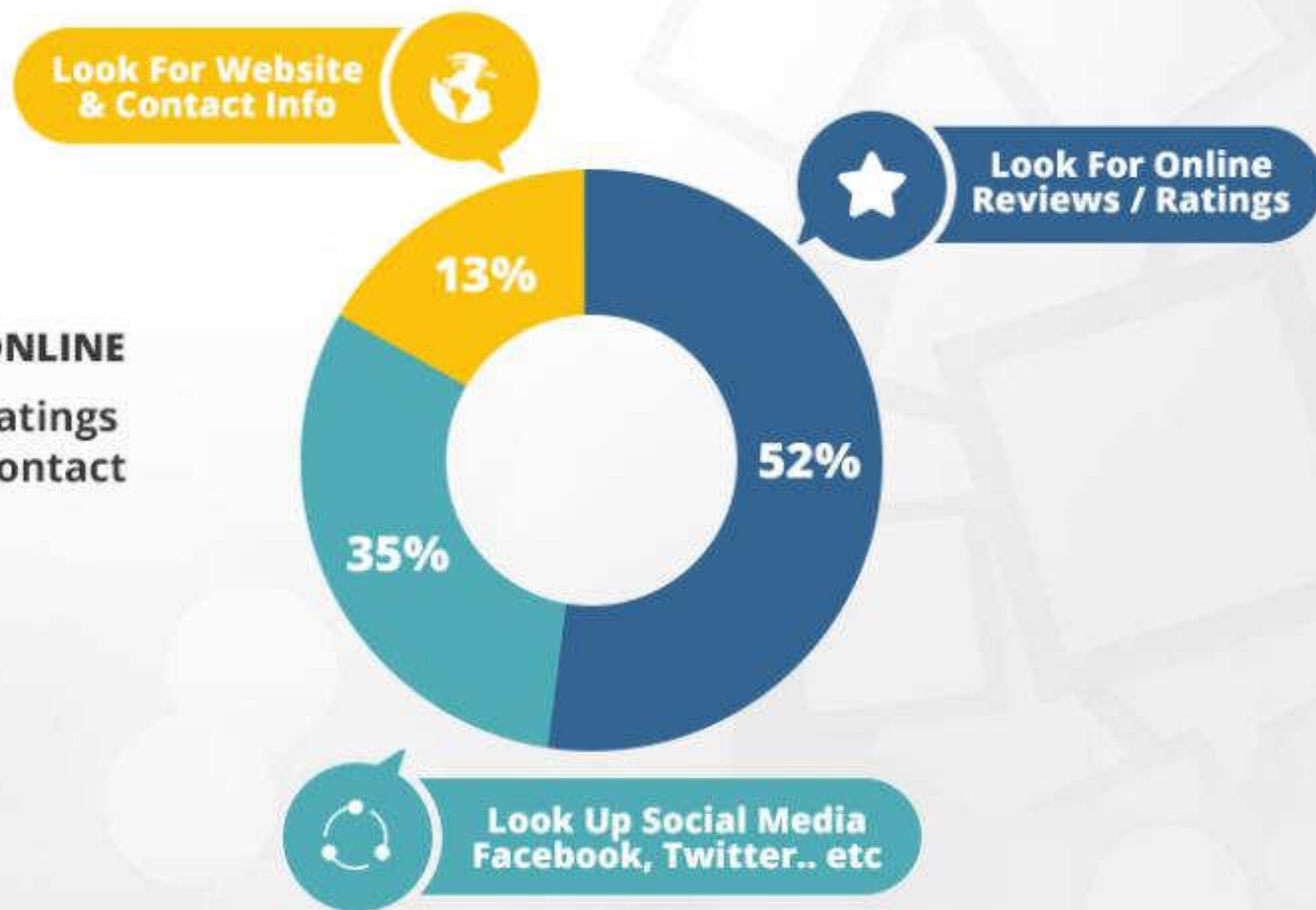
Figure 1, highlights the majority (87%) of respondents searched online to find information on a company after they were referred to it by a friend or family member.

REPUTATION MARKETING & REFERRALS

Q After Being Referred A Business, What Do You Do Next?

AMONG THE RESPONDENTS WHO SEARCHED ONLINE

52% of them said they looked for Reviews/Ratings
35% stated that they looked for website & Contact information of the company.



ASK FOR A REVIEW!

“We’d appreciate your feedback. Please visit
facebook.com/earlybirddigitalmarketing
to leave a review. Thanks!”



early bird digital marketing



Sherry

Home 20+



early bird digital marketing ✓

@earlybirddigitalmarketing

Home

About

Photos

Reviews

Likes

Videos

Posts

Manage Tabs

Create a Page



Go to **Business Manager** to manage this Page.



Digital Marketing:
Trust. Experience.



Liked ▾



Message



More ▾

Contact Us



Status



Photo / Video



Write something on this Page...



early bird digital marketing shared a link.

21 hrs · 🌐

**CLICK TO
WIN A FREE COPY!**



Marketing Consultant · Cedar Rapids
CLOSED NOW

Search for posts on this Page



35 people like this
Vicky Farnum and 22 other friends



2 people have been here



Closed Now · Opens Tomorrow 9:
5:00PM

Get additional info



Invite friends to like this Page

Reputation Marketing Software

Reputation Marketing Software or Hire
a Digital Marketing Agency to Help
Manage Your Reputation

.....
YOUR REPUTATION IS YOUR #1 ASSET
.....



STEP 1

STEP 2

Let Us Know How We Did... Leave Us A Review

Full Name

First and Last Name

Email

My@mail.com

We'd love for you to tell us how we did. Please leave us a review...

Leave Us a Review

Please Rate Your Experience:



Loved It

Please Leave Us A Review:

Please describe your experience.

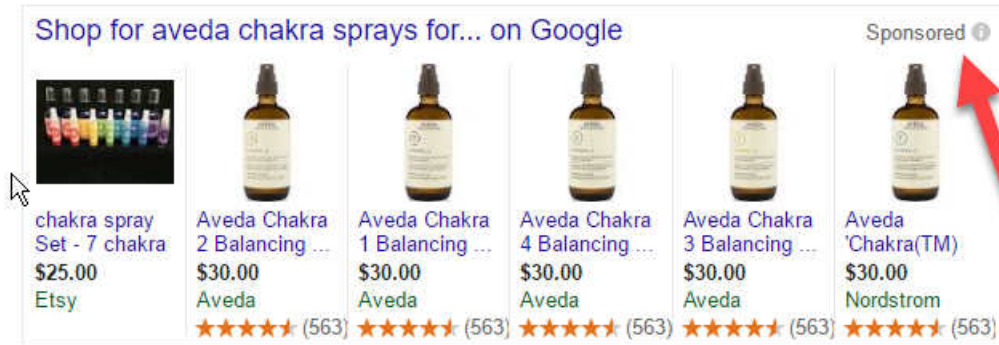
Go To Next Step

- I am authorizing you to post my testimonial anywhere online.
- I verify that I have done business with this company and that my testimonial is accurate and true.
- I verify that I was not paid to leave this review or testimonial.
- I verify that have read and agree to the [terms of service](#).
- By clicking submit I agree to these [terms of services](#)

Search Engine Marketing (SEM)



SEM is Paid Rankings



Aveda™ Chakras - Discover The Beauty of a Balanced Life

Ad www.aveda.com/Chakras

4.6 ★★★★★ rating for aveda.com

Shop Our Chakra Collection!

Free samples · Free ship · Rewards program

Brands: Invati, Be Curly, Smooth Infusion, Shampure

Salon Color Offer

Free Shipping + Samples

Store Locator

Pure Privilege Rewards

Chakra™ > Collections > Aveda

www.aveda.com/products/5228/Collections/ChakraTM/index.tmpl

pure-fume. Meet Mr. Chakra Discover the beauty of a balanced life. For more info, click here.™

Quick Shop: Chakra™ 1 Balancing Body Mist: 4.582 out of 5...

Chakra™ 1 Balancing Body Mist · Chakra™ 3 Balancing Body Mist · Peppymint

Aveda Chakra: Health & Beauty | eBay

www.ebay.com/bhp/aveda-chakra

Find great deals on eBay for Aveda Chakra in Women Fragrances...

PUREFUME ABSOLUTE CHAKRA GIANT-SIZED VIAL VERY RARE BUY IT NOW! ... bottle of Aveda's Motivation Pure-fume Spirit Spray, part of their original Chakra line.

Aveda Chakra 4 Balancing Body Mist 3.4 oz + Facial Sprays And Mists





Pay-Per-Click or PPC

Google
AdWords

 Bing ads

Facebook Sponsored Ads

Suggested Post


**Justin Burns**
Sponsored · 

 Like Page

You Know How Challenging Facebook Marketing Can Be. Learn How We Use The One Post Per Day Method To Grow Our Business With Facebook.

Our response is keep it simple... and register for our free web class:
<https://goo.gl/lo8i5x>

In this free training session, NY Times Best Selling Author and Facebook Marketing Millionaire Ron Douglas will show you a simple system he's using to generate recurring income from Facebook with just one post a day. ...
[See More](#)



Learn How We Use The "One Post Per Day Method" To Grow Our Business Revenue With Facebook

You are about to see 1st hand what I do to FB the right way...

[HTTPS://GOO.GL/IO8I5X](https://goo.gl/lo8i5x)

[Learn More](#)

Michael Flynn

Trump national security adviser Michael Flynn abruptly resigns — [usatoday.com](#)

Westminster Kennel Club Dog Show

Westminster Dog Show 2017: Rumor the German Shepherd Wins Best in Show — [nytimes.com](#)

Harrison Ford

Harrison Ford Involved in Incident with Passenger Plane, FAA Opening Investigation:... — [yahoo.com](#)


See More

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Create Ad

BUILD EVERY TYPE OF MARKETING FUNNEL YOUR BUSINESS NEEDS TO GROW



ClickFunnels - Marketing Funnels in Minutes

clickfunnels.com

High converting funnels, landing pages, & more!



Free trial on our site!

www.tapclicks.com

Stop wasting your day creating ad reports — get automated reports in half the time!

What Are Digital Display Ads?



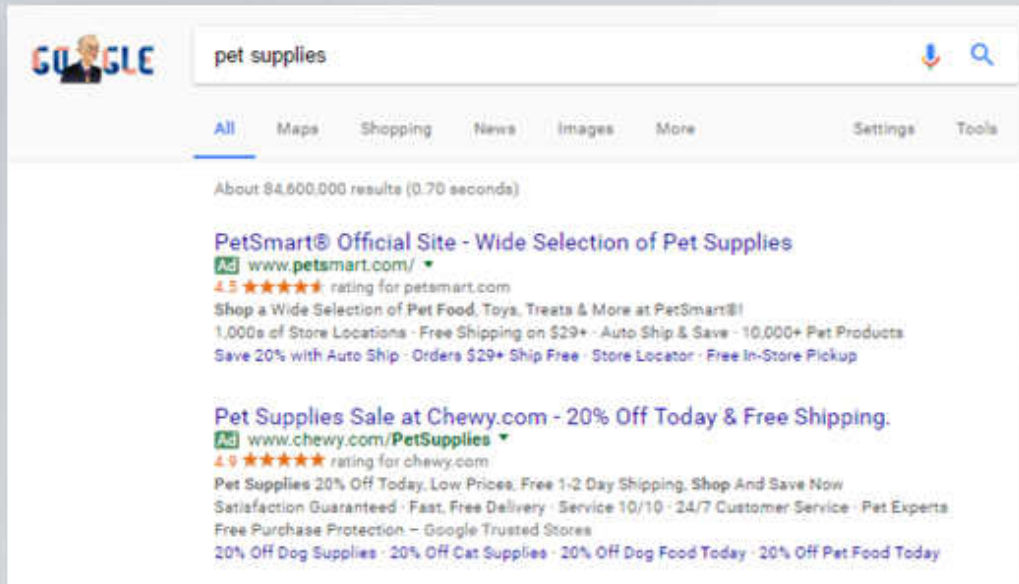
The Ads You See When You Go Online...



PPC Pay Per Click

VS.

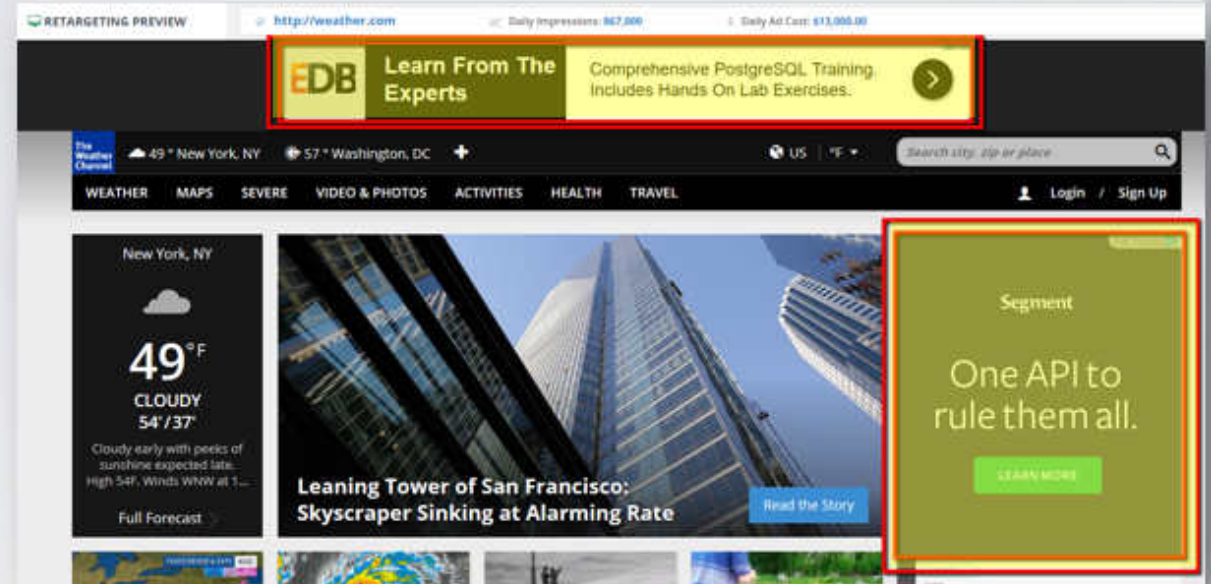
Digital Display Ads



PPC Marketing Is Based On Someone Searching Online And Google Displaying Ads Based On The Intent Of The Search Term.

You Only Pay For Clicks And They Can Range From \$20.00 - \$80.00 For 1 Click

No Branding Or Ability To Follow Up With People That Click On Your Ad



Display Ad Marketing Is The Ability To Place Ads On An Unlimited Amount Websites Based On The Content That Your Target Market Is Interested In.

You Usually Pay Based On Cost Of Impressions Not Clicks. Range From \$20 - \$30 Per 1k Impressions [CPM]

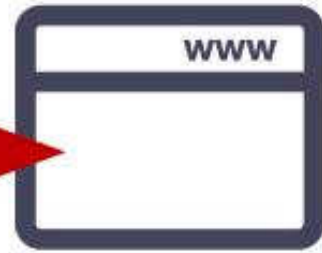
Long Term Branding AND The Ability To Follow Up With Visitors Based On Their Engagement Level

Two Types Of Display Ad Marketing

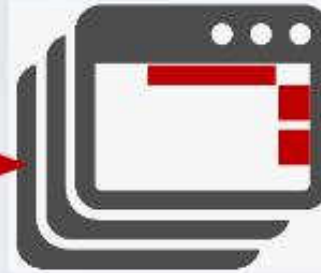
RETARGETING AD TRAFFIC



Someone Visits
Your Website



Capture 100% Visitors
Drop A Browser Pixel

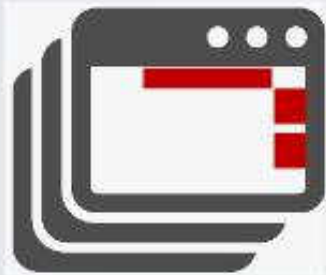


Market Only Your Website
Visitors On Any Other Site



Follow Them 1-6 Months
Until They Are Ready To Buy

COLD AD TRAFFIC



Place Ads On Sites That
Interest Your Target Market



Market To Everyone That Visits Those Site
Or Only Those From A City That Visits



Market Your Offers,
Reputation, & Brands

US Digital Display Ad Spending to Surpass Search Ad Spending in 2016

US Digital Ad Spending, by Format, 2014-2019 *billions*

	2014	2015	2016	2017	2018	2019
Search	\$23.44	\$26.53	\$29.24	\$32.32	\$36.41	\$40.60
Display	\$21.07	\$26.15	\$32.17	\$37.20	\$41.87	\$46.69

“ Within the display umbrella, advertisers will invest the most on “banners and other,” a category that includes many types of native ads and ads on popular social sites like Facebook and Twitter.

www.emarketer.com

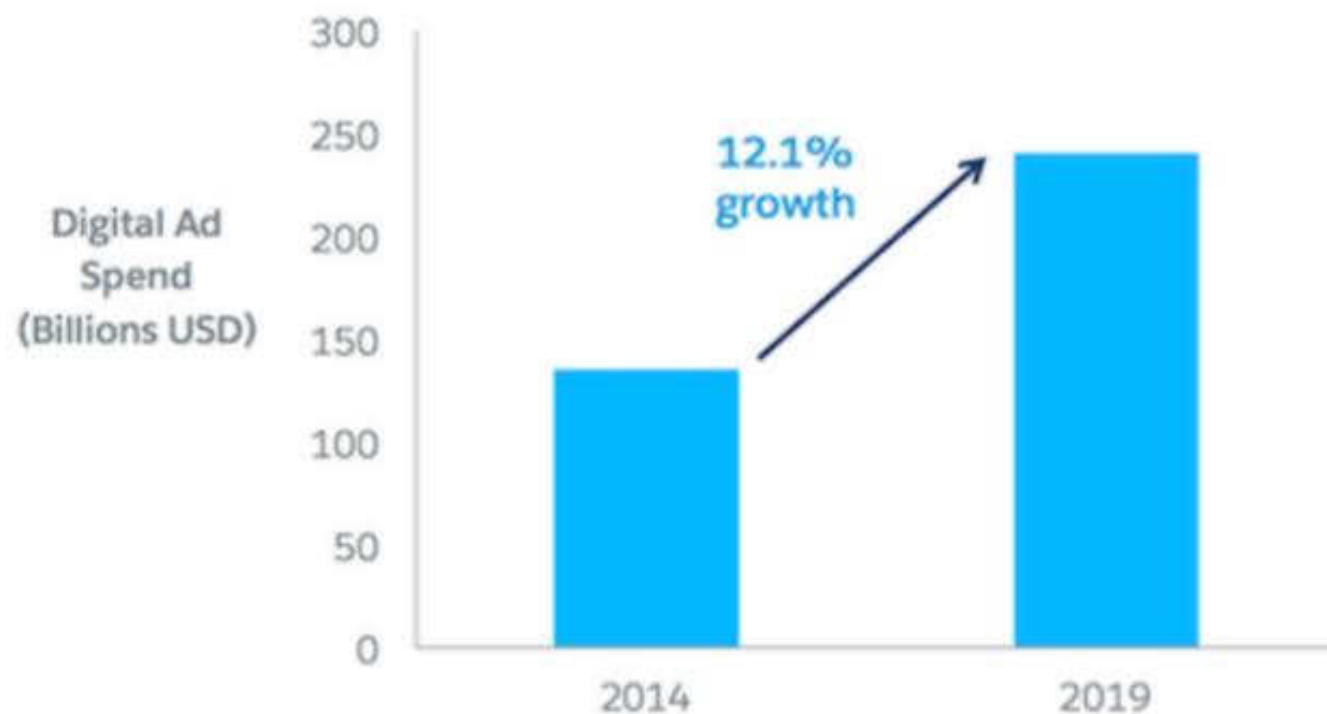


Specifically, Facebook's U.S. digital display ad revenues will reach \$6.82 billion in 2015, accounting for ONLY 25.2 percent of the overall market.

www.clickz.com



Digital Ad Spend Continues to Grow Rapidly



In 2016

Digital advertising will surpass TV advertising

"Internet advertising: Key insights at a glance," PwC, 2015



Here's The HUGE Problem ...

100's Of Different Ad Networks That
Represent Different Sites To Place Ads



And There Are Millions Of Websites, Apps & Software

And They All Use Different Size Ads

Every Business Needs 15 – 20 Different Sizes Ads For Each Design Set

And That Can Be Expensive Costing \$600 - \$800 Per Ad Set

amazon.com



CNN

About.com

YAHOO!

Forbes



TC TechCrunch

WebMD

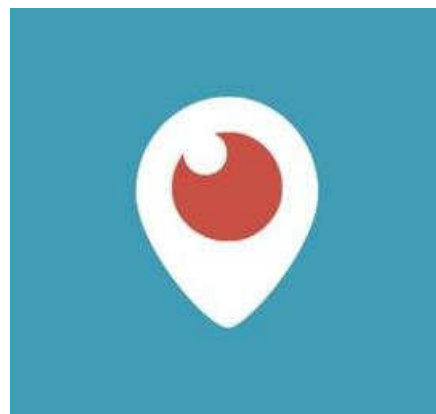
COSMOPOLITAN

ESPN

Discovery
CHANNEL

Video Marketing





Email Marketing





72% of consumers
say email is their preferred
method of communication

Email marketing has
3x the conversion
rate of social media

Many people think that email marketing is “dead” – it’s not! Email is STILL one of the best ways to stay in touch.



SCORE has partnered with Constant Contact which offers an affordable and robust and easy-to-use email marketing platform.

Mobile
Templates



List Growth
Tools



Detailed
Reports



Award-Winning
Support



What can Constant Contact do for *you*?

.....
FREE 60 DAY TRIAL
.....



By ConstantContact®

Constant Contact®



YOU CAN'T BURY YOUR HEAD IN THE SAND ANY MORE!



Resistance [to Digital
Marketing] is Futile!



QUESTIONS

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