



# Digital Marketing Proposal for Members of

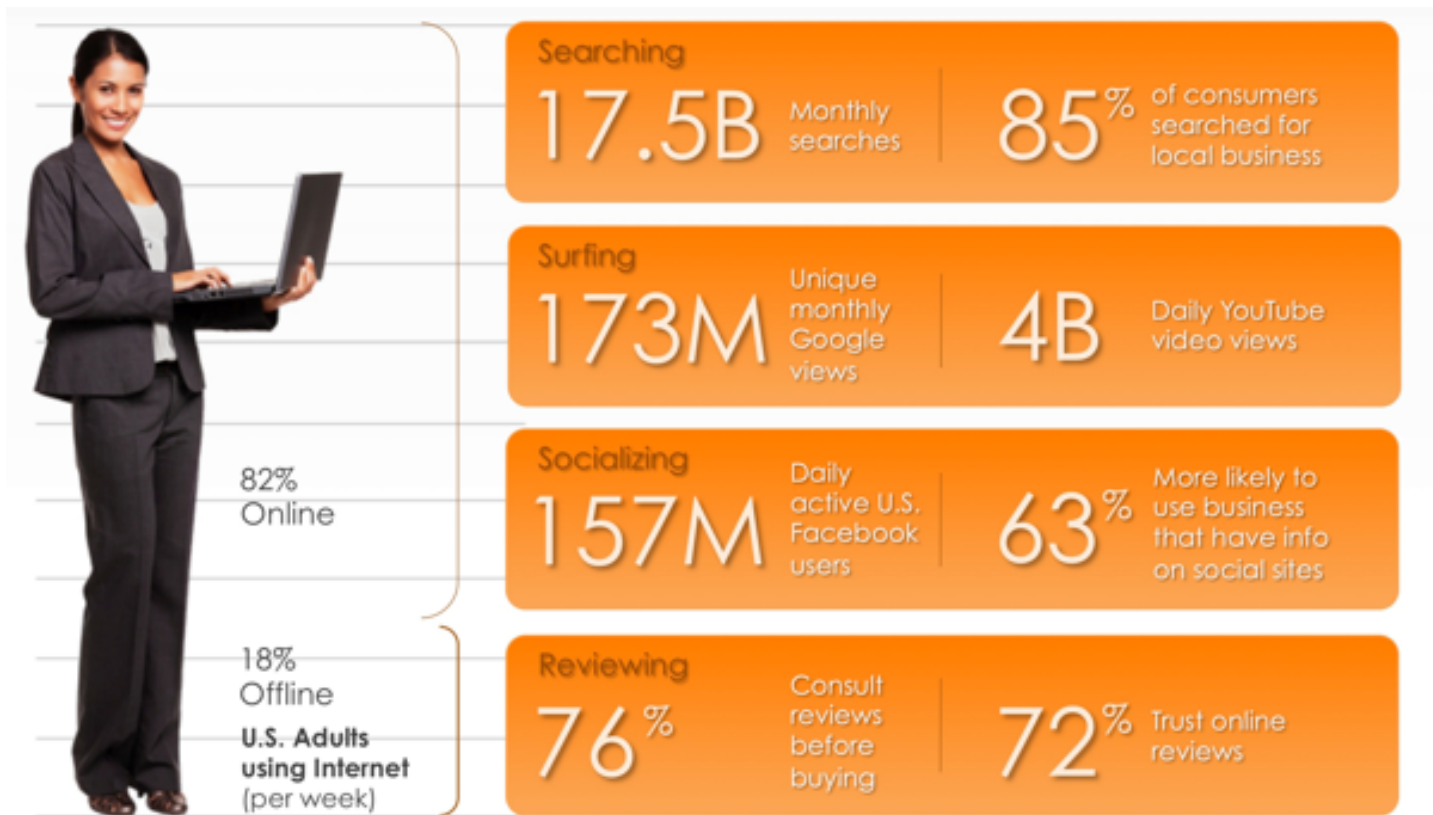
**the Greater  
York Region  
Chamber of Commerce**



KITTERY • ELIOT • SOUTH BERWICK • YORK VILLAGE • YORK HARBOR • YORK BEACH • CAPE NEDDICK

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# Consumers are *online*.





## The importance of being online:



100 Billion Google searches are conducted each month.

SEARCH ENGINE LAND, 2012



97% of consumers search for local businesses online.

GOOGLE, 2012



Over 76% of people used a search engine to find a local business in the last year.

PRNEWswire, 2011



88% of users will not leave the first page of search results to find a local business.

GOOGLE, 2011



## Three Options

1. Mobile Display Ads
2. On-Target Display Ads
3. Search Engine Marketing

Chamber Members get special discounts!

# Mobile Display Advertising





## Mobile Display Advertising

Looking to catch tourists, summer residents, and locals as they are out and about near you? Because people looking for information on their smartphones are ready to make a buying decision within an hour, the Mobile Marketing package is right for you. We will identify your ideal customer when they are within ten miles of your business and deliver your custom ad to them. This is perfect for restaurants, retail shops, boat tours, walking tours, whale watching, any type of business looking to catch customers quickly, customers who see what they want and go get it.

Chamber Members get \$50 off!



## How it works:

- \*Ads are shown on top, brand-safe websites and apps.
- \*Ads are targeted by zip codes or radius.
- \*Ads are targeted by interest, i.e. history of browsing certain sites or apps, searching for your specialties, demonstrated history of interest.
- \*Ads click through to a custom built mobile landing page directing people to your phone number, a special offer, and a map to your door.
- \*Program starts with 80,000 monthly impressions/ month, additional impressions available.
- \*Results are tracked and reported through a dashboard enabling you to manage the results rather than the campaign.



# Mobile Package Details

1. Ad creation & landing page creation: \$225, one time.

**\*\*Chamber Members get \$50 off the above.**

2. 80,000 ads per month, 3 month minimum.

(More ads available, may extend campaign beyond 3 months.)

3. \$500.00 per month breaking down to \$10 per thousand ads or one penny per ad.

4. Includes tracking, reporting, analysis, and support.

**\*\*\*Members may opt to cancel this program half way through but will not get the discount above.**





# On-Target Display Ads

Interested in reaching people browsing at home, educating themselves before making a buying decision? The On-Target Display Campaign is right for you. This strategy targets people only within the zip codes you specify, and only the types of people you want to reach. Our top-tier technology is able to identify laptop and desktop computer users with a demonstrated interest in your specific industry and will serve your ads right to them. This strategy is ideal for golf courses, amusement parks & attractions, performing arts, festivals & events, financial institutions, retail & online shopping, ticket sales of any kind, landscaping, home remodeling, decorating, catering, hospitality, auto sales, boat & recreational vehicle sales, and much, much more. These ads are best to reach people who live in the area all or part of the year.

Chamber Members get \$50 off the whole package!

# On-Target Display Ads

Ads come in 3 sizes and are displayed much like this:

**Display Advertising**  
Various banner sizes;  
Display images only, or  
image/text combination

The Knot website interface includes a top navigation bar with the site logo, search bar, and user options. The main content area features a large banner for the Macy's Sip & Scan LIVE event, a sidebar with wedding planning resources, and a central section for wedding venues. A sidebar on the right contains a 'start here' section and a 'OUR BIGGEST SALE' promotion. The bottom of the page features a grid of smaller images related to wedding attire and planning.



## Why Display?

*Greatly increase site visitation:*

- 300% increase in site visitation through display advertising  
*(2010 comScore study)*
- Display ads generate increased number of:
  - Site visits
  - Online/offline sales
  - Trademark searches
- Display Advertising **IS NOT** about making the quick sale...
- It **IS** about increasing awareness to the site and brands



## ONTARGET - DISPLAY ADVERTISING

### Success metrics:

- 52% of internet users actively respond to online display advertising.

#### CTR

- 31% respond by clicking on the ad.

#### Increased Search Behavior

- 27% will respond to a display ad by performing a search on a search engine.

#### Increased Site Traffic

- 38% who respond to online display advertising learn about a brand for the first time generating interest.
- Validates viability for building brand awareness.



## Our Display ads are:

- \*Targeted by geography, demographics, and online behavior.
- \*Featured on the top 250 websites in the country.



THE HUFFINGTON POST



The New York Times



realtor.com®  
where home happens



# On- Target Display Package Details

1. Ad creation & inventory set-up: \$150, one time.

**\*\*Members get \$50 off the above.**

2. 50,000 ads per month, 3 month minimum.

(More ads available, may extend campaign beyond 3 months.)

3. \$500.00 per month breaking down to \$10 per thousand ads or one penny per ad.

4. Includes tracking, reporting, analysis, and support.



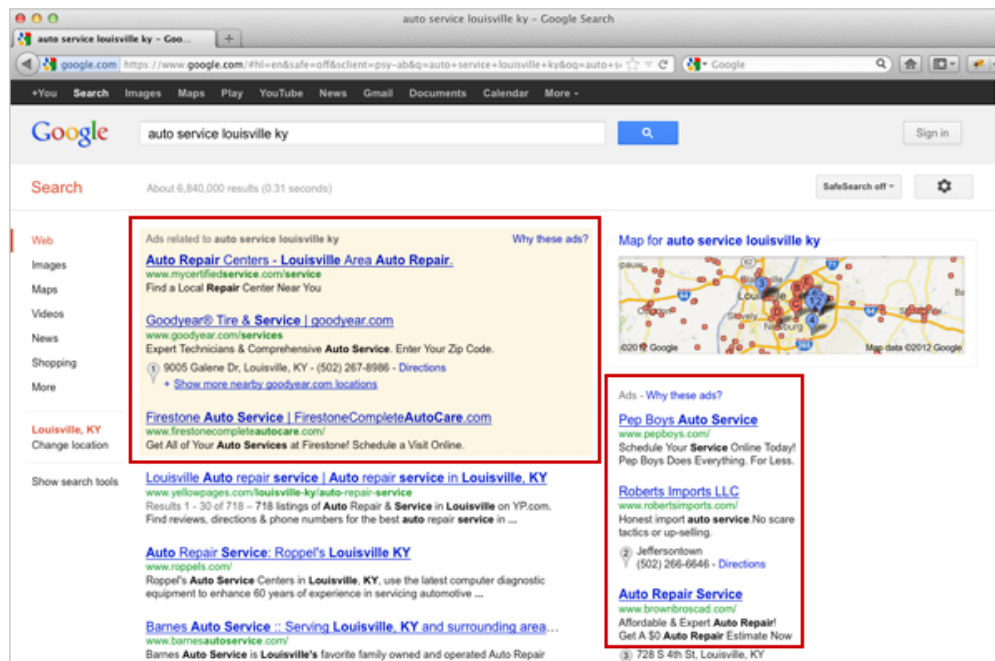
# Search Engine Marketing

When your customers need you, do they need you right away? If so, the Search Engine Marketing Campaign, (SEM), is right for you. When a potential customer searches for businesses like yours, your ad will appear at the top of organic search results. This puts you at the number one place, above all competitors, and positions your company to get the most attention. This approach is perfect for roofers, pest control, water damage removal, mold or asbestos abatement, attorneys, and more. SEM is the best approach for seizing potential customers who are already looking for your services, and Chamber Members get a free market assessment with each package. This strategy is also best for year-round and seasonal residents.



## The fastest way to reach the top of page one: SEM

SEM ads appear above and to the right of organic search results.

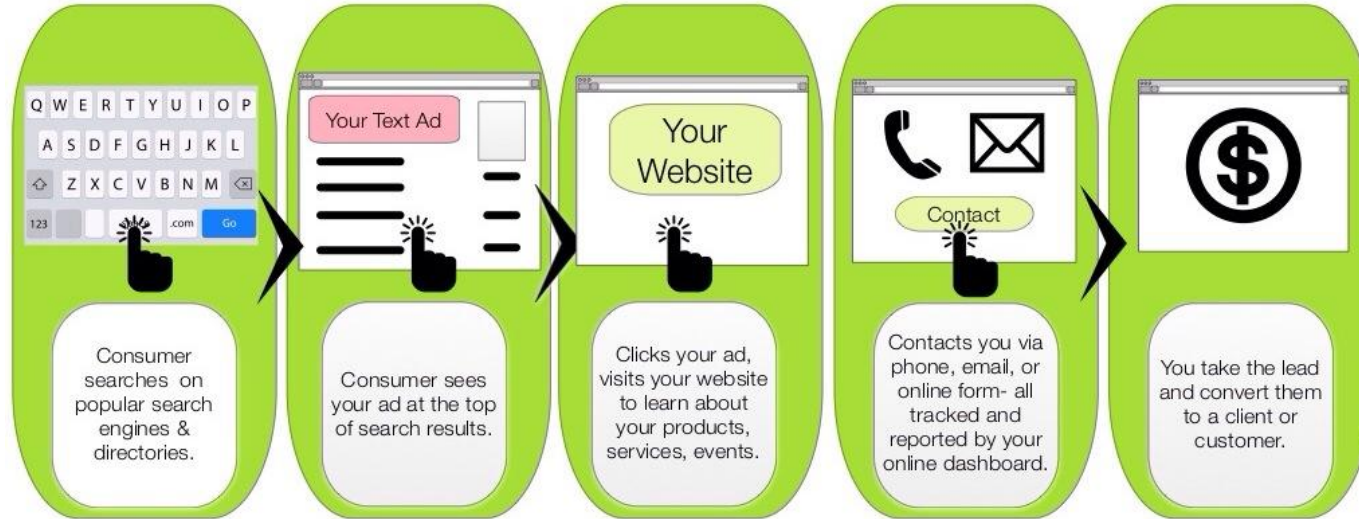






# Search Engine Marketing, SEM

Targets consumers in your area searching for your products & services



## SEM - Pay Per Click

- Drives site visits, calls, e-mails and web forms
  - Tracks and Optimizes Conversions
    - Generates Business



## Search Engine Marketing

### Why it matters:

- Consumers are searching for your customer's products or services online.
- Search is the #1 way people look for local businesses.
  - 81% of US adults 18+ are online
  - 91% of them search online
- Search Advertising is the #1 way to get leads quickly (campaigns can be live in less than a week).
- Customer only pays when someone has interest in their product or service & clicks their ad.

73%



*73% of Internet users stated that the information they found via search was trustworthy and accurate.*



## SEM: Five Core Elements



**Keyword Strategy:** Targets key products & services.

Focuses on Top ROI drivers.

**Geo-Targeting:** Avoid searchers outside your service area.  
Target DMA, Regional, City, Local, National.

**Text Ads:** Compel the right people to click.  
Protects the budget.

**Landing Page:** Educates searchers about products, services, & value proposition.

**Budget:** Budget only used when searchers click on your ad;  
you pay per click, PPC.

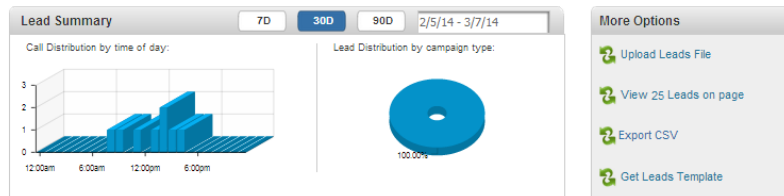


# SEM: Fully trackable results.

track & record calls, track clicks,  
monitor results, modify



## Latest Leads



Please be patient - messages over one minute will take some time to load

All Leads - Total Leads: 8

Search:  Go

Edit	Source	Date	Note	Name	Number	Message	Duration	Grade	Type
	TRACK	3/06/2014 11:29 AM	<a href="#">Add Note</a>	Cell Phone NH	(603) 923-3605		00:03:15		CALL
	TRACK	2/18/2014 1:30 PM	<a href="#">Add Note</a>	Wilmington MA	(978) 203-5128		00:03:40		CALL
	TRACK	2/17/2014 2:09 PM	<a href="#">Add Note</a>	Egnew Henry W	(603) 817-6181		00:04:38		CALL
	TRACK	2/17/2014 2:06 PM	<a href="#">Add Note</a>	Egnew Henry W	(603) 817-6181		00:00:19		CALL
	TRACK	2/17/2014 8:38 AM	<a href="#">Add Note</a>	Barrett Eric	(603) 244-9545		00:03:50		CALL
	TRACK	2/13/2014 4:48 PM	<a href="#">Add Note</a>		-		00:00:52		CALL
	TRACK	2/13/2014 9:55 AM	<a href="#">Add Note</a>	Cell Phone IL	(815) 980-8421		00:00:29		CALL



# SEM Campaign Details

1. Ad creation & market analysis.
2. Launch 3 month campaign.
3. Monitor and analyse results, modify for best return.
4. \$500.00 per month.

\*You can increase your exposure by increasing your budget, and you may run longer than 3 months.