



ALAR GROUP | DIGITAL MARKETING

# Multi-Channel Strategy








# Building a Multi-Channel Strategy

Leveraging Integration

## Multi-Channel Tactics: Extending Campaign Reach

The importance of a multi-channel tactic is to increase your reach by capturing users who are on only some of the other channels.

Already Running Campaign On...	% Population for Existing Channel	Total % Population Reach Adding <i>Display</i>	Total % Population Reach Adding <i>Native</i>	Total % Population Reach Adding <i>Video</i>
Display	80%		87%	94%
Native	53%	87%		82%
Video	75%	94%	82%	



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**Proactive Strategy and Expertise.** We research your existing clients, new brands, industry trends and market data. Our team of analytic experts and internal research tools allow us to deliver to our client's unique insights, develop inspiring pitches and deliver world-class campaign results.



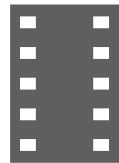
## Audio

Speak to quality audiences in screen-free moments



## Connected TV (CTV)

Reach your TV viewers with data-driven targeting and analytics.



## Video

Engage your audience in complex or emotional stories—ideal for brand building



## Native

Offer interesting, educational and entertaining stories in familiar environments.



## Display

Lift the performance of other channels and serve highly interactive HTML5 creatives.





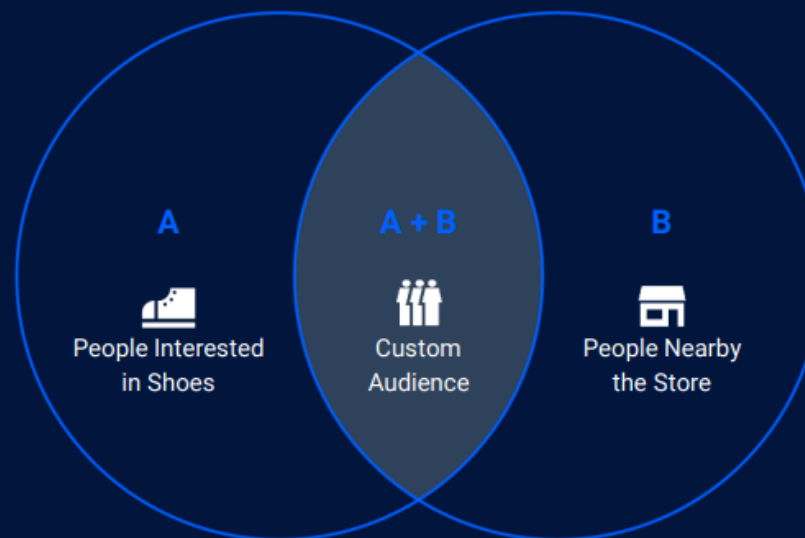
# Building a Multi-Channel Strategy

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## Custom Segments

Audience segments can be tailored to find hyper-relevant users for your brand across 55,000+ sites.

- A Target people reading about a particular topic or competitor on the web.
- B Target people during and after their visit to a particular physical location.
- C Target people on devices associated with a particular IP address.
- D Target people using mobile devices.
- E Target people by internet service provider (ISP).
- F Target contacts from a CRM list you upload.
- G Intersect any audience with another.



**For example:** Target everyone who is reading about the latest shoe trends and who has been within a certain radius from your store in the last 7 days.



# Building a Multi-Channel Strategy

Leveraging Integration

## Cost Per Engagement (CPE) Pricing

**>15**  
sec

Cost per engagement (CPE) or engagement pricing means you only pay for users who spend at least 15 seconds on site after they have clicked.

### Content Amplification

- Ready for brands who want to put their content to work
- Pay only for individuals who are truly engaging with your content

### Cost Efficiency

- Due to the nature of CPE bidding, CPE buys result in high impression and click volume—driving down CPM, CPC and ultimately CPA
- Great tactic to increase overall cost efficiency in a media buy

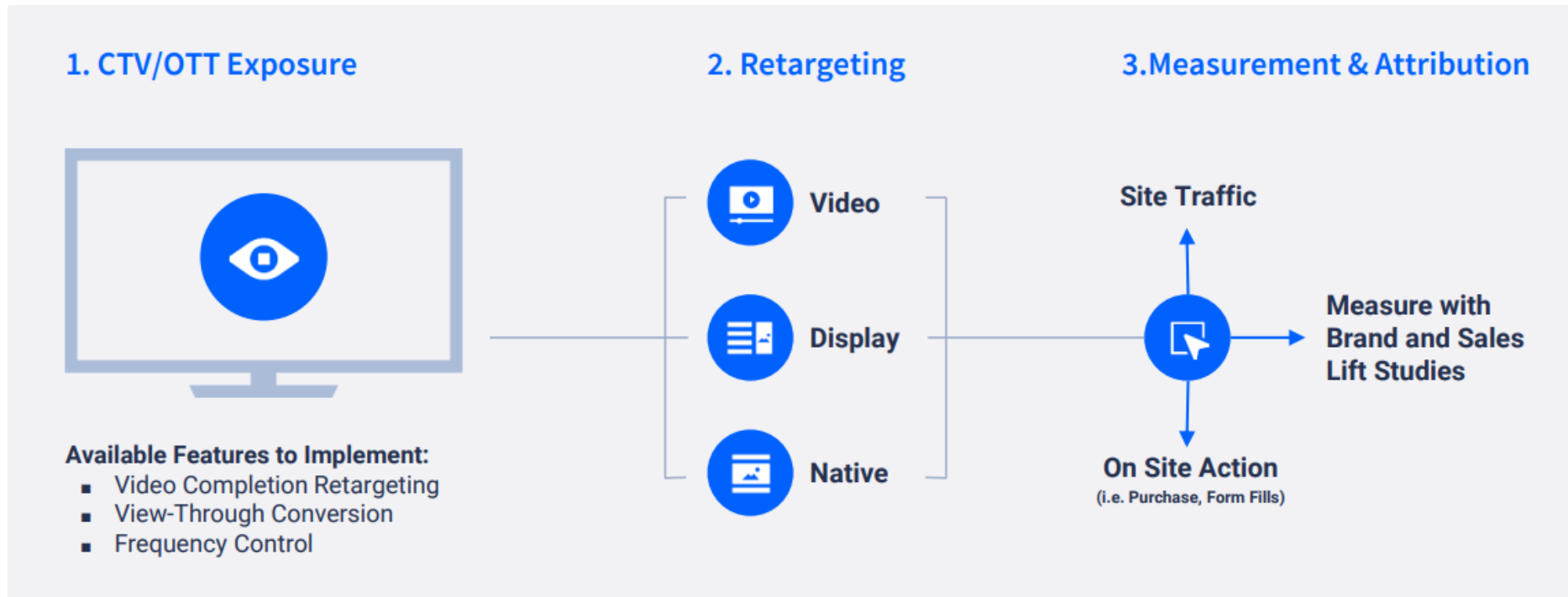


# Building a Multi-Channel Strategy

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## Connected TV (CTV) Attribution Made Possible

Further extend qualified users to your other programmatic channels and know exactly who has watched your CTV/OTT ad and later performed an action on your website





# Building a Multi-Channel Strategy

Leveraging Integration

## Page Context AI

Use patent-pending AI technology to create infinitely personal user experiences.

Leveraging machine learning and AI, Page Context AI reaches your audience based on the content they are consuming. Input phrases in English, French or Spanish and our patent-pending algorithm will determine the best placements based on the content of a publisher or site.

### Privacy-Friendly

Tailor ads to the content near which they are displayed, rather than the viewer themselves.

### Build Relevant Ad Experiences

Use our proprietary technology to show ads to people browsing sites directly relevant to your product or service.

### Smart and Precise Targeting

Targeting expands to include semantically-related phrases so all applicable viewers are exposed to your ads.

### Multi-Channel Scale Leverage

Leverage for native, display, and video advertising campaigns across 400 million pages on desktop and mobile web



In Context Phrases (Relevant Phrases)	Out of Context Phrases (Nonrelevant Phrases)
java ☒ coffee ☒ coffee beans ☒ sustainable coffee ☒ best coffee beans ☒	Java ☒ programming language ☒ computer ☒ server ☒





# Building a Multi-Channel Strategy

Leveraging Integration

## Native Ad Formats

### In-Feed

Occurs within a stream of content.

### In-Ad

Native ads that occur within display inventory of a given page.

### Content Recommendation

Usually found at the footer of a landing page, your content is recommended by the publisher.





# IP Marketing

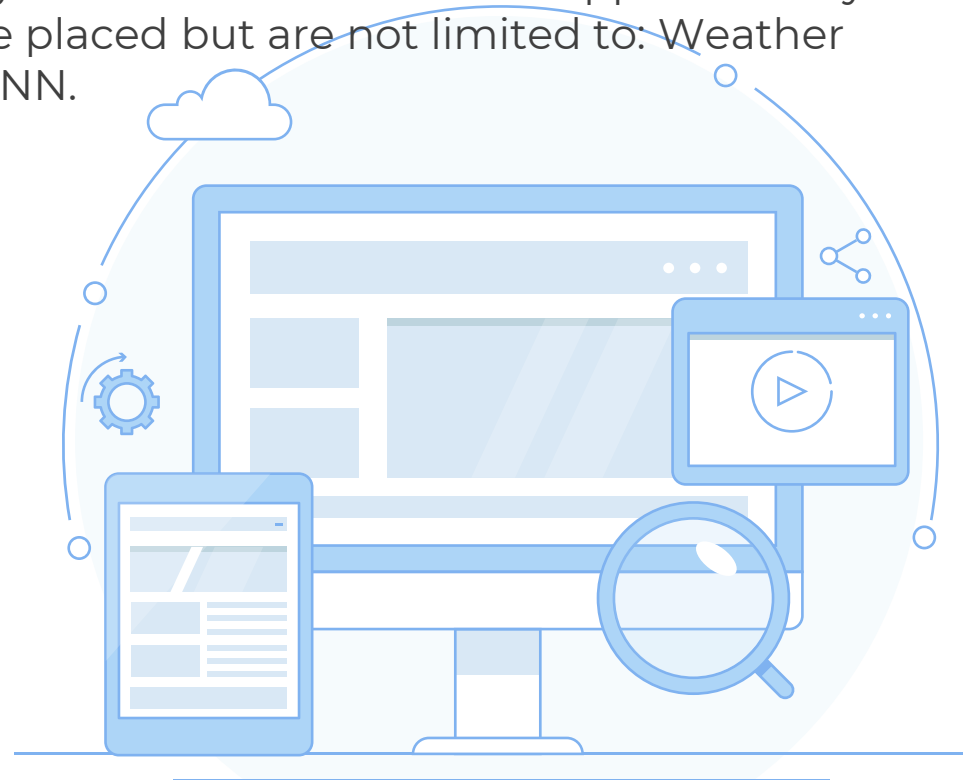
Leveraging Integration

## IP Targeting & Display Ads

The technology we use places ads on over 1 billion websites. This is what allows our partner to serve (currently) nearly 30-50 billion advertising impressions per day. These ads are served on approximately 90% of the daily available ad inventory online. Popular sites where are placed but are not limited to: Weather Channel, ESPN, Yahoo, USA Today, Forbes, People.com, and CNN.

Display ads are ads are shown online where your target consumers browse

- ✓ Articles
- ✓ Videos
- ✓ Websites





# Video Ad Formats & Strategy

Leveraging Integration

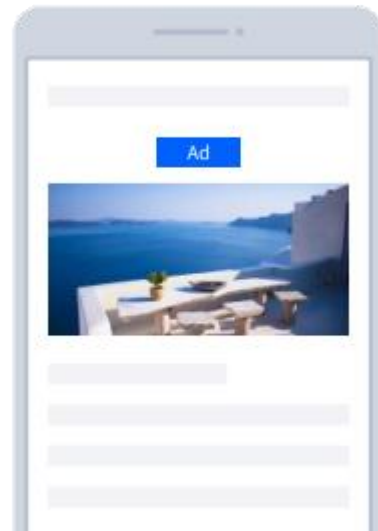
## Native Video

A video ad placed between the paragraphs of an article that includes a headline and body text.



## Native Outstream

A video ad placed between the paragraphs of an article. Plays only when in view.



## In-App Video

Ads expand to fill mobile screen



## In-Stream Video

This video ad plays before, during or after a user's intended video





# Audio Ad Formats & Strategy

Leveraging Integration

## Pre-Roll Ad

Occurs at the beginning of a piece of media content, such as before a podcast.

## Mid-Roll Ad

Occurs in the middle of media content. These may take the form of commercial breaks inserted by the content provider.

## Post-Roll Ad

Ads that play after a piece of media content finishes.





# Building a Multi-Channel Strategy

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## Weather Targeting

Engage consumers during key weather changes with ads that drive action.

Automate your advertising based on local weather conditions and temperature to boost your campaign relevance and performance. Layer with other Creative Tactic parameters such as day of the week, time, device, segments, or deals for endless targeting possibilities.



meal.ly 

Dine-in when the snow comes out, Toronto



Dashing through the snow to serve you delicious food.

[Order Now](#)

meal.ly 

Enjoy the vitamin D, Toronto



We deliver to you, so you can enjoy the sunshine.

[Order Now](#)

meal.ly 

Don't let the rain ruin dinner, Toronto



We deliver to you, so you can eat in dry clothes.

[Order Now](#)



# Building a Multi-Channel Strategy

Leveraging Integration

## Foot Traffic

Footfall Attribution refers to the method used to relate mobile campaign impressions or conversions and actual store visits.

**Why measure foot traffic?** Foot traffic is a key factor for any successful campaign targeting a brick and mortar location. Measuring it is a means of connecting the digital world with offline behaviors, as well as providing the data you need to develop a strategy to increase it over time.

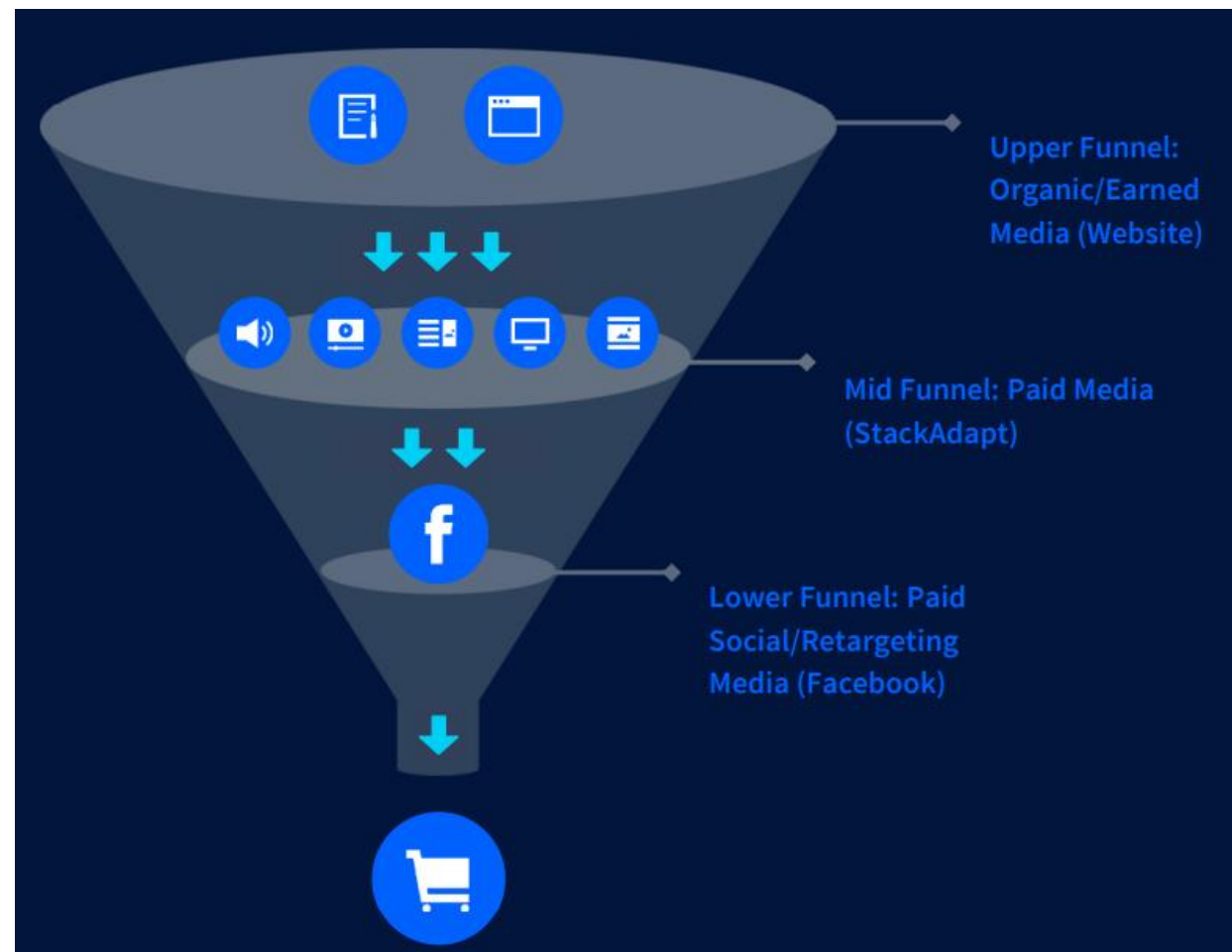
By leveraging one of the location intelligence partners, you can measure when a customer has visited your business after being served a digital ad



## Social Retargeting

### Scale Social Audiences

- 1 We place retargeting audience pixel within the impression tracker to build an audience of users who have already seen your ad.
- 2 Alternatively, we create a social retargeting pool within social walled gardens by placing a social pixel in the impression tracker.
- 3 Scale your user reach whenever impressions are won on guiding them further down the funnel.





# Brand or Sales Lift ROI Strategy

## Leveraging Integration

Why do a **Brand or Sales Lift study**? A Brand or Sales Lift study allows agencies to provide quantifiable return on ad spend KPIs to their brand clients. It also allows for mid-campaign optimizations that can improve performance.

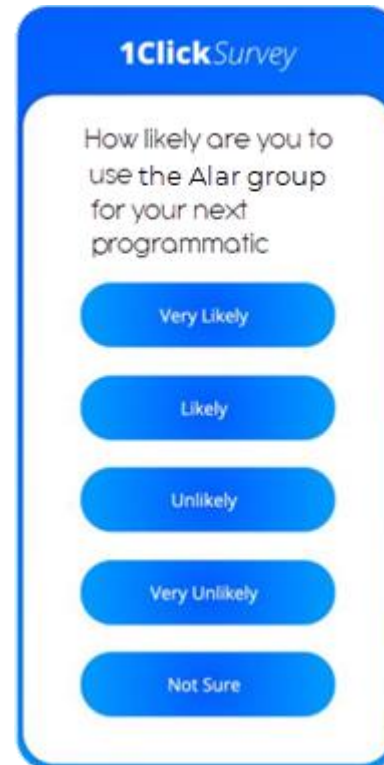
### What is Brand Lift?

Brand Lift is an in-house solution that measures the impact of your campaigns across all programmatic channels including native, display, video, CTV/OTT and audio.

**Real-Time Results.** Access real-time results and make mid-flight campaign optimizations directly in the platform.

**Flexible.** Fully customizable survey questions and design.

**Cost Efficient.** Allows for a bigger sample size than traditional programmatic brand lift partners, resulting in increased cost efficiency.



### Benefit of real-time analytics...

Take your campaign measurement to the next level by going beyond metrics like impressions, completion rate, and CPM. Demonstrate the impact of your ad spend by showing brand incrementality.





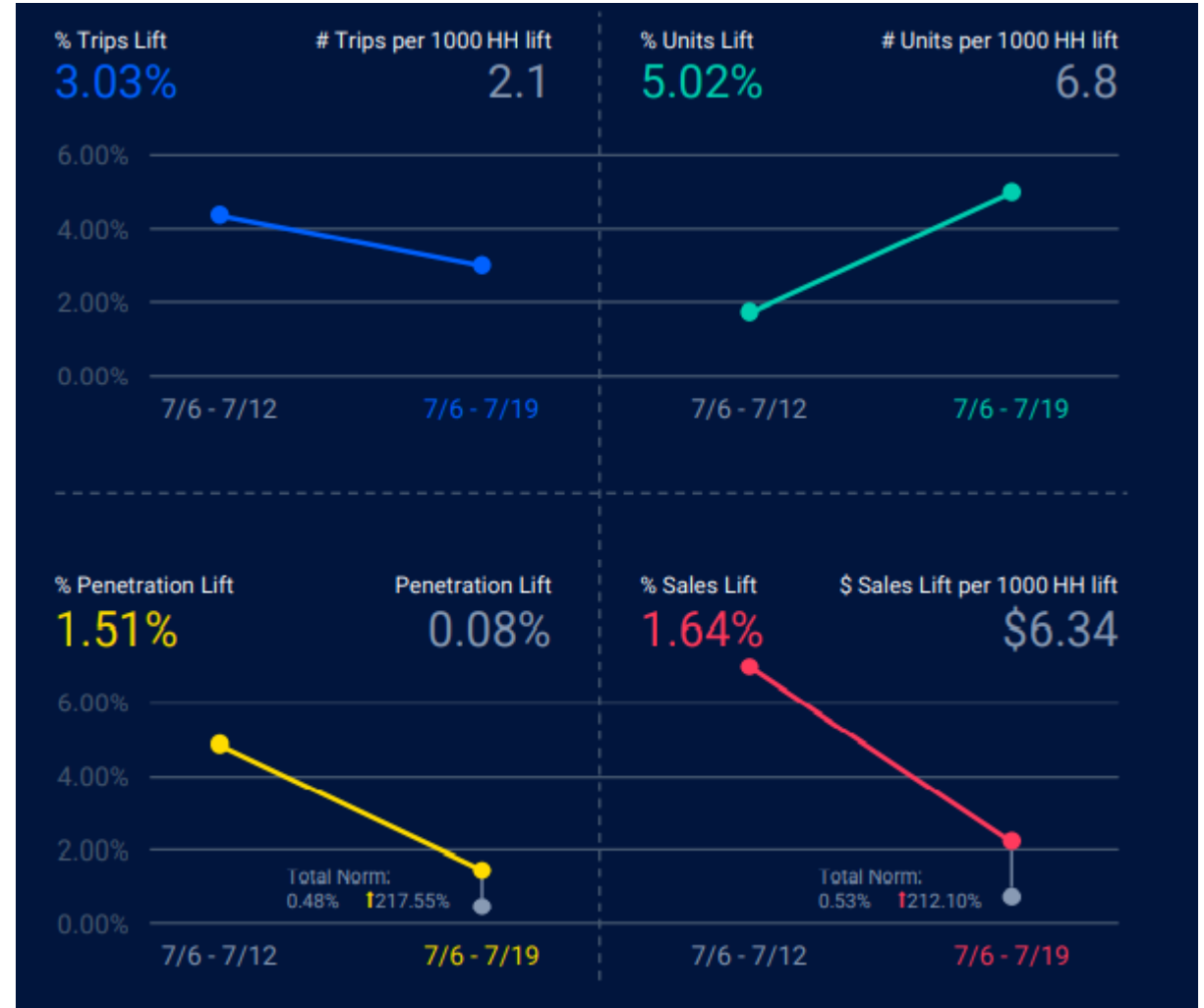
# Brand or Sales Lift ROI Strategy

Leveraging Integration

## MOAT Outcomes

Advertisers can receive fast, frequent **Sales Lift** measurement to optimize ad spend on a user and household level. Measure offline ROI for your native, display, video and CTV campaigns.

- Prove that advertising on a platform drives incremental sales lift.
- Measure the number of new customers acquired as a result of a campaign.
- Understand behavioral changes in demographic profiles as a result of campaign exposure.
- Optimize future buying strategies to continue driving incrementality.





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# Digital Marketing Audit





# Digital Marketing Audit

A digital marketing audit is simply a thorough investigation of all your digital marketing efforts. The performance of all your practices, strategies, ads, and posts is evaluated—giving you an understanding of where your digital gaps and loopholes exist.

MARKETING

STRATEGY





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# Challenges Ahead

In life, change is the only constant thing. Some changes happen naturally as things evolve. In some cases, extraordinary intervening factors radically alter, accelerate or even derail the status quo. **Covid-19** turned out to be such an intervening factor, and the changes that have unfolded in the digital-marketing space since early 2020 are a testament to that.

In the last year and a half, we have seen the digital-marketing landscape shift somewhat unexpectedly. The directions of the trend didn't change as much as accelerate, but the changes that did occur have left both businesses and marketing experts scratching their heads as to why their previously genius strategies seem to leave much to be desired. .



# Digital Marketing Audit

# Deliverables



Kick-off with your management team and other relevant personnel



Optional: interviews with key channel partners, end-users, field personnel, and even competitors



A holistic and comprehensive analysis by our team of consultants with 25 years of B2B marketing experience



Presentation of the Digital Marketing Audit to you and your team

## Digital Marketing Audit

**Understand the effectiveness of your current marketing to understand where to invest**

If you're unhappy with the lack of leads generated by your current marketing efforts and wonder how you can get more out of your marketing in other ways the DDS Digital Marketing Team can help.

Our Digital Marketing Audit analyzes every aspect of your online marketing, from the website to Google-My-Business. You will receive a detailed Review and Findings report with specific recommendations with the optimal implementation order and estimated investment.



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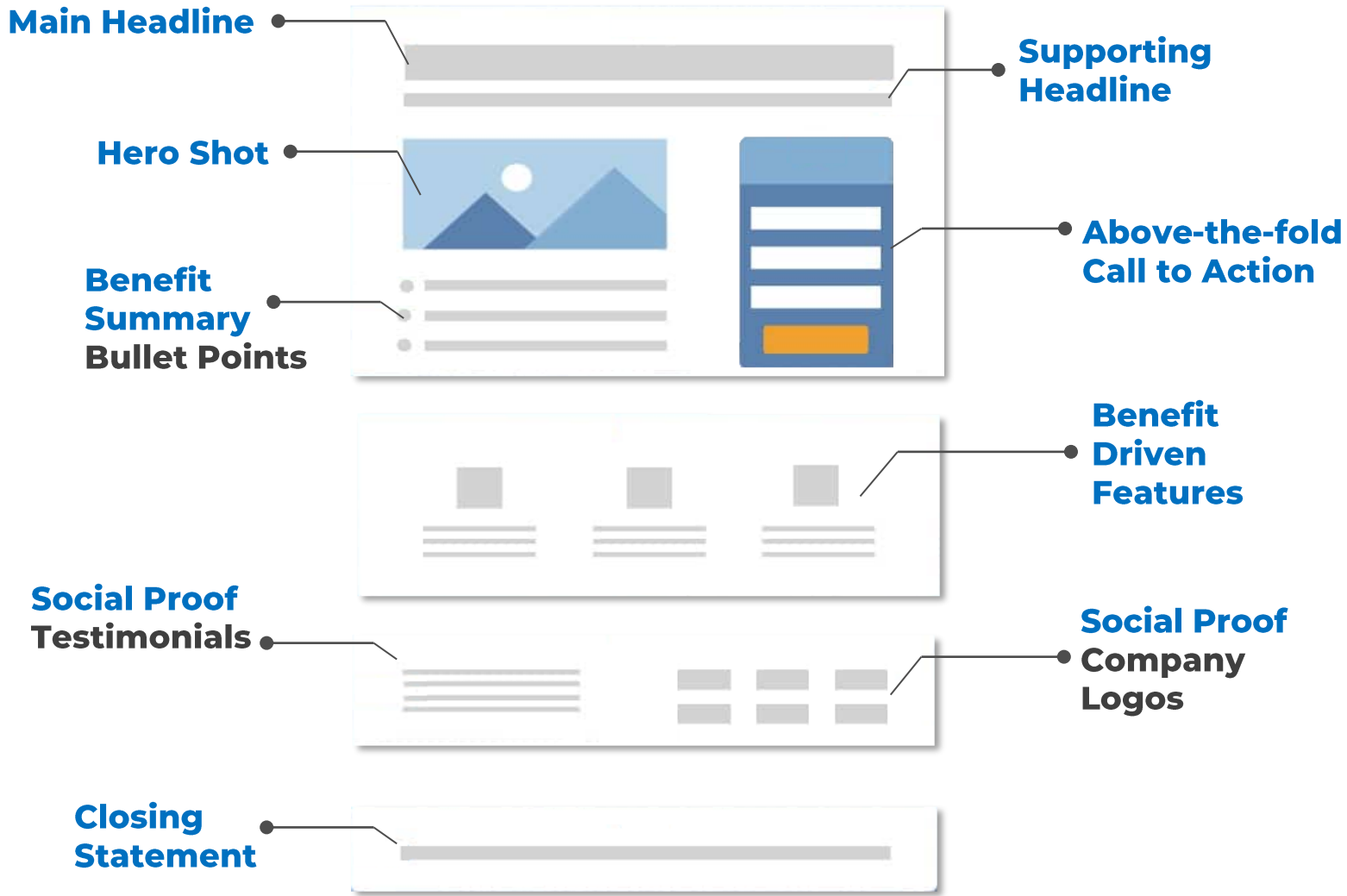
# Landing Page





# Landing Page

## Strategic Development



## Why use a Landing Page?

Unlike homepages, landing pages exist apart from your website and cater to a specific stream of traffic that has been attracted because of a single offer or lead magnet.

Landing pages are also highly dedicated with a laser-focus on one goal: **Conversion**

Because they cater to a wide audience, homepages have a host of options from which visitors can choose from. They essentially ask visitors: What do you want to do? On the other hand, everything that goes on a landing page, from design to content, has a sole purpose: to get the visitor to do one thing, and one thing only—fill out a form, make a call, request a consultation, take a survey, download an eBook, etc.



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# Local SEO







# Google 3-PACK

## Local SEO

### Real Estate Agencies

Rating ▼ Hours ▼

#### CENTURY 21 Miller Elite

4.5 ★★★★★ (21) · Real estate agency  
 7+ years in business · Fernandina Beach, FL · (904) 261-...  
 Open · Closes 6PM  
 Onsite services · Online appointments

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

#### Summer House Realty

4.9 ★★★★★ (34) · Real estate agency  
 5+ years in business · Fernandina Beach, FL · (904) 557-...  
 Open · Closes 5PM  
 Onsite services · Online appointments

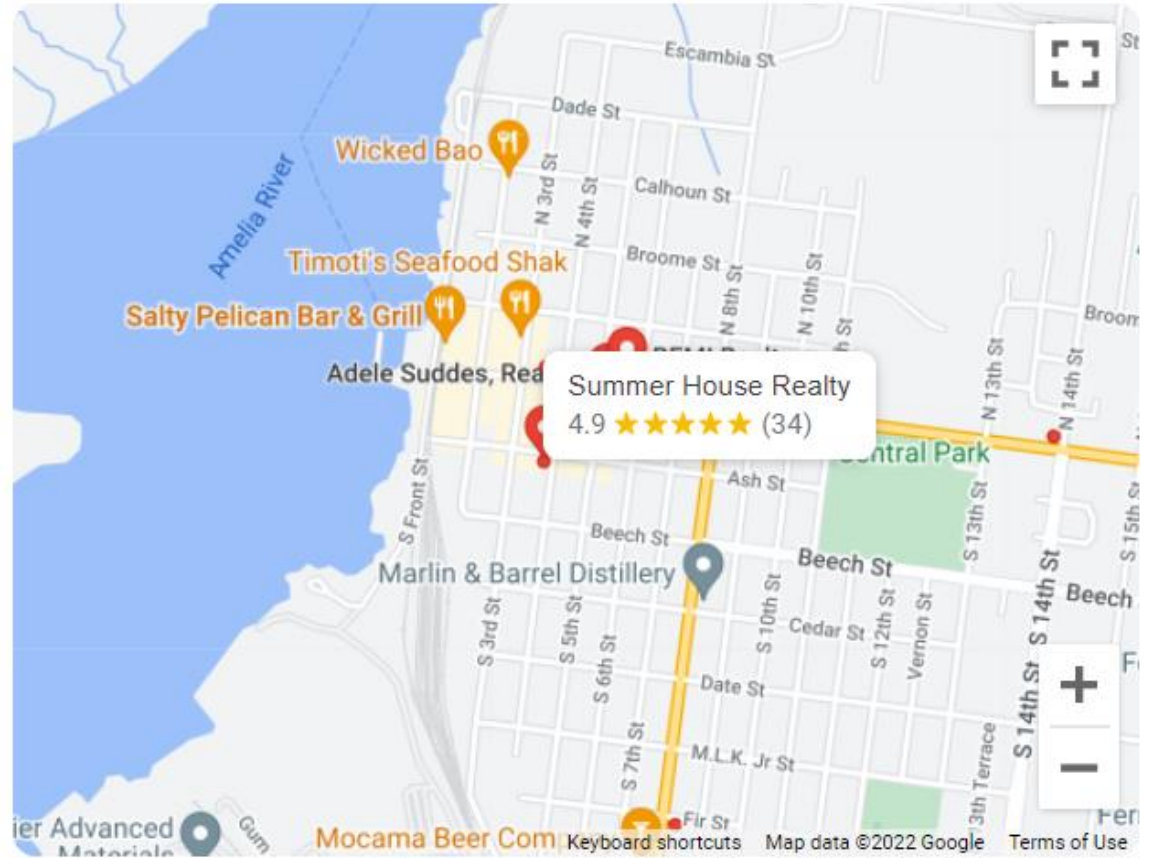
[Website](#) [Directions](#)

#### Adele Suddes, Realtor

5.0 ★★★★★ (50) · Real estate agent  
 3+ years in business · Fernandina Beach, FL · (904) 253-...  
 Open · Closes 9PM

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

[→ More businesses](#)





# Google 3-PACK

Local SEO

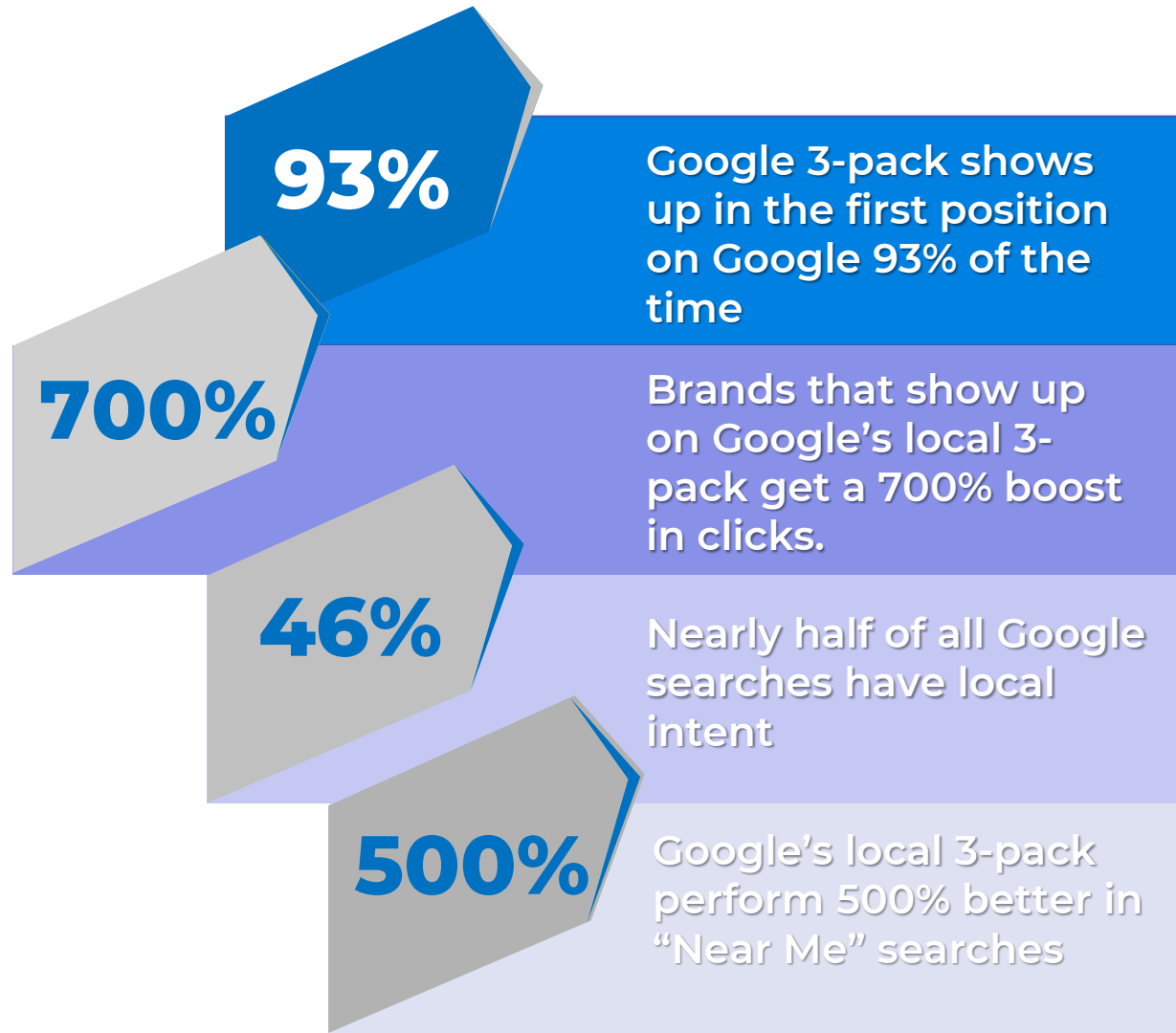
## Rank #0 on Search Engines

The Google 3-pack are local business that show up above organic search results. Here is how Google ranks sites for local searches.

**Relevance** | How well the results match the term that a user searched.

**Distance** | How close the user is to the location of your business. This is determined by the search term if it contains a location.

**Prominence and Trustworthiness** | This is your company's reputation. Google tries to reflect the true popularity and credibility of a business.





# Syndicated Business Listing Access Points

## Local SEO

### Stand Out In Local Search

Make sure your business shows up when it counts. Get noticed with enhanced listings options like driving directions, menus, photos, business hours.



**5 Business Days** | Within five business days, and, in many cases, within seconds, we will update your business information across our 100+ direct integration network. You'll receive email notifications from us as your changes go live.



**Fix Inaccurate Listings** | We scan and fix bad data about your business — in many cases, within seconds.



**Find & Matching Technology** | Our technology automatically scans, locates, and claims your existing business listings on every site in within our 100+ direct integration network.

- Merchant Circle
- eLocal
- Topix
- YellowPageCity
- LocalStack
- EZLocal
- ShowMeLocal
- WhereTo?
- YellowMoxie
- CitySquares
- Google
- Yahoo
- Facebook
- Bing
- Apple
- Yelp
- MapQuest
- Citysearch
- Local.com
- Foursquare

**+ 80 More**



# Google My Business

## Optimize Your GMB Profile | Analytics & Reporting

### ACCURATE AND CONCISE REPORTING

There are several different layers to local SEO marketing and we don't believe in keeping you in the dark. We make sure that you know what you're paying for and see the results that you expect.



**Detailed ranking reports.** You should know where you stand when it comes to local search. We provide you with detailed reports and screenshots on your search position for any given keyword.



**Link building & citation reporting.** We have no secrets. Our team provides ongoing reporting detailing every single link we have earned for your website because we are proud of what we build.



**Website analytic reporting.** We integrate with Google Analytics to collect data to help give you direct insight into how our marketing strategies are impacting your business.





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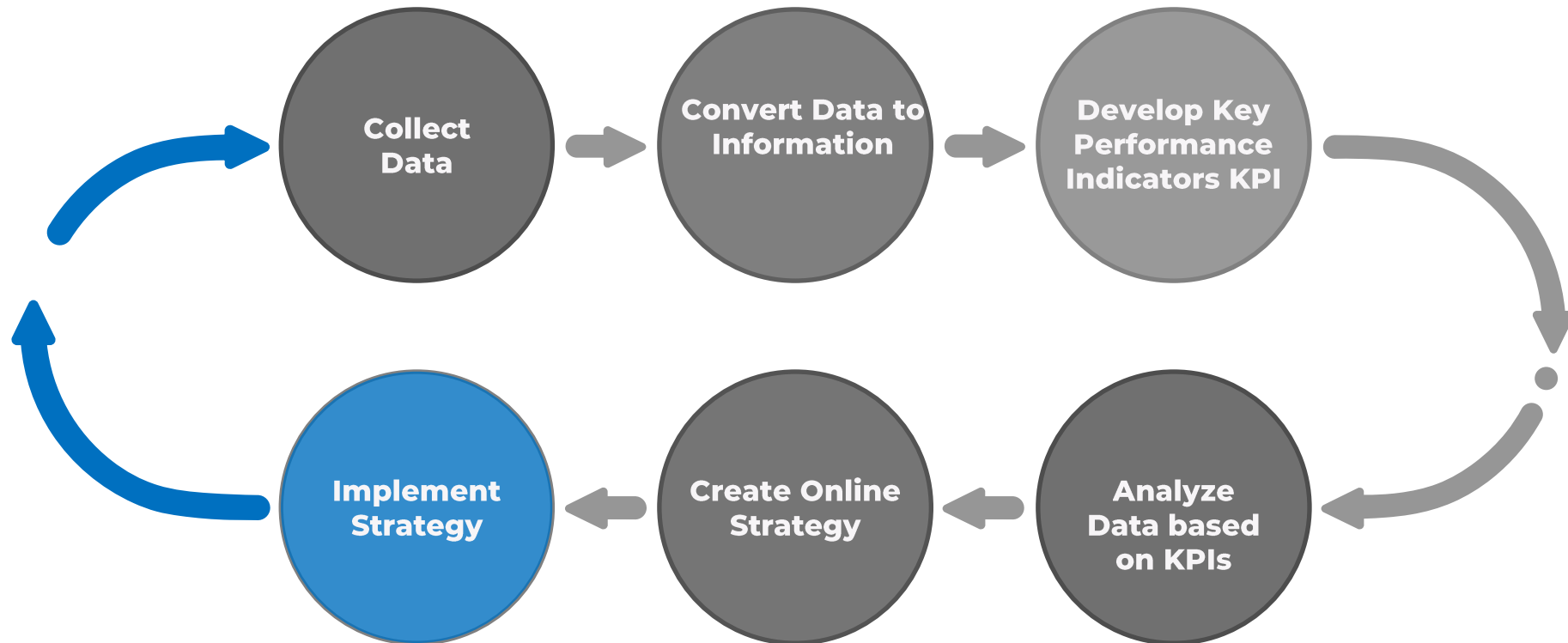
# Analytics & Attribution





# Marketing Activity Web **Analytics**

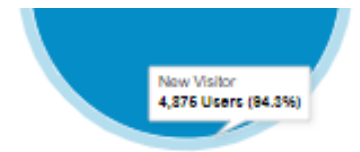
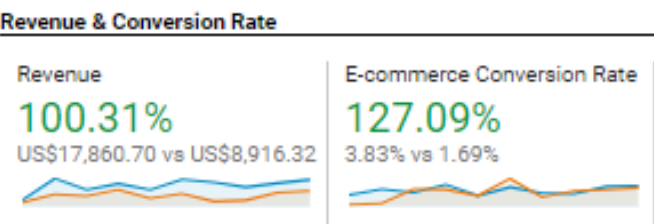
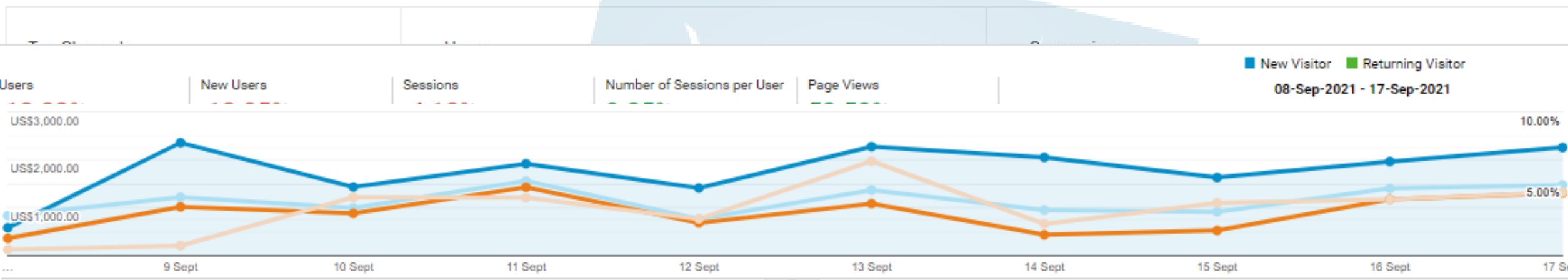
Providing Automated Lead Nurturing





# Conversion Rate Optimization

Where they came from, who they are, and how the site performed





# Useability Testing (UX) Analytics

Providing Automated Lead Nurturing

## HEAT MAPS

How users navigate your site.

What blocks are working

What blocks need augmentation

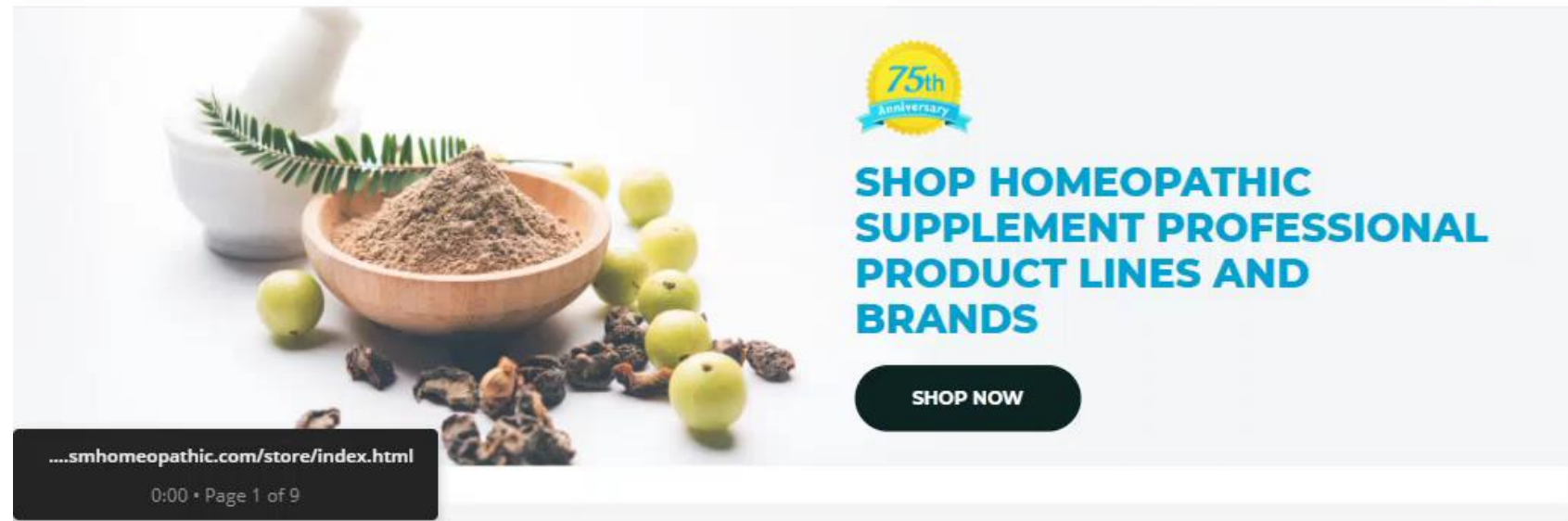


## SCREEN VIDEOS

Every user visit to your site

It captures every movement they make

It shows us points of confusion



NEU-REGEN TONIC	Ortho Digestzyme	Metagenics Endifen®	Apex Acetyl-CH Active K40
\$30.00	\$30.20	\$54.00	\$53.90





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# Social Media



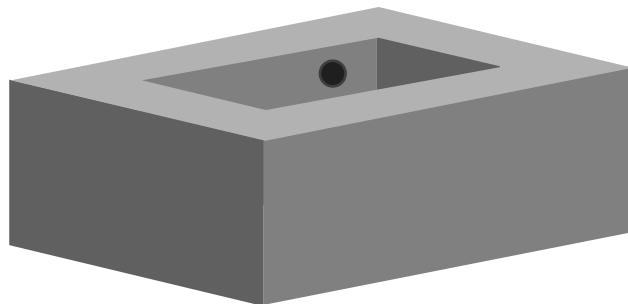


# Social Media Consulting

## Social Media Management

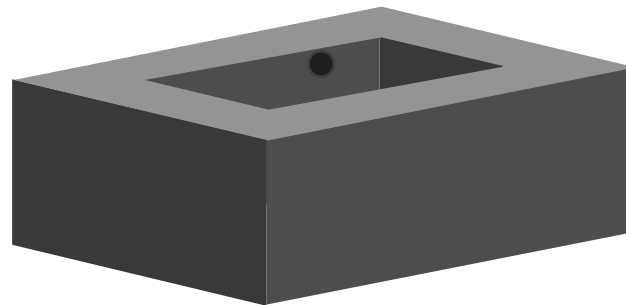
### Social Audit

Look at all current Social Platforms analyzing them for performance, community engagement, brand awareness content optimization



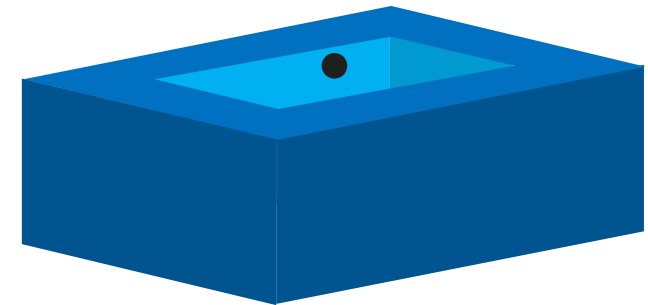
### Competitor Analysis

Analyzing your competitors social performance, what is working and what competitive weaknesses there are to exploit



### Strategic Recommendations

Ways to optimize engagements, implement data driven content and graphics and strategies for brand awareness





# Social Media Team

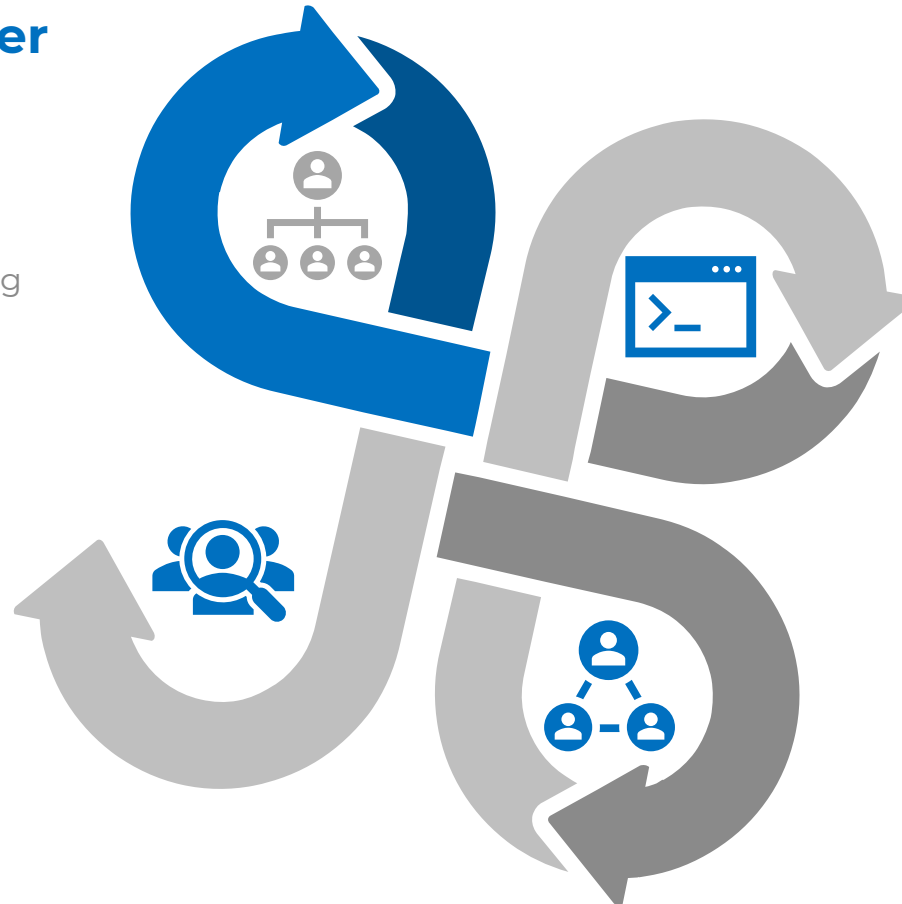
## Social Media Management

### The Social Media Manager

- Point of contact
- Creates and defines goals
- Creates your social strategy
- Oversees execution of the marketing plan

### Business Strategist

- Research industry news and trends
- Apply knowledge to Digital efforts
- Influence the content strategy
- Spark creative direction
- Analyze raw numbers
- Turns data into actionable insights



### The Content Creator

- Develop and promoting engaging content
- Working with the client and the DDS
- Develop creative assets to drive conversions

### The Community Manager

1. Monitor, listen to & engaging with your social communities
2. Advocating for a brand's audience and community on social
3. Focus on customer care & response management



# Social Media Process

## Social Media Management



Monitor, Measure, Analyze, Modify, Repeat

Develop channel-based posting schedule

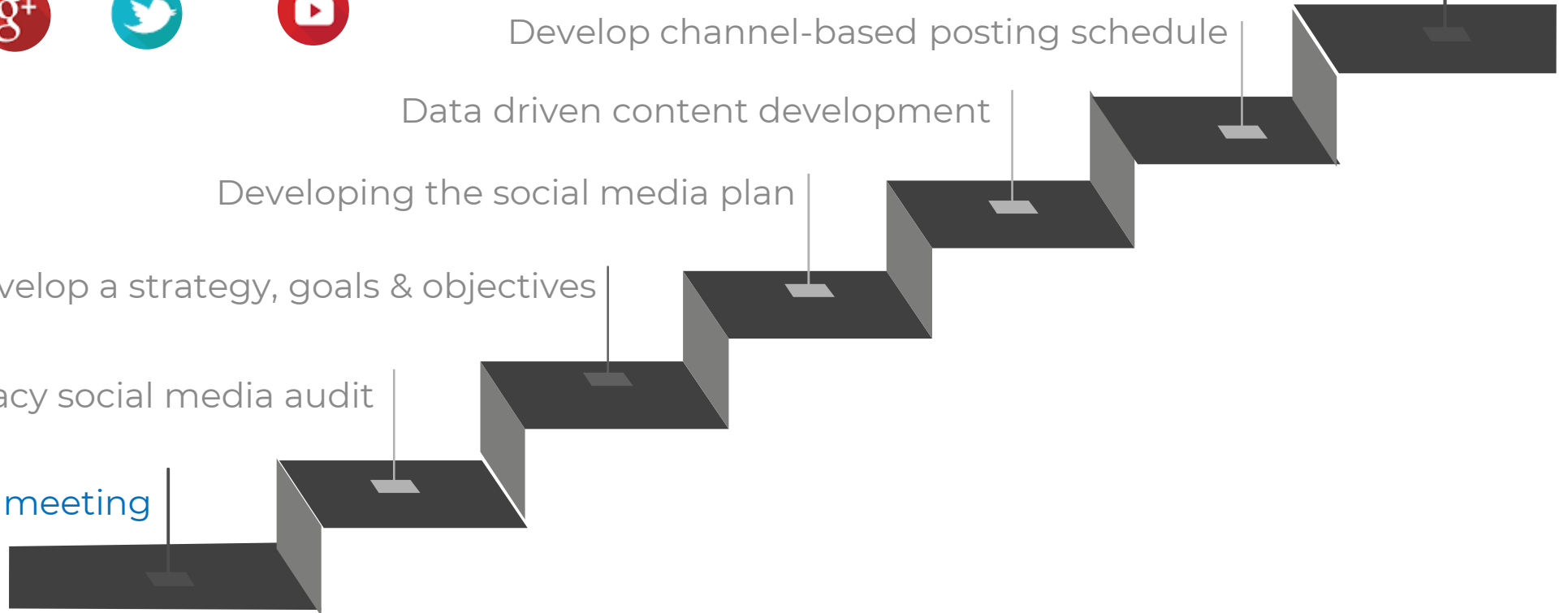
Data driven content development

Developing the social media plan

Develop a strategy, goals & objectives

Legacy social media audit

Full suite discovery meeting

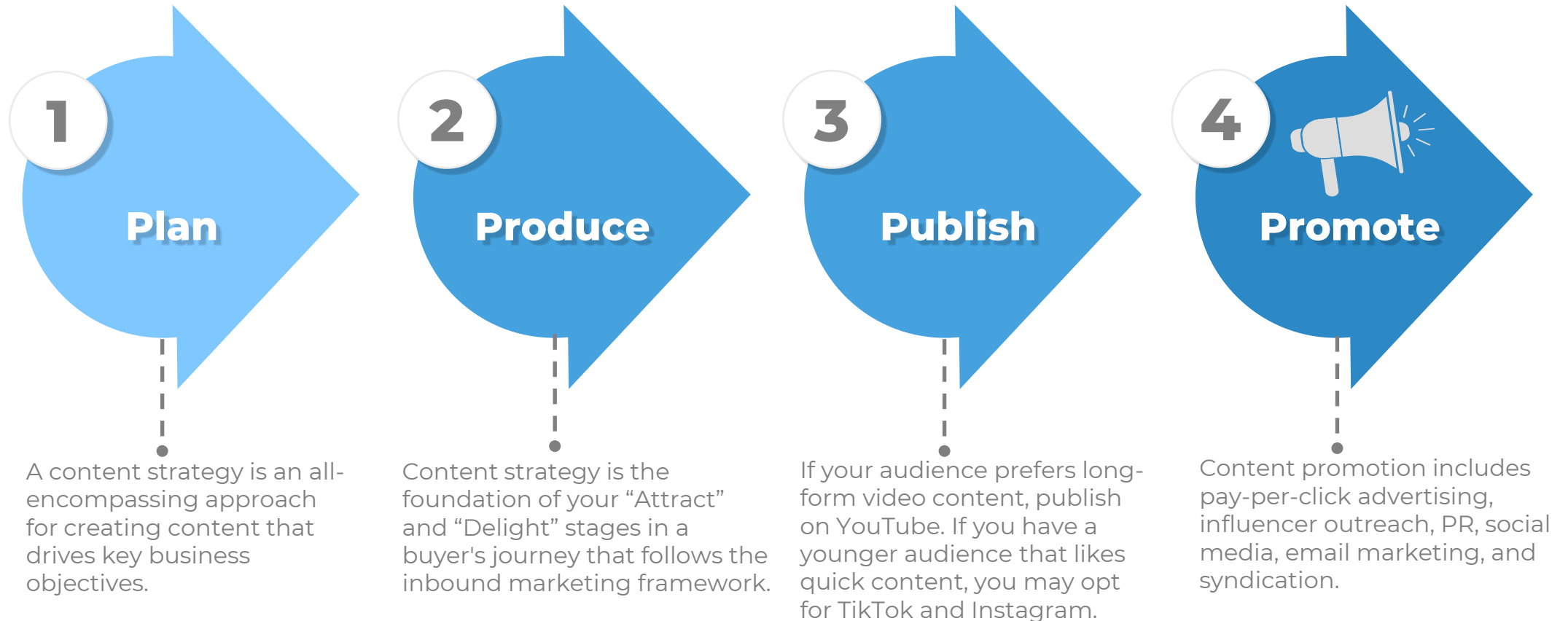




# Integrated Marketing

Leveraging Integration

## Content Marketing Model





# Integrated Marketing

Leveraging Integration



## Instagram

Active Users 147 B

Men	36%
Women	63%
18-29	44%
30-49	47%
50-64	37%
65+	5%
High School	33%
Some College	36%
College +	30%

## TikTok

Active Users 228 B

Men	30%
Women	68%
18-29	52%
30-49	34%
50-64	12%
65+	2%
High School	42%
Some College	40%
College +	17%

## Facebook

Active Users 291 B

Men	35%
Women	64%
18-29	19%
30-49	45%
50-64	22%
65+	14%
High School	41%
Some College	31%
College +	28%

## YouTube

Active Users 256 B

Men	56%
Women	43%
18-29	27%
30-49	40%
50-64	32%
65+	11%
High School	37%
Some College	35%
College +	28%

## LinkedIn

Active Users 770 M

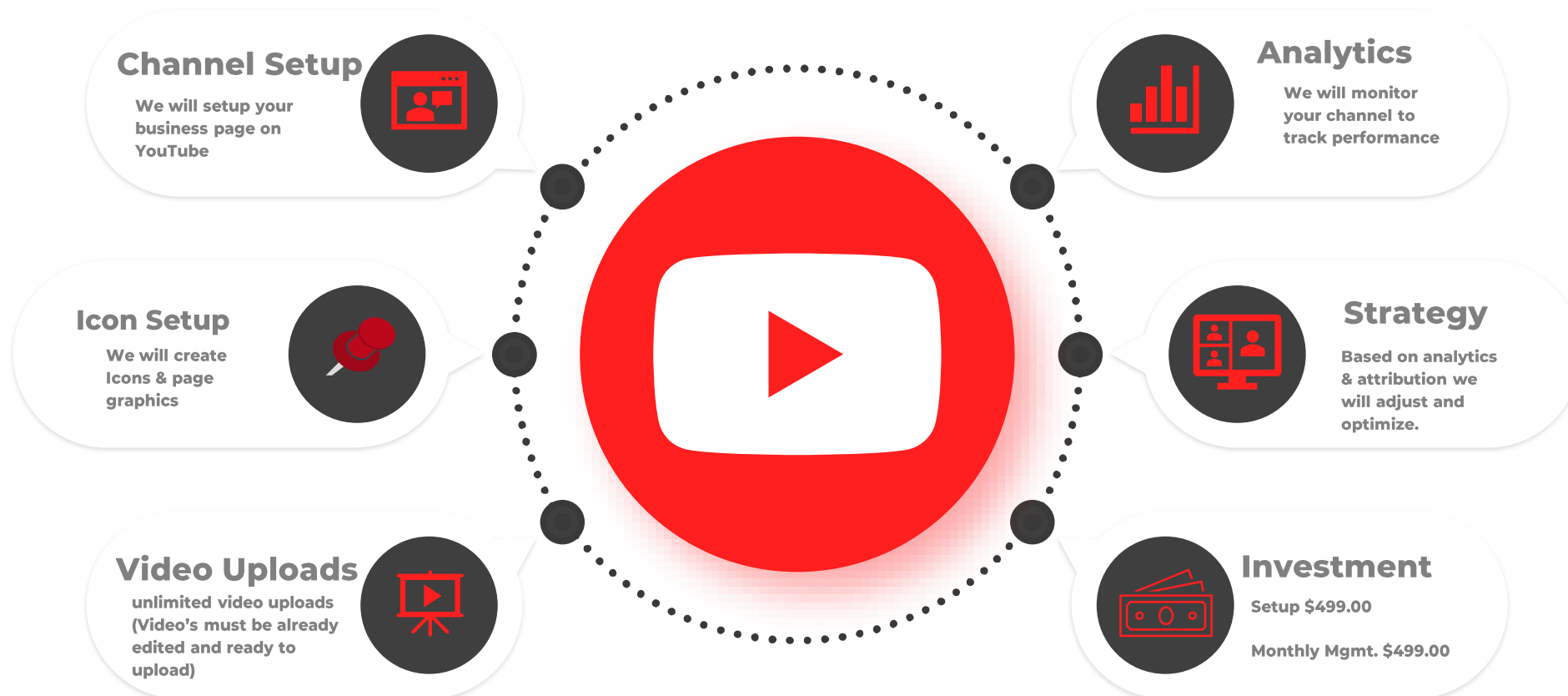
Men	54%
Women	44%
18-29	25%
30-49	46%
50-64	20%
65+	8%
High School	50%
Some College	35%
College +	14%



# Integrated Marketing

Leveraging Integration

YouTube provides a two-for-one punch to your social media marketing. Video is THE MOST popular content type across social media. YouTube is great for viral marketing and social sharing across all social media platforms.





# Integrated Marketing

Leveraging Integration

## Social Media

## Management

- + 12 campaign posts per month (Generating a social media marketing strategy). This includes meetings, content generation, graphics, 2 ads and video strategies.
- + Facebook, Instagram and LinkedIn Management (12 posts = 3 per week)
- + Growth marketing plan development (Includes local events)
- + Marketing execution and optimization
- + Bi-monthly coaching sessions
- + Dedicated account manager
- + 3-4 Specialists working on your account
- + Monthly analytics report

