



ADVERTISING & PUBLISHING INC.

[www.imagineadv.com](http://www.imagineadv.com)

# PROGRAMMATIC DISPLAY

We will deliver online ads to your potential customers by targeting specific behaviors and actions and serving those ads to the right customer in your local marketplace. Our programmatic display program covers all things including banner ads, rich media ads, native and social media ads.

## UNRESTRICTED BEHAVIORAL TARGETING:

Numerous behavioral database partnerships allow you to hit virtually any targeting element and/or combination you can dream up!

## PRIORITIZE AUDIENCES BY:

Specific sites they visit (including competitors), searched keywords, offline behaviors, similar purchases, location, demographics/psychographics, specific geographics, life events (recently divorced, baby born, moving, etc.)

1. Target zip codes around your store



2. Target behaviors of potential customers



3. Serve them online ads where they are searching



# SOCIAL MEDIA POSTING

Boost brand awareness and generate buzz with weekly social postings!

## SOCIAL MEDIA POSTING SERVICE:

We post for your business from 3-5 times per week. Plus, we will design new cover art for your page each month to keep your page looking fresh and current.

Our team works with you to build a calendar consisting of 3-5 posts per week the month prior to ensure we capture your specials, sales, in-store events and anything else you plan to promote.

## WHERE WE POST:

- Facebook
- Twitter
- Instagram

FannyLynn T. Monterroso and Nicole Robertson like Art Van Furniture

**Art Van Furniture** Sponsored · 🌐 Like Page

It's Here! The NEW Fall Home Sale Catalog with fresh style and amazing intro pricing. Urban - Modern - Global styles and the latest looks in every department. Click below - browse the catalog and pick your favorite page... enter to win it! Your home never looked so good 😊

PICK YOUR PAGE AND **WIN!**

HOME SALE

Click to browse the New Fall Home Sale Catalog - then pick your favorite page to WIN!

ARTVAN.COM Learn More

SPONSORED

Find your way home. Zillow.com Thinking of moving? Browse find the one that's right

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# DIGITAL ADS ON FACEBOOK & INSTAGRAM

When it comes to building a strong online presence, you have to be where your customers are and today there are approximately 3.5 billion people using social media-almost half of the worldwide population. Having an active social media profile is vital to attracting potential customers and retaining existing ones, but that's not enough. With the popularity of Facebook and Instagram on the rise, social media is becoming a “pay to play” field, forcing businesses to combine organic and paid efforts to achieve desired results.

Our team of digital advertising strategists can help you increase website traffic, drive more conversions and succeed on social media through targeted campaigns on Facebook and Instagram.

## THE BENEFITS OF SOCIAL ADS

Social media advertising is very cost-effective because advertisers have a wide variety of targeting options at their disposal. You can build your target audience based on demographics, interests, location, relationship status, education, household income and life events.

## WHAT'S INCLUDED?

- Keyword research
- Competitor research
- Tracking code set-up & verification
- Ad creation and proofing
- Campaign audit & launch



# E-MAIL MARKETING

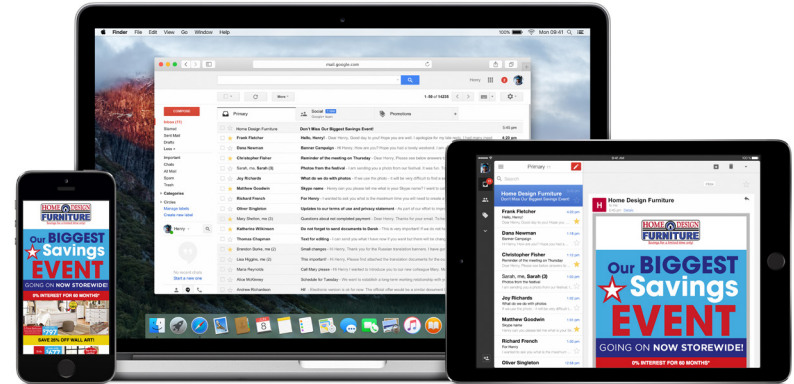
A small business owner is so busy managing the day-to-day operations of their business that they may not have the added time it takes to manage a successful e-mail marketing campaign. It's worth the investment, though, because e-mail marketing is one of the most effective tools to help retailers scale a marketing campaign.

Our in-house experts work with you to understand your unique needs and tailor mobile-friendly e-mail marketing campaigns to suit your specific requirements. Whether you need promotional material or simply need an opportunity to update contacts on upcoming events, our team will work closely with you to ensure your needs are met.

## OUR SERVICE INCLUDES:

- A monthly consultation & strategy call.
- A custom branded template(s).
- Custom content creation (1 email) with 1 round of revisions.
- Delivery of the campaign to a specified list.

WE DELIVER THE BEST DIGITAL MARKETING EDGE WITH MANAGED E-MAIL MARKETING CAMPAIGNS



Ordered	696		Percentage
Email Subject	Furniture Store Campaign		
Delivered	709	101.87%	
Gross Opens	52	7.47%	
Unique Opens	50	7.18%	
Gross Clicks	5	0.6%	
Unique Clicks	4	0.6%	
Unsubs	1	0.1%	
Mobile Opens	36	5.1%	
Mobile Clicks	4	0.6%	
<b>Link</b>			
http://bt.jy/FurnitureStore	http___cdn2__imgstmarketing_com_10042016ashley_logo2_png1		
http://bt.jy/FurnitureStore	http___cdn2__imgstmarketing_com_10042016ashley_top_pg2		
http://bt.jy/FurnitureStore	http___cdn2__imgstmarketing_com_10042016ashley_p1left_pg3		
http://bt.jy/FurnitureStore	http___cdn2__imgstmarketing_com_10042016ashley_p1right_pg4		
http://bt.jy/FurnitureStore	VISITUSSTORETODAYIS		
<b>Total</b>			
<b>Row Labels</b>			
▼ a000B0000eHWIQ_Furniture Store - Display 2	49178	176	0.358%
▼ a000B0000eHWIQ_Furniture Store - Display 2	49178	176	0.358%
▼ Mobile	26228	126	0.480%
160x600	170	0	0.000%
300x250	4997	19	0.380%
320x50	16137	89	0.552%
728x90	862	12	1.392%
1200x628	4062	6	0.149%
▼ PC	15166	15	0.099%
160x600	2200	4	0.182%
300x250	6848	5	0.073%
320x50	133	0	0.000%
336x280	137	2	1.460%
728x90	5848	4	0.068%
▼ Tablet	7784	35	0.450%
160x600	147	0	0.000%
300x250	856	1	0.117%
320x50	782	4	0.512%
728x90	1998	24	1.201%
1200x628	4001	6	0.150%
<b>Grand Total</b>	<b>49178</b>	<b>176</b>	<b>0.358%</b>



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# LOCAL SEO/GEOMARKETING

## YOUR LOCAL BUSINESS LISTINGS

93% of the customers who walk through your front door for the first time looked up your listing online and confirmed your location-most before ever leaving their home.

Through our listings content management system, you can seamlessly customize and update vital information for each and every one of your locations on 50+ local search engines automatically.

Local SEO/GeoMarketing creates and updates your Google business listing and hundreds more local search results.

Including:



Add information such as your address, phone numbers, website address, employee bios, pictures, products, current coupon offers and so much more!

Local SEO/GeoMarketing is a proven way to improve organic SEO for your Website!

# WEB VIDEO PRODUCTION

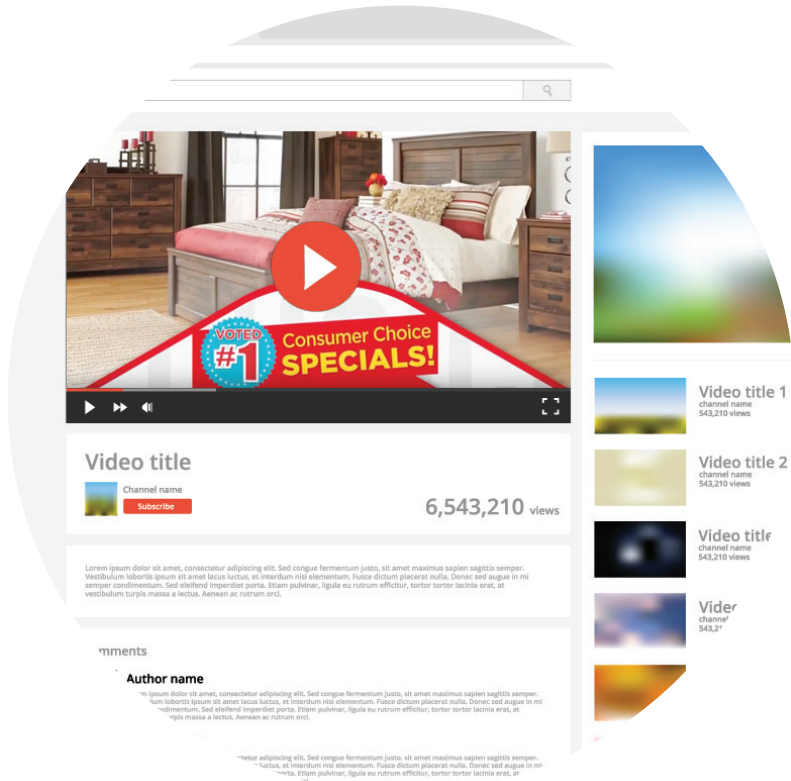
We take video very seriously because that is how today's consumers engage with your brand.

Did you know that including video on a landing page can increase conversion by 80%? (SOURCE: *INSIVIA.COM*)

Use web videos to turn a static website into a dynamic, interactive destination.

You can use videos in many ways such as:

- Advertising specials on your website
- Introducing new products you are selling
- Promoting promo codes within videos to reward viewers
- Notifying customers of upcoming specials
- Use your video on your website or social media



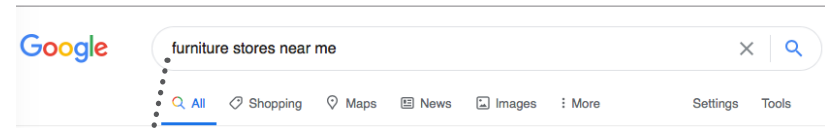
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# SEARCH ENGINE MARKETING (PPC)

PPC is based on bidding on keywords searched by the customer. When the potential customer searches for a term of interest in search engines like Google or Bing, your text ad will be one of the first to appear, along with the organic results displayed on the page.

This type of ad can be published in several formats: some are short phrases, others appear as a list of products and there are those that go deeper into a certain product, bringing information such as price and reviews.

- Target customers actively searching for your service
- Target your competitors by utilizing keywords that correspond with competitors
- Utilize click-to-call to allow mobile users the ability to call your office directly from your ad
- Only pay when someone clicks on your ad





# DIGITAL SERVICES:

- Programmatic Display.....starting at \$2875/mo
- Facebook Posting Service.....\$399/mo  
includes 3-5 postings a week on Facebook, plus new Facebook cover artwork each month
- Instagram, Facebook AND Twitter Postings.....\$599/mo  
includes 3-5 postings a week on each social media site, plus new Facebook cover artwork each month
- Facebook AND Instagram ads in newsfeed (est. units: 87,000) .....starting at \$999/mo
- E-mail Marketing (30K) .....starting at \$699  
includes up to 8 products and custom coding
- Web Video (12-15 seconds/each).....starting at \$499
- Local SEO/Geomarketing.....\$100/store/mo
- Search Engine Marketing (PPC) .....starting at \$999/mo

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# QUESTIONS? CONTACT US!

You don't have to be an expert to get rolling. Our team is here to help and can answer any questions you might have.

Give us a call at 866-832-3214 or email [info@imagineadv.com](mailto:info@imagineadv.com).

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