

corevents

Digital Marketing Strategies & Solutions.





Voice. Expertise. Performance. Results.

“We manage your business’ complete digital presence with clear ROI reporting.”



VOICE

Our collaborative partnerships with platforms including Google, Facebook, Bing, and Twitter help us pass on our experience to the clients we serve.



EXPERTISE

Our expertise is derived from over 100 years of cumulative professional experience in digital marketing and consulting.



PERFORMANCE

By focusing on customer experience and client satisfaction, we deliver measurable results and hold ourselves accountable to ROI.



RESULTS

Our goal-driven results are measured not only by data points and client KPIs but engagement, accountability and creative innovation in driving those KPI's to new heights.



The Customer Journey Funnel

There are two types of consumer intent online, “Lean Back” and “Lean Forward.”

- “Lean Back” means the user is not “hunting” for a solution, but a display ad and/or video unit might pique their interest. These consumers are “top of the funnel” and these clicks are cheaper and are intended to push the user down the funnel.
- “Lean Forward” means the user is hunting for a solution and looking to buy your goods and services. This is a very competitive space and the cost per click is higher.





Digital Products and Services

» Organic SEO – Per Location, Product, and Solution

SEO and Schema-focused “on-page” optimization increase rankings and drive clicks to your website and visitors to your physical locations. We also create relevant content that focuses on keywords you want to improve ranking for and to achieve organic objectives. “Off-page” optimization focuses on content-related links to your website.

» Local & Mobile SEO – Per Location

Geared toward mobile and tablets to improve REACH and RELEVANCE within Google Maps so you can be found by bottom-of-the-funnel customers when they are ready to make a decision to purchase goods and services.

» Paid Media (SEARCH, SOCIAL MARKETING, & AUDIENCE EXTENSION) – Per Location, Product, and Solution

We will utilize a series of paid search providers in order to hit the goal of providing qualified leads, which may include all top search engines as well as social networks and distributorship points. We can target Facebook users who are in our email opt-in program (as well as yours) and the look-alike audience we have created that matches our users likes to drive leads. We can also do additional audience targeting using 1st party data, RTB, Search, Social and Retargeting.

» Social Media Services – Per Location, Product, and Solution

We can create, monitor, manage, and engage your community through your social presence (Facebook, Foursquare, Twitter, Google+, and more) and fulfill customer service requests and inquiries online.

» Website Design/Redesign (RESPONSIVE DESIGN FOR DESKTOP, MOBILE, AND TABLET)

Creation, maintenance and hosting of easy-to-navigate websites that are built with only the newest Responsive Design technology which will increase engagement on mobile and tablet devices. Your website is the foundation of your digital marketing efforts and drives conversions from organic, paid, and social initiatives. Our design and development considers and presents a holistic digital marketing approach.



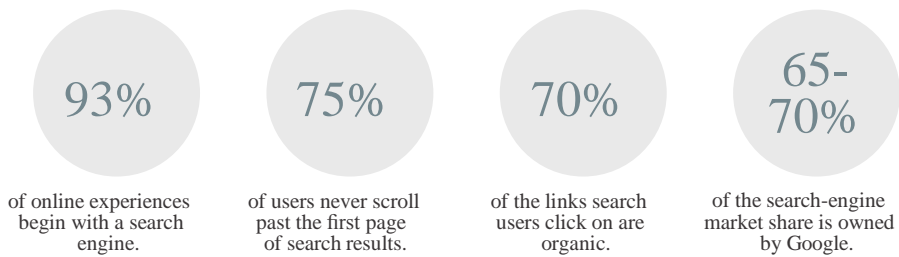
Organic SEO

Is your business showing up on the first page of major search engines like Google, Yahoo, or Bing? On average, between 80 and 90 percent of consumers use search engines (Google, Yahoo, Bing) to find a product or service. These search engines are increasing their market share, and soon nearly everyone will rely on search to quickly find information, products, reviews, services and businesses. Being found in these searches and having the ability to drive users to your website rather than your competitors' is key.

STANDARD	PROFESSIONAL	ENTERPRISE
Website Optimization (up to 10 pages monthly) ✓	Website Optimization (up to 20 pages monthly) ✓	Website Optimization (up to 30 pages per month) ✓
Content-Related Links ✓	Content-Related Links ✓	Content-Related Links ✓
Content Marketing (1 blog post per month) ✓	Content Marketing (2 blog posts per month) ✓	Content Marketing (4 blog posts per month) ✓
<ul style="list-style-type: none"> Local based optimization approach Monthly Reporting Blog posts start in month 4 	Conversion Tracking ✓ Ecommerce (Basic) ✓ <ul style="list-style-type: none"> Local + Regional optimization approach Monthly Reporting Blog posts start in month 2 	Conversion Tracking ✓ Ecommerce (Advanced) ✓ Penalty Recovery ✓ <ul style="list-style-type: none"> Local + Regional + National optimization approach Monthly Reporting Blog posts start in month 2

Additional Organic Services*: Additional Content Marketing, Press Release Development & Distribution, Microsite Development and Link Diversification

**Additional Investment Required*



Search is the No. 1 driver of traffic to content sites, beating social media by more than 300%.





Local & Mobile SEO

THE MUST HAVE DIGITAL PRODUCT FOR BRICK AND MORTAR SMB'S

SMBs need experts and a best practices approach because Local SEO is more competitive, more complex and has more to manage than ever before.

WHY LOCAL SEO?

- Gets your location found in local searches
- Improves rankings on maps
- Generates foot traffic and engagement

WHAT WE DO

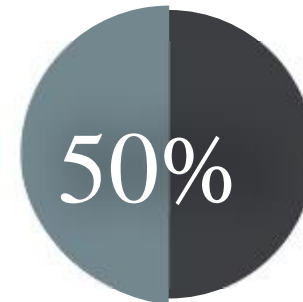
- Claim and verify location listings
- Merge duplicate listings
- Build diverse citations: Top Tier, Niche-Geo and Aggregator Syndication
- Maintain best practices in an evolving space
- Enhance citation listings by adding descriptions, photos, etc.
- Conduct social audit and recommend best practices
- Reputation monitoring and notification of user comments and reviews on your business pages
- Provide review funnel technology for your website
- Conduct website audit and make SEO recommendations
- Measure results with concise reporting: baseline report and monthly updates



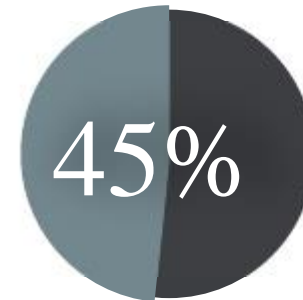
If someone within 5-10 miles of your business searches for what you sell, do you want to be an option? If you aren't doing anything to increase your chances of being found then you are losing ground!



Search is the **#1** driver of traffic to content sites, beating social media by more than 300%



of consumers WHO CONDUCT A LOCAL SEARCH on their smartphone visited a store within a day.



of consumers WILL LOOK FOR A COMPETITOR after being disappointed by a business mobile site or failing to find desired information*

*Source: Local Search Association 2015



Hyper Local

Having your business found by users on mobile devices is no longer a luxury. It is now a necessity to help keep your business relevant across the millions of users engaged in mobile searches. Our Hyper Local package sets you up for success with the tools you need to acquire opportunities. This package is designed for clients that want immediate impact and to be found right away on Google Maps for their top business categories.

What is included in Hyper Local

- Local SEO Service (1 Location) ✓
- Local paid media campaign ✓
- Mobile optimized ad targeting (Ads appear on Google Maps primarily) ✓
- GEO-target of approximately 15 mile radius ✓
- One ad campaign built and optimized to promote your business ✓
- Traffic driven to your business' Google My Business page with call tracking number ✓
- We will focus and measure that ad campaign around one product goal ✓

For more competitive industries (Auto, Services, Legal, Medical, etc.), the Professional or Enterprise package is strongly recommended due to high competition. Exclusions may apply to specific industries.

Standard

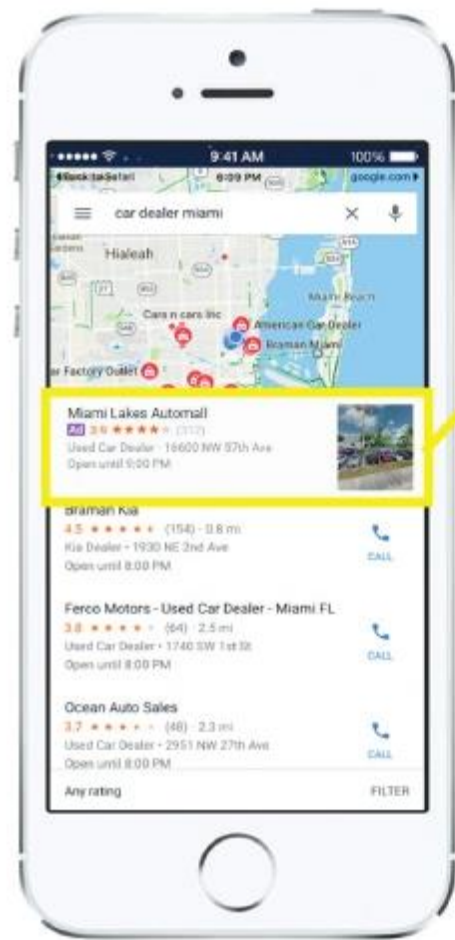
- Local SEO Service
- Paid Media

Professional

- Local SEO Service
- Paid Media

Enterprise

- Local SEO Service
- Paid Media



Hyper Local Ad



Paid Media

Paid Media (Search Marketing, Social Marketing, RTB, Retargeting)

We will use a series of paid search providers in order to hit the goal of providing qualified leads, which may include all top search engines as well as social networks and ad networks. We can target Facebook users who are in our email opt-in program (as well as yours) and the look-alike audience we have created that matches our users' likes to drive leads.

Benefit

Increase your leads and community with ramped-up velocity

Paid Media Campaigns

- Search Engine Marketing (Google AdWords)
- Facebook Sponsored Posts
- Facebook Video ads, website-to-client ads, and engagement ads (Desktop & Mobile)
- Audience Targeting using 1st party data, RTB, Search, and Social

Retargeting

- Google, Yahoo, Bing Retargeting
- Facebook Retargeting (Desktop)



PROMOTED POST



PAY PER CLICK

WHY WE ARE DIFFERENT



- We use enterprise-level software to assist in development, design, and deployment of our clients campaigns
- We are a certified agency for AdWords, Analytics, Facebook, and SEO
- We focus on true ROI and NOT just rankings
- We have dedicated, seasoned strategists for each discipline our clients desire to engage in
- Most agencies specialize in one or two disciplines (such as Search Engine Marketing and Paid Social). We execute all our service offerings with precision and state-of-the-art best practices in many disciplines (such as Real Time Bidding, Display, Retargeting, Search Engine Marketing, our own Display Network, etc.)
- We connect all marketing channel efforts into actionable and easily understandable metrics
- We have the ability to share our voice and audience with your advertising such as promoted status updates from some of our publisher partner's Facebook pages



Audience Extension

Reach your Exact Target Market on the web through your customers favorite way to consume content.



TARGETING OVERVIEW

DEMOGRAPHIC TARGETING

Target users based on their age, gender, HHI, Career, and Ethnicity.

BEHAVIORAL TARGETING

Target consumers based on their search, click and web browsing history.

CONTENT TARGETING

Target consumers based on the kinds of sites and content they're visiting.

GEO TARGETING

Target users based on radius, zip, city, county, DMA, state and more.

FREQUENCY CAPS

Limit the number of times a user can see your ad.

DAY PARTING

Target your key consumers at a time when they're most likely to buy.



RETARGETING



PERFORMANCE GUARANTEE

- Our team of Programmatic Buying experts can tailor a plan for any budget and we will guarantee a minimum equivalent of a 0.1% CTR based on number of impressions
- We will over-deliver impressions to hit the guaranteed number of clicks

THE NETWORK



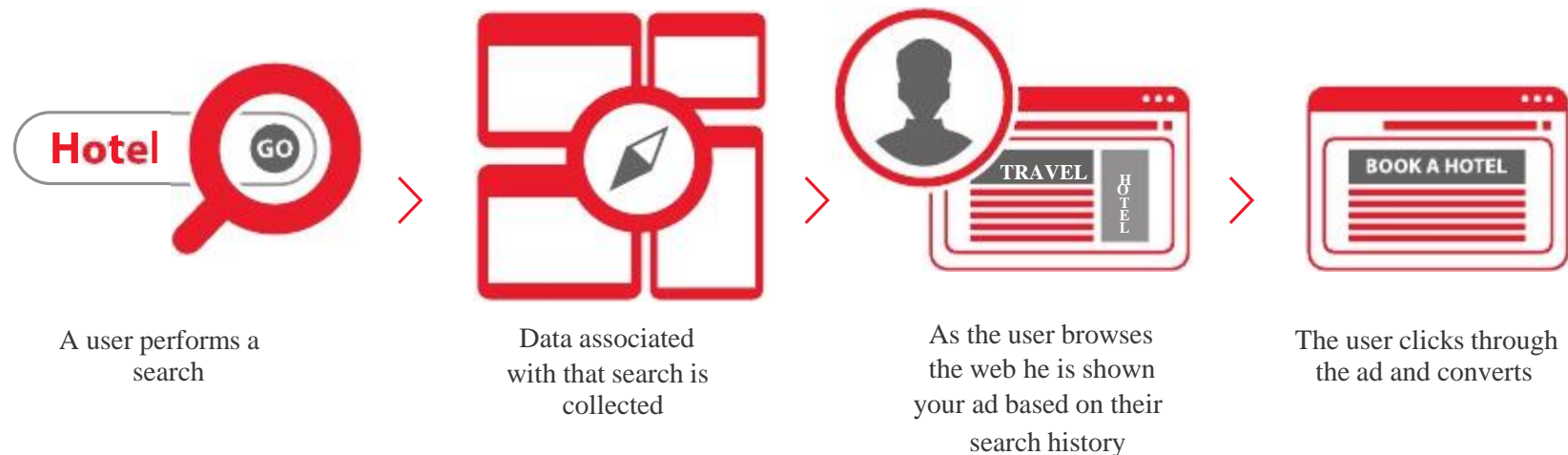
Audience Extension: Search Retargeting

Search retargeting targets user audiences based on previous keyword searches they have conducted on search engines such as:



How does it work?

- Search retargeting campaigns begin with a list of targeted keywords that advertisers want to be found for on different search engines
- We can then re-target that search with a specific ad that is personalized to the person that conducted that search, no matter where he is on the network





Email Marketing

Securely deliver your message to the exact consumers you want to reach using hundreds of targeting options

Our Database

- Our email database has over 140 million quality consumer and business emails
- Our information is obtained through opt-in online surveys, e-subscriptions, e-registrations and our extensive network of permission-based websites.
- Our email database consists of 140 million emails refreshed monthly with over 1.5 million data points.

Our Data Quality

- We have one of the largest and most hygienic databases in the marketplace today.

100% Can-SPAM Compliant

- Our emails are 100% opt-in and permission-based.
- Every consumer and business email has consented to receive email from our advertisers.

Why Work With V Digital Services ?

- Permission-based and targeted
- Dedicated account managers
- In-depth reporting
- Dashboard integration
- Quality control: Regular scrub of inactive users, new email collected daily
- Controlled mailing structure to remove hard bounces and retry soft bounces
- Technical Infrastructure: rotate servers and IPs, maintain feedback loops to optimized in-box delivery



IP Targeting

IP Targeting is the process of focusing internet advertising to households based on their Internet Protocol (IP) address



Current Customer Activation + Look-a-Like:

LIST MATCHING + CLONING

VMG takes your current customer database and clones it. This allows you to hit your current customers and people that look like your current customers with online display marketing.

Audience Profile:

MATCH YOUR TARGET AUDIENCE WITH SPECIFIC HOMES & GEO ZONES

If you don't have a customer database we can create in IP targeted campaign by building a custom target audience and target specific homes and geo zones based on your target audience.



Cookie-Free Privacy

No tracking, no use of cookies, and no inferred audience segmentation.



Device Independent

100% reach to all internet-enabled devices.



100% Reach

Reach over 250 million plus individuals and over 18 million businesses in the United States and Canada.

Site Visitor Attribution Solution

With our universal pixel we can provide a snapshot of who your visitors are and what they look like. We then have the ability to create a look-a-like model based on that data.

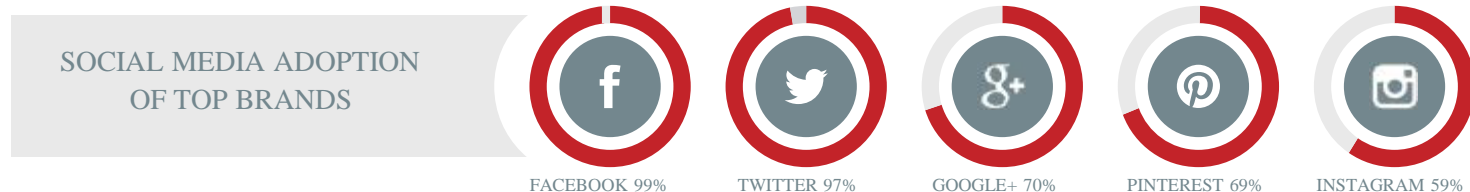
Social Media

Social media is the new word of mouth. Social media empower companies to communicate directly with their customers through channels like Facebook, Google+ and Twitter. Through smart engagement, businesses can grow brand loyalty, provide special offers to capture leads, and engage with customers who are already sharing their ideas, experiences and reviews.

STANDARD	PROFESSIONAL	ENTERPRISE
Social Signals (One Shared Content Calendar) ✓	Social Signals (One Shared Content Calendar) ✓	Social Signals (2 Monthly Content Calendars) ✓
Brand Management (Single Location Support) ✓	Brand Management (Multi Location Support) ✓	Brand Management (Multi Location Support) ✓
Customer Service (Monitoring 1x/week) ✓	Customer Service (Monitoring Monday-Friday) ✓	Customer Service (Monitoring Daily) ✓
Facebook ✓	Facebook (Promoted posts included) ✓	Facebook (Promoted posts included) ✓
Twitter ✓	Twitter ✓	Twitter ✓
Google+ ✓	Google+ ✓	Google+ ✓
	LinkedIn ✓	LinkedIn ✓
	Active Listening ✓	Instagram <u>or</u> Pinterest ✓
	Creative Images (We can produce and provide up to 5 per month) ✓	Active Listening ✓
		Contesting ✓
		Creative Images (We can produce and provide up to 10 per month) ✓

Additional Social Services*: Promoted Posts, Multiple Brands, Multiple Pages, Separate Content Calendars, Instagram AND Pinterest

**Additional Investment Required*



Reputation Monitoring

Improve your online reputation, as well as your ranking in search engines, with this dynamic and extremely affordable solution.

Reviews not only affect a client's reputation online but they also assist in organic SEO rankings. Google requires a minimum of 10 reviews in order to receive the star rating on search results.

With Reputation Monitoring* you will receive:

- 1 URL per account
- Multi-location support**
Drip email marketing campaign
- Daily, weekly, monthly automated reports
- Install "Review Us" button on your website

*Must be bundled with Local SEO, Organic SEO or Social Media services

**Small additional charge for each location





Website Development

First impressions go a long way, and effective website design is ultimately judged by the users of the website, not the owners. Did you know that according to a survey by EConsultancy, 40 percent of users will abandon a web page if it takes more than three seconds to load?

STANDARD	PROFESSIONAL	ENTERPRISE
Responsive website built from a selected WordPress template <input checked="" type="checkbox"/>	Responsive website built from a selected WordPress template <input checked="" type="checkbox"/>	Custom websites available. Scope of work will be defined by design and needs review with customer.
Website Includes:	Website Includes:	
<ul style="list-style-type: none">Up to 10 content site pages plus homepage (customer must supply content) <input checked="" type="checkbox"/>	<ul style="list-style-type: none">Up to 20 content site pages plus homepage (customer must supply content) <input checked="" type="checkbox"/>	
<ul style="list-style-type: none">Add provided content including logos, photos, description, menu of services, etc <input checked="" type="checkbox"/>	<ul style="list-style-type: none">If eCommerce, we will create a product menu page and build landing pages with content for up to 20 products (customer must supply content, including stock photos) <input checked="" type="checkbox"/>	
<ul style="list-style-type: none">Setup navigation <input checked="" type="checkbox"/>	<ul style="list-style-type: none">Add provided content including logos, photos, description, menu of services, etc <input checked="" type="checkbox"/>	
<ul style="list-style-type: none">Add Social Icons (Links and Feeds) <input checked="" type="checkbox"/>	<ul style="list-style-type: none">Load initial 20 products (Must supply data in provided template format) <input checked="" type="checkbox"/>	
Basic client training on site updates <input checked="" type="checkbox"/>	<ul style="list-style-type: none">Setup navigation <input checked="" type="checkbox"/>	
60 days of Professional Hosting included <input checked="" type="checkbox"/>	<ul style="list-style-type: none">Add Social Icons (Links and Feeds) <input checked="" type="checkbox"/>	
60 day warranty period* <input checked="" type="checkbox"/>	<ul style="list-style-type: none">Build functionality to Shopify shopping cart <input checked="" type="checkbox"/>	
	<ul style="list-style-type: none">Add payment gateway (customer must maintain merchant account) <input checked="" type="checkbox"/>	
	<ul style="list-style-type: none">Build secure checkout through SSL Certificate <input checked="" type="checkbox"/>	
	Basic client training on site updates and product uploads <input checked="" type="checkbox"/>	
	60 days of Professional Hosting included <input checked="" type="checkbox"/>	
	60 day warranty period* <input checked="" type="checkbox"/>	
	*Maintain site as delivered on approved go-live date (includes content refinements and corrections only)	

Complete Transparency and ROI Reporting

Our team consists of marketing experts who work collaboratively in a true partnership with your business. We also partner with key technology companies to allow us to further scale your brand. We will work with you to identify, define and deliver KPI-based metrics within the digital marketing space that will drive opportunities for your business.



Overall Monthly Performance Analysis



Paid Media Monthly Reporting



Local SEO Monthly Reporting



Monthly Conversion Tracking Reports



Social Media Monthly Performance



KPI Custom Performance Reports



Competitor Analysis



Quarterly Strategy Report