

# FISHERDIGITAL

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# VIDEO MARKETING

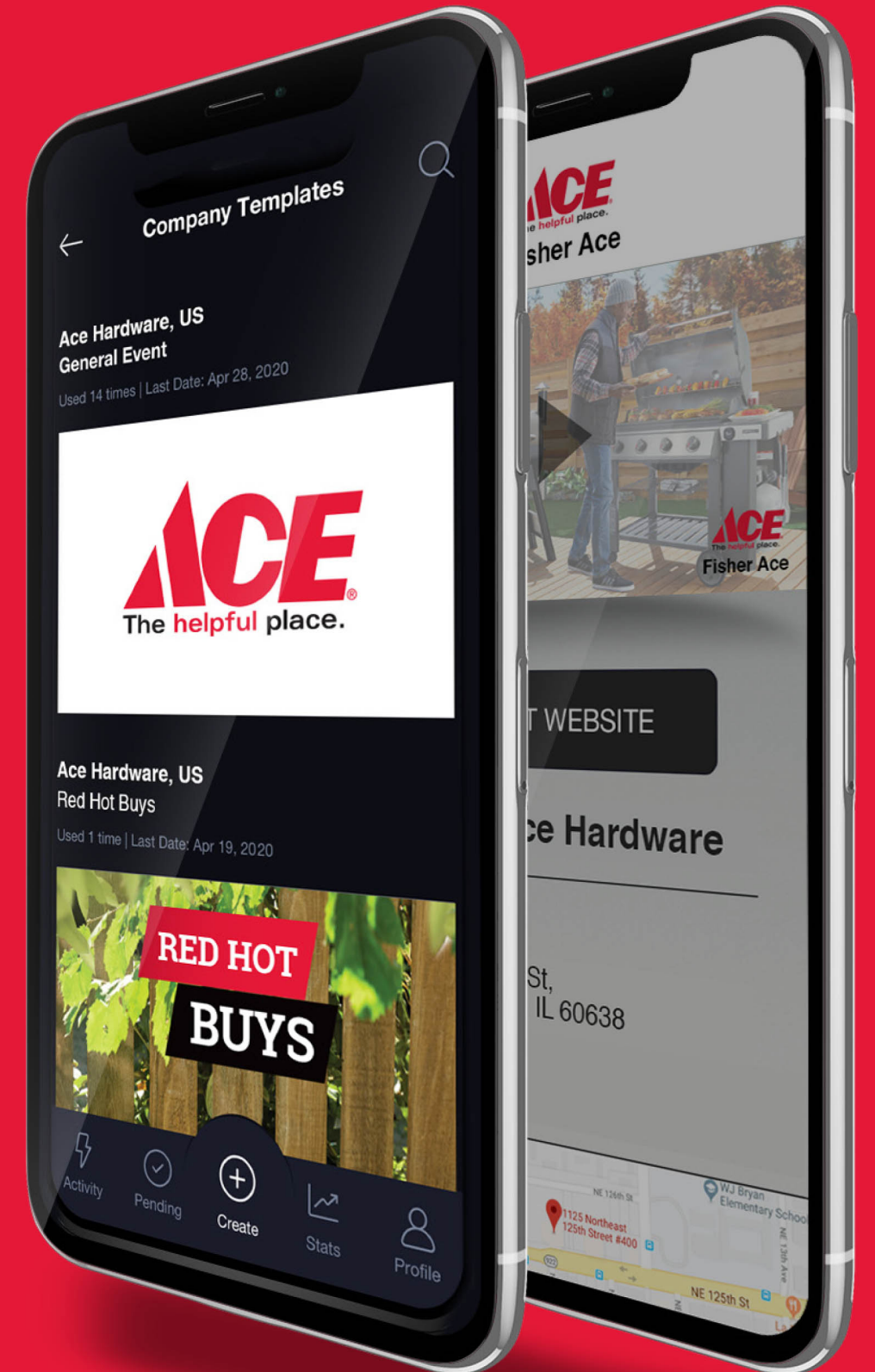
## WHAT

The use of video to promote or market your brand, product or service. A strong marketing campaign incorporates video into the mix. Customer testimonials, videos from live events, how-to videos, explainer videos, corporate training videos, viral (entertainment) videos – the list goes on.

## WHY

Custom video content can increase your search engine ranking, click-through rates, open rates and conversions.

Studies show over 50% of online consumers were more likely to buy a product they were considering purchasing after watching a video demonstration, promotional event, customer recommendations, testimonials and more.





# GEOFENCING

## WHAT

A geo-fence is a virtual perimeter for a real-world geographic area. A geo-fence could be generated as a radius around a point location, or a geo-fence can be a predefined set of boundaries (such as, store locations, competitors, convention centers, neighborhood boundaries, etc).

## WHY

Utilizing this technology, timely advertisements are served to prospective customers' mobile devices, triggered by them entering a geo-fenced area. Geo-fences can be drawn around your store to notify existing customers of promotions, or around a competitor's retail location to conquest new customers.





# ADVANCED TV

## WHAT

Advanced television is a digital technology that significantly changed television as it has come to be known during the 20th century. Unlike traditional television, Advanced TV Advertising serves ads to a profiled prospect rather than a program in which advertisers take a chance in estimating which programs will draw-in their prospects.

## WHY

The sight, sound and motion of video etches lasting impressions, but television advertising can be cost prohibitive and it's wide targeting is wasteful. With Advanced TV Advertising you'll reach in-market prospects, not everyone in your market, and they'll see your ad in their living room or mobile device when streaming video content on Hulu, FX Now, and hundreds more streaming services.



# G GOOGLE DISPLAY

## WHAT

The Google Display Network is a collection of websites covering more than 70% of the web wherein advertisers can pay to distribute brief advertisements commonly referred to as “banner ads” to audiences targeted by demographics, interests, behaviors or imported data segments.

## WHY

The ability to distribute ads to 70% of the web from a single command center is an incredibly powerful opportunity for brands to be “everywhere”, introducing promotions to prospective customers whose recent visits to your website or specific life events (i.e. recently moved) signal an immediate need.



# G GOOGLE SEM

## WHAT

Search engine marketing (SEM) involves increasing your visibility in search engine results pages through paid advertising. Also referred to as Pay-Per-Click, advertisers define keywords they'd like to be present in search engine results, and pay search engines like Google and Bing per click received.

## WHY

The moment of greatest opportunity is the consumer's moment of need. Google has become an adjective, because when we need something we "Google it" and SEM will insure you're present at that moment, ready to fulfill their need for questions like "where to buy lawn mowers".





# E-MAIL

## WHAT

Email marketing is the act of sending a commercial message, typically to a group of people, using email to build loyalty, trust, or brand awareness. A national database of 300M prospects is tailored down to a defined segment based demographics, behaviors and socio-psychographic profiles.

## WHY

Email is an incredibly affordable medium for reaching a pinpointed audience at scale. Our high-quality service and trusted database sources, ensures inbox deliverability and guarantees qualified traffic to your website. Email engagement data can trigger Social Advertising for those prospects that performed highly in Email.





# SOCIAL ADVERTISING

## WHAT

Social Media Advertisements are distributed to users Facebook and Instagram, based on information gathered from target audience profiles, including but not limited to demographics, behaviors and socio-psychographic profiles.

## WHY

On average, US consumers spend 2 hours and 33 minutes a day on social media and high-performing corporate social profiles will reach just 5% of their direct audience with each non-paid post. Social Media Advertisements enable you to reach your audience and beyond, where they're spending their time.







# PERFORMANCE TRACKING APP

## WHAT

The FISHER DIGITAL CometAds Tracker aggregates all your digital campaign performance into one real time dashboard. Available on iOS for iPhones, and in the Google Play Store for Android devices, the app is also accessible without download via a web browser.

## WHY

Digital moves fast. While our team always has a finger on the pulse, the FISHER DIGITAL CometAds Tracker App allows you to track digital campaign performance day or night. At the end of each month a formal recap report is constructed and presented as a downloadable PDF.

