

2015



**Strategic Advertising & Marketing Engagement**





# Digital Marketing Resources

If you're looking for a snapshot of 4 Local Media's best digital marketing resources, you've come to the right place. We've assembled our most popular digital media solutions designed specifically for local, regional and national businesses!

**MOBILE | SOCIAL MEDIA | SEO & PPC | EMAIL | BROADCAST**

# Who are we?

- Digital Advertising Firm | Solutions since 2004 | Three Founders
- Over 60 years of experience in broadcast, outdoor and digital media
- Mission: Providing exceptional advertising solutions for local business owners across the country.
- Products: Mobile Media Strategies, Targeted Lead-Generation Solutions, Mobile & Desktop Geo-targeted Display Ads, Social Media Marketing, SEO / SEM / PPC, Database Marketing (list development), Email Marketing, Outdoor, Broadcast (TV & Radio)
- Corporate Offices: Portland, OR | Scottsdale, AZ | Dallas, TX



# What we provide....

## Unified Media Consulting...

Our world is always changing. When you think you've got the latest version, it's time for an upgrade. You share a link, and it's already old news. You're tagging, while everyone else is pinning. It's no wonder business owners feel overwhelmed.

At 4 Local Media, we realize if there's one thing you can count on, it's change. We also realize that if you can master this change, the opportunities are limitless. In a nutshell, that's what we do. We'll help you find your footing in a sea of constant, disruptive change and evolve how you connect with people in the digital age.

You see, we're an inquisitive bunch, focused on understanding the world around us, and how people connect with it. It's this curiosity that helps us see what's next, letting our clients be the first to take advantage of the new opportunities that are emerging all around them. Adapting isn't about staying in one place, it's about moving forward. **Let's move!**



# Solutions Portfolio

- **GEO-TARGETED DISPLAY ADS:** Using a National Multi-Screen Branded Advertising Network, our partner has executed more than 20,000 local and national client campaigns. Geo-target your customers across 13,000 publisher sites. Measurable targeted RESULTS!
- **MOBILE MEDIA STRATEGIES:** From big trusted brands to new app developers, we offer a full spectrum of mobile advertising and monetization solutions. Standard mobile banners carry flat boring earnings. We provide relevant, geo-targeted ROI strategies.
- **WEBSITE DESIGN:** Developing websites that make a great impression, powered by WordPress, sell your brand and are optimized on all mobile devices. We develop a “Marketing Machine” website with fully integrated inbound marketing services.
- **SEARCH ENGINE MANAGEMENT:** Search engine / pay-per-click marketing allows you to be found on Google, Yahoo, Bing when customers are searching for your products or services. SEO: ranking your website at the top of Google gives your business a huge advantage!
- **SOCIAL MEDIA STRATEGY:** Offering our clients an interactive strategy utilizing most social media platforms to promote your products and services. Providing targeted, clever ad billboard placement across the leading social media networks.



# Solutions Portfolio

- **DATABASE LIST DEVELOPMENT:** Any successful business owner knows that building an internal database is the KEY to long term success. Our consultants provide proven online digital strategies to grow your email, text and customer database.
- **EMAIL MARKETING:** Proven eMarketing solutions designed to drive new online and offline sales of your products and services. We offer three of the most trusted ESP providers in the industry. Zeppo Marketing, Exact Target and Vertical Response. Our team of experienced designers provide creative influential copy points.
- **MOBILE APPS:** Creating the most functional and visually stunning mobile native app in the market place. We believe that it should be simple, intuitive, fun and easy to create an uniquely designed app that represents you, your business and your brand. Our platforms enable you to do that, and without the need for a developer and or designer.
- **STRATEGIC PARTNERSHIPS:** Targeted digital solutions designed to generate leads and new customers to specific LOCAL businesses. Specializing in Automotive, Retail, Real Estate, Entertainment, Home & Garden, B2B Services, B2C Products & Services, Political and MORE!
- **TRADITIONAL MEDIA SERVICES:** Planning, Creative and Design. Over 60 years industry experience with partners across the country. Save an average of 10% - 15% agency discount on all media buys. Our consultants provide research, unique ideas and SOLUTIONS!



# Local Business Owners



- There are over 28 million small businesses across the country.
- Most small & mid-sized businesses do not have an advertising agency because they cannot afford one. A typical “good” advertising agency will charge \$4,000 - \$5,000 per month in agency fees or an ongoing retainer fee.
- The failure rate of new small businesses is staggering. According to numerous Census Bureau reports, over 78% of new companies fail within the first year. 55% fail within the first 4 years.
- One of the contributing factors to a small business start up failure, is most small business owners are not marketing or advertising experts. They know their product or service, and have a passion for their new business. But they do not know how to effectively generate new customers.
- New customers are the life blood to any successful business. All great business plans include a well thought out marketing and advertising strategy. These strategies are based on new customer acquisition, while keeping a profitable ROI.

# Ad Agency Benefits

- Typical advertising agencies offer consulting, creative, media knowledge and research for their clients. They usually work with mid and larger companies that spend a significant amount on advertising.
- Generally an Ad Agency will review all proposed vendor sales presentations. The Agency will usually put a dedicated “consultant” on the account. This person will save the business owner time, by having an expert filter out all of the non relative proposals, and present the good ideas and solutions that should deliver results for the business.
- Website and interactive strategies should be at the core of all your marketing efforts. Consumers consult the Internet prior to even the most mundane purchases. If your website isn’t providing an efficient, informative experience, you’re losing business.
- In addition to a “well-oiled” website, you should also utilize search marketing, pay-per-click and email campaigns. These are essential tools for every business and your agency consultant should show you the best ways to put them to work for you.
- The main advantage of hiring an advertising agency for any business is having a resource to help with advertising questions, strategies, ideas and solutions!





# How we can help!



- Most media companies are trying to PUSH one or two different products or services to your business. In most cases, they are probably not a good fit for your business, but you try them anyway because the sales person was pushy, or you just wanted to “try” and hope that the advertising product “might” work.
- 4 Local Media takes the “TRY” and “HOPE” out of your marketing strategy. We know most business owners cannot afford to “TRY” or “HOPE” that a campaign works.
- 4 Local Media has a Nationwide network of advertising executives and vendor partners who are “experts” in specific business verticals. Together we decide on the best fit for your business, with the least amount of risk.
- Our approach is different, we are NOT trying to sell you a product or service. Our consultants will be an EXCLUSIVE “Personal Advertising Consultant” who will provide competitive research, ideas and most importantly SOLUTIONS to your business goals!



# Project Scope

## Engagement Overview:

4 Local Media and your personal Media Broker will schedule a complete advertising and marketing review. We will analyze your current strategy and then provide a specific plan utilizing targeted lead generation applications.

## Key Objectives:

- Detailed review of project requirements and core deliverables (depending on advertising mediums). **Online & Offline vendor solutions!**
- Configure and customize a targeted lead generation program, focusing on new customer acquisition. **These solutions will be based on your ROI goals!**
- Drive NEW revenue through digital solutions from case studies from other non-competitive markets / clients. **Providing ongoing Ideas & Solutions!**
- Provide a detailed timeline for immediate and future revenue objectives for your company. **Helping with positioning, branding and product sales strategies!**



# Founders

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**Providing exceptional Ideas & Solutions to  
LOCAL businesses across the country!**

