

Drive Phone Calls & Increase Store Visits!

with Digital Advertising

anderson
digital solutions



✓ACTION
OFFICE INTERIORS

Our Objective

Leverage the latest Digital Advertising technology to...



Target

prospects and customers searching for your services and visiting your competitors place of business.



Increase

The number of phone calls you receive for your services and new customers that visit your business.



Monitor

and improve your investment return with monthly proof of performance reports.

How it's done..

Innovative technology

Programmatic Search & Display
Geo Fencing - Retargeting
Proprietary Facebook Product
Promotion Redemption
Click to Call Ads
Click to Text Ads
Mobile Landing Pages
Reputation Extensions
Location Extensions

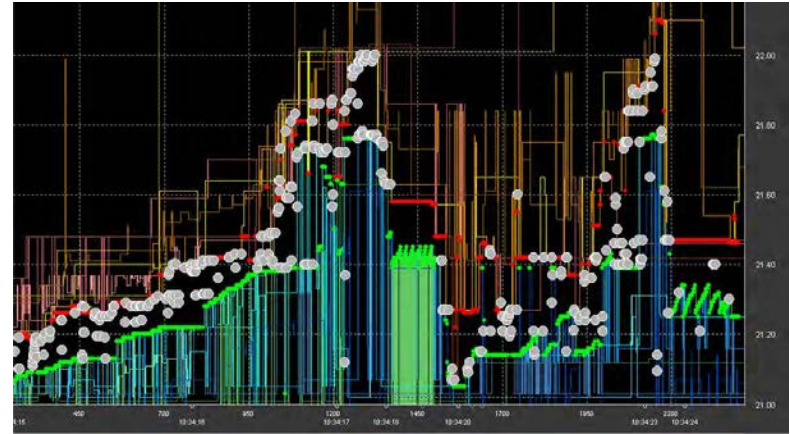
Our direct relationships



Why it Matters to You

Programmatic

Machines makes better decisions, more often and they optimize daily. Programmatic buying is quicker, smarter and more efficient. Your dollar goes farther resulting in better ROI.



Did you know that over 85% of all US stock trades are made by machines?

Phone calls & store visits



Reservations, consultations, appointments, quotes

Search advertising

Consumer searches for "office furniture" and Action Office appears, encourages phone call to place orders or a consultation.



Display advertising

Consumer is reading a blog on the newest office furnishings trends and color options and Action Office appears with incentives, encouraging showroom visits.



Facebook lead ads

Consumer is on their mobile phone, (their job title on Facebook is listed as Office Interior Expert) and a Action Office ad appears encouraging phone calls for quotes or consultation.



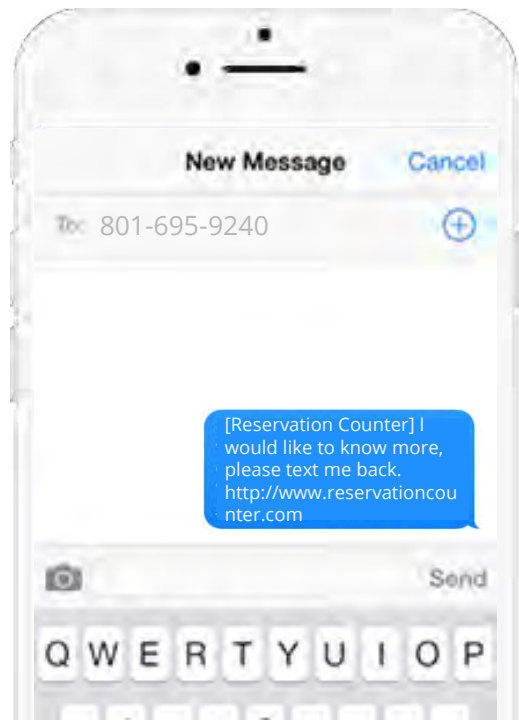
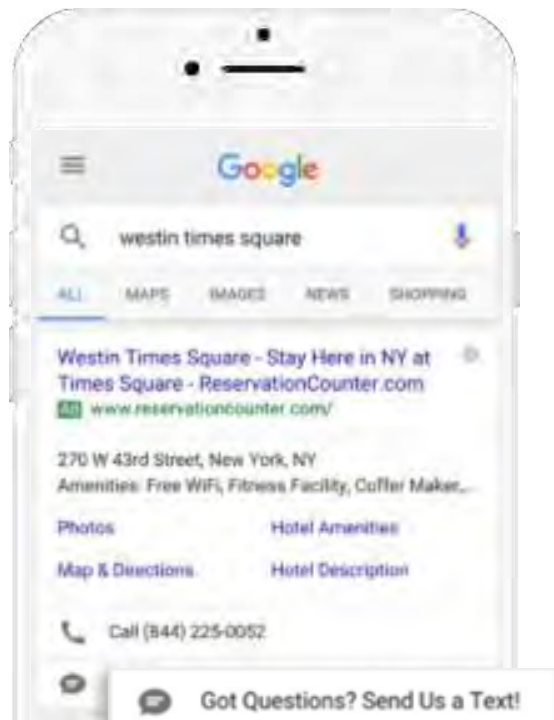
Geo-Fencing

Consumer enters the Geofence of Action Office competitor (Source Office) and for 30 days afterwards they see Action Office ads encouraging visits which is tracked via the conversion zone



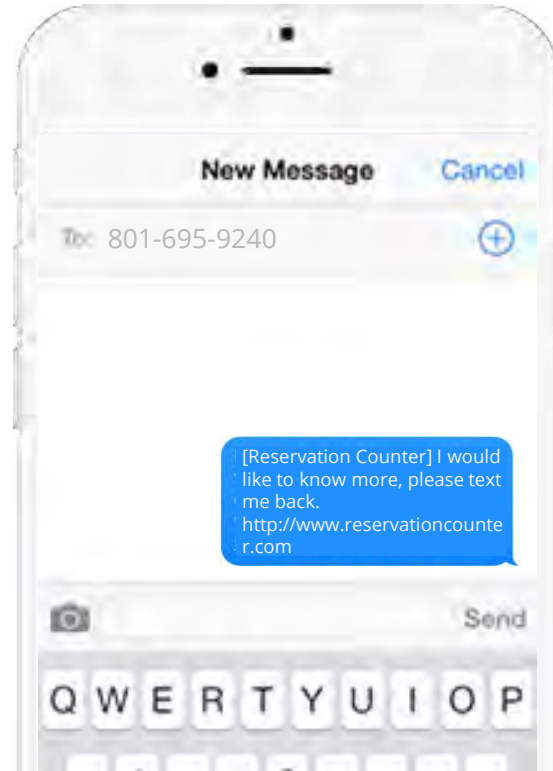
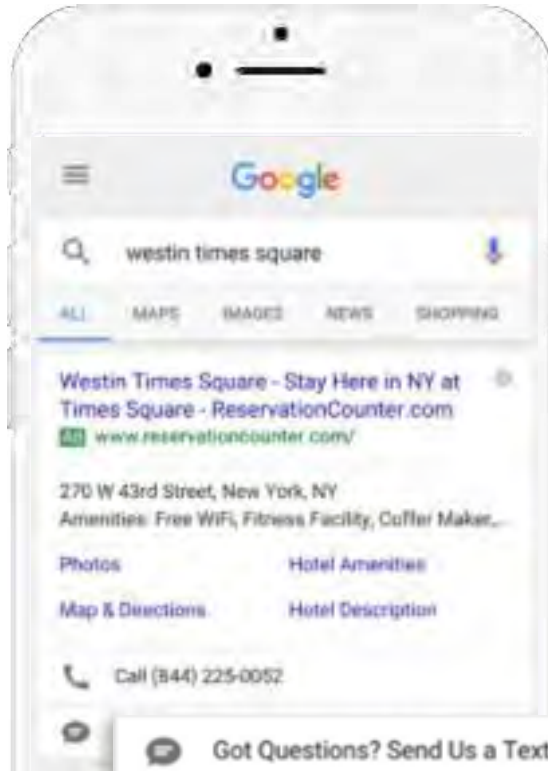
Advanced Search Advertising

Click to Call ◦ Text to message ◦ Location extensions ◦ Review extensions



Text to message

98% of text messages are read within 95 seconds

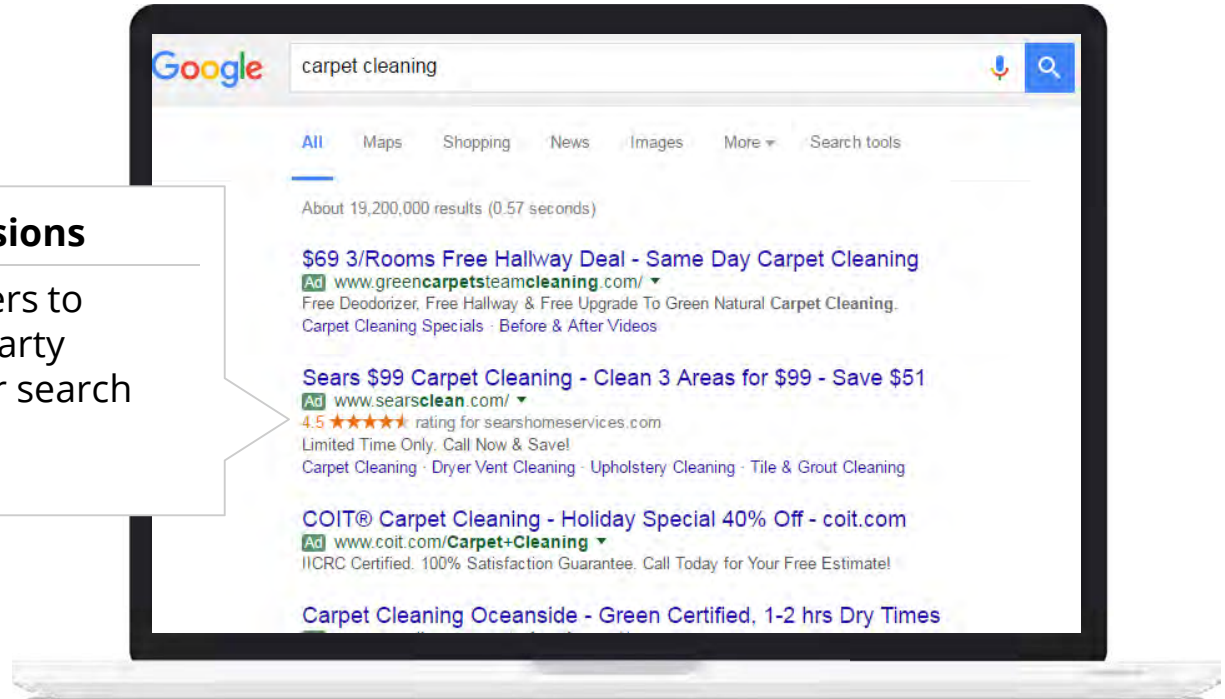


Review extensions

Generate up to 66% more click throughs!

Review extensions

Allow advertisers to include third-party reviews in their search ads.

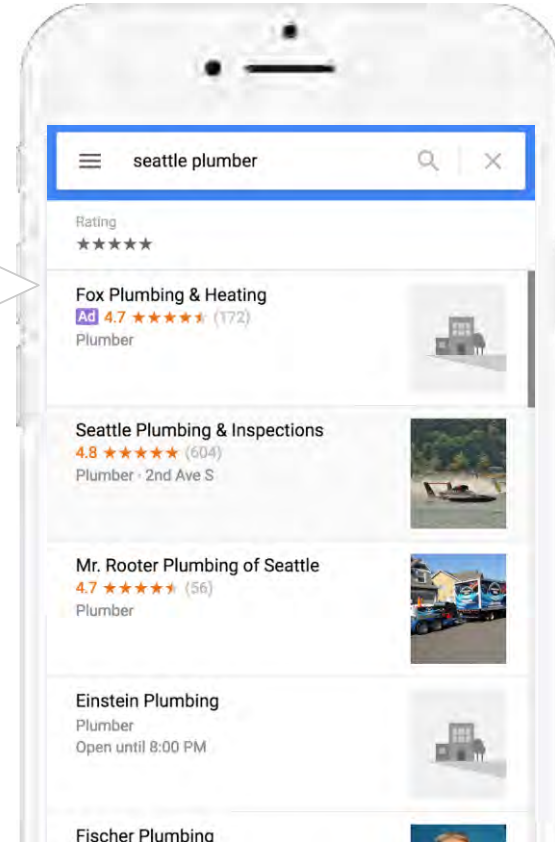


Location extensions

Location extensions

Help consumers find your business when they search on for any of your services on mobile devices.

Over 50% of consumers search locations online and visit within the day!



Site Retargeting

98% of consumers leave websites without converting



A user visits a website—but leaves without converting.

As the user performs other online activities, relevant ads from the initial website appear.

Upon clicking through the ad, the user returns to the initial website—and converts!

Search Retargeting

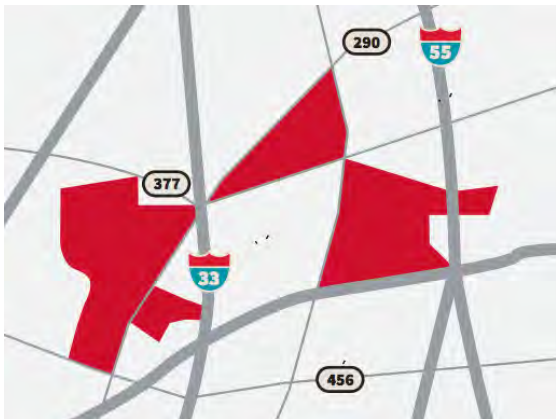


A user performs a search. AMG collects the data associated with the search.

As the user browses the web, relevant ads appear based on the keywords searched.

The user clicks through the ad and converts!

Geo-fencing



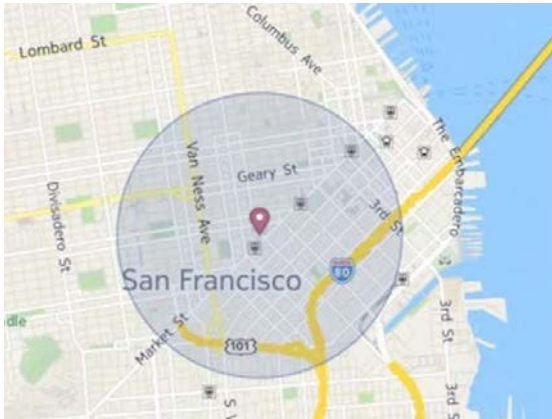
A tactic used to put targeted display ads in front of users based on a very specific geographical boundary and track them to your business!

The benefits

- Pinpoint accuracy with custom geofence shapes and sizes
- Location file import and export capability
- Variable recency (from instant to 30 days)
- Boost mobile performance and reach
- Retarget customers who visit or commute through any geo-fenced location
- Track off-line or “last mile” conversions to measure your campaign’s effectiveness

More tactics...

Radius Targeting



A tactic used to put targeted display ads in front of users based on a very specific geographical boundary and track them to your business!

Contextual Retargeting

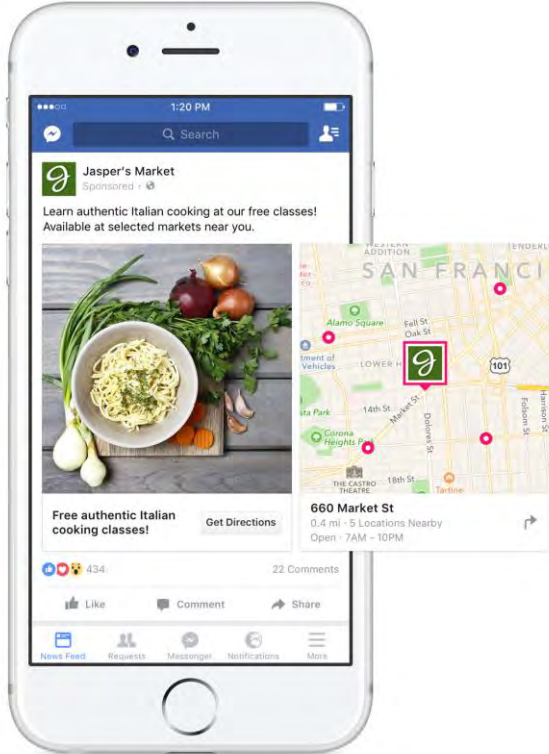


A consumer is reading up on the newest electric vehicle technology.

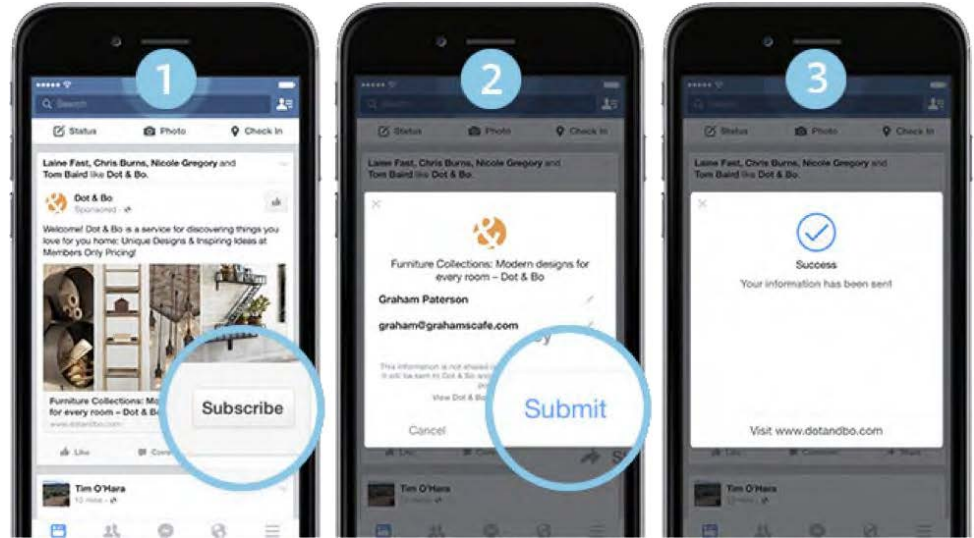
They see an ad for Tesla on an automotive review site they look at later.

That ad takes them directly to Tesla's website.

Facebook Advertising

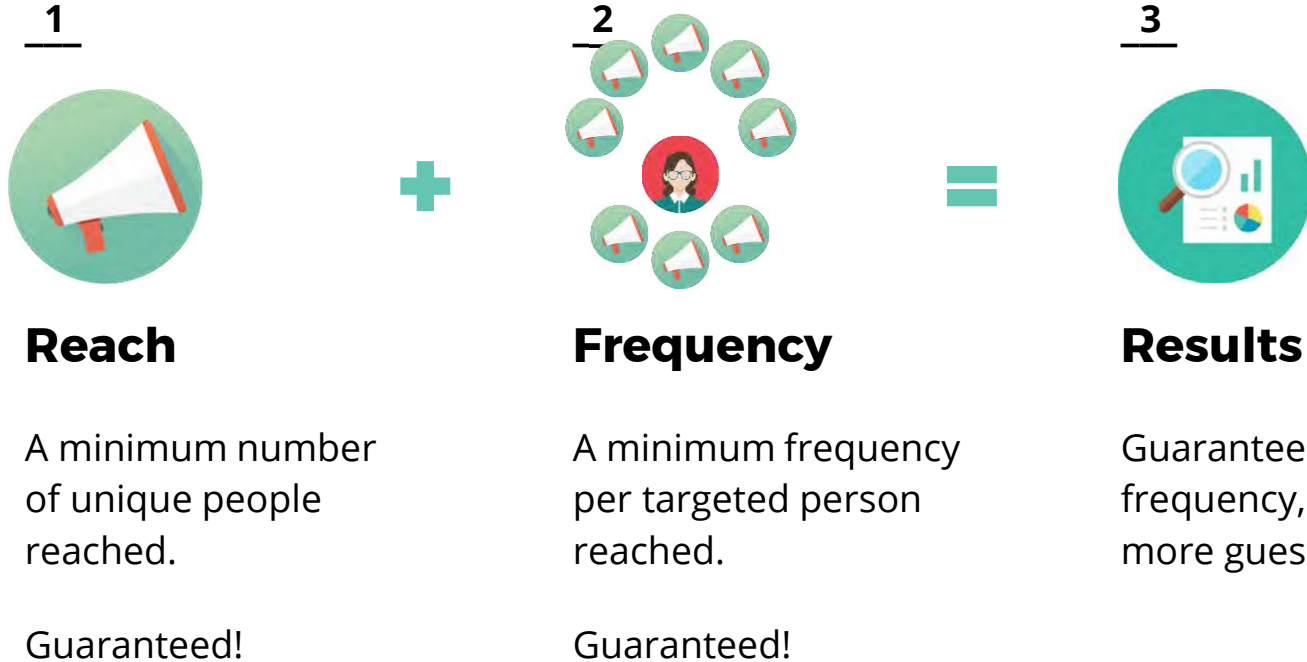


Lead ads to drive calls and texts!



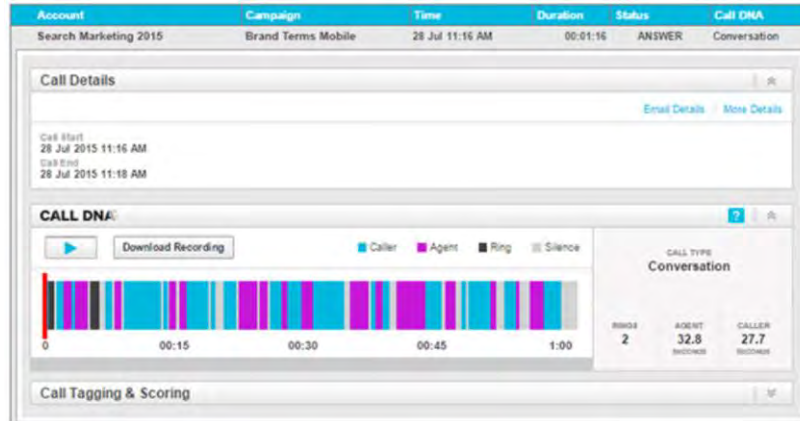
Facebook

Drive in store visits



Reporting on Every Call

Intelligence to improve process and performance



Track inbound conversations, recorded and transcribed with keyword tags. Identify trends.

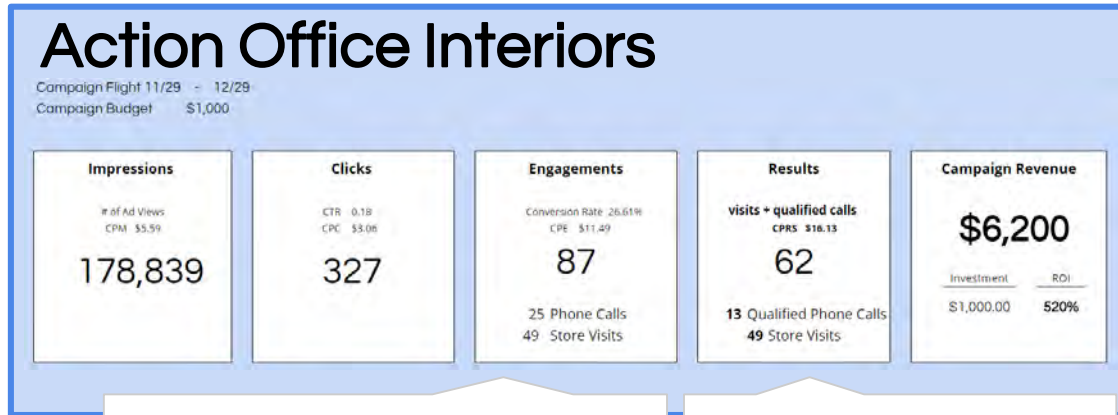
Refine call handling and track investment through keyword mentions. (Consultation, credit card, appointment etc)

Track the ads that convert to calls. Know which messaging resonates best to improve all your marketing.



Weekly Report

Sample, Premier



Clear ROI

What's the value of a
of a new customer
entering your store?
What % of walk ins
purchase?

Store Visits

Collects mobile device IDs within the GeoFence, serves ads and tracks into the conversion zone

Qualified Calls

Inbound call tracking identifies action and purchase intent

Phone Calls & Store Visits



Drive store visits, calls, texts & form fills

	Starter	Pro	Premier
Facebook Guaranteed Reach and Frequency	✓	✓	✓
Facebook Lead ads with messenger & user reports	✓	✓	✓
Programmatic search, display & Geo fencing		✓	✓
Mobile landing page		✓	✓
In store mobile promotion redemption			✓
Proof of performance visitor and ROI reporting		✓	✓
Monthly Investment	\$499.00	\$699.00+	\$899.00+
Minimum campaign impressions <small>(additional "boost impression" blocks available)</small>	20,000	60,000	100,000

The Sunshine Grill

Sample business currently running campaigns with us



**Delicious Food.
Craft Beer.**
Grab a bite with us
right here!



Bistro & Catering



**Join us
for lunch**



Bistro & Catering



Vegetarian?
This is the
restaurant for you!



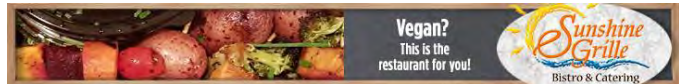
Bistro & Catering




**Gluten free
and delicious**
Join us for lunch.



Bistro & Catering



Vegan?
This is the
restaurant for you!



Bistro & Catering

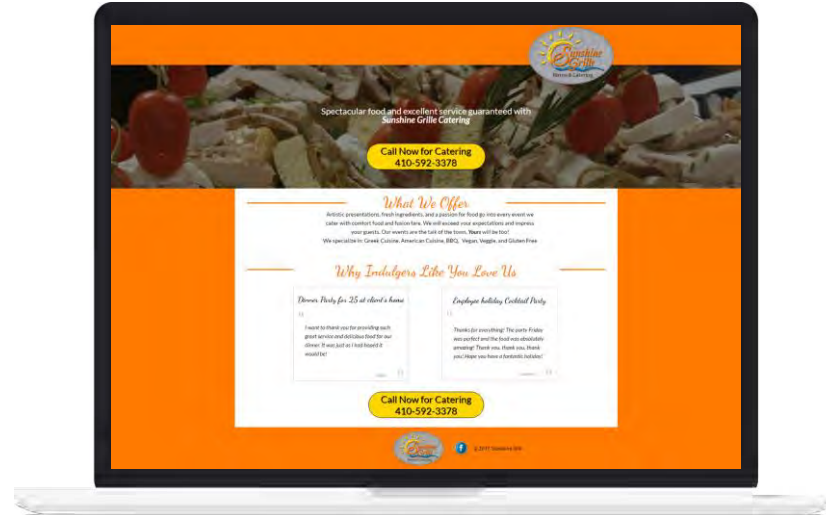


Spectacular food and excellent service guaranteed with Sunshine Grille Catering

Call Now for Catering
410-592-3378

What We Offer

Artistic presentations, fresh ingredients, and a passion for food go into every event we cater with comfort food and fusion fare. We will exceed your expectations and impress your guests. Our events are the talk of the town. Best of all, they're free!



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Why Indulgiers Like You Love Us

Events Party for 25 at client's home

I went to thank you for providing such great service and delicious food for our dinner. Thank you so much and we look forward to our next event!

Employee holiday Cocktail Party

Thank you so much! The party food was perfect and the food was absolutely amazing. Thank you, thank you, thank you! Hope you have a beautiful holiday!

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