Drive More
Phone Calls &
Golf Course Visits
With Digital Advertising

AMG

Vision. Growth. Success.

The **Legends**

We want to help you acquire more customers!

What has worked best to generate new ones?

Have you tried other tactics that didn't work?

Do you know why or was the reporting not clear?

How much do you think it costs to generate one?

What would you estimate the lifetime value to be?

Any new initiatives or opportunities to share?

Campaign Objective

Leverage the latest Digital Advertising technology to...

Target

prospects and customers searching for your services and visiting your competitors or complementary places 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…

The latest technology

Programmatic Search & Display
Geo Fencing- Retargeting
Proprietary Facebook product
Click to call Ads
Mobile landing pages
Reputation extensions
Location extensions

Great relationships

Why Technology is Important

Machines make better decisions, more often and they optimize daily. Programmatic buying is quicker, smarter and more efficient. Your dollar goes farther resulting in better ROI.
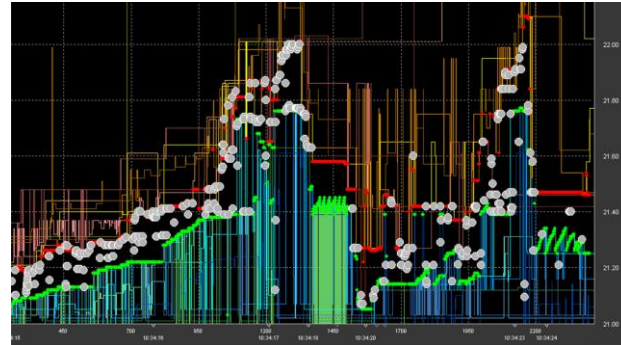
Did you know that over 85% of all US stock trades are made by machines?

Phone calls & course visits

Information, Promotions, Tee Times & Visitors

Search advertising

Consumer searches for "local golf courses" or "golf memberships" and The Legends appears, encourages phone call or visit website to book tee times or more information.

Display advertising

Consumer is researching golf courses or other services which applies to your industry and an ad appears for The Legends with a call to action to website visits.

Facebook ads

Consumer is on their mobile phone, (their job title on Facebook is listed as event planner or coordinator) and a Legends ad appears encouraging phone calls or Book Tournaments directing to your website.
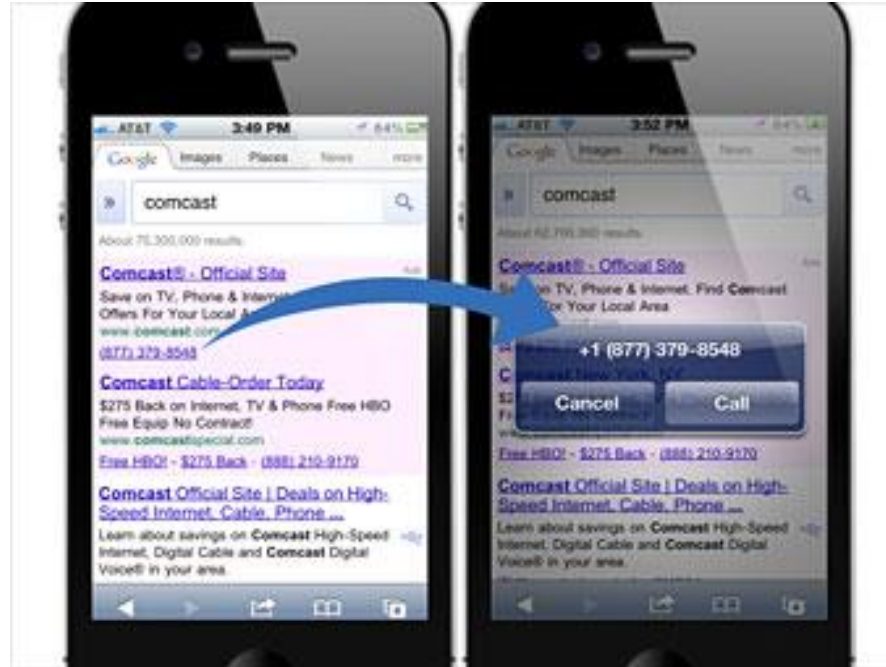
Geo-Fencing

Consumer enters the Geofence of location of your choice and for 30 days afterwards they see Legends Gold Club ads encouraging book tee times, visit or website or come golf with us…
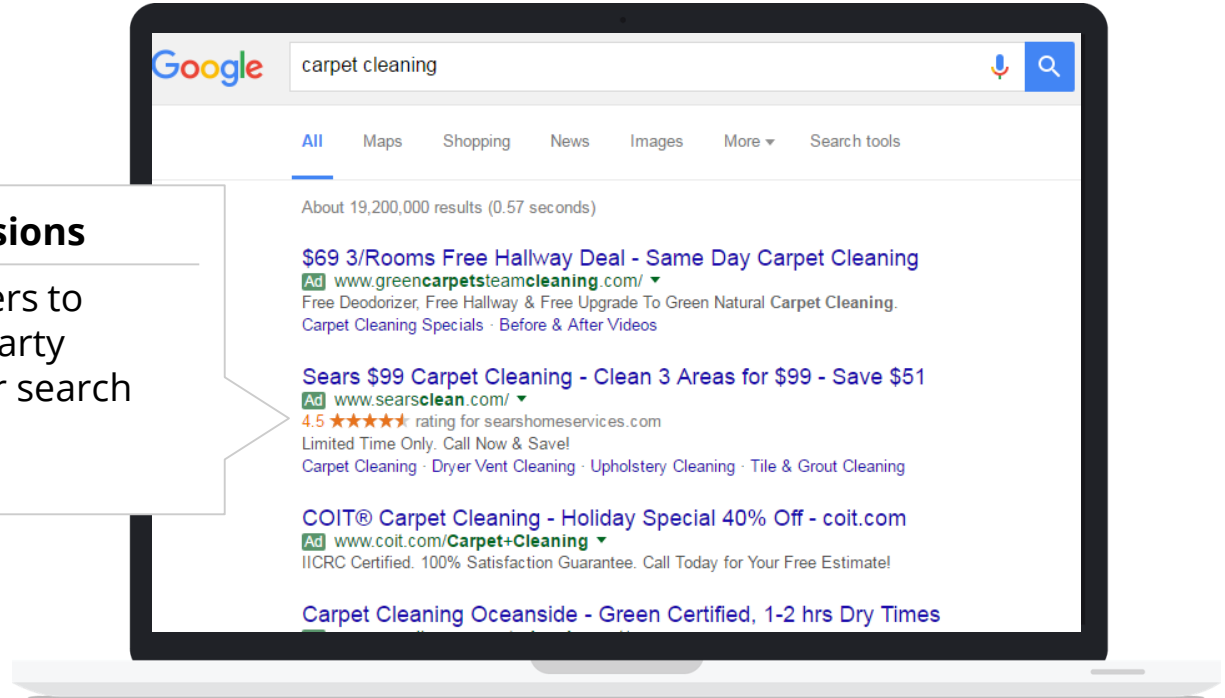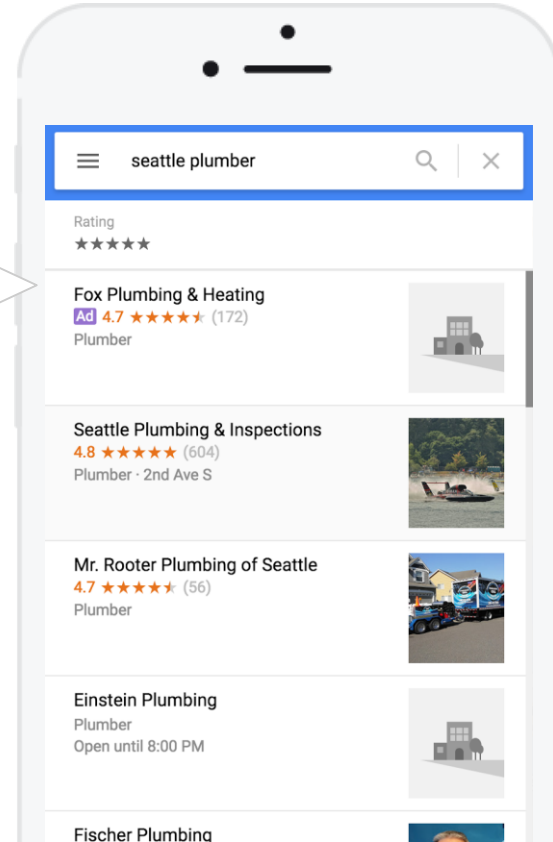
Click to call Google Ads

Location extensions

Location extensions

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

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

CONSUMER ATTENTION HAS GONE MOBILE

MOBILE IS DOMINANT

4.7 HRS
Average Daily Mobile Time Spent, 2016

CONSUMER ATTENTION ONLINE IS MOBILE

62%
Time Spent in Mobile Digital Media, 90% in Apps in US

MARKETER FOCUS FOLLOWS CONSUMERS

66%
Digital Ad Spend will be Mobile by 2018

LOCATION CONTEXT MATTERS

2/3
Marketers Invested in Location in 2016

Display Advertising
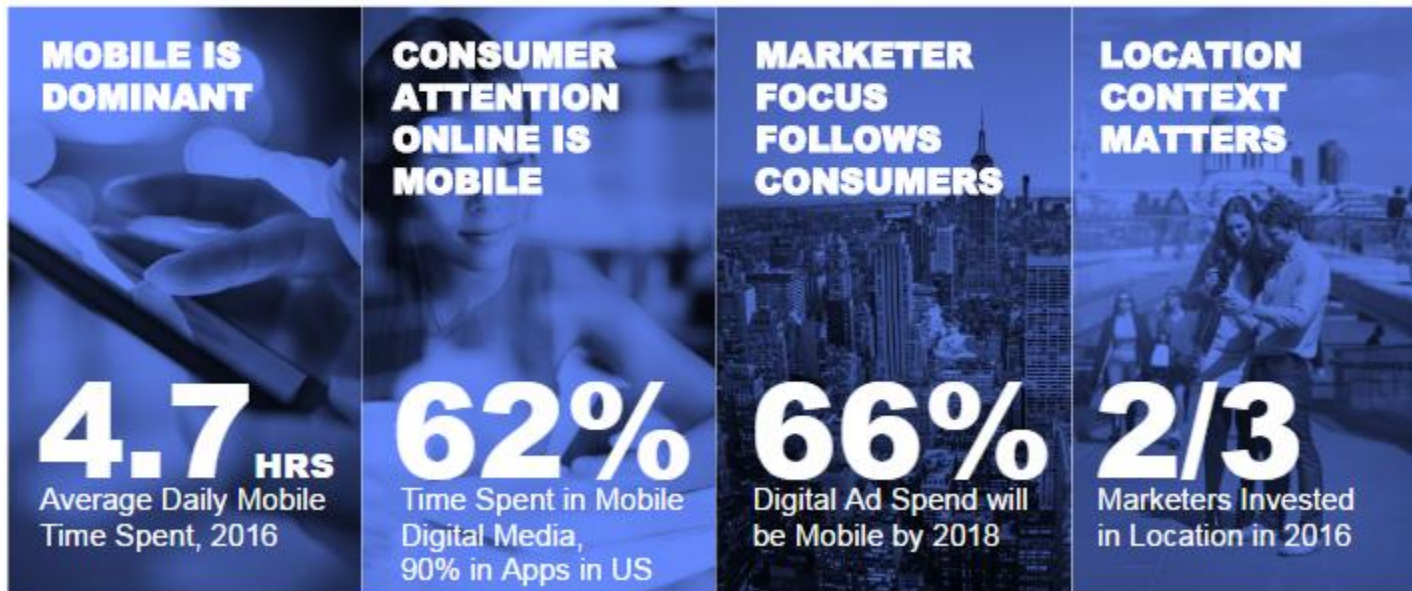
Site Retargeting

98% of consumers leave websites without converting

Display Advertising

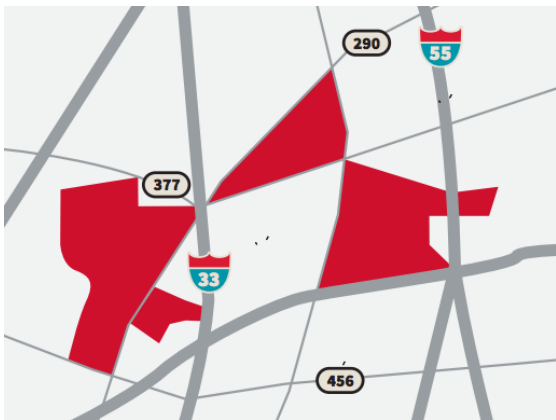AutoDealer.com

CarReviews.com

AutoDealer.com

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!

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 features

- Pinpoint accuracy with custom geofence shapes and sizes
- 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

Facebook Advertising

1
Reach

A minimum number of unique people reached.

Guaranteed!

2
Frequency

A minimum frequency per targeted person reached.

Guaranteed!

3
Results

Guaranteed reach and frequency, always. No more guesses.

Social Advertising

facebook
innovation spotlight

WINNING TECHNOLOGY

Only the right people see your ad
Advertise locally and targeted. Choose your target audience and the number of people you want to reach: segment by age, gender and location

Guaranteed advertising
Your target audience will see your ad guaranteed up to five times. The price? A fixed budget, with no surprises!

We create your ad
Based on your objectives we create the ad and follow them from beginning to end. During the course of the campaign, we continuously optimize to get the best result.
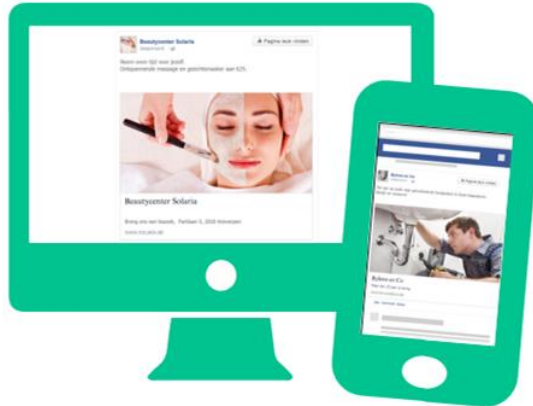
Social Advertising

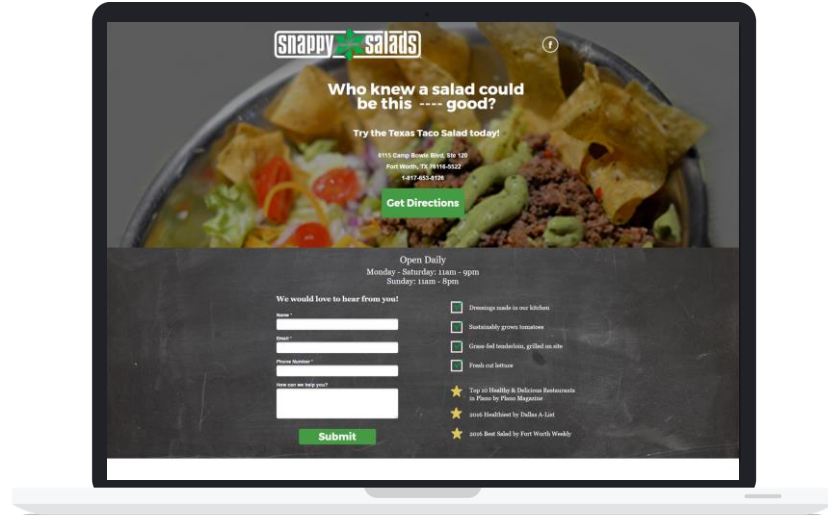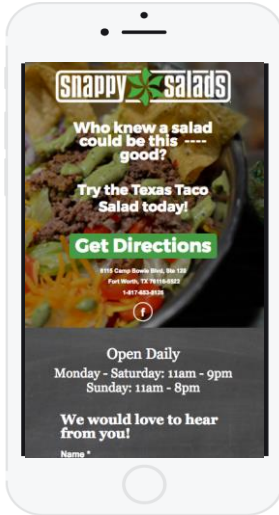facebook
innovation spotlight

WINNING TECHNOLOGY

Where it counts, in Mobile News Feed
Your ad will appear in the News Feed of your target audience, mostly on their phone, and right between the updates of their friends.
Your ad will definitely stand out!

Optimized Mobile landing pages

And display ads!

Reporting

Campaign Report as of   2/16/2017

[ADVERTISER NAME]

Flight	Budget	Objective
12/27 - 1/27	$1,000	Phone Calls & Store Visits

Impressions
139,586
Number of Ad Views

CPM
$2.46
Cost Per Impression

Clicks
342
Number of Clicks on the Ads

CTR
0.630%
Click-Through Rate

Engagements
197
Social & Website Clicks

Conversion Rate
54%

CPE
$1.74
Cost Per Engagement

Results
79
Qualified Calls + Store Visits

Total Calls   Qualified Calls
84   62

Store Visits
17

CPR
11.90
Cost Per Result

Campaign Revenue
$4,424

Investment   ROI
$1,000   342%

Value Per Result
$70

Result Conversion
80%

Mobile Application Geofencing Results

Sample competitive report

Display Advertising

Store Visits

18

			119547	307	0.26%	$0.98	1.00	17.00
Client	**Campaign**	**Geo Fence**	**Impressions**	**Clicks**	**CTR**	**ECPC**	**Click Visits**	**View Visits**
Shenaniganz	Shenaniganz_GEO	Harry Meyers Park	105	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	Rockwall dog park	24	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	Eclipse fitness	131	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	yellowjacket park	390	0	0	$0.00	0.00	2.00
Shenaniganz	Shenaniganz_GEO	art's a blast	267	0	0	$0.00	0.00	2.00
Shenaniganz	Shenaniganz_GEO	Rockwall escape room	21	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	In'sync Exotics	3	0	0	$0.00	0.00	1.00
Shenaniganz	Shenaniganz_GEO	Gentle zoo	8	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	urban trampoline park	73	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	black chandelier boutique	112	0	0	$0.00	0.00	1.00
Shenaniganz	Shenaniganz_GEO	kid to kid greenwall	67	0	0	$0.00		
Shenaniganz	Shenaniganz_GEO	Kohls	345	1	0.002899	$0.95		
Shenaniganz	Shenaniganz_GEO	kid to kid	350	0	0	$0.00	0.00	1.00
Shenaniganz	Shenaniganz_GEO	carters babies & kids	223	2	0.008969	$0.29		

Lead Call Tracking and Website Traffic

Sample report

Phone Calls

Total Calls	Qualified Calls
3	1

| | | | | | | 0.000559 | 0.00025848765 | | | 0 | 0 | 1 |
Caller Number	Caller Name	Date/Time	Duration	Answer Offset	Call Status	DNA Class		Agent Spotted Keywords	Caller Spotted Keywords			Call Is Qualified
214-728-7075	Patel Saryustha	3/2/2017 12:02:07	0:00:33	0:00:00	NOANSWER	Ring Transfer Abandon						FALSE
770-374-8360		2/27/2017 13:50:48	0:00:54	0:00:41	ANSWER	IVR/Voicemail Abandon						FALSE
770-374-8360	April	2/27/2017 13:49:32	0:00:58	0:00:26	ANSWER	Conversation						TRUE

Landing Page Engagement

Total Engagements
22

| | 260 | 214 | 12 | 10 | 0:47:31 | 81.19% |
Landing Page	Sessions	New visitors	Clicks To Social	Clicks To Website	Session Duration	Bounce Rate
www.landingpage.com/first-version/	198	163	4	3	0:10:49	87.37%
www.landingpage.com/second-version/	62	51	8	7	1:24:13	75.00%

Phone Calls & Course Visits

Drive course visits, calls & form fills

	Starter	Pro	Premier/Custom
Proof of Performance and ROI reporting	✓	✓	✓
Facebook Ad Campaign with Guaranteed Reach & Frequency	✓	✓	✓
Google Adwords Campaign with Programmatic Bidding		✓	✓
Mobile optimized landing page		✓	✓
Programmatic Display, geo fencing, mobile ads , conversion zone			✓
Minimum Campaign Impressions	20,000 +	60,000 +	100,000 +
Monthly Investment	$499.00 +	$750.00 +	$1199.00 +
One Time Campaign Design and Development Fee	$150	$200	$250
Minimum Campaign Term *set up charged at signing, monthly at campaign launch	90 days	90 days	90 days

What to expect, if you move forward
Together, we will...

Complete a **campaign discovery** session

Determine your goals and the value of a new customer

Determine what you would like to promote

Gather **the information we need**

Collect the necessary images for the campaign

Collect the website credentials for your site

Provide tracking codes for installation or request site access to install

Have your **campaign up & running** within 10 business days of completing the above