DIGITAL

INNOVATION

BH DIGITAL SERVICES

The Strategy

Discover

Based on your need, market research and competitor intel, we build a comprehensive profile of your business.

Define

Once our research is reviewed, our team of experts will build a marketing plan that considers immediate and future needs.

Design

We bring together clear value propositions and engaging messaging to speak directly to your target audience.

Deploy

We deliver your customized media plan to the right individuals in the right moments.

Measure

Combining best practices, detailed reporting and industry experience, we optimize for success on an ongoing basis.

Discover

Bringing our best and brightest to the table.

Sales Team Consultants who strive to understand your business and how we can reach your goals.

Research Team Layering strategic industry-wide intelligence with tactical, individualized data on your business and your competitors.

Media Strategy Team Our digital experts that tailor a customized media plan to your business goals and pull strings behind the scenes to make your campaigns perform.

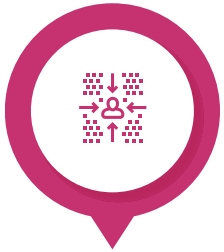
Client Success Team Your day-to-day contacts that translate your business needs into digital strategies.

Creative Team Bringing your brand's message to life with inspiring visuals and text, whether shared through banner, videos, blogs or web solutions.

Product Team Platform experts with a deep understanding of top advertising platforms like Google, Facebook, Instagram, and more.

Reporting Team Tracking the results that matter to you, and bringing together best practices from across the network to steer strategy and improve results.

Google Partner



Define

Collaborating to build the best for your business.

Custom, Comprehensive and Integrated Marketing Plans

01 We partner with you to better understand your business goals and objectives.

02 We perform research in 10+ platforms on your business and your competitors.

03 Based on your goals and the research, we create a comprehensive marketing plan.

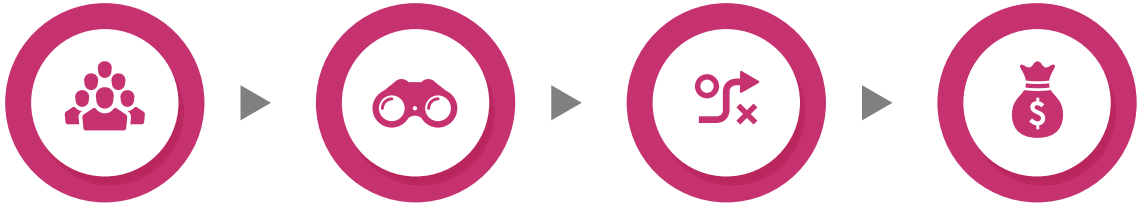
04 Your program is then implemented by our creative and advertising experts.

05 We deliver insights and continually optimize campaigns to maximize performance.

Define

Understanding the pieces of the puzzle.

Reaching your audience throughout the purchase process



AWARENESS

Build brand familiarity among consumers and **educate them** about the services you provide.

INTEREST

Keep your brand **front and center** as interested individuals conduct their research.

ACTION

As users take action, put your brand at the **decision point**.

ADVOCACY

Encourage repeat business and let your customers be your biggest **advocates** bringing in new business.

Design

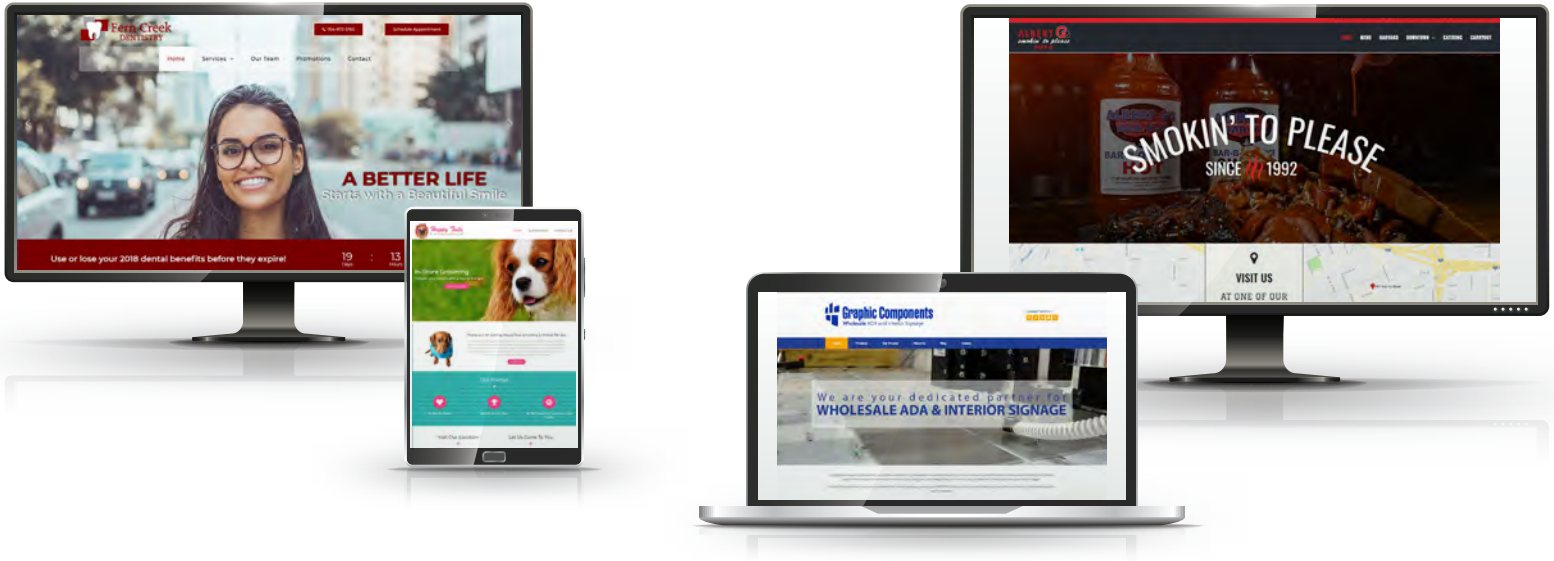
Engaging visuals that speak to your customers.

Display Creative

Design

Aligning content and messaging with customers.

Website Development



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Design

Aligning content and messaging with customers.

Website Development

MOBILE WEBSITES
with responsive design help visitors find your key business information from their phones and tablets.

LANDING PAGES
designed specifically for your advertising campaign help increase conversions and gather valuable client information.

COPY WRITING
relevant content on your site using keywords and topics applicable to your audience helps improve your SEO rank.

MAINTENANCE
on software and plugin updates are crucial in creating user-friendly experiences and a stable environment.

WEBSITE HOSTING
on a stable environment is key to reducing downtime and protecting your online assets.

Design

Aligning content and messaging with customers.

Website Development

Build and Design

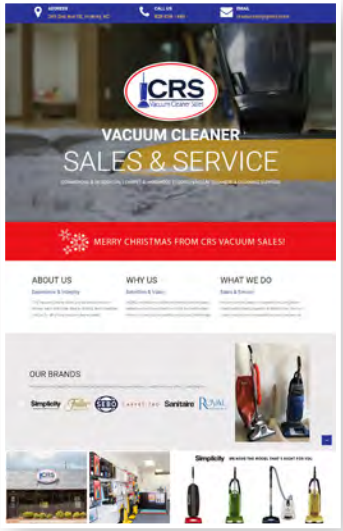
- Custom design and implementation to suit your brand's needs
- Responsive design optimized for mobile and desktop devices.
- Vibrant, high-impact designs to capture and engage visitors and build trust in your brand. On-site (Passive) SEO is included in initial build by optimizing on-page elements, code metadata, and page indexing to boost organic search scores.
- To preserve current SEO rankings, all content will be optimized and transitioned to the new site.

GOAL: Improve online user experience, rank higher organically, and elevate positive brand perception.

Design

Aligning content and messaging with customers.

Landing Pages



Sometimes defined as a visitor's point of entry into your website, a landing page should have a short and easy CTA to simplify the conversion funnel.

Custom landing pages focus on relevant keywords to improve quality score and user experience. Email addresses and phone numbers are captured so you can follow up with the lead.

Deploy

Hitting your target at the right time

Targeted Display Advertising

We partner with quality data providers to reach specific audiences based on who they are, what they're interested in, and what content they're viewing during the moments that matter.

INTENT-BASED TARGETING: Our targeted display network offers numerous customer-centric options. These can be layered together, approaching your intended audience from multiple angles including business category, user searches, browsing habits, physical location, demographics and more.

SEARCH RETARGETING: Target users who have recently searched for keywords and phrases relevant to your offerings. Serve unique creative to people who may not yet be aware of your brand or service and drive them to your site.

AFFINITY AUDIENCES: Raise brand awareness with your ads by reaching people who already have a strong interest in relevant topics.

IN-MARKET AUDIENCES: Select from these audiences to find customers who are researching products and actively considering a service like yours.

KEYWORD CONTEXTUAL TARGETING: Target users viewing content that you define as being relevant to what you offer.

Deploy

Hitting your target at the right time.

Site Retargeting

Site Retargeting allows us to serve ads to recent visitors of your website as they travel around the web. A great strategy for customer re-engagement and ongoing messaging. We serve unique display creatives that encourage users to return to your site and convert.

- Reach recent site visitors with specific messaging and creatives based on the content they viewed on your site.
- Site retargeting offers the opportunity to reach broader segments and achieve higher conversion rates.
- Help your brand stay front of mind throughout the decision process by retargeting your site visitors.

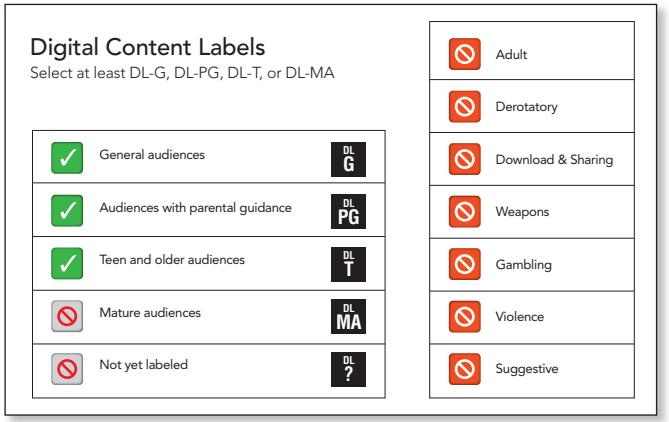
Your website

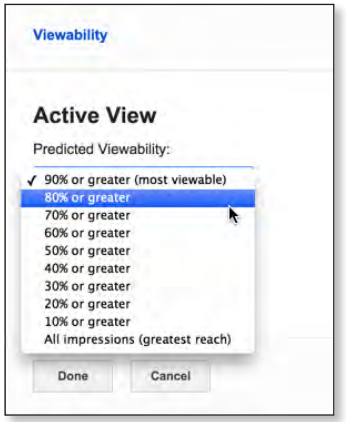
Your advertisement

Deploy

Keeping your campaign on target.

Brand Safety and Viewability





BRAND SAFETY

We make sure your display ads are in front of content that aligns with your brand's values.

VIEWABILITY

Within our network, we don't count impressions until human eyes have reached that point on the page.

On our wide ad network, we target specific metrics to insure the same results.

Deploy

Hitting your target at the right time.

CRM Targeting

Consumer data is onboarded into our platform.

Users are matched with their online profile.

Users are served their advertiser's ads across the Internet.

CRM targeting allows advertisers to upload data from an existing or purchased database of names, email and postal addresses, etc. and show ads to those users.

DIRECT ADVERTISING: Users are matched one-on-one to build a relevant, targeted audience for an advertiser's campaign.

BOOST BRAND EXPOSURE: By bringing offline data into our platform, advertisers are able to show ads to their offline audience while they are online, creating a second customer touch point.

DATA PRIVACY: CRM data onboarded into the platform is anonymized and scrubbed of any personally identifiable information, so there's no risk of a breach in privacy.

Deploy

Hitting your target at the right time.

GEO Fencing

Benefits of GEO Fencing

- Using GPS technology, we can target certain geographic areas with precision with ads specific to audiences with specified interests.
- Target areas where you know future customers spend time, such as your competitor's locations.

- **YOUR LOCATION**
- **COMPETITOR LOCATION**
- **FREQUENTLY VISITED LOCATIONS**

01 Reach the right customers to make your media spend work harder and more efficiently

02 Track location specific impressions to measure the impact of geofence tactics

03 Leverage the rising trend of increased mobile usage by targeting mobile users around a business

04 Based on precise GPS technology, geo-fencing is ideal for location-based precision marketing

05 Employ pinpoint accuracy of targeting through actual latitude and longitude coordinates

Deploy

Hitting your target at the right time

Native Advertising

People want great experiences wherever they're consuming content.

Benefits of Native Advertising

- Native ads fit with the look and feel of publisher content, enabling better, more effective ad experiences for users.
- Native ads appear as part of the typical browsing experience and engage the viewer with relevant ads that flow into the surrounding content.
- Native is flexible and can provide a beautiful, relevant, effective ad in any situation and on any device.
- Reach your target audience with relevant ads that adapt to different content layouts to work across all screens.

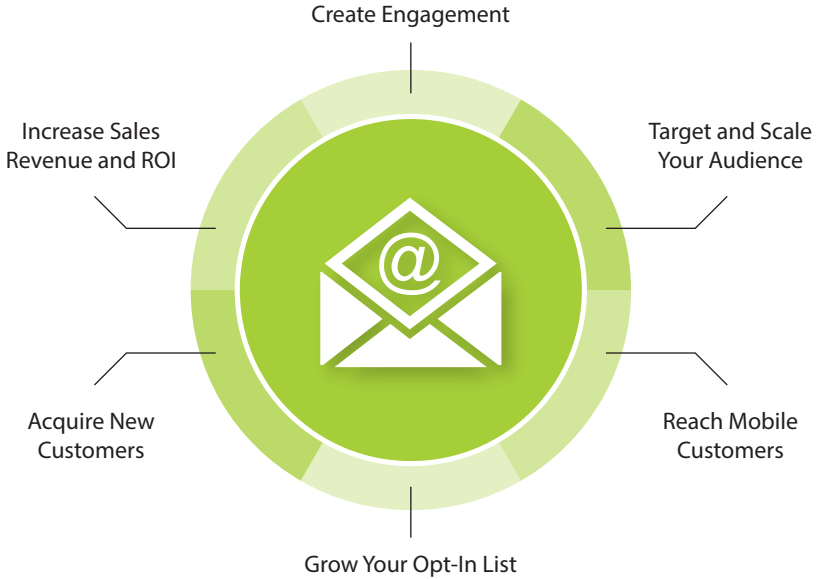
Deploy

Hitting your target at the right time

Email Marketing

Target and reach new customers with multiple layers of audience data and segmentation. This creates a fully scalable audience with interests that correlate with a business's overall objective and drives new traffic to your site.

- Running a promotion, marketing a special, an event or program? Email blasts drive direct response.
- Target users from your database or choose from thousands of criteria to reach new customers.
- Open rates average between 5-25% with CTRs between 1-2.5%.
- Retarget email users from your internal list or from an email blast with display.



Deploy

Hitting your target at the right time

Pre-Roll and Programmatic Video

Consumers are increasingly turning to smartphones and tablets to watch videos.

Benefits of Pre-Roll Video

- Deep level of targeting - target your specific audience.
- Geo-targeting - location based targeting available.
- Offers the ability for the consumer to engage with the brand.
- Multi-screen - videos can be viewed on all devices.
- Videos must be watched before a user can view their selected video.
- Tracking/Reporting - able to show which websites your video appeared on, video completion rate, click through rates.

Deploy

Hitting your target at the right time

YouTube Video

Benefits of YouTube Ads

- High-quality video, only pay per completed view.
- Extremely large network that's critical to be on to reach your target audience.
- Reach just the right audience by topics, keywords, or demographics.
- Measure success by tracking videos your customers are watching and for how long.

Deploy

Hitting your target at the right time

PPC and SEM Campaign Strategies

Custom Created Keyword Plan

- General keywords with high return on ad spend potential
- Alignment with website content
- Branded terms

Segmented Campaigns

- Tailored campaigns for each area
- Custom, strategic messaging for target audience segments

Continuous Optimization

- Strategic targeting, ad copy updates, and keyword expansion based on historic performance
- Ongoing search term review, leading to heavy, strategic use of negative keywords

Ad Extensions

- Control more space on the page with key information
- Extension Types: Call, Location, Callouts, Sitelinks, etc.

Mobile Only Text Ads

- Mobile-optimized text ads include an easy "click to call" button
- Further optimize for mobile with mobile bid modifiers

Expanded Text Ads

- Google's Expanded Text ads are designed to maximize your presence and performance to tell an even greater story

Deploy

Hitting your target at the right time

Social Media Management

Social media should be managed as an extension of your brand or organization. Our online marketing strategies can be tailored to your business goals and target audience.

- Customized social strategy plan
- Monthly content calendars
- Monitoring and responding to follower comments and questions
- Monthly reporting on key metrics
- Upload and invite email contacts and custom audience creation

- Multiple premium channel options:

- Additional basic channel options:

- Channel setup available*
- Custom messaging and posting
- Outreach marketing posts

Deploy

Hitting your target at the right time

Social Media Management

Facebook Newsfeed Ads

- Reach active users across multiple platforms
- Opportunity to extend potential reach through word of mouth and social sharing
- Resonate with audiences through native-feel advertising
- Segment using hundreds of targeting categories
- Utilize a diverse range of custom and standard ad formats

Deploy

Hitting your target at the right time

Social Media Management

Instagram Ads

BENEFITS

- Reach existing and new audiences by advertising on an image-rich platform
- Choose from photo ads, video ads, and carousel ad formats to tell your story
- Resonate with audiences through native-feel ads, less disruptive to user experience
- Segment using hundreds of targeting categories
- Create custom audiences with Facebook integration

GOAL

- Get your message in front of your target audience
- Engage them through high-impact visual advertising

Deploy

Hitting your target at the right time

Reputation Management and Listing Correction Services

It is essential to monitor and manage your online reputation. Negative online reviews impact customer's decisions, especially in competitive markets.

01 Gain consumer trust and confidence.

02 Receive instant email alerts when reviews are posted.

03 Keep your reputation in check with professional review responses.

04 Monitor and manage the research phase of the prospective customer process.

05 Improve listings so potential customers can find you while lifting your exposure in search results.

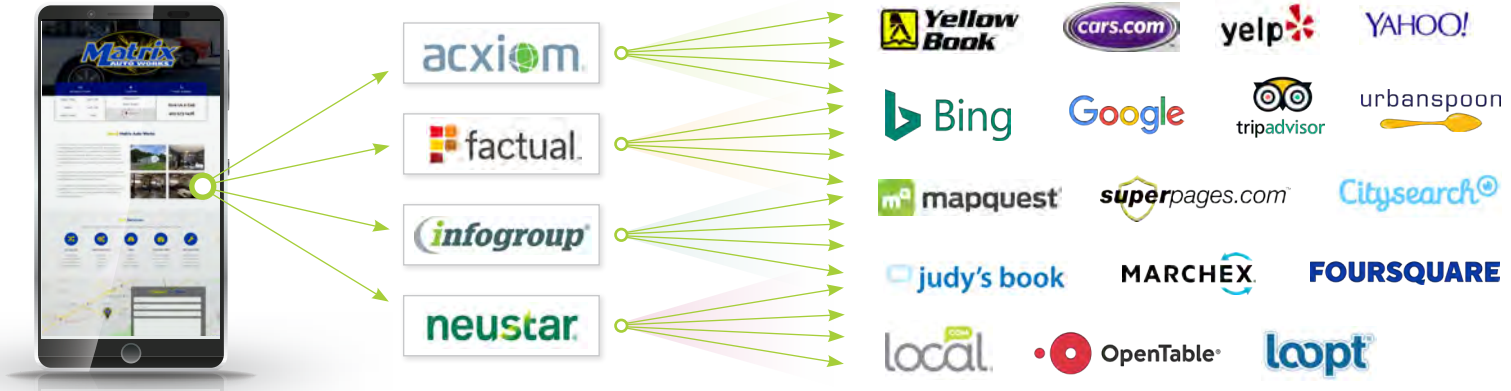
Deploy

Hitting your target at the right time

Listing Correction Services

We can update your business listings on the leading online data providers who power hundreds of online sources.

We focus on building a strong core of citations and listings across top data providers to broaden the visibility of your business. We can also strengthen search engine "trust" in the validity of your website's existence. High-quality, authoritative citations are viewed by experts as the ***#1 ranking factor*** in competitive local search markets.



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