



Blending Digital & Traditional Advertising
to Build Effective Sales Funnels

WHO WE ARE AND WHAT WE DO

- We are EXPERTS in SMALL BUSINESS marketing and advertising
- We UNDERSTAND that EVERY BUSINESS is UNIQUE
- We BUILD CUSTOM SOLUTIONS for SMALL BUSINESSES
- We combine both DIGITAL and TRADITIONAL advertising techniques to create quality LEADS that have the highest probability of converting to CUSTOMERS

OUR OFFICES



JOHNSTOWN

2441 BEDFORD STREET
JOHNSTOWN, PA 15904

(814) 266-5599



STATE COLLEGE

301 S. ALLEN STREET
STATE COLLEGE, PA 16801

(814) 325-9840

SOME OF OUR PARTNERS

We are focused on working with small businesses and NPOs.



WHAT IS DIGITAL MEDIA?

- Search Engine Marketing (Google, Yahoo, etc.)
- Display Advertising
- Social Media Advertising (Facebook, Instagram, etc.)
- Pre-Roll Video (YouTube, Local News Websites, etc.)
- Over-The-Top (Prime, Hulu, Netflix, Sling TV, YouTube TV)

Google



You Tube



LinkedIn

yahoo!

hulu

NETFLIX

sling

HBO
NOW

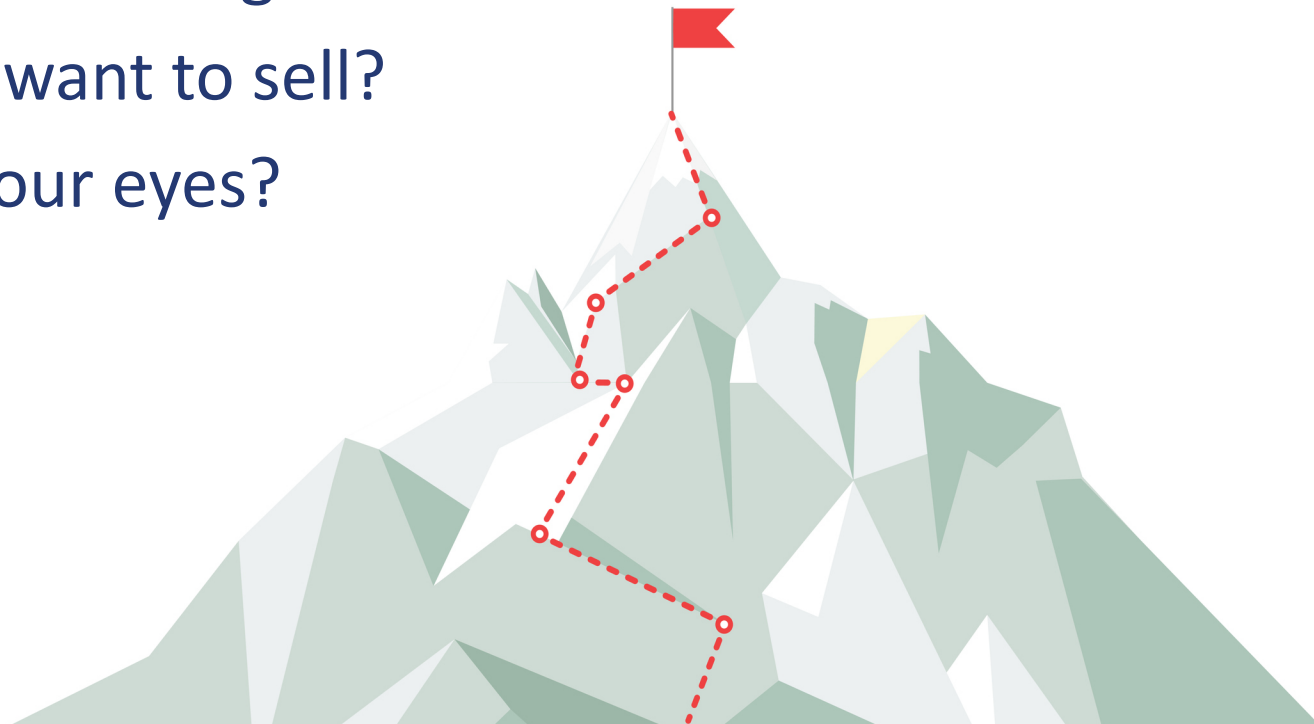
WHAT IS TRADITIONAL MEDIA?

- Television (Broadcast, Cable, Dish, DirecTV)
- Radio
- Newspaper
- Magazine
- Outdoor
- Direct Mail



BEGIN WITH THE END IN MIND

- What do you want to achieve?
- What business segment do you want to grow?
- What product or service do you want to sell?
- What does success look like in your eyes?



IDENTIFY YOUR TARGET AUDIENCE

- Where do they live or work?
- Age range?
- Gender?
- Interests?
- Education level?
- Marital status?



There may be multiple target audiences that you are trying to reach.

Example: Toyota Corolla vs Ford Expedition

WHAT IS YOUR OFFER OR MESSAGE?

- Match your message to your audience
- Does it change depending on any of the following?
 - Day of the Week
 - Time of the Day, Week, Month
 - Weather



IS YOUR OFFER REASONABLY PRICED?

- Make sure your offer is competitively priced
- Be sure to compare your pricing to what your competitors are offering
- If your offer is always the highest priced in the market, all the advertising in the world might not help you



HAVE A PLAN FOR HANDLING LEADS

- How will you handle the in-flow of leads to your business?
- Do you have a CRM?
- Do you have a plan for following up with potential customers?



BUILDING THE FUNNEL

- PUSH content out to your target audience – ask them to take action
- Make it easy for your target audience to find what they are looking for (Example: Landing Pages)
- USE cookies and pixels to tag these consumers as they engage with your content
- Run rule based Remarketing / Retargeting advertisements to individuals that have shown interest in your product or service
- Capture consumer information and store it in a CRM
- Stay in touch with these consumers – they are your advertising equity

TRACK EVERYTHING

- Are you using a Website analytics software?
- Do you look at it? How often?
- Set your analytics software up to track conversions.
- Use unique phone numbers for each advertising medium and utilize a call tracking service to pull data from in-bound calls
- Monitor analytical data on social media platforms and Google Ads
- Analyze this data weekly, if not daily, and use it to make intelligent marketing decisions

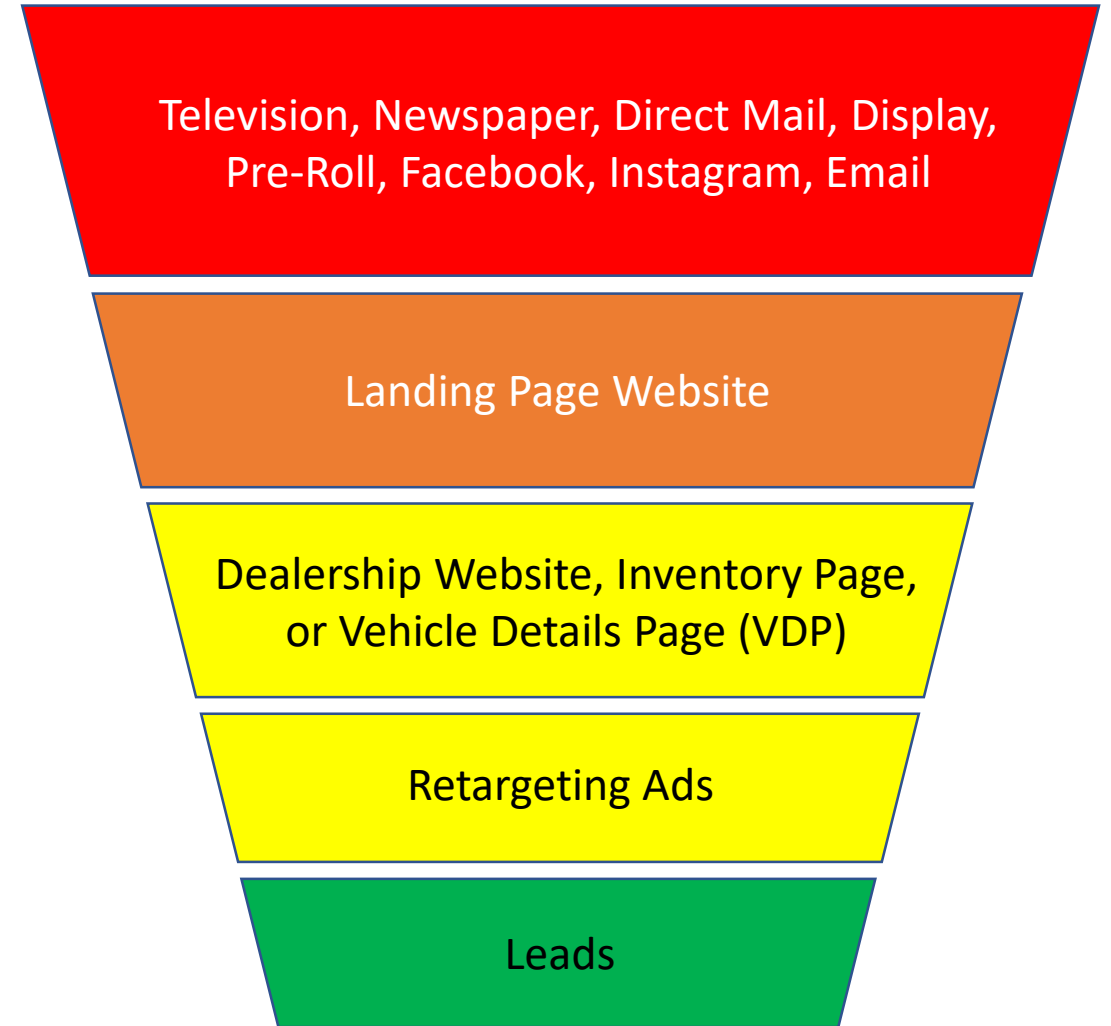
EXAMPLES



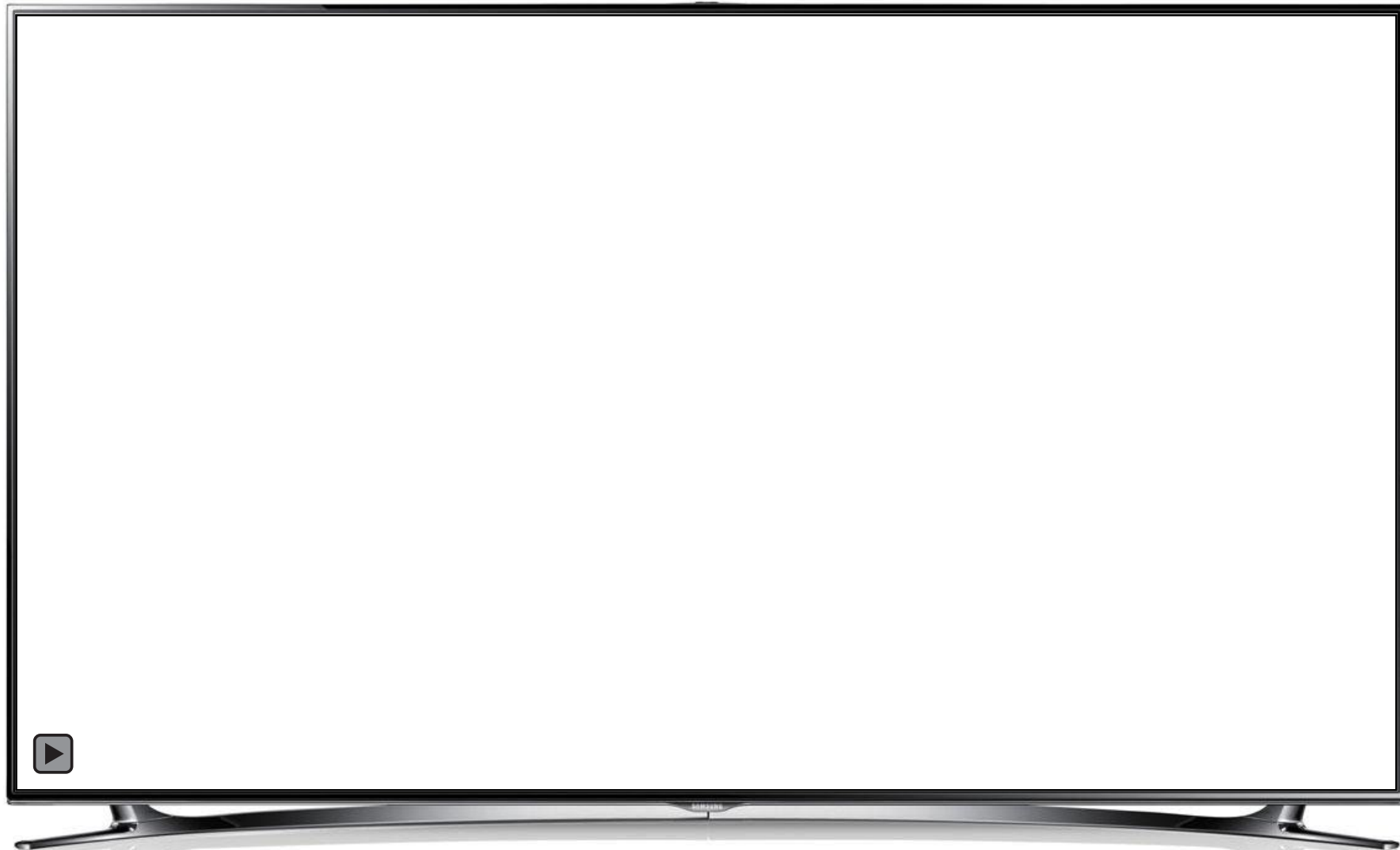
AUTOMOTIVE



Promotion: Truck & SUV Month



TELEVISION (Broadcast, Cable, OTT)



NEWSPAPER (Spadea)

Inside
Back Page



← Front Flap

Front Inside
Flap →

Back
Page →

135 Ford Drive
Windsor, PA 15063

814-277-3755
laurelfordpa.com

2019 FORD ESCAPE 4X4 SE
LEASE FOR
\$310/MO
FOR 36 MONTHS
\$0.00 DOWN PAYMENT
DOES NOT INCLUDE SECURITY DEPOSIT
AND APPLICABLE TAXES AND FEES

2019 FORD ECOSPORT 4X4 SE
LEASE FOR
\$255/MO
FOR 36 MONTHS
\$0.00 DOWN PAYMENT
DOES NOT INCLUDE SECURITY DEPOSIT
AND APPLICABLE TAXES AND FEES

933 Eisenhower Blvd
Johnstown, PA 15064

2019 TOYOTA RAV4
UP TO
\$1,000 CASH BACK
OR
1.9% APR
FINANCING FOR
60 MONTHS

2019 TOYOTA HIGHLANDER
UP TO
\$3,000 CASH BACK
OR
1.9% APR
FINANCING FOR
60 MONTHS

800 Bedford St
Johnstown, PA 15062

2019 BMW X1 xDrive28i
LEASE FOR
\$299/MO
FOR 36 MONTHS
\$4,724 DUE AT SIGNING

2020 BMW X3 xDrive30i
LEASE FOR
\$449/MO
FOR 36 MONTHS
\$4,374 DUE AT SIGNING

LAUREL AUTO GROUP
(814) 266-5444 • LEAURELDEALS.COM

1000 Eisenhower Blvd
Johnstown, PA 15064

LAUREL
CHRYSLER DODGE
JEEP RAM

814-762-2421
laurelchryslerjeep.com

2019 JEEP CHEROKEE LATITUDE PLUS 4X4
\$232/MONTH
FOR 42 MONTHS

2019 JEEP WRANGLER UNLIMITED SPORT 4X4
\$289/MONTH
FOR 36 MONTHS

988 Eisenhower Blvd
Johnstown, PA 15064

HYUNDAI

2019 HYUNDAI TUCSON SE AWD
\$26,265 MSRP
- \$1,443 LAUREL DISCOUNT
- \$2,000 CASH BACK
\$22,822

2020 HYUNDAI SANTA FE
0% APR
FOR 72 MONTHS

1880 Bedford St
Johnstown, PA 15062

NISSAN

2019 NISSAN MURANO S
\$34,600 MSRP
- \$1,801 DISCOUNT
- \$5,250 NISSAN REBATES
\$27,549
+TAX/TAGS

2019 NISSAN FRONTIER SV
\$29,815 MSRP
- \$1,047 DISCOUNT
- \$3,000 NISSAN BONUS CASH
\$25,768
+TAX/TAGS

LAUREL AUTO GROUP

TRUCK & SUV MONTH

BEST PRICES

BEST INCENTIVES

HIGHEST TRADE-IN VALUE

LAUREL AUTO GROUP
CHRYSLER DODGE JEEP RAM
LINCOLN HYUNDAI NISSAN TOYOTA

LAUREL AUTO GROUP

TRUCK & SUV MONTH

2019 FORD F-150 XLT SUPERCREW
VIN# 1F150G929

SAVE UP TO \$11,065 OFF MSRP
FINAL PRICE \$41,205

2019 RAM 1500 CLASSIC EXPRESS QUAD CAB
VIN# K13548085

SAVE UP TO \$8,562
FINAL PRICE \$31,863

2019 TOYOTA TACOMA
\$1,500 CASH BACK OFF MSRP

2019 NISSAN ROGUE SV
VIN# KP552755

2019 HYUNDAI TUCSON
VIN# KJ500000

DON'T MISS THIS ONE!

LAUREL
CHRYSLER DODGE JEEP RAM

2019 F150 XLT SuperCab
VIN# 1F150G929
MSRP \$34,641
Discount - \$9,439
Final Price **\$25,202**

2019 Escape SE
VIN# KJ500000
MSRP \$24,836
Discount - \$1,404
Final Price **\$23,432**

2019 EcoSport SE
VIN# KJ500000
MSRP \$25,745
Discount - \$4,461
Final Price **\$21,284**

2019 Edge SE
VIN# KJ500000
MSRP \$33,885
Discount - \$4,660
Final Price **\$29,225**

2019 RAM 1500 Big Horn
VIN# 1C6H33902
MSRP \$44,800
Discount - \$8,075
Final Price **\$36,725**

2019 Cherokee Latitude Plus
VIN# KJ500000
MSRP \$30,300
Discount - \$5,819
Final Price **\$24,481**

2019 Renegade Altitude
VIN# KJ500000
MSRP \$28,510
Discount - \$4,856
Final Price **\$23,654**

2019 Wrangler Unlimited Sport
VIN# KJ500000
MSRP \$36,880
Discount - \$989
Final Price **\$35,891**

LAUREL
TOYOTA

2019 RAV4 LE
VIN# 4T6B22071
MSRP \$29,168
Discount - \$1,500
Final Price **\$27,668**

2019 Tacoma Double Cab
VIN# 5TDBK22071
MSRP \$39,195
Discount - \$1,500
Final Price **\$37,695**

2020 Tundra SR5
VIN# 5TDBK22071
MSRP \$46,597
Discount - \$1,500
Final Price **\$45,097**

2019 Highlander XLE
VIN# 5TDBK22071
MSRP \$42,568
Discount - \$1,500
Final Price **\$41,068**

LAUREL
NISSAN

2019 Frontier SV
VIN# K13548085
MSRP \$29,815
Discount - \$1,047
Final Price **\$28,768**

2019 Rogue SV
VIN# K13548085
MSRP \$34,600
Discount - \$1,801
Final Price **\$32,799**

2019 Murano S
VIN# K13548085
MSRP \$34,600
Discount - \$1,801
Final Price **\$32,799**

2019 Titan SV
VIN# K13548085
MSRP \$49,070
Discount - \$2,716
Final Price **\$46,354**

LAUREL
BMW

2019 BMW X1 xDrive28i
VIN# 5YF3E1E71
MSRP \$34,600
Discount - \$1,801
Final Price **\$32,799**

2019 BMW X3 xDrive30i
VIN# 5YF3E1E71
MSRP \$44,900
Discount - \$1,801
Final Price **\$43,099**

2019 BMW X4 xDrive30i
VIN# 5YF3E1E71
MSRP \$49,070
Discount - \$2,716
Final Price **\$46,354**

LAUREL
HYUNDAI

2019 Tucson SE
VIN# KJ500000
MSRP \$26,000
Discount - \$3,382
Final Price **\$22,618**

2020 Santa Fe SE
VIN# KJ500000
MSRP \$29,305
Discount - \$1,696
Final Price **\$27,609**

2020 Santa Fe
VIN# KJ500000
MSRP \$29,150
Discount - \$1,696
Final Price **\$27,454**

2019 Tucson SE
VIN# KJ500000
MSRP \$26,000
Discount - \$3,382
Final Price **\$22,618**

NEWSPAPER (Spadea Position)



The Tribune-Democrat
Serving Greater Johnsonson since 1843
TUESDAY, MAY 14, 2019
WWW.TRIBUNE-DEMOCRAT.COM

LAUREL AUTO GROUP

TRUCK & SUV MONTH

BEST PRICES
BEST INCENTIVES
HIGHEST TRADE-IN VALUE

BASEBALL
CORT REACHES 'LE CONTEST
Here roll past Blue Jays, long birth in District 6, 1. A championship game, 81

HIGH SCHOOLERS WOULD GET DEVICES
scale back iPad plans

TANKS

Looking for workers
More than 600 jobs to be generated by power plant project

verflow
wet state mandates

New hiring

BICYCLE TREK

WRITE yourself HERE

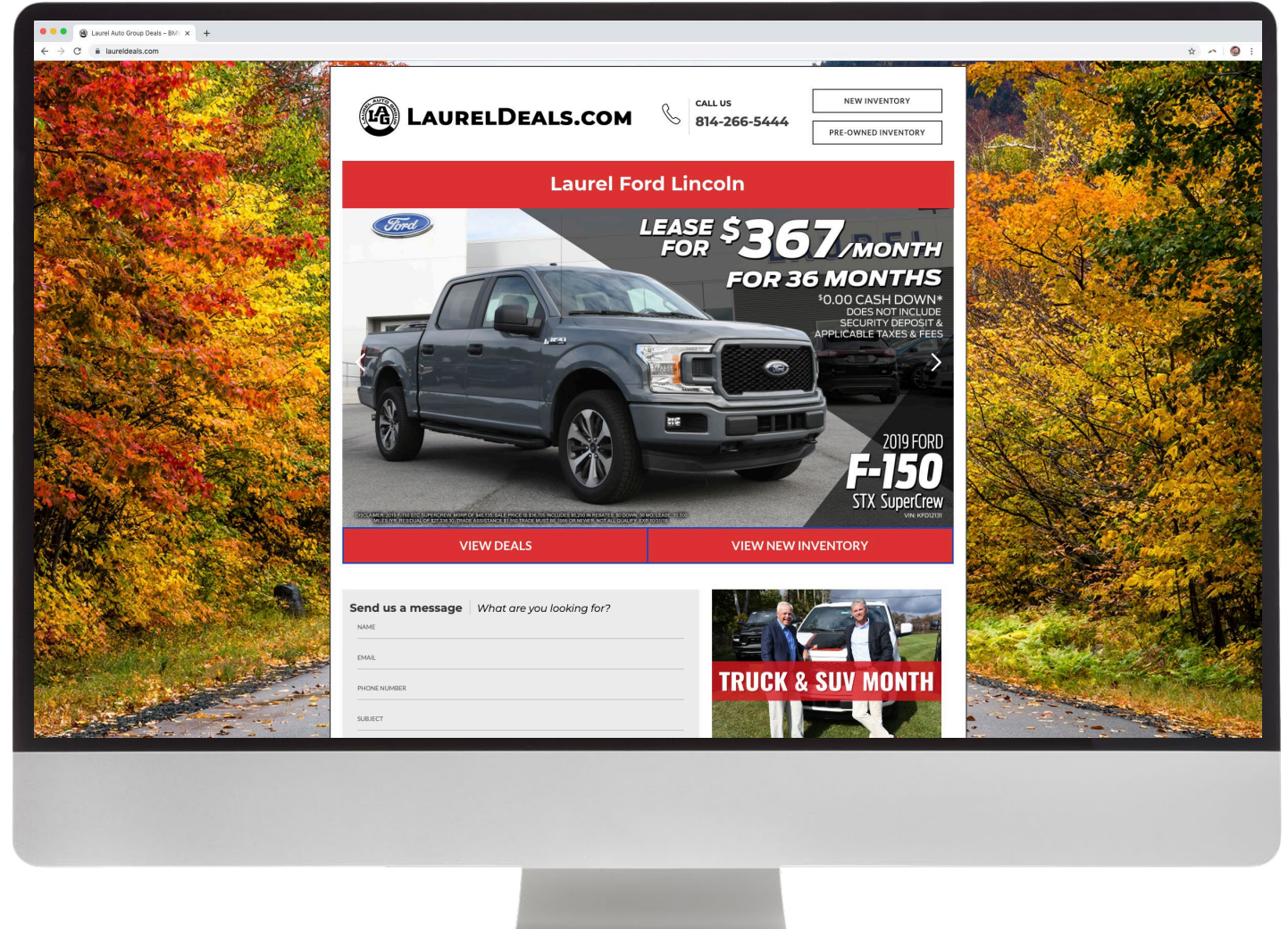
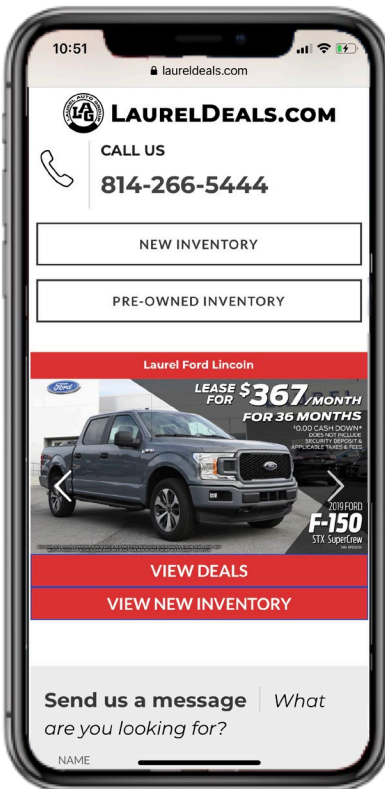
CHRYSLER **DODGE** **Jeep** **RAM** **TOYOTA**
Ford **LINCOLN** **HYUNDAI** **NISSAN** **BMW**

GROUP LANDING PAGE WEBSITE

Mobile: 45.51%

Desktop: 41.32%

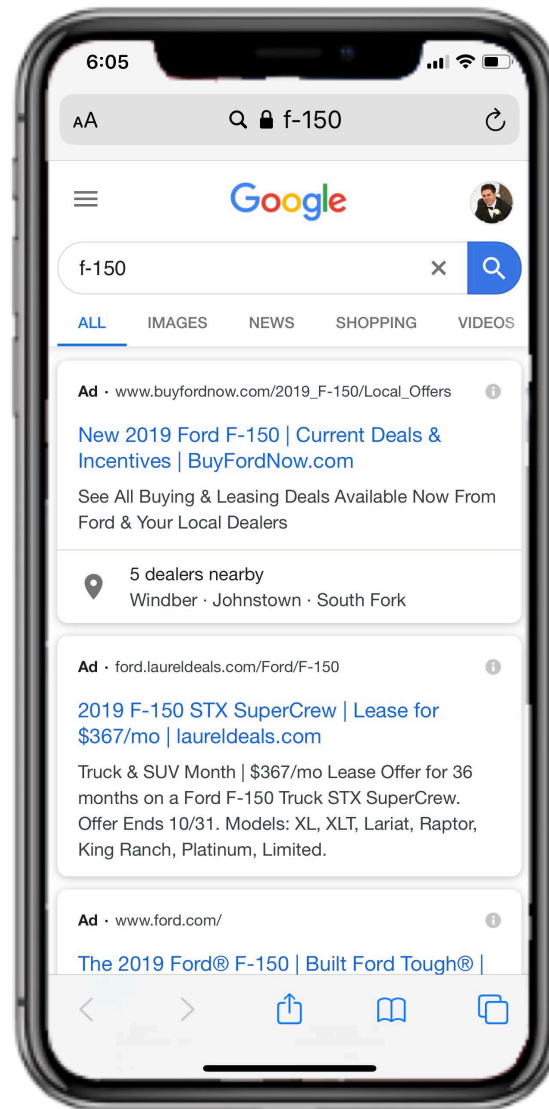
Tablet: 13.17%



SOCIAL MEDIA ADS

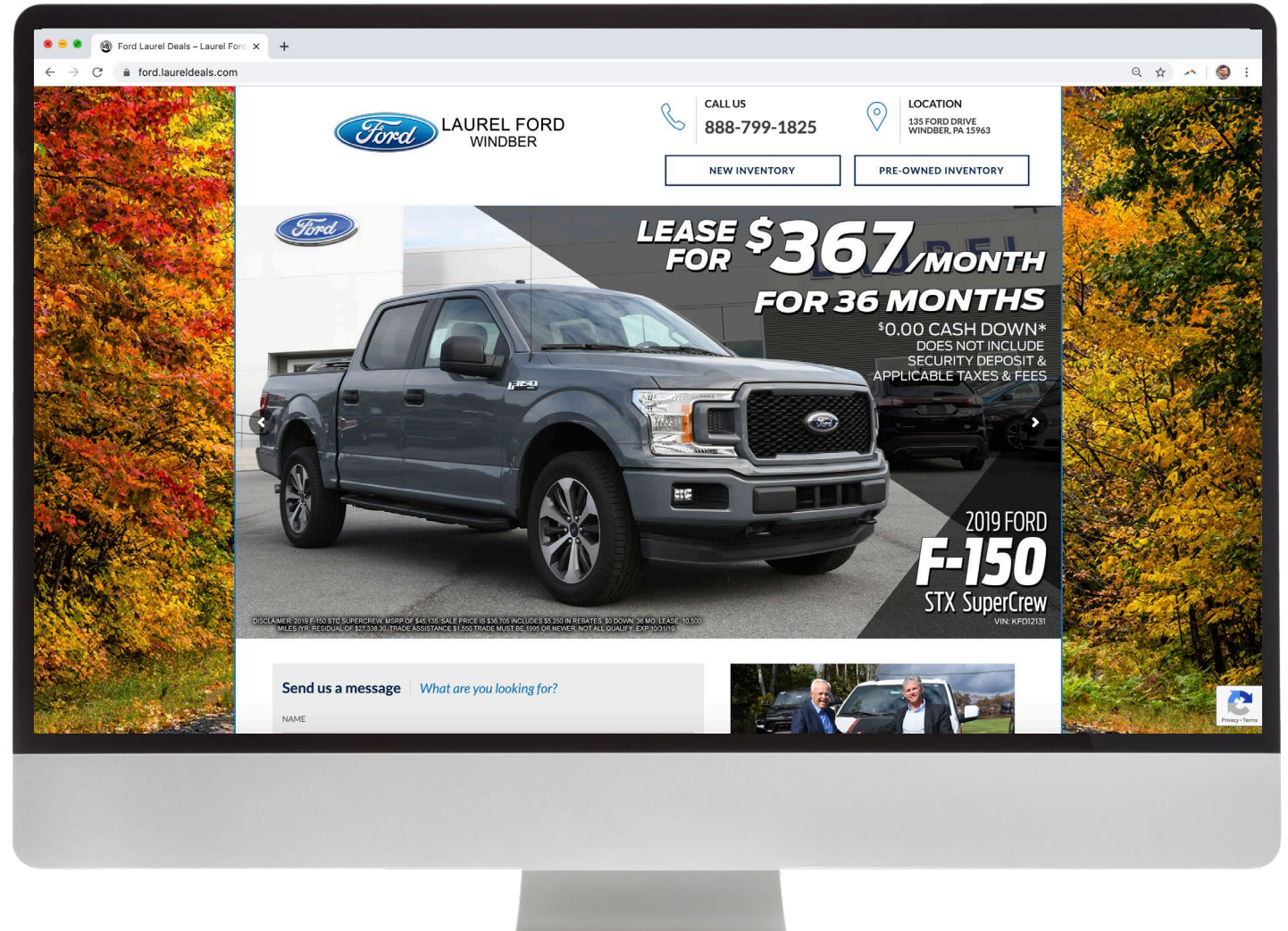
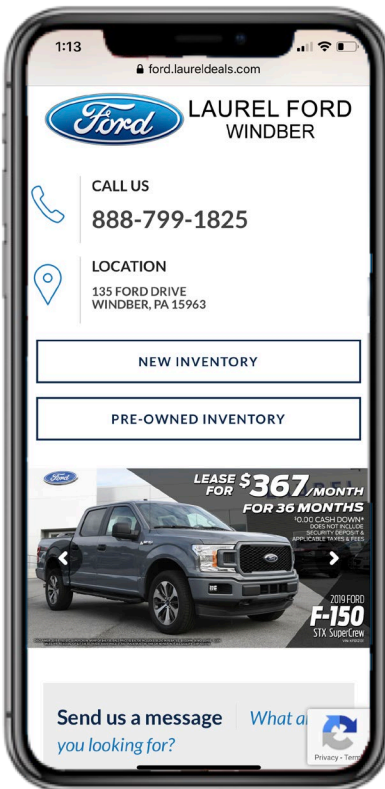


SEARCH ENGINE MARKETING



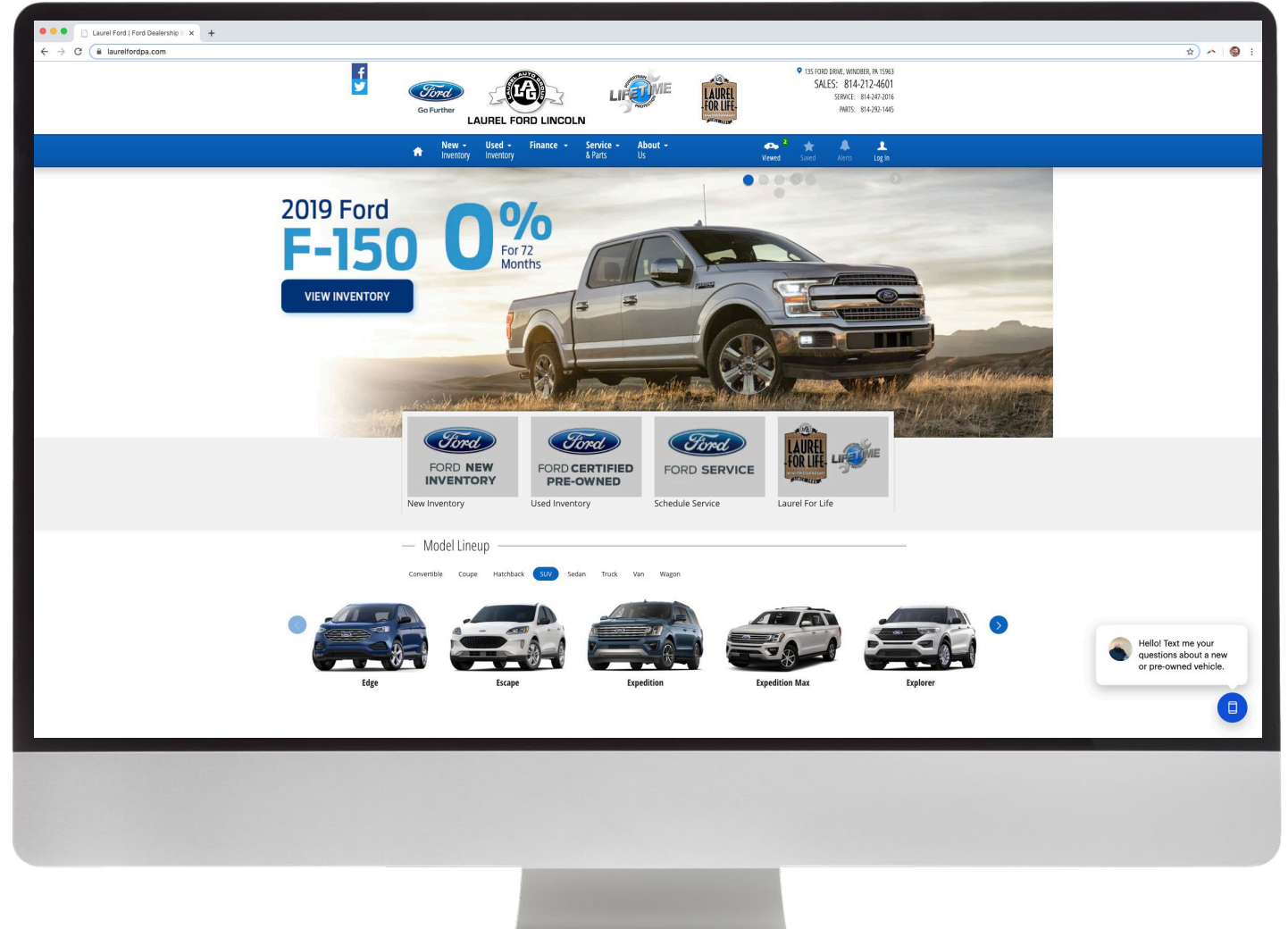
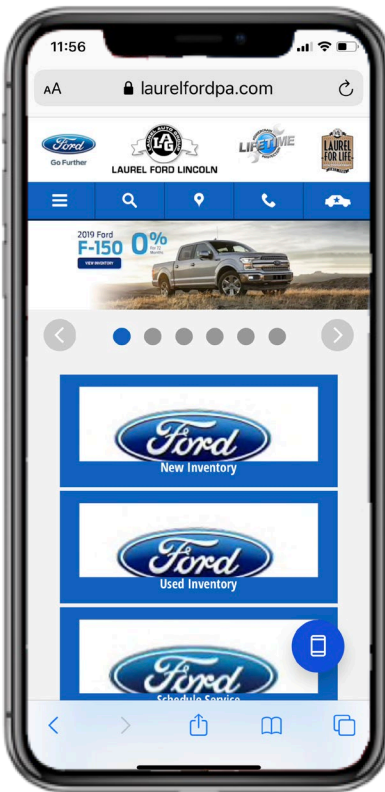
FORD DEALERSHIP LANDING PAGE

Mobile: 72.03%
Desktop: 21.06%
Tablet: 6.70%

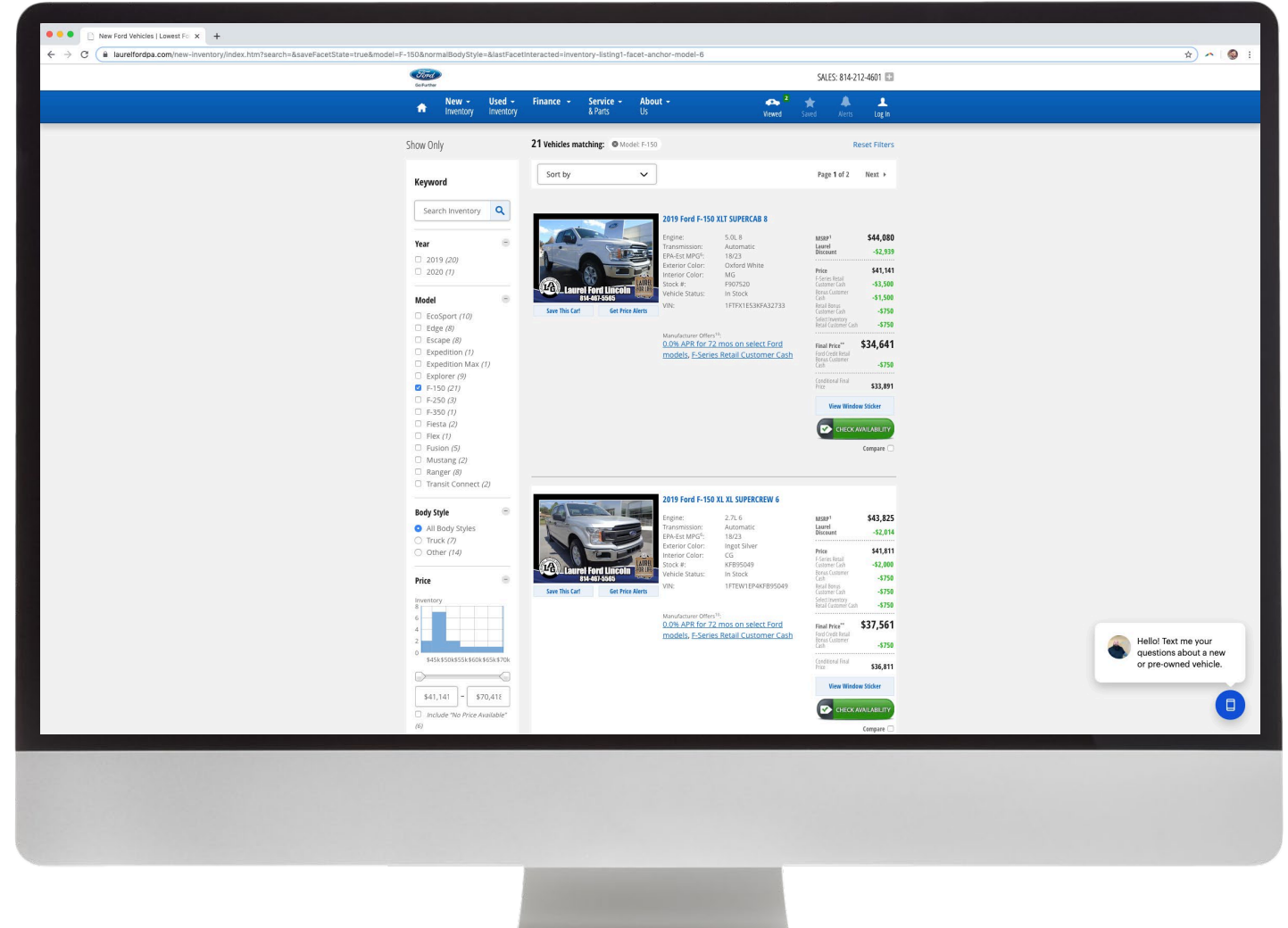
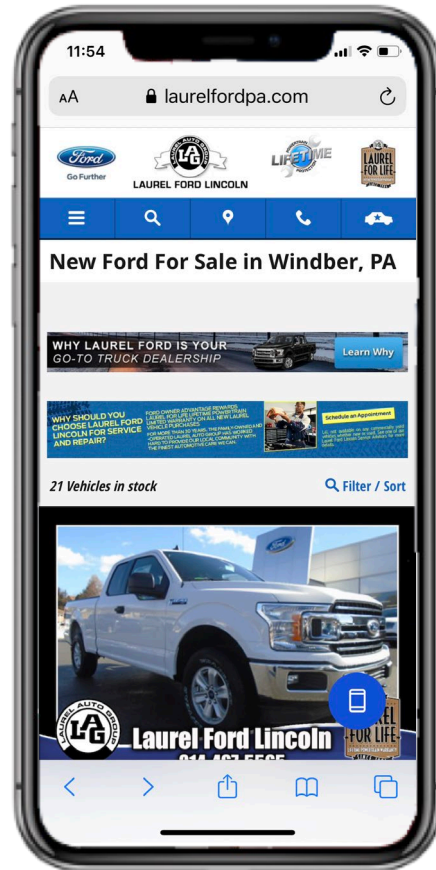


FORD DEALERSHIP WEBSITE

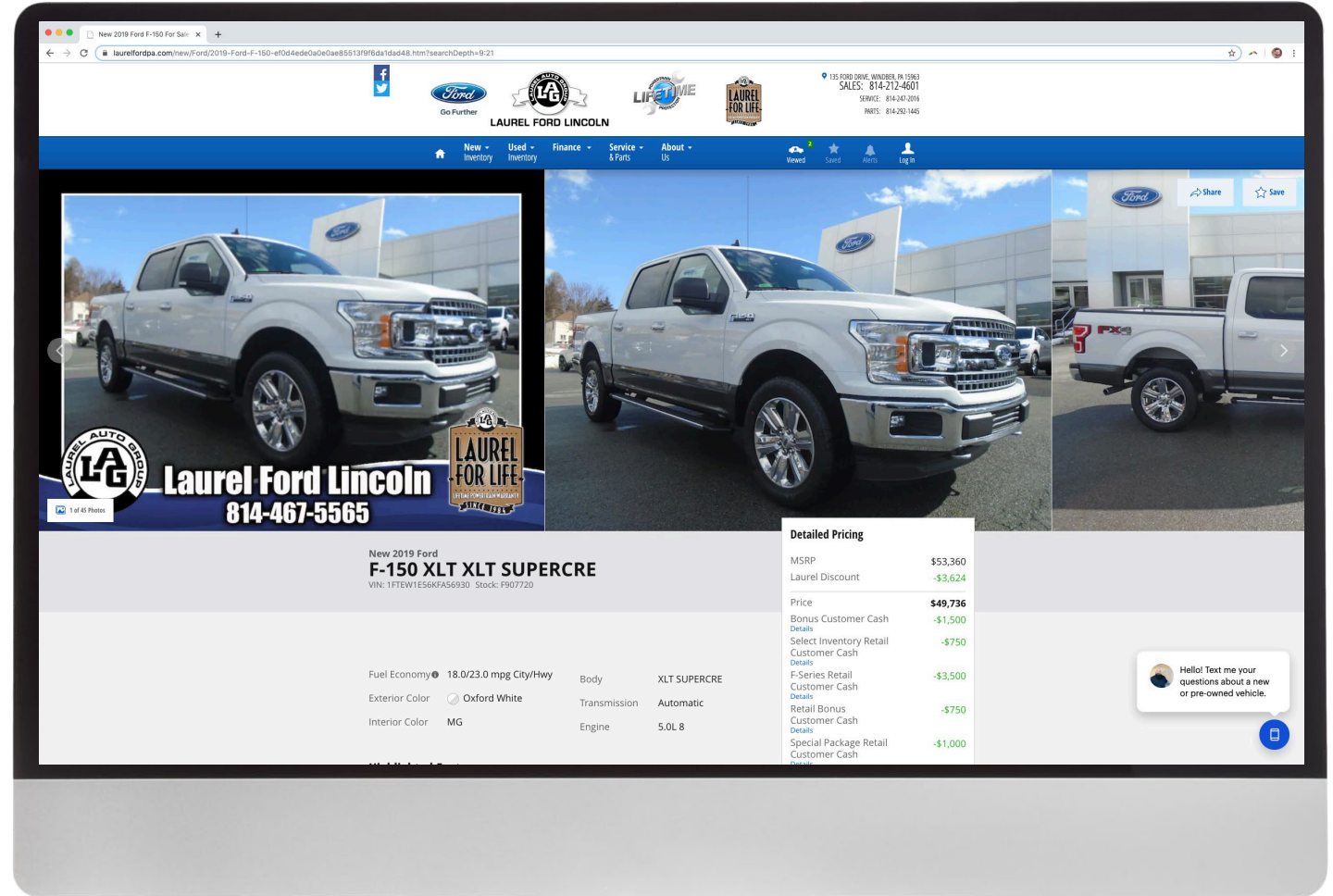
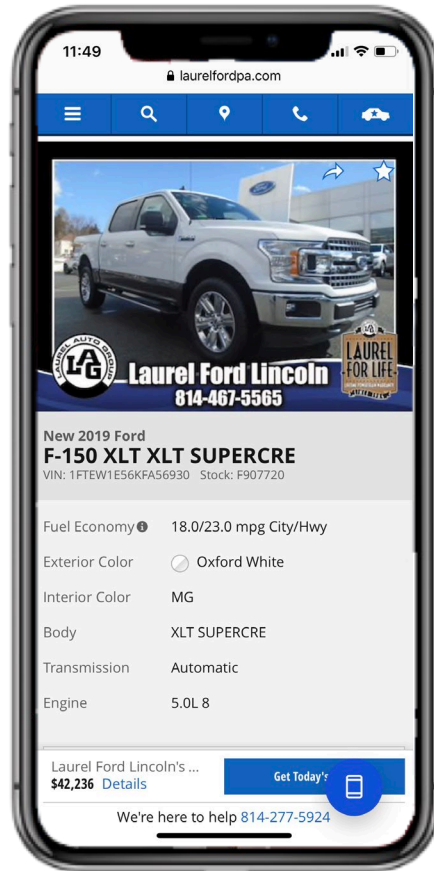
Mobile: 52.56%
Desktop: 40.48%
Tablet: 6.96%



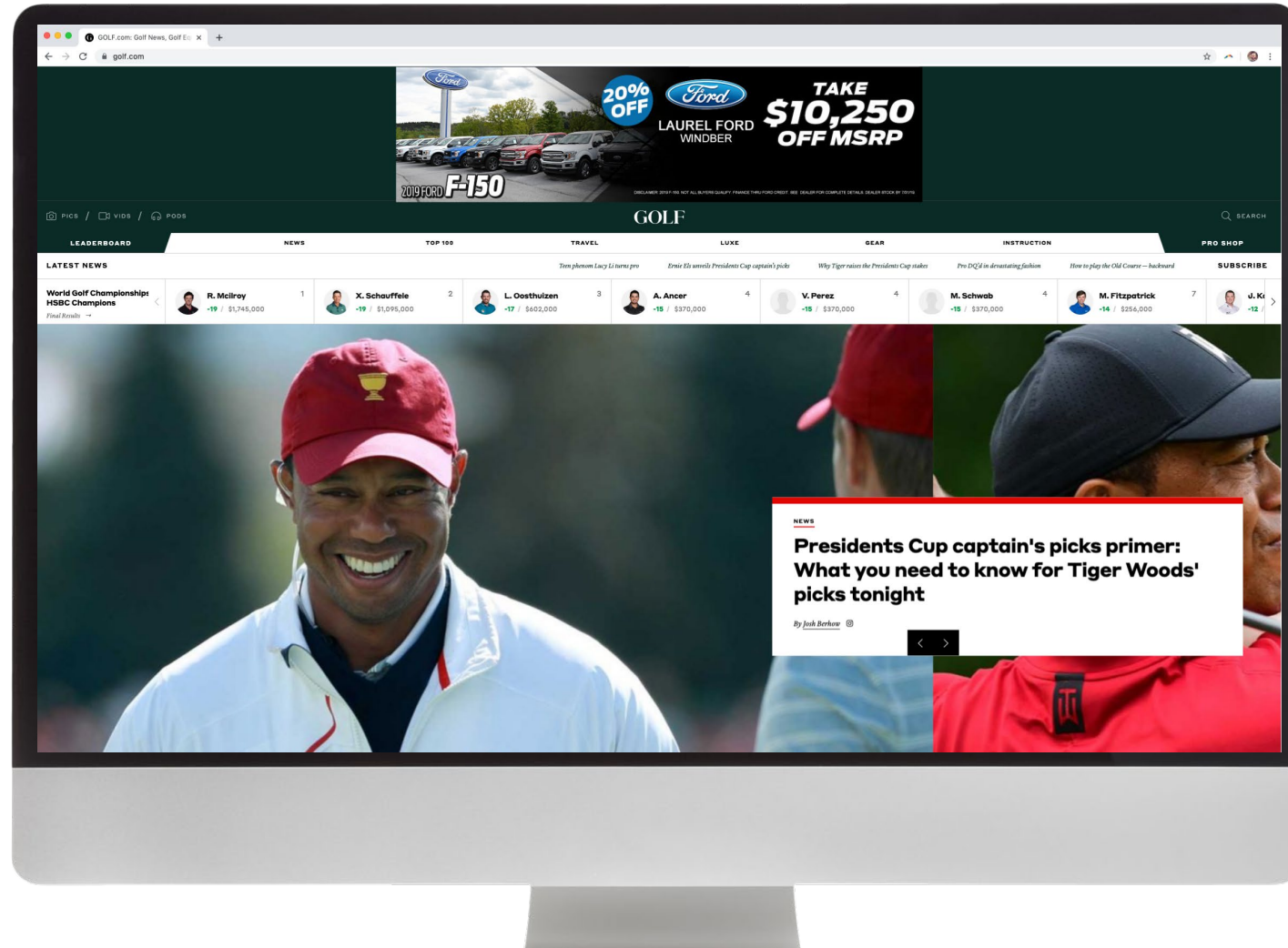
FORD DEALERSHIP INVENTORY PAGE (F-150)



VEHICLE DETAILS PAGE (VDP)



DISPLAY ADVERTISEMENTS



REMODELING CONTRACTOR



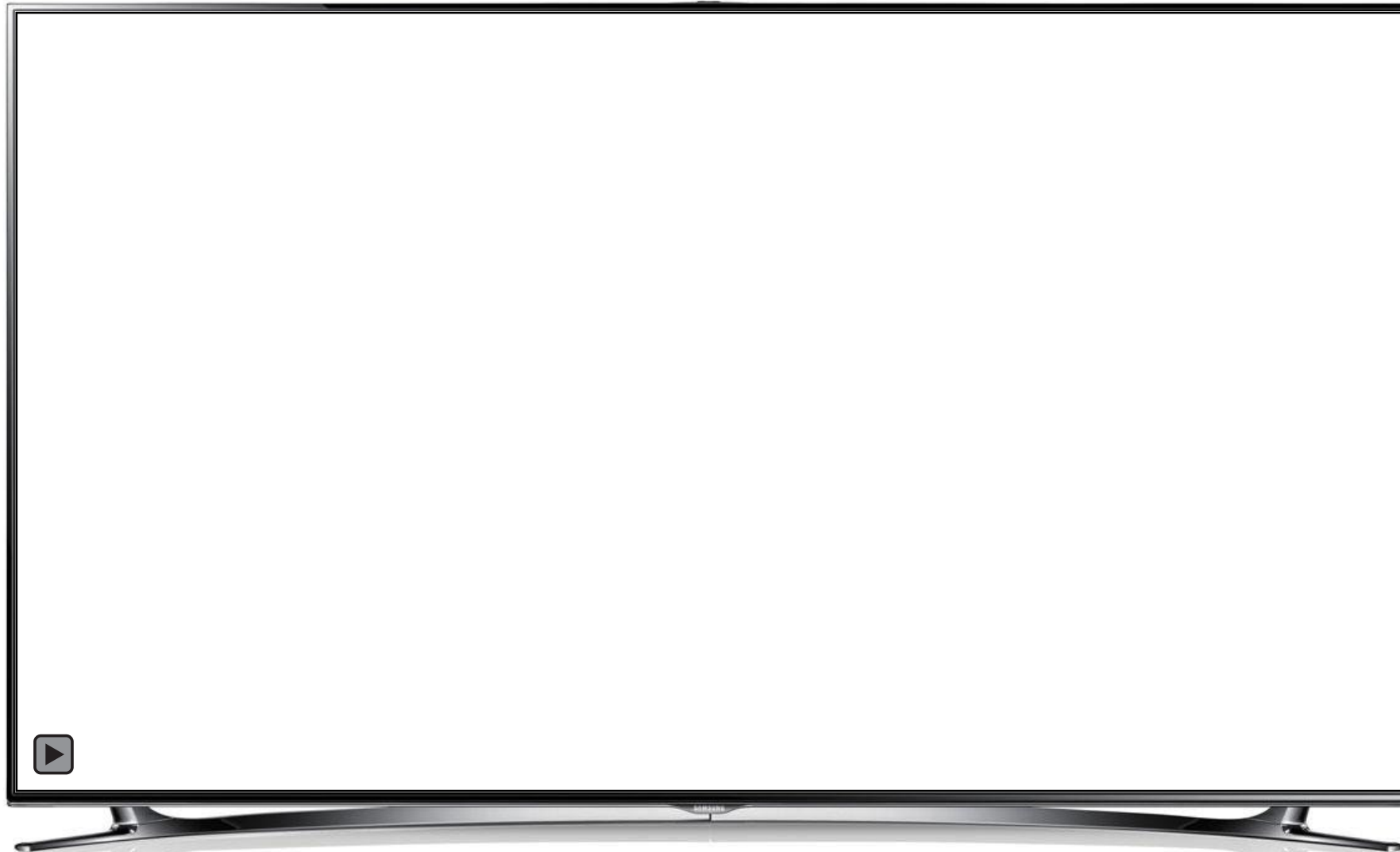
Television, Display,
Pre-Roll, Facebook, Instagram

Website or Landing Page Websites

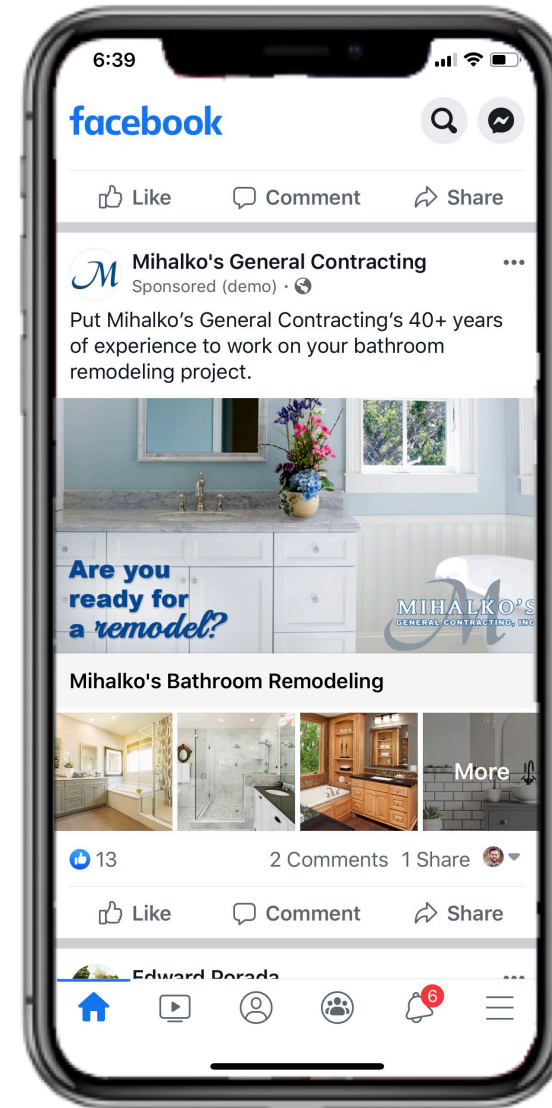
Retargeting Ads

Leads

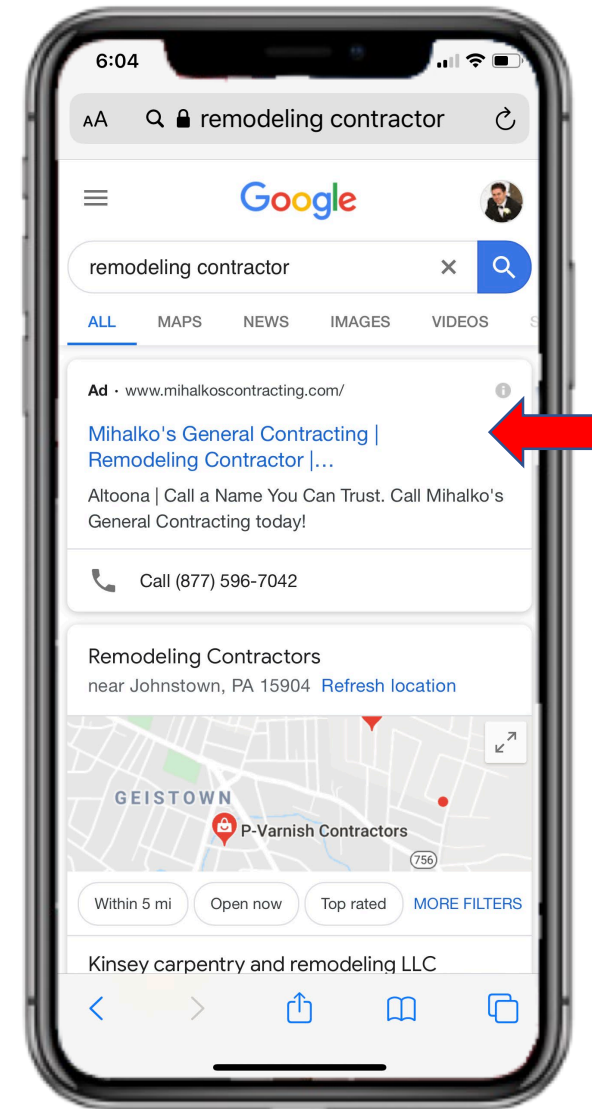
Television (Broadcast, Cable, OTT)



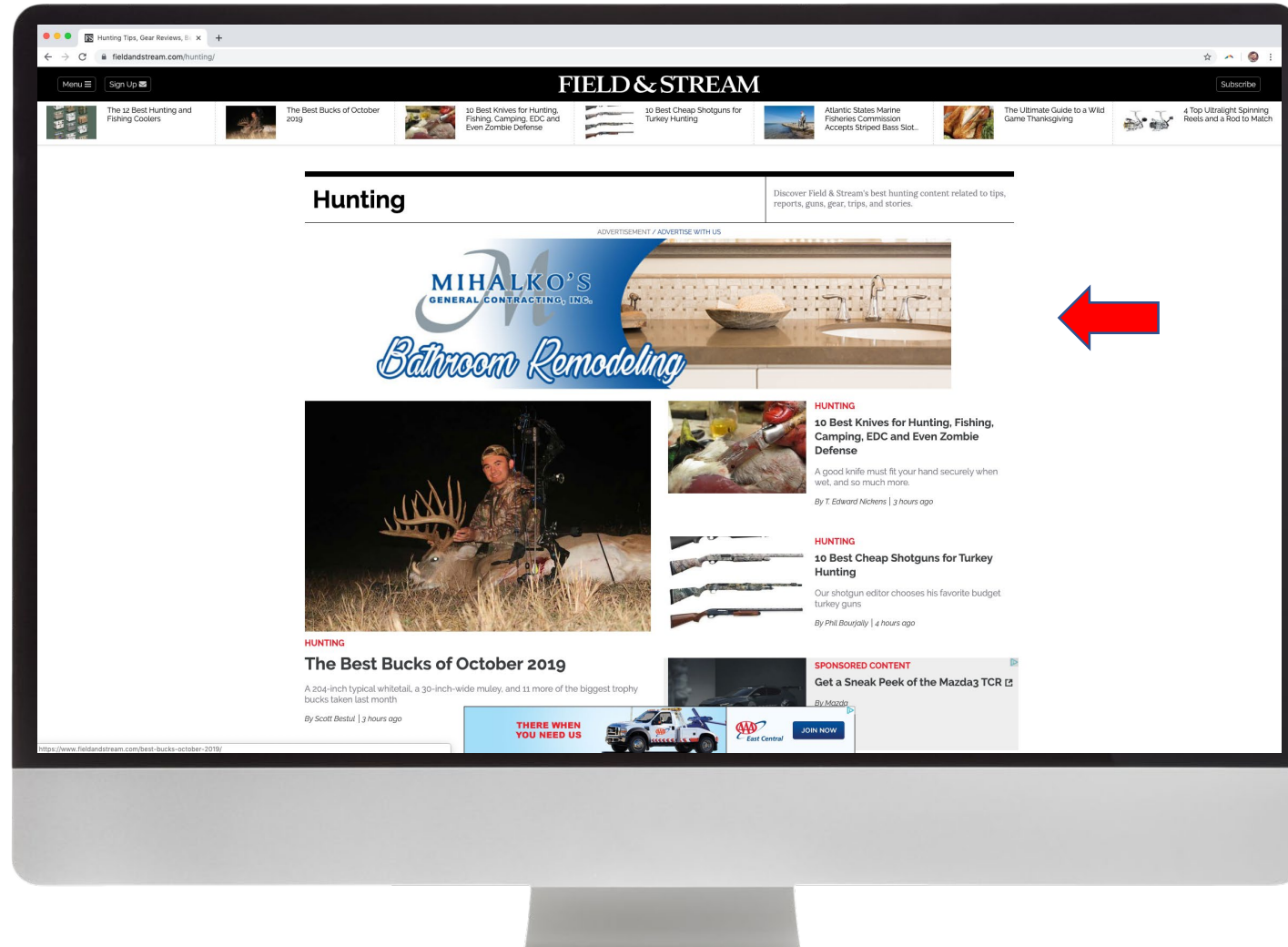
SOCIAL MEDIA ADS



SEARCH ENGINE MARKETING



DISPLAY ADVERTISEMENTS



HEALTH INSURANCE AGENCY



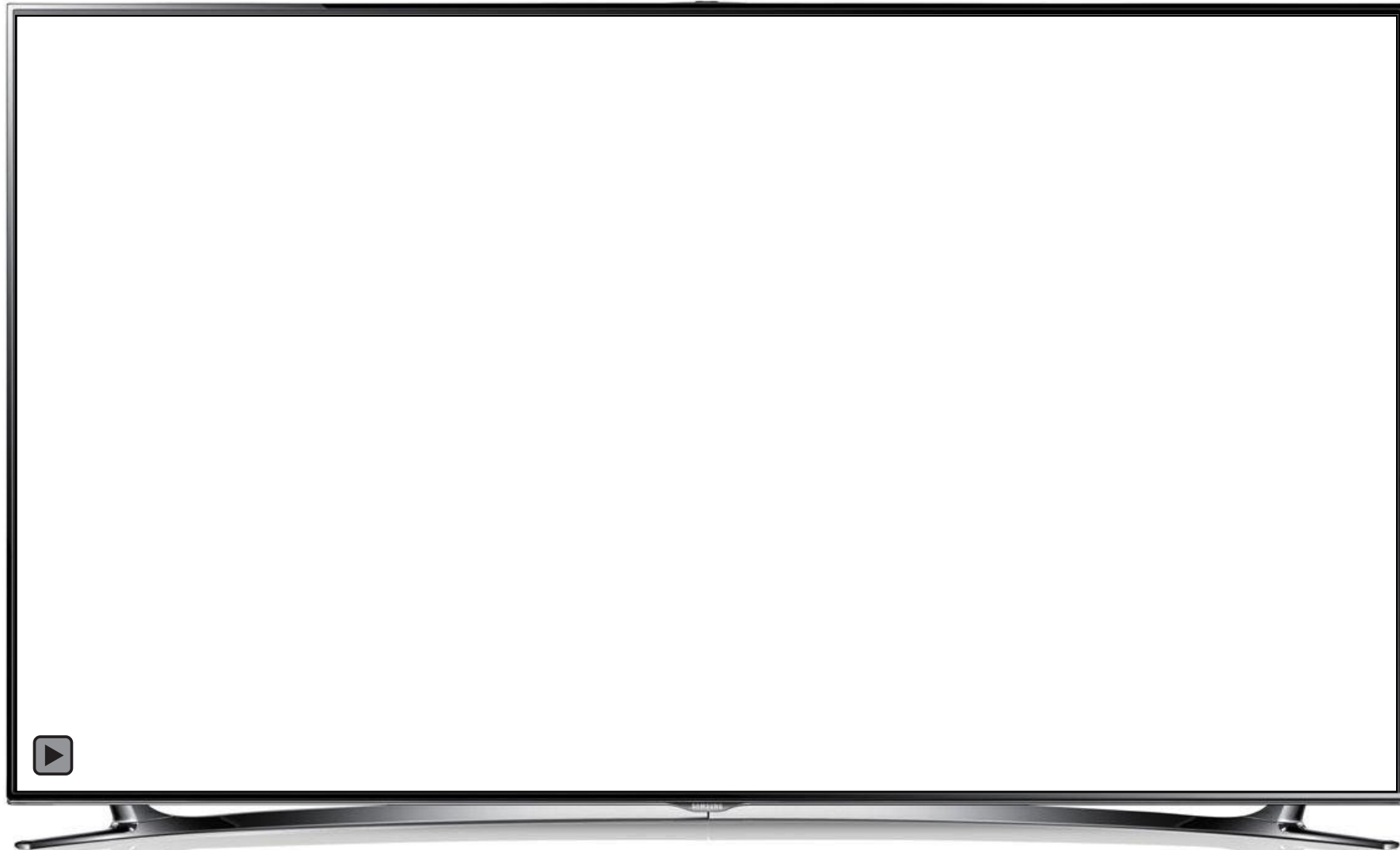
Television, Newspaper, Display, Facebook

Website

Retargeting Ads

Leads

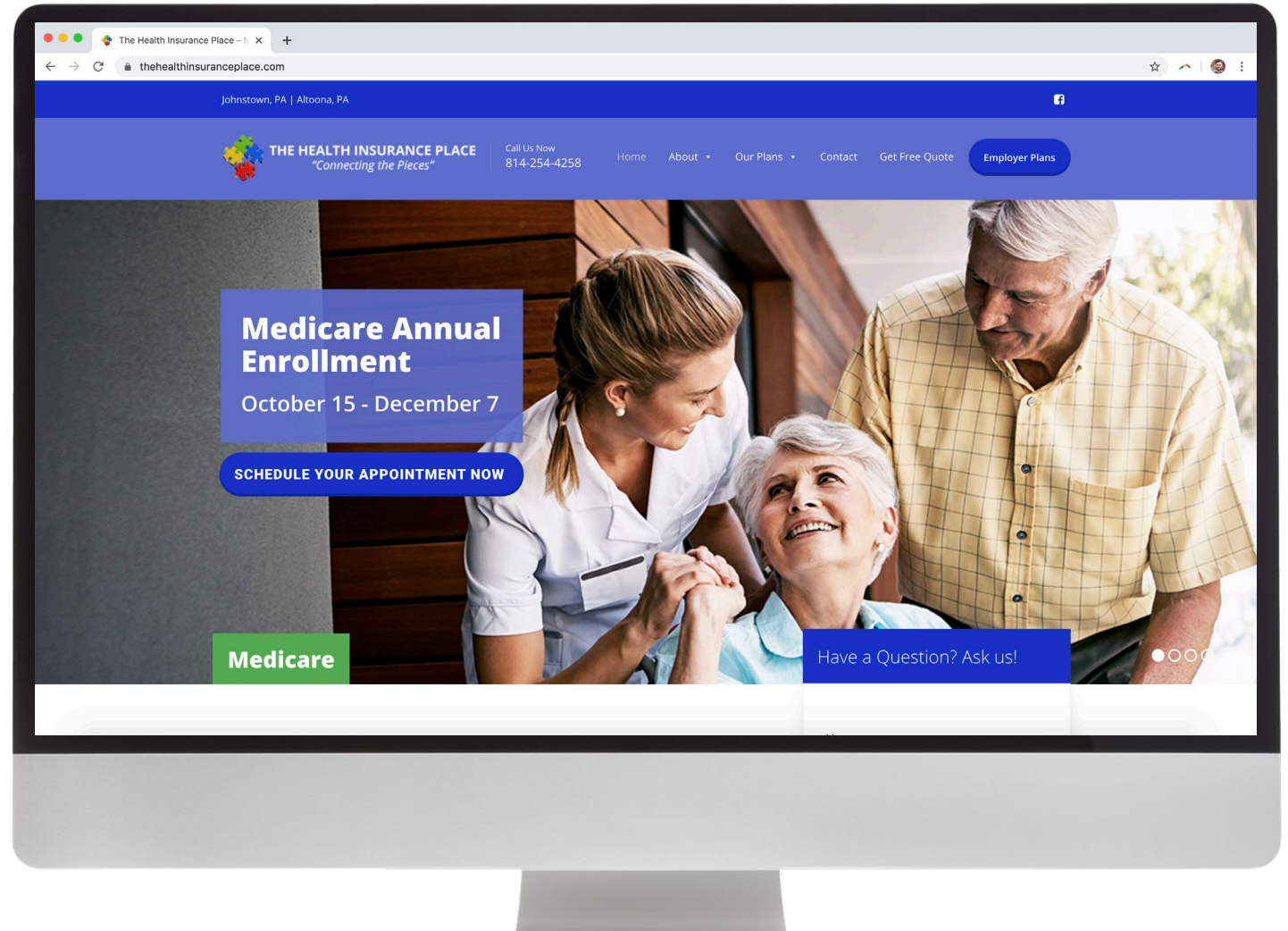
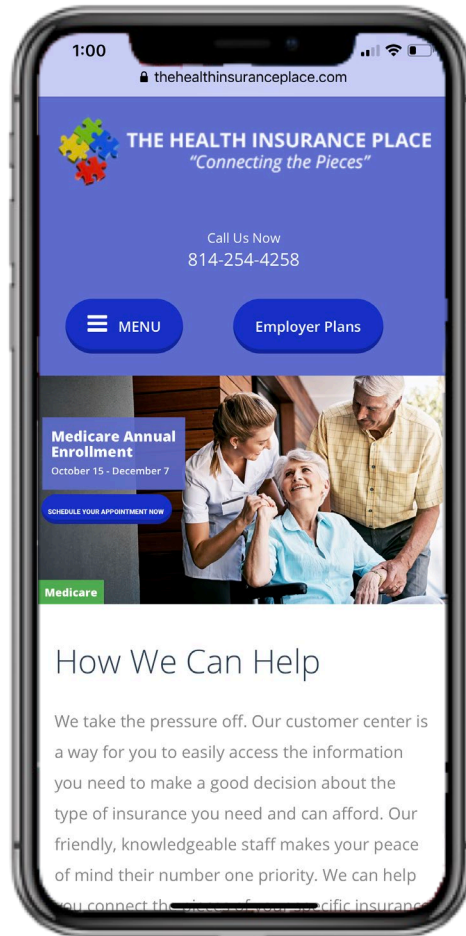
TELEVISION (Broadcast, Cable)



SOCIAL MEDIA ADS



WEBSITE

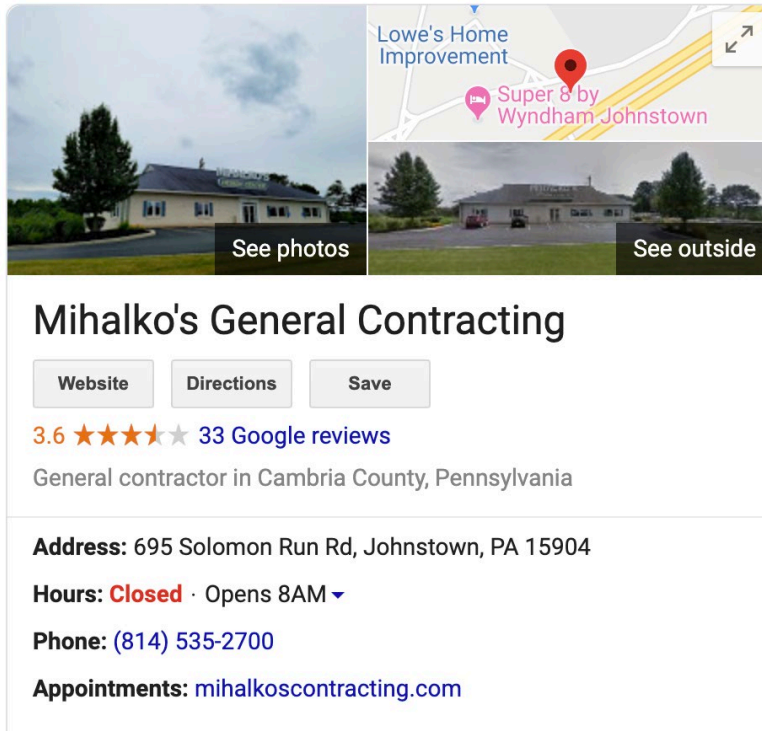


DISPLAY ADVERTISEMENTS



PUT A GREATER VALUE ON REVIEWS

72% of consumers trust online reviews as much as a recommendations from real people



Business card for Mihalko's General Contracting. The top half features two photos: a large house and a map showing the location near Super 8 by Wyndham Johnstown. Below the photos are buttons for 'See photos' and 'See outside'. The bottom half contains the business name, contact information, and a 3.6-star rating from 33 Google reviews.

Mihalko's General Contracting

[Website](#) [Directions](#) [Save](#)

3.6 ★★★★★ 33 Google reviews

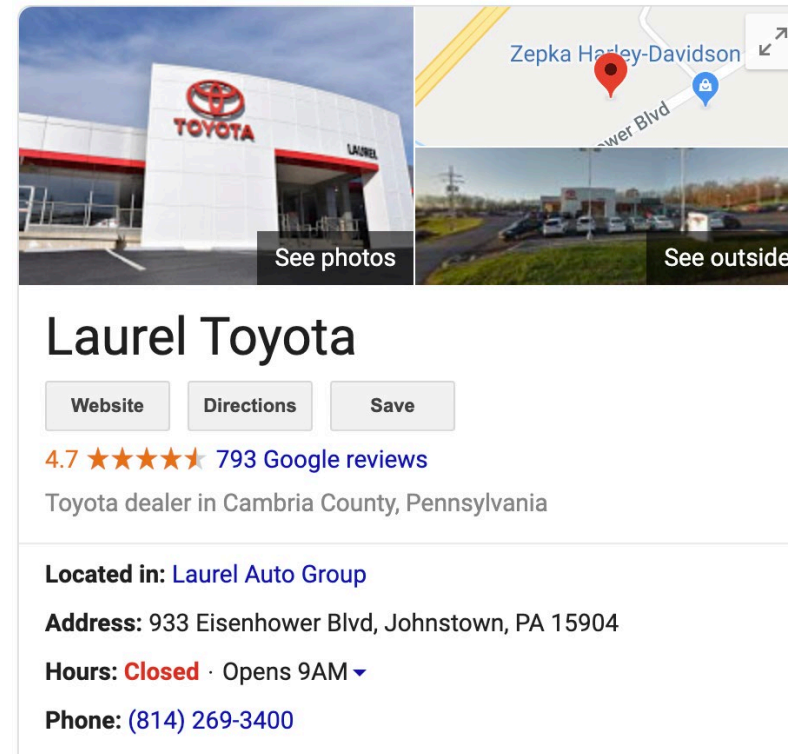
General contractor in Cambria County, Pennsylvania

Address: 695 Solomon Run Rd, Johnstown, PA 15904

Hours: Closed · Opens 8AM ▾

Phone: (814) 535-2700

Appointments: mihalkoscontracting.com



Business card for Laurel Toyota. The top half features two photos: a Toyota dealership building and a map showing the location near Zepka Harley-Davidson. Below the photos are buttons for 'See photos' and 'See outside'. The bottom half contains the business name, contact information, and a 4.7-star rating from 793 Google reviews.

Laurel Toyota

[Website](#) [Directions](#) [Save](#)

4.7 ★★★★★ 793 Google reviews

Toyota dealer in Cambria County, Pennsylvania

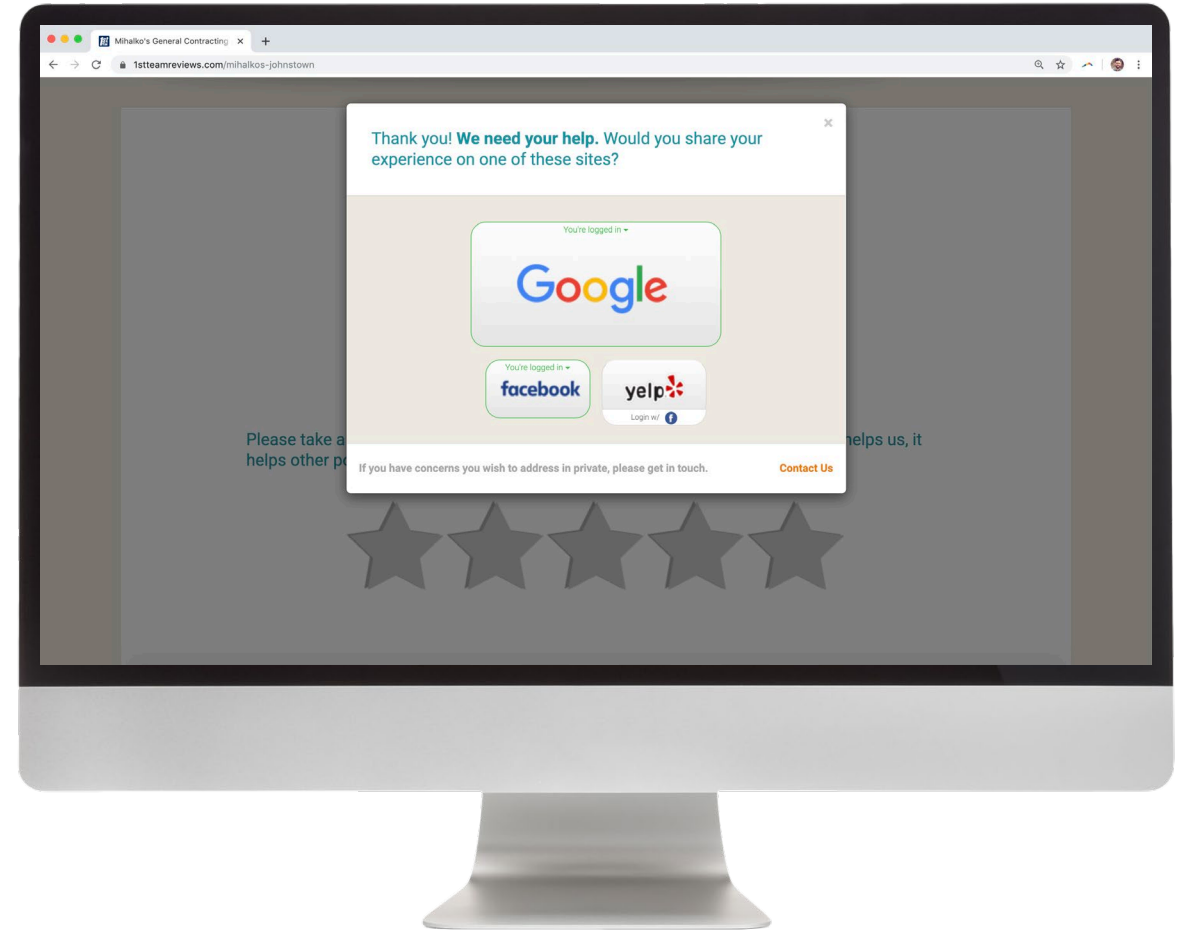
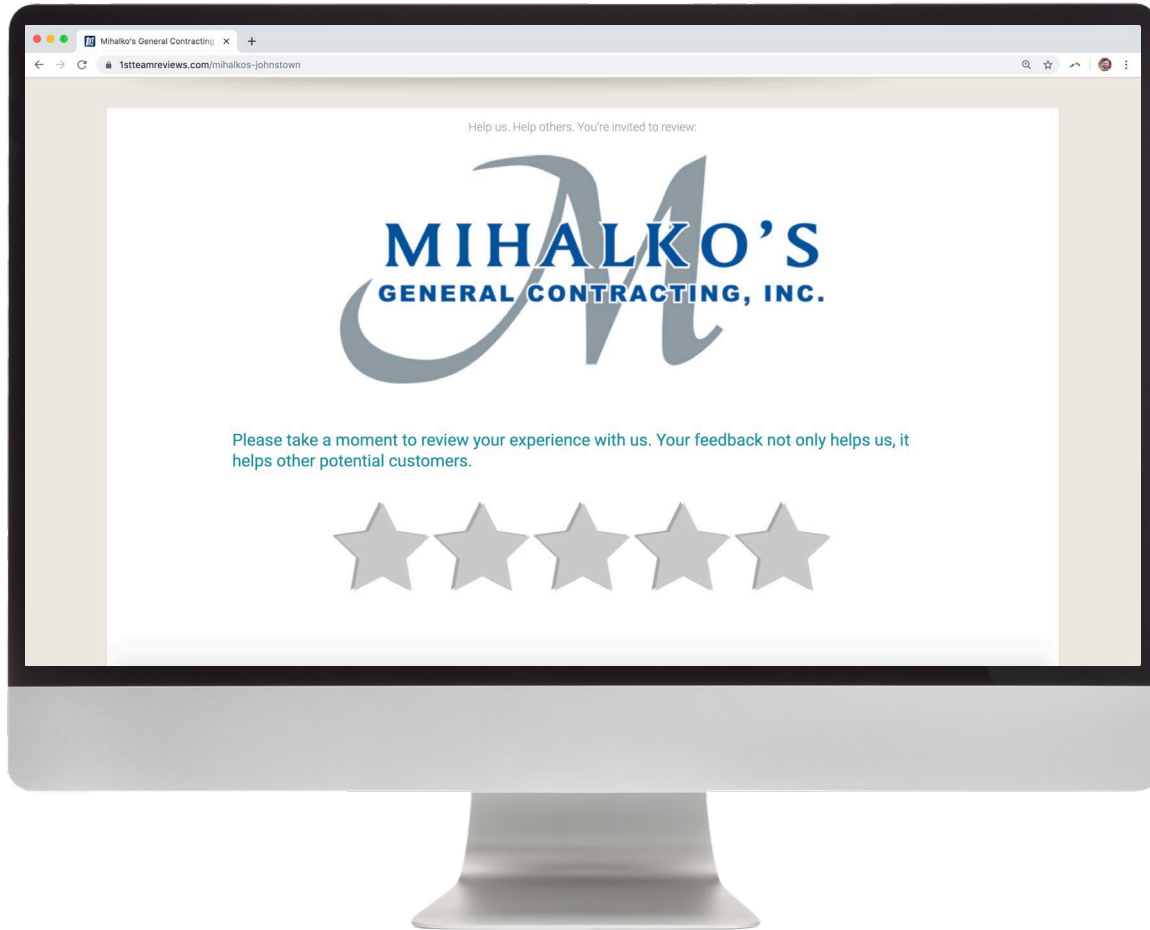
Located in: [Laurel Auto Group](#)

Address: 933 Eisenhower Blvd, Johnstown, PA 15904

Hours: Closed · Opens 9AM ▾

Phone: (814) 269-3400

REVIEW MANAGEMENT & GENERATION



GET A FREE EVALUATION OF YOUR BUSINESS

1STTEAMREVIEWS.COM

1st Team Advertising | 1stteamreviews.com

Google facebook yp BBB

☐ I'm not a robot reCAPTCHA Privacy - Terms

SEND MESSAGE

How does your business compare?

Use our free Review Scan to generate an instant reputation report and see how your business appears on local review sites.

Business Name Postal Code or City Business Phone

Business Name ZIP/Postal code or city Business Phone

☐ I'm not a robot reCAPTCHA Privacy - Terms

SCAN MY REVIEWS FREE

WAYS TO IMPROVE TRADITIONAL TV BUYS

- Drive viewers to a Website or Landing Page through your commercial
- Take weather into consideration (Sunny Day, Snow in the Forecast, etc.)
- Look at head-to-head network matchups for live sports
- Analyze ratings data by County rather than entire DMA
- Cross reference Run Affidavits with
 - Website Analytics Hourly Traffic Data
 - Phone Call Tracking Data
- Cut bottom performing 20% and repurpose dollars to better programming

THINGS TO CONSIDER IN 2020

- If your not already using OTT you should consider investing in 2020
- More and more consumers are choosing to “cut the cord” and are no longer paying high prices for Cable or Satellite TV providers
- OTT deliver is quickly becoming the norm for video consumption both via TV and online
- While OTT has clear advantages over traditional Television advertising, be sure to consider your target audience before using this as a catch all
- OTT users vary from market-to-market, but still skew toward the under 45 demographic.

MORE THINGS TO CONSIDER IN 2020

- Create more content for social media platforms
- If possible, create more video content
- Don't worry about production quality, just put it out there
- Invest in Instagram if you are not already doing it
- Consider implementing in-bound text messaging capabilities
 - People would rather send a message than talk to another human being
- Direct Mail still works – if you're going to use it have an accurate mailing list and send people content that they are actually interested in

QUESTIONS