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)
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 date on social media platforms and Google Ads
• Analyze this data weekly, if not daily, and use it to make intelligent marketing decisions
EXAMPLES
AUTOMOTIVE

Television, Newspaper, Direct Mail, Display, Pre-Roll, Facebook, Instagram, Email

Landing Page Website

Dealership Website, Inventory Page, or Vehicle Details Page (VDP)

Retargeting Ads

Leads

Promotion: Truck & SUV Month
TELEVISION (Broadcast, Cable, OTT)
GROUP LANDING PAGE WEBSITE

Mobile: 45.51%
Desktop: 41.32%
Tablet: 13.17%
SOCIAL MEDIA ADS

Lease a 2019 Ford F-150 STX SuperCrew at Laurel Ford in Windber for $367/mo during Truck & SUV Month.
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)
REMODELING CONTRACTOR

MIHALKO’S
GENERAL CONTRACTING, INC.

Television, Display, Pre-Roll, Facebook, Instagram
Website or Landing Page Websites
Retargeting Ads
Leads
Television (Broadcast, Cable, OTT)
SOCIAL MEDIA ADS

MIHALKO'S
GENERAL CONTRACTING, INC.

1(800) 799-2040  1stTeamAdvertising.com
SEARCH ENGINE MARKETING

MIHALKO’S
GENERAL CONTRACTING, INC.

1ST TEAM ADVERTISING
1(800) 799-2040
1stTeamAdvertising.com
HEALTH INSURANCE AGENCY

Television, Newspaper, Display, Facebook

Website

Retargeting Ads

Leads
SOCIAL MEDIA ADS

THE HEALTH INSURANCE PLACE
WEBSITE

How We Can Help

We take the pressure off. Our customer center is a way for you to easily access the information you need to make a good decision about the type of insurance you need and can afford. Our friendly, knowledgeable staff makes your peace of mind their number one priority. We can help you connect with a licensed Medicare Insurance professional.

Medicare Annual Enrollment
October 15 - December 7

SCHEDULE YOUR APPOINTMENT NOW

Have a Question? Ask us!
PUT A GREATER VALUE ON REVIEWS

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

Mihalko's General Contracting
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

Laurel Toyota
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

Help us, help others. You're invited to review MIHALKO'S GENERAL CONTRACTING, INC.

Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.

Thank you! We need your help. Would you share your experience on one of these sites?

If you have concerns you wish to address in private, please get in touch.

Contact Us
GET A FREE EVALUATION OF YOUR BUSINESS

1STTEAMREVIEWS.COM
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