Digital Marketing
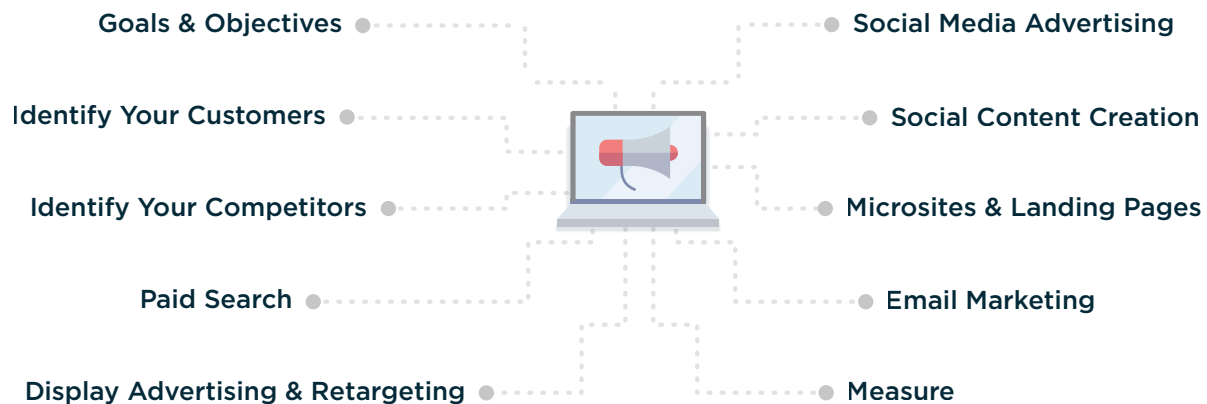
Drive Real Connections with Digital Marketing

OneTouchPoint is dedicated to supporting brands in strategizing, identifying, engaging, acquiring and retaining consumers through digital marketing.

Power Your (Local) Digital Marketing With Turn-Key Solutions and Service.

With over 20 years of experience, our digital marketing services take marketing a step further by simplifying digital marketing for organizations of all sizes. Armed with best practices, domain expertise and knowledge to create and manage digital campaigns that are most effective for your industry—our seasoned team offers 1:1 professional services to help brands and local businesses tap into proven, digital marketing campaigns.

Digital Marketing **Strategy**

- Goals & Objectives
- Identify Your Customers
- Identify Your Competitors
- Paid Search
- Display Advertising & Retargeting
- Social Media Advertising
- Social Content Creation
- Microsites & Landing Pages
- Email Marketing
- Measure

OneTouchPoint's Digital Marketing Services

Paid Search

Promote your brand, locations and offers by bidding on strategic keywords; drive visitors to your sites and stores.

- ✓ Campaign Optimization
- ✓ Geotargeting
- ✓ Reporting

Retargeting

Keep your brand at the forefront and increase brand awareness (as well as ROI) by focusing advertising spend on consumers that have already indicated an affinity of your brand.

- ✓ Conversion Optimization
- ✓ Brand Awareness

Display Ads

Promote your business using Dynamic Display Campaigns with audience profile and geographic targeting or use data match display to supplement other customer connection marketing efforts.

- ✓ Display Ad Strategy & Creative
- ✓ Performance Monitoring
- ✓ Localized Targeting

Microsites & Landing Pages

Add a microsite for each location to capitalize on local SEO and "near me" searches. Personalize and publish microsites or landing pages as needed and capture generated leads for additional follow up.

- ✓ SEO-Optimized Microsite
- ✓ Consistent Brand Layouts
- ✓ Personalized Microsites & Landing pages

Social Media Advertising

We'll create, then manage, your social media ads to drive leads and create awareness about your brand leveraging paid social media.

- ✓ Social Ad Strategy & Creative
- ✓ Persona Targeting
- ✓ Brand Control
- ✓ Performance Monitoring

Reputation & Social Media Management

Post brand compliant, localized social media content automatically to affiliates' Facebook, Twitter and Instagram accounts in real-time. Easily monitor and respond to what customers are saying and survey customers for additional positive reviews.

- ✓ Localized Social Media Content Creation
- ✓ Social Media Management
- ✓ Reputation Monitoring and Management

Email

Communicate via brand email templates with customers at the brand or local level anytime; track performance and engagement.

- ✓ Campaign Analytics
- ✓ Brand Templates
- ✓ Microsites & Landing Pages

Reporting & Analytics

Precisely measure interactions from the first touchpoint when an unknown visitor hits your website through the last touchpoint when they become a paying customer.

Learn more at: **www.1touchpoint.com** or email **info@1touchpoint.com**

❄ OneTouchPoint