



Jumpstart Evanston



XO XTREME MARKETING GROUP



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About Us



Digital Marketing

Digital Marketing Covid to Today

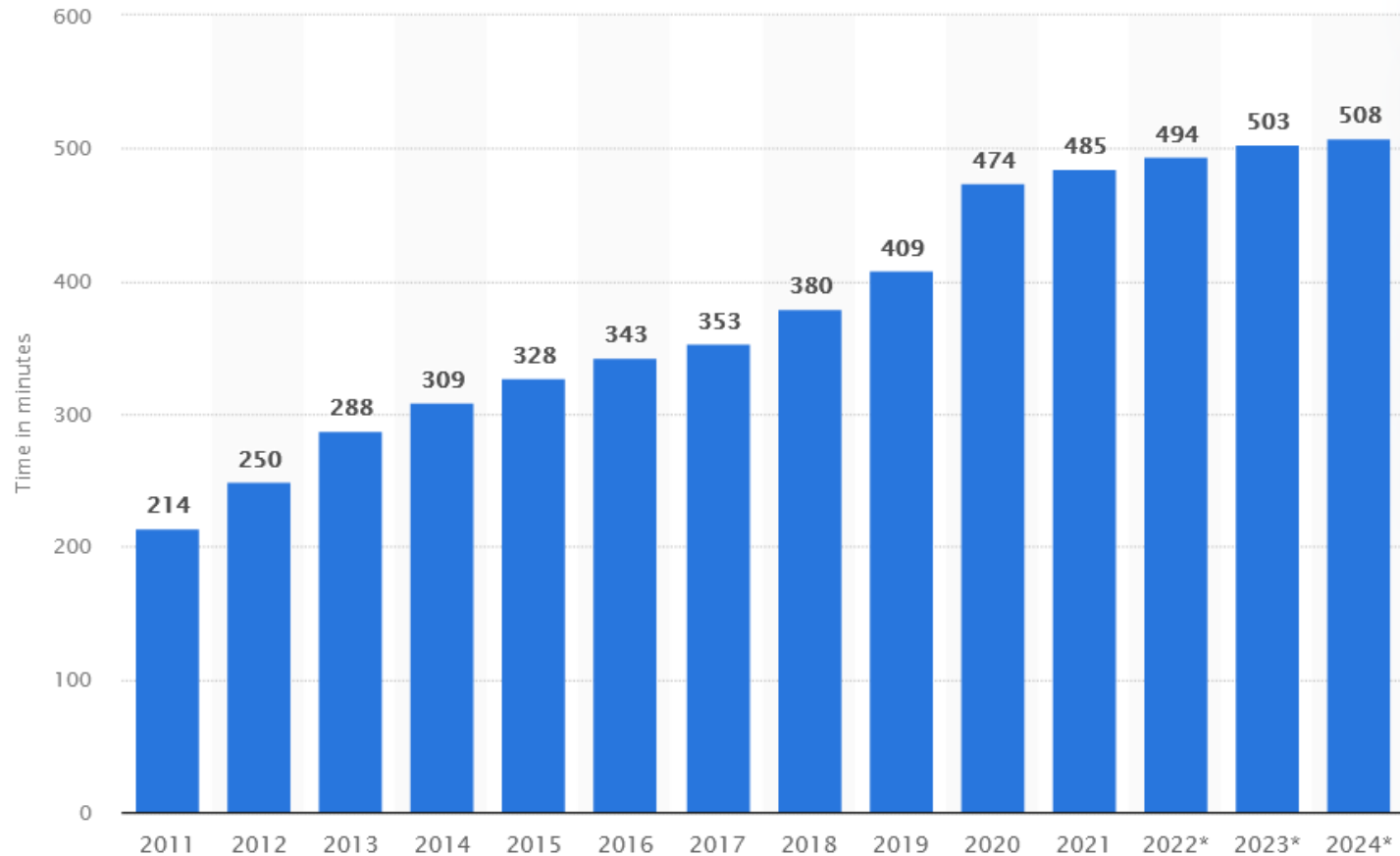
Covid-19 Pandemic - Today

- The Covid-19 pandemic caused a massive acceleration in the quest for digital marketing.
- Post pandemic the internet has become a lifeline for most businesses.
- Companies have realized that they need to move rapidly into a digital-first model — or risk getting left behind.

- Today's customer won't just browse your website — they'll check your app, interact with your digital signage, and engage with your brand across social media.
- People are spending more time online than ever before.

Digital Media Time Spent Per day – In Minutes

18 years and older United States from 2011 to 2024



Source: Statista 2023
Note: 1,440 minutes in a day

Why Digital Marketing Works

For both Small and Large Businesses

- It's Efficient

- Through digital marketing, there are many different ways to connect with your ideal audience. You can reach people who match your ideal customer with targeted advertising, stay in touch with current customers, and be seen by people who are actively looking for your products or services online.

Why Digital Marketing Works

For both Small and Large Businesses

- It's Efficient
- It's Measurable

- Adding to the incredible efficiency of digital marketing is how measurable it is. Using simple Analytics tools, you can monitor the performance of your digital marketing efforts to see what's working (and what's not). You can quickly optimize campaigns or adjust your budget and strategies to focus on the channels that are driving the most revenue.

Why Digital Marketing Works

For both Small and Large Businesses

- It's Efficient
- It's Measurable
- It's Scalable

- Many marketing strategies require a major financial investment, which means you're assuming a great deal of risk if your strategy falls flat. With digital marketing, there are many ways to promote your business at a cost that is comfortable for you. You can try a few different low-cost strategies and start learning what works. Once you've found the right approach, you can gradually scale up your budget.

Why Digital Marketing Works

For both Small and Large Businesses

- It's Efficient
- It's Measurable
- It's Scalable
- It's Always "On"

- One major benefit of digital marketing is that it never stops working. Even outside of business hours, your business is able to market itself online. With an effective digital strategy, you can connect with potential customers no matter where or when they are looking for your products or services online.

Why Digital Marketing Works

For both Small and Large Businesses


- It's Efficient
- It's Measurable
- It's Scalable
- It's Always "On"
- It's Perfect for Local Businesses

- When you're looking for a nearby restaurant, retail store, or other business, you probably turn to a search engine first. Your customers are doing the same thing. A strong digital presence can help you make sure potential customers are finding you online instead of your competition.

How To Create A Digital Marketing Plan

For Your Business

- 
- A Quality Website

- 
- No matter what type of business you own and what overall digital marketing strategy you decide to use, your business needs an effective website. Your website serves as the foundation for virtually all of your other digital marketing efforts.

How To Create A Digital Marketing Plan

For Your Business

- A Quality Website
- Search Engine Optimization

- A beautiful website won't benefit your business unless potential customers can find it. Through search engine optimization, or SEO, you can improve your rankings in key search results and make it easier for customers to find your business online. Effective SEO takes time and effort, so it helps to start with a solid strategy.

How To Create A Digital Marketing Plan

For Your Business

- A Quality Website
- Search Engine Optimization
- Digital Advertising

- While SEO enables you to connect with more potential customers online, digital advertising can help you reach an even wider (but still relevant) audience. By using digital advertising platforms, such as Google Ads and social media, you have the ability to share the right message with the right audience at the right time.

How To Create A Digital Marketing Plan

For Your Business

- A Quality Website
- Search Engine Optimization
- Digital Advertising
- Social Media Marketing

- If you're hoping to build and maintain relationships with your customers (while also boosting your visibility online), social media can be a valuable tool for your business. By building a presence on key social media platforms, you can share engaging content with your current customers and develop relationships with potential customers.



Digital Marketing Specifics

What options are available and why is it worth considering them?

SEO (Organic)

Be found by those already looking for exactly what you're offering.

- How is SEO done effectively?
- How does Google rank certain website over others?
- Why is SEO an important strategy?

Three Pillars of SEO

PILLAR 1:

Local SEO Optimization

An optimization strategy that helps your business be more visible in local search results (such as Google Maps).

- Directory Submissions
- Inaccurate Listing Cleanup
- Business Verifications

PILLAR 2:

On-Site SEO Optimization

An optimization strategy that utilizes relevant elements and content on your website in order to effectively communicate your service to search engines & users.

- Title Tag Optimization
- Meta Description Optimization
- Image Optimization
- Website Copywriting
- Schema
- Sitemap & Robots.txt
- Site Speed
- Google Tool Integration & Optimization
- 404 Error Correction & 301 Redirect Setup

PILLAR 3:

Off-Site SEO Optimization

An optimization strategy that helps increase your website's domain authority by increasing the number of quality inbound links to your website.

- Offsite Article Copywriting
- Monthly Link Building (Backlinks)
- Monthly Link Building Strategy
- High Authority Site Research
- High Quality Site Research
- Disavow/Removal of Harmful Backlinks

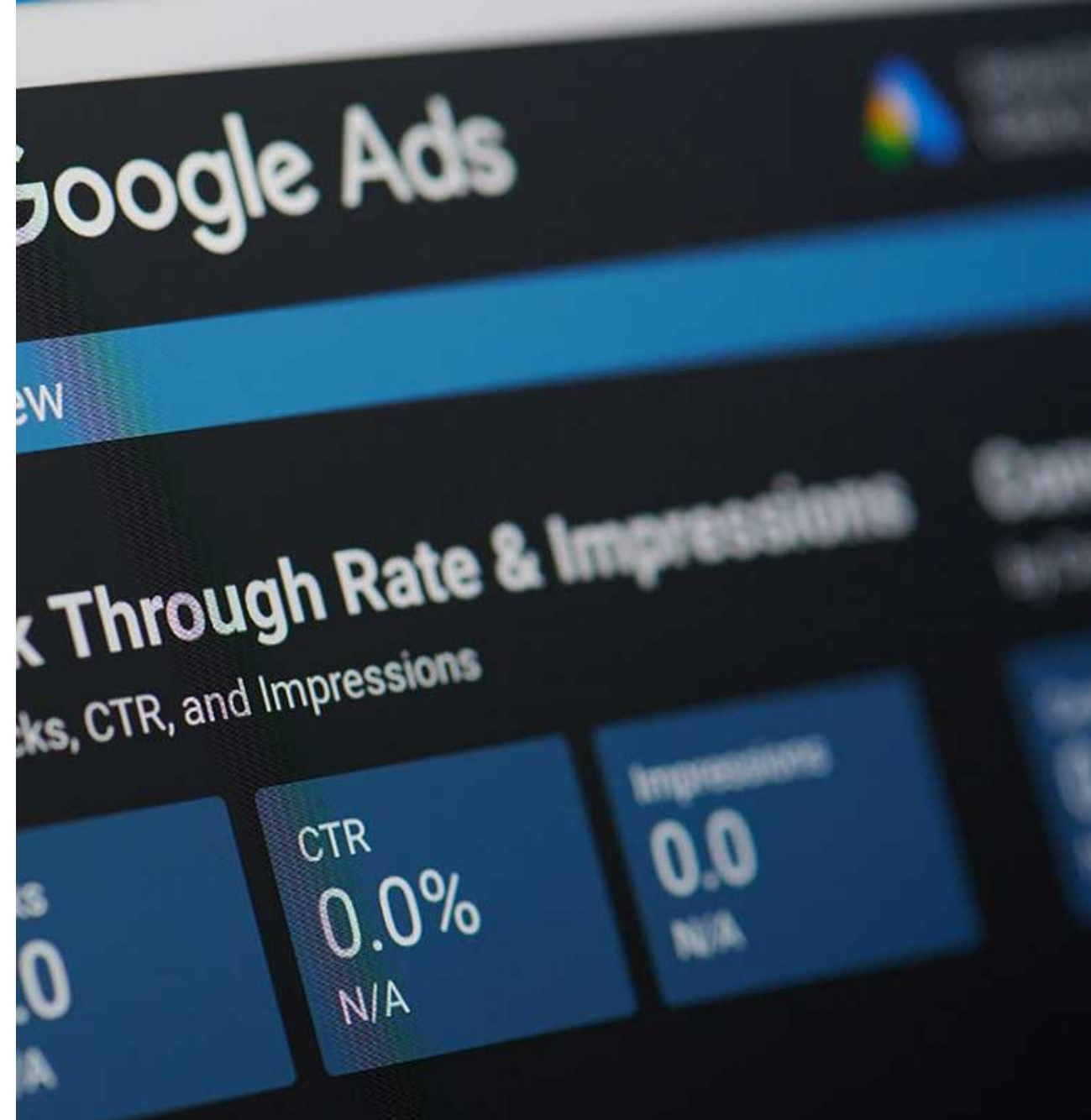
Benefits of SEO

- Highest converting source of website traffic
- Easier to maintain once you achieve rankings
- Pays off for years to come
- Solidify brand and online reputation
- Aligns with consumer search trends... will always be a viable digital strategy



Paid Search (PPC)

- Pay to play (immediate traffic)
- Bid on keywords in specific geo
- Track conversions (form submits, phone calls, emails, chats, etc)
- Optimize to the best performing
- Includes regular paid search, GLS, GMB ads
- Important metrics:
 - Impressions
 - Clicks
 - Click Through Rate
 - Conversions



Examples:

Search Ads:

Google search for "hotels evanston, wy". The search results show approximately 521,000 results in 0.43 seconds. A sponsored advertisement from Priceline is displayed, featuring a beach scene image. The ad text includes: "Hotels in Evanston, WY - Save Up to 60% Off Hotels", "Best Prices on Evanston, WY Hotels. Book Now and Save at Priceline®. Find Incredible Deals for Hotels in Evanston. Save Big with Exclusive Rates! Save...", "★★★★★ Rating for priceline.com: 4.2 - 841 reviews", "Last Minute Hotels: Save Big on Same Day Hotels. 24/7 Customer Service!", "Up To 60% Express Deals: Find Hotels with Huge Discounts. Save Big with Priceline®", and "Cheap Hotel Deals: Get Exclusive Benefits. Deals at Unbeatable Prices!".

GLS (Google Guaranteed):

Google search for "plumbers evanston, wy". The search results show approximately 1,430,000 results in 0.36 seconds. The results are filtered for "Evanston, WY". A section titled "Plumbers | Evanston" displays three sponsored listings, each with a "GOOGLE GUARANTEED" badge. The first listing is "Champion Services" with a 4.8 rating (53 reviews) and "41 years in business", currently "Closed now". The second listing is "Mr. Expert Plumbing:..." with a 4.8 rating (167 reviews) and "Open 24/7". The third listing is "Pond's Plumbing Heatin..." with "No ratings" and "Open 24/7". A link for "More plumbers in Evanston" is provided at the bottom.

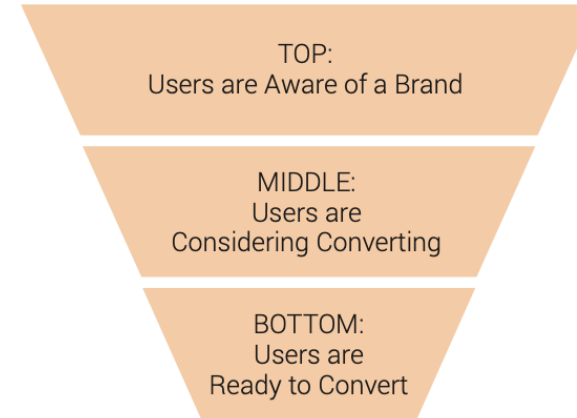
GMB Ad:

Google My Business advertisement for "plumber park city, ut". The ad displays the business name "Parley's PPM Plumbing, Heating, & Cool..." with a 4.8 rating (490 reviews) and the category "Plumber". The address is "864 N 1430 W" and the hours are "Open 24 hours". The ad includes icons for "Website" and "Directions".

Programmatic Display and Video

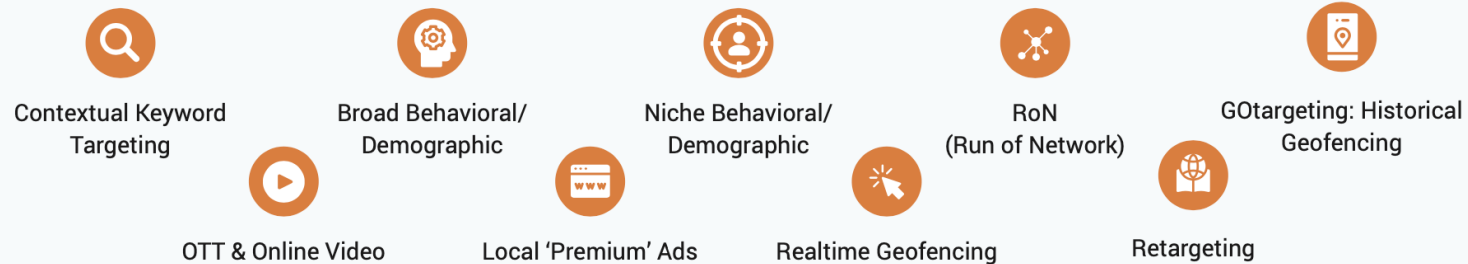
How to Feed Your Sales Funnel

Businesses spend a lot of time focused on the bottom part of the sales funnel, and it makes sense --after all, those are the users who are ready to convert! The only problem is that if you spend all your efforts 'fishing' in the same 'pond' at the bottom of the funnel, the amount of fish you can catch will be eventually become limited. A great way to increase sales is to 'stock the pond' and feed your funnel at the top. How?



Digital Display Ads

While it's important to capture the customers who are ready to buy, it is equally important to create a new base of customers by putting your brand in front of new faces. With display ads, there are many ways to do this:



Connected TV

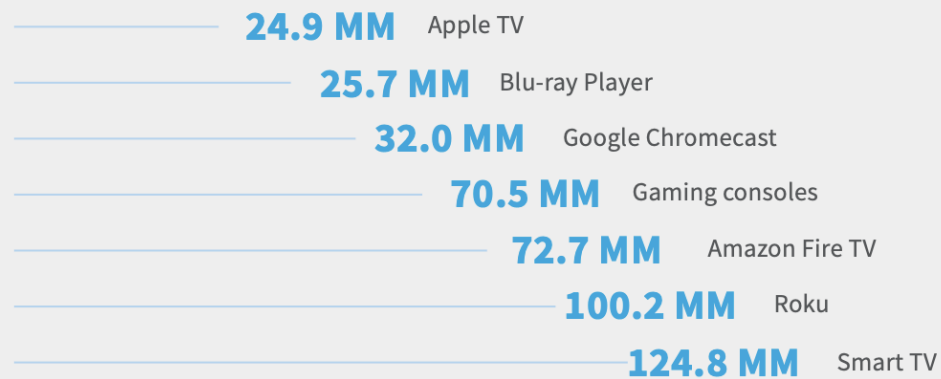


U.S. CONNECTED TV USERS (millions and % of population)

2020	2021	2022	2023	2024
206.2 MM (62.0%)	212.5 MM (63.4%)	217.5 MM (64.5%)	221.8 MM (65.3%)	225.8 MM (66.0%)

Source: eMarketer, 2020

What Connected TV devices do Internet users in North America own?



Source: eMarketer, 2020



DEVICE

Select Connected TV as the device type you wish to target.



DEVICE MAKE/MODEL

Choose specific models of OTT devices, gaming consoles, and smart TVs.



FREQUENCY CAPPING

Control the frequency with which the ads are displayed.



GEOGRAPHY

Generate brand impact with national targeting or select certain Designated Market Areas (DMAs).



TIME AND DAY

Maximize scale by targeting All Times of Day, or use Day-parting to match viewers' schedules.

Digital Audio



200+ million US consumers listen to digital audio at least once a month



Audio ads drive a **24% higher** recall rate than display ads



79% of audio is consumed while people are unreachable by visual media



SPOTIFY

SCALE: Reach one of the largest audiences with 217 MM listeners

Includes age targeting, Latin genre, and Canadian packages

TRITON

ACCESS: Connect with audiences on Roku, Amazon Echo and Sonos.

Includes podcasts, sports, and Spanish language packages

TARGET SPOT

EXCLUSIVE: Target demographics not available on other platforms

Includes podcasts, sports, and Spanish language packages

TUNEIN

INTERNATIONAL: Capture a global audience with 200+ countries

Includes Amazon Echo, Google Home, and Sonos

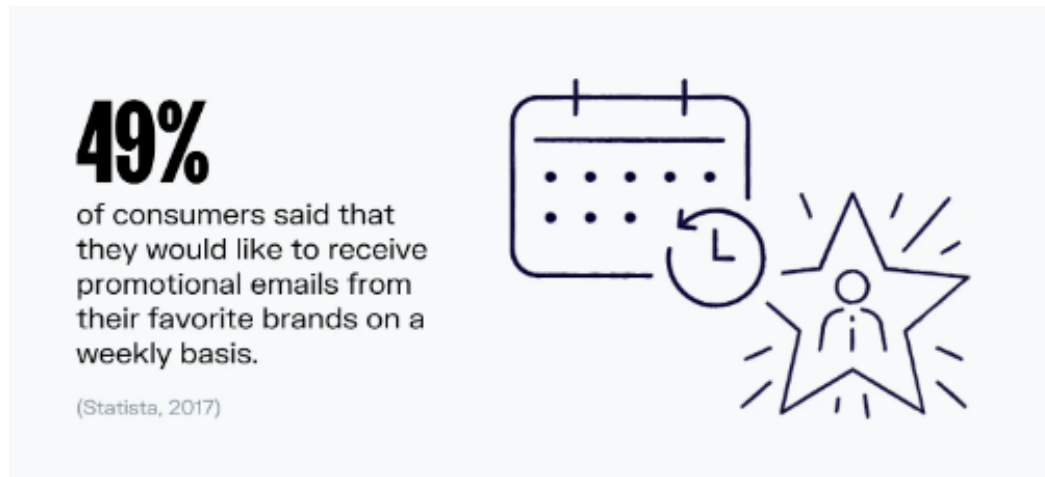
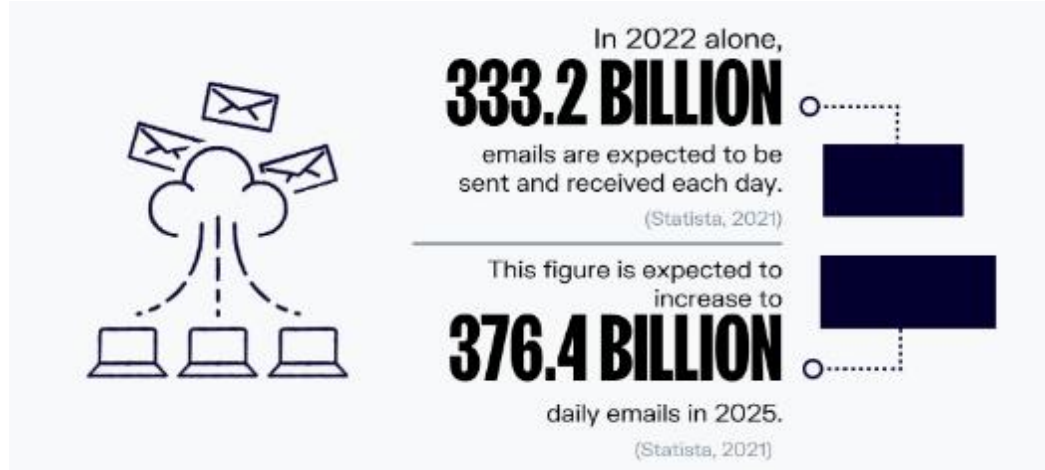
PANDORA

CONNECTION: Pandora provides a highly-personalized listening experience to approximately 70 MM users each month

AUDIOLOGY

CURATE PORTFOLIO. Audiology has access to the top audio streaming services, podcasts and radio stations.

Email Marketing



Why?

- Stay in contact with your audience
- Reach customers quickly
- Easy to measure
- Affordable
- Allows for targeted messaging
- Almost everyone uses email

The 5 'T's:

- Tease
- Target
- Teach
- Test
- Track

Social Media

Benefits of Social Media Advertising

- Reach new customers
- Low entry cost
- Gain audience insights
- Wide range of formats/audiences
- Humanize your brand
- Stay top of mind... another touchpoint
- Customer and audience engagement
- Targeted ads
- Retargeting
- Generate more traffic and leads





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Thank You

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