



**mainmark**

G • R • O • U • P

helping your business make its mark.

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[www.mainmarkgroup.com](http://www.mainmarkgroup.com)

# Our Mission

Our goal is to help entrepreneurs and business owners build a strategy to start or grow their business by putting together a strategic plan to create a roadmap to success, to develop a relationship that make a positive difference in our customers' lives. We see our customers as an extension of our business so by working together we can lead them to achieve their goals.

We know that with the range of services that we offer we can have a positive impact on businesses and communities.

**We want to make your working life simpler, enjoyable and more productive.**

# Marketing



Marketing includes the name of your business, the determination whether you will be selling a product or a service; the method of manufacture or servicing; the color, shape and size of your product; the packaging; the location of your business; advertising, promotion, public relations, branding and presentations.

Our team of professionals will make sure that you get the highest level of attention so your product can impact the market as soon as it is launched.

We design strategies and campaigns based on your product or service. We offer all kinds of marketing solutions, from print ads, graphic design and traditional marketing to event production and TV or radio spots. Our core business comes from digital campaigns using the latest technology and the newest platforms to ensure that your product is seen by the right audience.



# Strategy



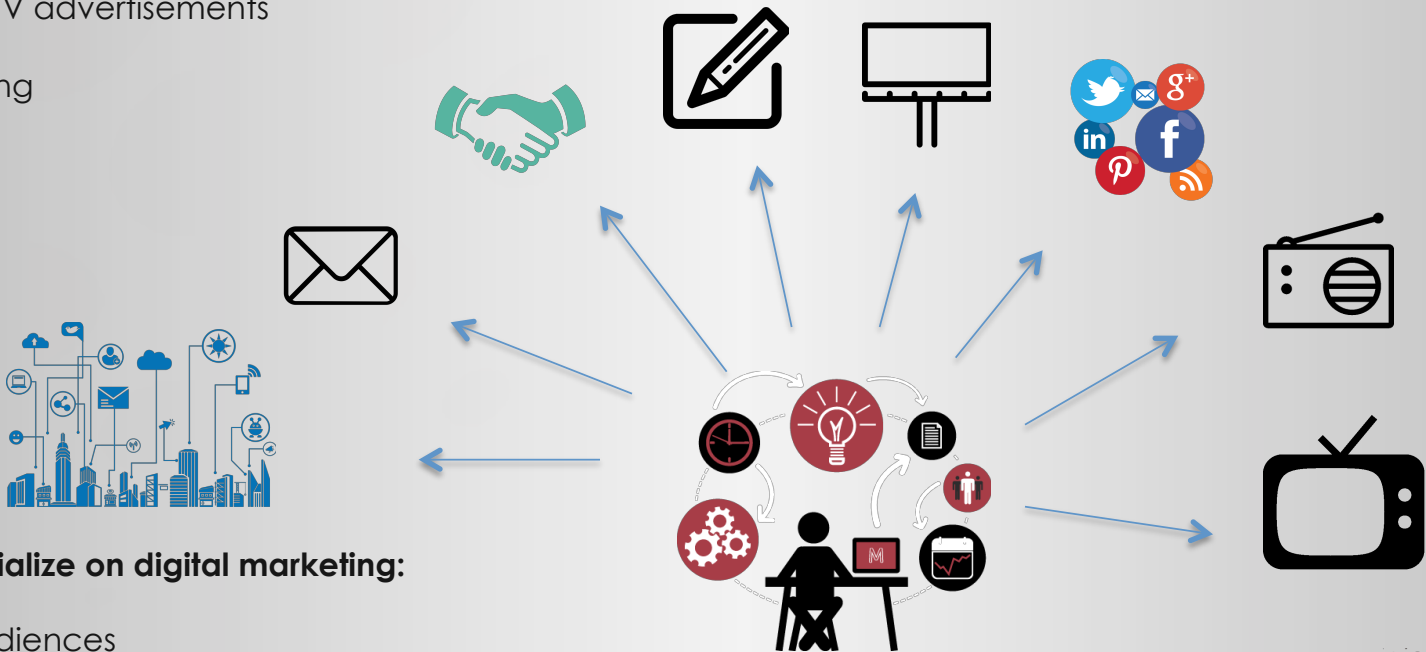
We work with you to determine a marketing plan or strategy that best supports and successfully markets your brand. Our campaigns are multicultural marketing programs that are high

impact and focuses on content and creativity. It can often be a daunting task to not only define the appropriate markets to expose your product and services to, but more importantly once those markets are identified, the main concern becomes determining the most effective strategy to use to reach any one particular market without alienating others.

# Traditional Marketing

Refers to any type of promotion, advertising or campaign that can be used to expose a brand, service or product to an audience. **Our services cover the four main categories of traditional marketing:**

- Radio and TV advertisements
- Print
- Telemarketing
- Direct Mail



**But we specialize on digital marketing:**

- Bigger audiences
- Generates more leads
- Creates more website traffic
- Better ROI
- Real customer interaction

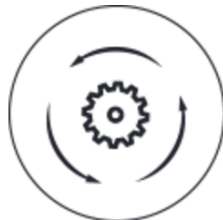
# Digital Marketing Strategy

Are the series of actions that help you achieve your company goals through carefully selected online marketing channels. These channels include paid, earned, and owned media, and can all support a common campaign around a particular line of business.

**AUTOMATED  
MEDIA BUYING**



**BEST IN CLASS  
OPTIMIZATION**



**PERSONALIZED  
REPORTING**

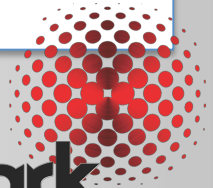
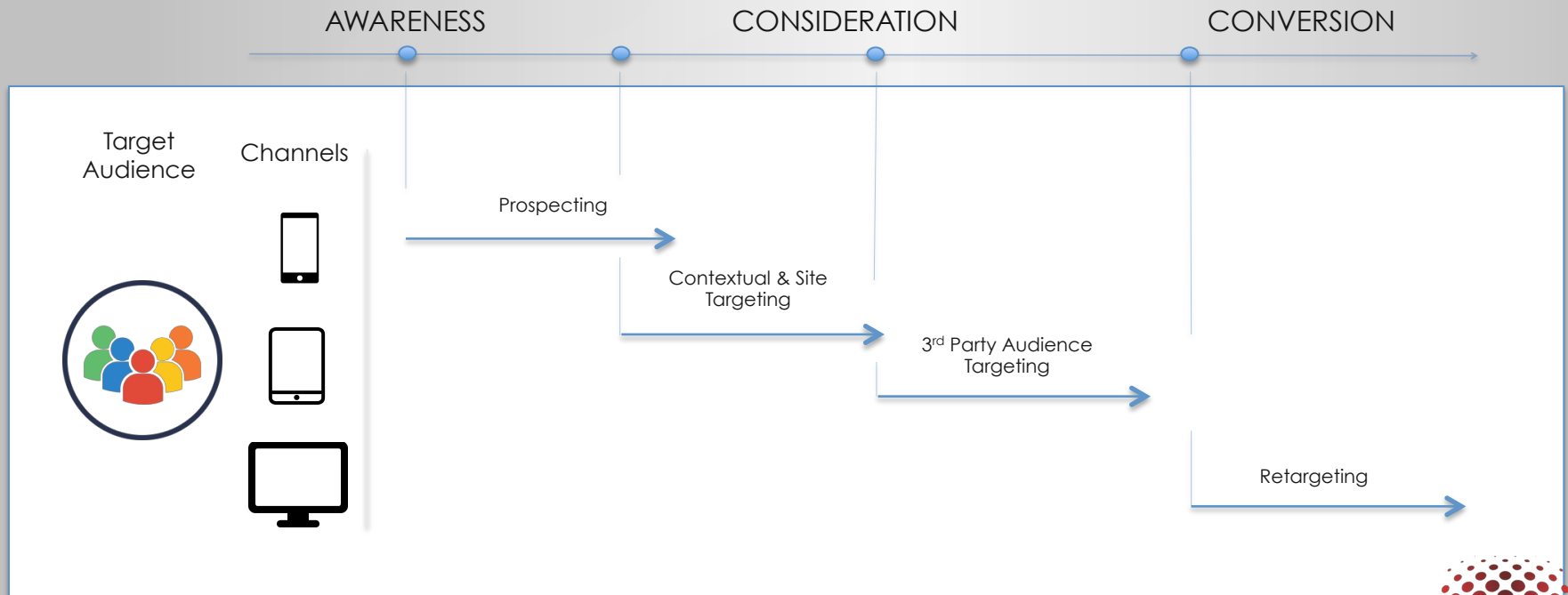


**QUALITY &  
SECURITY**



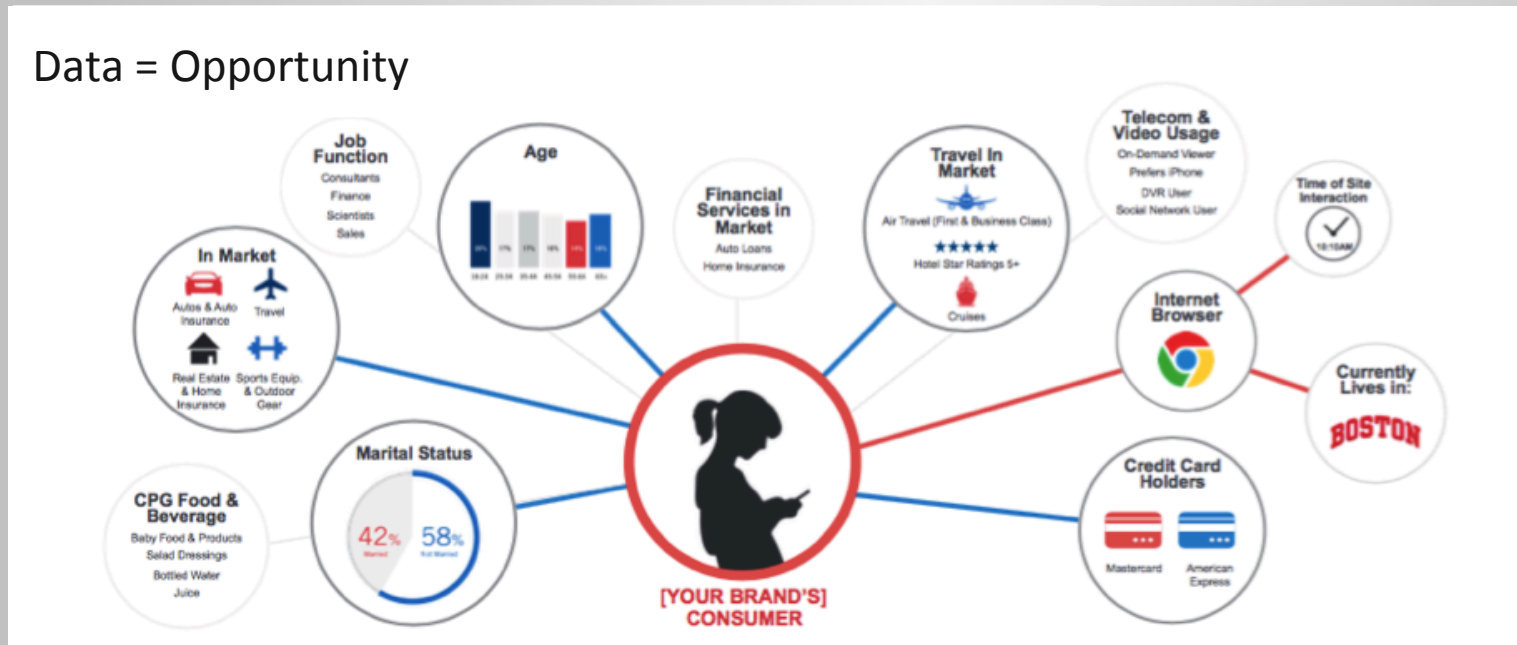
# Sales Funnel

Sales Funnel : The buying process that companies lead customers through when purchasing products



# Prospecting

Prospecting: Is the first step of the sales process, which consists of identifying potential customers. Using audience signals marketers try to develop a database of likely customers.





# Prospecting

continued

Through Prospecting, information allows us to discover consumers before they are part of our market.

## How it works :



Analyze audience data

Across all impressions and exchanges



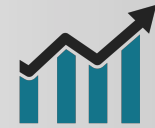
Identify individuals

Before they have fully developed buying decisions



Customize targeting

By learning from audience signals that closely resemble existing customers



Optimize algorithms

In real-time across devices to effectively reach new audiences

# Contextual Targeting

Is a technique in which the web page is scanned to show relevant Ads as per the content on the page. In other words, if a user is navigating on a sports website he will be shown Ads related to sports.

## Advantages of Contextual Targeting :

- Greater engagement
- Higher conversion
- Content or Ads can be automatically matched to your content
- More benefit for publishers as higher chances of clicking on the Ad
- Relevant Ads as per content don't annoy the user
- Saves unnecessary impressions



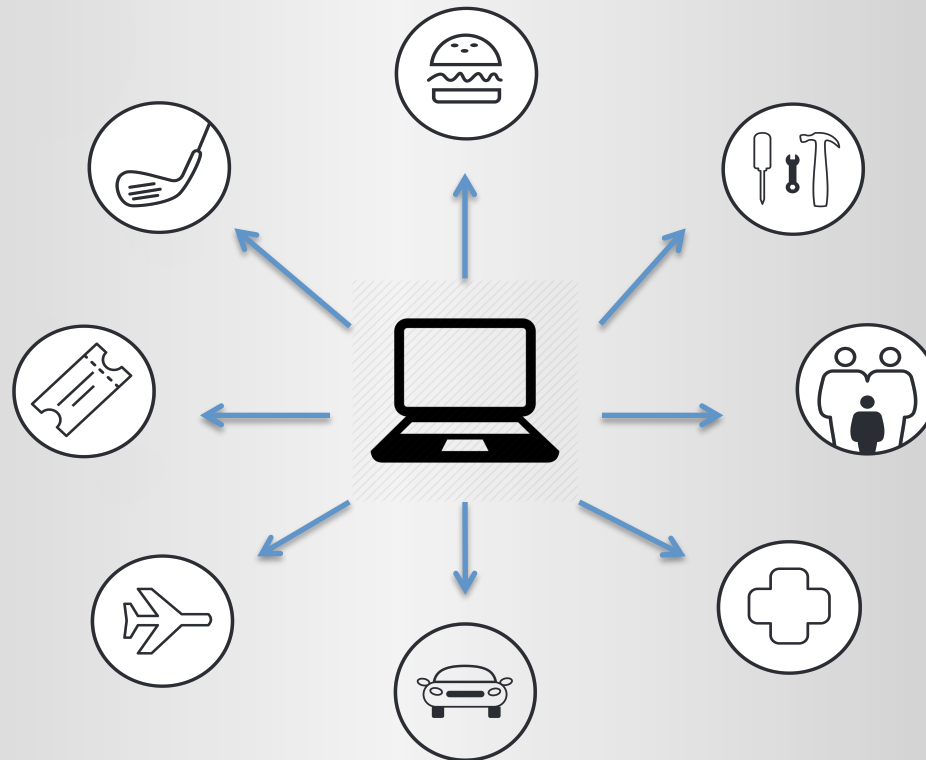
# Contextual Targeting

continued

Scan webpage to determine contextual nature of page

Classify page against different content categories:

- Sports
- Entertainment
- Education
- Travel
- Medical
- Social
- ...

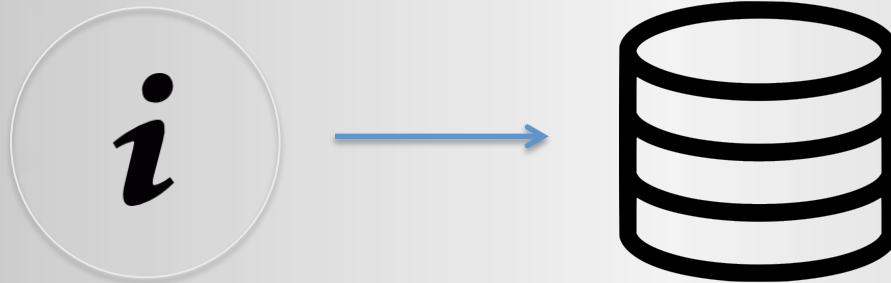


Contextual targeting : online marketing model in which people are served with targeted advertising based on terms they search for or their recent browsing behavior.

# 3<sup>rd</sup> Party Audience Targeting

Is any information or data collected from an entity that has no relationship with the user the data is being collected on. This entity matches the targeting audience based on demographic, psychographic and behavioral attributes provided in the RFP (request for proposal).

Often times this data is generated on a variety of websites and platforms and is then put together by a third-party data provider such as a DMP (data management platform).



\*\*\* Effective way to create web traffic.

# Dynamic Retargeting

Follow consumers that have shown interest in your brand or products across the web, optimizing real-time to ensure you never overpay for underperforming impressions.

This powerful advertising solution generates personalized advertisements based on a users past engagement. Different kind of advertisements can be shown based on products a user has looked at, items left in their shopping cart, geographical location and even past purchases.

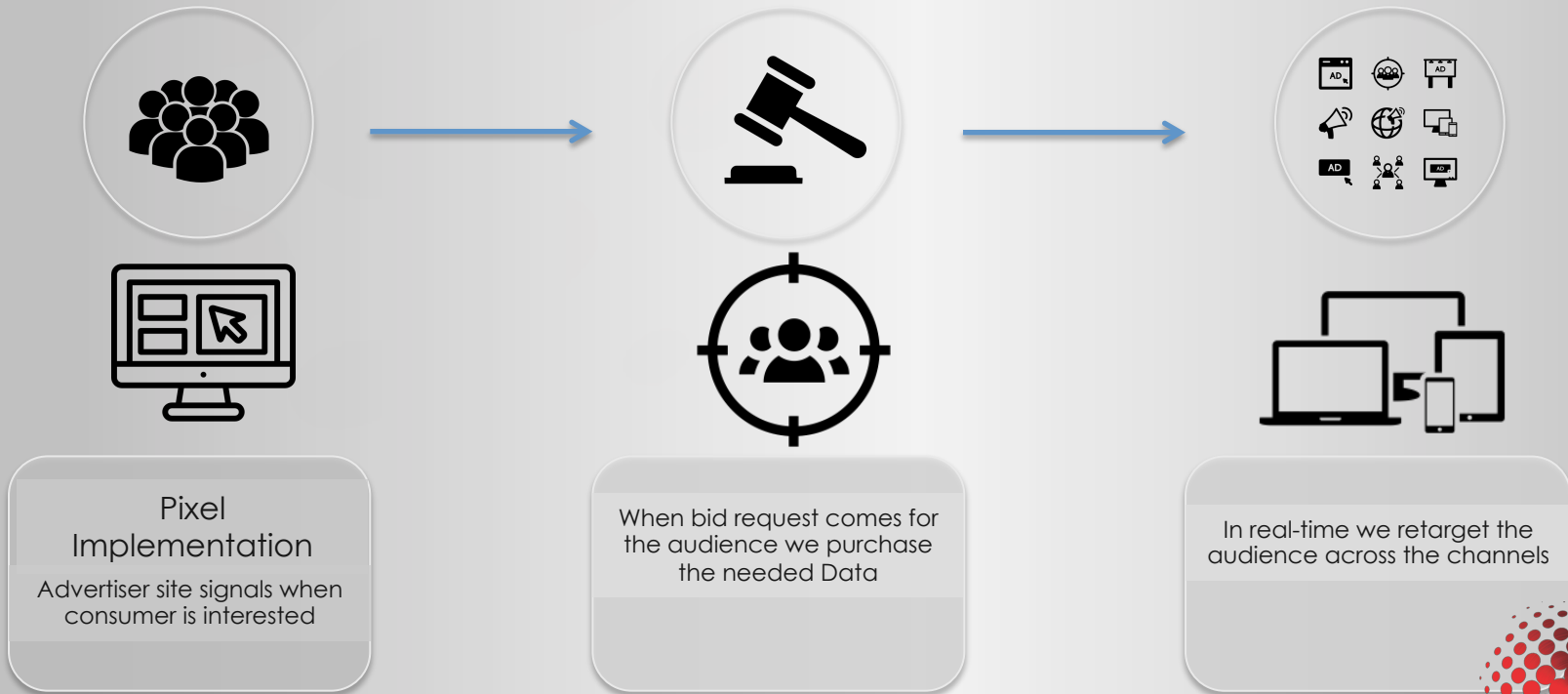
Using dynamic retargeting, we can execute marketing objectives with great precision and efficiency.



# Dynamic Retargeting

continued

## How it works :



# Dynamic Retargeting

(continued)



# Programmatic

Programmatic buying refers to the process of purchasing digital advertising with the use of automated software's. This process is taking over the traditional process of buying and selling which involved manual human negotiations. This automated platforms are called Ad Exchanges.

The fully automated concept allows to achieve real-time audience through a precise algorithms stirring all kinds of socio, demographic, behavioral and geographic data.

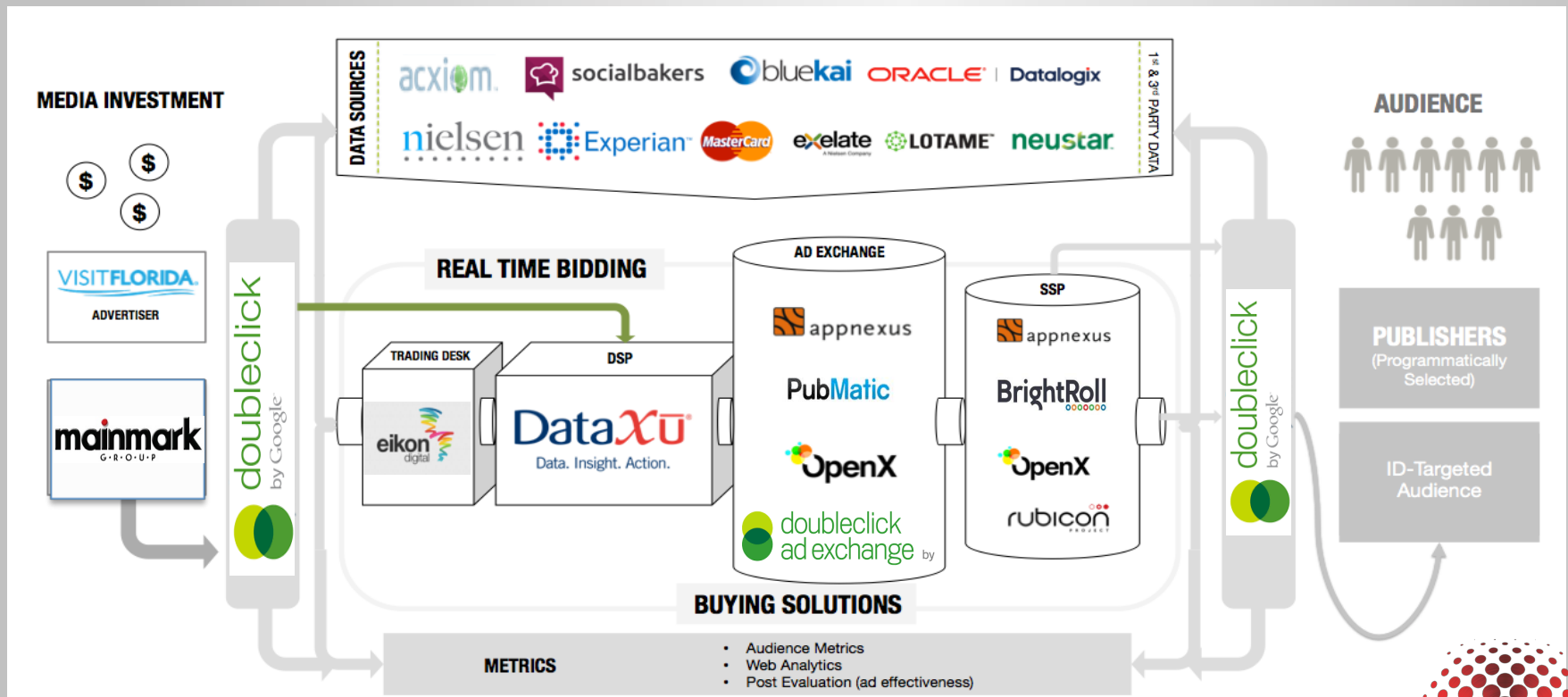
Programmatic therefore reinvents business practices between advertisers and media by inviting specialists to trade advertising space.





# Programmatic

(continued)



# Reports and Analytics

**Summary:** campaign pacing & high-level performance metrics

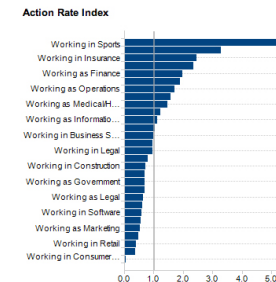
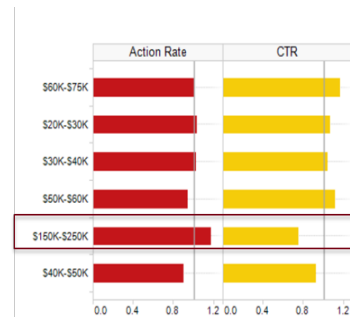
**Creative:** performance measured by creative concept and individual creative

**Audience:** reach & performance measured by 1<sup>st</sup> & 3<sup>rd</sup> party audiences targeted on the campaign

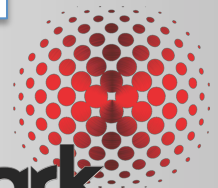
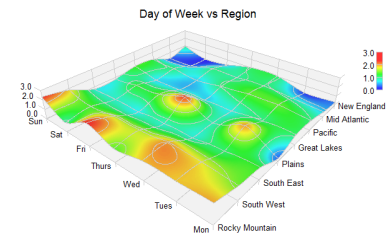
**Advanced insight:** campaign converters by metro-code, retargeting performance, frequency impact and consideration period

**Intelligence:** marketing analytics

**Custom query:** user-generated exports by numerous metrics and dimensions



- (None)
- Day of Week vs Creative
- Day of Week vs Region
- Density vs Creative
- Population Density vs Region
- Region vs Ad Size
- Region vs Creative**
- Time of Day vs Creative
- Time of Day vs Day of Week
- Time of Day vs Region



# Geofencing

Leverage GPS coordinate to zoom in even further than zip or postal code and reach niche audiences in locations relevant to your specific vertical and business goals.

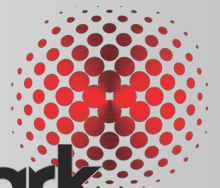
There are 2 different ways to go about geofencing. Sometimes referred as active and passive. In the first scenario, marketers actively reach out to consumers with notifications at certain locations. The second approach is all about collecting data related to these location and customer behavior.

## **Location based notifications.**

It involves using a geofence to trigger notifications on a mobile device when a customer enters, leaves or stays in a certain area.

## **Location data.**

This involves keeping track of the amount of visits to geofences, how long customers stay here, what type of locations they visit and so on.



# Geofencing

continued

4 in 5 shoppers will use devices simultaneously while shopping.



Foot Traffic is influenced by timely offers relevant to a consumer's location



76% of users agree that location sharing provides more meaningful content



Thank You !!!

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