



**talley digital media**

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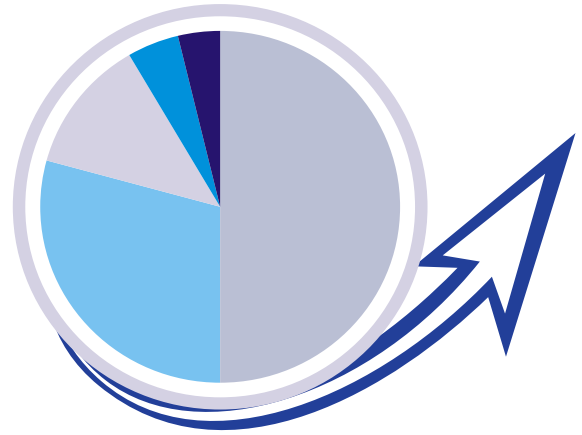
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# PAY-PER-CLICK ADVERTISING: GENERATING TRACKABLE RESULTS

TALLEY DIGITAL MEDIA utilizes search engines to target consumers that are currently looking for products and services.

Is your business easily found on the most popular search engines?

Use Pay-per-click advertising as an effective solution to turn your prospects into new customers. Target your business to the customers in your target Geo that are in a buying mode for your products or services. Our pay-per-click optimization allows for traffic and tracking on all major search engines including Google, Bing, and Yahoo.



## CONVERT NEW CUSTOMERS:



Target the consumers searching for your products and services on search engines. Research and target campaign with high converting keywords zeroed in on your exact target search area.

## CONVERSION TRACKING:



Analytic tracking tools to track all customer conversions, record calls, forms, emails, and ecommerce purchases to find the exact ROI of the campaign.

## OPTIMIZE & MONITOR:



We optimize your campaigns over time based on the best performing keywords based on clicks, calls, and conversions.

We shift budgets over time to increase the efficiency of the campaigns.

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### WHATS IN IT FOR ME:

- Convert prospects to customers
- Target customers looking specifically for your product or service
- Generate new business leads
- Only pay when a consumer visits your website

### HOW DOES IT WORK:

- All top search networks with Google and Bing reporting with Google Analytics
- Create and optimize all landing pages to drive more leads.
- Transparent reporting with Google analytics Call tracking & Recording.
- Local internet marketing contact for face-to-face consultations.

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# SEARCH ENGINE OPTIMIZATION (SEO) MAXIMIZE YOUR WEB PRESENCE

## INCREASE YOUR WEB DISCOVERY

We review your site using Google and Bing webmaster tools and provide an SEO audit of your current website. Title and Meta tags are reviewed. Our team will use the website traffic history, current rankings, and use market research for your industry to develop the best custom internet marketing strategy

### ON-PAGE



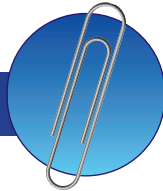
Edit content, meta tags, design and layout on page to optimize for relevant keywords in search results.

### OFF-PAGE



Content creation - Build quality content across your website. This content will be optimized to focus on the best high-converting keywords for your business.

### LINK BUILDING



Search engines reward high quality inbound links. In the eyes of the search engines, the more high quality links a site has for a keyword, the more relevant that page usually is. Part of Google's PageRank ranking algorithm is based upon these type of links.



## OPTIMIZE YOUR BUSINESS:

### GREAT FOR A BUSINESS IN NEED OF:

- ✓ Fresh unique content across your businesses website to engage potential customers.
- ✓ A search engine optimized website to increase site traffic and help convert more leads.
- ✓ Full Social Media integrations to both add conversation about your business and add site traffic from multiple social sources.
- ✓ Monitor and join the conversation about your business.

### WHATS IN IT FOR ME:

- A professional SEO team who reviews current website statistics and optimizes your website presence.
- On-page SEO including Meta tags, page content, and design to increase your website efficiency and optimize for target keywords.
- Off-page SEO through social bookmarking, blogs, content marketing, and link building strategies
- Complete Social media analysis and integrated strategy with website SEO
- Complete tracking and reporting of results, increased rankings and overall website statistics

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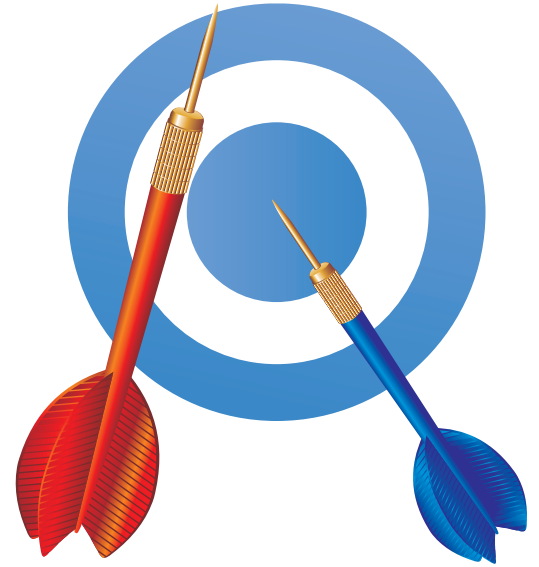
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# RETARGETING RETURN YOUR LOST PROSPECTS

Does your business have a long sales cycle? High cost per sale? Usually not a split second buying decision?

Bring your non-converting website visitors back to your site for a second chance to make the sale. Or if they did convert, resell other add-on products or services!

Retargeting technology serves up advertisements to prospects computers who have previously visited your website. When your visitors reach your site, they are served up display ads for your offer as they browse the rest of the internet. This can be used to bring back lost prospects or sell other offers to current customers.



## RETARGET YOUR WEBSITE VISITORS



Use advanced retargeting methods to serve your custom display ads to previous visitors as they surf the web. You can also choose to select different messages to types of visitors based on how they arrived (google, facebook, direct) or whether or not a prospect converts into a customer.

## CHOOSE THE CORRECT FREQUENCY



Some businesses have a longer sales cycle, or need more repeated views to generate a sale. Create a custom frequency for your advertisements.

## MAXIMIZE ROI



Previous website visitors can be some of your best prospects. They already showed a previous interest by arriving on your website. Marketing to these prospects usually results in a larger ROI than new visitors

- ✓ Retarget your visitors
- ✓ Target display ads to prospects with a previous interest in your business
- ✓ Keep your brand top of mind to consumers
- ✓ Attempt to close lost prospects

## WHATS IN IT FOR YOUR BUSINESS?

- Retarget all visitors, or deliver different messages to segments of your website traffic
- Maximize ROI by closes lost sales
- Complete analytic tracking in real-time



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# MOBILE MARKETING MARKET TO THE ACTIVE CONSUMER

Mobile traffic is growing so fast globally that it has surpassed desktop traffic in some areas. Does your business have a strategy to reach the exponential mobile growth rates?

Mobile encompasses many key areas on smart phones and tablets including search, display, and mobile apps. Mobile websites can make it easier for your smart phone and tablet visitors to navigate your site, find what they are looking for, make purchases, or easily click-to-call your business.



## MOBILE AD NETWORKS



Utilize mobile display ads to target consumers on their phones or tablets by geography and targeting using custom mobile networks. Track campaign efficiency and performance with analytic data

## MOBILE WEBSITES



Increase your conversions by adding a mobile version of your website. With more and more people using tablets and smart phones to access the web and information, make sure you make the most of this traffic with an easy to use and high converting mobile website

## WHY MOBILE MARKETING?

- ✓ Higher conversion rates compared to desktop
- ✓ High increases of smart phone and tablet usage
- ✓ Reach consumers while they on the go and near a purchase
- ✓ Less advertising competition resulting in lower costs
- ✓ Reach a more tech-savvy audience

## WHATS IN IT FOR YOUR BUSINESS?

- Work with all major mobile advertising networks
- Optimize your mobile website
- Get found on mobile search when customers are near point of purchase
- Track results with analytic reporting

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## BASIC ON-PAGE SEO BUILT IN FRAMEWORK OF WEBSITE

Custom website design and development conforming to your companies needs

### CONTACT US / INQUIRY FORM



Build web forms to collect leads from website visitors who are interested in your products or services

### CMS • CONTENT MANAGEMENT SYSTEM



Build a custom backend content management system for your businesses site to allow for hands on adding and editing website information by yourself

### CONTENT WRITING FOR WEB



Work with you to create custom content for your website

### E-COMMERCE/SHOPPING CART INTEGRATION



Great for businesses looking to sell products online.



### SOCIAL MEDIA INTEGRATION

Full integration with all your businesses social media channels



### DATABASE MANAGEMENT



### LANDING PAGE CREATION

Landing pages built to maximize the conversions from your internet marketing campaigns.



### SECURE CLOUD HOSTING PLANS

Unlimited storage and scalable to your businesses needs



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## DISPLAY ADVERTISING

Target your advertising messages to the right audience. Choose networks of websites based on online behavior, demographic, and interests of the target consumer. Track results of the advertising by impressions, clicks and conversions.

Display advertising is a solution that can enforce your businesses brand awareness and keep it top of mind to consumers, along with promote specific products or services to the correct demographic.

### CATEGORY PLACEMENTS:

- Finance
- Automotive
- Home & Garden
- Health
- Shopping Education
- Entertainment
- Food
- Real Estate
- Travel

### HOW IT WORKS:

#### • BRANDING

Increase brand awareness by showing your custom marketing message across the internet, with custom tailored targeting capabilities.

#### • TARGETING

Choose the right type of targeting for your business. Our custom strategies include geo-targeting, behavioral targeting (including the Google and Yahoo display networks) facebook display, and demographic/category targeting.

Put your message in the eyes of targeted prospects of consumers across the internet. National or localize your campaign to minimize waste of your advertising dollars.



#### • TRACK & OPTIMIZE

We use optimization based on the sites which generate the best results and most traffic to your website, allocating your advertising dollars to the best performers.

#### • BENEFITS TO YOUR BUSINESS:

Increase brand awareness to a targeted audience stay in front of customers when they are ready to buy reach consumers that show the same type of behavior as your target customer

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# SOCIAL MEDIA MARKETING

## FACEBOOK



- **DISPLAY ADS**

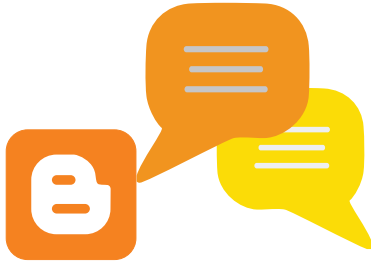
Some of the best targeting available for businesses is from Facebook. Their user information compiled will help pinpoint who sees your advertisement

- **SPONSORED STORIES**

Give your audience a better chance of seeing engagement with your brand, product or service.

- **PAGE/GROUP MANAGEMENT**

Managing the growth of your consumer base and interacting with your community



- **BLOGGING & CONTENT CREATION**

Write custom articles about your industry, and cast those articles out across all social channels.

- **COMMUNITY MANAGEMENT**

Create, monitor, update, and engage with a complete community management package across all social media networks.

## TWITTER



- **PROMOTED ACCOUNTS**

Promote your twitter profile to grow your business with the right followers.

- **PROMOTED TWEETS**

Highlight your updates to receive more views

- **PROMOTED TRENDS**

Your topics or hashtags moved to the top of the trending topics list

- **PROFILE MANAGEMENT**

Complete twitter management including posts, updates, monitoring and engagement

## WHY SOCIAL MEDIA?

- ✓ Have your business involved in the consumer word of mouth decision making process.
- ✓ Generate more website traffic with links from many social sources.
- ✓ Increase brand awareness and maximize your online reputation through social conversation.
- ✓ Grow your business with the right fans and followers.

## WHATS IN IT FOR YOUR BUSINESS?

- Setup of all social media networks
- Custom advertising campaigns for specific products or services
- Create and post relevant content across all social media channels
- Listen to conversation and engage potential customers, fans and followers
- Monitor results and growth over time to grow a successful community.

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## CUSTOM DIGITAL CAMPAIGNS

### NICHE PRODUCTS AND SERVICES?

Have a hyper-targeted target consumer? Does your business have custom or unique advertising needs? Talley Digital Media can find the right digital marketing solutions for your business.

#### EMAIL MARKETING



Develop and implement an email marketing strategy for your business.

#### IP TARGETING & NICHE TARGETING



Target specific businesses, industry codes, business sectors, and specific business locations (government, educational, medical businesses)

#### 3RD PARTY DATA SERVICES



Campaigns utilizing cookies or requiring other specific user data such as travel information, past purchases or web history.

#### AFFILIATE MARKETING



Earn extra dollars from your visitors through a network of affiliate marketing merchants and vendors.

#### PODCASTING



Sponsor a podcast or start your own podcast to align with your business needs.



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