



Marketing and Advertising Solutions

Dave Barnhart, CDMC

Digital Marketing Manager

www.manningmediainc.com

dbarnhart@manningmediainc.com

OUR DIGITAL PRODUCTS

STANDARD DISPLAY

Target consumers with keyword, behavioral, AI, advanced B2B, first-party data and/or lookalike targeting tactics to show standard display ads across all devices.

NATIVE

Get a higher click-through rate by utilizing keyword, behavioral, AI, B2B, first party data and/or lookalike targeting to show native display or video ads across all devices.

SOCIAL MIRROR

Use your Facebook, Instagram, Snapchat, LinkedIn, TikTok, Pinterest, YouTube and/or Twitter posts - mirrored as display or video ads on other websites and apps. Video posts can also be used with OTT!

GEO-FENCING

Reach people with display and video ads on their mobile devices using Geo-Fencing, Geo-Retargeting, Geo-Retargeting Lookalike, and Weather Triggers. We can also use a list of physical addresses and past event venues. Visit tracking is available.

FACEBOOK & INSTAGRAM

Target across all devices with sponsored ads on Facebook and Instagram in their Newsfeed, Facebook Audience Network, Messenger, Instant Articles, Stories, Marketplace, and Search.

EMAIL MARKETING

Deliver branded emails to current and/or potential customers based on location, in-market behaviors, and demographics.

ONLINE AUDIO

Audio ads served to targeted online listeners who are consuming audio content across all devices.

SEO

Improving and promoting your website to increase the number of visitors the site receives from search engines. See your results with monthly reports and calls with your SEO team. Includes Local and Organic SEO.

SEM/PPC

Show your text ads on the Google Search Engine Results Page (SERP) when a user searches keywords related to your business.

OTT

OTT video ads are embedded into programming content people stream on internet Connected TVs. Visit tracking is also available!

VIDEO PRE-ROLL

Show your video ads with Video Pre-Roll or YouTube to show your video ads before the content someone has clicked to watch on thousands of websites and apps.

AMAZON

Using Amazon targeting data to reach people with display, video, or OTT ads on Amazon.com, Twitch, Amazon owned properties and thousands of other websites and apps Amazon has partnered with across all devices.

LINKEDIN ADVERTISING

Use the largest professional network to reach the people you want to target in their newsfeed and on the LinkedIn Audience Network.

LIVE CHAT

Get More Leads by engaging your prospects with a chat box on your website.

WHAT MAKES US DIFFERENT



REPORTING

- In-Depth Transparent Reporting
- Track View-Throughs and Conversions
- Client Access to Reporting Portal for 24/7 Monitoring



INVENTORY

- Brand Safe, Premium Inventory
- Filter Low-Quality Sites/Apps & Inappropriate Content
- Top Brand Safety Partners: DoubleVerify, Grapeshot, Integral Ad Science, and Peer39



PURCHASING POWER

- Top Third-Party Data Providers: Truoptik, Eyeota, Lotame, and Oracle
- Almost Any Audience Is Available To Us
- Purchase Across 444 Private Marketplaces and 1,385 Ad Exchanges



OPTIMIZATION

- Continuous Optimization Based On Your Goals
- Constantly Beta Testing New Products

RETARGETING

We won't make your customers feel like this:



We use container tags and frequency caps!

Retargeting = Frequency

Most people don't convert the first time they come to your website

RETARGETING

Following people after they leave your website and showing them your ads.

We also track conversions and view-throughs.

STANDARD DISPLAY



STANDARD AD SIZES

300x250 *Medium Rectangle*

728x90 *Leaderboard* 320x50

Mobile Banner

**Other Sizes Available*

KEYWORD TARGETING

Target a list of up to 500 keyword clusters related to your business and show display ads on the web pages where they appear.

BEHAVIORAL TARGETING

Show your display ads to specific consumers based on their previous on-line behavior, across all devices.

ARTIFICIAL INTELLIGENCE (AI)

Uses machine learning to target consumers based on who is engaging with your display ads within your geographic targeting area.



Ad Specs

1200x628 *Image*

<:60 *Video (1G, 16:9, MP4 or MOV)*

600x600 *Logo*

Title (30 Characters)

Body text (200 Characters)

Custom CTA (25 Characters)

KEYWORD TARGETING

Target a list of up to 500 keyword clusters related to your business and show native ads on the web pages where they appear.

BEHAVIORAL TARGETING

Show your native ads to specific consumers based on their previous on-line behavior, across all devices.

ARTIFICIAL INTELLIGENCE (AI)

Uses machine learning to target consumers based on who is engaging with your ads within your geographic targeting area.

SOCIAL MIRROR

facebook

Instagram

twitter

LinkedIn

Pinterest

SnapChat

YouTube

TikTok



KEYWORD TARGETING

Target a list of up to 500 keyword clusters related to your business and show ads on the web pages where they appear.

BEHAVIORAL TARGETING

Show your ads to specific consumers based on their previous on-line behavior, across all devices.

ARTIFICIAL INTELLIGENCE (AI)

Uses machine learning to target consumers based on who is engaging with your ads within your geographic targeting area.

SOCIAL MIRROR OTT



BEHAVIORAL TARGETING

Show your Social Mirror video ads to specific consumers based on their previous online behaviors, off-line behaviors and interests across all devices.

ARTIFICIAL INTELLIGENCE (AI)

Uses machine learning to target consumers based on who is engaging with your video ads within your geographic targeting area.



ON-SITE VISIT TRACKING

We can track people who see your ad and then come to your business' locations.

BEHAVIOR TARGETING

Target those who have shown specific behaviors online or those who have been to a certain location in the last 30 days.

GEO-FENCING

Target people in real time while at a certain location.

GEO-RETARGETING

Continue to target people after they leave the locations we are geo-fencing.

GEO-RETARGETING LOOKALIKE

Geo-Retarget AND target those people's neighborhoods.

WEATHER TRIGGER

Target people when a certain type of weather condition happens.

ADDRESS TARGETING

Draw hundreds or even thousands of tiny geo-fences around an address (residential or business) to serve ads to consumers on their mobile devices and tablets.

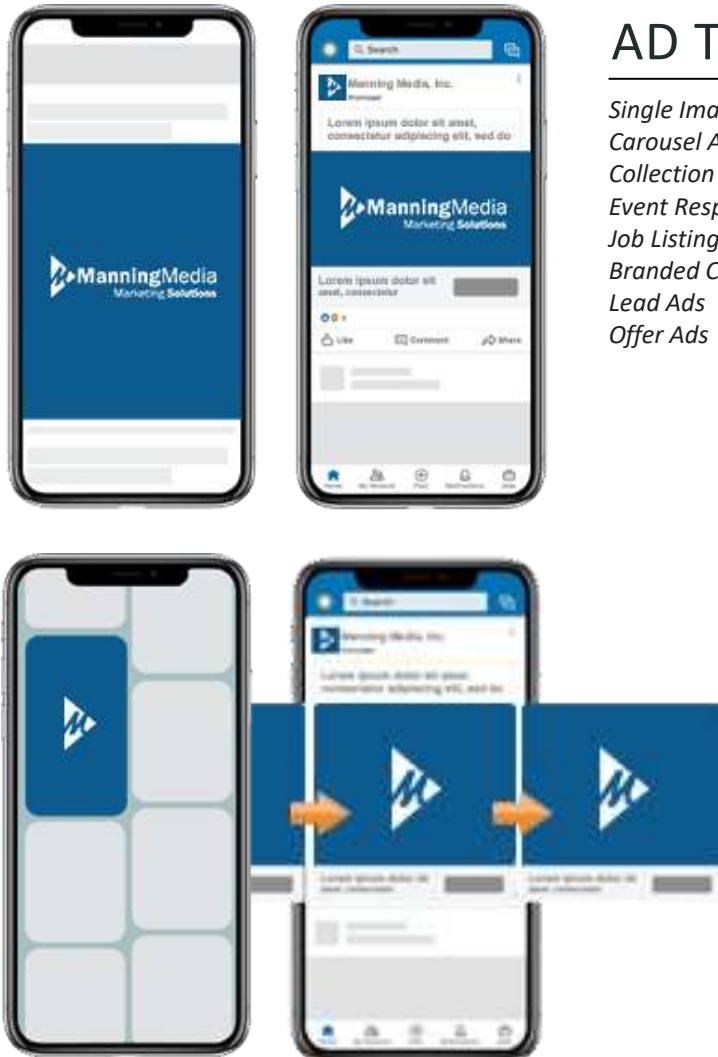
EVENT TARGETING

Geo-Fence attendees from events as early as two weeks in the past to one year and show them ads now. For future events, geo-fence attendees during the event and for up to 30 days after the event is over.

CROSS PLATFORM TARGETING

Follow people who have been served the mobile ads onto other ad platforms on ANY devices they use!

NATIVE | DISPLAY | FACEBOOK & INSTAGRAM | VIDEO PRE-ROLL | SOCIAL MIRROR



AD TYPES

- Single Image Ads*
- Carousel Ads (<10 Slides)*
- Collection Ads*
- Event Response Ads*
- Job Listing Ads*
- Branded Content Ads*
- Lead Ads*
- Offer Ads*

BEHAVIOR TARGETING

Target Facebook and Instagram users based on the information they share with the platforms, such as demographics, interests, behaviors, pages they follow and more.

WHERE YOUR ADS APPEAR

Newsfeed, Facebook Audience Network, Messenger, Instant Articles, Stories, Marketplace, and Search.



BEHAVIORAL TARGETING

Every email has a matching postal address, giving us access to geography, demographics and lifestyles/interests.

Leveraging numerous IP's, servers and software to optimize campaigns for the highest possible inbox delivery.

REDEPLOYMENT

Extends the reach of your email marketing campaigns by resending your messages to those who have already opened or clicked on a previous email.



BEHAVIORAL TARGETING

Show your audio ads to specific consumers based on their previous online behaviors, off-line behaviors and interests across all devices.

ARTIFICIAL INTELLIGENCE (AI)

Uses machine learning to target consumers based on who is engaging with your audio ads within your geographic targeting area.





BEHAVIORAL TARGETING

Show your :15 or :30 video ads to specific consumers created from a pool of first party data where we've collected the mobile device IDs of those people.

Their mobile IDs are mapped to their corresponding household IP addresses.

ON-SITE VISIT TRACKING

If that IP address is served your OTT ad on one of their Connected TVs, and that person goes to your location with their mobile devices active, it is recorded as an on-site visit.





KEYWORD TARGETING

Target a list of up to 500 keyword clusters related to your business and show ads on the web pages where they appear.

BEHAVIORAL TARGETING

Show your ads to specific consumers based on their previous on-line behavior, across all devices.

ARTIFICIAL INTELLIGENCE (AI)

Uses machine learning to target consumers based on who is engaging with your ads within your geographic targeting area.



BEHAVIORAL TARGETING

Showing your ads to specific consumers based on their Amazon purchase history, searches, and browsing across Amazon properties and thousands of partner websites and apps.

PRODUCT TARGETING

We build an audience of consumers who have searched, browsed or purchased specific products on Amazon, and show your ads across Amazon properties and thousands of partner websites and apps.

CUSTOM AUDIENCE MATCHING & LOOKALIKE

We take your list of potential or current customers' emails or addresses, match them to Amazon users and show your ads across Amazon properties and thousands of partner websites and apps. Lookalike audience is built based on your current clients' online behaviors and interests.

AMAZON.COM

Display ads will be shown on Amazon.com, in addition to partner websites and apps, even if you do not sell your product or service on Amazon!

OWNED PROPERTIES

On other Amazon owned properties including Fire TV, IMDb.com, Freevee and Twitch TV

AMAZON PUBLISHERS

Fire TV (owned by Amazon) is a device that plugs into your Connected TV and enables access to hundreds of video streaming apps that contain movie or TV content.



AD TYPES

Single Image Ads
Video Ads
Carousel Ads
Lead Ads

BEHAVIOR TARGETING

Showing your ads to specific LinkedIn members by choosing targeting categories from information they have provided about themselves and their companies.

CUSTOM AUDIENCE

Showing your ads to LinkedIn members who match to a database list you provide and targeting a Lookalike audience of similar members.



HOW IT WORKS

Trained agents with knowledge of your company get lead information.

New Leads are emailed to you in real time, with the full transcription of the chat or text conversation.

You're only charged for the lead if the agent has gathered:

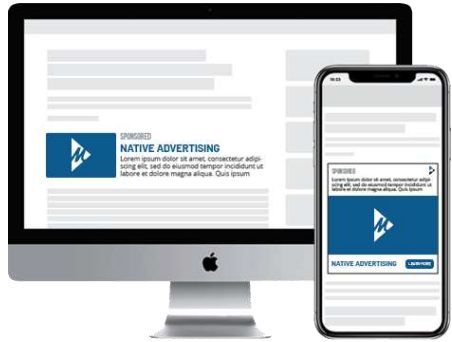
- The visitor's name
- Contact information (email or phone)
- What the visitor is looking for is something you offer
- The person is within your target geographic area

ADD ON OPTIONS

- Call Connect.
Once the agents gather the lead info, visitors will be asked if they want to be connected immediately to talk on the phone with your business.
- Spanish Speaking Option

CUSTOM AUDIENCE

NATIVE



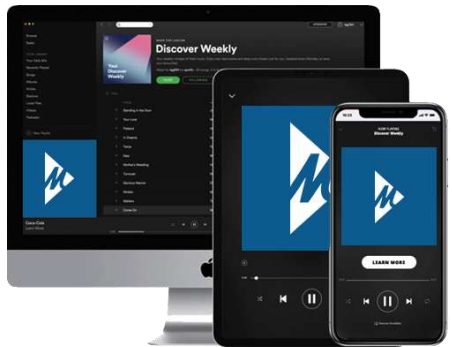
DISPLAY



SOCIAL MIRROR



ONLINE AUDIO



OTT



VIDEO PRE-ROLL



CUSTOM AUDIENCE TARGETING:

We target people (or businesses) on your list of emails, addresses, or phone numbers, when they go online and show them ads when they are browsing across websites and apps.

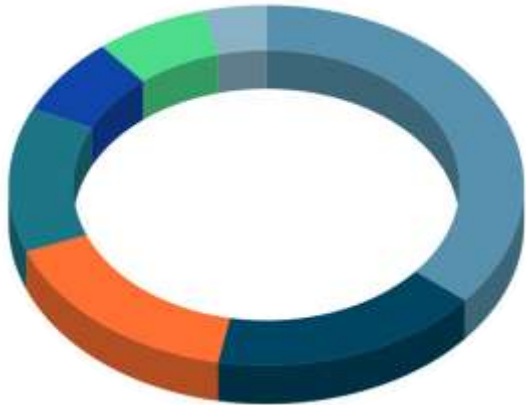
LOOKALIKE AUDIENCE

Target people with similar characteristics to those on your list with a "lookalike audience" and show them ads too!

MATCHBACK REPORT

- Each month you can provide us with an Excel sheet of your "sold list."
- We match your sold list against the list of people we are targeting with your ads.
- You see how many customers were from the targeted ads!

RANKING FACTORS



- Google Business Profile 36%
- Reviews 17%
- On-Site 16%
- Links 13%
- Behavioral Data 7%
- Business Listings 7%
- Personalization 4%

GOOGLE BUSINESS PROFILE

What Google is looking for:

- Name, Address, Phone #
- Description & Categories
- Website & Hours
- High-Quality Images
- Branded Imagery
- Quality & Quantity of Reviews
- Review Responses



Local SEO is fundamental for driving foot traffic.

Think about your products and services. If someone standing at your front door types those into google + "near me" and you aren't doing local SEO, you might not show up!

Manning Media, Inc.

5.0 ★★★★★ 2 Google reviews
Advertising agency in Frederick County, Maryland

Address: 5742 Industry Ln, Frederick, MD 21704
Hours: Open · Closes 5 PM ▾
Phone: (301) 620-7700

Suggest an edit · Own this business?

Products View all

- Key 103 Radio
- MAX Country Radio
- 102.1 MORE FM Radio

Organic SEO drives website traffic.

Organic SEO is the process of obtaining a natural listing in top search results by optimizing a website with content, on-site, and/or authority-building, resulting in increased page traffic and conversions.

Benefits of Organic SEO*

- 40% of revenue on average is captured by organic search traffic.
- 60% of Google searches are done via mobile devices.
- Average traffic share of pages ranking on page 1 of Google is 91.5%
- 46% of all searches are seeking local information.

*Source: Search Engine Journal

Keywords drive everything

Extensive keyword research is the foundation of any effective SEO strategy. Keyword targets are selected based on:

**Relevance,
Search Volume,
Competitive
Difficulty,
Intent**

...and many other factors.

On-Site

is all about your website's backend, what Google sees, but your visitors don't.

- Optimize Structure
- Improve Navigation

Content

is what makes up your website's front-end, the copy, blogs, & pages that your visitors see.

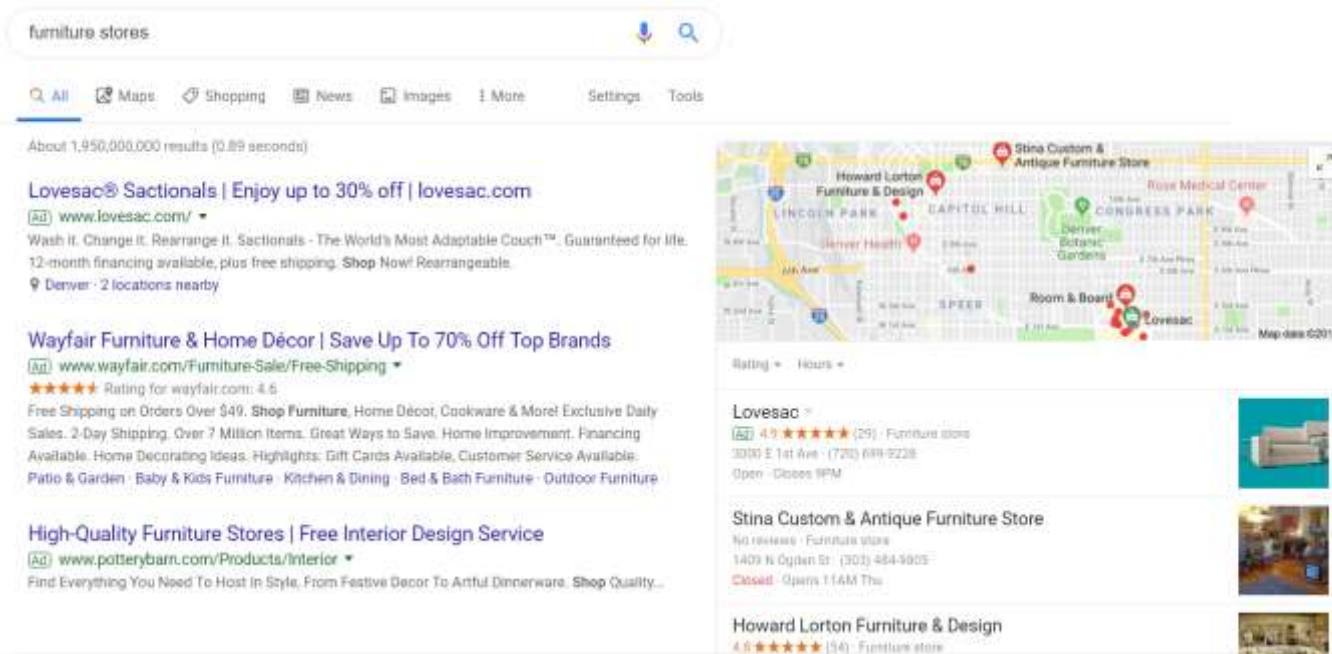
- Use Keywords
- Optimize Titles

Authority

is part of how Google evaluates your expertise, by analyzing your backlink profile.

- Establish Backlinks
- Clean Backlink Profile

SEARCH ENGINE MARKETING (SEM)



- Search Engine Marketing aka Pay-Per-Click advertising is the act of purchasing space at the top of a SERP (Search Engine Results Page) by bidding on keywords relevant to your business.
- In contrast to Search Engine Optimization, SEM places you at the top of the page where 'Ads' appear. If you no longer pay, your ad will not appear at the top of the page.
- There are generally 3-4 paid spaces at the top of a page, followed by maps, and then organic results.

OUR PROCESS

- Campaign Structure and Industry Best Practices
- Competitor Analysis and Competitor Conquesting
- Rigorous Keyword Analysis and Optimization
- Professional Ad Development and Optimization
- Bid and Budget Management Strategy
- Campaign Optimization Strategy

CREATIVE SERVICES



NO DESIGNER? NO PROBLEM!

Bring your vision and advertising campaigns to life with our best-in-class design offerings. Our white-glove creative team is transparent and highly communicative with guaranteed quick turnarounds. Submit your assets, content, and colors and our team takes care of the rest.

CUSTOM APPROACH

Our artists' customer-first approach ensures your target audience will see your brand's image at its best.

THE COMPLETE PACKAGE

Creatives, professionally executed and delivered on time. Turnaround time is 48 business hours from submission.

STANDARD CREATIVE SERVICES



CREATIVE TYPE	AD SET INCLUDES	REVISIONS/SET	PRICE/SET
Static Banner Bundle	300x250, 728x90, 160x600, 300x50, 320x50	2	\$90
GIF Banner Bundle	300x250, 728x90, 160x600, 300x50, 320x50	2	\$110
Additional Banner Ads	-	2	\$20
Additional Revisions	-	-	\$20
Social Ads	ONE Carousel, Collection, Video or Single Image Ad	2	\$50
A/B Test	Change ONE element from an Ad Set from the list above*	0	\$20

*Change must be subtle and only change one element from Ad Set A (the image, CTA, one color, copy text, body text, etc.). Ad Set B will run along side Ad Set A for a minimum of two weeks.

EMAIL CREATIVE SERVICES



CREATIVE TYPE	INCLUDES	REVISIONS/EMAIL	PRICE/EMAIL
Email Template Use	Use an email template using your own images and copy*	2	\$200
Custom HTML Work	Complete creative control	2	Starts at \$500
Multiple Link Fee	Splice a static image into more than 6 links	-	\$100
Stock Image	Use of our stock images	-	\$20

**Find templates [here](#).

VIDEO PRODUCTION SERVICES



Based on the scope of any video project, the pricing schedule provided will be estimated at the outset of the project.

Manning Media, Inc works with all clients to keep all delivery of video assets to within the estimate. If, however, unforeseen circumstances create a need for additional hours or unexpected efforts to generate the final product, all parties will agree to the final pricing prior to initiation of the project.

For projects over \$2,500 a 50% deposit is requested. For projects under \$2,500, we offer a payment schedule of 30%/60%/10%.

TEMPLATE VIDEO PRODUCTION



CREATIVE TYPE	INCLUDES	REVISIONS	PRICE
:15 and :30 Package	Using agreed template, video or photo assets provided by the client, agreed music bed and or audio track	2	\$400
:30 and :60 Package	Using agreed template, video or photo assets provided by the client, agreed music bed and or audio track	2	\$525
Copy Provided	Copies provided for use outside of Manning Media delivery	-	\$100

ORIGINAL VIDEO PRODUCTION



CREATIVE TYPE	INCLUDES	PRICE
Equipment Fee		\$350/One-Time
Filming		\$75/hr
Editing		\$50/hr
Audio/Vocal Soundtrack	Any royalties necessary for music or other elements is the responsibility of the client	\$25/hr
Video Drone Footage		\$500/7 Days
Script Writing		\$25/hr
Post-Production Editing	2 Revisions	\$50/hr



Dave Barnhart
Digital Marketing Manager
Manning Media, Inc.
301-491-5546
dbarnhart@manningmediainc.com
www.manningmediainc.com

