

# Three Top Marketing Strategies

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1. **Display Ads** are an amazing bang for your marketing buck. Display ad campaigns are based on a number of ad placements purchased in groups of 1,000 ad impressions. Your ad is placed on various websites and apps based an algorithm which considers your ideal client, their interests, buying habits, website visits and location.



We can also retarget your website visitors for up to three months after visiting your website and offer a widget for your website in which you can display an ad with a call-to-action button. Some button examples are, *"Call Now"*, *"Learn More"*, *"Book a Call"*. We can also set up a free give away item in exchange for the visitor's contact info. This way you can follow up with your lead. Following is an example:



What's great about display ad marketing is you can show your ads just to people who are likely to be interested in the areas you serve. This can be by town, city, zip code – even down to the neighborhood. *(We have one coffee shop owner that shows ads just to the businesses in a four-block radius of his cafe. This works for him because that's where his clients are every day.)*

Another benefit of display ad packaging is when bidding on placements on ad networks, the pricing goes down per thousand impressions as you buy more.



Advertisement Impressions	Pricing
12,000	\$ 400
15,000	\$ 550
20,000	\$ 660
25,000	\$ 750
50,000	\$ 1,500
100,000	\$ 2,000
200,000	\$ 3,000
400,000	\$ 4,800
500,000	\$ 5,800
1,000,000	\$ 10,000

It's the same idea as buying in bulk or purchasing packages wholesale. Additionally, as your business grows, you can increase your marketing spend to get even more views of your ads. You can even rotate your ads or run holiday special deals. Following is the ad campaign pricing in 2021, affordable for any marketing budget:

When ordering, click on "Number of Monthly Ad Impressions" and scroll down to select the amount desired. If you have any issues, email [team@digitalmarketingsuccess.biz](mailto:team@digitalmarketingsuccess.biz).

**Exclusivity Policy:** Digital Marketing Success guarantees we will only work with one client in any given niche in any given area. This includes all towns or zip codes for your products/services for as long as you remain a client.

- Google PPC** or Pay Per Click is another great way to advertise your business. The idea is that when someone searches for your keyword you're bidding on, your company comes up as a sponsored listing.

The screenshot shows a Google search for "solar panels". The search results include three organic listings and a sponsored product grid.

**Organic Search Results:**

- Get Solar Panels for Your Home | Easy, Affordable & Smart**  
[solar.solterra.com/solarpanels](http://solar.solterra.com/solarpanels)  
 SolTerra makes solar easy & affordable – Get your free expert consultation. Hassle Free Install. Amenities: 40%+ Paid by Incentives, Expert Design & Install, Improve your Home's Value. Solar Works in Washington · Get A Free Quote · Solar for Your Business
- Home Solar Panels | GAF Solar Panels | Serving Seattle & Surroundings**  
[www.roof4life.org/Solar/Panels](http://www.roof4life.org/Solar/Panels)  
 Available For Residents Of Seattle, Bothell, Bellevue, Woodinville, Redmond Wa & Beyond. Most Reliable Solar Power Systems That Are Designed To Perfectly Coincide With Your Roof. Award Of Excellence. Certified Contractors. Lifetime Guarantee. Quality Roofing Services.
- Top Solar Panels in Washington | Save More with SunPower in WA**  
[go.sunpower.com/](http://go.sunpower.com/)  
 Start saving with SunPower® Home Solar in Washington today - get your solar savings. Get started with a free & quick SunPower® Home Solar savings estimate - start saving now! 25 Year Solar Warranty. Save with Solar in WA. #1 in Durability. Easy Installation. Local Expertise. More Powerful Panels · Smart Home Solar System · Get Your Solar Tax Credit · Advanced Home Solar

**Sponsored Product Grid:**

- Grape Solar 265-Watt...** \$1,130.66 (Home Depot, 4.5 stars)
- aims power kit-5k24120-c2 off...** \$5,594.42 (Zoro, Free shipping)
- Renogy 100 Watt 12 Volt...** \$113.28 (Amazon.com, Free shipping)
- 120 Watt Solar Panel Aluminu...**
- Solarpod Portable Solar...**
- Nature Power 400-Watt Power...**

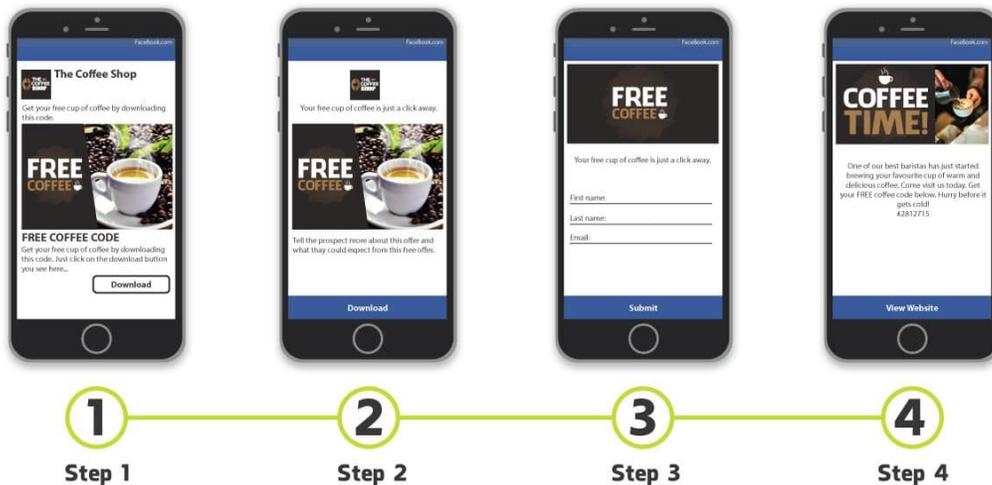
2019's Best "Home Solar" | Solar Panel System Cost

Then when a person clicks on your link, you pay a fee for that action. It doesn't necessarily mean they will buy or order services, only that they were interested enough to click on the link to check it out. Price per click varies widely depending on how much competition the keyword has, or how competitive your niche is. You can cap your market spend and you'll never pay more than the monthly cap you set. You can also adjust it or pause your campaign at any time. Plus, Google will show you estimated results for your budget.



At Digital Marketing Success, we have a unique model for PPC billing, a *sliding scale* that really helps our clients. It's a **matching budget**. We run the ad campaigns for you no matter what your ad spend is, and then you choose your budget. Our fee is the same as your ad budget. For example, many clients start between \$1,000 and \$2,000. So, \$1,000 total would be \$500 for the campaign + \$500 for ad spend. Or if you start at \$2,000, it's \$1,000 + \$1,000. Again, we like to think your marketing grows with you. We've even had a couple of very small businesses start at \$400 or \$500 while they built a client base.

**3. Facebook Ads** are another fantastic way to generate leads and sales. This is different from PPC because those people were already searching for something. In this strategy, Facebook knows who your ideal customers are and will show your ad to them based on demographics, interest and location, etc. You can use Facebook ads to get more customers to your website, have them opt into a mailing list, or simply generate a lead.



Your ad takes the visitor to a short form on which the customer fills out their contact info. As soon as it's submitted, you receive an alert on your phone that you have a new lead. You can follow up with them right away or have someone in your office dedicated to following up with your leads. We can even set up an automated chat to try to get your lead to set an appointment to meet with you.



We've set up three price points for Facebook lead generation based on your marketing budget.

<u>Ad Spend Goes to Facebook</u>	<u>DMS Ad Campaign Fee—platform included!</u>
\$20 to \$35 per day	\$650
\$40 to \$100 per day	\$1,200
\$110 and up	\$2,000

In conclusion, these are only three of the many marketing methods in business today. Almost no business can run without some form of marketing, but each niche is a little different and sometimes we need to be creative to come up with the best strategy. Additionally, as your business grows, you may employ several of the top methods not limited to the ones discussed here. Good advice would be to go with the highest level of marketing ad spend you can manage in any method you choose, because that is what is going to push your company forward and boost your overall revenue and profits. If you're not sure where to start or want help ordering marketing services, book a free strategy session here:

<https://bit.ly/meetinglauren> or call us at 207-544-4480.

**We look forward to your Digital Marketing Success!**

