GAWDA Media Digital Marketing Services

The perfect compliment to your print marketing campaigns

Why GAWDA Media for Digital Marketing Services

- ❑ We are a trusted partner of GAWDA
- ❑ We understand the Welding and Gas distribution industry
- ❑ We have a full range of Digital Marketing Services and can help build the most optimum package for your business and budget
- ❑ Our partnership with the USAToday Network ensures we reach the most sizeable and diverse audience possible
- ❑ We have a vested interest in your success

GAWDA MEDIA

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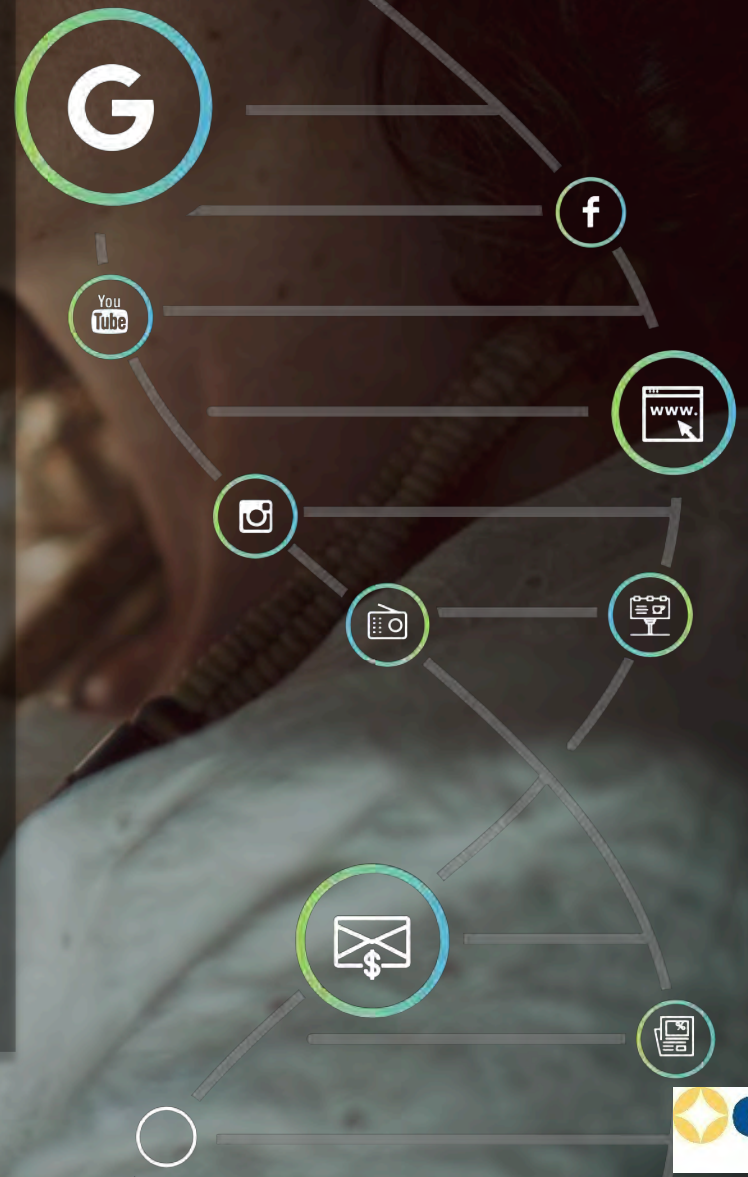
USA TODAY NETWORK

We have partnered with LocaliQ, part of the USATODAY Network, and now offer a full suite of digital solutions.

This partnership allows us to have a digital arm that combines local, regional and national insights from over 1.5 million campaigns delivering over 285 million leads.

Combining the power of GAWDA Media print products & LocaliQ digital solutions allows us to further reach your targeted audience and continue to propel success for all aspects of your campaigns.



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Partnerships

We work with the best, so you get the best possible results.

USA TODAY NETWORK

PREMIER Google Partner

Marketing Partner

YAHOO! PREFERRED PARTNER

Bing Ads Elite SMB Partner

Social Media Marketing | Search Marketing (SEM)
Review Management | Lead Generation & Management
Websites| Email Marketing | SEO | Retargeting
Listings Management | Geo-Fencing

GAWDA MEDIA

No matter your goals –

GAWDA MEDIA

can get you there.

- Grow your business
- Get your name out there
- Conquer new markets
- Launch a new product or service
- Build a strong brand
- Amp up customer loyalty
- Tell your story
- Find new customers

GAWDA MEDIA

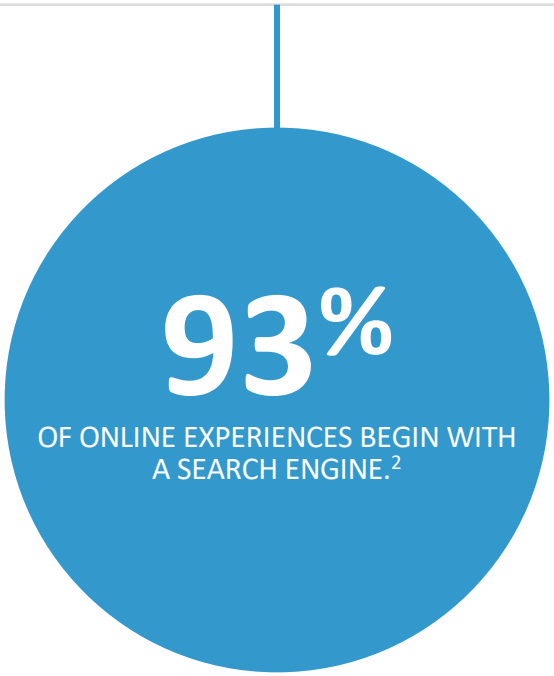
GAWDA Media Websites

Make the Right First Impression

Boost Your Website in Organic Search and Drive More Local Traffic to Your Business

Be Confident in Our Local Expertise

We help the people in your area discover your business when they search by creating a strategy that focuses on prospects living, working and playing in your area.



Build Your Authority, Not Your Rank

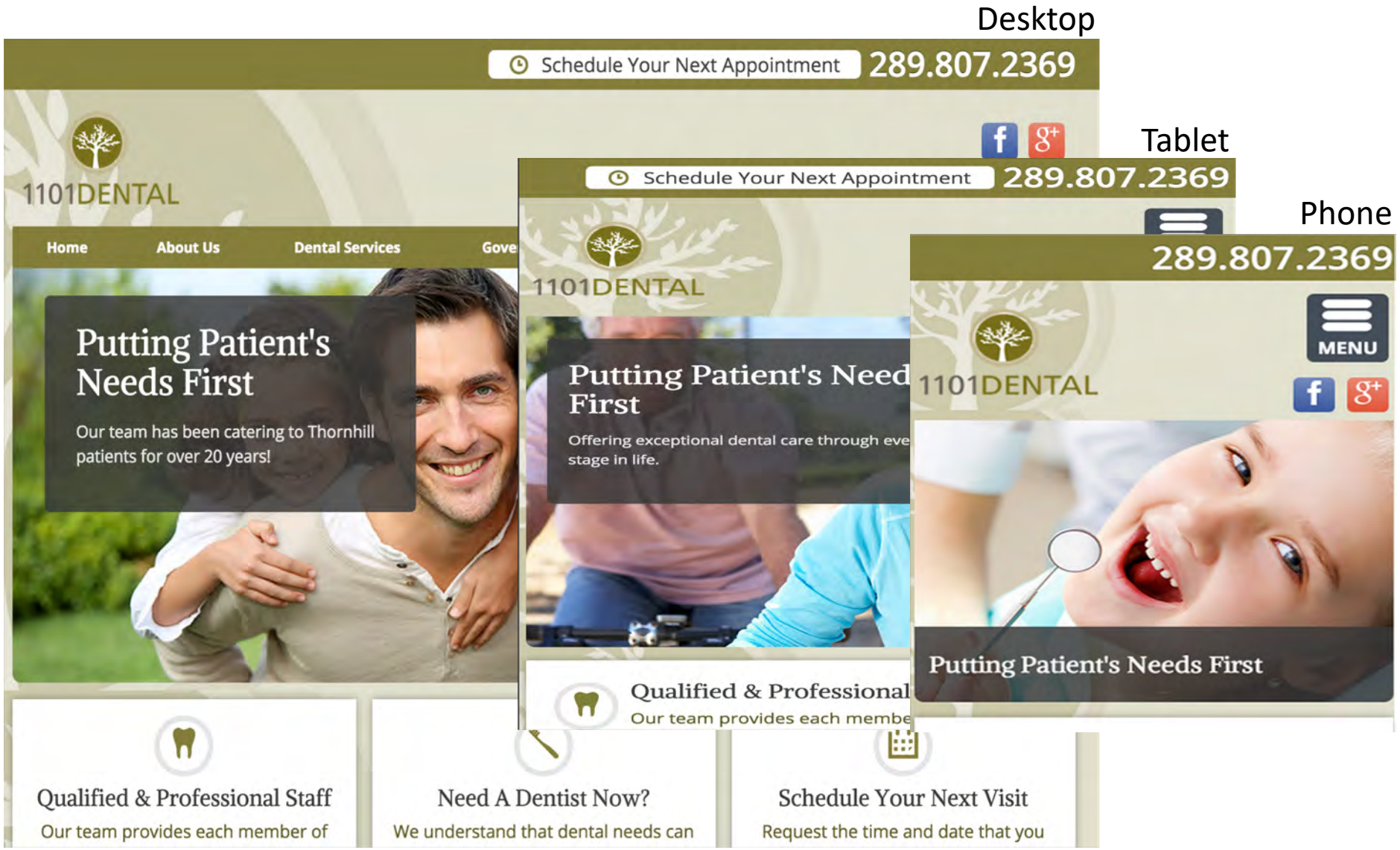
In an endless Internet of choices, we'll help your brand be seen as a true local authority, giving your site higher visibility and setting you apart from your competitors.

See the Results (You Can Trust)

Bring the story of your numbers to life through monthly summaries, with a central focus on leads and increased visibility – the metrics that matter most.

1 SEO Tribunal 2 Search Engine Journal 3 Marketing Investment Survey, USA Today Network, Feb 2018

GAWDA Media Websites



Get more contacts, turn them into customers, & know your ROI

- Wows web & mobile visitors so they contact you
- Converts more website contacts into customers
- Provides results at your fingertips, including the source of your leads

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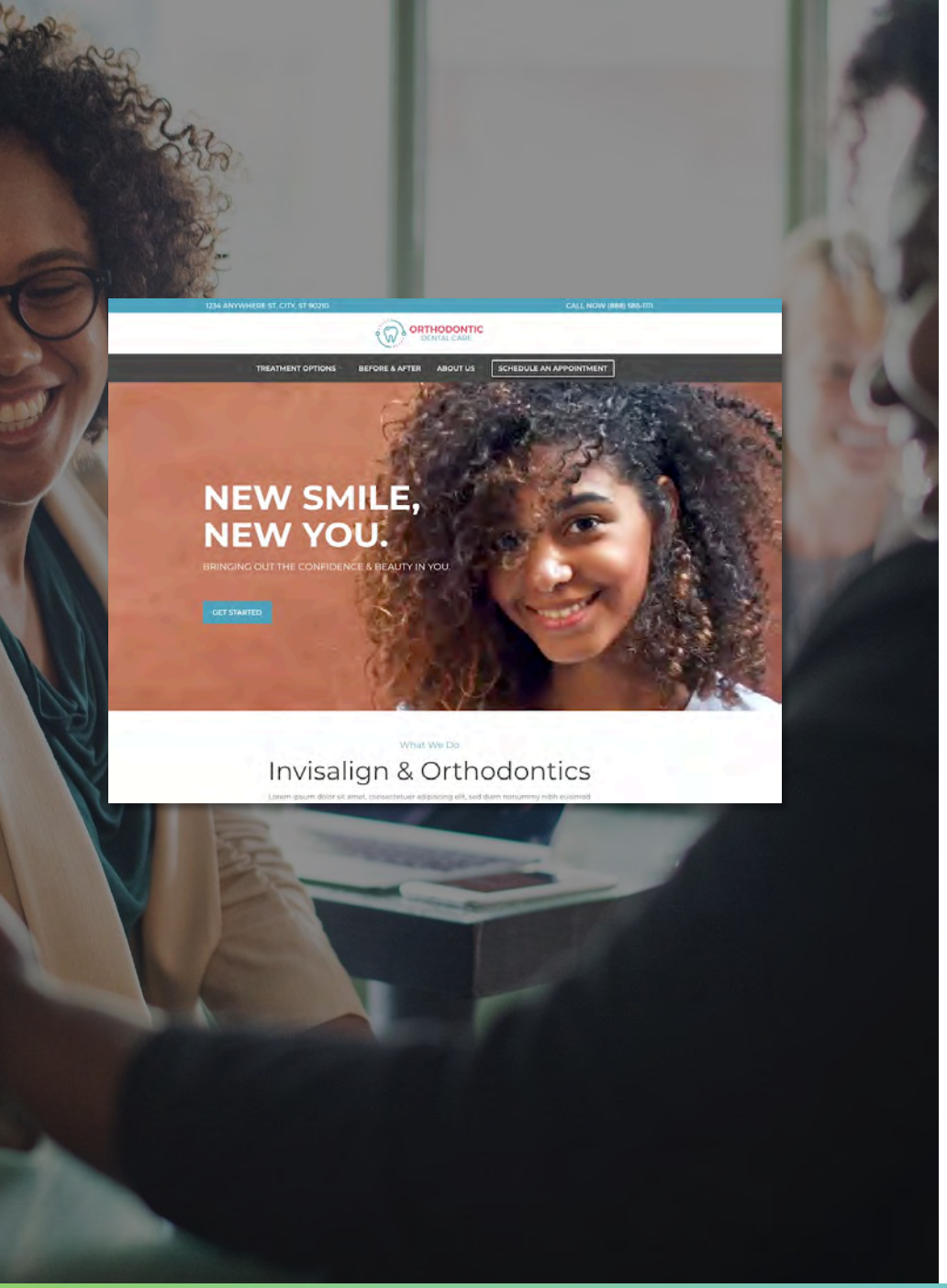

Website Development

Site designed for your industry and customer needs. Clear call-to-actions drive form fills, calls, emails, and chat. Built for mobile devices first, then desktop, for the best visitor experience.

Advanced Design Options

Attention grabbing and beautiful visuals including; animations, 3D scrolling, and Videos.

Optimized Content for Search Engines

Designed to drive leads, not just visits.

Client Center

Award-winning reporting and lead management tool. Compare paid and organic tactics by website traffic.

Is Your Website a Digital Hub?

The role of the SMB website is shifting away from being a "digital storefront" to serving as a dynamic hub for your business' marketing and identity across the web.

- Consider this:
  - What will visitors find when they reach your website?
  - How does your website turn visitors into customers?
  - What can visitors do through your website?

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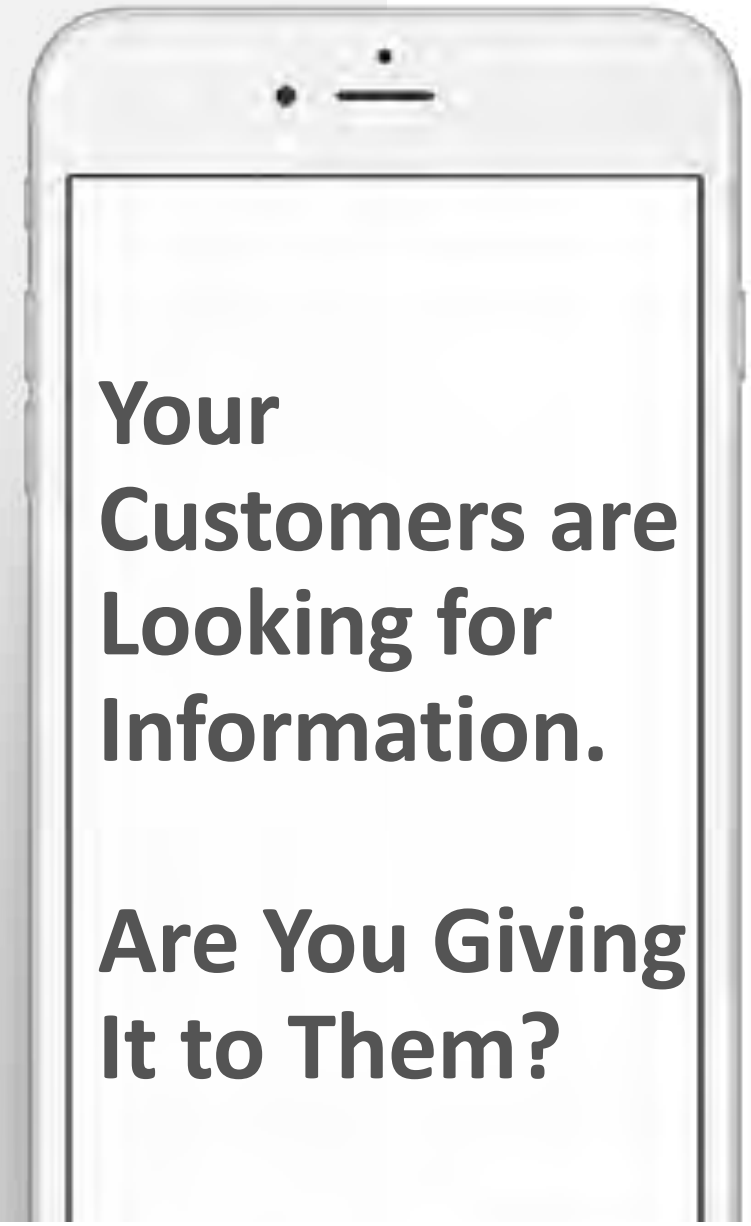
1 99designs, "SMB Branding Perceptions Survey," May 27, 2015



Half of potential sales are lost because consumers can’t find the information they’re looking for.

92% of consumers who used a mobile device to research a product or service made a purchase within a day.

39% of consumers prefer to use websites to research products prior to purchase.

Optimized Website Content for Search Engines*

- Our SEO experts set up your site for success so search engines can easily find and understand your site.
- How do we do it? By:
  - Creating site content to organically drive visitors to your site
  - Using tried and true business topics and keywords at setup
  - Avoiding duplication
  - Adding meta titles, meta descriptions, title tags and more

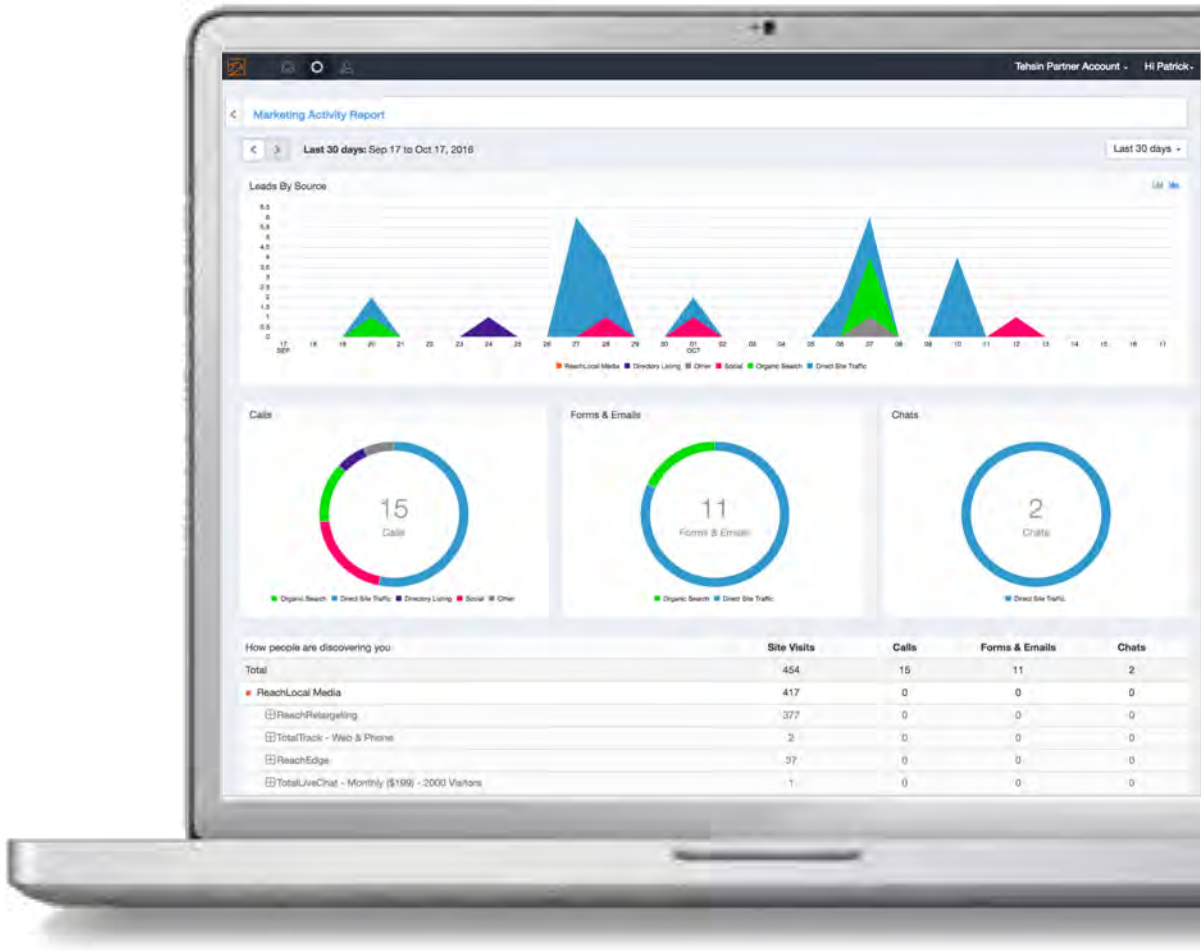
76%

*of SMB marketers said content creation is the most effective SEO task.***

We Know What Works & Prove it

Hold us accountable for your investment using our award-winning Client Center* technology (included):

- Track the performance of your website and SEARCH campaigns to really know what's working
- See where leads are coming from & automate immediate email follow-up
- Manage leads like calls, form fills, and live chats



*Awards listed here.

Client Center with Lead Management

We built our award-winning Client Center for one simple reason: easy review of campaign performance within a single dashboard.

See Leads From Digital Marketing

Calls, form fills, Emails, Chats.

Lead Notifications & Marketing Automation

View leads via email or mobile. Play back calls and respond immediately to leads.

Small Business Owners don't know if their marketing works. 62%

*Source: InsideSales.com

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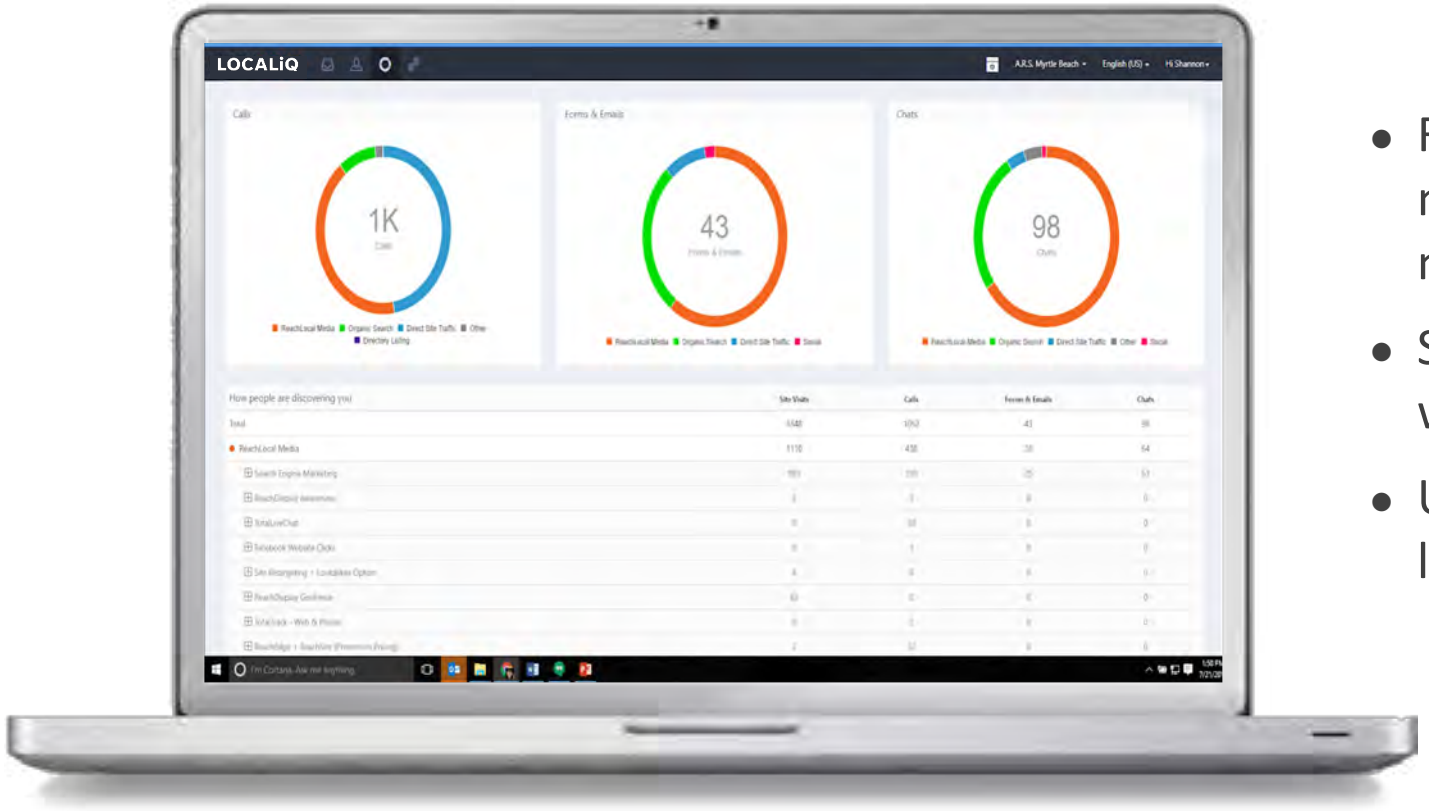
Client Center with Lead Engagement

Maximize the opportunities to grow your business.



- Respond quickly to leads with lead management and real-time notifications
- Stay in front of new leads over time with marketing automation
- Understand what marketing drives leads with easy-to-read analytics

What makes Client Center with Lead Engagement different?

Grow ROI Cost Effectively

Client Center with Lead Engagement is one of the most affordable ways to track your leads and get more ROI from your marketing efforts.

Single Software Solution

The one tool you need to improve lead response, stay in front of your leads, and understand what marketing works best.

Simplify Setup & Integration

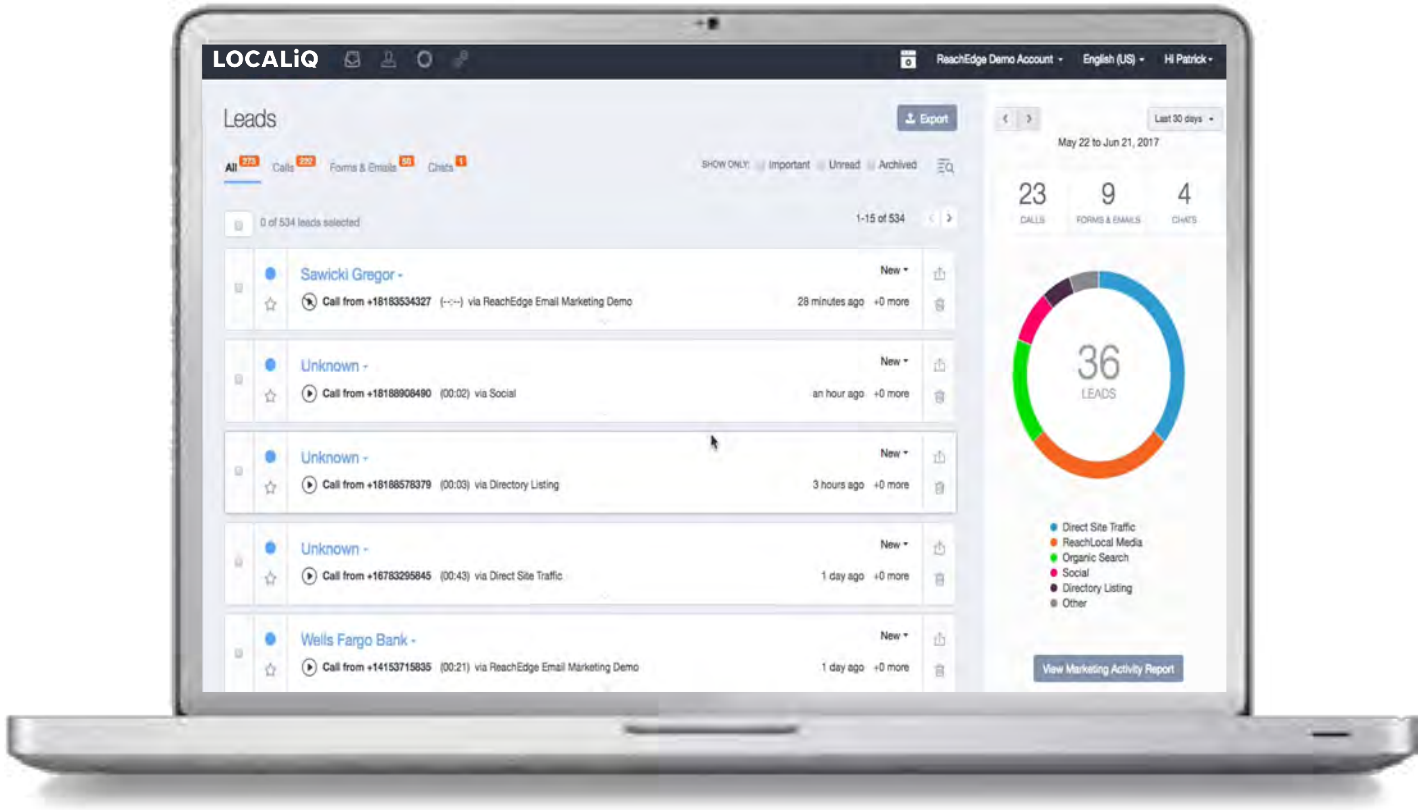
Unlike more complex solutions, Client Center with Lead Engagement is a snap to add to your website and works with existing business systems and processes.

Deliver Results on Day 1

As soon as it’s activated, it can start capturing new leads. Plus, we’ll walk you through your new software to ensure you’re set up for success.

Lead Inbox

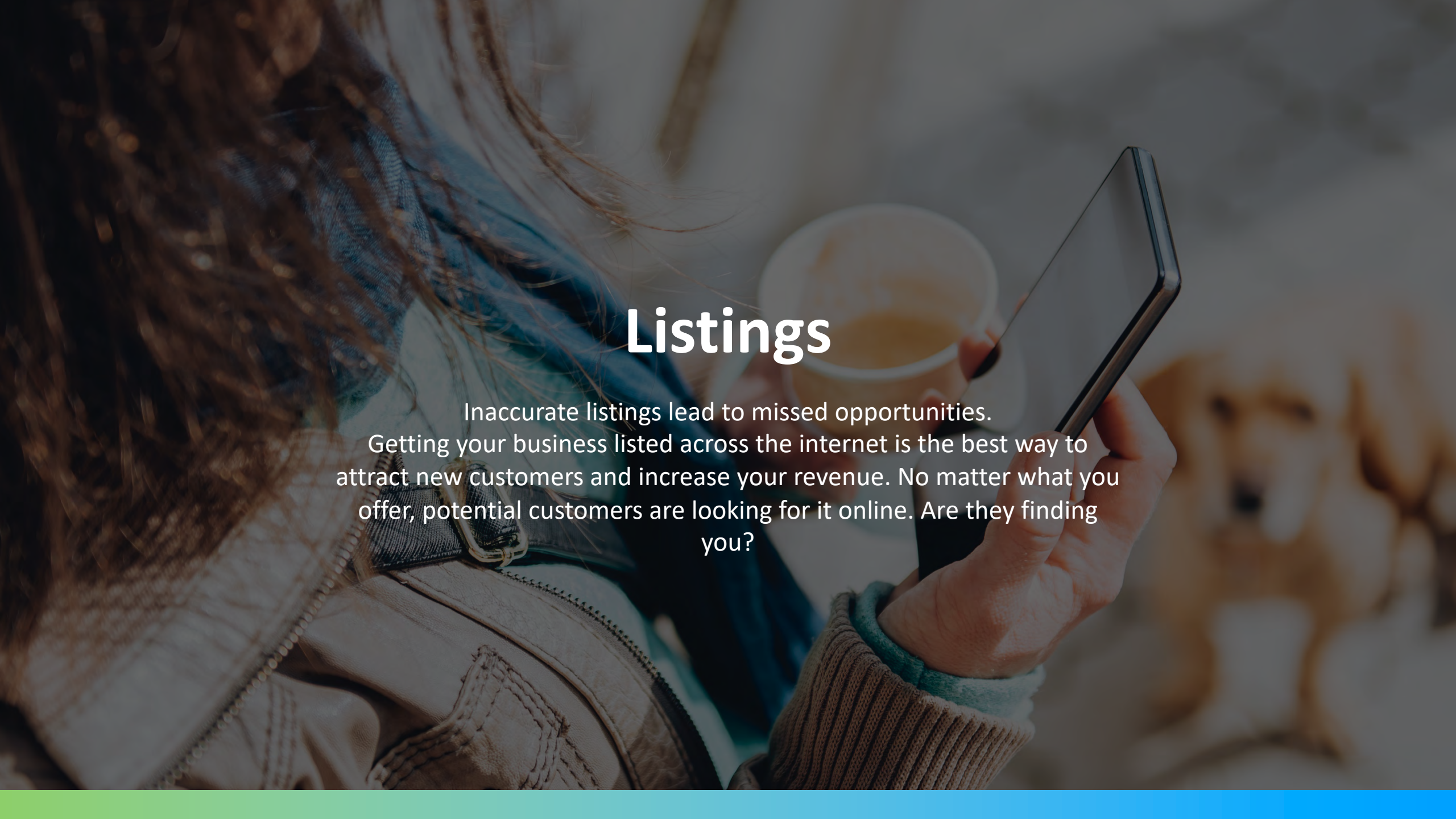
Track, manage, and respond.



- See leads from your digital marketing
  - Calls
  - Form fills
  - Emails
  - Chats
- Get real-time lead notifications via email or mobile
- Play back calls and respond immediately to leads
- Easily review, edit, and classify leads
- Share leads with employees for follow up

GAWDA Media Listings and Review Management

Get Found in Local Search & Directories

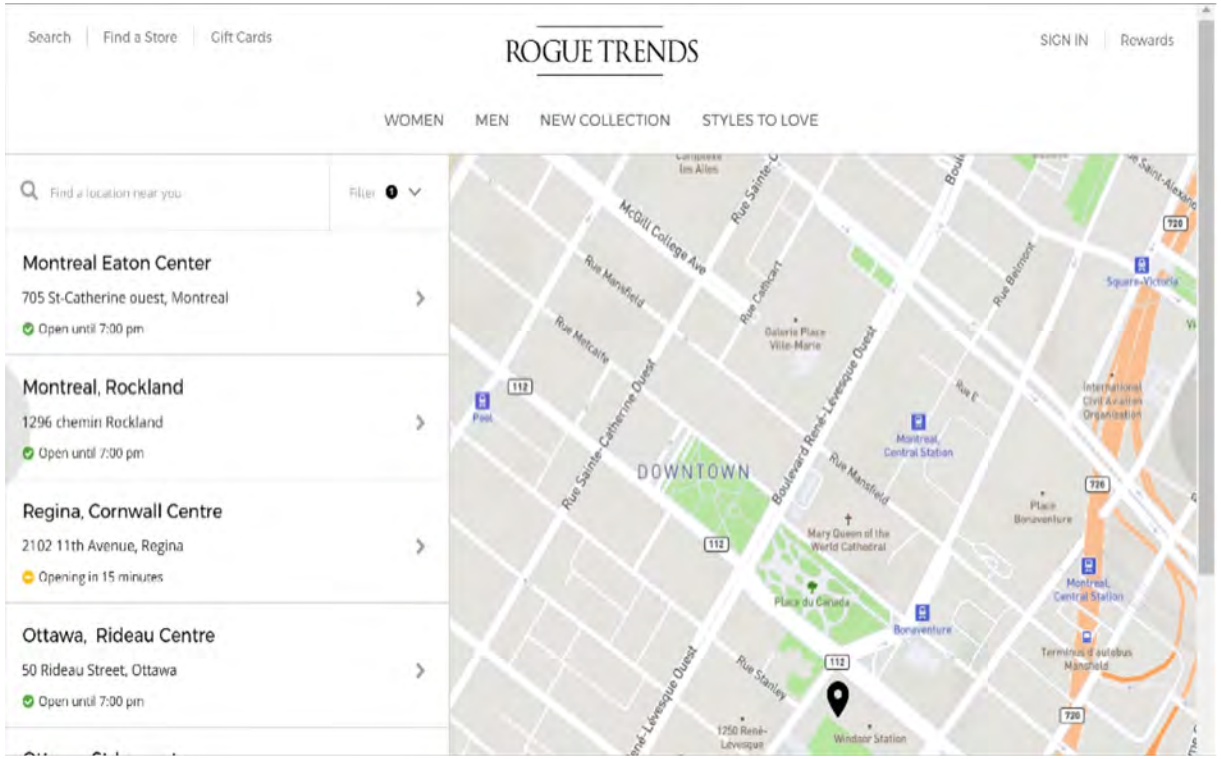


Listings

Inaccurate listings lead to missed opportunities.
Getting your business listed across the internet is the best way to attract new customers and increase your revenue. No matter what you offer, potential customers are looking for it online. Are they finding you?

GAWDA Media Listings Management

Get found and stand out in local search and directories.



- Get your business listed on 50+ local directories and shield user-generated content
- Improve search results ranking with accurate and consistent business information
- Boost your presence with listings on Yelp & Google and key industry-specific directories
- Get insights into how people engage with your business listings

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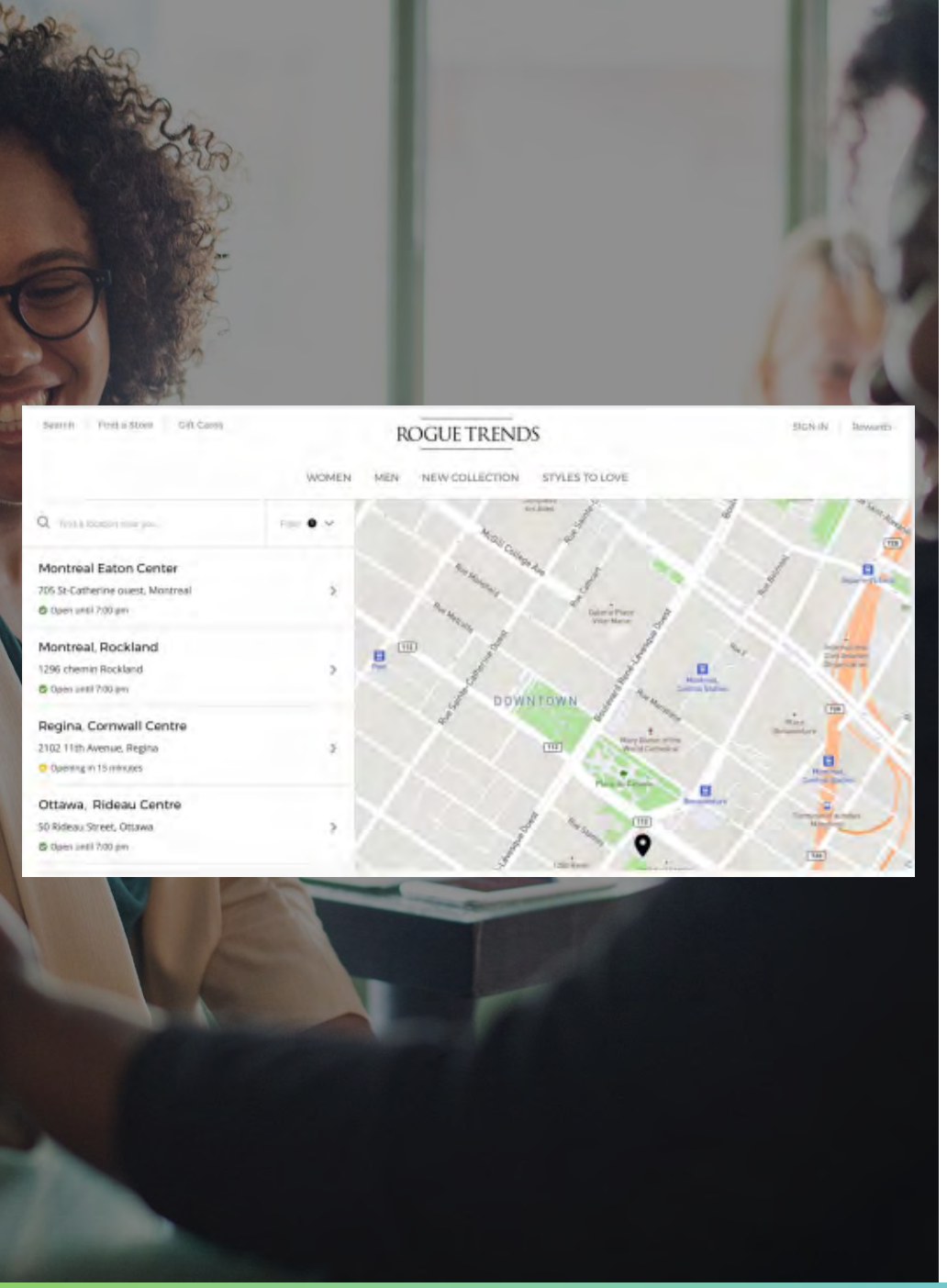

Listings & Review Management

Manage and systematically update your listings and content so you have more ways to get found when people search.

Targeted Approach

Our software optimizes your listings and makes sure you're getting found on listings that matter for your business.

Set Up on Google My Business

Your business is found across Google Search, Google Maps, and Google+.

Reporting and Review Monitoring

Dashboard showing listings coverage and activity. Track reviews on Yelp, Facebook, Google My Business, etc.

Store Locator Option

Keep your location data accurate and up-to-date on one centralized page. Real-time updates push updates to your Store locator, location pages, and widgets simultaneously.

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Listings: Performance

Filter your Listings Performance in three ways:

1 Listings Overview

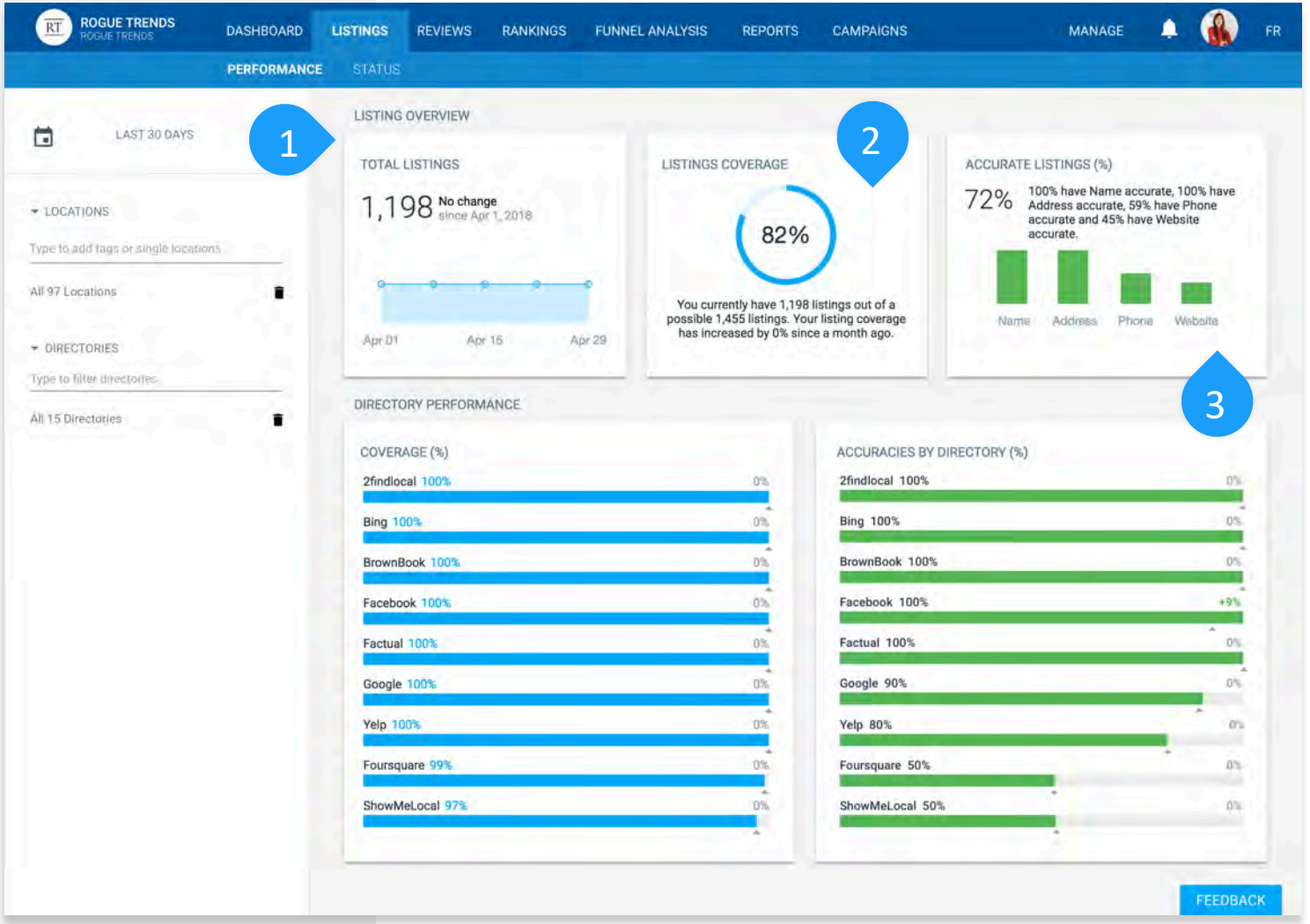
The total number of listings, including newly built listings.

2 Listings Coverage

How well listed are your properties? Our crawlers find every listing you have in your directory package.

3 Listings Accuracies

See what percentage of your data is accurate over the NAPW fields.



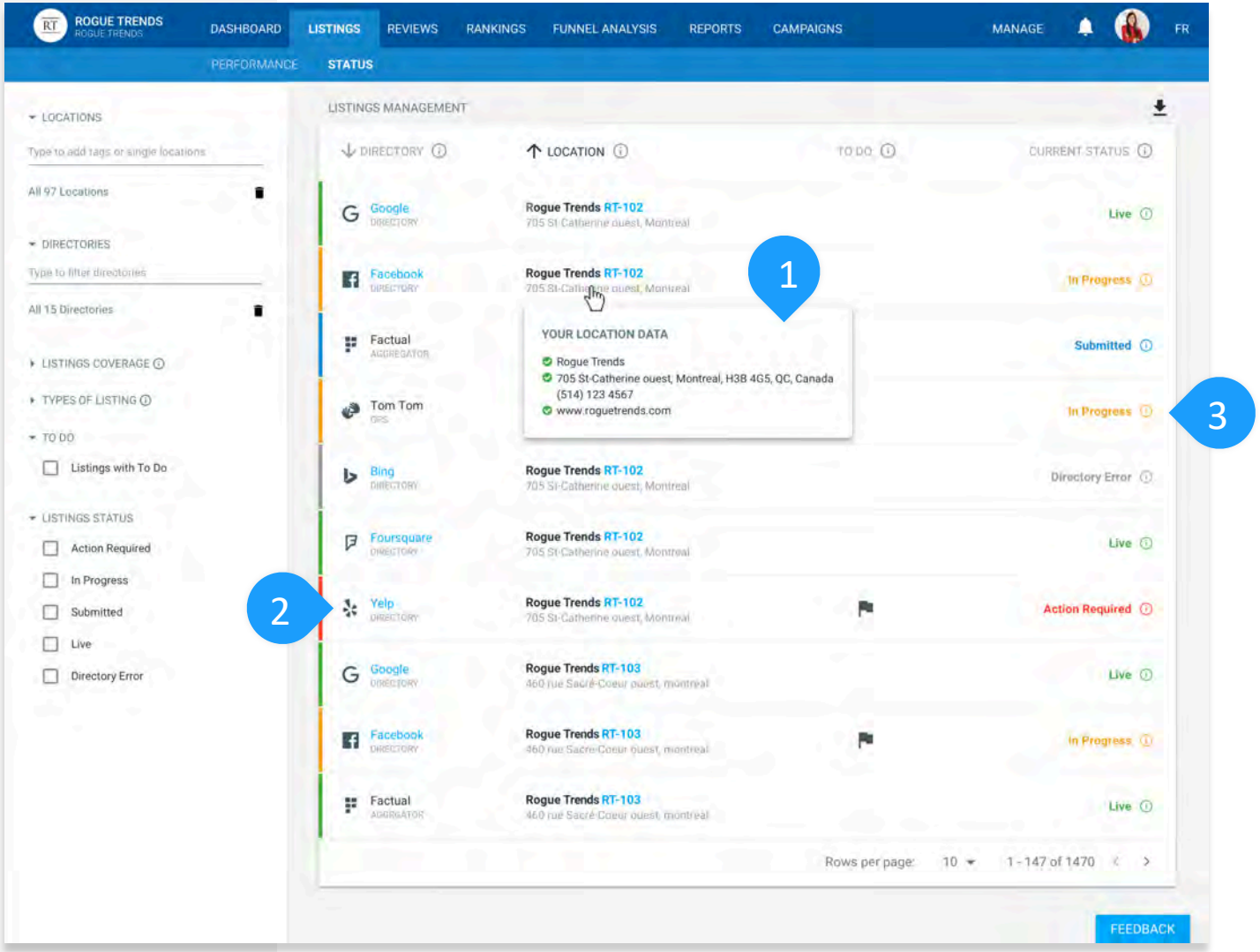
Listings: Status

Dive deeper into your individual listings.

1 Get a real-time look at each listing with a snapshot view of the directory page.

2 To see the actual listing live on the directory, click on the directory icon or link and it will open in a new tab.

3 View the current status of your listings and take action on those that require your attention.



Reports: Location Report

A detailed report of each individual location to share with key stakeholders for that location alone.

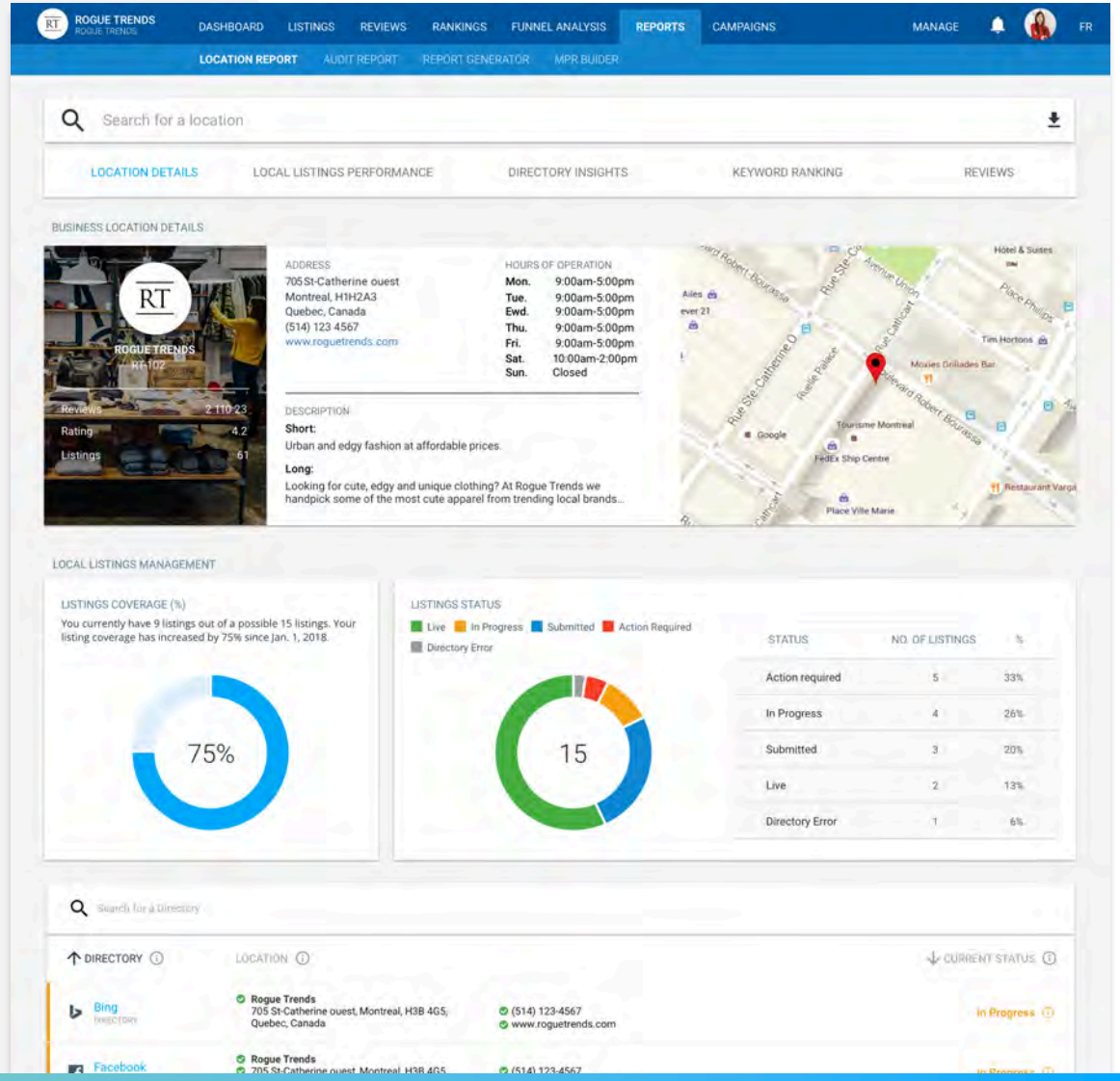
Preview business location details.

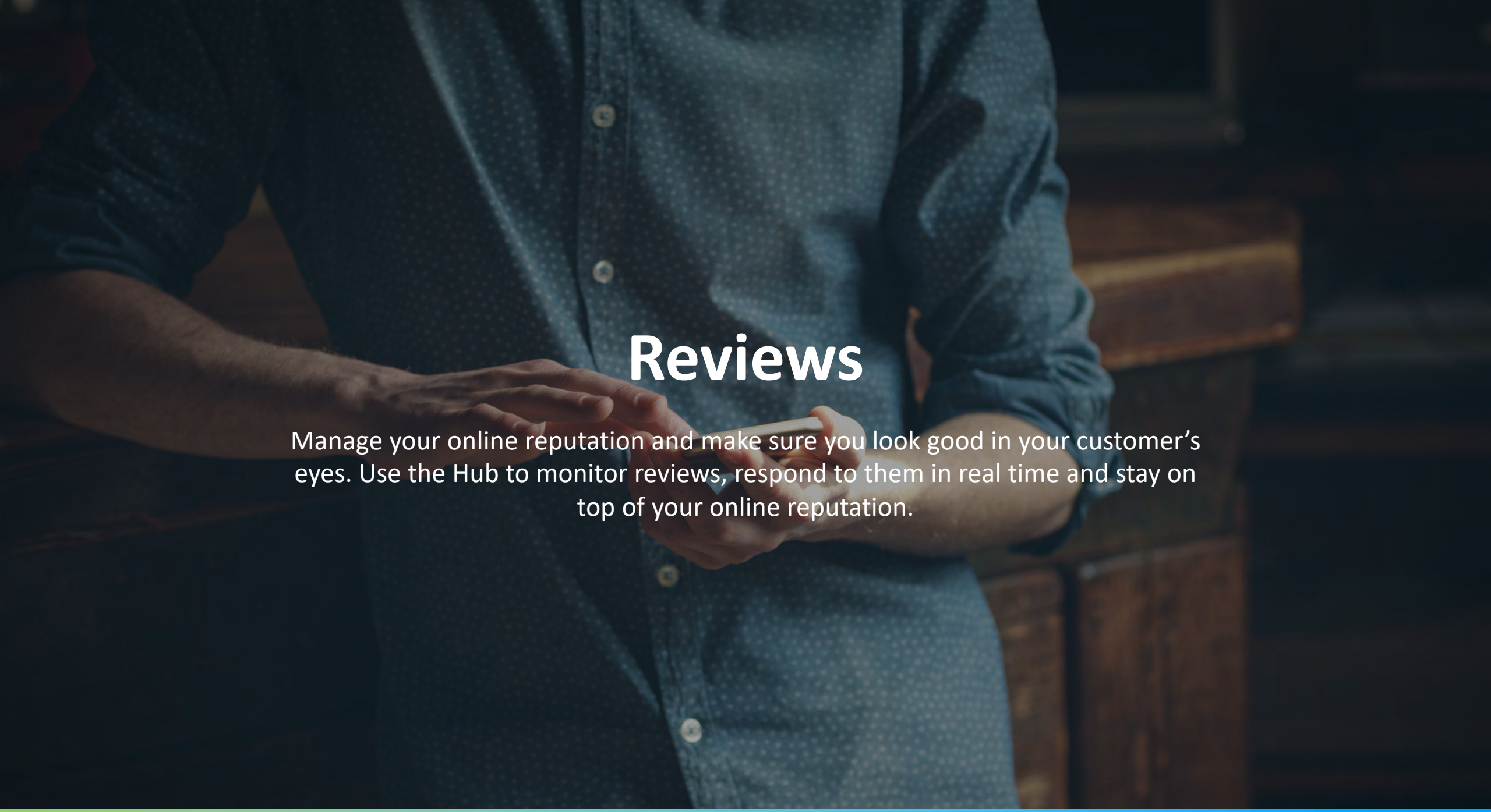
See your coverage across the directories included in your package.

Breakdown your local performance on GMB, Foursquare and Bing.

See how your location is ranking locally and organically for select keywords on Google and Bing.

An overview of your online reputation with amount of reviews, overall rating and a preview of actual customers reviews for your chosen location.





Reviews

Manage your online reputation and make sure you look good in your customer’s eyes. Use the Hub to monitor reviews, respond to them in real time and stay on top of your online reputation.

Reviews: Performance

Access to all your review metrics in one page.

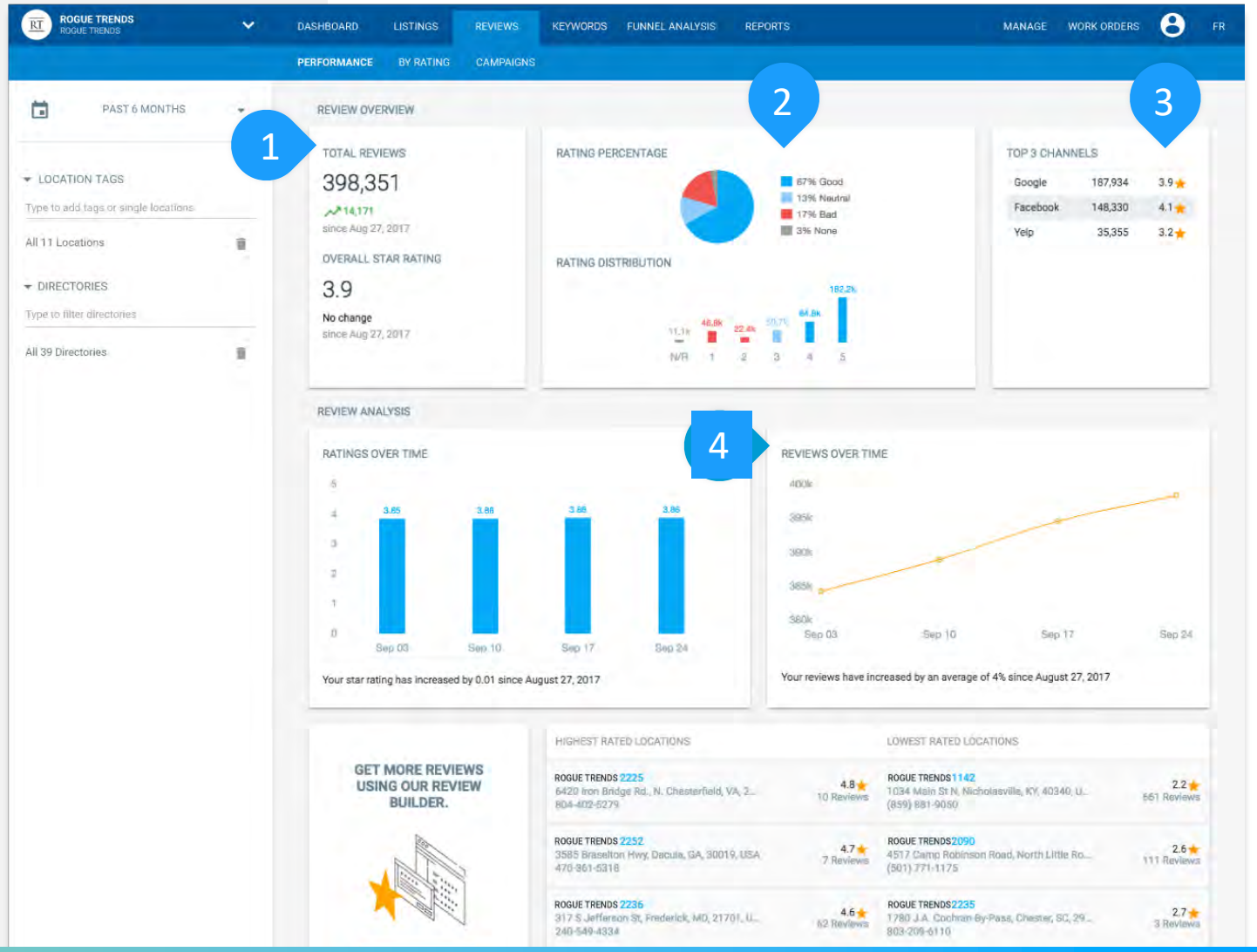
Segment with filter tags to customize your view by location information or directories.

1 Track total Reviews & Overall Ranking.

2 Evaluate your Review Sentiment by determining if Reviews are mainly positive, negative or neutral.

3 Identify your top three Review Sites.

4 Track Review progression over time.

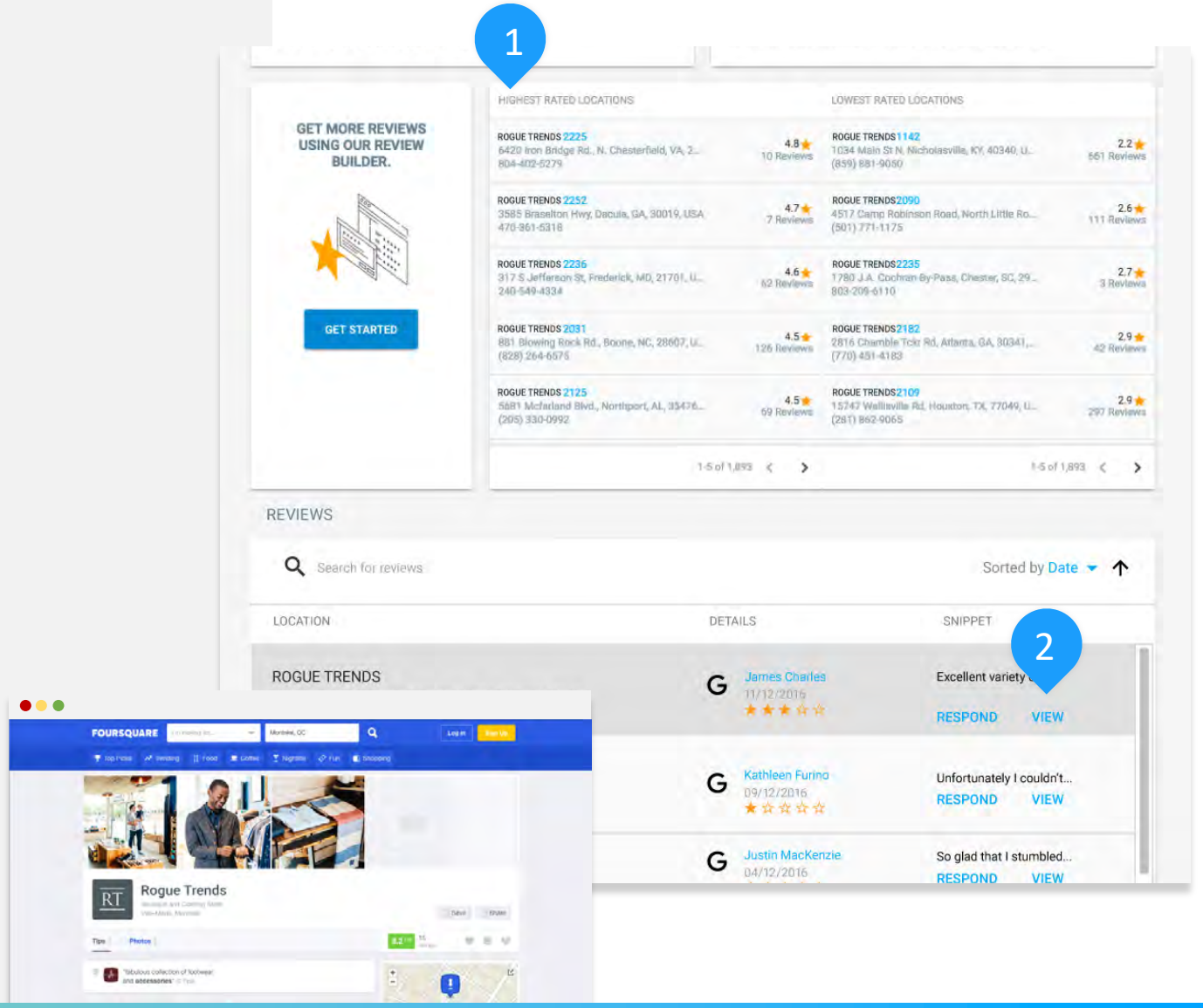


Reviews: Monitoring

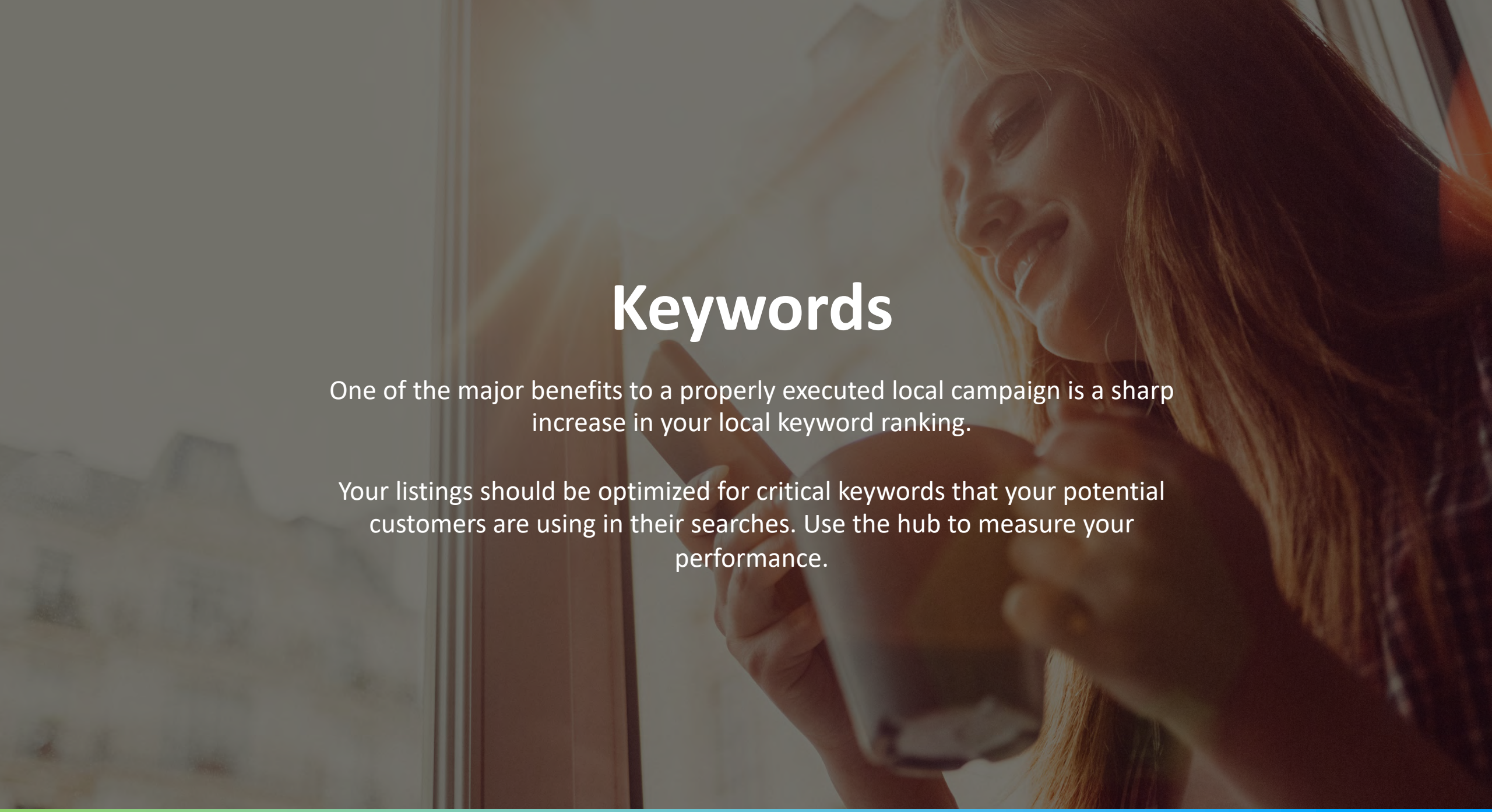
Scroll down on the Reviews page to see individual reviews.

1. View an evolution of your overall rating over time.

2. Click on “View” and go to the source of your review. If we have Owner Access to your account*, you can click on “Respond” to reply to your review directly from our hub.



*Facebook and Google only. Facebook (Partnership access to Business Manager) & Google (Ownership Access)



Keywords

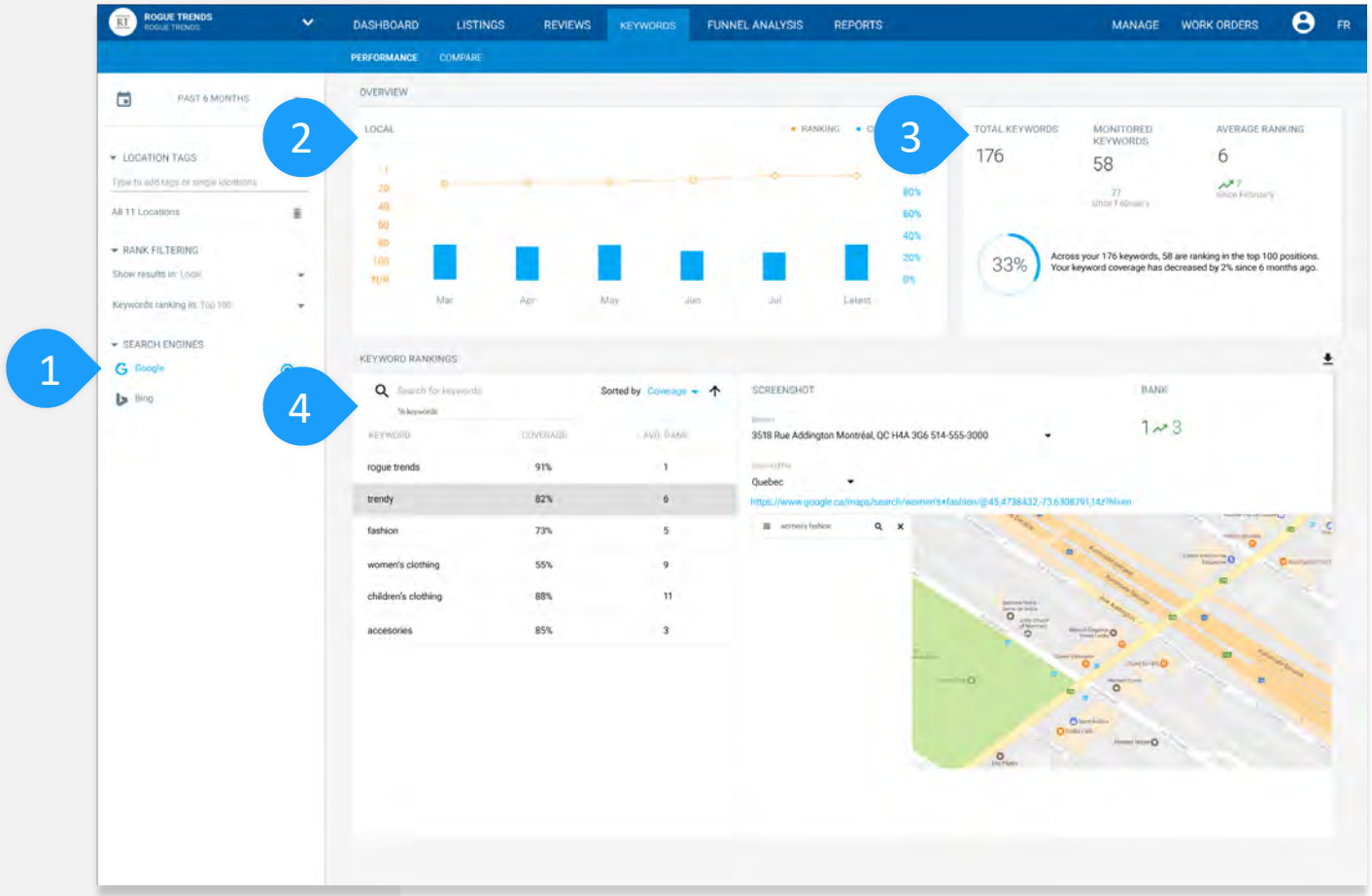
One of the major benefits to a properly executed local campaign is a sharp increase in your local keyword ranking.

Your listings should be optimized for critical keywords that your potential customers are using in their searches. Use the hub to measure your performance.

Keywords: Performance

Keyword Tracking allows you to measure your performance on both organic and local search results.

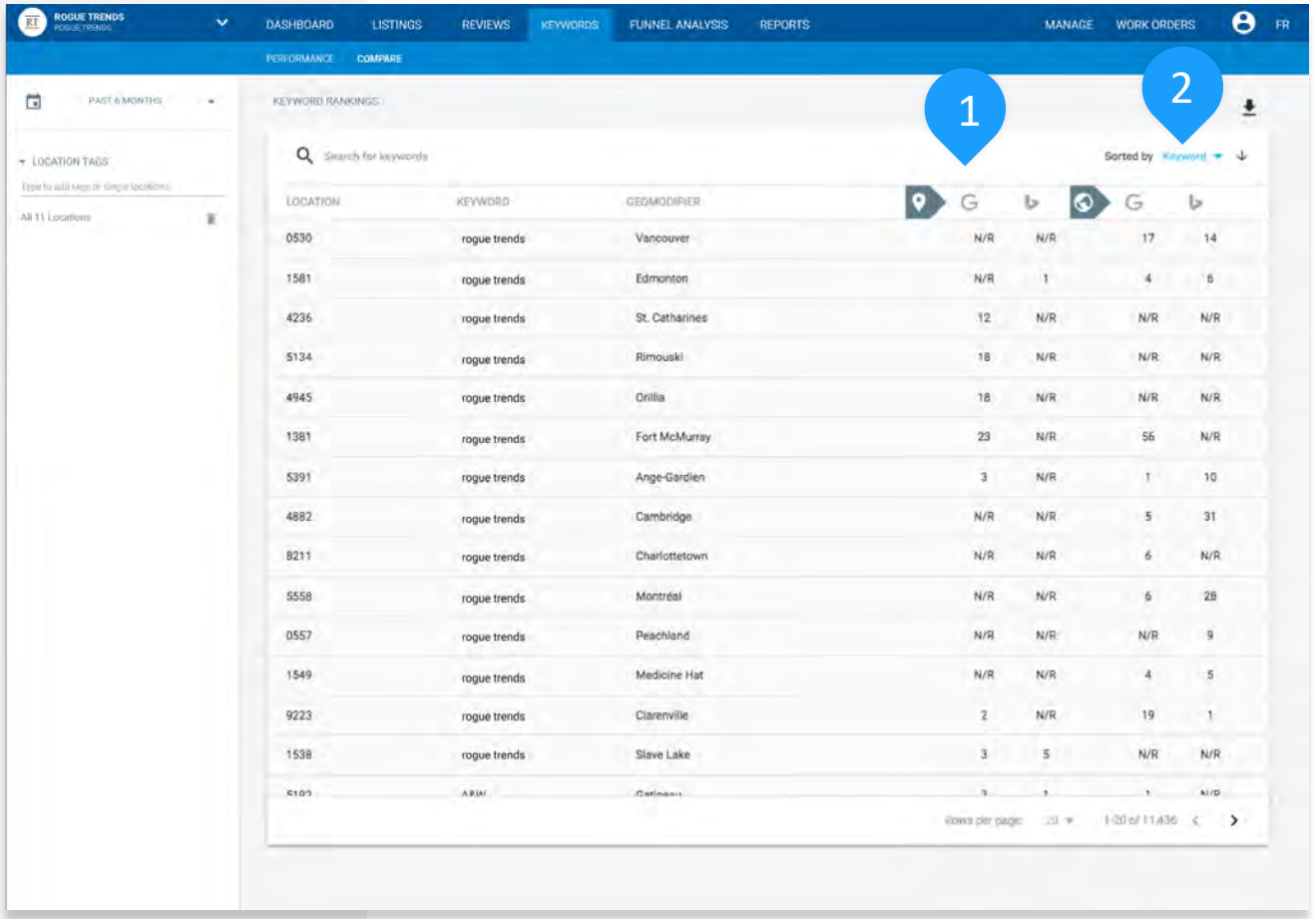
1. Toggle through the directories to view performance directory by directory.
2. Evaluate your progress over time.
3. At-a-glance metrics for your Keyword performance.
4. Organic and Local ranking for each Keyword.



Keywords: Compare

1. Compare keyword performance by location on the most important search engines: Google and Bing.

2. Sort by location, keyword and geo-modifier to have a clearer picture of how you are ranking on SERPs.



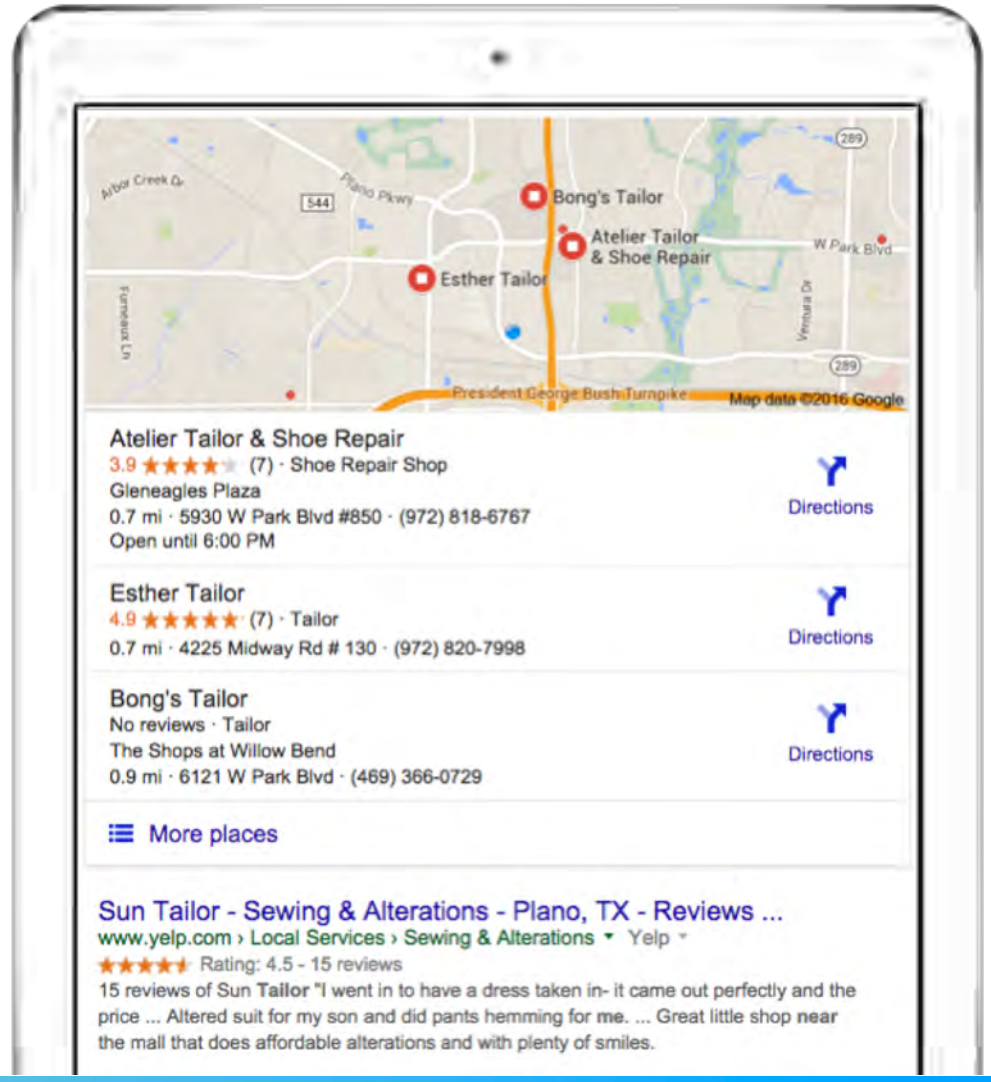
GAWDA Media SEO

Get Found In Search Results & Boost Your Online Presence.

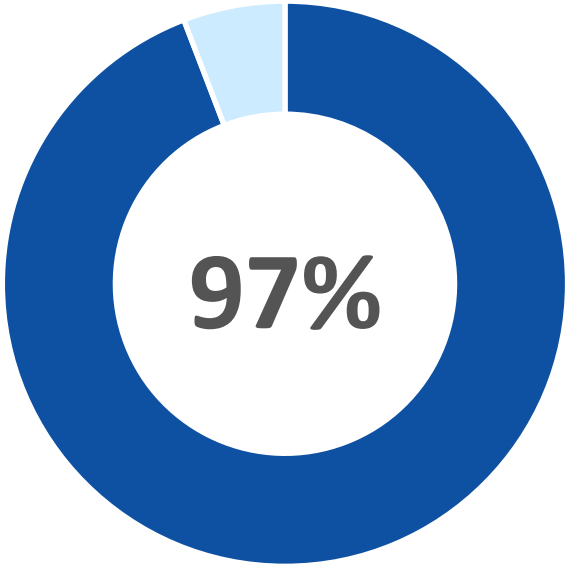
What's SEO all about?

Here are some of the factors search engines consider when determining search results for a query:

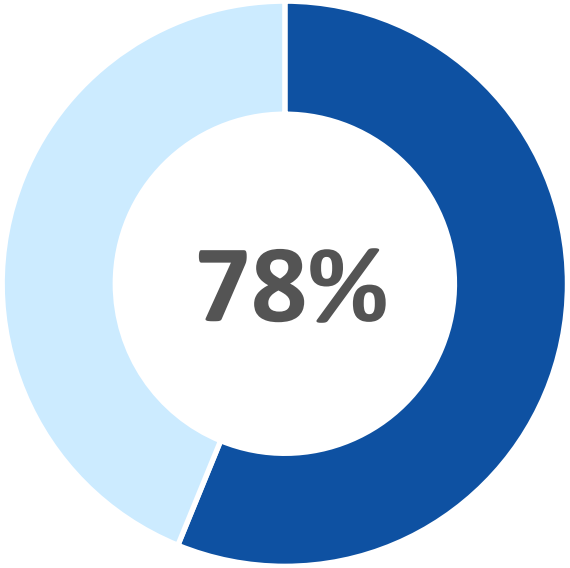
- Relevant titles and descriptions on website pages
- Mobile friendly website
- Page load speed
- Business info consistent across directories
- Updated Google My Business listing*
- Product, service, and geographic keywords
- NAP (name, address, phone) on website
- Quality links to your website from external sources



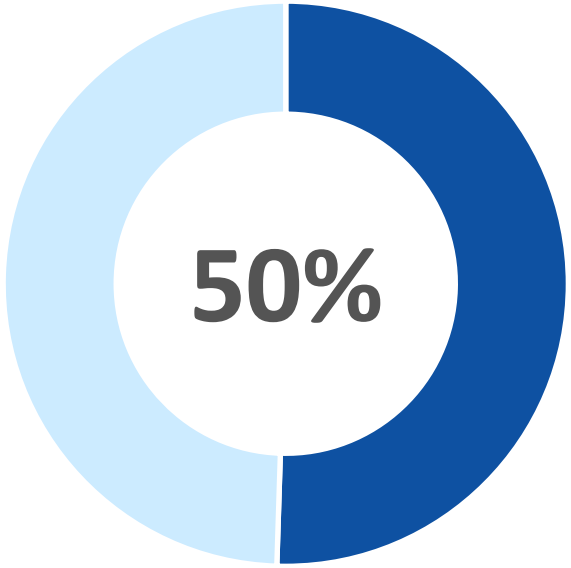
The Influence of Local Search



97% of people **learn more** about a local company **online** than anywhere else.[1]



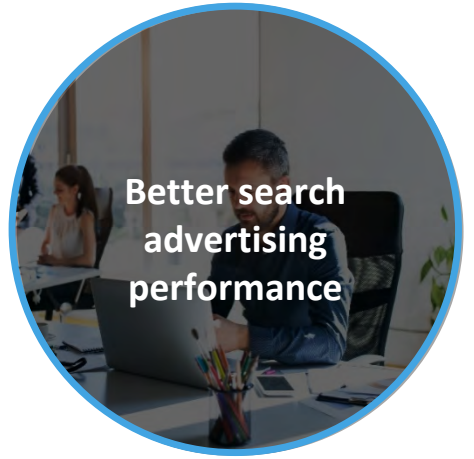
78% of local-mobile searches **result in offline purchases**.[2]

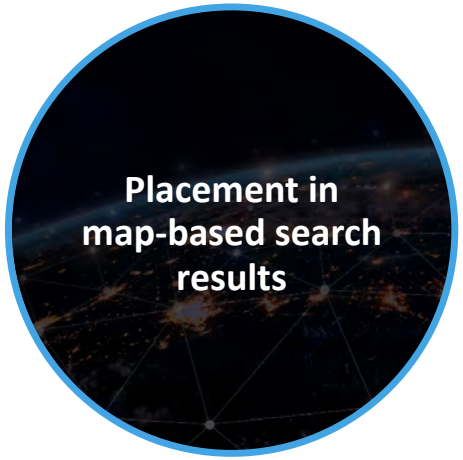


50% of mobile searchers looking for a local business **will visit the store within one day**.[3]

Local Search Success: More Thank Rank*

- What *does* SEO influence?





*Actual results will vary. Performance not guaranteed.

Why GAWDA Media SEO?

Show up when your neighbors search for businesses like yours

Be seen as the trusted local authority, set apart from your competitors

- Update your site for, not just keywords, but topics relevant to your business
- Tactics to improve your site's visibility over time

Bring the story of your numbers to life with the metrics that matter most

- Comprehensive picture of overall performance
- Central focus on leads and increased visibility
- Recommendations for next steps

•SEO vs. •Search Advertising

Search Engine Optimization (SEO)

- Shows website links in organic and local (Map) search results
- Ideal for research and proximity- based search queries
- Builds web presence & drives local traffic to your business
- Creates long-term website authority
- Continues to positively impact your business over time

Search Advertising

- Shows ads in paid search results
- Ideal for ready-to-buy search queries
- Drives calls and leads from locally-targeted prospects
- Generates immediate response
- No additional impact to business after you stop paying for ads

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Search Advertising & SEO:

- **Better together**

Incremental lift in clicks when both paid and organic links appear on the first page of search results.[1]

1-Source: Google

GAWDA Media Geo-Fencing and Re-Targeting

The most precise address-level geo-targeting solution used to build an audience based on plat line data for physical addresses

GEO-FENCING

A feature in a software program that uses the global positioning system, or the GPS, of a mobile device to define geographical boundaries.

A tactic that can be used to put targeted display ads in front of users based on a very specific geographical boundary or boundaries.

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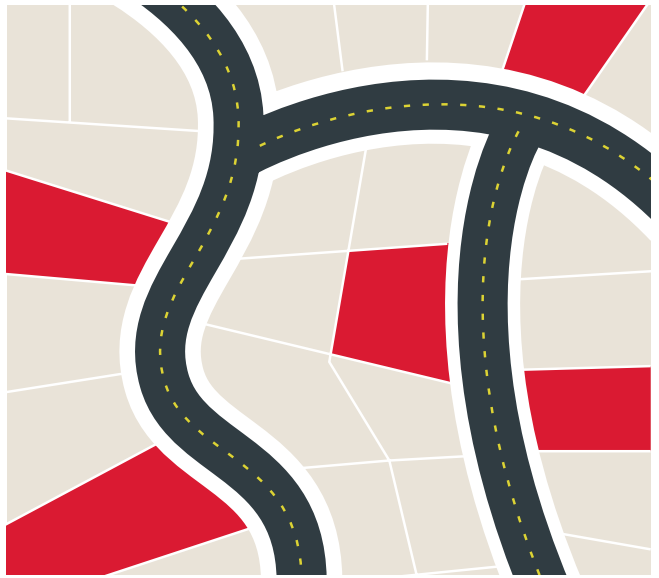
WHAT IS ADDRESSABLE GEO-FENCING?



Addressable Geo-Fencing brings to advertisers a powerful, efficient, and accurate new way to target specific individuals and businesses with digital advertising.

Addressable Geo-Fencing can be used both as a stand-alone tactic and to improve the results of direct mail campaigns, and other marketing that target specific businesses, like IP targeting.

By extending the reach, improving the frequency, and providing foot traffic attribution, Addressable Geo-Fencing makes all targeting efforts more effective.

To use Addressable Geo-Fencing, a list of USPS addresses is provided by you and uploaded into our system and we will traffic the campaign.

Those street addresses are then be automatically converted into geo-fences that conform to the plat lines of each address. Then, devices seen within those plat lines are targeted.

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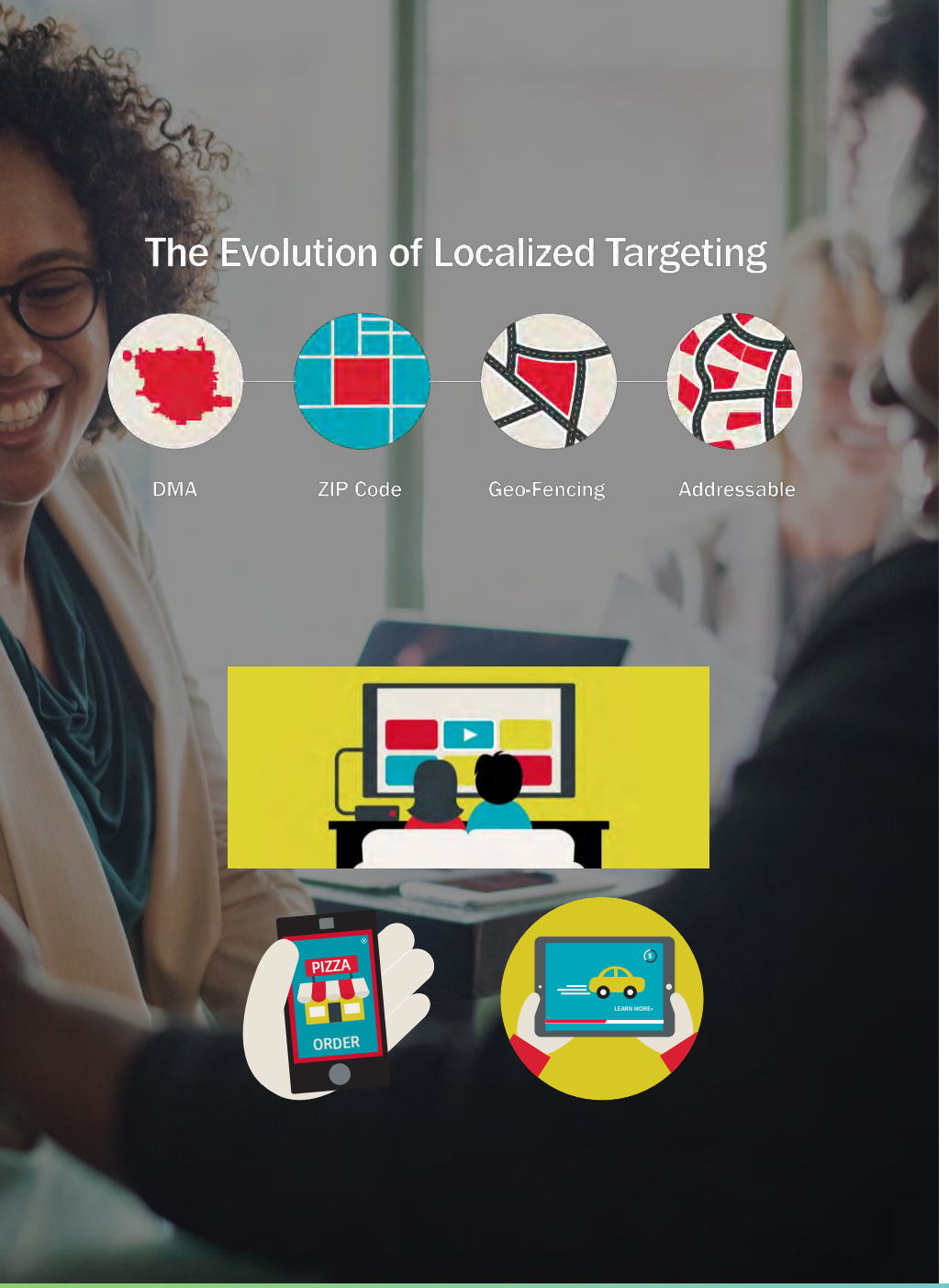

Addressable Geo-fencing

Powerful, efficient, and accurate way to target specific households and businesses with digital advertising.

Digital Display or OTT/CTV Video

Whether digital display or non-skippable, immersive videos content, engage with your best potential audience.

Highly Precise

Target a list of physical addresses or a curated audience specific to your needs. Our technology uses plat line data from property tax and surveying information to maximize precision of addresses.

Lead Attribution

Conversion Zones can be used to track uplift in foot traffic to the advertiser's location or combine with targeted email and matchback reporting to track ROI.

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HOW IT WORKS

Physical USPS addresses which an advertiser wants to target are uploaded into the AdServer by Central Ad Ops

The addresses are then matched against plat line data to collect the exact physical location, size and shape of the individually matched addresses.

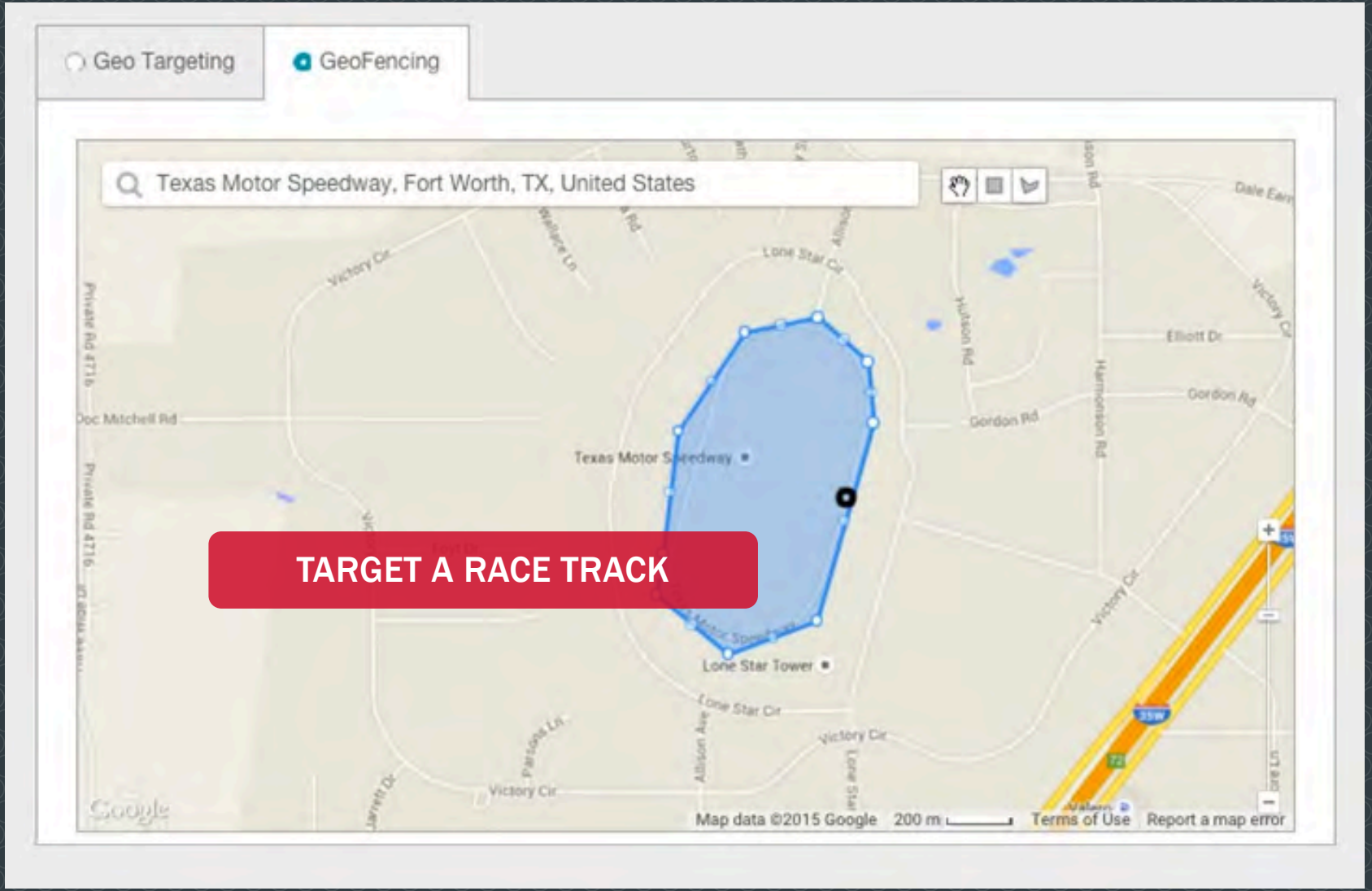
The system then geo-fences each matched address to collect and target users specific only to that distinct address location.

Audiences at every single address are updated on a daily basis.

EXAMPLE USE CASE:

NASCAR FANS

Target users attending a NASCAR event, or other local race tracks.



GEO-FENCING STRATEGIES

TARGET YOUR OWN LOCATION

TARGET LOCATIONS WHERE
YOUR CUSTOMERS ARE

TARGET YOUR COMPETITORS' LOCATIONS

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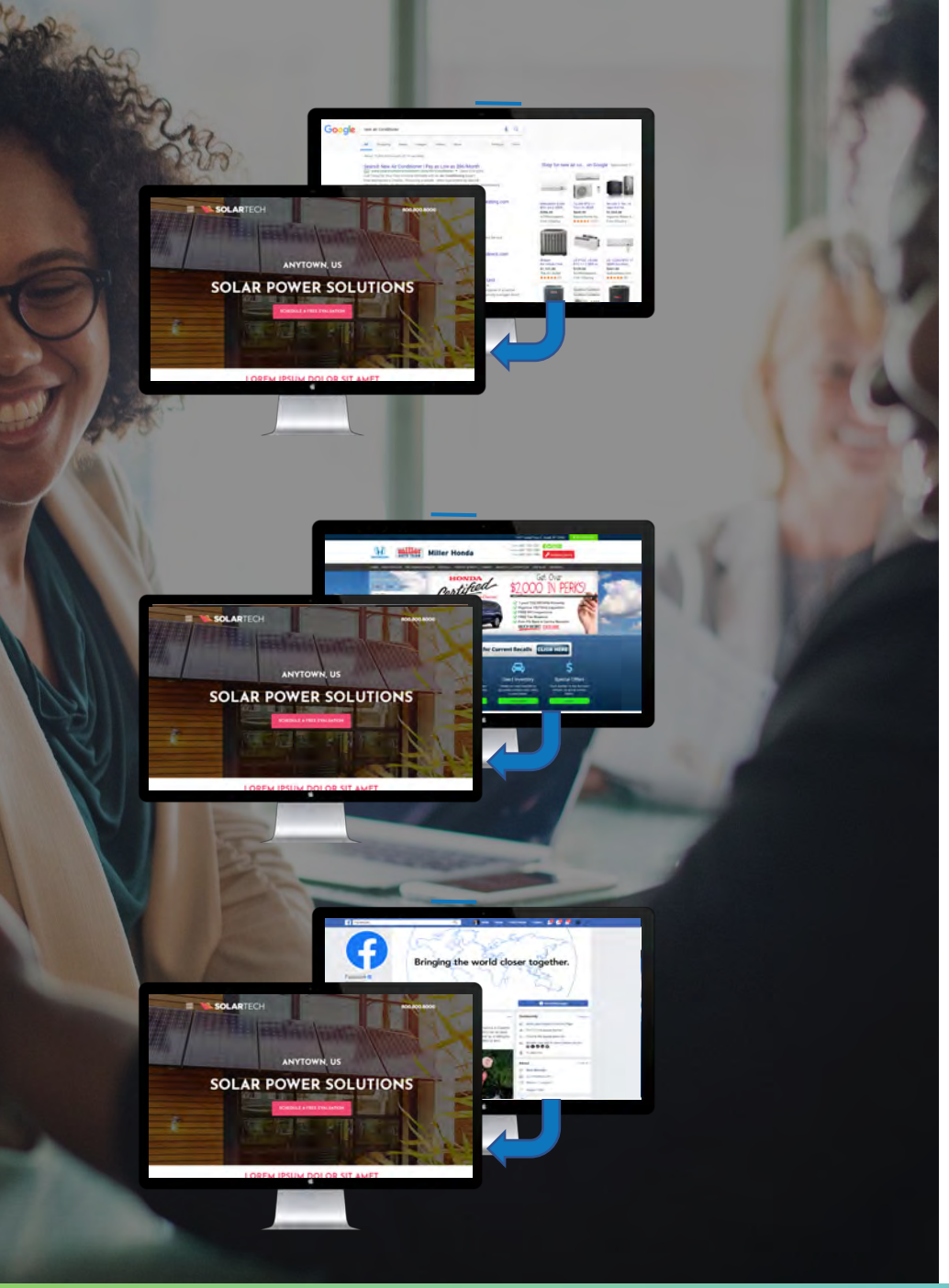


Retargeting

Maximize your marketing. Retargeted viewers are 70% more likely to convert than the average online adult.

Search Retargeting

Put your message in front of consumers as they are actively browsing the internet for your services.

Site or Social Retargeting

Convert your website visitors after they have bounced off your site by following them as they browse the USA Today Network and/or Facebook.

Email Retargeting

Combined with our targeted email solution, retarget individuals who opened your email.

Visitors will leave a website without converting. 98%

GAWDA MEDIA

GAWDA Media Search Engine Marketing/Social Media Advertising

Drive more of the right traffic and leads to your business

Why Search Marketing?

Award-winning solution and trusted partner

- We partner with a unique, 3x time winner of the Google Quality Account Champion Award in North America.
- Award highlights our best-in-class digital search technology among Google's Premier SMB Partners.
- Since 2015 we've won 10 awards for our product quality, innovation and service.

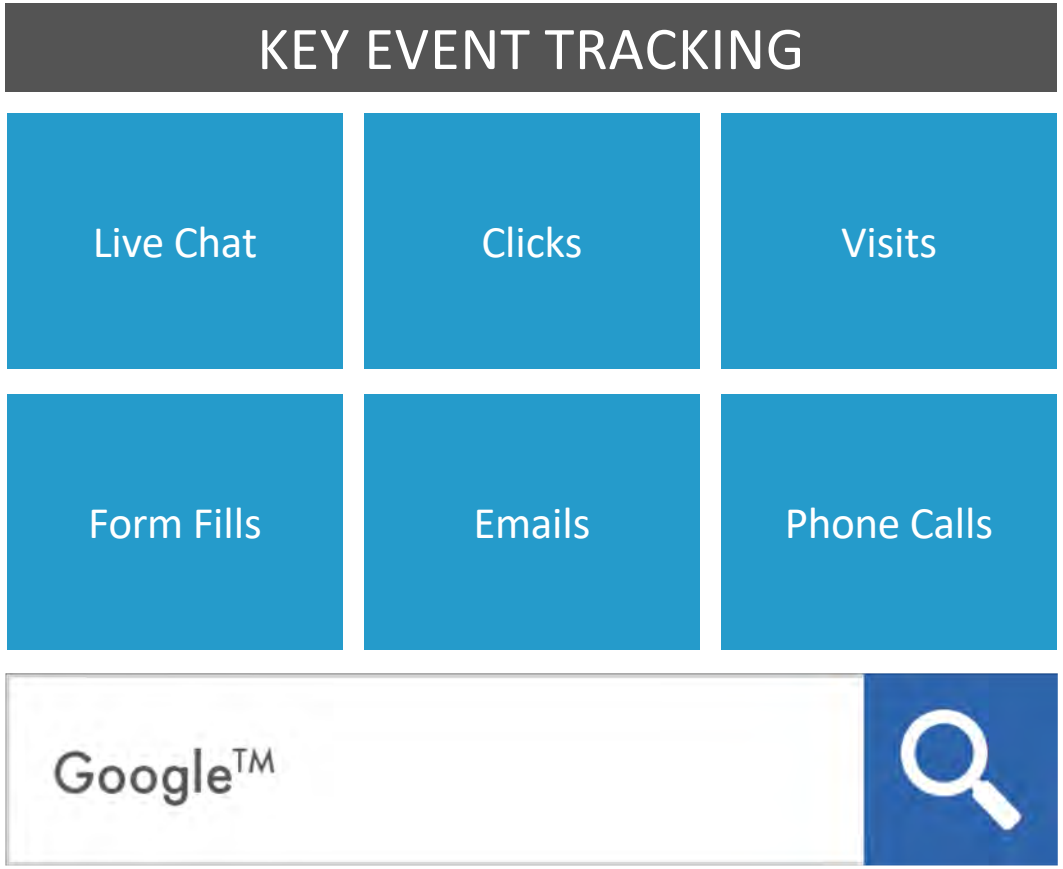
Get More Leads, Not Just Clicks

Our platform optimizes your spend based on the activities that will deliver more leads – not just clicks – at a lower cost.

SMART PLATFORM + SMART PEOPLE
- Fast-learning technology
- Search marketing experts

PUBLISHERS
- 98% of places people search

MOBILE SUPPORT
- Mobile-optimized with call and text ad extensions



GAWDA MEDIA

Our Marketing Experts and Proprietary Smart Technology Optimize Your Marketing Dollars

Smart Optimization Technology Drive Social Activity

Your budget is automatically allocated to keywords and publishers driving the most calls, emails, and form fills.

Going Beyond Google

Get found across all major search engines and directories.

Google Quality Account Champion

Our ads are proven to have the highest average Quality Score across their Channel Sales Partners.

GAWDA MEDIA

Social Ads with Smart Optimization Technology

- Technology learns and adjusts budget automatically to meet goals, avoiding human guesswork
- Allows budget optimization across multiple ad objectives
- Tracks reach, engagement and contacts
- Generates higher performance

80% of our PPC clients saw an incremental lift from Facebook ads*

GAWDA MEDIA

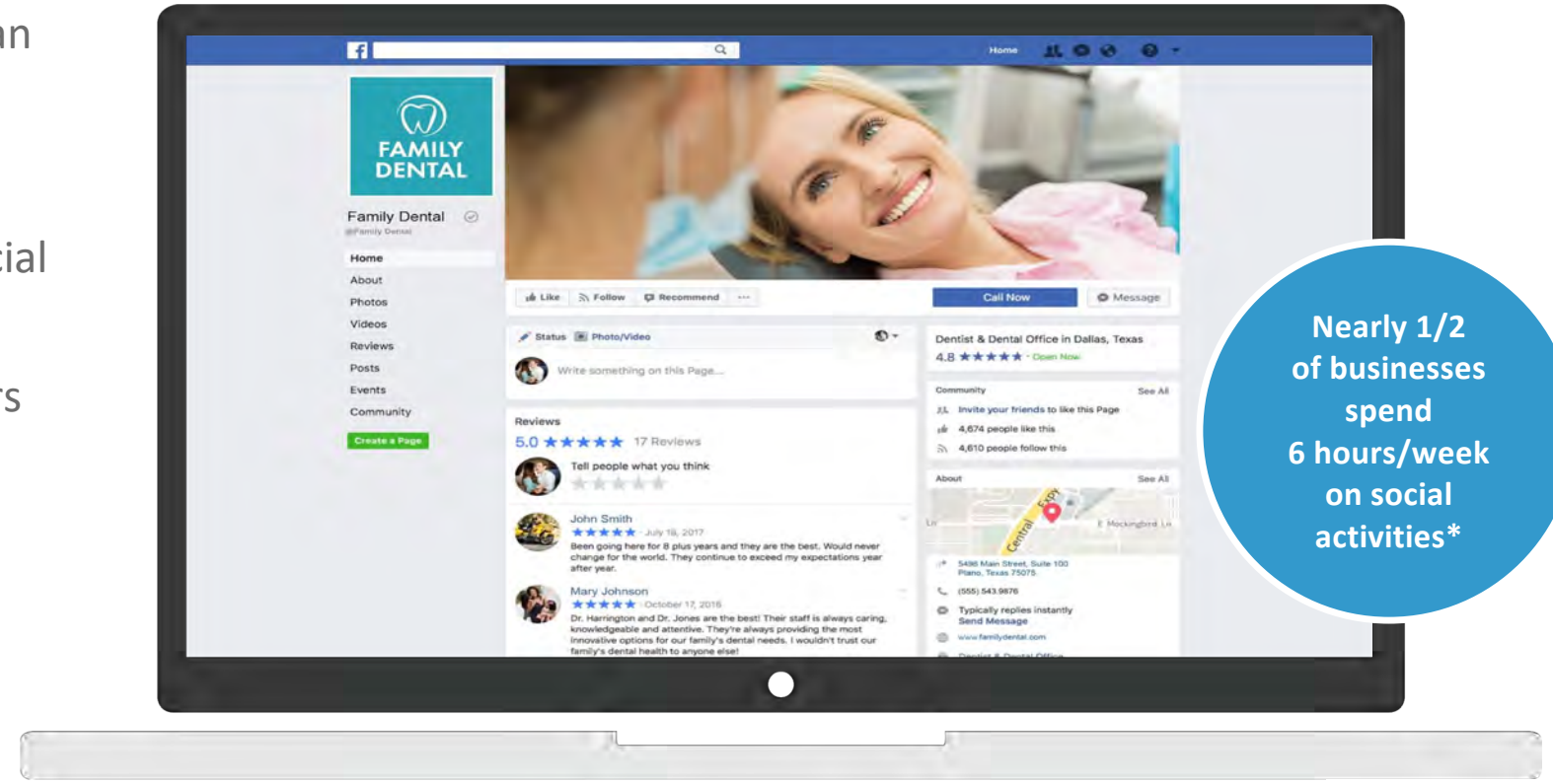
Marketing Partner

Build Your Brand Locally with Social Media Marketing

We help more people discover your business, engage with you, and choose you through an organic and paid social media strategy.

Our experts:

- Create a consistent brand across your social sites
- Actively engage and respond to customers and prospects
- Boost strategic posts for increased engagement
- Build trust by delivering a positive online experience



Why Social Ads?

Business Goal Targeting

- Choose your business goal (not your ad goal) – Drive contacts, grow reach or increase engagement
- Multiple ad tactics roll up under each goal

Unique Budget Optimization Technology

- Proprietary AI technology learns what works best and shifts budget across ad objectives to help you achieve your business goal

Facebook & Instagram Expertise

- Blueprint-trained experts deliver compelling ads
- Creative refreshed regularly for optimal results
- Human monitoring ensures technology is always working for you

Measurable Results

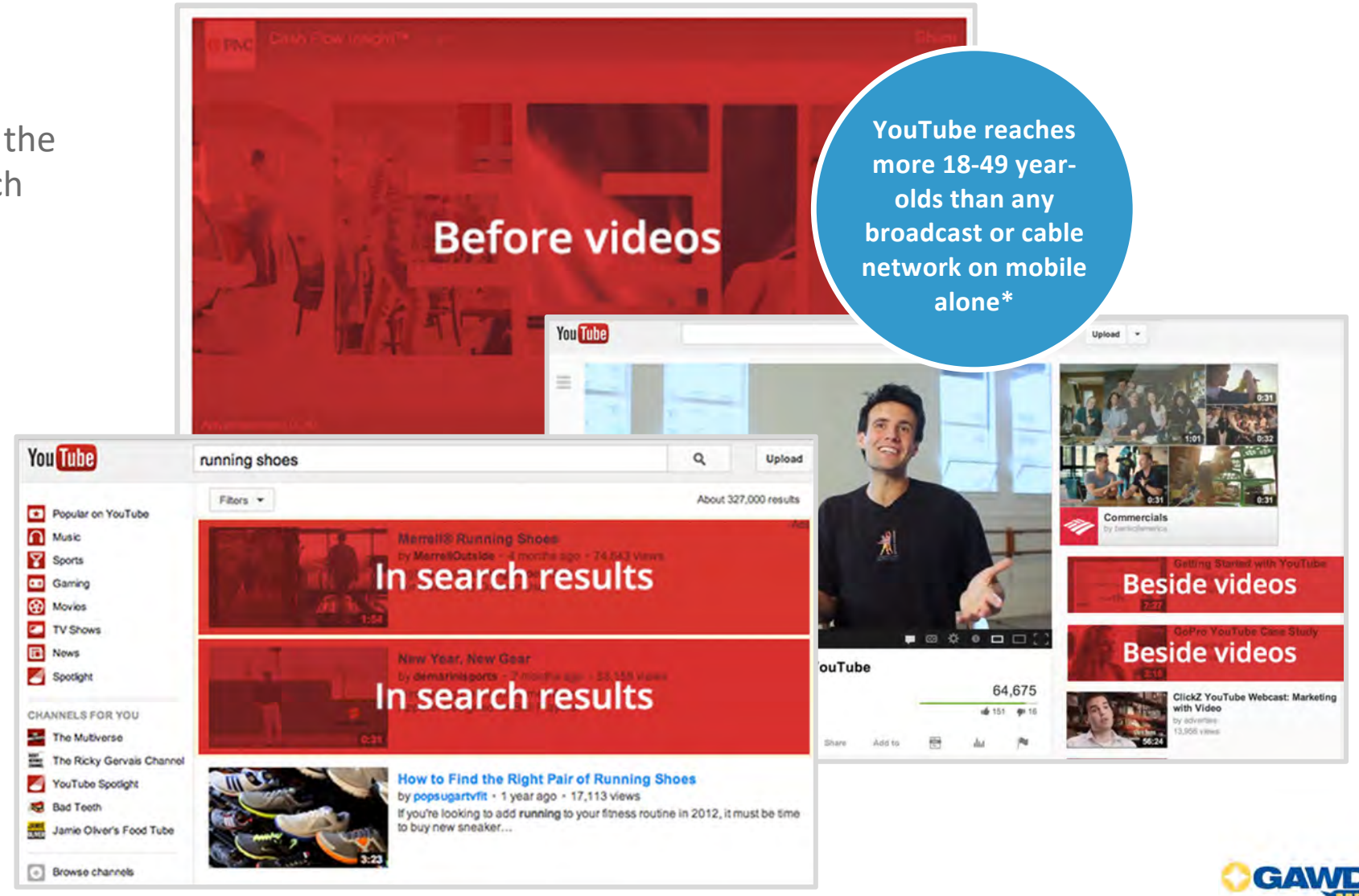
- Know exactly what's driving performance
- Check results like forms, calls, clicks, engagements and more

1 Facebook data 2 PEW Internet 2017

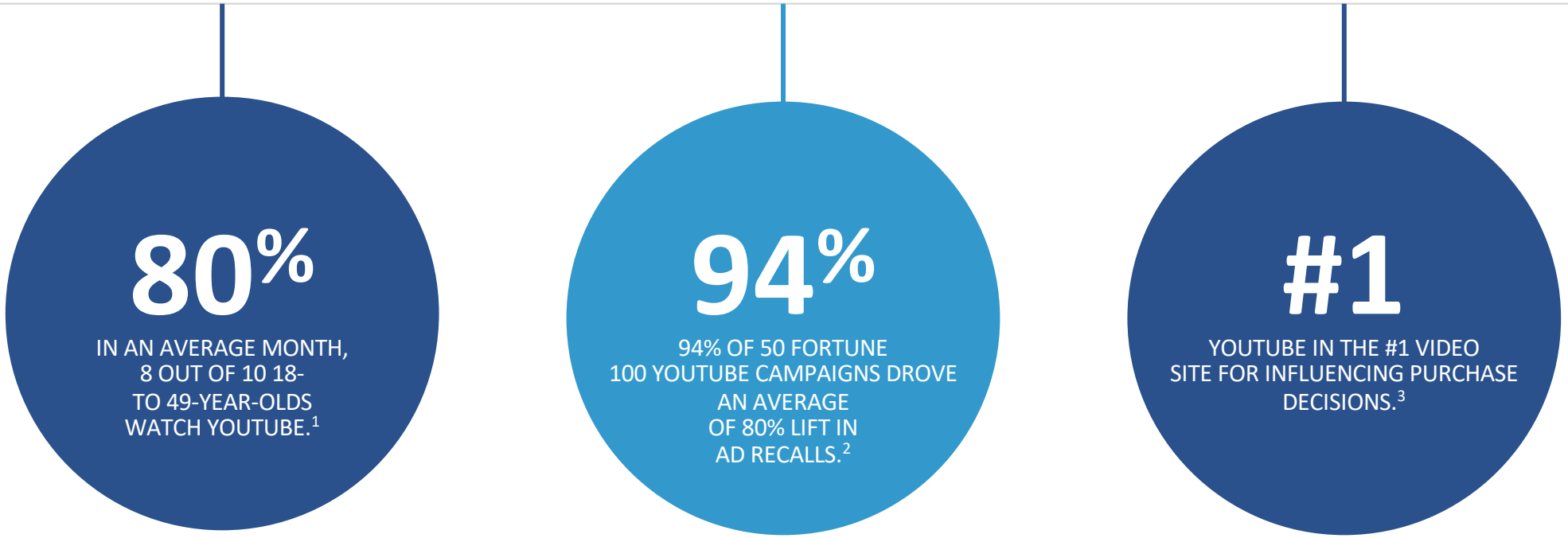
YouTube Advertising

We'll create a campaign that drives the results you want from YouTube, such as:

- Views
- Impressions
- Unique Viewers
- View-Through Rate
- Watch Time
- Brand Awareness



Engage with Consumers Through the Most Sought After Form of Content Online - YouTube



Reach New Audiences

Find users you haven't been able to capture through other marketing channels.

Grow Your Brand

Stay top of mind throughout the buyer journey with multiple ad types viewable across mobile, desktop, and living room TVs.

Influence Purchase Decisions

Showcase your product to target audiences and tell your brand story in an engaging format that drives action.

Convert Contacts with Client Center

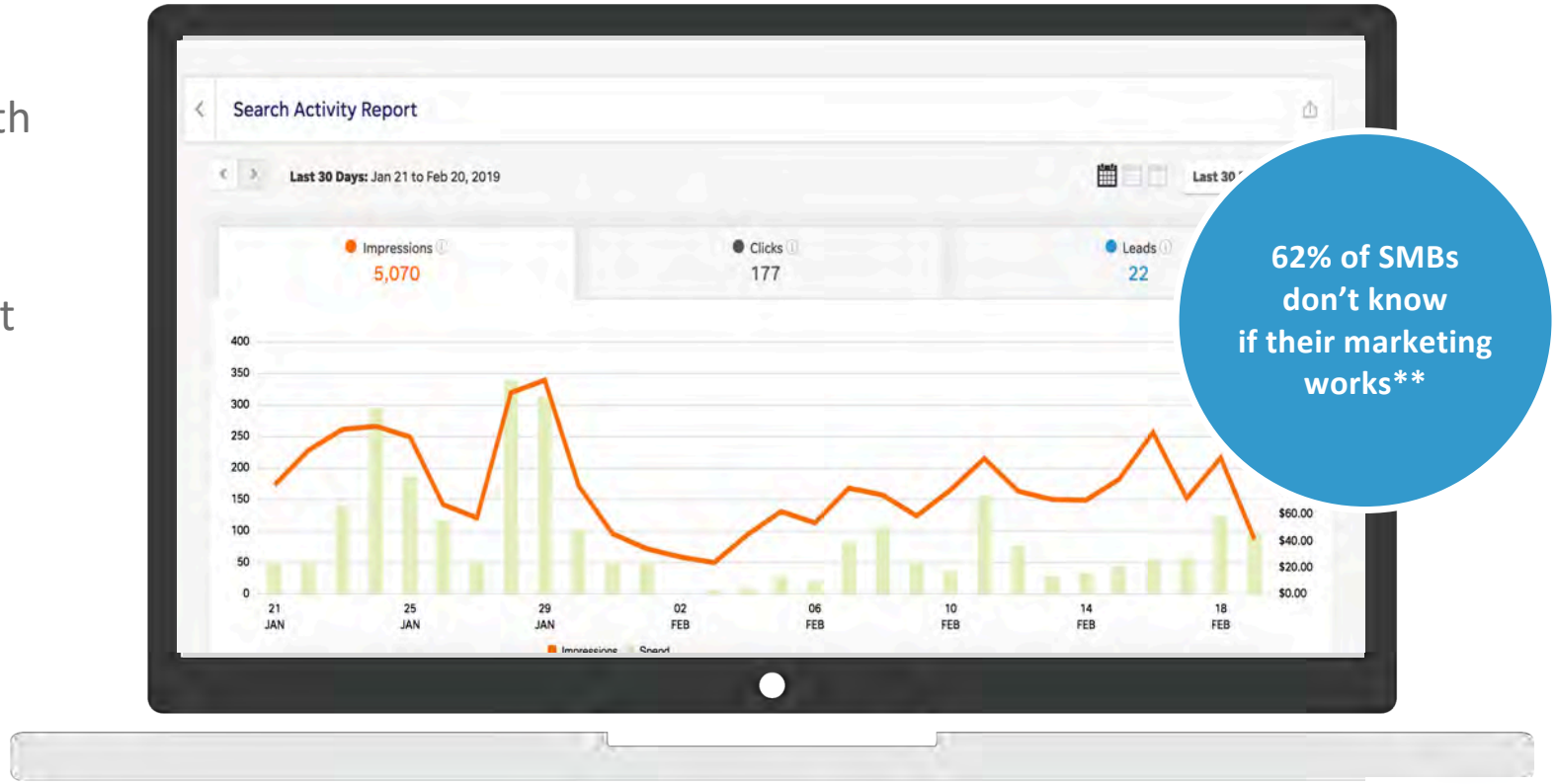
Make the most of the opportunities to grow your business

GAWDA MEDIA

Client Center / Convert Contacts

We'll help you maximize the opportunities to grow your business.

- **LEAD INBOX:** Respond quickly to leads with lead management and real-time notifications
- **MARKETING AUTOMATION*:** Stay in front of new leads over time with marketing automation
- **ANALYTICS*:** Understand what marketing drives leads with easy-to-read analytics



Client Center with Lead Management

We built our award-winning Client Center for one simple reason: easy review of campaign performance within a single dashboard.

See Leads From Digital Marketing

Calls, form fills, Emails, Chats.

Lead Notifications & Marketing Automation

View leads via email or mobile. Play back calls and respond immediately to leads.

Small Business Owners don't know if their marketing works. 62%

*Source: InsideSales.com

GAWDA MEDIA

Track Your Leads and Turn Them into Customers

50%

OF CONSUMERS DO BUSINESS WITH THE COMPANY THAT CALLS BACK FIRST[1]

Track Leads and Response Quickly

Get instant access to lead details, call recordings, and more, so you can manage leads effortlessly and follow up quickly.

5-7X

IT COSTS 5-7X MORE TO GET A NEW CUSTOMER THAN IT DOES TO KEEP ONE[2]

Effortless Follow-Up

Our marketing automation* and team communication tools will help you stay top of mind with leads and customers, so you can earn more sales.

62%

OF SMBS DON'T KNOW IF THEIR MARKETING WORKS[3]

Know What Works

Know exactly which marketing efforts generate leads and customers so you make smart decisions and continue to invest in what's working best.

GAWDA MEDIA

What Makes Client Center / Convert Contacts Different?

Grow ROI Cost Effectively

A complement to Google Analytics, Client Center is one of the most affordable ways to track your leads and get more ROI from your marketing efforts.

Single Software Solution

The one tool you need to improve lead response, stay in front of your leads, and understand what marketing works best.

Simplify Setup & Integration

Unlike more complex solutions, Client Center is a snap to add to your website and works with many existing business systems and processes.

Deliver Results on Day 1

As soon as it's activated, it can start capturing new leads. Plus, we'll walk you through your new software to ensure you're set up for success.

Contact us

Get a free digital audit of your business web site with recommendations

Call: 315-445-2347 ext 138 **Email: billb@gawdamedia.com** **Text: 315-427-5866**