

Reaching 60,000 Homes

Asheville, North Carolina

# Talk of the Town<sup>®</sup>

Asheville, NC

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Direct Mail Co-op  
Booklet, Menus & Postcards



Call Tracking



Digital Display Ads

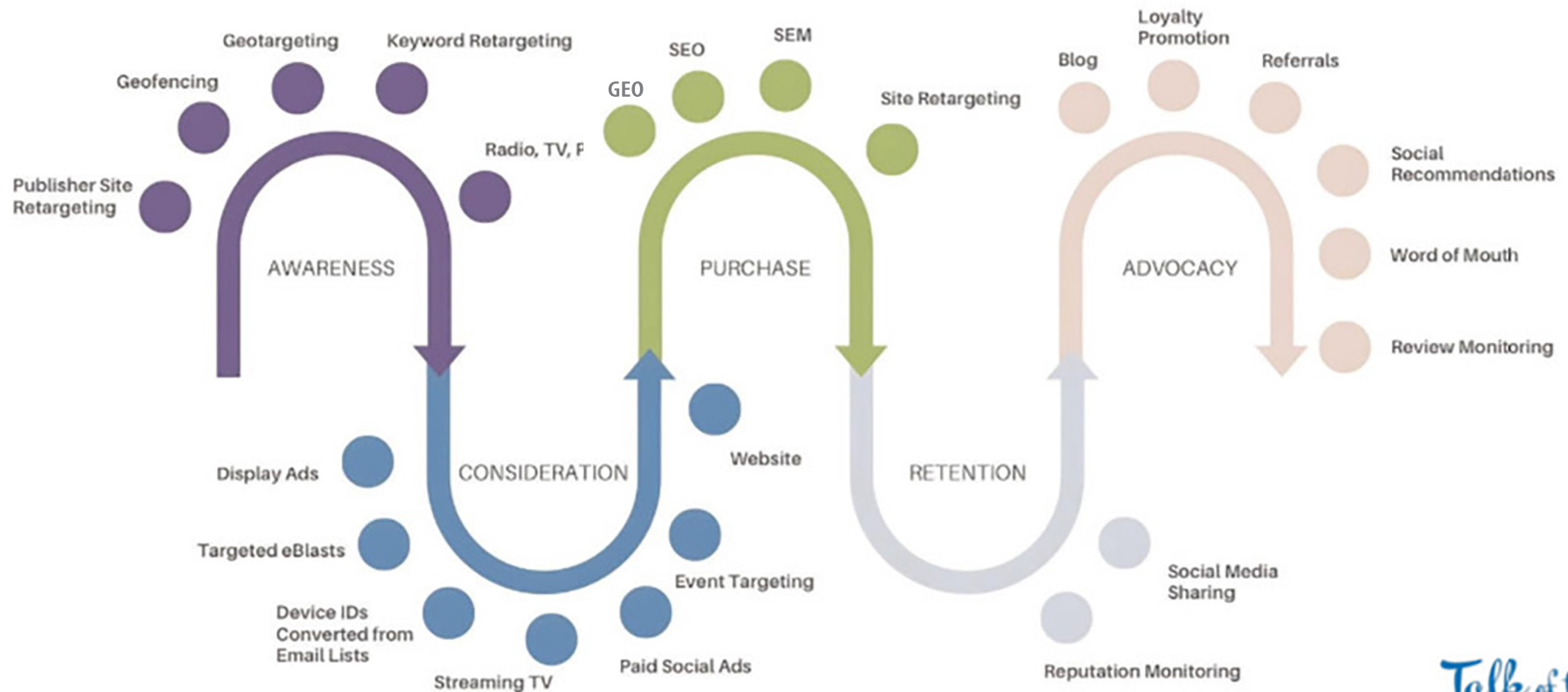
**Campaigns  
With  
Results**



# The Customer Journey

We will help you reach potential customers at every step in the consumer journey from awareness to consideration, purchase, retention, and advocacy, we will handle all the heavy lifting!

## CHANNEL RECOMMENDATIONS FOR TARGET AUDIENCES



# Your Capabilities

*We can do it all!*

## BRAND ADVERTISING

- Print: Ads and Partner Content
- Run of Site, Spotlight, High Impact Digital Ads
- Social Posting and Takeovers
- E-Newsletters
- Events

## PROGRAMMATIC

- Audience Curation
- Keyword Retargeting
- Website Retargeting
- Geo Fencing, with Conversion Zones
- Addressable Geofencing
- Event Targeting
- Luxe Lists
- Specialty Segments

## WEB DEVELOPMENT



- Responsive Web Design
- Analytics Installation
- Content Development

## PAID SOCIAL



- Publisher First-Party Data
- Advertiser Custom Audiences
- Demographic Targeting

## STREAMING

- TV, including Netflix, Peacock, and Hulu
- Audio, including Spotify
- Video, across premium websites and apps

## TARGETED EBLAST



- Interest Based
- Geo Targeted
- Demographic Targeting

## SEARCH



- SEM
- GEO
- SEO
- Listings Management
- Reputation Monitoring

*The Right Message. To the Right Person. At the Right Time.*

*Talk of the Town*



# PRINT + DIGITAL. BETTER TOGETHER.

**WEBSITE & KEYWORD  
SEARCH RETARGETING**



**GEO FENCING**

**CONSUMER VISITS YOUR COMPETITOR  
AND IS SERVED YOUR AD**



**COMPETITIVE  
CONQUESTING  
WITH CONVERSION  
ZONE TRACKING**

**EVENT TARGETING**



**MARKETING TO  
INDIVIDUALS BASED  
ON THEIR ATTENDANCE  
AT AN EVENT**

**ADDRESS LEVEL GEO-TARGETING**



**SPECIFICALLY THOSE  
RECEIVING YOUR AD  
IN THEIR MAILBOXES**

**DEMOGRAPHIC  
& BEHAVIORAL  
RETARGETING**

**YOUR  
DIRECT MAIL  
ARRIVES!**



**24/7 DASHBOARD  
TO MONITOR RESULTS**

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## AUDIENCE EXTENSION OPTIONS

### GEO FENCING & COMPETITIVE CONQUESTING

- Target the homes receiving your ad for multiple media impressions
- Target anyone who visited your location
- Target people that visited your competitors' locations
- Target your audience's relevant locations
- Enjoy seeing the results with our Conversion Zone Tracking

### SITE RETARGETING

- 97% of first time visitors to your site do not convert
- With retargeting 70% come back to your site

### SEARCH RETARGETING

- A better name would be **Research targeting**
- Searches may start with Google, but they end with the "rest of the internet"

### EVENT TARGETING

- Direct marketing towards individuals based on their participation or attendance at a particular event

### CALL TRACKING

- Track every call, measure real results, and maximize your ad campaign's ROI with call tracking



LOCATION  
DATA IS  
POWERFUL!

**BIG IMPACT, SMALL  
INVESTMENT—DIRECT  
MAIL ADVERTISING  
DONE RIGHT!**



## WE MAKE MARKETING SIMPLE!

- We'll help you develop **multi-channel marketing plans** designed to reach your audience across multiple platforms.
- We offer **audience-based programs** to deliver precision-targeted campaigns. You pick the audience, we deliver the RESULTS!
- We combine **print & digital solutions** to attract your perfect audience.
- Increased Campaign Effectiveness
- Better Brand Awareness
- Wider Reach and Audience Engagement
- Enhanced Sales and Inquiries
- Higher Conversion Rates

*"Unlock the Power of Direct Mail and Digital—Better Together!"*

### YOUR PROGRAM INCLUDES

Use of the best digital tactics to reach your audience  
5 Custom designed digital display ads  
24/7 Secure link online reporting dashboard  
Unlimited changes to keywords & geo fencing tactics

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