



WE FUEL RESULTS

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AGENDA

- The opportunity & strategy
- The research
- Campaign recommendation
- Our partnership next step





THE CHALLENGE

In today's digital landscape, small and medium businesses face daunting challenges in reaching their target audience effectively. With the ever-changing algorithms and fierce competition online, it's easy for your message to get lost in the noise.

CLIENT SPOTLIGHT: Increase Foot Traffic



CLIENT URL

ABCGenericCompany.com

UNIQUE SALES POSITION

ABC Generic Company has the best of both worlds for parents and kids! Kids enjoy a 3-story indoor playscape with soft surface floors, slides, tree houses, and gated security. Parents enjoy a full café looking over their children from a relaxing distance. Voted most loved children's play place 3 years in a row!

CAMPAIGN COMPASS: Increase Foot Traffic



OVERALL CHALLENGES

The buzz is spreading about ABC Generic Company's most loved play place and they have birthday parties booked out for months. However, daily, casual traffic is not picking up as much steam.

KPIs

- Foot Traffic to the location
- Lead Forms on Website



THE STRATEGY



RESEARCH & DATA LAUNCH

- Utilizing Placer.Ai we found the average customer will travel up to 50 miles to come to ABC Generic Company.
- The primary client for ABC Generic Company is a family with multiple children under the age of 10 and a HHI greater than \$70k.



CREATIVE MESSAGING & PLATFORM GUIDANCE

- Voted Best for 3 years in a row!
- Lean into casual visits with images of parents working on computers, enjoying a coffee knowing their children are safe and happy.
- Promotional messaging for snow days, school vacations, etc.



EXECUTION & LAUNCH

- Set up Conversion Zone at ABC Generic Company XXX Main Street location.
- Set Up Pixels on the website to track lead forms.
- Grant Google Analytic Access for website tracking



REPORTING & INSIGHTS

- Google Analytics to see increased activity on the website
- Conversion Reporting for Lead Forms and Foot Traffic Visits
- Overall Impressions, Clicks, and optimization notes

**MEET [insert name],
YOUR IDEAL CUSTOMER**



INTERNAL TRAINING
PURPOSES ONLY



THE CONSUMER JOURNEY + MICRO-MOMENTS

Your target audience is the lifeblood of your business. Understanding who they are and what motivates them is crucial for effective marketing. Let's take a closer look at who your ideal customers are:

- Parents with Children
- HHI 100K+

We deeply understand your ideal customer. We don't guess, we **KNOW**. We not only know how they consume **MEDIA**, but we understand how they make **BUYING** decisions.





MEET ELISE, YOUR IDEAL CUSTOMER

age: 42
occupation: Interior Designer
income: \$

Elise is a multitasking mom who uses social media to find deals for her family. She enjoys watching TV ads while managing her household and planning family vacations. Reviews and promotions play a big role in her purchasing decisions, and she frequently shops both online and in-store.

FAMILY WITH CHILDREN

BUYING DECISION CRITERIA

Elise sees an ad for suitcases while streaming her favorite show on her smart TV. She checks out multiple review websites and searches for any specials and promotions. Influenced by the positive reviews and a discount offer, she decides to purchase the suitcases online.

PLATFORMS SHE ENGAGES WITH

- TV ads
- Social media
- Online reviews

BUYING BEHAVIOR

Elise looks for online reviews and promotions before making family purchases.

**DATA:
IT'S IN OUR DNA**

INTERNAL TRAINING
PURPOSES ONLY





DATA IN ACTION



CUSTOMIZED RESEARCH

Data and Analytics provides best-in-class research. Whether you're trying to understand the motivations of your customers or the type of messaging you want to run with, our data helps to answer the most vital business questions.



AUDIENCE BUILDING

Use look-alike modeling to target potential customers with similar interest, behaviors and intentions to the ones that already do business with you.



INDUSTRY AND MARKET-LEVEL INSIGHTS

With millions of consumer data points across all industries, our DNA team will pull an **audience discovery report** for you to learn more about your potential client... even the ones that **do not** walk thru your doors!



INGEST YOUR 1ST PARTY ONLINE AND OFFLINE DATA

Through a simple pixel placement, our team can measure the traffic coming into your website and build custom audiences.



CREATIVE MESSAGING AND PLATFORM GUIDANCE

DNA derived insights can be used for more than targeting. Remove the guesswork of where to place your ad. Our data will include where people consume entertainment and news.

RECOMMENDED SOLUTIONS



TARGETED DISPLAY & VIDEO

Place your brand on popular streaming channels and websites, making sure your ads are seen by the right people at the right time.

Strategic Placement: Ensure your ads are seen by the right people at the right time.

High Engagement: Capture attention with visually appealing ads.

Amplify Your Impact: Captivate viewers on their favorite sites with your ads via video or display. This tactic can transform casual browsers into loyal customers, boosting both brand awareness and sales.

TARGETING EXAMPLES

Who They Are:

Male/Female, Income, Age, Number of Children, Language, Job Title, etc.

What They Are Interested In:

Sports, Gourmet Foods, Travel, History, etc.

What They Show Intent to Purchase:

In-Market Automobile, In-Market Real Estate, etc.

DELIVERY OPTIONS:  Video  Display



AWARENESS



AWARENESS

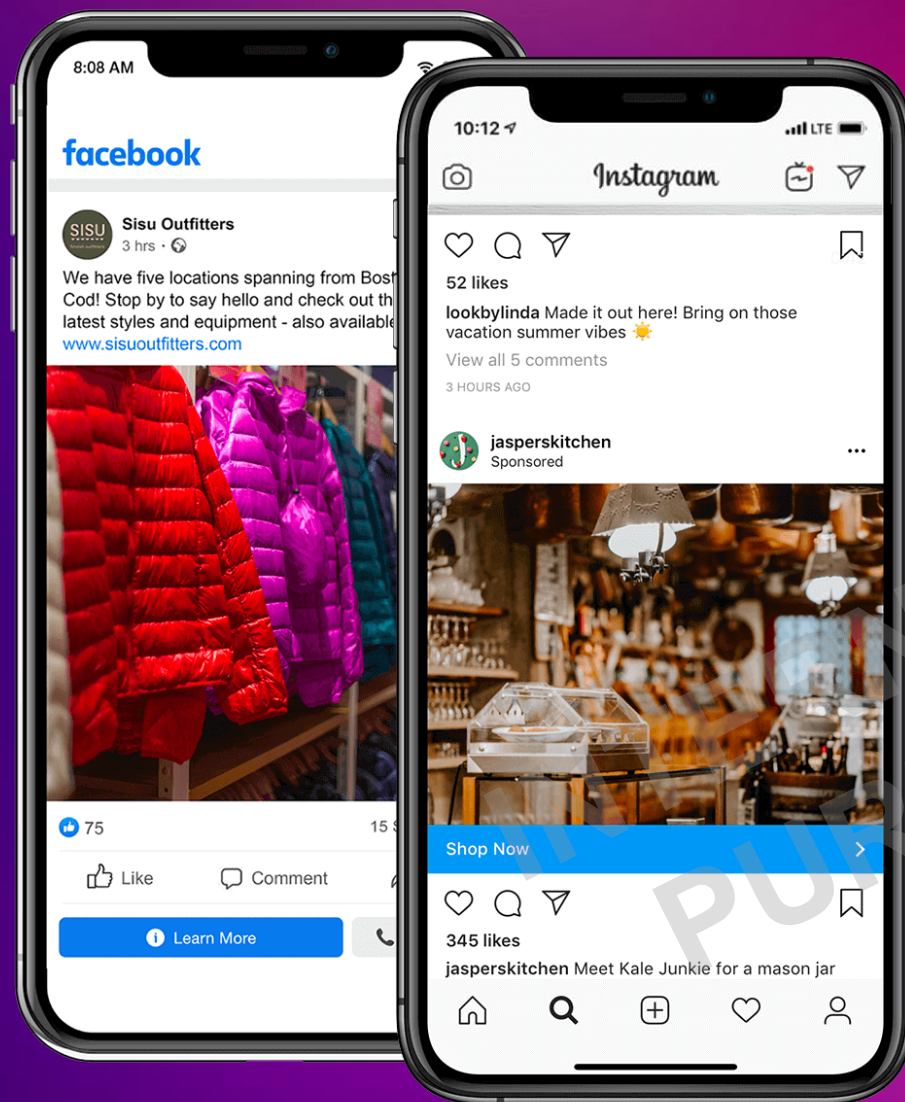
STREAMING TELEVISION (STV)

Reach consumers who watch their shows and news online by delivering :15 and :30 non-skippable video ads on streaming platforms like Sling, Pluto, and Tubi, through devices like Roku, Amazon Fire, and PlayStation. Utilize precise audience targeting to deliver ads to specific demographics, interests, or behaviors.

Engaged Viewers: Reach consumers watching their favorite shows on popular streaming platforms.

Precise Targeting: Tailor your ads to specific demographics, interests, and behaviors.

Amplify Your Impact: Imagine being part of viewers' favorite shows with non-skippable ads. This tactic ensures your message gets through and resonates deeply, driving immediate engagement and brand loyalty. With over 33 million cord-cutters in the US and a 20% increase in streaming viewership, leveraging STV ensures you capture a significant audience shifting from traditional cable to streaming.



AWARENESS/INTEREST/CONVERSION

FACEBOOK/INSTAGRAM MARKETING

Deliver your message to a vast audience on the world's most dominant social platforms with Facebook/Instagram marketing.



Vast Reach: Engage a large social media audience.

Precise Targeting: Deliver ads to specific demographics.

Amplify Your Impact: Be the talk of social media. This tactic reaches millions with targeted ads, driving immediate engagement and conversions.



ADDRESSABLE GEOFENCING

Target consumers at the household level, delivering precise and personalized ads with addressable geofencing.

Household Precision: Target ads to specific homes.

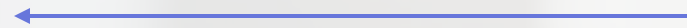
Personalized Ads: Deliver relevant messages.

Amplify Your Impact: Reach the right households at the perfect moment. This tactic delivers personalized messages that drive immediate engagement and loyalty.

AWARENESS/INTEREST/CONVERSION

A close-up photograph of two people shaking hands. The person on the left is wearing a light blue and white striped shirt with yellow buttons. The person on the right is wearing a blue button-down shirt. The background is blurred, showing what appears to be a white wall and a wooden table. A large, semi-transparent watermark reading "INTERIM ULTRA TRAINING PURPOSES ONLY" is overlaid diagonally across the center of the image.

PRE AND POST LAUNCH SUPPORT



CAMPAIGN MEDIA PLAN

SOLUTION NAME	SOLUTION GOAL	AUDIENCE DETAIL	SOLUTION FOOTPRINT	MEDIA DELIVERED	VOLUME	MEDIA COST	COST STRUCTURE	BUDGET
Programmatic Display	Pull from Prog Display Tab	Enter Audience Detail	US, State, DMA, Zip Codes or Addresses	Display	123,456	enter rate	CPM	\$1,000
Addressable Geo (Banner)	Foot Traffic	Enter Audience Detail	Specific Postal Addresses	Display	123,456	enter rate	CPM	\$1,000
Retargeting	Site Traffic	Previous Site Visitors	United States	Display	Based on Site Traffic	enter rate	CPM	N/A
STV	Awareness	Enter Audience Detail	????	Video	123,456	enter rate	CPM	\$1,000
Social - Link	Site Traffic	Enter Audience Detail	US, State, DMA or Zip Codes	Video or Display	123,456	enter rate	CPLC	\$1,000
							INVESTMENT	\$4,000

X _____
Townsquare Representative

X _____
Client Authorization

X _____
Date

Both parties have the right to cancel 90 days after the start of the campaign with 30 day written notice.
[Terms & Conditions can be found here](#)

Timeline:

08/01/21 - 12/31/21

BOOST YOUR CAMPAIGNS WITH PULSE & PULSE MAX DASHBOARDS

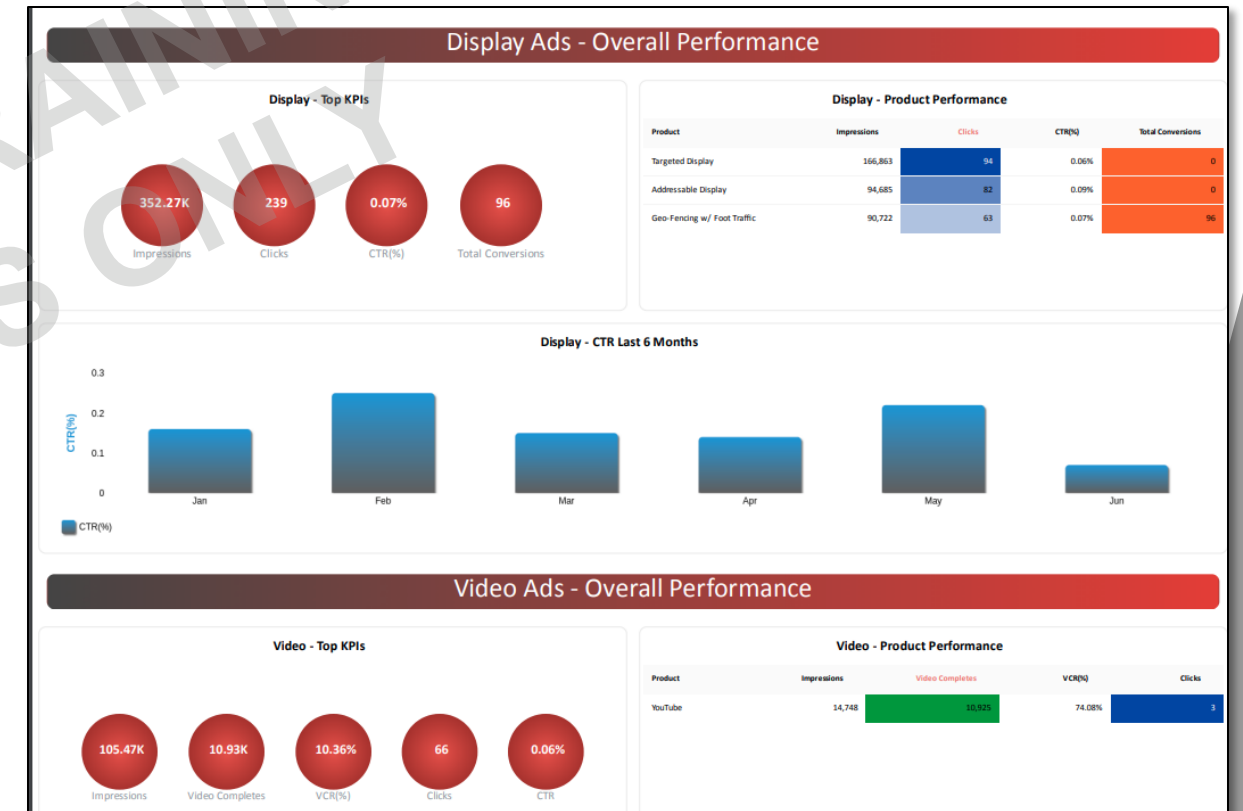
In a crowded digital advertising landscape, it is essential to understand how we stack up against the competition. Here's why Townsquare Ignite stands out:

Pulse & Pulse Max dashboards empower you to:

- Track real-time campaign performance
- Navigate a user-friendly, customizable interface
- Visualize clear, impactful metrics
- Access on any device
- Dive into advanced analytics and reporting
- Integrate multiple data sources seamlessly
- Leverage predictive insights and trend analysis
- Customize KPI tracking

Why it matters:

- Make quick, informed decisions
- Enhance client communication with clear visuals
- Save time with streamlined reporting
- Optimize strategies with deep insights
- Stay proactive and prepared for market shifts





CREATIVE SERVICES

With our Creative Services team we offer top-notch creative solutions tailored to meet your needs. Our dedicated team of experts brings a wealth of experience and creativity to every campaign across all of our digital marketing tactics. Here's what we offer:

CREATIVE DIRECTOR TEAM

Our Creative Directors work directly with our clients and sales teams to develop a comprehensive creative plan including effective ad copy and style. They then collaborate closely with our designers and video producers to bring these plans to life, ensuring alignment with your vision and goals.

DESIGN TEAM

Our skilled designers specialize in creating visually stunning and impactful designs. We ensure that every design element is optimized for maximum engagement and effectiveness. We focus on delivering creative solutions that not only look great but also drive results.

PRODUCTION TEAM

Our experienced video producers excel in creating dynamic and engaging video content for across a multitude of platforms including STV and social. Our production team delivers high-quality results that capture your audience's attention and drive campaign results.





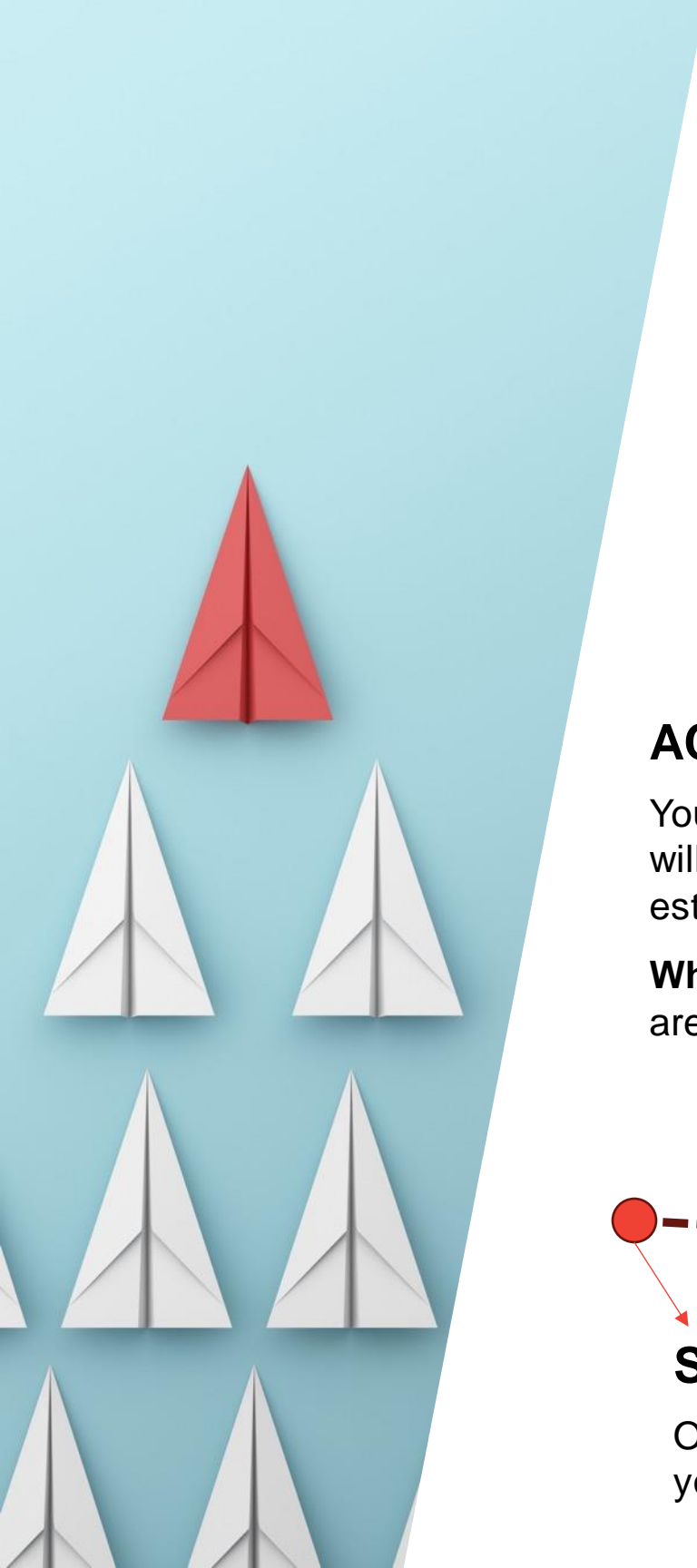
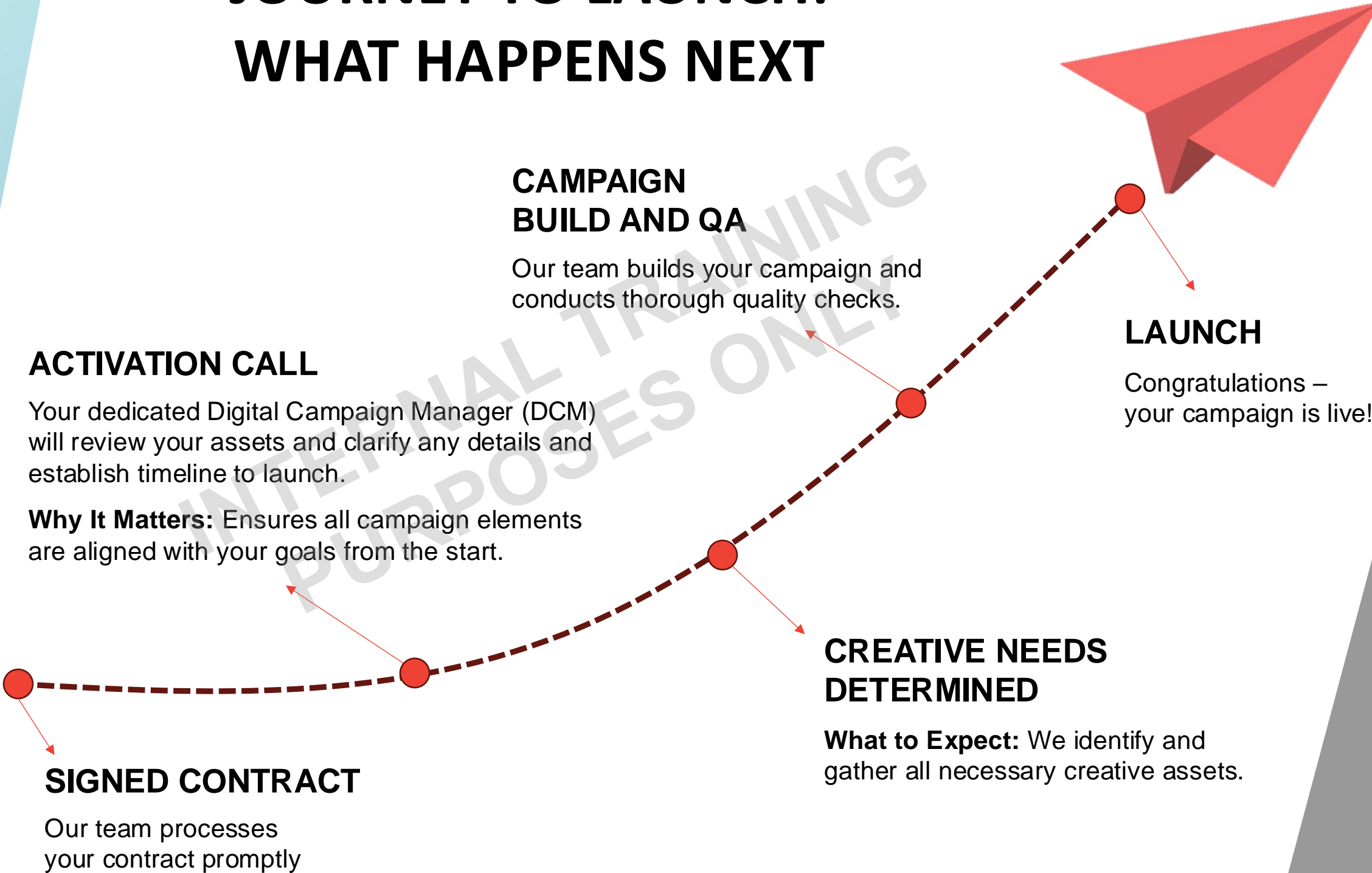
STILL DEBATING? LET US MAKE IT SIMPLE FOR YOU

Choosing [insert partner] is a no-brainer because we understand your challenges and have the solutions you need. Here's why partnering with us is the best decision:

- **Expertise & Experience:** our team brings years of industry knowledge and a proven track record of success.
- **Tailored Solutions:** we provide customized strategies designed specifically to meet your business goals.
- **Data-Driven Results:** our campaigns are backed by data and analytics to ensure maximum ROI.
- **Comprehensive Support:** from strategy to execution, we're with you every step of the way.



JOURNEY TO LAUNCH: WHAT HAPPENS NEXT



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THANK YOU