

Digital Solutions Strategy

December 2019



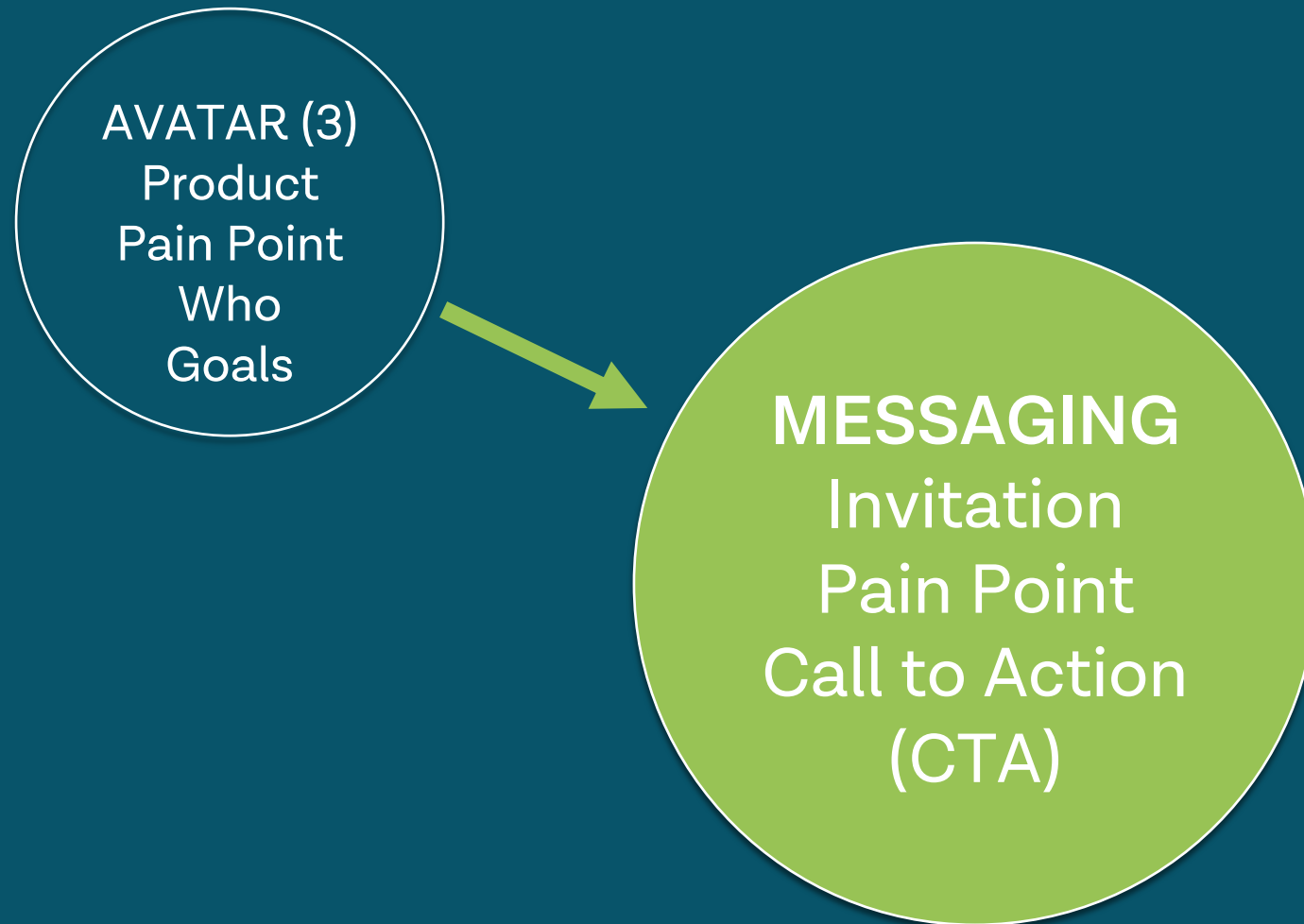
Campaign Flow

Campaign
details

AVATAR (3)
Product
Pain Point
Who
Goals

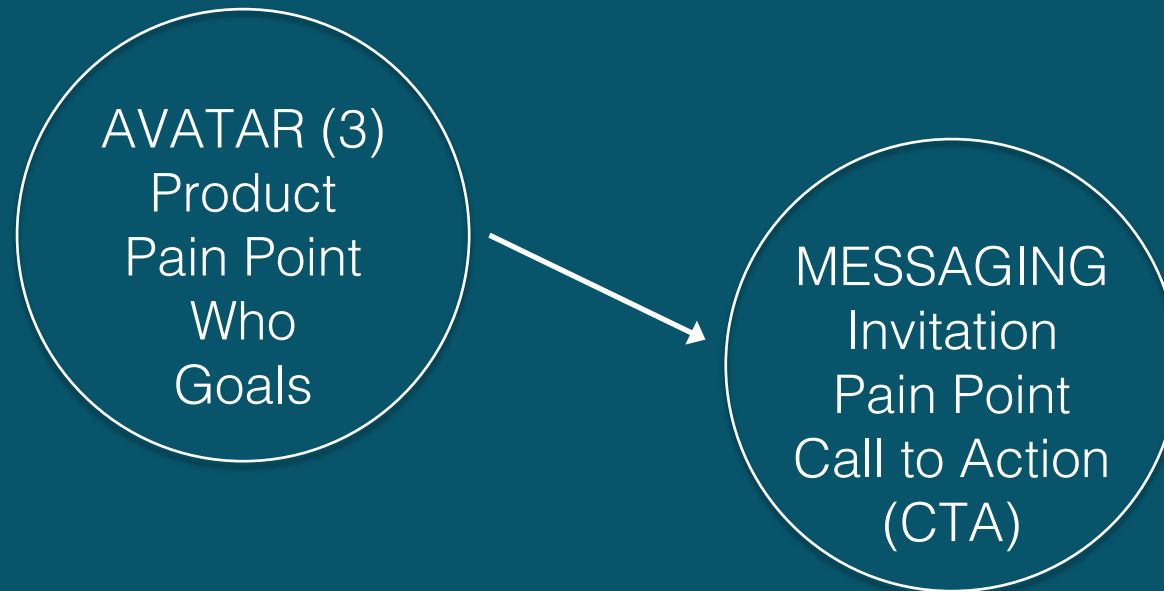
Campaign Flow

Campaign
details



Campaign Flow

Campaign
details



BUILDING BLOCKS

Keywords

Audience

- Demographic
- Geographic
- Affinity

~ ~ ~

Snippet: meta

Image

Description-Alt

Text

Campaign Flow

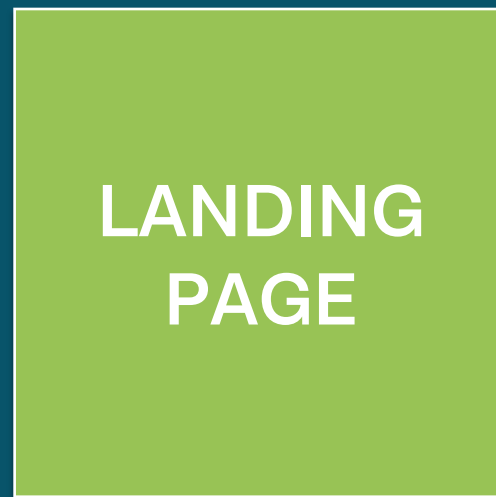
Campaign details



BUILDING BLOCKS
Keywords
Audience
- Demographic
- Geographic
- Affinity
~ ~ ~
Snippet: meta
Image
Description

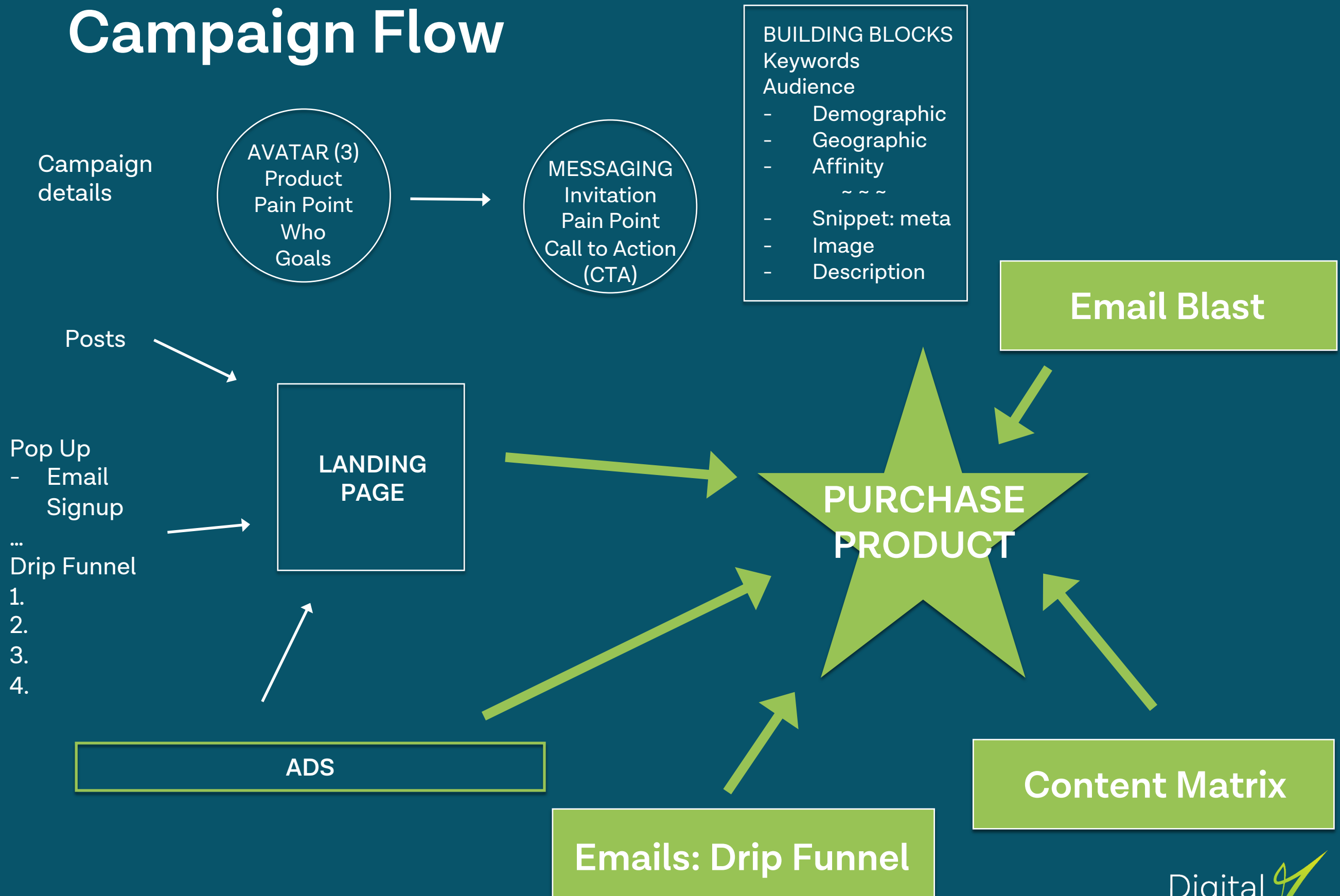
Posts

- Pop Up
- Email Signup
- ...
- Drip Funnel
- 1.
- 2.
- 3. ...



Search	Display	Remarketing	Channel
CTA	CTA	Cookie delivered	CTA
...
Drip Funnel	Drip Funnel	Drip Funnel	Drip Funnel
1.	1.	1.	1.
2.	2.	2.	2.
3. ...	3. ...	3. ...	3. ...

Campaign Flow



Evaluate and Respond to Data



Remember:

**Google doesn't love you
until everyone else does.**

Focus on objectives

**B
E**

Consistent

Clear

On Brand

Ad Flow

Campaign Development

Build Your Brand

BUILDD

Awareness

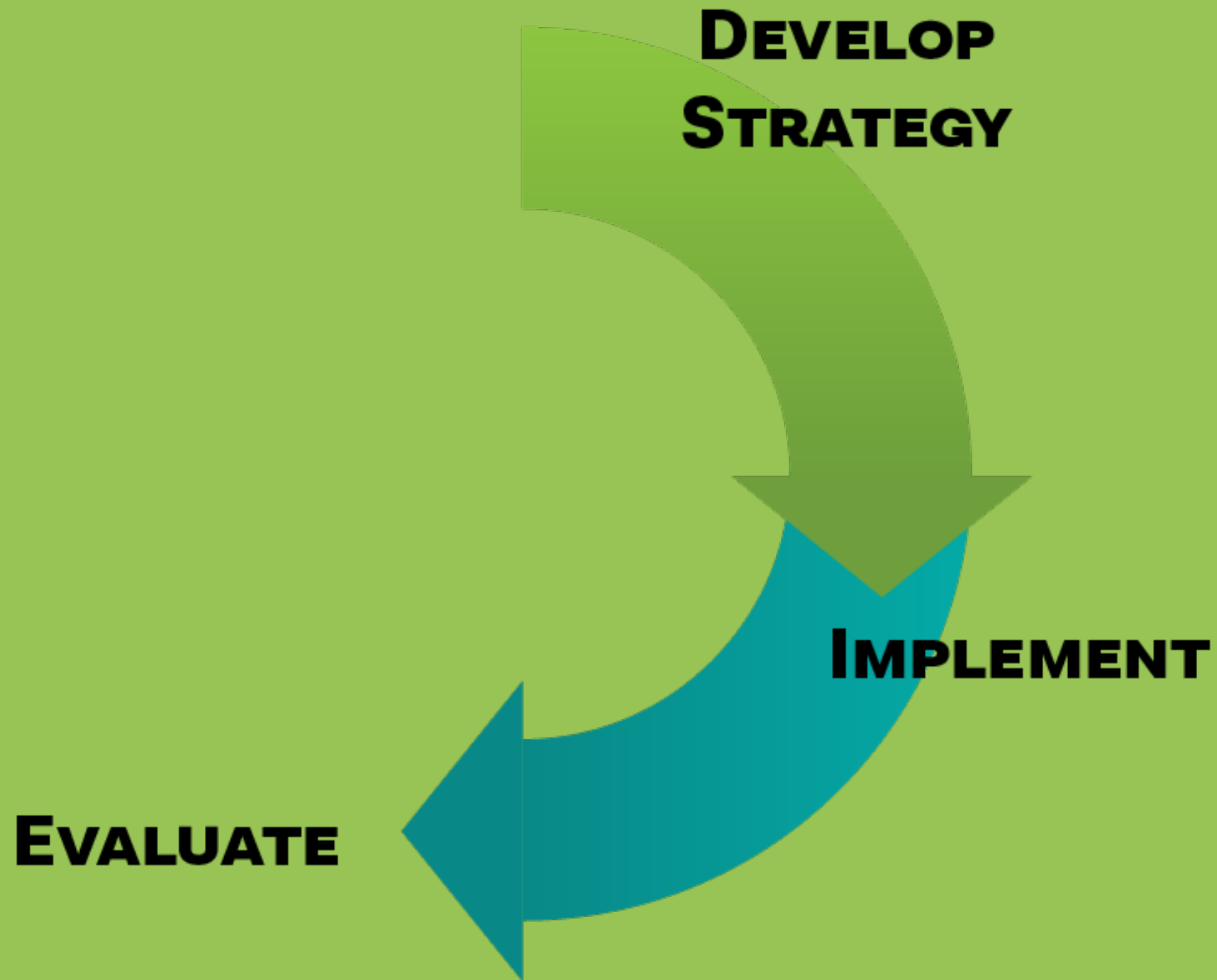
Loyalty

SELL Product

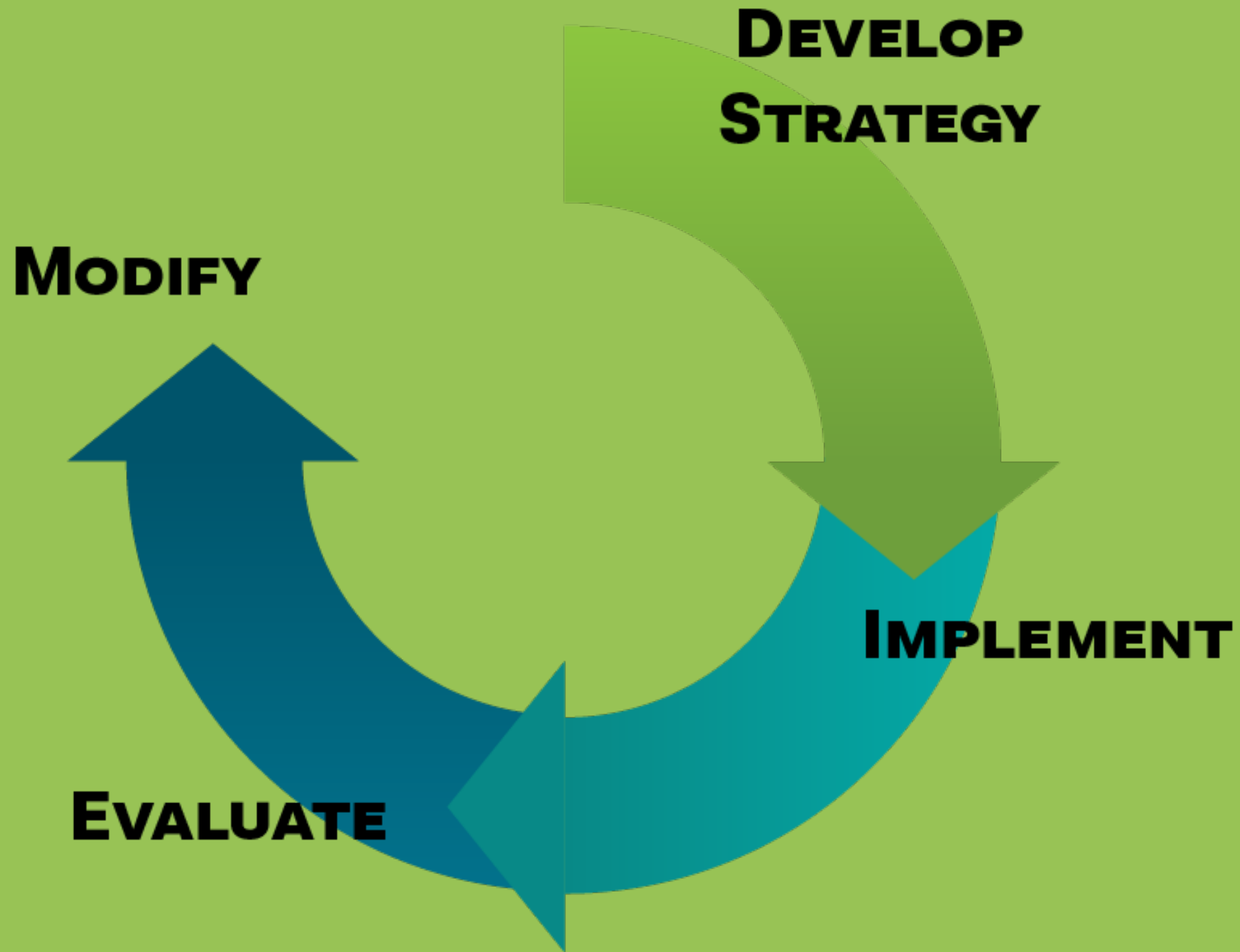
Solutions: Implement Plan



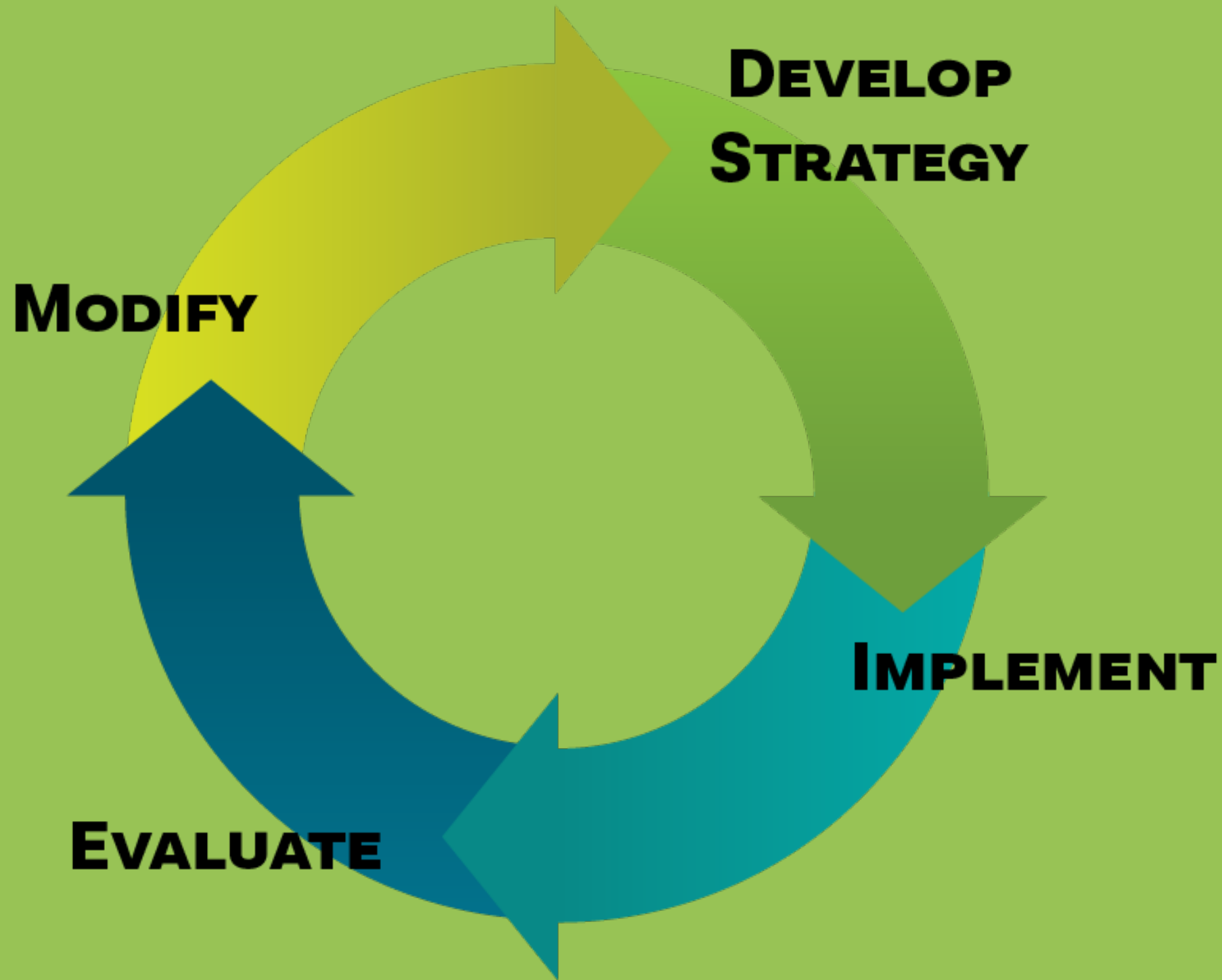
Solutions: Evaluate Plan



Solutions: Modify Plan



Solutions: Strategize



Digital Advertising

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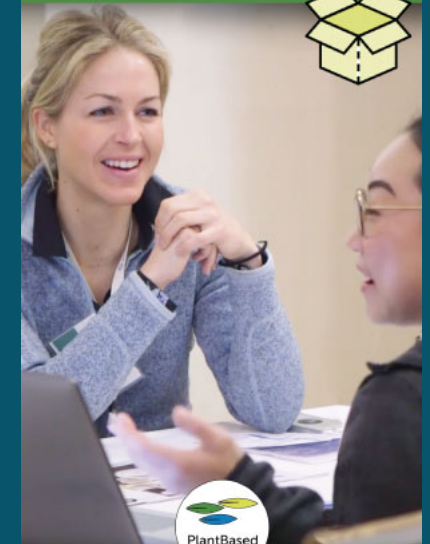
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Digital Strategy

December 2019

