



INFORMATIONAL REPORT

MARKETING TYPES

ONLINE

VS

TRADITIONAL

Why Online Marketing Beats Traditional Marketing

Cost to Reach 1,000 Viewers

ONLINE

TRADITIONAL



DIGITAL TACTICS EXCLUDE THE COST OF DISTRIBUTION AND MEDIA COST AIR ADS

OFFLINE { PAY TO DISRIBUTE EACH UNIT \$0.45 }

OFFLINE { PAY FOR MEDIA TO AIR THE AD }

86% OF PEOPLE SKIP TELEVISION ADS.

44% OF DIRECT MAIL IS NEVER OPENED.

1.7% OUTBOUND SOURCED LEADS HAVE A 1.7% CLOSE RATE

62% COSTS 62% LESS THAN TRADITIONAL

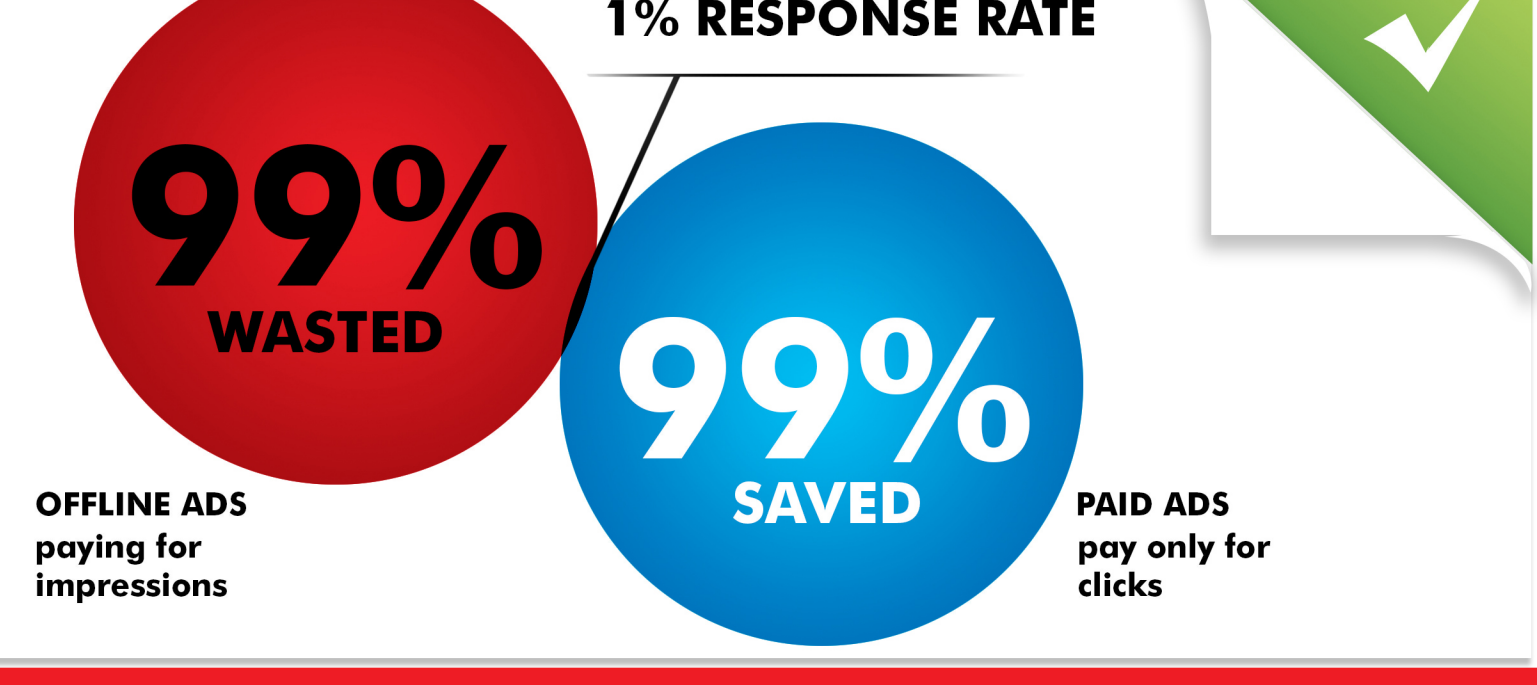
WHY ONLINE MARKETING IS SO EFFICIENT

14.6% SEO LEADS HAVE A 14.6% CLOSE RATE

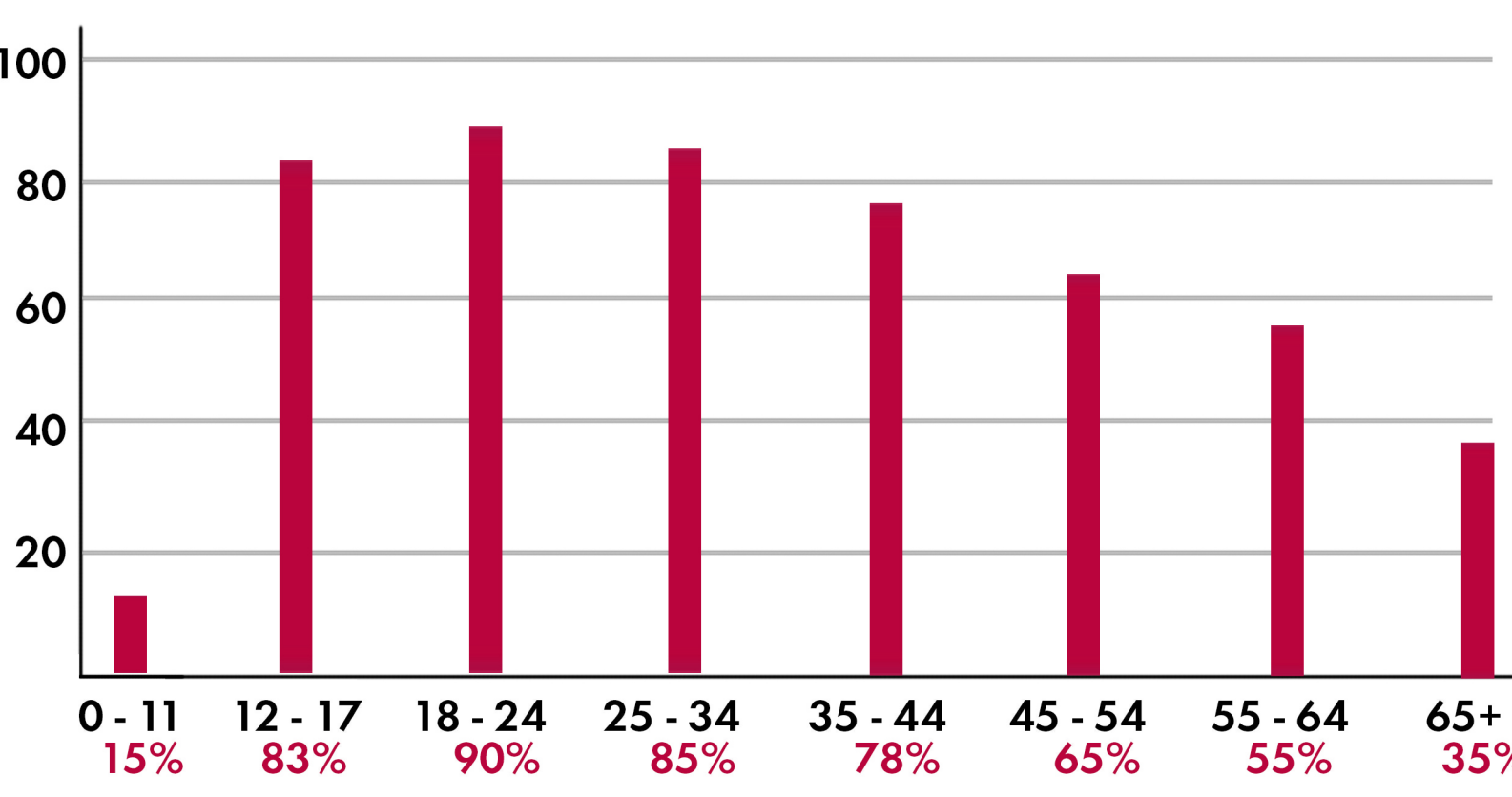
85% 85% OF SEARCHES DO NOT GO PAST PAGE ONE

90% 90% OF ALL PURCHASE DECISIONS BEGIN ONLINE

PAY ONLY FOR RESULTS

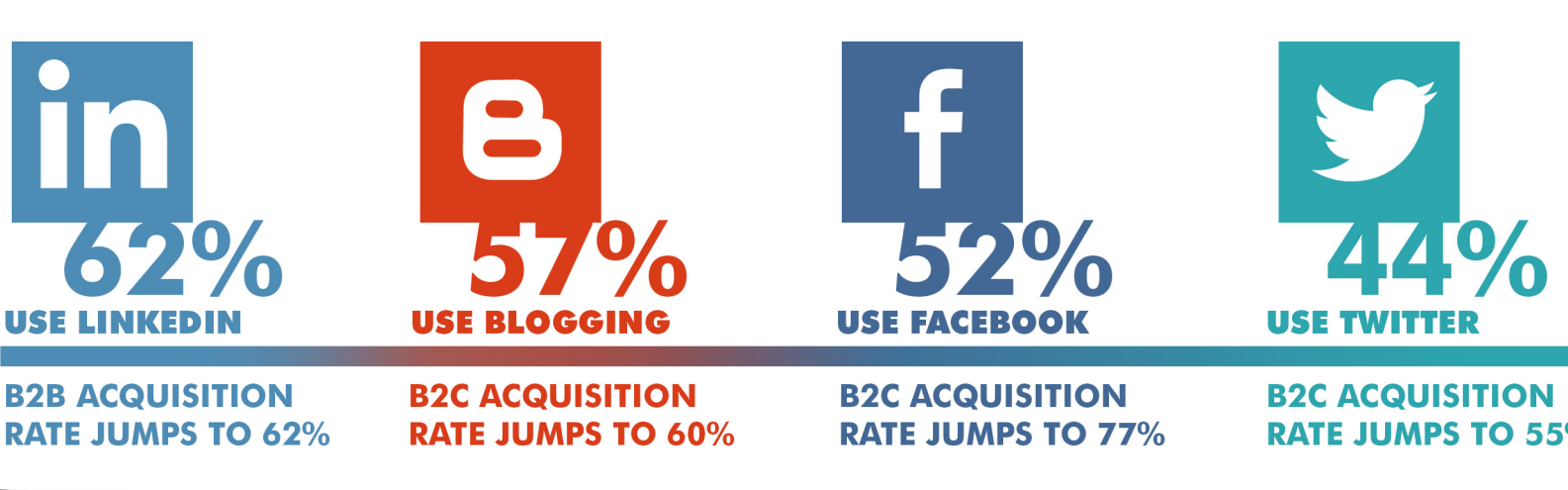


SOCIAL MEDIA ADOPTION BY AGE GROUP



CLIENT ACQUISITION VIA SOCIAL MEDIA

LEVERAGING SOCIAL MEDIA Inbound marketing techniques dont just generate leads, they generate revenue



THINKING OF USING THE YELLOW PAGES INSTEAD?

THINGS YOU SHOULD SERIOUSLY CONSIDER...

EXPENSIVE
In Manhattan, NY, a small, one-inch space listing would cost you about \$2,500, and you could pay as much as \$92,000 for a full-page display ad. But that same one-inch space listing in Manhattan, Kansas, would cost just \$252, and a full-page display ad would be about \$11,200.

SOON NO MORE?
With the power of the internet, the yellow pages has been consistently fighting an uphill battle for relevancy.

LOCALIZED
We are now in a global economy. To be able to be searched ONLY in your neighborhood limits the reach of your business. Being searchable on the internet allows you to be found anywhere in the world, 24/7

AD ACCOUNTABILITY
10,000 people could see your huge ad and not call you, YET you'd still be paying for that ad space. If you used something like Pay Per Click online however, your ad dollar isnt spent until people click and to get to your website, no matter if even millions of people ONLY see your ad

CUSTOMER BEHAVIOR
With the proliferation of broadband, wi-fi, and mobile devices, people are making all their consumer choices online FIRST, before they check offline. 90% of all buying decisions happen online. Only then do those decisions translate into real world action

>>>> THE BOTTOM LINE <<<<

YOUR AD DOLLARS ARE VERY VALUABLE AND YOU DEFINITELY SHOULD NOT, AND DO NOT... WANT TO WASTE THEM!
GET THE MOST POWERFULLY POTENT USE OF YOUR AD SPEND WITH THE HIGHEST ROI YOU COULD POSSIBLY EVER GET. CONTACT US RIGHT NOW TO GET STARTED:



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SEARCH LEADS

Here are five reasons why PPC marketing (search) is worthwhile:

1) You only pay when an interested person clicks.

One of the reasons PPC is so straightforward is because you know exactly where your dollars are going, and you only pay when an interested party clicks on the ad. This is different than traditional advertising offline, where you spend X amount of dollars and hope your target market actually engages with the ad, but you never really know.

2) You set your budget to control costs.

Speaking of budgets, with pay-per-click, you set the budget to your needs. You can put a cap on what you spend daily, and it's flexible for you to change at any time. That doesn't mean you can expect to see huge results with a limited budget, of course; it all depends on how competitive the keyword and industry are.

3) You can reach your target consumer at the right time with the right ad.

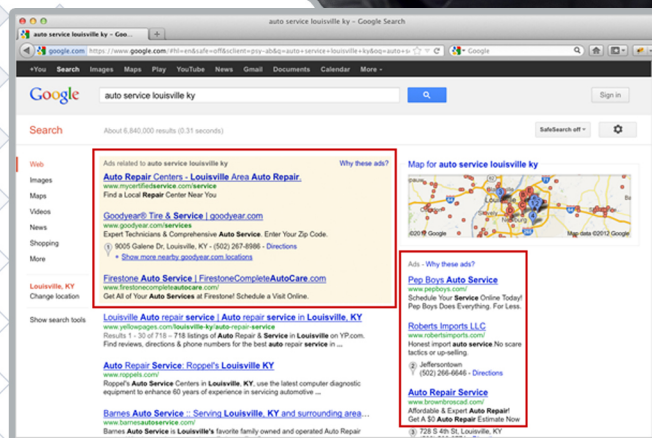
Want to target a person in a specific place at a specific time of day with a specific ad? No problem. With PPC's location targeting and delivery options along with device-specific preferences (like mobile), you can deliver very specific messages to your target consumer at prime time when they are close by.

4) Unlike organic search (SEO), PPC can show results very quickly.

We all know how important organic search traffic is for long-term website marketing; however, it has a longer cycle to prove ROI. PPC can show results fast. You can start a PPC campaign on Monday and literally start seeing results in terms of traffic and conversions the next day (depending on a variety of factors, obviously).

5) PPC data can inform your other marketing channels.

Does your search engine optimization (SEO) team want to know if a particular keyword or set of keywords is converting well? PPC can tell them. You can also test the waters with new products or offerings using PPC in order to gauge demand and get an early look at its reception. You can even use PPC to promote oddball events or things that wouldn't be appropriate for other forms of advertising.



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DISPLAY LEADS

In the simplest of terms, display advertising refers to the use of ads — from text to video to audio — on a website. Display advertisements serve as a way for businesses to monetize their website traffic, as advertisers pay to have their promotion displayed alongside the content on the page.

While the concept was initially appealing to both businesses and advertisers, early implementation strategies lacked scalability. The process of getting your advertisement on a website fell back on a direct sales process between the advertiser and the website owner where ad space could be purchased on a cost-per-thousand basis. This approach carried on for a while, however, the exchanges between companies weren't necessarily rooted in context, meaning that the advertisement often had little to do with the content on the page. This led website visitors to become skeptical of the ads they were seeing, and ultimately resulted in what we know today as "banner blindness."

However, more sophisticated means have surfaced since then, allowing advertisers to serve up contextual advertisements that are more well-received by visitors. Thanks to ad exchanges and real-time bidding, advertisers can choose to bid only on ad space that is relevant to them, based on the targeting criteria of the audience. In addition to this change in process, the introduction of more seamless advertising techniques such as native advertising and retargeting have helped to reshape the way people are seeing and engaging with advertising material online.

While display advertising is continuing to evolve for the better, all this change ultimately comes with a learning curve and is best when administered by a professional. There's a lot of variables to be considered when planning to run display ads, and without a clear concept of what one should look like, mastering the method has become an ongoing challenge for many businesses.

Lets get your Display campaign setup to start bringing you in that revenue. You'll love the result. Contact us now.



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SEO LEADS

You can go online at anytime and search for anything. The reality when you do this, is that after the first 2 pages, you stop looking. Thats where we come in.

Our job when running your seo campaign is to ensure your site is always on the first 2 pages, with a priority getting you the first listing above them all.

When someone searches for the service or product that you offer, the goal that you have is to appear high in the search engine rankings; but the reasons for this may not be what you think. It is to encourage visitors to click through your website. There is a great deal of value offered by simply appearing in the search results for the terms that are related specifically to your business.

Searchers make mental notes of the rankings for the terms they enter into Google and other search engines. They may not realize it, but they do. And in the minds of consumers, your ranking is a vote of confidence — "Google says this business is relevant, so that must be the case." This may sound a bit far-fetched, but let's look at it like this: back in the golden age of the yellow pages, if you were looking for a plumber, did you feel more confident in calling the guy on the seventh page of the listings, or did you, like most people, start from the first page and work your way through? Your customers may not admit it, but high search rankings makes you more credible in their eyes.

SEO is a strategy that needs to be used no matter the type of business that you have or the industry that you are trying to emerge into.

Do you want to achieve unmatched insight to your customers? Bring more traffic to your business? Have the best possible ROI for your website? If so, SEO is a website optimization effort that you need to invest in. It is tried and true, offering all businesses significant results when done completely.

Don't let your business disappear or fall to the wayside due to all the "big sharks" out there. With planning, effort and a well developed strategy, your business can show up at the top of search engines – and stay there.

Lets go to work right away and put your SEO strategy in place.



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SOCIAL MEDIA LEADS

Social Media... no one can deny,... is incredibly addictive and time consuming. Did you know that the average person spends about 9 hours a day on social media? An alarming, yet enlightening stat at the same time.

If people are spending this much time checking their feeds and private messages on Facebook, Twitter, Instagram and the like,... it stands to reason that it would be incredibly important for us to capitalize on this fact.

As a business owner, you can put your message via ads in front of these users in such a way that it looks like part of their natural social media activity. These ads are proven to be very effective, due to the fact that you can target these users to highly specific demographics, so that you aren't wasting your message on un-targeted people.

You can also reach a large amount of users for a relatively low ad spend compared to other advertising methods, and get a great bang for your buck with a very high ROI (return on investment).

Studies show that 70% of businesses generate leads on social media. Productively use social media and your business will see an increase of brand awareness, website traffic and conversation.

If you want to start your social media campaign, click the button below and contact us now.



CONTACT US NOW:

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EMAIL LEADS

A lot of people just think of email in the realm of communicating messages that are usually with the intent of being informal, and totally disregard the thought of email as a serious business building tool, but nothing could be further from the truth.

People are looking in their inbox everyday, and if something of major interests comes in with a catchy subject, they are going to notice and read it. There's no reason then, when thinking along these lines, that you couldn't craft a message that helps sell the benefit of your business.

Email is a proven, extremely effective marketing tool. In fact, a 2011 study by the Direct Marketing Association found that email campaigns can provide potential returns of 40:1.

The total number of worldwide email accounts was 3.9 billion in 2013, and projected to reach 4.9 billion by 2017, according to Radicati.

Email is the currency of the web, and anybody who is online has an active email address. So when it comes to connecting with your prospects and customers, there's no channel with a wider reach than email.

We will help create an effective campaign that we can get your message in front of your highly targeted audience that is sure to give you a positive response that adds to your bottom line.

We can help you to create and manage and opt-in list that you can mail to over and over again, or we can work with you to send out single one-time campaigns. You definitely have options when working with us on your email marketing strategy.

If you wish to get started with us and have us get to work with you on your email campaign, contact us right away, and we will be in touch right away.



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