

BORN TO LEAD



Digital Marketing Co-op Program

EXCITING NEWS!

JUST ANNOUNCED!

**RhinoAg is offering
Pre-Approved co-op dollars
for Digital Marketing Campaigns
placed with ES Group Marketing.**

This program will allow you to highly target your exact prospect.

- 1 - Geo-fence:** You can place a digital fence around any location, such as a competitor, and then your ads will be delivered to anyone that visits that location! They can view the ad and click to go to your website.
- 2 - Conversion Zone:** Once the person was at a geo-fence location then walks into your location, we know that! This allows great feedback on your campaign.
- 3 - Online Search:** When someone is online searching for items like mowers, ag equipment, etc, we can then start sending your ads out to that person.
- 4 - Website Re-Targeting:** When ANYONE comes to your website and leaves, we can then send out ads to that person enticing them to come back.

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ES Group Pilot Program

There were five RhinoAg dealers involved in the digital marketing pilot program. Each dealer had outstanding results! Below are the stats for the campaigns. Impressions are ads viewed, clicks are how many people clicked on the ad and went to the website, CTR is the ratio of people that clicked the ads.

Geo-fence weighted actions is an exciting part of the campaign. This is how many people were at their competitor location and then walked into the dealer location! One dealer had two people walk in the same day because they were at the competitor location and received the ad on their smart phone!



Dealer #4 had lower weighted actions because their competitors are located further from their location which tends to decrease walk-in traffic. The traffic to their website from this campaign is more than double the industry average.

Sample Ads



	Impressions	Clicks	CTR	Weighted Actions
Dealer 1	147,671	294	0.20%	278
Dealer 2	158,001	357	0.23%	139
Dealer 3	150,855	406	0.27%	107
Dealer 4	150,557	311	0.21%	31
Dealer 5	110,893	168	0.15%	389

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Sign-up Details

CAMPAIGN SIGN-UP DETAILS

Prices Include:

Ad Creation

All Mapping for Geo-fence Locations

Detailed Reporting

250,000 Impressions: \$4000*

500,000 Impressions: \$7500*

750,000 Impressions: \$10,500*

1,000,000 Impressions: \$13,000*

***You may qualify for up to 50% coop reimbursement.**

**ES Group Marketing will be contacting you regarding this opportunity.
You may also contact them with questions or to get started.**

ES Group Marketing

515-574-2354

Ask for Theresa or Steve

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ESGroupMarketing.com