



# DOES YOUR BUSINESS **STAND OUT** FROM THE CROWD?

You're only one click away from  
changing your business future.



**2022**  
**CAPABILITIES**  
**DECK**



## ABOUT US

ES Group is an advertising agency with a focus on your end goals. Our commitment to success is based on our generating transparent actions or goals for our partners and our clients.

With a full suite of digital, video and audio solutions to help maximize your campaigns, **ES Group** positions itself as a single source agency and platform for your marketing needs.

Our job is designed to make your job easier. Delivering results that matter to you and your company in a way that is simple and straightforward to understand

### **What makes us who we are and why**

With access to multiple platforms our team's exceptional experience allows us to place your marketing budget into the best platforms and products to generate two tier results for you to communicate back to your team.

### **How do we do this?**

We make the process simple from the beginning. With off the charts experience analyzing Google Analytics, Tag Manager and more. We take the guessing game and frankly the work off of your hands into ours. Using platforms that include Google Adwords, Facebook, Instagram, 12 different DSP's, Amazon, Spotify and Pandora to just name a few, we have removed the barrier created by too many options and simplified the process by working with us. It is no longer confusing... you place the order, we choose the best platforms and deliver you the results that your Company expects. It is that simple...



# Marketing Solutions from a professional team with years of marketing experience.

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# Unmatched expertise in Business to Business and Business to Consumer

ES Group Marketing is passionate about connecting prospects to YOUR business. We are focused on conversions and not just clicks. At ES Group Marketing we strive to build trustworthy relationships with each and every client. We keep it simple by doing the work and clearly communicating our process to clients. Accountability and results are our mission.

## Stand Out From the Crowd

### Behavioral & Demographic Advertising

Target potential customers based on their online behaviors with eye-catching ads designed to keep your business top-of-mind.

### Location Based Advertising (Geo-fencing)

Show your ads to people that are going to your competitor's locations and serve ads to their customers while they are there and for up to 30 days after they leave. We can also reach those that go to convention centers, trade shows, auctions, sale barns, feed lots, tractor pulls, or state fairs, etc.

### Addressable Geo-fencing

Reach existing customers at their home or business and increase parts and service revenue. Or reach small-business owners and decision makers from multiple industries at home from a list we provide.

### Site Retargeting

96% of consumers who visit a website aren't ready to make a decision yet. Remind them to visit again with retargeting ads.

### Conversions

Track foot traffic to business locations as a result of seeing your ads. Track form-fills, phone calls and more. Our focus on conversions means optimizing campaigns to get results not just impressions and clicks.

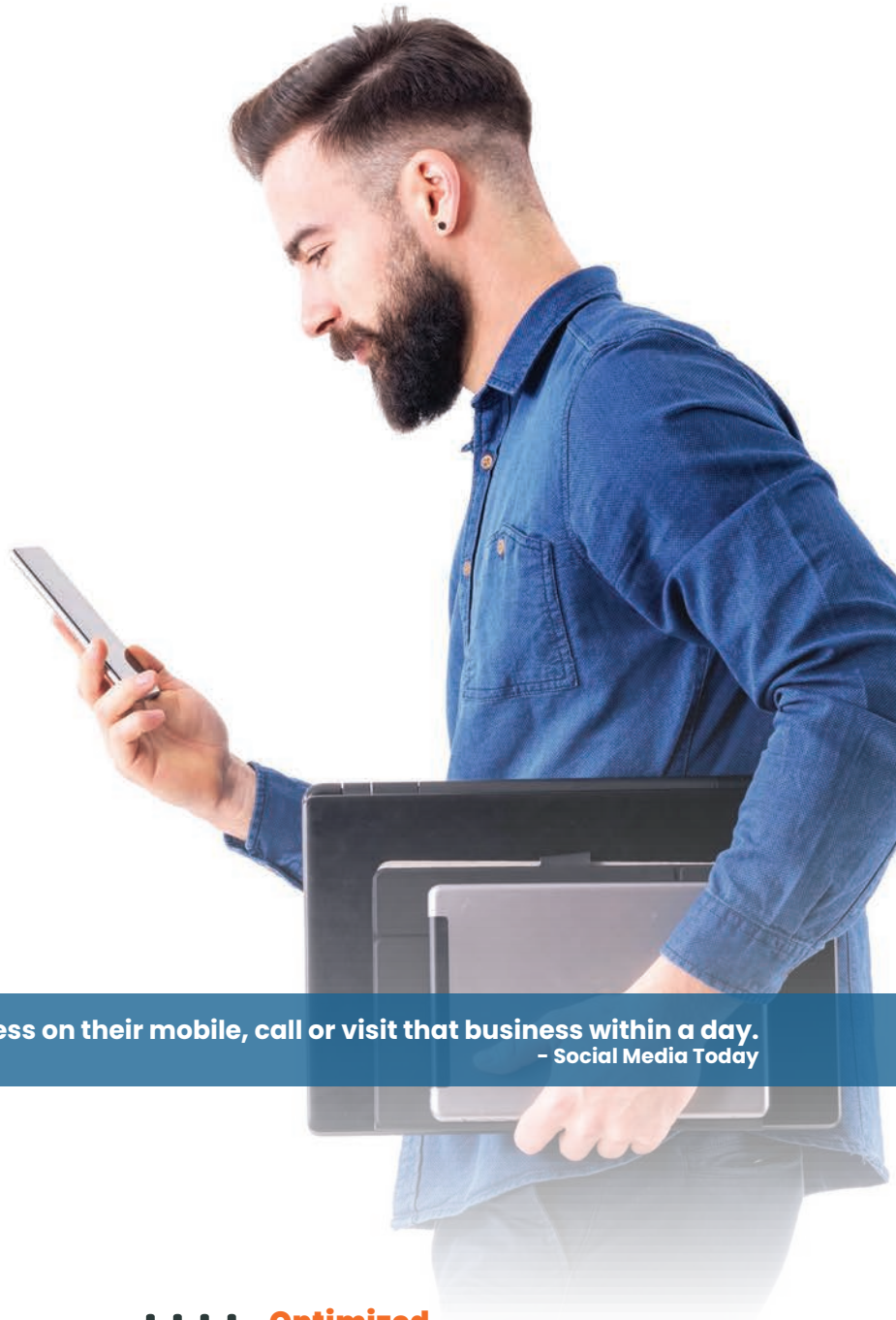




# DISPLAY

Brand your business and build awareness of your programs to the consumer as they live out their digital lives online.

Display ads (or banner ads) are like billboards on websites and mobile apps. As your potential customer spends time online, the idea is to get your message in front of them as frequently as possible and later drive a search when they're ready to learn more!



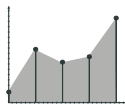
Consumers who search for a local business on their mobile, call or visit that business within a day.  
- Social Media Today

## DISPLAY IS...



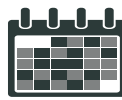
### Targeted

Reach the exact prospective customer you're looking for, no matter the device.



### Measurable

You can see how often your ads are shown to your target audience, clicked on, and how often they drive someone to your site at a later date.



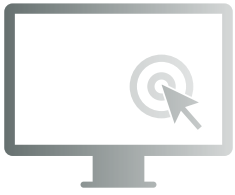
### Optimized

Your campaigns are optimized 2-3 times each week vs. the industry standard of 2-3 times per month, yielding 2-3 times the engagement.



### for Branding & Trust

Display campaigns tie the rest of your marketing efforts together and communicate your message.



# DISPLAY TARGETED DIGITAL MARKETING

Target people anywhere, anytime,  
on any device

- **Geo-fencing**
- **Addressable Geo-fencing**
- **Event Targeting**
- **Conversion Zone Tracking**
- **Category Contextual Targeting**
- **Keyword Targeting**
- **Site Retargeting**
- **Geo-Targeting**
- **Look Back Event Targeting**



Marketers fail to use behavioral data for online ad targeting. - Adweek



## Geo-fencing

Geo-fence technology enables you to capture audiences through custom targeting shapes around businesses, street and highway boundaries, municipalities, etc. as well as targeting the user after they leave that location for up to 30 days after.



## Addressable Geo-fencing

Provide a list of addresses you'd like to target or let us curate a list to target residences or commercial properties based on demographic, behavioral and interest-based categories or physical attributes of the property.



## Event Targeting

Re-target prospects that were captured during a specified event or location for up to 30 days after they were at that location.

## Conversion Zone Tracking

With Conversion Zone Tracking, we can determine the people who saw your ads and then in fact came back to your store.



## Category Contextual Targeting

Target users based on the types of sites they are visiting and their online behaviors. It puts your ads in front of people who are browsing sites that fall under a relevant content category.



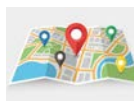
## Keyword Targeting

puts your ads in front of people who are browsing content that includes the keywords you have chosen regardless of the overall website content.



## Site Retargeting

This tactic requires the placement of a pixel and retargets users after they have visited your website. It puts your ads in front of people reminding them to come back for a visit.



## Geo-Targeting

uses IP addresses to match the geographic location and target addresses mapped to a country, state, city, zip or a specific radius.



## Look Back Event Targeting

A new technology now available, enables us to target individuals or prospects based on locations they have visited up to 1 year in the past.

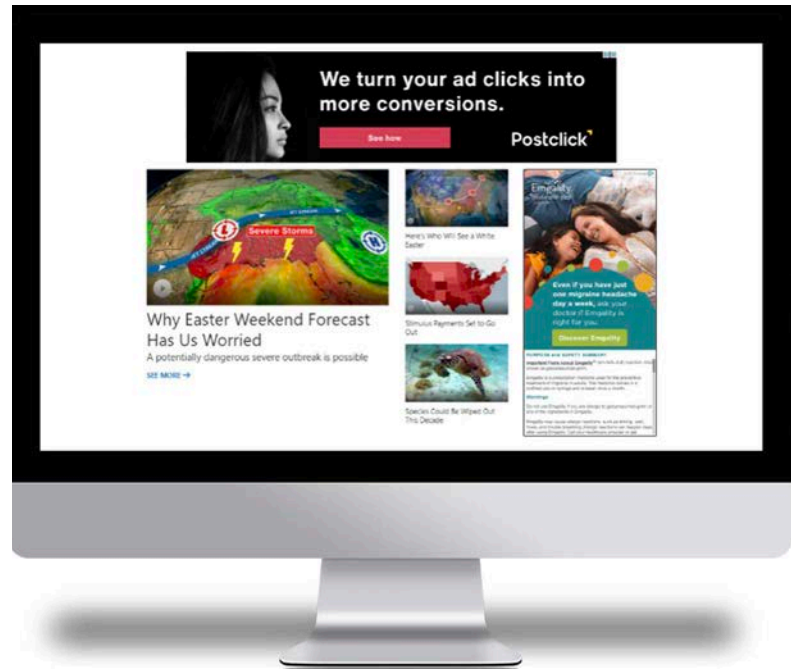


# SITE RETARGETING

Site re-targeting is marketing to those who have been to your website. This is the most common type of re-targeting.

## How does it help your business?

A potential customer visits your website and then leaves your website for another website. They then see your ad on another website. The user responds to your ad and returns to your website. This is very important because 97% of 1st time visitors do not convert. Only 8% of potential customers that go to a website, then leave that website, return without site re-targeting. With site re-targeting an average of 26% return to a website after leaving.



Around **97%** of visitors leave without buying anything and never return to a website.

## RETARGETING



## CATCH YOUR CUSTOMER "AHEAD OF THE CLICK"

VISITOR



YOUR SITE



VISITOR LEAVES



YOUR AD ON  
OTHER SITES



VISITOR RETURNS





# GEOFENCING

Geo-fence technology enables you to capture audiences through custom targeting shapes around businesses, street and highway boundaries, municipalities, etc. It's a reliable way to target mobile users in your business's proximity with pinpoint accuracy.

- Create granular targets via custom shapes & sizes
- Re-target customers who visit or commute through any geo-fenced location
- Track off-line or "last mile" conversions to measure your campaign's effectiveness
- Measure lift in foot traffic at your location by comparing patterns of both consumers who saw your ad and those who didn't



The average American spends 5.4 hours a day on their phone. -Provision Living

## How It Works

First you'll identify physical locations where you know your target audience will be. This could be direct competitor locations or just locations you share with a customer. We'll create custom boundaries (the fence) around each location, plus draw one around your business location as a "conversion zone."

Mobile devices that are captured in those fences will be served ads for up to 30 days, and tracked to see if they cross into your conversion zone.

In addition, geo-fencing technology can be used to build an "event fence" to build an audience from attendees at an event. For example a convention, sporting event or festival. This audience can then be targeted for future ad campaigns.



I've been using ES Group for three years now and I've been really happy with the results. It allows me to fine tune our audience to a degree not found with other platforms. The customer service has been excellent too. They are very responsive and they stay in contact regularly.

-Roger Mealey  
Owner, RaceQuip





# ADDRESSABLE GEOFENCING

Addressable Geo-Fencing brings to advertisers a powerful, efficient, and accurate new way to target specific households and businesses with digital advertising. By itself, it's a great addition to a digital marketing campaign or to improve the results of addressable TV campaigns, direct mail campaigns, and other marketing efforts that target specific households. By extending the reach, improving the frequency, and providing foot traffic attribution, Addressable Geo-Fencing makes all household targeting efforts more effective.



The average US adult will spend more time engaging with their mobile device than watching TV.  
-eMarketer

## How It Works

Provide a list of addresses you'd like to target or let us curate a list to target residences or commercial properties based on demographic, behavioral and interest-based categories or physical attributes of the property. We'll capture people at those addresses and serve them ads on mobile apps and in the browser of both mobile and desktop.

## Benefits & Features

- Highly precise. Targeting is based off of plat line data from property tax and public land surveying information to maximize precision of addresses being targeted.
- Highly scalable. Up to 1 million physical addresses can be targeted per campaign.
- Curated lists can be created by selecting from 12 standard demographic categories and over 130 interest-based categories, or from an expanded list of over 1,500 variables.
- Improved reach over IP-based solutions, which are being limited due to truncation of IP addresses in programmatic advertising.
- Targeting options include Everyone, Frequent, or Infrequent. This allows you to choose whether you're capturing residents vs visitors, or employees vs customers at a commercial property
- Provides foot traffic attribution. Conversion Zones can be used with addressable Geo-Fencing campaigns to track uplift in foot traffic to the advertiser's location.
- Determine which foot traffic was naturally converted vs. influenced by an ad with Geo-Conversion Lift metrics.



# ADDRESSABLE GEOFENCING

## AUDIENCE CURATION OPTIONS

Geography by zipcodes, metros, congressional districts or states then chose ONE of the following:

### Residential Targeting

- Demographics (age, gender, marital status, pets, children, etc.)
- Financial (number of credit cards, household income, investments, mortgages and loans)
- Home (property size, materials, features, etc.)
- Interests & Hobbies
- Retail purchases (by category)
- Donors to non-profits or political
- Collectors (by category)
- Travel (both personal and business)
- Small Biz Owners (# of employees, years in business, credit, growth, etc.)

### Property Targeting

- Type of building (single family, multi-family, mobile home, hotel, etc.)
- Usage (vacant, commercial, residential, wildlife refuge)
- Agricultural Use (Farm, Ranch, Orchard, etc.)
- Industrial Use (Food processing, Lumber Yard, Packing, etc.)
- Retail Use (Supermarket, Greenhouse, Apparel, etc.)
- Services (Restaurant, Funeral Home, Service Station, etc.)





# LOOK BACK EVENT TARGETING

A new technology now available called Look Back Event Targeting, enables us to target locations people have visited up to 1 year in the past. When you had an event that was canceled and you still wanted to reach that same audience who attended that event last year, or you're a consumer brand and want to reach coffee lovers who have visited a Star Bucks in the past year, Look Back Event Targeting has several different use cases:

- Events, Conferences, and Trade Shows that have occurred in the past 365 days
- Locations you know your audience has frequented in the past 3 – 6 months
- Competitor locations you know your prospect or potential buyer has frequented in the past year
- Customer Loyalty program in working to reach those who visited your building to ensure you're remaining top of mind

As part of your standard geofencing campaign, Look Back Event Targeting can be a great compliment to any programmatic campaigns you're looking to run.





# CONTEXTUAL & KEYWORD TARGETING

## What is contextual targeting?

The most advanced location-based mobile advertising technology for targeting users based on how they search online and their interests.

## How does it help your business?

Engage new customers by showing them ads that resonate with the content they are already consuming. Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content. So, viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers.



**▲ 31%** average lift in brand searches with a display campaign -Wordstream

## What is keyword targeting?

Keyword targeting targets users viewing content relevant to what you offer based on specific words and terms.

## How does this help your business?

If a potential customer is reading articles that include keywords you designate, we can target them. Even if the user has come across these terms without specifically searching them, he/she can still be targeted.

## Interested Prospects Database

Maximized efficiency creating your own relevant audience with keyword and category contextualization means maximum return for your marketing dollars.

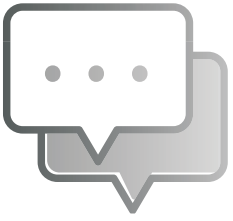
## Cross-Channel Capabilities

- OTT/CTV
- Mobile
- Video
- Audio
- Display
- Native
- Social



Thrilled to have ES Group on our team! Thanks to their knowledge and patience, we have successfully implemented digital marketing techniques that are producing results...the phone is ringing!

-Trena Corcoran  
Advantech Bakery



# SOCIAL MEDIA

With consumers spending a great deal of time on social media platforms, having a smart social marketing plan is critical to any business.

Advertising on social platforms provides a great way to invite consumers to learn more about your brand, products or services in a highly engaging format using photography, product galleries and video.

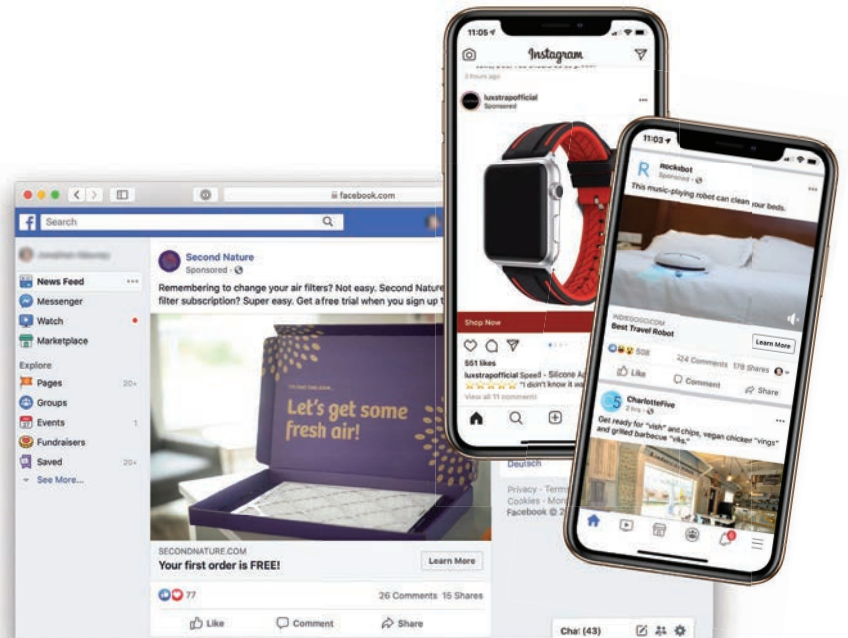
Because you have their attention, often when they have more time on their hands, social media advertising is highly effective for introducing consumers to a product or service for the first time or allowing them to explore features and benefits of a product or service in which they've already shown interest. Additionally we have the ability to generate leads or online sales directly from the ads.



A recent study by Hootsuite says that 3.4 billion people use some form of social media

## We offer:

- Campaign execution and support across major social platforms including Facebook, Instagram and other niche networks when applicable.
- Consumer targeting based on demographics, geography, interests and behaviors.
- The ability to create custom audiences and lookalike audiences from email lists.
- Automatic product carousel feeds and shopping ads (for an additional fee)
- Ability to target specific locations competitors and more with our advance targeting solution that can target down to the meter of a desired location
- Thorough reporting and analytics to fuel cross-platform optimization.





# FACEBOOK & INSTAGRAM

**There are several different types of campaigns you can run on both FB and Instagram depending on your goal.**

**Lead Campaign:** focuses on generating leads. The campaign will involve a form where emails are requested from users to help build out a CRM list

**Engagement Campaign:** generate engagement on either your FB page, FB posts, Instagram posts, etc. The KPI for this type of campaign would be a lift in likes, comments or shares and in turn an increase in brand awareness.

**Traffic Campaign:** Target prospective customers and get your brand in front of as many fresh, new eyes in your target area as possible

**Remarketing Campaign:** targeting users who already have shown an interest in your business

**E-Commerce:** Use Facebook and Insta shopping platforms to expand sales on your ecommerce website



### Choose from attributes like:

Age & Gender  
Marital Status  
Buying Activity  
Health Conditions

Income  
Occupation  
Age of Children  
Interests

**78%** of American consumers say they've discovered products on Facebook.

## FACEBOOK GEOFENCING

Facebook Geo-fencing is technology that no other company is offering right now. Why? Because we developed it.

This type of marketing is super effective as 78% of consumers say they discover products on Facebook. That's a huge number!

We create a geofence around your competitor's location. Then when someone enters your competitor's location we will start sending your ads to them on Facebook.

Plus, we will create what we call a "Conversion Zone" around your location so we can track everyone that was at your competitor's location then came to your location. Simply awesome!





# OTT/CTV

With the ever growing segments of “cord-cutters” and “cord-nevers”, placement on streaming video platforms is more important than ever. Our Over The Top (OTT)/Connected TV (CTV) solution combines the impact of traditional TV advertising with the precision of digital to reach consumers that are difficult or impossible to reach with cable or broadcast. Powered by three distinct methods of audience targeting, getting the right message in front of the right person at the right time has never been more effective.

Unmatched audience targeting paired with the ability to target both the big screen (using devices from Apple, Amazon, Google, a host of Smart TVs and more) and small screens (PCs, phones and tablets), OTT/CTV with us is the most effective and impactful way to deliver video creative to a specific audience.



CTV households are expected to grow **82%** by 2023.

## Audience Targeting Methods

### ADDRESSABLE

Target physical addresses using GPS data to serve OTT/CTV ads with unmatched precision and scale. Provide your own address list or let us curate one based on demographic, financial status, interests and more (see Addressable Geo-fencing).

### BEHAVIORAL

Bring the precision of digital targeting to OTT/CTV with the ability to target users based on keywords, context, and other online behaviors.

### DEMOGRAPHIC

Take advantage of numerous combinations of demographic variables to target your ideal audience.

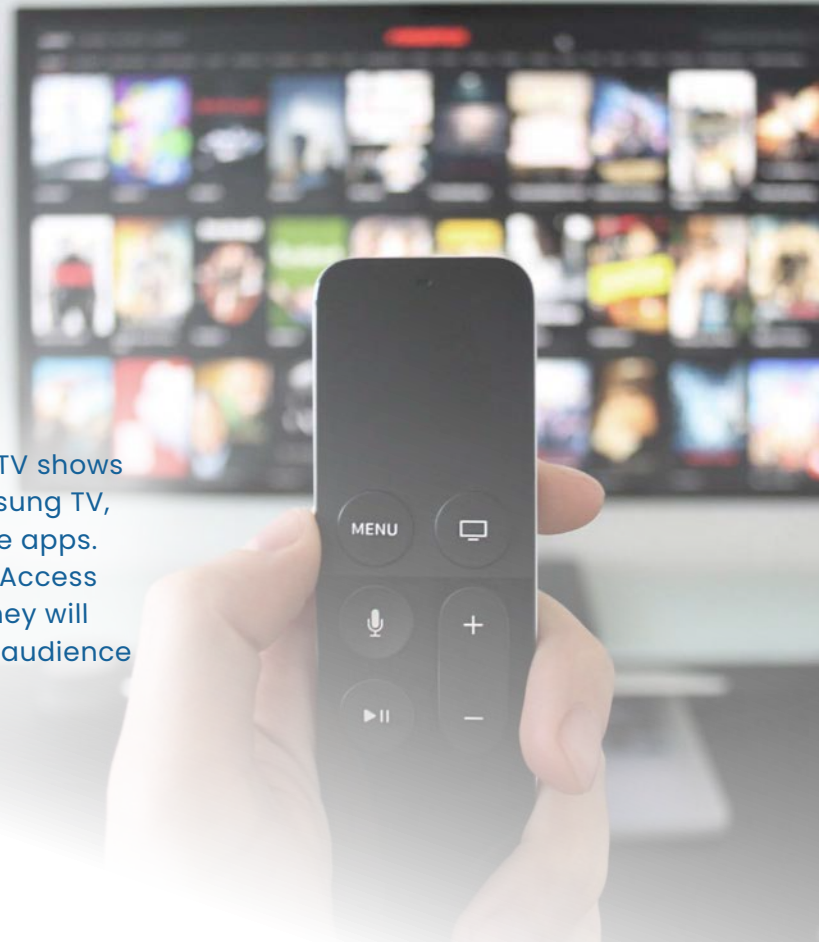
## Benefits

- Ability to target at screen size.
- Vast, accurate reach.
- Unmatched scalability of audience targeting.
- Non-skippable, immersive content format that allows you to engage with a unique audience that is committed to the content they are consuming.
- Reach a unique group of video consumers that you can't target with traditional TV commercials.
- Serve video ads pre-roll, mid-roll, and post-roll within streamed content on the big screen and other connected devices.
- Access to inventory for both short- and long-form content on the big screen and other connected devices.
- Combine the impact of TV with the precision of digital.



# OTT/CTV

These would be video ads that run during streaming TV shows on smart TVs, connected devices such as Roku, Samsung TV, Pluto TV, Apple TV, etc. and on many tablet and phone apps. They can also be displayed on publishers like CBS All Access and DirecTV Now just to name a few. The TV shows they will appear on will be based on what shows the targeted audience are watching.



Cord cutter and cord-never households are expected to increase to **44%** of the population during the same period.

## STREAMING PLATFORMS

- Pluto
- Newsy
- Discovery
- History
- HGTV
- TLC A&E
- Fox News
- CDBs
- Univision
- Cheddar TV
- BuzzFeed
- Popcornflix
- USA Network
- Fox News
- CNN Go
- Xumo
- LifeTime
- Travel Channel
- NBC
- Today
- Daily Motion



I simply was overloaded and not getting projects accomplished or goals met – Since bringing on the Folks at ES Group that has all changed! I feel that I have a true support network with an all-in-one solution – Now, all of my Marketing projects either have been completed or are underway and nearing completion. From Website dev and our Store E-commerce to tracking sales leads, getting meaningful intel from our site and other Programs like SEO, SEM, PPC to Social Media management and help with our Sales Staffs CRM Software – the ES Team are always on top of it. Check them out to see how many things they can help you with!

–Glenn Mahaffey, Jr.  
Owner, Dynatech





# HULU



According to Hulu- their ad selector is 150% more effective than regular TV ads at developing recall and 24% at creating an intent to purchase in viewers.

Hulu offers choice based advertising to their viewers, meaning, viewers can get the content they deem important instead of seeing everything.

This means that advertisers get fewer eyes on an ad (less impressions served) but the audience is more niche. Those who see the ads are more likely to resonate with the ad and find it useful.

Ability to run interactive and local ads to a niche target audience using Nielsen DMA data.

Advertisements on Hulu run through both the programmatic space as well as private marketplace and through an invite only auction. Invite only auctions are premium inventory on Hulu.

Hulu delivers **43** different video ads to users each month.

## Targeting on Hulu

### Interests and Behaviors

Target based on interests and real world actions- both on and off Hulu

### Demographics

Reach Hulu viewers based on age, gender, and more.

### Custom Audiences

Create audiences based on CRM data or use 3rd party data segments to find them based on real world behaviors.

### Location

As broad or as specific as your campaigns needs- target from the state to the zip code level.

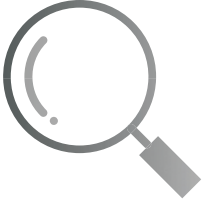
## Getting Data to Hulu

Whether you have access to your customer data or not, you can leverage data to power your ad buy.

## Your Audience Expanded

With nearly 85% of your viewers being Light TV viewers, Hulu's digitally-native audience is becoming increasingly difficult to reach through traditional marketing channels. A buy on Hulu delivers incremental reach to your TV campaign.

- Audience CRM Matching
- Look-a-like Audience
- Behavioral Segments



# SEARCH ENGINE OPTIMIZATION (SEO)

When 93% of all online experiences begin with a search engine, and 75% of users never go to page 2 of search results\*, it's critical that your business has page one real estate on Google and other search engines. Plus, Google updates their search algorithms more than 300 times a year to make a better experience for their users and to block people trying to cheat the system. Is your website setup to successfully weather these changes?



## What is SEO?

Search Engine Optimization (SEO) is the work that goes in to your website to show the search engines that you are the absolute best source for queries related to your products or services.

**1 billion:** Number of direct interactions on Google each month. -Google

## What makes us different?

We saw an opportunity to bring accountability and results to SEO. There was a strong current of overused buzzword like "keyword clusters," "behavior diagnostics" and "search influencer's" floating around. Waves of flashy sales presentations made SEO look like black magic.

Our process is simple: We do the work to make your site actually relevant to consumers searches, not trying to trick Google into thinking it is. You decide which keywords or phrases your potential customers are searching for and we'll utilize our proprietary 80+ step process to make sure we get you to page one of Google.

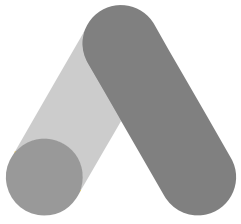
No matter how your customers are trying to find you, we'll make sure they can get to your website, find your phone number or get driving directions on desktop, tablet or mobile.



## Benefits of SEO

- Visibility when consumers are searching for you or your products/services
- Increase the amount of organic (free) traffic to your website
- A long-term investment in high-profile placement of your business online





# GOOGLE AD WORDS



When consumers are searching for products or services that you offer, it's important that you can be easily found in search results, and Google Ads are a great way to ensure that. But it's way too easy to waste money in this space by not properly optimizing keyword selections and measuring results only on the number of clicks.

Managed Search Engine Marketing is a crowded marketplace filled with agencies touting their ability to increase quality scores, lower click prices and dominate impression shares all while cleverly avoiding what businesses want the most, CONVERSIONS.

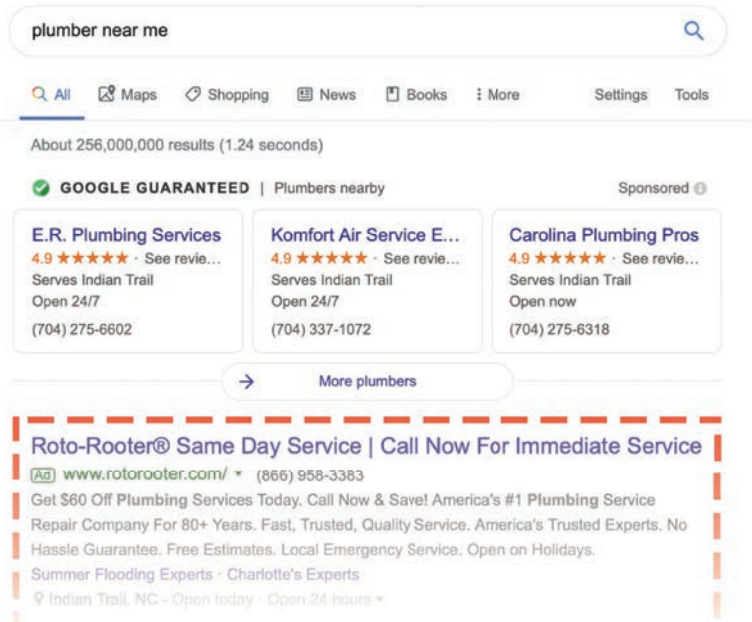
We take a different approach: our team is laser focused on TRANSPARENT CONVERSIONS. Each and every one of our campaigns is optimized to maximize ROI rather than clicks or spend. That means looking beyond the click to make sure the consumers we are engaging are truly showing signs they're in the market for your products or services, by tracking goal completions in Google Analytics.

**15,000:** Number of new search queries each day that have never been previously used -Google

## Benefits of SEM

- Highly targeted to reach consumers actively looking for specific products or services
- Transparent detailed conversion tracking through your Google Analytics account
- Each campaign is tailored to maximize the goals most valued by you
- Improve your website or landing page lead capture abilities
- Custom reporting dashboard to track orders, leads, forms, phone calls, etc.
- Certified Google specialists build out and manage your campaign
- Call tracking & recording

**66% of shoppers prefer online shopping over shopping offline**





# E-COMMERCE SERVICES

## Amazon Marketplace

Amazon has rapidly become the world's largest retailer, and if you have a product to sell, Amazon Marketplace could be an option for you! Every day millions of people are searching Amazon for things they need and you can get your products in front of them.

While the idea of setting up your business on Amazon can be daunting, we'll do all the heavy lifting to make it as seamless as possible.

### Benefits Include:

- Ability to sell products in the US, Canada, Mexico or all three
- List your products in more than 20 categories
- Keep track of your daily sales for all the products you sell on Amazon
- Amazon can handle customer service, shipping and fulfillment of orders placed on Amazon.com (optional)



Third-party sellers account for **58%** of Amazon sales. – Amazon

## Google Shopping

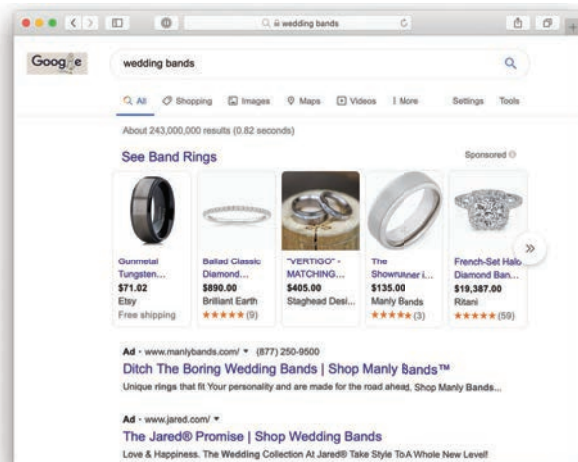
If you sell products, Google shopping ads are a great way to get your products displayed, with images, at the very top of search results. Imagine your products front and center when consumers are looking for them on Google, with a quick click through to buy on your site or entice them to visit your store in person.

### How It Works

Our team of experts will work to tie your e-commerce platform/website directly into Google. Your product names, photo, price and other relevant details are fed into Google's system automatically. When consumers search for what you sell, they are presented with customized results from your store based on their search.

### Benefits of Google Shopping Ads

- Get better qualified leads as consumers can see a picture of the item and the price before clicking through
- Group related products together so people can compare several of your products and click the right on
- Showcase local inventory to drive store foot traffic





# E-COMMERCE SERVICES CONT.

## Facebook Shopping

Connect with users while they're ready to browse content on Facebook and Instagram. Easily import feeds into the platform and show your target audience real time product ads. Reporting makes it easy to see revenue level transaction data.

As part of a full funnel (multi-channel) approach, layering Facebook Shopping can be a key part of ROI efficiency next to Facebook.

Meet your customers while they are already discovering brands they love via social media.

Facebook shopping is great to be paired with Google Shopping campaigns.

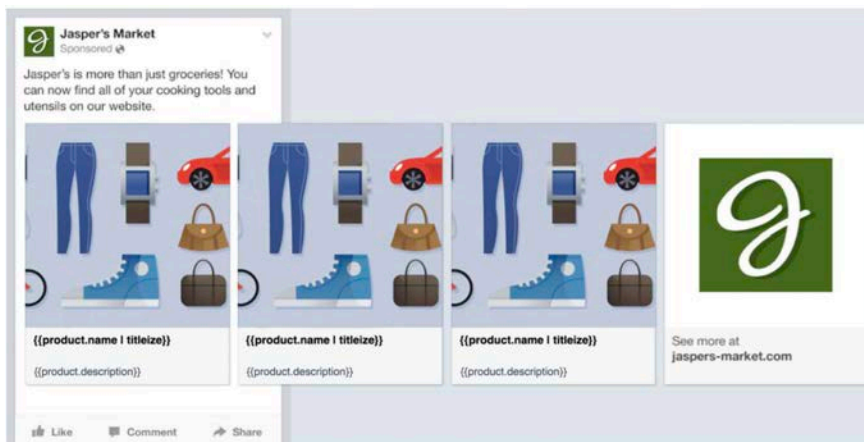
Looking to increase in-store and online sales? Facebook campaigns influence both.



**43%** of global shoppers research products online via social networks.

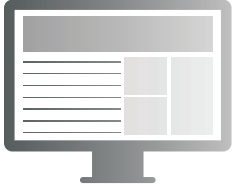
## HOW FACEBOOK SHOPPING CAN HELP YOUR BRAND

- Increase return on ad spend
- Drives omnichannel sales
- Build brand awareness
- Learn more about you consumers buying journey with extensive reporting options.
- Influence new online shoppers
- Re-engage with loyal customers



ES Group Marketing have been GREAT to work with. The team helps monitor the results and recommends adjustments to improve performance for my dealers. In the end this makes me look good to our dealers and lets them know we are doing everything we can to deliver success for their dollars spent. ES Group Marketing doesn't just sell you deliverable impressions, they care if you get the results you need to justify the cost of this type of marketing. I would recommend ES Group Marketing to anyone... they are the real deal!"

-Warren Evans  
Marketing Manager, RhinoAg



# WEBSITE DEVELOPMENT



First impressions matter - and that's why it's important your website clearly communicates relevant information in a clean, attractive and easy to navigate format. Our team of dedicated web developers are here to support you in this process.

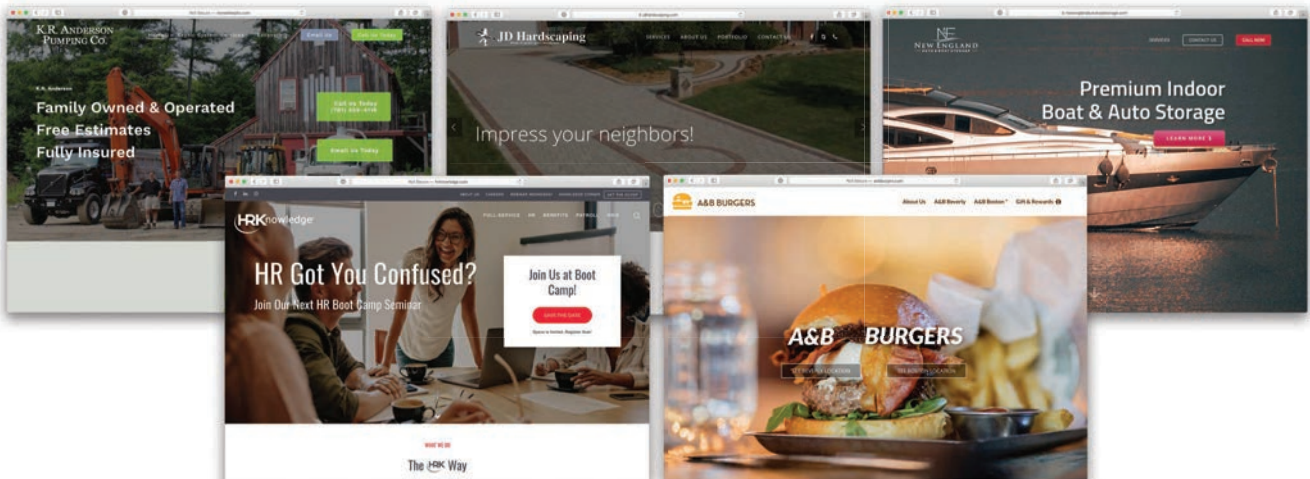
Whether you're looking for a simple landing page, a robust WordPress site built on beautiful templates customized to your brand, or a completely custom site with complex application features, we can make your presence on the web shine!

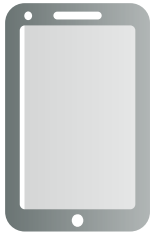
## Benefits Include

- A professional, in-house development team experienced in front-end and back-end skills and responsive web design
- Templated and fully-customizable solutions available based on your needs
- Hosting (including maintenance and software/security updates) available
- Access to make your own updates through WordPress

## How the Process Works

First, we'll want to know what you're looking for in a new site, and will ask for examples of websites you really like. Next we'll hold a conference call with our web team to talk through the project and get a feel for how the site should be designed. You'll provide photos and content and we'll get to work!





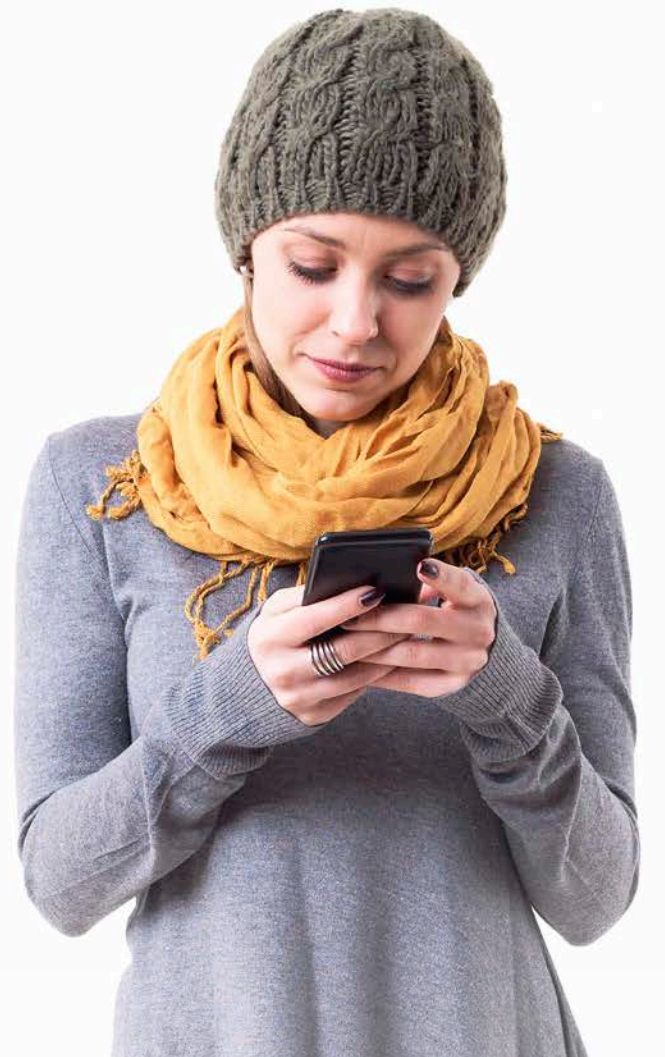
# APPS

## MOBILE APP DEVELOPMENT

Mobile application development is the set of processes and procedures involved in writing software for small, wireless computing devices, such as smartphones and other hand-held devices.

We can architect and code a custom app for your business on both iOS and Android platforms, built for scale and security.

If you can dream it, we can build it!



**▲140%** average increase in order value -Buildfire

### BENEFITS OF MOBILE APPS FOR BUSINESS



#### Connect

Building an app can enhance the communication between your company and your customers.



#### Increase Brand Awareness

A mobile App is an extension of your brand and therefore is a chance for you to remain true to branding while being able to explore how it can be presented on a completely different digital platform; perhaps in a completely new and innovative way.



#### Get Ahead of Your Competition

One of the important benefits of mobile Apps for business use is that it will make you truly stand out from the competition. Apps are very relevant in modern technology today, and using them for business is quickly becoming a trend.



#### Convert

If your customers are browsing products on their mobile devices (hint: they are!) you could increase conversions with a mobile app.



# INFLUENCER MARKETING

## What is influencer marketing?

Influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche.

## What platforms do influencers market on?

- Facebook
- Instagram
- You Tube
- TikTok
- Pinterest
- Twitch
- Blogs

We have a database of over a million influencers to help promote and market your product and brand.

### Choose from attributes like:

- Age & Gender
- Engagement
- Buying Activity
- Social Platforms
- Income
- Occupation
- Interests

**49%** of consumers today depend on influencer recommendations for their purchase decisions.

## What is an influencer?

A person who inspires or guides the actions of others. The old theme of laziness and mellowness runs counter to today's influencers, who are business people and upscale inspirational promoters of a go-getter way of life. We have a database of over a million influencers to help promote and market your product and brand.

## How does marketing fit with this type of person?

Influencer marketing employs leading, niche content creators to improve brand awareness, increase traffic, and drive your brand's message to your target audience. These content creators already market to your ideal audience across different channels which allows you to expand your reach across your buyer personas

## Are all influencers the same?

No. There are two main types of influencers:

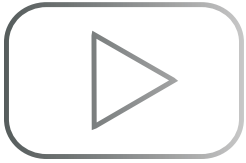
- **Brand Influencer:** These influencers are people who engage with your product on a daily basis or frequent basis. Most times this audience is organic and is not a paid audience per se.
- **Brand Ambassadors:** This type of influencer is a paid influencer, hired by companies to achieve objectives that the company wants to have happen. Example of this is Kevin Hart promoting products such as athletic clothing.

## Management of the Program

Managing an influencer program is based on the goals provided by the client. We will track these goals and optimize future posts, promotions and use of influencers based on the success of each individual influencer. We work with you to build out a database of influencers.







# YOUTUBE

YouTube has over 2 billion monthly visitors, and that's just the people who've signed in! It's a powerful way to connect the right prospects with cost-effective and targeted ads. Reach people when they're on the YouTube homepage or searching for specific topics. Or show your video ad before a video your customers are watching—like a TV commercial.

Whether your goal is to brand your business by maximizing reach and frequency, build consideration and interest, or drive online actions and sales, there are YouTube ad tactics that will work for you!



By 2022, it is predicted that video will be 82% of all internet traffic.

## AD TYPES

### TrueView In-Stream Ads

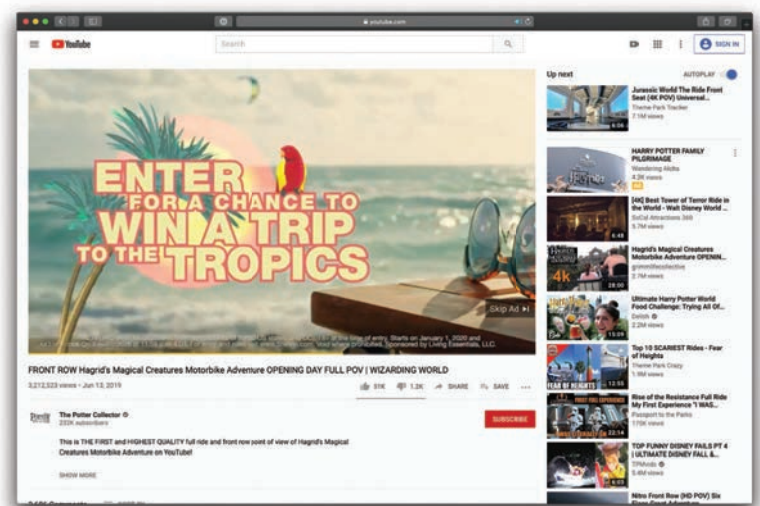
A skippable, online video ad that appears before the main video.

### TrueView Discovery ads

Use this format to show up on YouTube search results, on the homepage and alongside related videos.

### Bumper Ads

A short 6-second ad that works well on mobile. Use this format when you want to reach people with a short, memorable message.





# SPOTIFY



Spotify Marketing makes it easy for businesses to share their message with millions of listeners around the world. It offers brands, agencies, businesses and more, the keys to create and manage audio and video ad campaigns.

## Audience Targeting

The audience targeting features enable advertisers to reach listeners across devices, moments, and formats as they engage with their favorite content. With audience targeting you can be a part of the listening experience. Spotify's logged-in audience enables companies to identify users across their devices, during moments and contexts throughout their day.

## Deliver a message that resonates

Historical listening behaviors give you insight into interests over time, enabling you to reach the right client with the right message. Deliver messaging that is relevant to the listener experience. Use real-time targeting to deliver a seamless ad experience and engage with users in specific moments throughout their day. Understanding your audience's context is crucial. That's why we give you better options for reaching them compared to other media, no matter how they stay connected.

ES Group Marketing can help you reach key groups of audiences, delivering the right message to the right people at the right time by reaching an audience based on who they are: Age, gender, location, and past interactions such as reaching your client based on their past habits with digital ads on Spotify and what their behaviors are. Go beyond demographics by reaching your audience through advanced analytics, like listening behaviors, that offer a unique glimpse into their interests.





# PODCASTS

## The latest in content marketing..

A majority of marketers think content is visually-based, like blog posts, whitepapers, infographics, videos, and other interactive content. However, audio-based content is seeing a rise in popularity, specifically with the resurgence of the podcast.

Podcasts are effective tools for marketing because they help brands to reach a niche targeted audience

Over 57 million Americans listened to podcasts in the past month, and that number continues to grow.

### How it Works

- Identify potential interests/age/gender of target audience
- Deliver us audio to promote to this audience
- We identify each person and location you want to target and deliver your ads to this audience based on your target audience
- Reporting built around your campaign goals and conversions

#### Choose from attributes like:

- |                   |                 |
|-------------------|-----------------|
| Age & Gender      | Income          |
| Marital Status    | Occupation      |
| Buying Activity   | Age of Children |
| Health Conditions | Interests       |

**80%** of listeners can recall a brand advertised in a podcast.

### As of October of 2021, there are over 2,000,000 podcasts and 48 million episodes

- 75% of the US population is familiar with the term "podcasting"
- 50% of all US homes are podcast fans
- 55% (155 million) of the US population has listened to a podcast
- 37% (104 million) listen to podcasts at least every month
- 24% (68 million) listen to podcasts weekly
- 16 million people in the US are "avid podcast fans"
- 51% of podcast listeners are male, 49% female

#### Age of listeners:

- 12-34: 48%
- 35-54: 32%
- 55+: 20%



You have provided so much support, input, and knowledge on every single campaign and every single idea we have to promote our services and products. Your vast knowledge and experience in the industry has been a valuable asset to myself and to my clients. After working with someone who is so responsible and so professional with their clients, it has raised the bar of professional standards when it comes to dealing with providers in the future; you have raised that bar immensely. ES Group has provided me with the proper tools to work comfortably and at ease thanks to your patience, knowledge, experience, dedication, and persistence. -Fernando Diaz  
Vet Express, Cueva Ventana





# EMAIL MARKETING

Reach consumers on a 1-on-1 basis with email marketing! We curate a list based on the attributes of your target consumer (geographics, demographics and interests) and send email directly to their inbox. Then we can follow up with social and display re-targeting ads!

Paired with other forms of digital advertising, email is a great way to engage your customer with insight and offers.

Our dedicated team of email experts is here to ensure flawless execution including:

- Identifying and reaching your ideal audience with the largest lists available.
- Verifying email deliver-ability across premium email service providers
- Continuous monitoring and optimization services to maximize conversion rates.

**59%** of respondents say marketing emails influence their purchase decisions

## How We Are Different:

We have an email database of over 100 million subscribers where people OPTED-IN to receive email offers.

We scrub our database regularly to ensure the emails are still active and are actual people.

## How It Works

Select geographics, demographics and behaviors of the consumer you want to reach. We work with you to build the email ad. Our team pulls a list of consumers who have given permission to receive messages like yours and who match your criteria. When your email goes out, we can layer other tactics like Addressable Geo-fencing, plus re-target those who open the email with display ads and sponsored social posts.

### Choose from attributes like:

- |                   |                 |
|-------------------|-----------------|
| Age & Gender      | Income          |
| Marital Status    | Occupation      |
| Buying Activity   | Age of Children |
| Health conditions | Interests       |
| SIC codes         |                 |





# WEB SITE VISITOR IDENTIFICATION

## Get a Lead List of up to 30% of your website visitors

We have a database of over 100 million contacts and we take your website visitor activity and match their IP Address to our database. We are able to match up to 30% of your website visitors and get you their contact information!

With the right software, you get to generate and convert more quality leads from multiple channels, achieve higher conversion rates, expand your customer base, and eventually boost your sales and revenue.

## Here's the data you get:

- First Name
- Last Name
- Email Address
- Postal Address
- Phone numbers when available
- And most importantly, the URL of every page your prospect looked at on your website so you can see what they were looking at and looking for





# THANK YOU

**for your interest in ES Group.  
We look forward to working  
with you.**

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