

Upgrade your marketing capabilities for
the digital age



Strategic DOOH MEDIA Marketing.

Present by:



2019

If there's one key question for your B2B or B2C marketing organization to answer, it is most likely this one:

“How can we update the capabilities of our marketing for the digital age?”



UPGRADE YOUR OUT-OF-HOME

We want to connect your brand and message to the community. Connect with the consumer “on-the-go” on transit – going to work, heading to college or going to the mall. Appeal to consumers while on their day to day errands via digital signage, ad networks and/or social powered Wi-Fi hub spots. Digi-VUE Advertising is the NEW Digital Out-Of-Home Media. Our platform is a hybrid between traditional out of home media and new digital online advertising.

YOUR NEW DIGITAL STRATEGY

STEP 1: Convert out of home media views and impressions into trackable clicks. Then convert clicks into online views. **STEP 2:** Track your audience and retarget them with an affordable online marketing campaign.

Digi-VUE Advertising can streamline the journey. Our marketing project managers implement proven strategies, backed with designers, data scientists, marketing automation, CRM and programmatic media buying specialists.

“We provide all the resources under one roof!”



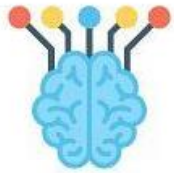
9/12/2019

WHAT MAKES OUR MARKETING WORK.

- BUILDING BRAND NAME RECOGNITION
- CONVERTING VIEWS INTO CLICKS
- EXPANDING YOUR SOCIAL PRESENCE
- MARKETING AUTOMATION
- DIRECT RESPONSE MARKETING
- PAY PER IMPRESSION AND PAY PER CLICK
- FIVE STAR RATINGS
- TRACKING PIXELS
- LIVE SOCIAL FEEDS
- VIDEO MEDIA



DIGITAL SIGNAGE



CHOOSE YOUR IMPRESSIONS



CHOOSE YOUR SIGNS



DESIGN

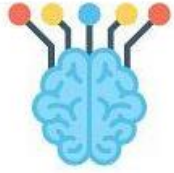


IMPRESSIONS & CLICK DATA



DIGITAL SIGNAGE – MINI BILLBOARDS INSIDE OF PLACES YOUR CUSTOMERS FREQUENT LIKE CLINICS AND CAR WASHES. PAY PER IMPRESSION (CPM) RATES.

SOCIAL POWERED WIFI HUBSPOT IN TRANSIT AND RETAIL



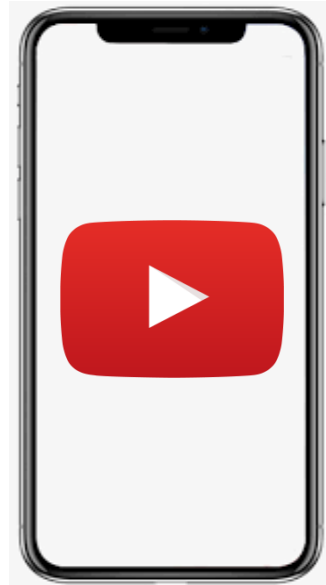
PRE LOG IN ADS



CPM IMPRESSIONS ONLY (NO CLICKS)



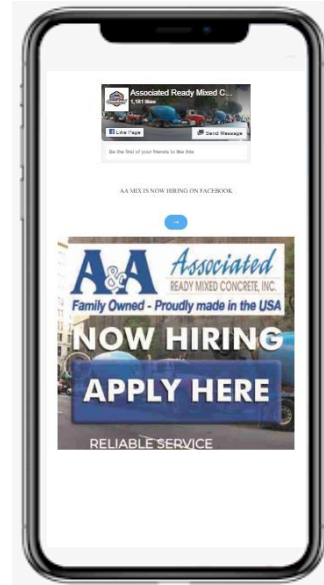
INTERSTITIAL ADS



YOUTUBE VIDEOS PLAYING DURING SECURITY PASS



POST LOG IN ADS



FACEBOOK AND CPM IMPRESSIONS (CLICKABLE)



REDIRECTS & AUTOMATION



AUTO TEXT, AUTO EMAIL, RETARGETING



WIFI IN TRANSIT PROVIDES A CAPTIVATED AUDIENCE AND GURANTEED VIEWS WITH OUT-OF-HOME MEDIA. MARKETING IN THE PALMS OF THEIR HANDS.

Where we're headed

- Tradeoffs to consider in your internal and external marketing related to your sales strategy. Expand your narrative.
- Prioritize your customers' needs and improve customer experience.
- Be a digital marketing expert and trend setter in your industry
- Drive traffic and bring customers to you.
- Lower cost of doing business and build your digital platforms to scale.
- Be a disrupter, do what your competitors are not doing.





**For more information contact us at.
661.492.4234**

This marketing pitch deck is the Digi-VUE Advertising complete marketing strategy. You will receive a custom plan based on your specific business needs and / or your budget. For a copy of your custom marketing estimate contact your Digi-VUE Advertising Account Executive.