



# DIGITAL ADVERTISING SOLUTIONS

MAKE AN IMPACT THROUGH  
ONLINE MARKETING

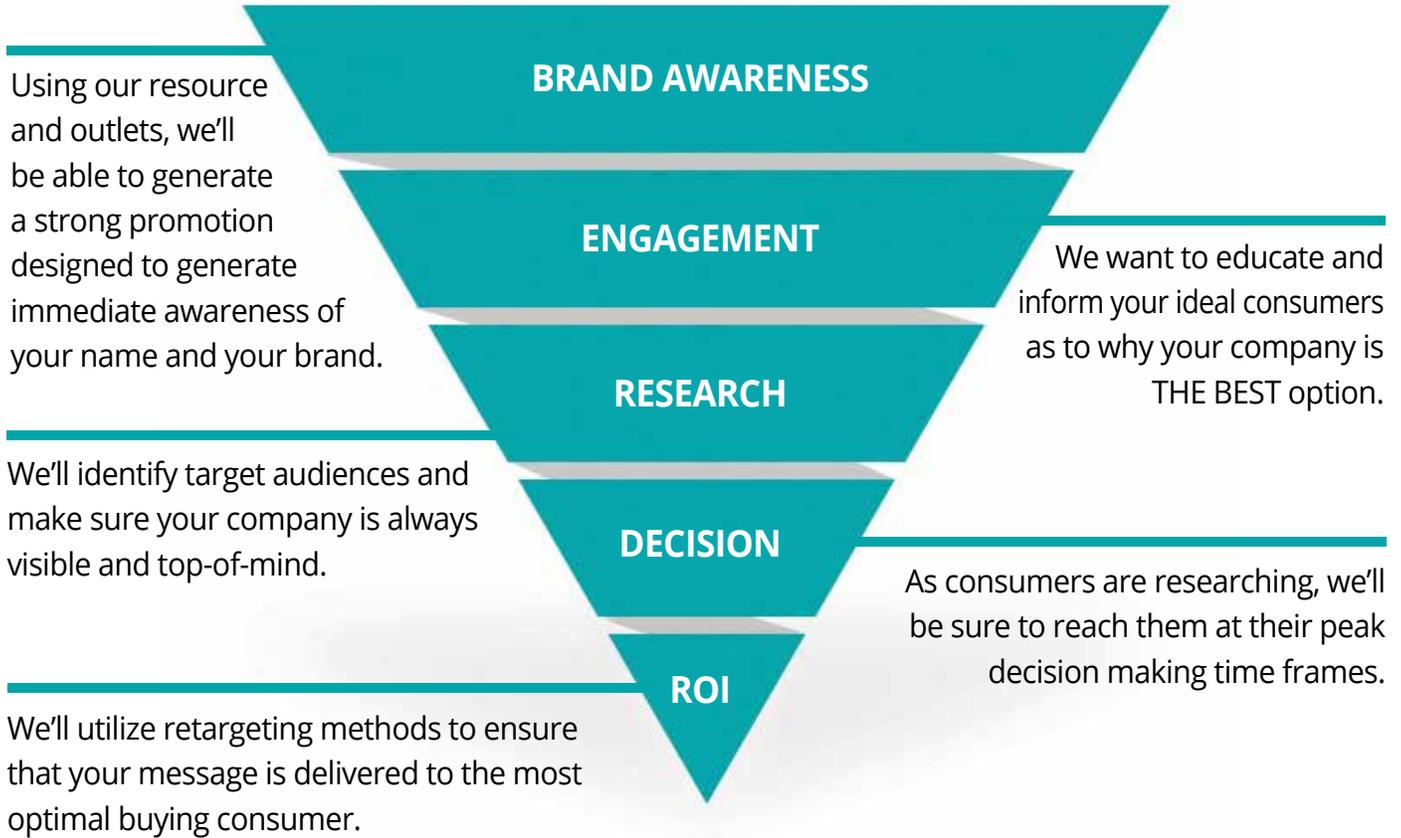




It all starts with a beautifully designed, responsive website – a place to communicate your services, enhance your brand, and convert visitors to customers. From that base, let us develop a comprehensive, targeted digital advertising campaign tailored to helping you meet your objectives and reach your target audience.

*With so many options from which to choose, let us put together a plan designed specifically with your needs in mind.*

# CONSUMER BUYING PROCESS



## ENHANCED ROI

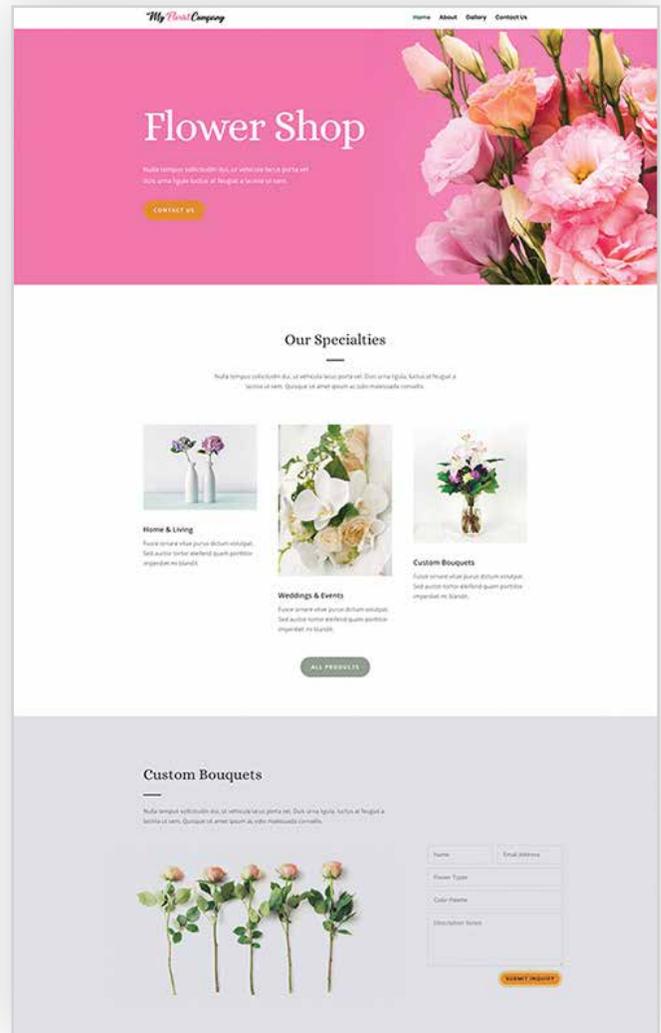
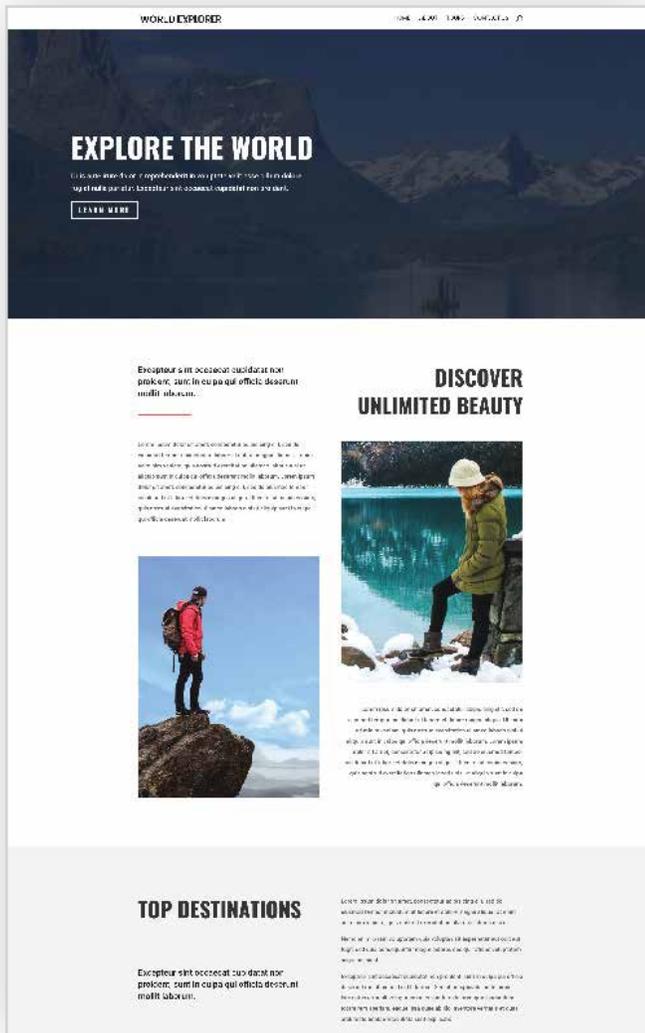
You will receive monthly reports to see in real time how your digital marketing is working for you.

**500**  
CLICKS TO YOUR  
WEBSITE PER MONTH

**10**  
POSSIBLE  
OPPORTUNITIES



# DIGITAL SERVICES AND TOOLS



## WEBSITE DEVELOPMENT

We provide beautiful, responsive layouts to communicate your services, enhance your brand, and convert visitors to customers.

**Included:** Social media links, contact form with up to 25 fields, up to 8 stock images, content writing, Google analytics, SEO.

**Enhanced Features:** Lead capture pop-ups, Live Chat services, email and SMS text messaging to client base.



## SOCIAL MEDIA DEVELOPMENT

Let our team of experts help you narrow down and create social media platforms that best suit your needs. Available for Facebook, Twitter, Google+, LinkedIn, Instagram, Houzz, and Pinterest. Includes profile/page building services and scheduled posting packages.

## VIDEO PRODUCTION

Let us help you create engaging video content to enhance your brand on hyper-local websites. We can provide your business with a professional, high quality video that can be shared on a wide array of media, including social networks and websites. Our custom videos range from 15-30 seconds, with music, voice-overs, animation, and editing.



# DIGITAL ADVERTISING

## TARGETED DISPLAY ADVERTISING

Audience targeting is based on identifying an ideal consumer audience or group that is most likely interested in your industry or in the market for your services. No matter where your ideal consumer is online, we can deliver your message to them!



## EFFECTIVE EMAIL MARKETING

Email marketing can be extremely effective and drive traffic immediately either to a website or into a storefront. Take advantage of our ability to deliver your email marketing campaign to thousands of targeted, hyper-local consumers, right in your own backyard.

## SOCIAL MEDIA AND FACEBOOK ADVERTISING

Advertising on social media can be extremely beneficial when it comes to your brand, offers, events, or mission. By identifying your unique audience, we can create and deliver a compelling and engaging campaign designed to enhance your brand on social media.



## PAY PER CLICK ADVERTISING

Pay Per Click advertising, commonly referred to as Google AdWords, is the quickest way to get your business to the top of search engines. It's great for converting an engaged audience into potential customers. You can target specific keywords and generate immediate traffic to your website, only paying when a consumer clicks on your advertisement. You provide the monthly budget amount, and we'll be sure to optimize your campaign for the best possible return on investment!



## MOBILE IN-APP GEO LOCATION TARGETING

Today's users spend more time in-app than on the rest of the web combined, making mobile advertising the fastest-growing segment in digital advertising. There are many capabilities that can effectively utilize this type of targeting, such as: Precise Targeting, Device Look-Back Targeting, Device Matching, Audience Targeting, and Campaign Retargeting.

*Our focus is on helping advertisers reach their ideal audiences.*

## VIDEO ADVERTISING

Video Advertising is one of the most effective marketing tools out there. 54% of consumers say they prefer to see video from a brand or business they support over other types of content. Using video in your digital marketing campaign to tell your story will greatly enhance your brand awareness. We offer Pre-Roll video ads that play automatically before the main video and embedded video ads, both skippable and non-skippable.



## PARISHES ONLINE AND OUR SENIOR CENTER

These online directories for Catholic churches and senior centers nationwide are the largest of their kind, receiving over 2 million page views every month. Every parish and senior center has a local listing page with the most current bulletins and newsletters, giving it an extremely unique niche audience. Advertise in your local publications to reach consumers interested in doing business with their own communities!

Let our expert consultants help you make digital advertising decisions with your best business interests at heart. Whether helping you build and implement, or discussing options based on your own resources, LPi is your complete solution advertising partner!



## WHO ARE OUR CUSTOMERS?

EXAMPLES OF OUR TAILORED ADVERTISING SOLUTIONS

### AVOCA FIELDS LLC

The business owner of Avoca Fields LLC, a real estate investment company, needed to generate more awareness to property owners in his community burdened with distressed or unwanted real estate. By **building a Website** with LPi, he was then able to create a branding campaign consisting of **Targeted Display Ads, Facebook Ads, and Email Marketing** to reach people in need of his services, drive traffic to his new website, and give his customers a way to easily contact the company.

### RICHMOND UNIVERSITY MEDICAL CENTER

Richmond University Medical Center is the only hospital on Staten Island, NY with the prestigious 'Baby-Friendly Hospital' designation. By partnering with LPi, they were able to generate awareness and send over 240,000 **emails** to young women on Staten Island, **display ads** on sites that new mothers frequent most, and deliver over 35,000 **Pay Per Click** ad impressions to those searching on Google and Bing.

## OUR COMMITMENT

We're committed to ensuring that your campaign is an absolute success and yields a very solid ROI!



Committed to being your **#1 local advertising solutions provider!**



Committed to being **your trustworthy local advertising consultant!**



Committed to **the success of your advertising investment!**

### LET'S GROW YOUR BUSINESS!

Talk to a representative in your area and learn more about what we can do for you, visit [www.4lpiads.com](http://www.4lpiads.com)