

ABOUT US

Hometown Digital Solutions

Hometown Digital Solutions is your partner in the ever-changing world of digital marketing. We are a complete advertising agency - ready to work with you to grow your business. We're very aware there are many ways for you to target customers. We want to ensure you are picking the most effective ones for your business, we have selected the best in class offerings for you to customize from including website solutions, mobile advertising, content marketing, text messaging and video production.

We offer proof of performance on every campaign! Our customers love the results - especially our easy to understand reporting.

Choosing your agency relationship is a very important decision that can make or break your business. Our team has extensive experience in making campaign recommendations, optimizing and managing campaign performance.

Let us build and deliver a plan that gains new customers for your business and protects your market share of your current customer base.

There's a lot of hearsay in the world of digital management. **Wouldn't it be nice to have some hard evidence?** To see exactly how your business performs online, and how it stacks up to your competition. Customized Digital Audit. GET A FREE CONSULTATION and a FREE digital audit.

WE'RE READY TO HELP YOU DEVELOP YOUR STRATEGY, GAIN NEW BUSINESS AND PROTECT MARKET SHARE.

Here is a sampling of our top products and services:

SEARCH ENGINE OPTIMIZATION

Dedicated team of Search Engine Optimization Professionals We ensure that customers can find your website and content through the optimization of categories and keywords.

PROFESSIONAL PAID SEARCH MNGT - PPC (Pay per click) / SEM (Search Engine Marketing) - Keyword Management PPC campaigns are powerful because they are able to track conversions and track ROI. We track applicable conversions through Google Analytics and our proprietary reporting platform.



OUR PORTFOLIO FITS YOUR BUSINESS AND BUDGET

Tap in to our online marketing strategies such as Google AdWords and Programmatic Display.

Here's a sampling of our top products and services:

DIGITAL AGENCY

Your Hometown Digital Solution Provider
Choosing the right agency can make or break your business. Our team has extensive experience in making campaign recommendations, optimizing and managing campaign performance.

Digital Audit Customized to your business.
Our customized digital audit provides you with insights into how your business is performing and how to optimize your products for profitability.

LISTING / LOCATION / CITATION SERVICES

Helping you get found! Having accurate listings of your business across the web and social media makes you more visible to potential customers.

REPUTATION MANAGEMENT

Our team will respond to your reviews - and keep up with your competition! We'll manage what customers are saying about your business on the most popular review sites like Yelp. We respond to negative and positive reviews and our review generation tool empowers businesses to collect new reviews effortlessly.

SOCIAL MEDIA MANAGEMENT

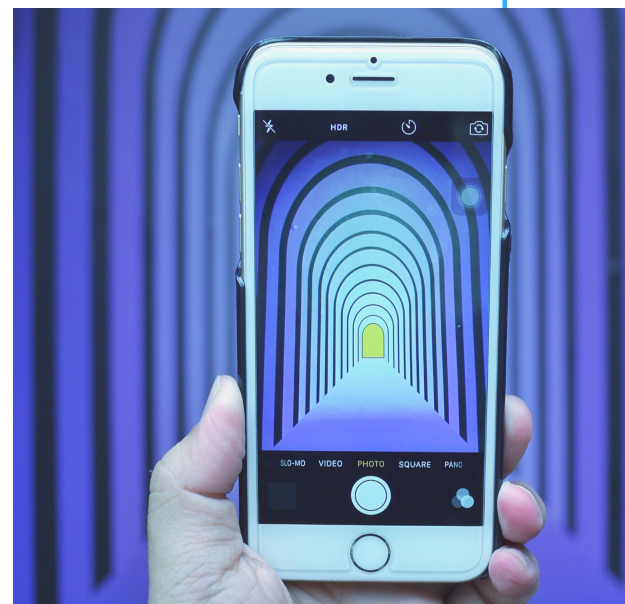
From posting to marketing - we'll manage and engage your audience. We will take care of posting content to your social media platforms and respond to customer inquiries. This allows you to focus on growing your business, while we grow engagement around your social media audience.

PROGRAMMATIC DIGITAL DISPLAY

Google Premier Partner - Variety of options to reach your customers. The programmatic technology provides demographic, behavioral, IP and search targeting. This means that your advertising is reaching the customers you must want to connect with.

EMAIL MARKETING

Reach your customers inbox. The products you sell can reach customers through our powerful email marketing product. We can help you reach new customers, drive new website traffic, drive branding, awareness and direct response.





Leslie Hunter Kahana 423.208.5177
lkahana@lakenormanpublications.com



Cindy Dorman 704.996.2135
cdorman@lakenormanpublications.com



Melissa Spinelli 704.607.8350
mspinelli@lakenormanpublications.com



Michele Krisa 704.766.2100
contracts@lakenormanpublications.com

"Behind every successful project is a team
of highly skilled individuals."

MEET THE MARKETING TEAM

**These are your
hardworking marketing
experts who will help
you reach your target!**



Kelly Wright 704.502.3883
kwright@lakenormanpublications.com



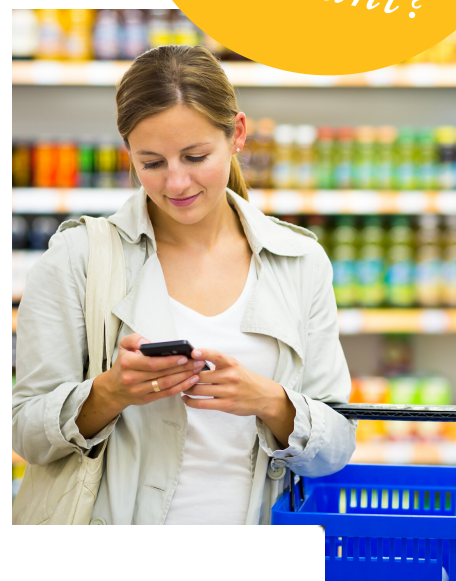
Leslie Thomas 704.607.8350
lthomas@lakenormanpublications.com



Renee Blanchard 704.766.2100
contracts@lakenormanpublications.com



WHY
*is this
important?*



SUCCESS

WE ARE YOUR MARKETING PARTNER

Marketing plans lay out how your business intends to promote its products and services. It contains everything from your target market to the step-by-step process for building your marketing creatives and promotion planner with timed calendar to match your peak selling times.



Needs Assessment

We will take time to get to know you and find out about your goals, competitors. This helps us build your marketing success blueprint.



Protection Growth Plan

We help you in business by identifying competitive threats, risks and delivering good ideas. We'll help you gain and retain market share.



Innovative Solutions

Our team of professional digital developers manage your campaigns using technology driven innovation from beginning to end.

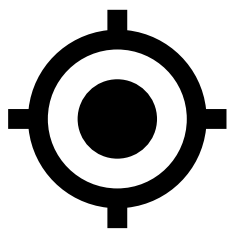
THE RIGHT SOLUTIONS AT THE RIGHT TIME



AUDIENCE

WE TARGET YOUR MARKET

We will analyze the current state or situation and explain the marketing strategy. 1. Focus on your customers. 2. Build your brand's story. 3. Utilize smart marketing. 4. Get your business found.



Targeted Structure

No matter who you want to target, we'll work with you to create a portrait that clearly defines your opportunity. As a Google Premier Partner we can perfectly match you and your future customers.



Narrowed Focus

We'll look at your competitor and market share and tighten the circle around only those looking for your service. Advanced mobile targeting - see when they came in the store!



Proof of Performance

At any time you can look at your dashboard to see how your campaign is performing. Every product / solution we offer is trackable. We help you outshine your competition and grow your business.

DISPLAY

An effective way to promote brand awareness, these visual based advertisements appear on websites, apps or social media in the form of banner ads. Coupled with programmatic targeting is an effective way to deliver your message to a precise audience.



GEO-FENCING

Virtual Geographic Perimeter

Advanced spatiotemporal mapping allows for targeting potential customers within a defined geographic area. Geo-fencing constructs a virtual boundary which allows advertisers to send mobile advertising to anyone entering the area in real time or within the last year.



IP TARGETING

Internet Advertising to Specific Households

Our IP Targeting solution allows you to target your desired audience down to their individual address. Focuses internet advertising to consumers based on their internet protocol (IP)

Address. Your IP address is the digital version of your physical address. ROI Tracking with match back consumer sales based on addresses post campaign. Pin Point consumers based on their actual location. Device Independent with extensive reach to all internet-enabled devices.



EMAIL

Programmatic Email Marketing

One of the best ways to drive new website traffic, drive branding, awareness and direct response. Our database has more than 140 million consumer and business emails allowing you to reach a customer's inbox. Leverage this advanced targeting to reach new customers and fill your marketing funnel with well qualified buyers.

Fast. Easy. Proof of Performance. Email is an easy way to connect with customers. Test and optimize, you can reach your target audience quickly.



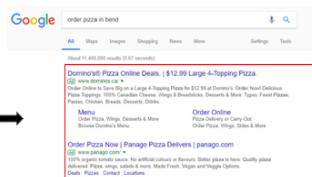
PPC / SEM

PAY PER CLICK / SEARCH ENGINE MARKETING

Drive leads at the bottom of funnel conversions. Be in front of your customers when they are actively search for you product. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices. We also take advantage of Google's library of extensions to maximize conversions.



Paid ads
SEM - Search Engine Marketing

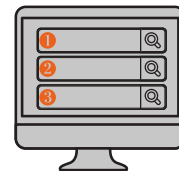


SEO

RETURN ON INVESTMENT

SEO is the process of getting your business to show up in search categories that are the most relevant to your business.

We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic algorithms.



Organic results
SEO - Search Engine Optimization

Order Domino's New! Pizza Delivery in Bend
https://www.dominos.com - Oregon - Bend
Call now or order online for fast, homemade pizza, get fast pizza delivery from Domino's! First pizza free! Delivery, pickup, carryout, 24/7
Fast Pizza Delivery Near 97701 - Order Domino's New!
https://www.dominos.com - Oregon - Bend -
Fast, fresh, homemade pizza, get fast pizza delivery from Domino's near 97701. Our aim is to not only be the best pizza delivery company in Bend, but also the world.



SUPERIOR ROI

RETURN ON INVESTMENT

NATIVE

Native is essentially the modern advertorial utilizing more robust content targeting.

Native ads are not easily recognizable as an ad. They adopt the look and feel of a website's content inviting the viewer to engage them. Seamlessly integrates your most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.



VIDEO

Video Creation, Video Marketing, Information Video

Find your audience in the new television landscape of streaming video. We offer Pre-Roll, Facebook Video, Connected TV, Full Episode Players and YouTube. Engage customers and connect emotionally. Video creation services available. With our program your video is reaching the right people at the right time—at the right price.

- Businesses are 53X more likely to show up first on Google if they have video on their website
- Adding a product video to a landing page can increase conversion rates by 80%
- Mobile users prefer video to text and mobile video viewership more than doubles every year
- 98% of Internet users say they have watched a video to learn about a product or service
- Facebook users are seven times more likely to like or share a post if it includes a video



SOCIAL MEDIA

Management & Advertising with Social Platforms

Ads on Facebook or Instagram maximize reach across both platforms, including the option of YouTube videos.

Business page setup. Facebook, Google My Business, Instagram, LinkedIn, Pinterest, Foursquare, YouTube

Generate leads, schedule future posts, and communicate with your followers all from one place. Boost your brand awareness with weekly written social posting on Facebook, Twitter, and LinkedIn. (Other social platforms available).



LOCATION SERVICES

Listing / Citation Management

Get found. Generate traffic. Grow revenue. Establish accurate business listings and appear in more places across the web. Comprehensive business listing solution.

Fully managed verification & claiming of Google My Business (GMB). Full ownership over your GMB listing.

Generate accurate locations on popular navigation systems. Change your hours and contact info. Protect your listings against manipulation by third parties.



REPUTATION

Fully managed solution. Keep up with reviews, accurate business information, and social media activity.

See how you stack up against the competition, stay in the know with alerts and get progress reports to see how your reputation has improved. Let our team do the work for you as we respond to positive and negative reviews on your behalf.

Monitor when your business is mentioned. Highlight the most positive and negative mentions using automated sentiment analysis.

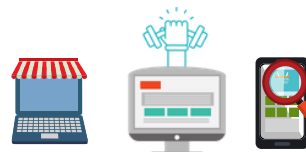


WEBSITE

Website design, build, and ongoing maintenance.

Without a web presence, you're missing out on one of the simplest and most effective ways to connect with established customers and attract new ones. Landing page, 3 page, 5 page, 10 page, E-commerce, Custom sites available.

Our talented website team works directly with you to create a website powered by WordPress. Maintenance, security, and updating are all included. We will work with you to customize the colors, photos, logos, and other artwork on your website.



COMPLETE SUITE

FULL SOLUTION STACK / SUITE FROM ONE AGENCY WITH PROOF OF PERFORMANCE

Lake Norman
MEDIA GROUP
Herald Citizen Mooresville Citizen Denver Citizen The Monitor

HOME TOWN DIGITAL SOLUTIONS PREMIER Google Partner LAKE NORMAN PUBLICATIONS



CAMPAIGNS RUN BY A TEAM OF EXPERTS

- QUALITY DATA INVENTORY
- TRANSPARENT REPORTING
- CUSTOM DASHBOARD

OTT/CTV

OVER THE TOP / CONNECTED TV

SMART HOMES MEET SMARTER MARKETING

TV's impact. Digital's precision. OTT is the biggest screen in the household, delivering premium TV content through an internet-connected device. Your commercial can be served across ALL DEVICES, including the big screen. Run your ads alongside popular TV shows and movies, in front of an audience that's fully invested.

Reach cord cutters and cord-nevers right where they're consuming content.



STREAMING AUDIO

Programmatic Streaming Radio Advertising

Music is everywhere in today's society, it is with us when we get up in the morning, go to church and work, sit at our desks, go to the gym, while we eat, and everywhere in-between.

76.6% of internet users, or 201.5M US Digital Audio Listeners.

Consumers carry these channels with them at all times via their mobile device revolutionizing audio advertising, allowing marketers to reach consumers anywhere they are at any time they're listening. Brand safe programmatic audio hyper local marketing campaigns. Choose inventory by age, gender, location, musical interest, or 3rd party data.



DIGITAL SOLUTIONS AGENCY

Connecting Customers with Marketing Solutions

We are your complete marketing agency – we can assist you with a full suite of products. We are your partner – helping you gain, retain and grow your business with the perfect audience match up. Think of us as an extension of your staff. We will help you review and negotiate the best price and promotion. Cohesive marketing that builds your brand with ROI.

Experienced. Effective.



FACEBOOK / INSTAGRAM

Leverage the power of more than two billion monthly Facebook users and 500 million daily Instagrammers with some of the most precise audience targeting available today!

- 1 of every 5 minutes people in the US spend on mobile, is on Facebook or Instagram.
- 93% of marketers use Facebook advertising regularly.

Capture those ready to convert from the platform they love best. Facebook Lead Generation Ads utilize the same precise targeting options as traditional Facebook ads, but adds the platform's incredible ability to persuade people to act.



YOUTUBE

Video advertising solutions can help brands tell a story to the desired target audience in real time, at any time, anywhere in the world.

- 5% of total time spent online
- 52% of viewers have taken action after watching video online
- 35% of YouTube viewers have purchased something they saw advertised on YouTube
- 40 Minute Average time spent / mobile session
- 2nd Largest search engine in the world after Google

Reach more than 35 million US customers in a single day with YouTube homepage and First Watch ads, which is like owning 100% share-of-voice on TV's #1 show.



DIFM - Do It For Me

DIWM - Do It With Me

DIY - Do It Yourself

DIGITAL DONE RIGHT

3 WAYS TO WORK WITH US

- 1 - WE WILL BE YOUR COMPLETE AGENCY, DOING EVERYTHING FOR YOU
- 2 - WE WILL BE YOUR GO TO MARKETING PARTNER, WORKING WITH YOU ON PROJECTS
- 3 - JUST NEED OUR TOOLS, WE HAVE SOME AWESOME TOOLS TO HELP YOU SUCCEED!

16 SELECT SOLUTIONS TO STRENGTHEN YOUR POSITION IN THE MARKET AND GROW MARKETSHARE

JOHN PLAN

- J - JOIN US
- O - OPTIMIZED CAMPAIGNS
- H - HAPPY CUSTOMERS
- N - NETWORK STRENGTH