

DIGITAL ADVERTISING CO OP PLAN FOR MEMBERS

All co-op levels for this campaign are already pre-approved by Kohltech.

Recommended duration is no less than 3 months, and 6 months for optimal results during window season.



Lay the tracks for success with a turn key solution that is crafted to help increase brand awareness within your local market and generate opportunities to grow your business in 2019. Each package has been carefully selected to offer you the most exposure for the investment, with the best opportunity for success and return. Review the packages offered below and call us with any questions you might have.



SAPPHIRE PACKAGE
\$299/month
GROSS INVESTMENT



- Social Media Posts
- Google Ads (Search & Display)
- Landing Page
- Includes a \$100 Ad Spend



RUBY PACKAGE
\$399/month
GROSS INVESTMENT



- Social Media Posts
- Facebook Ads
- Google Ads (Search & Display)
- YouTube Pre Roll
- Landing Page
- Includes a \$125 Ad Spend



DIAMOND PACKAGE
\$799/month
GROSS INVESTMENT



- HEAVIER INVESTMENT ACROSS:**
- Social Media Posts
 - Facebook Ads
 - Google Ads (Search & Display)
 - YouTube Pre Roll
 - Remarketing Ads
 - Call Tracking
 - Landing Page integration with Existing Website
 - Includes \$250 Ad Spend

WHY THESE CHANNELS WERE CHOSEN FOR ADVERTISING

FACEBOOK

- Great for branding
- Produces lead generation
- Highly Targeted
- Geo, Demo, and Intent
- 78% of SMBs get at least 1/4 of new customers via Social Media

GOOGLE ADWORDS

- Bottom of the funnel leads
- Leads ready to convert
- Lead Generation focused
- 95% of all internet users are reached through Google.

YOUTUBE PRE-ROLL

- Great for branding & leads
- Online video ads are getting three times more clicks on average than other digital ad formats
- high impression share
- highly targeted



CUSTOM ADVERTISING PROGRAM GROSS INVESTMENT PER PLAN

Our Custom Plans allow you to expand your reach with additional media exposure opportunities. With Royal Plan Plus, you receive a customized plan that is built around your budget, and strategically distributed through media verticals that work best in your market. These plans utilize various advertising channels and are set up to run for extended periods of time to delivery consistent results.

DON'T SEE A PLAN THAT IS RIGHT FOR YOU...

We are a full service marketing company that has a variety of options for each and every client. If you're a larger dealer looking for more exposure through programmatic ads or need assistance with Google review capture, graphic design, or other services, we can customize a plan that gives you the right exposure you're looking for. If you're a smaller company that is just getting things started and need help with your brand or website. Whatever your needs, Web Conductors can help you grow your business. Just give us a call and we'll be happy to analyze your needs and put together a plan that will work for you.