

**mediagistic**  
MARKETING + ADVERTISING

# 2025 OUTDOOR POWER EQUIPMENT DEALER ADVERTISING



**RESIDENTIAL & PROFESSIONAL ADVERTISING**

# Partnering with Mediagistic

**AT MEDIAGISTIC, OUR MISSION HAS ALWAYS BEEN TO SERVE AS YOUR TRUSTED LOCAL ADVERTISING AGENCY PARTNER.** For those dealerships that have chosen us to manage their past advertising needs, we're thrilled to continue this partnership into 2025. Since 2000, we've had a strong focus on the Outdoor Power Equipment space, giving us deep industry knowledge that drives our ability to help you achieve your business goals in your local market. For 2025, we will be your one stop agency for all the brands you support giving you more time to manage your business and less working with multiple agencies.

As a full-service advertising agency, Mediagistic brings together over 100 marketing and advertising professionals, all working under one roof. This allows us to provide end-to-end solutions tailored specifically to your needs. Whether you're looking to enhance your local presence, increase brand exposure, or drive sales, we have the expertise to deliver.

**Here's why partnering with Mediagistic positions your dealership for success:**

## **1. EXPERTISE ACROSS MARKETING CHANNELS**

As a Google Premier Partner and Meta Business Partner, we're equipped to help you navigate the evolving digital landscape. Our team of local marketing specialists knows how to engage your audience where they live, work, and shop.

## **2. COMPREHENSIVE MARKETING SOLUTIONS**

Our integrated team covers every aspect of marketing, from social media and SEO to inbound strategies and digital planning. We work collaboratively to design campaigns that are cohesive, goal-driven, and proven to drive measurable results.

## **3. PROVEN TRACK RECORD IN THE OPE SPACE**

With over two decades of experience in OPE marketing, we've developed a deep understanding of your industry. This experience allows us to design advertising campaigns that resonate with your customers and bring measurable results to your dealership.

## **4. TAILORED CAMPAIGNS ALIGNED WITH YOUR GOALS**

From increasing foot traffic to boosting online sales, our team works closely with you to ensure your dealership is prepared for key sales seasons. For 2025, our focus is on ensuring your success in the Spring Selling Season, helping you reach your customers at just the right time.

By partnering with Mediagistic, you're making a commitment to growth and sustained success. We look forward to continuing to support your dealership, providing the advertising strategies and marketing services you need to thrive in your market and support all your brands. Let's make 2025 a year of expansion and achievement!

Are you ready to plan your marketing strategy for 2025?

Let's discuss how we can help you achieve your goals for the upcoming Spring Selling Season!

Thank you for choosing Mediagistic - your partner for success.

*Randy Gailit*

**Randy Gailit**

Vice President, Mediagistic

**mediagistic**  
MARKETING + ADVERTISING

## Table Of Contents

- P4.** Why Digital Advertising?
- P5.** Paid Search, Facebook Ads & Retargeting
- P6.** YouTube
- P7.** Professional Sales Event
- P8.** Residential Spring Sales Event
- P9.** Battery Powered Sales Event
- P10.** Dynamic Mobile Sales Event
- P11.** In-House Services
- P12.** Connected TV
- P13.** Direct Mail
- P14.** Broadcast & Cable TV
- P15.** Spring Local Campaigns
- P16.** Partnering with Mediagistic

# WHY DIGITAL ADVERTISING?

## OBJECTIVE: Drive Awareness & Conversion

TODAY'S CUSTOMERS ARE ENGAGING WITH YOUR DEALERSHIP ACROSS SMARTPHONES, LAPTOPS, TABLETS, AND DESKTOPS. THEY RESEARCH MORE THAN EVER AND ARE INCREASINGLY ACTIVE ON SOCIAL MEDIA. AS INNOVATION DRIVES RAPID SHIFTS IN THE DIGITAL LANDSCAPE, IS YOUR DEALERSHIP ADAPTING TO MEET THESE EVOLVING DIGITAL BEHAVIORS?

Digital advertising lets your dealership connect with customers on the platforms they rely on for information, ads, and promotions. While past marketing relied on newspapers, radio, and TV, today's approach leverages technology to target your audience directly. Partner with Mediagistic's digital team and our Google and Meta (Facebook & Instagram) experts to create a campaign that reaches your customers locally and drives results.



**Mediagistic is a Google Premier Partner and Meta Marketing Partner, backed by a digital team of local marketing experts dedicated to increasing your business's visibility. Being among the top 3% of agencies with Premier Google Partner status, Mediagistic meets rigorous standards, including:**

- Google Ads certification
- Adherence to best practices
- Client retention
- Performance excellence



**As a Meta Marketing Partner, Mediagistic gains access to exclusive resources to optimize ad performance, including:**

- Dedicated support
- Early beta tests and rollout insights
- Industry-specific optimization guidance
- Recognition from Meta as a "best-in-class" agency for ad spend optimization and strategic best practices.

**THESE PARTNERSHIPS ENABLE US TO BRING LEADING DIGITAL EXPERTISE AND TOOLS TO GROW YOUR DEALERSHIP'S REACH AND IMPACT.**



# Paid Search, Facebook Ads & Retargeting

## OBJECTIVE: Generating Awareness & Conversion

**TAKE YOUR LOCAL DEALERSHIP ADVERTISING TO THE NEXT LEVEL.** Mediagistic has combined excellent digital marketing offerings into one convenient package. Your individual campaign will include paid search and social advertising to drive online traffic. With localized marketing, the whole is greater than the sum of its parts. You need both localized search and localized social marketing to achieve a comprehensive and optimized localized marketing presence that covers all stages of the digital consumer journey. This is the foundation of your digital footprint. Having a presence in both is critical for building awareness and consideration for your brand, and it ultimately allows your business to convert potential customers and increase sales. Today, your customers are frequently active on multiple channels. Leveraging both social and search platforms will help you reach more prospects and improve conversion rates. Digital advertising, with its adaptability to video, images, and text, aligns better with your customers' research habits compared to traditional advertising. Your outdoor power equipment (OPE) customers spend over 10 hours a day with electronic media, including radio, television, gaming, internet, smartphones, and more, making them more informed. Having an online presence is no longer optional but necessary. It provides an opportunity for ongoing conversations with your audience, the consumers.



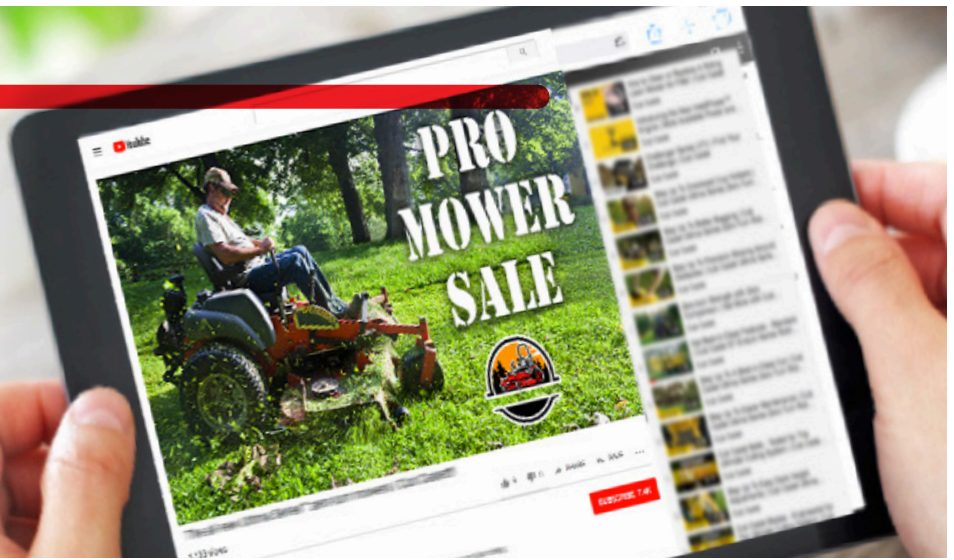
## BENEFITS:

- Increase impression share
- Reach engaged audience
- Increase traffic
- First-page search results
- Hyperlocal targeting at dealer zip code level

## BENEFITS:

- Improve branding
- Reach unique audience
- Increase top of mind awareness
- Retarget to audience interested in your products
- Hyperlocal targeting at dealer zip code level

# YOUTUBE



## OBJECTIVE: Generating Awareness & Conversion

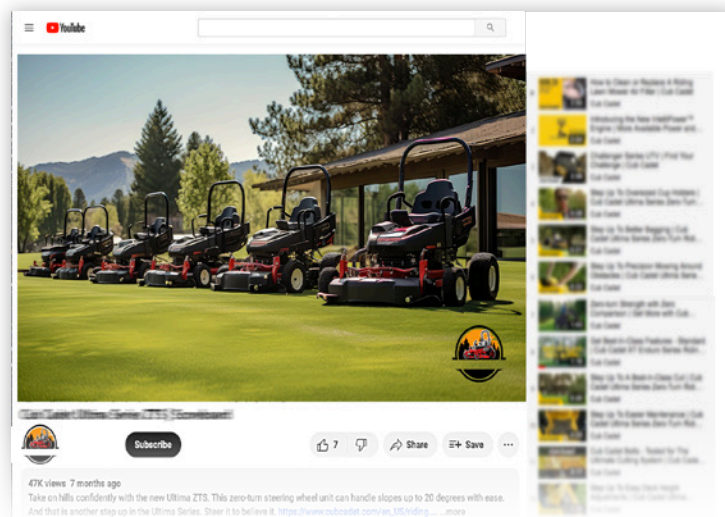
**VIDEO ADS CURRENTLY ARE THE MOST EFFECTIVE MOBILE AD UNIT.** According to research by Adobe, shoppers who view videos are 1.8 times more likely than non-viewers to make a purchase. Although the primary objective of these ads is to build branding and awareness, they're also optimized to deliver direct traffic and create lead generation opportunities.



Not only is YouTube the second most popular website in the world behind Google, it's also the second largest search engine in the world behind Google. This goes to show just how important YouTube SEO is because, yes, this video platform is absolutely a video and information search tool. In a survey conducted by Animoto, over 80% of B2C and B2B marketers agree that YouTube content has the ability to drive views, engagement, and purchases for businesses. Establishing or maintaining a presence on YouTube can help OPE dealers stay competitive with other brands and ensure they have a presence on one of the biggest platforms.

## BENEFITS:

- Improve branding and direct traffic
- Reach targeted audience
- Increase top of mind awareness
- Increase customer loyalty
- Local & Geo-targeted
- Individual dealer tagged copy above video (contextual)
- Choose products you want to advertise





# PROFESSIONAL SALES EVENT

**DIGITAL BUNDLE**  
**Google PPC**  
**Facebook Ads**  
**Dynamic Mobile**

**OBJECTIVE: Generating Awareness & Conversion**

**FOCUS ON COMMERCIAL SALES THIS SPRING WITH A GREAT DIGITAL BUNDLE!** Today your customers are frequently visible on multiple digital channels. Take advantage of Google search, Facebook social and Dynamic Mobile to target landscapers, commercial and large landowners. Let's get your campaign ready for 2025!



**BENEFITS:**

- Increase impression share
- Reach engaged audience
- Increase traffic
- First-page search results
- Hyperlocal targeting at dealer zip code level



**BENEFITS:**

- Improve branding
- Reach unique audience
- Increase top of mind awareness
- Retarget to audience interested in your products
- Hyperlocal targeting at dealer zip code level

**DYNAMIC MOBILE**

**BENEFITS:**

- Uses location based mobile advertising
- Geo-Targeting audiences with dynamic creative
- Delivering high-impact mobile units with local content
- Analyzing engagement and traffic performance

CAMPAIGN DETAILS			
Campaign	Duration	Impressions	Investment
PROFESSIONAL SALES EVENT	MARCH 1 - 31	100,000	\$2,000

# RESIDENTIAL SALES EVENT

## DIGITAL BUNDLE

Google PPC  
Facebook Ads  
Dynamic Mobile



### OBJECTIVE: Generating Awareness & Conversion

#### FOCUS ON THE SPRING PROMOTION WITH A GREAT DIGITAL BUNDLE!

Today your customers are visible on multiple digital channels. Take advantage of Google search, Facebook social and Dynamic Mobile to target these potential residential & commercial customers. Secure your spring campaign now and get ready for the 2025 mowing season. With our digital package, advertising is now more affordable than ever! Residential Sale Event promotional creative will be featured during the schedule.



#### BENEFITS:

- Increase impression share
- Increase traffic
- First-page search results
- Hyperlocal targeting at dealer zip code level



#### BENEFITS:

- Improve branding
- Reach unique audience
- Increase top of mind awareness
- Retarget to audience interested in your products
- Hyperlocal targeting at dealer zip code level

### DYNAMIC MOBILE

#### BENEFITS:

- Uses location based mobile advertising
- Delivering high-impact mobile units with local content
- Geo-Targeting audiences with dynamic creative
- Analyzing engagement and traffic performance

CAMPAIGN DETAILS			
Campaign	Duration	Impressions	Investment
SPRING SALES EVENT	APRIL 1 - MAY 31	180,000	\$4,000



# BATTERY POWERED SALES EVENT

## DIGITAL BUNDLE

Google PPC  
Facebook Ads  
Dynamic Mobile

### OBJECTIVE: Generating Awareness & Conversion

#### FOCUS ON RESIDENTIAL SALES THIS SPRING WITH A GREAT DIGITAL BUNDLE!

Today your customers are frequently visible on multiple digital channels. Take advantage of Google search, Facebook social and Dynamic Mobile to target homeowners, landscapers and commercial consumers with the battery powered June promotion.



#### BENEFITS:

- Increase impression share
- Increase traffic
- First-page search results
- Hyperlocal targeting at dealer zip code level
- Choose products you want to advertise

#### BENEFITS:

- Improve branding
- Reach unique audience
- Increase top of mind awareness
- Retarget to audience interested in your products
- Hyperlocal targeting at dealer zip code level

### DYNAMIC MOBILE

#### BENEFITS:

- Uses location based mobile advertising
- Geo-Targeting audiences with dynamic creative
- Delivering high-impact mobile units with local content
- Analyzing engagement and traffic performance

CAMPAIGN DETAILS			
Campaign	Duration	Impressions	Investment
BATTERY POWERED SALES EVENT	June 1 - June 30	100,000	\$2,000

# DYNAMIC MOBILE SALES EVENT

Dynamic Mobile  
OPE-Targeted  
Solution



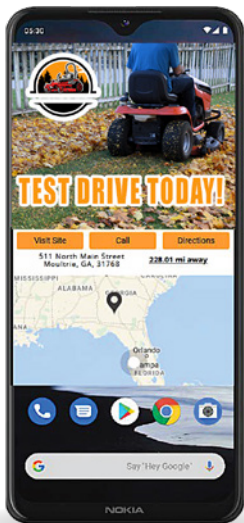
## OBJECTIVE: Generating Awareness & Conversion

**REACHING CONSUMERS WHEN IT MATTERS MOST IS THE BASIS FOR EFFECTIVE ADVERTISING.** With a Dynamic Mobile solution, you can deliver locally targeted ads to the right audience at the right time, and measure their impact in-store. This provides a powerful advertising solution that combines precise location technology with dynamic creatives to deliver the right message at the right moment **when shoppers are near your location(s).**

## BENEFITS:

Dynamic Mobile increases consumer engagement, store traffic, and sales by delivering location-based mobile ads that are:

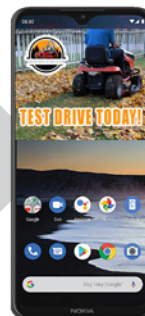
- **PRECISE:** Using accurate and clean app location data
- **RELEVANT:** Targeting audiences with dynamic creative
- **MEMORABLE:** Delivering high-impact mobile units with local content
- **MEASURABLE:** Analyzing engagement and performance



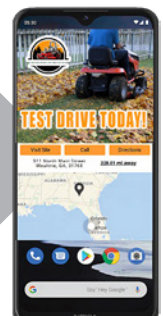
**CLICK 1:**  
Teaser  
Banner  
Displayed



**CLICK 2:**  
Banner  
Ad



**CLICK 3:**  
Dealer  
Location Map  
• Click to Call  
• Website Link  
• Directions



## CAMPAIGN DETAILS

Campaign	Duration	Impressions	Investment
PROFESSIONAL, RESIDENTIAL, & BATTERY POWERED	March 1 - June 30	200,000	\$2,000

# CUSTOM ADVERTISING CAMPAIGN

## In-House Services

### OBJECTIVE: Generating Awareness & Conversion

**IF YOU NEED ADDITIONAL ADVERTISING SUPPORT, MEDIAGISTIC WILL CUSTOMIZE A LOCAL MARKETING PLAN, SAVING YOU TIME TO FOCUS ON WHAT MATTERS MOST: SALES & SERVICE.**

The possibilities for media opportunities are limitless, but your budget is not. The solution lies in making wise media choices that maximize your exposure within your local market. Combining digital advertising with traditional channels like television and radio can provide the best return on investment.

### BENEFITS:

Your dedicated account team will manage your plan, working directly with our in-house services which include:

- Television
- Radio
- Newspaper
- Digital Marketing
- Outdoor
- Logos and Branding
- And help process the paperwork

### HOW IT WORKS:

If you're ready to plan your advertising for the upcoming year, your account team will contact you to initiate the process. Don't wait until you need to advertise; start planning now, and we will work together on your plan. Mediagistic's Account Managers collaborate closely with you to find the right fit for your custom campaign. To secure the best rates and negotiations for your advertising, we recommend starting the planning process 2-3 months before the season begins to ensure you have an effective plan in place.



**If you are interested in a custom campaign please contact Mediagistic to get started on your local marketing plan 855-282-2233.**



# Connected TV

## OBJECTIVE: Generating Awareness

**CONNECTED TV PROVIDES A STRATEGIC WAY TO REACH YOUR POTENTIAL TARGET AUDIENCE.** More and more consumers are utilizing Digital TV platforms to consume video content. Did you know 65% of people with multiple devices while streaming, have looked up info on the product that is being advertised to them! We partner directly with premium programmers to deliver on full-episodic, brand-safe content to reach the quality viewers you want.

Roku

The Weather Channel

slings

## BENEFITS:

- Over 88% of US Households have at least 1 streaming device in their home.
- Reach target customers according to their immediate needs and interest (e.g. gender, homeowner, acreage, etc.)
- Target audiences at zip code and county levels
- Connect with high-value, engaged consumers who may not be accessible through Broadcast (traditional) TV
- Ads are non-skippable, long-form, premium content with over 85%+ running on a Connected TV (big screen) environment
- Combine Digital TV with Broadcast (traditional) TV and expand your audience reach



# DIRECT MAIL



## OBJECTIVE: Reaching New & Existing OPE Customers

**DIRECT MAIL OFFERS A UNIQUE COMBINATION OF PERSONALIZATION, PHYSICAL ENGAGEMENT, TRUST, AND HIGH RESPONSE RATES, MAKING IT A POWERFUL MARKETING SOLUTION.** With modern advancements in data integration and variable printing technology, businesses can send highly targeted, personalized mailers that resonate deeply with their audience. The sensory experience of handling a physical piece of mail, combined with the reduced competition in the mailbox, ensures that direct mail continues to be an effective, memorable, and impactful part of any comprehensive marketing strategy.

- Seasonal Service Mailers
- Event Mailers
- Target Select Lists
- Enhance Customer Retention

## BENEFITS:

- Highly Targeted for Maximum Impact
- Personalized Messaging
- Tangible and Trusted
- Variety of Formats
- Cost-Effective & Efficient
- Proven Results Over Time
- Easily Measurable.





# BROADCAST & CABLE TELEVISION

## OBJECTIVE: Generating Awareness

### BROADCAST & CABLE TELEVISION PROVIDE STRATEGIC WAYS TO REACH YOUR TARGET AUDIENCE.

Television advertising is an extremely effective way to make consumers remember your brand and products when they are ready to make a purchase. By using broadcast and/or cable TV, you can reach a much wider audience compared to many other media channels. Capturing viewers' attention is crucial, and a well-crafted advertisement should be memorable. The benefits of using television ads are evident, as they allow you to target specific audiences interested in your products. Incorporating broadcast or cable media into your advertising strategy is a smart decision.

## BENEFITS:

- Reach your targeted demographic audience
- Increase brand customer awareness
- Increase top of mind awareness when consumers are ready to buy
- Utilize the latest media technology, tools and research capabilities from Mediagistic
- Negotiation and buying power to identify the most effective ways to reach your target area

## PROGRAM DETAILS:

- Flighted Campaign, based on your market
- Top ranking stations & networks based on your target demographic
- **CALL US TODAY!**



*Ads may run on the following broadcast and/or cable networks.*



We are excited to take the next step forward in strengthening our Advertising Programs! We're aligning our new program with advertising elements that focus on increased awareness to bring you the most value.

SPRING LOCAL CAMPAIGNS	
<b>PROFESSIONAL SALES EVENT</b> <i>Channels:</i> Google search, Facebook social, and Dynamic Mobile. Ads will feature promotional content running March 1 - March 31, 2025.	<b>\$2,000</b> MARCH 1 - MARCH 31 CAMPAIGN
<b>RESIDENTIAL SPRING SALES EVENT</b> <i>Channels:</i> Google search, Facebook social, and Dynamic Mobile. Ads will feature promotional content running April 1 - May 31, 2025.	<b>\$4,000</b> APRIL 1 - MAY 31 CAMPAIGN
<b>BATTERY POWERED SALES EVENT</b> <i>Channels:</i> Google search, Facebook social, and Dynamic Mobile. Ads will feature promotional content running June 1 - June 30, 2025.	<b>\$2,000</b> JUNE 1 - JUNE 30 CAMPAIGN
<b>DYNAMIC MOBILE SALES EVENT</b> <i>Channels:</i> Dynamic Mobile. Ads will feature promotional content from each sales event running March 1 - June 30, 2025	<b>\$2,000</b> MARCH 1 - JUNE 30 CAMPAIGN
<b>CONNECTED TV MONTHLY CAMPAIGNS</b> Target audiences at zip code and county levels, and reach them according to their immediate needs and interest. Select the month(s) you would like to run.	<b>AS LOW AS \$2,500/MONTH</b> IN SELECT MARKETS

DIGITAL ADD-ON PACKAGES	BRONZE APRIL - MAY	SILVER APRIL - JUNE	GOLD MARCH - JUNE
<b>FACEBOOK + PPC</b>	<b>\$2,500</b> 65,000 ESTIMATED IMPRESSIONS	<b>\$3,500</b> 90,000 ESTIMATED IMPRESSIONS	<b>\$4,500</b> 115,000 ESTIMATED IMPRESSIONS
<b>YOUTUBE</b>	<b>\$1,500</b> 37,500 ESTIMATED IMPRESSIONS	<b>\$2,000</b> 50,000 ESTIMATED IMPRESSIONS	<b>\$2,500</b> 62,500 ESTIMATED IMPRESSIONS
<b>DYNAMIC MOBILE</b>	<b>\$1,000</b> 100,000 ESTIMATED IMPRESSIONS	<b>\$1,500</b> 150,000 ESTIMATED IMPRESSIONS	<b>\$2,000</b> 200,000 ESTIMATED IMPRESSIONS

CUSTOM PACKAGE	
<b>CUSTOM ADVERTISING CAMPAIGN</b> Interested in extending your advertising campaign in addition to the programs above? A Custom campaign could be right for you. Your Mediagistic representative will work with you to plan your individual campaign.	<b>CUSTOM</b>



# PARTNERING WITH MEDIAGISTIC

Mediagistic was established in 2000 with the goal of becoming the nation's largest local advertising agency. With a heavy focus in the outdoor power equipment and home services categories, Mediagistic strives to bring exposure to dealerships in their local markets and helps them reach their organizational objectives.

**CONTACT US TODAY**  
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