

# The Crescent-News

## MARKETING SOLUTIONS



### DEFIANCE CHAMBER MEMBER SPECIAL

Up to 20% OFF Select Digital Services and a 10% Discount on Social Media Management services.



#### WEBSITES & HOSTING

Get online or update your presence. A website is your “storefront” on the web and we can help you stand out and be found with our affordable, mobile friendly solutions. Also, make sure your information and messages are always current by adding a CMS or using us to update for you.

**CHAMBER MEMBER DISCOUNT: 20%**

#### TARGET MARKETING

Find your audience and delivery your message through targeted programmatic marketing to virtually anyone, anywhere, at any time. Using multiple levels of targeting, we reach your audience through Demographic Definition, Predictive Modeling, Element Data Segments, Geo-Fencing, Geo-Conquering, Contextual Targeting, and Technographic Data. Every campaign runs through daily optimization to ensure impressions are being delivered effectively and uses third party verification of service. Includes 30 second video ads.

**CHAMBER MEMBER DISCOUNT: 20%**

#### SOCIAL MEDIA MANAGEMENT

Take the guesswork out of staying in front of your customers in all the social media channels. Use an integrated strategy for delivering the right message to build followers and keep them engaged. Includes Facebook and SnapChat advertising.

**CHAMBER MEMBER DISCOUNT: 10%**

#### CONNECTED TV (CTV)

The way we watch TV is changing, fast. More than half of all US homes with broadband subscribe to both a pay-TV series and at least one Connected TV video service. Reach “cord cutters” and streaming TV viewers in a world where traditional TV viewerships is shrinking. Target your customers by the specific channels they watch.

**CHAMBER MEMBER DISCOUNT: 10%**

#### SEO & SEM

Create a strategy to get to the top of search results and business listings through a combination of paid and organic programs. How important is this to your business? When was the last time you went to the second page of a Google search?

**CHAMBER MEMBER DISCOUNT: 20%**

#### NATIVE ADVERTISING

Increase your brand awareness and become the expert in your field by using native advertising. We use demographic and geographic targeted marketing to deliver your content to the audience that wants to receive your message. The fastest growing advertising format in the U.S. utilizes articles, graphics, lists, and video to deliver your message.

**CHAMBER MEMBER DISCOUNT: 20%**

#### DIGITAL BILLBOARD ADVERTISING

(Example: digital billboard across from Menards)  
Decide on one specific digital billboard in Defiance, Lima, Toledo or Fort Wayne markets or multiple billboards in multiple markets. Increase brand awareness with the ability to change up your message as often as needed.

**CHAMBER MEMBER DISCOUNT: 10%**

#### EMAIL MARKETING

Take unmatched control over your target audience by utilizing access to more than 95 million high quality email addresses. These addresses can be filtered through hundreds of demographic, geographic, and behavioral categories to ensure they are received by the right people.

**CHAMBER MEMBER DISCOUNT: 10%**

To learn more about these digital opportunities and discounts contact:  
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