



## **Online Advertising Program**



## Overview

As the Okanagan's digital marketing experts, we help small and medium-sized businesses get the most results online for their budget. Whether you're new to the digital advertising space or have experience but aren't seeing the results you'd hoped for, we can help.

Each business we work with has a unique strategy. We take the time to learn about your business goals and the best way to track results. Our diverse client relationships give us a competitive advantage when building a plan, and auditing website analytic data guides our decision making.

Our advertising program allows our clients to reach new potential customers in range of their geographic location and online using the following channels:

- Google Search Ads
- Google Display Ads
  - Google Remarketing
- Facebook Ads
  - Instagram Ads
- Youtube Ads

We offer the setup, management, and reporting as part of our comprehensive online advertising program.



# Tourism Businesses We Work With

## DMO's

- Travel Penticton
- Kootenay Rockies Tourism
- Visit Westside
- See Revelstoke
- Radium Hot Springs Tourism

## Local Businesses

- Zipzone
- Hoodoo Adventures
- Swagman Bike Racks
- Burrowing Owl Wines
- And More!

## Pricing

Our management is invoiced one month in advance of service. At the end of each month we will produce a report to review ad spend, performance, areas to improve on and more.

We offer three packages at three different price points to accommodate different business sizes. This price includes several management services as noted in the table on the next page.

## Ad Spend

Facebook and Google will issue payment receipts based on budget (Ad Spend). We will assist in setting up billing if necessary. Invoicing can be sent automatically to an email, or the business can log in at any time to view the account. The pricing options shown on the next page are a flat monthly fee and include ad spend.

*\*New Ad Accounts are eligible for \$100 in free ad spend, Google credit.*



# Ad Program Management Pricing Chart

Service	Startup \$750/mth	Small Business \$1,500/mth	Growth \$3,000/mth
Google Analytics	✓	✓	✓
Conversion Tracking	✓	✓	✓
Monthly Reporting	✓	✓	✓
Geographic Targeting	✓	✓	✓
Remarketing	✓	✓	✓
Number of Campaigns	2	6	Unlimited
Google Adwords	✓	✓	✓
Facebook/Instagram Advertising		✓	✓
Youtube Advertising (video required)		✓	✓
Lead Generation			✓
SEO			✓
Landing Page Setup/Optimization			✓

## Next Steps

Ready to get started?

Contact us today to start a discussion on a strategy that fits your business.

Scott Bauer is the Marketing Director at Navigator Multimedia Inc. Scott will be your best point of contact getting started. Contact by email or phone for availability.

### Scott Bauer

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