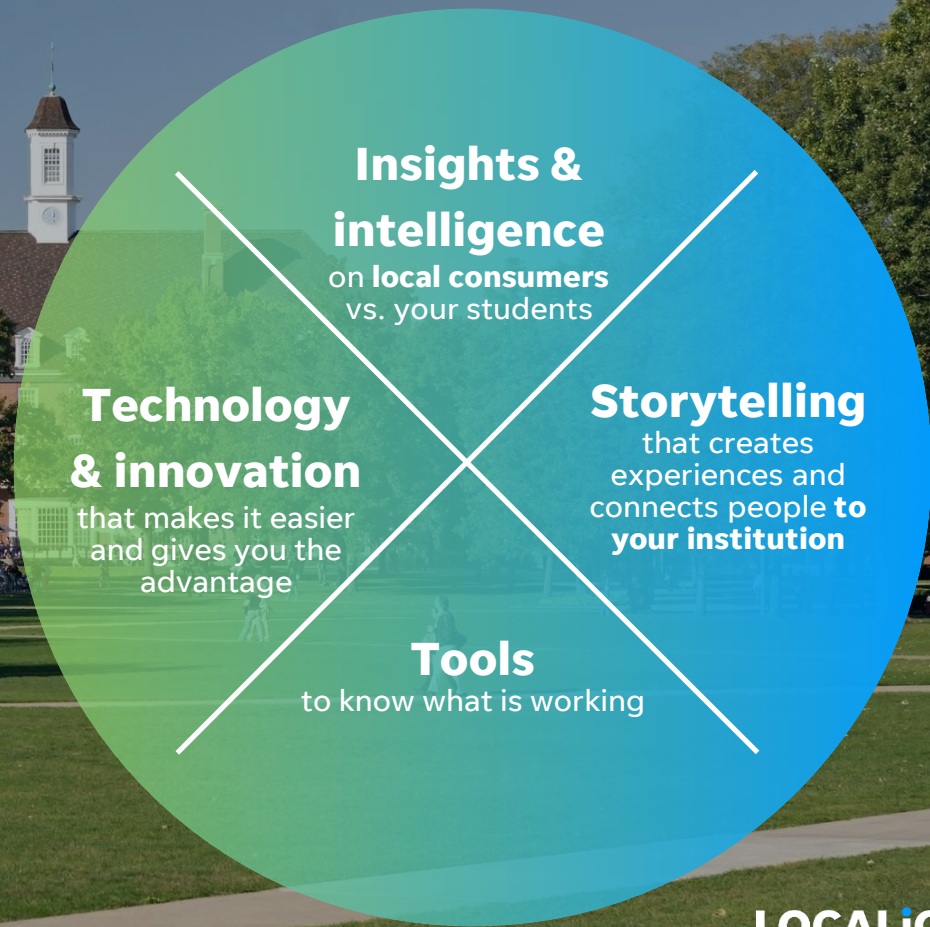# No matter your goals – LOCALiQ can get you there.

- **Leverage popular online platforms to advertise Research Studies seeking participants**
- **Targets**
  - Will vary by study
    - Some could have specific ages, gender or other demographic characteristics necessary
    - Geographies will be different based on type of participation needed.
- **Partner with Communications team on messaging, recruitment, events etc.**

Overview

How and where does it all work?

Marketing is
no longer about any
one marketing tactic.

It's about
knowing
local education.

Insights & intelligence on **local consumers** vs. your students

Storytelling that creates experiences and connects people **to your institution**

Technology & innovation that makes it easier and gives you the advantage

Tools to know what is working
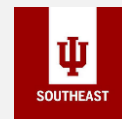
LOCALiQ
PART OF THE USA TODAY NETWORK

The confidence of
Education Intelligence
working for you.

Insights from **1,600+** education campaigns

Local Education Intelligence in 109 Communities across the USA Today Network

Education learnings from delivering **219,140+** local leads.

Technology & innovation built to drive the results your stakeholders want to see

Google Award Winning Technology
As a Google Quality Account Champion for 3 out of the last 4 years, we bring you cost-effective leads through relevant, high-quality campaigns at Google and beyond.

Facebook Partnership
We are a Facebook marketing partner focused on local businesses and managed campaigns for thousands of businesses looking to grow on Facebook.

Smarter Solutions
Our smart technology does what no human can, automatically optimizing marketing budgets to drive traffic towards the best placements and audience, eliminating spend on poor performers.

1,155
SEM CAMPAIGNS EXECUTED FOR UNIVERSITY & COLLEGES

472
SOCIAL CAMPAIGNS EXECUTED FOR UNIVERSITY & COLLEGES

3.4x
EDUCATION AD CLICK-THROUGH RATE ON USA TODAY NETWORK IS 3.4X HIGHER THAN GOOGLE BENCHMARK

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Ways to reach active military members

Active Duty Military – Media Habits

Online Media Usage	Index
Facebook	74
Instagram	112
Twitter	192
Pinterest	59
Internet use 1st Quintile (heaviest)	206
Internet use 3rd Quintile (medium)	103
YouTube	144
Streaming media player (Apple TV, Roku, etc.)	159
Any Newspaper Website/app	117
Access Internet, e-mail, etc. (data plan)	116
Bing	146
Google	123
Yahoo!	104

Traditional Media Usage	Index
Television 1st Quintile (heaviest)	32
Television 3rd Quintile (medium)	91
Radio 1st Quintile (heaviest)	107
Radio 3rd Quintile (medium)	113
Newspaper print edition 1st Quintile (heaviest)	69
Newspaper print edition 3rd Quintile (medium)	93
Television 1st Quintile (heaviest)	32
Television 3rd Quintile (medium)	91
Radio 1st Quintile (heaviest)	107
Radio 3rd Quintile (medium)	113

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Market Potential

Take Medication for Depression – Media Habits

Zip Code	Area	Estimated Users	% Comp	Market Potential Index
31605	Valdosta	3.00%	123	31605
32311	Tallahassee	3.07%	118	32311
31635	Lakeland	0.86%	118	31635
31645	Ray City	0.61%	116	31645
39817	Bainbridge	1.24%	115	39817
31632	Hahira	1.50%	115	31632
32305	Tallahassee	2.78%	114	32305
32064	Live Oak	1.04%	113	32064
32317	Tallahassee	1.92%	113	32317
32312	Tallahassee	4.33%	113	32312
32351	Quincy	2.17%	113	32351
31730	Camilla	1.02%	112	31730
32310	Tallahassee	2.27%	112	32310
39819	Bainbridge	1.36%	112	39819
31636	Lake Park	1.25%	112	31636

Medications reasons bought past 12 months Anxiety/depression (A) by Equal Ranges

- Market Potential Index (103~129)
- Market Potential Index (77~103)
- Market Potential Index (0~26)
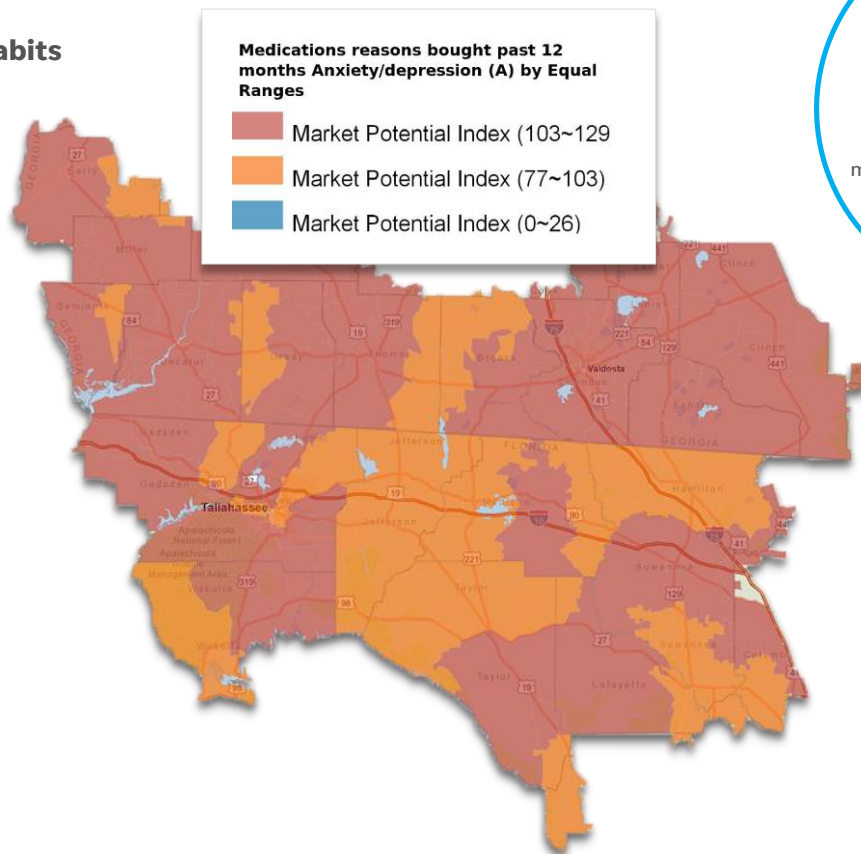
91k

People take depression medication in Tallahassee DMA

LOCALiQ

Ways to reach depression disorders

Take Medication for Depression – Media Habits

Online Media Usage	Index
Facebook	116
Instagram	121
Twitter	120
Pinterest	145
Internet use 1st Quintile (heaviest)	119
Internet use 3rd Quintile (medium)	103
YouTube	110
Streaming media player (Apple TV, Roku, etc.)	116
Any Newspaper Website/app	110
Access Internet, e-mail, etc. (data plan)	107
Bing	104
Google	115
Yahoo!	106

Traditional Media Usage	Index
Television 1st Quintile (heaviest)	104
Television 3rd Quintile (medium)	99
Radio 1st Quintile (heaviest)	98
Radio 3rd Quintile (medium)	99
Newspaper print edition 1st Quintile (heaviest)	101
Newspaper print edition 3rd Quintile (medium)	104
Television 1st Quintile (heaviest)	100
Television 3rd Quintile (medium)	102
Radio 1st Quintile (heaviest)	100
Radio 3rd Quintile (medium)	104

LOCALiQ

One partner to help your institution grow.

New Student Enrollment

Promote Value of Education

Differentiate Brand

Improve Applicant Experience

Promote Unique Course Schedules

Encourage Event Attendance

Program Growth

Activate Alumni

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Drive Awareness & Leads

Recommendations

Solution Focus

Drive Leads & Awareness

Social Ads:

Get real results, not just likes. With our social media advertising solution, we reach beyond Facebook/Instagram followers to put your business in front of the most interested Facebook/Instagram users, drive action, and help your business grow.

Targeted Digital Display:

Stay top of mind by targeting prospects throughout their media consumption journey with display banner ads, using the power of the USA TODAY NETWORK and the strength of our partnerships.

Targeted Email Marketing:

Keep the conversation going with prospects. Expertly designed emails (that actually get opened) start here.

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Social Ads

Smarter Social Ads. A holistic Facebook and Instagram advertising approach.

Social Ads

Business Goal Targeting

- Choose your business goal (not your ad goal) – Drive contacts, grow reach or increase engagement
- Multiple ad tactics roll up under each goal

Unique Budget Optimization Technology

- Proprietary AI technology learns what works best and shifts budget across ad objectives to help you achieve your business goal

Facebook & Instagram Expertise

- Blueprint-trained experts deliver compelling ads
- Creative refreshed regularly for optimal results
- Human monitoring ensures technology is always working for you

Measurable Results

- Know exactly what's driving performance
- Check results like forms, calls, clicks, engagements and more

Marketing Partner

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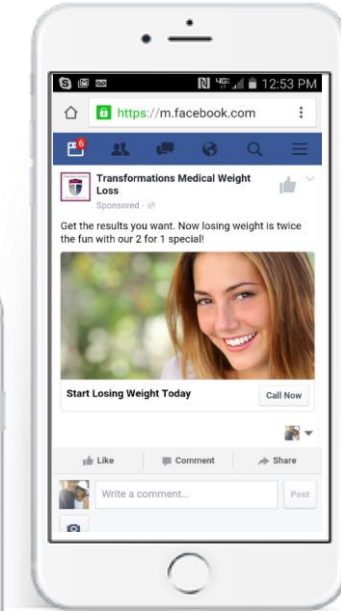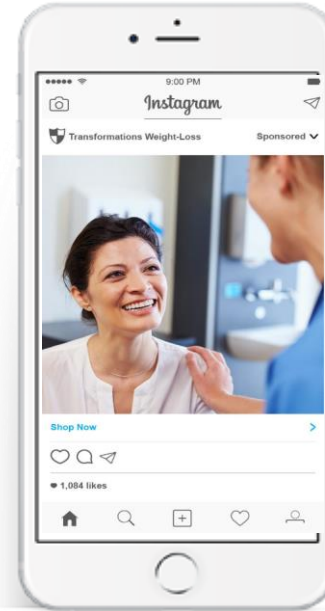
Program Options

Website Clicks

Bring more consumers to your business website with custom CTAs to increase online engagement and conversions

Retargeting

Increase brand awareness and drive previous site visitors and new, lookalike audiences to your website

Lead Ads

Generate leads directly through Facebook with customized forms and leads delivered straight to your inbox or Client Center

Custom Options

Customize your advertising with niche objectives, creative options, and targeting that are not available with other programs

Website Clicks

Create brand awareness and drive prospects to your website

- Ads show on desktop and mobile News Feed, Marketplace, Instagram or Audience Network

- Target users by geo, age, and gender

- Detailed targeting available*

- Interest, behaviors, and extended demographics

- Customized CTA buttons drive clicks

- Apply Now, Book Now, Contact, Learn More, Shop Now, Sign Up

- Website activity tracking & reporting included

* Detailed targeting requires additional budget

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Lead Ads

Generate new sign ups, form submissions, and appointments.

- Ads show on desktop and mobile News Feed, Instagram, or Audience Network

- Target users by geo, age, and gender

- Detailed targeting available*

- Interest, behaviors, and extended demographics

- Customized forms capture lead information

- Pre-populated Facebook forms make form submission simple for Facebook users

- Leads delivered in real time to your email or Client Center** lead inbox

*Detailed targeting options require additional budget **Client Center available for $0 for HIPAA clients during the life of their campaign. For non-HIPAA Lead Ads clients, Client Center incurs an additional monthly fee

New Facebook Lead Notification
You have a new lead from your Facebook campaign! See your lead details below, and then respond via phone or email. Contacting your new leads within hours improves your chances of turning them into a customer.

Lead Details
Campaign Name: Skin Spa New York Facebook

John Smith   Date received: 08-17-2017
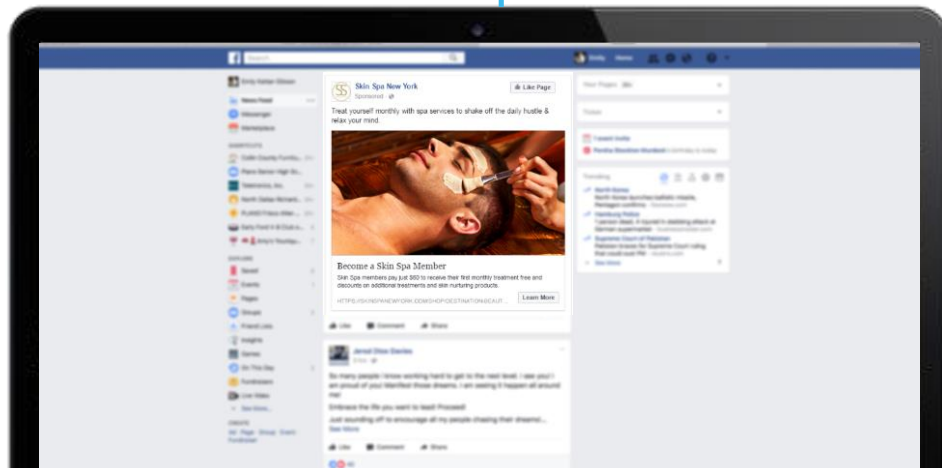
Email
john.smith@mailbox.com

zip code
33763

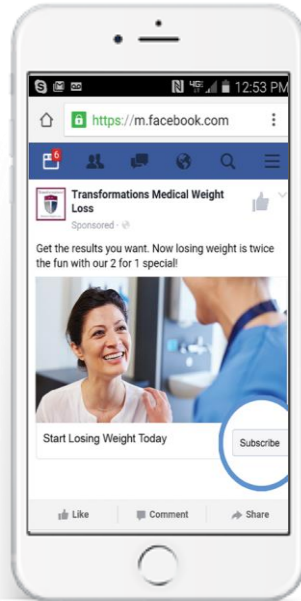what would you like to receive information on?
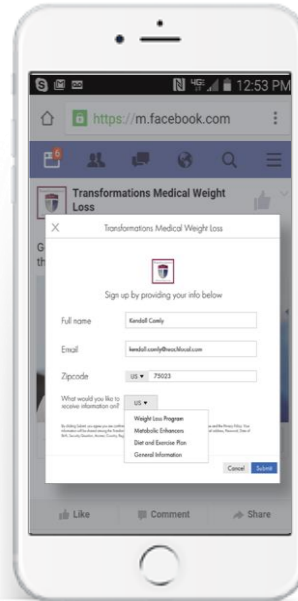dining and shopping
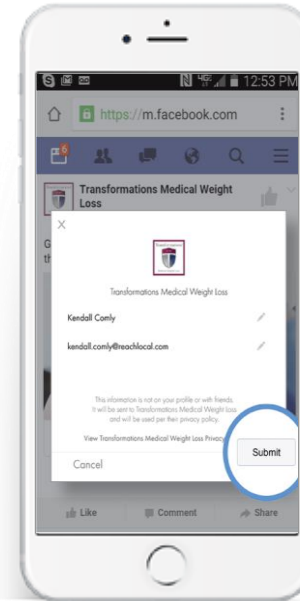
RESPOND TODAY
EMAIL

Lead Ads
How It Works

Target your ad to Facebook users based on location, demographics, and interests

Users see your customized form fields when they click on your ad

Users can quickly edit or confirm pre-populated information and tap submit

Lead Ads
With Client Center*

Generate leads and comply with industry regulations (like HIPAA) .

- Lead Ads drive people to sign up easily via pre-populated forms on web and mobile

- Secure storage of lead information through Client Center* technology

- Lead notification emails let you see when a new lead is ready for viewing in your Client Center Inbox

- Client Center marketing automation helps you respond first while analytics show you how your ads are working

*Client Center is available for $0 for HIPAA clients during the life of their campaign.

For non-HIPAA clients, Client Center incurs an additional monthly fee

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Lead Retargeting & Lookalike Audiences
Smart just got smarter.

- At no additional budget*, automatically target prospects who have already shown interest, making it easier for them to progress down the buying funnel.

- Leveraging Facebook's lookalike technology, we tune into an audience that look just like your most highly qualified prospects

- This audience is likely further along in the consumer journey, thus increasing conversions and improving ROI
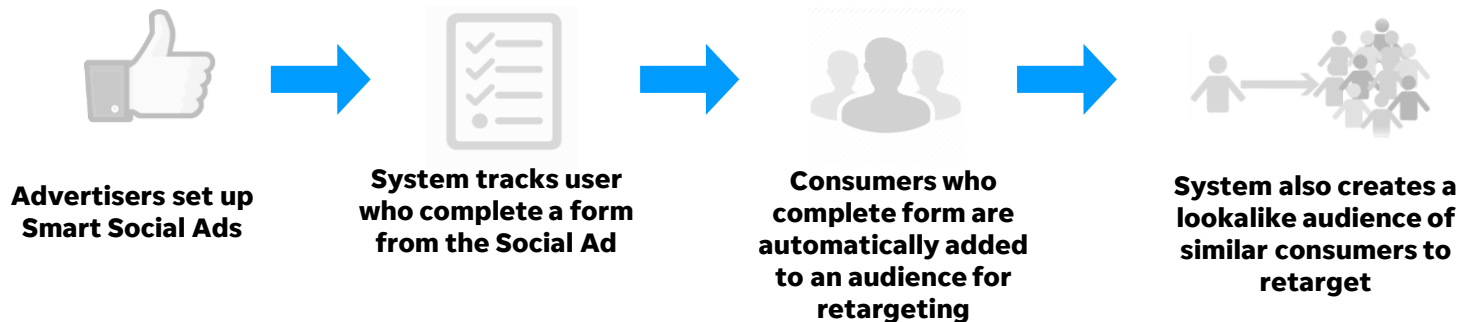
when running smart Social Ads Contacts and Engagement optimization goals or both legacy Social Ads Lead Ads and Retargeting ad objectives
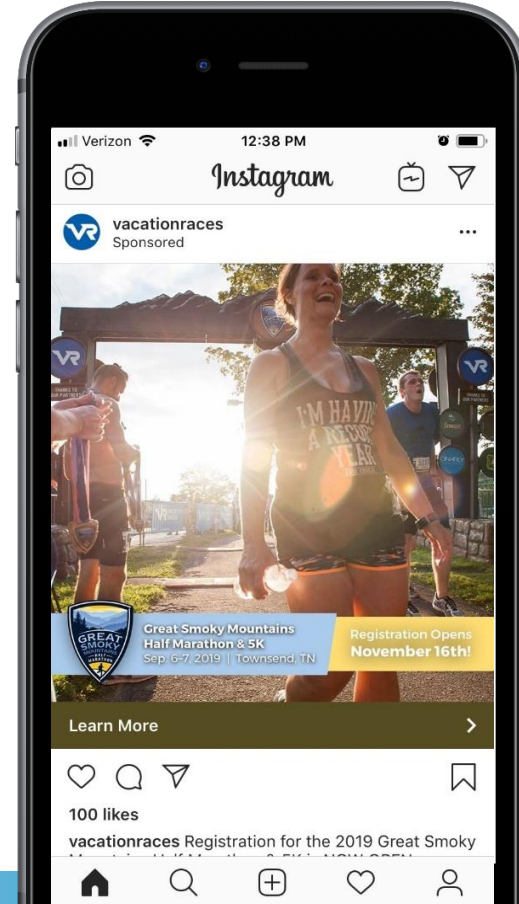
Retargeting & Lookalike Audiences*
How It Works

Take interested leads from your Contacts or Engagement campaign and use those to retarget AND create a lookalike audience

Advertisers set up Smart Social Ads

System tracks user who complete a form from the Social Ad

Consumers who complete form are automatically added to an audience for retargeting

System also creates a lookalike audience of similar consumers to retarget

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Custom Facebook Solutions

Run Multiple Ad Objectives

Test New Ad Formats & Creatives

Target Highly Custom Audiences

Take social ads to the next level with multiple objectives, and advanced targeting capabilities

- Reach users across all Facebook properties and optimize performance
- Execute multiple ad objectives in a single campaign
- Test new formats and creatives
- Take advantage of audience targeting options and custom lists
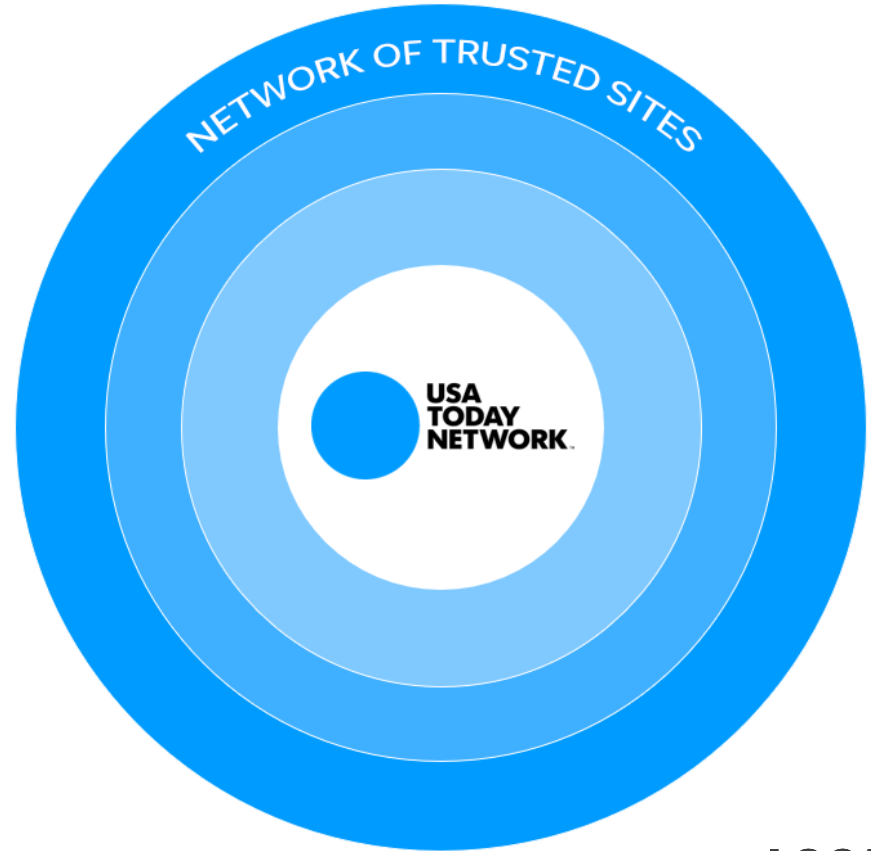
Targeted Display

Stay top of mind with local consumers throughout their buying journey and help drive engagement with your brand.

Reach People Wherever They Are

USA TODAY NETWORK utilizes technology to access quality inventory to target desired consumers and expand your influence across thousands of additional trusted websites.

Multiple targeting strategies:

- Geo, audiences, contextual
- Remarketing to site visitors
- Search history
- Shopping behaviors
- Past purchases
- Mobile location data
- Demographics
- Loyalty data

NETWORK OF TRUSTED SITES

USA TODAY NETWORK.

LOCALiQ

Tactic Options

Run of Network

Get broad exposure and build brand awareness to a more unspecified audience

Keyword Contextual

To introduce or reinforce your brand to users who have recently researched information relevant to your brand or objective.

Geo Fence/ Addressable

To target individuals who visit, attend, shop etc specific events, businesses and/or locations. Also used to target down to specific households

OTT/CTV

To target individuals consume media and entertainment via streaming devices

Retargeting

'Always on' strategy to keep your message in front of users who have virtually raised their hand with interest

Curated

- Layering of demographic and psychographic targeting on top of local addresses, allowing you to only target households with your ideal customer.

White Label/ Black Label

- To control exactly where your message appears.

RUN OF NETWORK
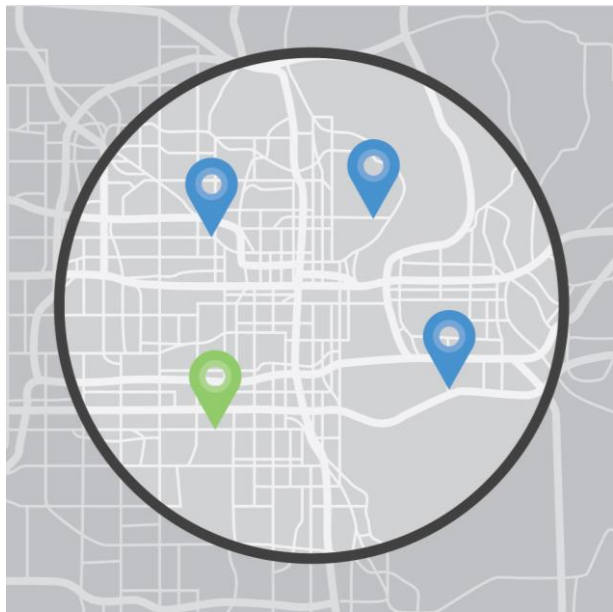
How it works

- Target all consumers within a specific geography, regardless of demo graphics, behaviors, or devices.
- Your ads could appear on any website or app your target audience is viewing.

Why it works

- We work with a large network of websites and apps, allowing you to reach your local community with your message.

When we use it

- To get broad exposure and build brand awareness for businesses that have a wide, unspecified audience (like hospitals and many home services).

Targeted Display
KEYWORD CONTEXTUAL

How it works

- Target consumers who recently viewed content containing keywords relevant to your business.
- Reach users viewing online content containing keywords that you've designated as targets for your business.

Why it works

- Viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers.

When we use it

- To introduce or reinforce your brand to users who have recently researched information relevant to your brand.
- Works best for businesses whose audience can be pinpointed by keyword.

GEOFENCE

How it works

- Target consumers based on their mobile device's physical location whose boundaries you predefine.
- Consumer enters your predefined area, with their location settings on, and are served your ad on their mobile browser or in ad-enabled apps.
- Track visitors who've entered your geofence area, been served your ad, and walked into your physical location (or a location you deem as valuable).

Why it works

- You can target consumers based on physical places they've visited that show a potential interest in your brand (e.g., a dog park for a veterinarian or a competitor's physical location).
- Recent geographic activity and habits of consumers are a strong indicator of current interests.

When we use it

- Businesses with physical locations are a great fit but geofencing works for other local businesses like home improvement, for example, who can target based on the geography of their existing clientele.

Targeted Display
ADDRESSABLE GEOFENCE*

Timberwind Ln
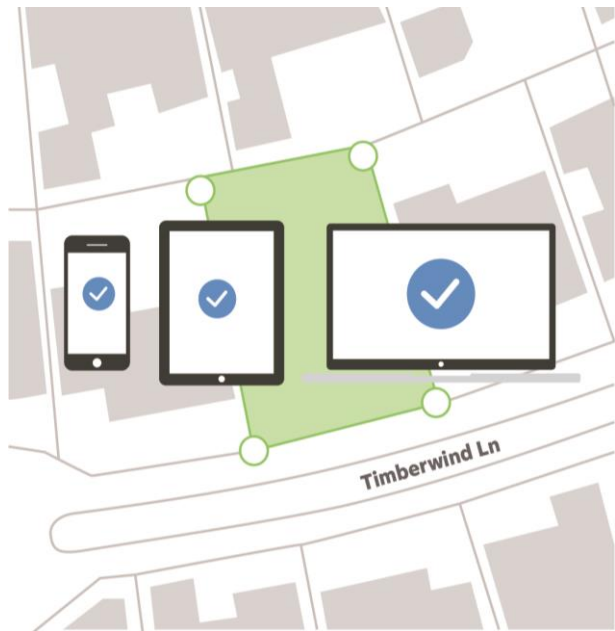
How it works

- Use property line data to reach consumers at their home address through their devices. Think of it like direct mail, only it's digital, trackable, and makes better use of your advertising dollars.
- No list? No problem. We can curate an audience list on your behalf using selected criteria.**
- Your business locations can even be set as 'conversion zones' to track foot traffic to your business of people who viewed your ad.

Why it works

- You can connect with local consumers in their homes – on their phones and across all devices they use, including connected TV.
- You can target multiple consumers within a household across their devices and for up to 30 days after they have left the address, keeping your brand top of mind for everyone.
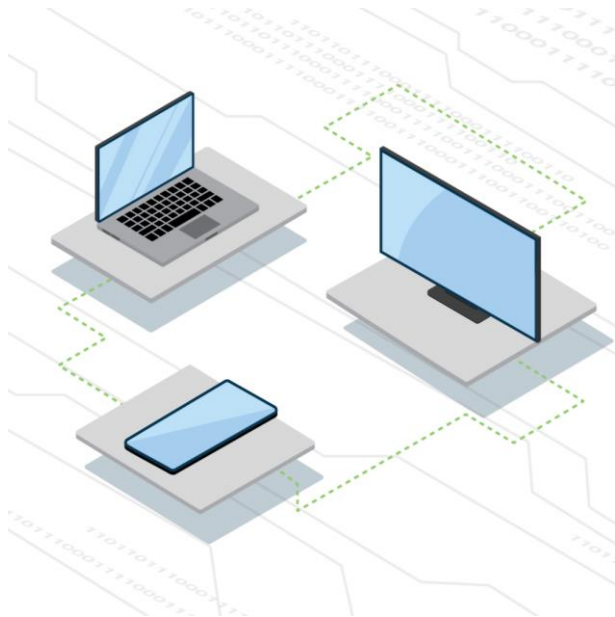
When we use it

- To drive awareness and foot traffic to your local business with access to physical addresses of consumers in your community.

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Targeted Display

OVER-THE-TOP (OTT) / CONNECTED TV (CTV)

How it works

- Target users who are viewing content via an Internet connection versus a cable TV provider (e.g., Apple TV, Roku, Playstation, Amazon Fire TV, etc) with streaming video ads.
- Show video ads for tactics (e.g., Site Retargeting) through OTT/CTV inventory.
- No list? No problem. We can curate an audience list on your behalf using selected criteria.*
- Reach users across any device they're viewing OTT/CTV content on.

Why it works

- Consumers can't fast forward through steaming video ads placed before or during the content they're viewing.
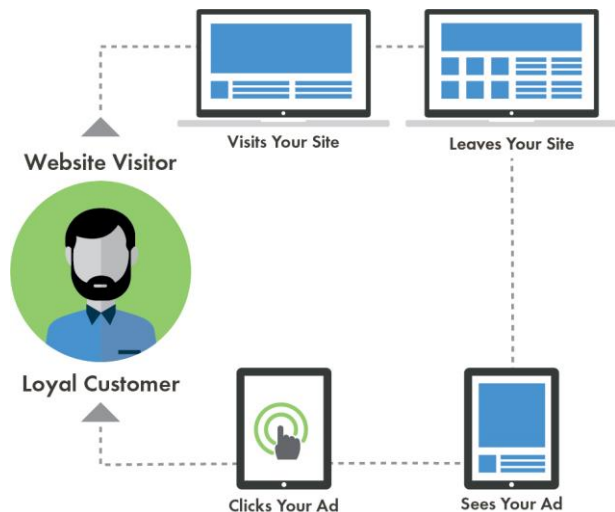- Reach a unique group of video consumers that advertisers can't target with traditional TV commercials.

When we use it

- This is an additional delivery method where video ads can be shown.
- Can be used as a standalone tactic or to support other tactics like search and site retargeting (recommended).

Minimum budget required of $5,000.

Targeted Display
SITE RETARGETING

Website Visitor

Visits Your Site   Leaves Your Site

Loyal Customer

Clicks Your Ad   Sees Your Ad

How it works

- Target consumers online who have recently visited your website.
- Your website tags users when they visit your website with a unique identifier that stays with them as they browse ad-serving websites.
- The ad server recognizes the user visiting the site and servers your ads alongside the content they consume.

Why it works

- Recent website visitors have already expressed interest in your brand. Site retargeting helps keep you top of mind throughout their buying journey.
- Site retargeting works great with other marketing tactics like SEO and search marketing, adding touchpoints and reminders of your brand to your prospects.

When we use it

- Site retargeting is a great 'always on' strategy to keep your message in front of users when they leave your site and works for nearly any type of business (e.g., Furniture stores, universities, vacation-related businesses).

Targeted Display
LIST RETARGETING / DATA ONBOARDING

Select Audience From Your CRM

Launch Targeted Ads

How it works

- Target online consumers with display ads who are already in your database of prospects or customers.
- Your database is cross-referenced against our database of targetable emails. Users with matching emails (typically 20-30%) can be targeted with your online ads.
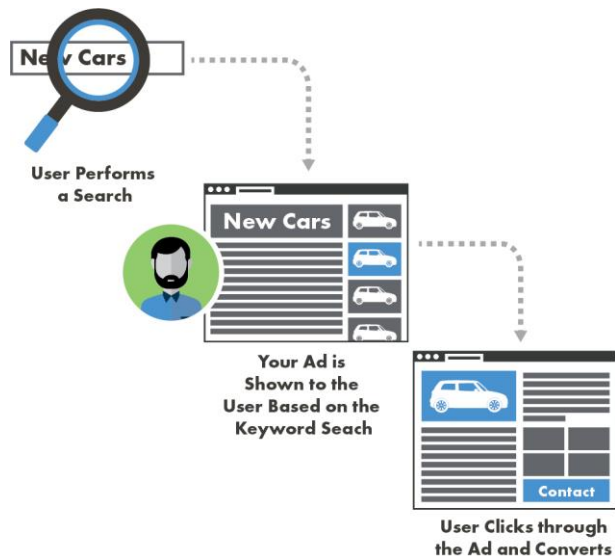
Why it works

- These users are familiar with your brand already, either as past customers or leads you haven't closed, making it less of a 'cold call' ad.
- This can work well in conjunction with other CRM-focused initiatives for a true, multi-channel campaign.

When we use it

- We suggest using CRM List Retargeting alongside other tactics since the list match can be very narrow. Clients typically have a database of at least 50K to work with.
- This is a great tactic to use in conjunction with retargeting via social media, ensuring you're reaching your target audience multiple times with your message.
- Clients with products or services bought on a regular cadence are a good fit for this tactic (e.g., annual HVAC check-ups, dentists, etc).

Targeted Display
SEARCH RETARGETING

New Cars

User Performs a Search

New Cars

Your Ad is Shown to the User Based on the Keyword Seach

Contact

User Clicks through the Ad and Converts

How it works

- Target users who have searched for keywords relevant to your brand in the last 30 days.
- User could search on any 3rd party website like a local news site, WebMD, or About.com, for example. If their search matches one of your keywords, that person will later be served one of your ads when they visit another website or apps that serves ads.

Why it works

- The consumer has expressed recent, specific interest in your product/ service, showing a potential short-term need for your business.

When we use it

- To drive awareness to consumers interested in your types of products and services but may not be familiar with your brand yet.
- When clients are looking for new audiences (e.g., restaurants, HVAC, dentists).
- Typically works best for purchase cycles that last longer than a week.

Targeted Display
CURATED AUDIENCE*
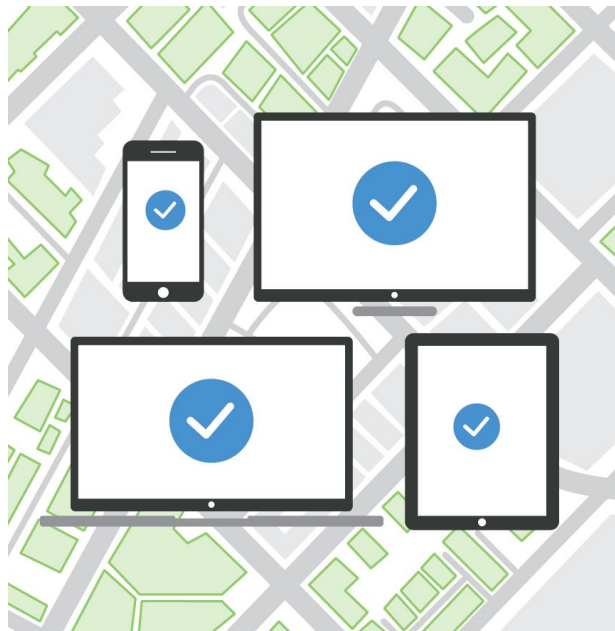
How it works

- We build out a list of local households that meet location, demographic and/or interest-based
  criteria of your target audience.

- Reach an entire household of consumers through any device on which anyone is viewing content. Think of it like direct mail, only it's digital, trackable, and makes better use of your advertising dollars.

- Your business locations can even be set as 'conversion zones' to track foot traffic to your business of people who viewed your ad.

Why it works

- Our curated list allows for layering of demographic and psychographic targeting on top of local addresses, allowing you to only target households with your ideal customer.

- You can connect with local consumers in their homes – on their phones and across all devices they use, including connected TV.

- You can target multiple consumers within a household across their devices and for up to 30 days after they have left the address, keeping your brand top of mind for everyone.

When we use it

- We curate addresses to target from scratch or from an existing list. Adding the demographic and elements allows a client like a veterinary clinic, for example, to only target dog-lovers within the address list (making laser-focus use of ad dollars).

*US only. Minimum budget required of $5,000.

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Targeted Display
WHITELIST/BLACKLIST

Blacklisting   Whitelisting

How it works

- Whitelist: Target users who visit a specific list of sites or apps, whether that be a group (e.g., ComScore Top 500) or a specific list.
- Blacklist: Rule out a list of sites or apps you don't want your ad to appear on.

Why it works

- It allows you to control exactly where your ad appears (or doesn't appear) when you have a message that might be in contradiction to certain audiences or is targeted at a very narrow audience. This ensures your message is highly relevant to viewers and you're not wasting ad dollars where you know your message won't resonate.

When we use it

- To control exactly where your message appears.
- Not often used as it's typically more important WHO sees your ad vs WHERE they see it but can be effective in a scenario like a premium real estate agency who may want to blacklist apartment-hunting websites, for example.

Targeted Email Marketing

Get connected to customers who have shown interest in the products or services you offer

Reach and Influence More Local Consumers with Targeted Email Marketing

91%
OF CONSUMERS CHECK THEIR EMAIL AT LEAST ONCE A DAY*

Increase Brand Awareness

Expand the reach of your product or service as we drop branded emails into thousands of inboxes.

EMAIL GENERATES HIGHEST ROI FOR 10 YEARS RUNNING**

Drive More Website Traffic

Drive consumers most likely to convert to your website.

44%
44% OF EMAIL RECIPIENTS MADE AT LEAST ONE PURCHASE LAST YEAR BASED ON A PROMOTIONAL EMAIL***

Promote Sales Events & Special Offers

Send a timely digital postcard to consumers inclined to buy through our ability to target ideal customer profiles.

*ExactTarget   **Venturebeat   ***Convinceandconvert.com

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Why LOCALiQ Targeted Email Marketing?

- Market Leader: 9,600 campaigns sent to 300M subscribers in 2016

- Proprietary Dataset: High quality recipients with over 250 targeting options

- 100% Guaranteed Delivery: Sign up for x emails, deliver x emails

Print

Position your brand with our traditional readers

Print

Reach a larger, more engaged audience

80%

Of adults take action as a result of seeing a newspaper print ad.
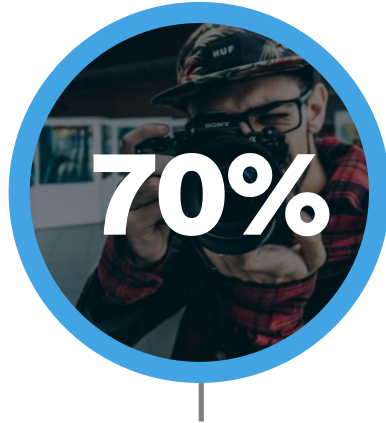
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Branded Content

Tell your story, engage new audiences & grow
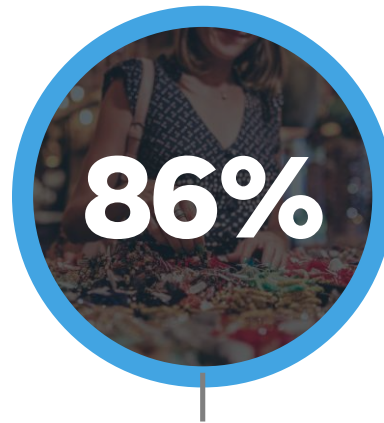
It's Time to Tell Your Brand's Story

Branded Content captures attention & engages audiences

70%

of consumers prefer learning about products or services through content rather than traditional advertising[1]

65%

of marketers find it challenging to produce engaging content[2]

86%

brand recall among viewers of branded content[3]

[1] CMO.com June 2016, 15 Mind-Blowing Stats About Sponsored Content
[2] Content Marketing Institute 2018 B2B & B2C marketing report
[3] Nielsen Insights

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Ecosystem of a Branded Content Campaign

How it works together…

Facebook posts drives to article

Homepage & Section front editorial title drives to article

Targeted Native units drive to article

Ads and deep linking on content drives to advertiser's website

We have worked with over 450 local advertisers on branded content campaigns.

LOCALiQ