

SPOTLIGHT

Spotlight is a platform designed from the ground up to handle all aspects of digital advertising.



SPOTLIGHT

Spotlight is a comprehensive digital marketing platform that allows us to collect data from current and future customers by using multiple location methods such as Beacon Technology, GPS, Cell Towers, IP addresses, and User Information. This 6-point collection method allows us to utilize tactics like keyword retargeting, contextual targeting, demographic targeting, and location-based targeting to optimize your ad campaign.

Fly Moose Media deploys a precision ad campaign based on this information. While our competitors take a shotgun approach to your ad campaign, Fly Moose Media opts to take a sniper approach by utilizing Spotlight to recognize patterns that allow us to tailor your ad campaign to engage with current and future customers. This can be anything from directing your customers where you want them to go and/or creating dynamic calls to action such as click to call, navigate to your direct location, direct to webpage, video, and much, much more!

Verified

Here at Fly Moose Media we work with Integrity Verified partners, so you can rest assure that your ad campaign isn't getting outsourced to click farms that artificially inflate your numbers. With Fly Moose Media you can feel confident that you are getting the most from your hard earned advertising dollars.

Some Benefits of Spotlight

- Built from the ground up to handle all aspects of digital advertising
- Integrity Verified partners
- One Invoice
- 6-point collection method
- multiple location methods
- 15mm research tools
- 48+ data integration sets



Online Reputation Management

Online Reputation Management is a powerful tool that allows you to control your online image and search results.



Online Reputation Management

First impressions count, so make yours a favorable one. Negative reviews and a bad reputation can cripple your business. **Online Reputation Management** is a comprehensive strategy that focuses on helping business put their best foot forward. That can included responding to positive and negative feedback, fighting slanderous claims, and controlling what information appears at the top of Google's search results when someone searches your company. Regardless of the size of your business **Online Reputation Management** is a tool that you will want to have at your disposal.

Some Benefits of Online Reputation Management

- Protect your brand
- Ongoing monitoring of your online reputation
- Restore your online brand reputation and prevent possible attacks
- Comprehensive tracking across the social media
- Comprehensive tracking across the search engines
- Comprehensive tracking across forums
- Comprehensive tracking across product review site

Parameters

Online Reputation Management is a comprehensive strategy that encompasses the entire digital landscape – including, but not limited to major social media networks and search engine platforms.



Pay-per-Click Advertising

Pay-per-Click in the simplest terms is the ability for an individual or a business to buy a top spot in their search results on a search engine such as Google or Bing.



PAY-per-CLICK

Pay-per-Click or **PPC** is an internet marketing model in which businesses pay an advertiser only when an ad is clicked. Google Ads describes PPC as the ability to “Be seen by customers at the very moment that they’re searching for the things you offer and only pay when they click to visit your website or call”. Fly Moose Media knows how to make Google’s complex algorithms work for you to maximize your digital campaign.

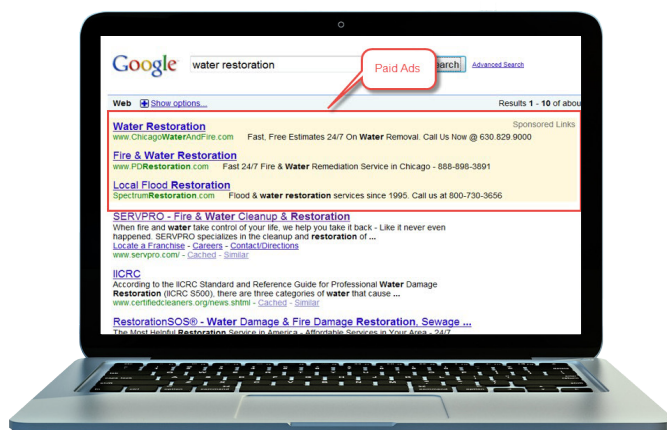
Some Benefits of PPC

- Buying visits to your site – instead of gaining those visits organically.
- Bid for ad placement in a search engine’s sponsored links
- Target customers by keyword
- Advertise locally or globally

In addition to the benefits listed above PPC allows a business to use a variety of different types of ads to cover the entire horizon of the digital landscape. For instance you can have text-based ads, Graphic display ads, YouTube Video ads, or even mobile ads to target your audience – you have a variety of different types of ads at your disposal.

Parameters

Google is the most dominant search engine in the world, which makes Google Ad words the number one platform used for PPC. Google is undisputedly the biggest, but they are not the only provider – Bing Ads also serves a significant portion of ads on yahoo and there are also PPC advertising options on all of the major social media networks.



Search Engine Optimization

Search Engine Optimization also known as **SEO** is the process of optimizing an individual's or business's website in order to obtain a high-ranking placement on a search engine platform such as Google or Bing.



Search Engine Optimization (SEO)

The importance of **Search Engine Optimization** cannot be understated – our professionals will use an aggressive SEO strategy that includes research, recommendations, and implementation based on your business that will ensure that Google, Bing, and other search engines can quickly scan, index, and rank your site. This will help get your business at the top of Google and will net you more traffic from visitors searching for what you offer.

Some Benefits of SEO

- Boost your sites conversion rate exponentially
- Aggressive SEO strategies
- Dominate the first page in your region
- Keyword Research
- Citation analysis
- In-depth site audit

Get Noticed

According to Statista.com over 1.17 Billion people use Google - reach the top of Google and get your business noticed! More visibility means more traffic and most of the webs traffic is driven by search engine platforms. People are searching for your business, don't get lost in the crowd. Let Fly Moose Media assess your website with our SEO audit specialists and find ways to improve its search engine rankings.

Parameters

Google is undisputedly the most dominant search engine platform in the world, but they are not the only platform – Bing and Yahoo also have an index of over 17,000,000,000 pages.



Display Advertising

Display Advertising is the process of getting your message to a desired audience, typically in the form of an ad on a webpage – they can be found at the top in the form of a traditional banner ad, but also come in variety of sizes and locations. These types of ads appear on specific sections of a web page that are reserved for paid advertising.



Display Advertising Tactics

There are many different tactics that Fly Moose Media can deploy to ensure that we are targeting the right audience. An example of such a tactic is Behavioral Targeting, which is the process of targeting an audience based on a variety of demonstrated behaviors such as intent or interest. By utilizing our platform Spotlight we employ one of our 40+ different 3rd party data providers, which include cookie and non-cookie base providers.

Some of the benefits

- Reach specific audience that resonate with your brand
- Reach user that have passed the awareness stage
- Increased control over who sees your media

Another such tactics **Demographic Targeting**, which is the process of target different audience based on a variety of demographic factor including age, gender, household, income, etc.

Parameters

To reach your audience, Lighthouse will employ one of our 40+ different 3rd party data providers, which includes cookie and non-cookie based providers.

Some of the benefits

- Reach a specific audience that resonates with your brand
- Reach user that have passed the awareness stage
- Increased control over who see your media



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Display Advertising is the process of getting your message to a desired audience, typically in the form of an ad on a webpage – they can be found at the top in the form of a traditional banner ad, but also come in variety of sizes and locations. These types of ads appear on specific sections of a web page that are reserved for paid advertising.



0% APR
FOR 72 MONTHS

Or Get
\$1,000
CASH OFFER

2017 TOYOTA
CAMRY

SELECT MODELS ONLY. SEE
DEALER FOR DETAILS.



VIEW INVENTORY

Display Advertising Tactics

Search Retargeting is another tactic that we can utilize to remarket a message to user who are actively searching for certain words or phrases across thousands of properties. Our main goals of site retargeting are to obtain new customers, increase revenue, and acquire customers from competitors.

Parameters

To reach these users, Spotlight will employ one of our one of our 40+ different 3rd party data providers.

Some of the benefits include

- Reach users in the interest or intent phase
- Complement your paid search Initiative

Site Retargeting is the lowest tactic in the funnel used to remarket messages to users who previously visited owned web sites.

Parameters

Retargeting requires a pixel to be placed on the advertiser's website to collect first-party data.

Some of the benefits

- Tap into your most qualified users
- Drive Conversions
- Capture users driven to your site organically and through paid media
- We can target any Mobile phone, tablet, desktop and any smart device.
- Pre-roll video capabilities

