



## 2024 FERGUSON MARKETING OPPORTUNITY

### **MARKETING OPTION 1**

#### ***DIRECT MAIL POSTCARD***

The Post Card enables contractors to engage with prospective customers utilizing the following list criteria of Homeowners, income \$50K+, and age of home 8 years or older. Each dealer will receive a total of 2,750 (6" x 11") cards as part of the campaign. Card deployment week can be selected by the dealer Postcard and Geo-fence Creative will be a Ferguson-approved template that can be customized with the dealer logo, local information (address and website), and service offers.

#### ***ADDRESSABLE GEOFENCING***

Geo-Fence marketing displays advertisements, through apps or websites, to mobile IP addresses. The approach involves a business specifically targeting anyone in a certain location (ie. Stores, events, etc.). Addressable Geo-fence allows a business to utilize this innovative technology but drill down to a list of household addresses from a provided or purchased list.

2024 Program	Estimated Total Impressions	Duration	Total Cost	Campaign Approval
Direct Mail Postcard	2,750	1 mailing	\$2,578	
Addressable Geo-fence	45,000	6 weeks		

### **MARKETING OPTION 2**

#### ***EMAIL***

As a high-impact medium, email marketing can deliver a strong return on investment (ROI). Our approach develops a campaign strategy that meets specific objectives to reach targeted consumers and build interest for your service-driven business. Prospective customer targets will include homeowners, income \$50K+, and age of home 15 years or older. We strike a balance between powerful design and good communication. We work with Ferguson on a creative message and design that will be customized with your dealer logo and information.

#### ***RETARGETING***

The Retargeting component is a digital display campaign targeting consumers who have opened one or more of the emails deployed throughout the campaign.

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2024 Program	Estimated Total Impressions	Duration	Total Cost	Campaign Approval
Email Campaign (9,900/deployment)	18,000	2 deployments	\$2,590	
Retargeting	5,000	6 weeks		
Addressable Geo-fence	70,000	6 weeks		



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### **MARKETING OPTION 3**

#### **CITATION MANAGEMENT**

A local citation is any mention of your business NAP (name, address, phone) information to a range of related directories. Citations in SEO can be a key factor in improving your local search results. Media Venue's platform can identify existing and/or missing citations for your business and update them as necessary. Includes a citation analysis and Google My Business verification.

#### **SOCIAL MEDIA MANAGEMENT**

Social Media Management is a long-term strategy to generate more brand awareness for your business through the client's social media platforms (Facebook, Instagram, LinkedIn, and Google My Business). The client will receive a monthly calendar outline with created content for approval. Includes 5-month management of up to 3 social channels: FB, IG, GMB, LinkedIn, Twitter.

2024 Program	Duration	Total Cost	Campaign Approval
Citation Management	12-months	\$2,595	
Social Media Management	5-months		

### **MARKETING OPTION 4**

#### **SOCIAL MEDIA MANAGEMENT**

Social Media Management is a long-term strategy to generate more brand awareness for your business through the client's social media platforms (Facebook, Instagram, LinkedIn, and Google My Business). The client will receive a monthly calendar outline with created content for approval. Includes 4-month management of up to 3 social channels: FB, IG, GMB, LinkedIn, Twitter.

#### **PAID SOCIAL MEDIA**

Social Promoted Post Management is the use of advertisements that are designed to reach existing followers, as well as new consumers who may not be familiar with your business. Ads are targeted to a specific audience, such as location, interests, etc., along with a customized budget and duration.

2024 Program	Duration	Total Cost	Campaign Approval
Social Media Management	4-months	\$2,550	
Paid Social Media	4-months		

### **MARKETING OPTION 5**

#### **SEARCH ENGINE MARKETING**

Paid Search (aka Cost Per Click) allows advertisers to bid for text ad placement through related keywords within Search Engine Result Pages. Media Venue's Search Engine platform utilizes the Google AdWords network as well as other top search engines (Yahoo and Bing) and 100's local directories and specialty sites reaching 98% of the places consumer's search.

2024 Program	Duration	Total Cost	Campaign Approval
Search Engine Marketing	3-months	\$2,500	



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**SIGN UP ONLINE:** <https://mediavenue.com/client/ferguson> or fill out the marketing campaign information and client information form below.

### STEP 1 – Select Marketing Options (Choose 1)

- ☐ Marketing Option 1 (Direct Mail Postcard/Geo-fence)
- ☐ Marketing Option 2 (Email/Retargeting/Geo-fence)
- ☐ Marketing Option 3 (Citation Mgmt/Social Media Mgmt)
- ☐ Marketing Option 4 (Social Media Mgmt/Paid Social Media)
- ☐ Marketing Option 5 (Search Engine Marketing)

### STEP 2 – Select Your Brand

- ☐ Rheem
- ☐ RUUD
- ☐ Day & Night
- ☐ Heil

### STEP 3 – Complete the Client Information Form (see below)

### STEP 4 – Confirm campaign deliverables

Media Venue must receive the following campaign deliverables from the participating dealer before the campaign can be initiated and executed.

#### Campaign Dealer Deliverables:

1. Dealer signed agreement and Client Information Form
2. Dealer logo – email with paperwork
3. Requested Postcard/Email Deployment Date   
(Deployment date based on client creative changes and final approval date. Allow 2 weeks for creative design and proofing)
4. Service Offers (up to 2 service offers):
  - a. **SERVICE MESSAGE #1:**
  - b. **SERVICE MESSAGE #2:**
5. Service Offers Expiration date (if applicable): \_\_\_\_\_

\_\_\_\_\_  
Client Signature (Authorized Signature)

\_\_\_\_\_  
Media Venue, Inc.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



## 2024 FERGUSON MARKETING OPPORTUNITY

### CLIENT INFORMATION FORM

Bus	
Business Address:	
Business Phone #:	
Contact Name:	
Contact Phone #:	
Contact Email:	
Advertising Area:	
(Radius, Counties, Cities or Zip Codes)	
Business Website:	
Ferguson TSM:	

**STEP 5 – Return your completed paperwork to your Media Venue Ferguson Team Member**

**Nicole Bohannon**  
**Client Services Manager**  
[nicole@mediavenue.com](mailto:nicole@mediavenue.com)  
**502-855-4789**