



2024 GRAVELY MARKETING RECOMMENDATION

CLIENT: Gravelly Dealers
PROJECT: Gravelly Marketing Recommendation 2024 Promotions

CAMPAIGN DIGITAL OPTIONS

GEO-FENCING

Geo-fence advertising displays advertisements, through apps or websites, to mobile IP addresses that are captured when entering a geographic location. Geo-Fence advertising is capable of monitoring IP addresses within this location as well as a radius of up to 3 miles around the selected location. Each Geo-Fence campaign can include up to 25 monitored areas.

Addressable Audience Curation allows us to build a geo-fence campaign around a desired target audience. This can consist of age, Household Income, occupation, etc., and will be executed in the radius you indicate on your dealer information form. ***This tactic will target HHI of \$75k+, Landscapers, Farmers, and those with more than .25 acres.***

SEARCH RETARGETING

The Retargeting component will target consumers who have recently searched for business-related keywords on search engines and local directories. The recommendation will include visitors to your local website. Geographic targeting is offered at a full DMA, radius around your location or specific zip codes. ***Keywords from your website are used and then retargeting is optimized based on results throughout the campaign.***

SOCIAL PROMOTED POSTS

Facebook advertising focuses on impressions and clicks. Ideal for promotions, launches, events, building pages likes, and driving web traffic. ***The campaign will target those 35+ who are interested in mowers, lawn care, and landscaping.***

Social Media Advertising Management is the use of advertisements that are designed to reach new people who are more than likely interested in your content but do not currently follow your Facebook page. Ads are targeted to a specific audience, such as location, interests, etc., along with a customized budget and duration. The advertisement will resemble the Facebook page that it is based on. The advertisement will appear with a "Sponsored" label in the top-left corner.

TARGETED VIDEO ADVERTISING

Targeted video advertising (TVA) runs before videos served on YouTube and a collection of other sites and apps (over 3 million Display Network sites that reach over 90% of internet users worldwide). These ads can also appear on Android and IOS YouTube apps, m.youtube.com and on connected TV's. Ad units consist of display videos 12 seconds in length but no longer than 3 minutes. ***The campaign will target those 35+, who are interested in lawn mowers, lawn maintenance, landscape, and are homeowners.***



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MARKETING OPTIONS (Select a minimum of 2)

Options	Digital Elements	Estimated Monthly Impressions	Monthly Campaign Cost Per Dealer*	Campaign Approval	February Clearance Event***	Mow The Distance	Spring Sale
Option 1	Audience Curation Geo-Fence*	65,000	\$600	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option 2	Search Retargeted Display	90,000	\$800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option 3	Social Promoted Post (Facebook/Instagram)	105,000	\$1,200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option 4	Targeted Video**	15,000	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option 5	All elements listed above*	275,000	\$3,600	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Total campaign cost is before any Gravely group co-op funds are reimbursed

**Dealer specific voiceover will be created & is included in the cost

***Monthly cost will be pro-rated based on estimated start date

Sign Up Online: <https://mediavenue.com/client/gravely-marketing/>

DEALER CAMPAIGN DELIVERABLES AND ADDITIONAL SERVICES

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

Campaign Dealer Deliverables:

1. Dealer signed the agreement.
2. Dealer logo
3. Dealer must have a Facebook Page for Options 3 or 5
4. Facebook Administrative rights to dealer Facebook page

Dealer Initial _____

*Directions will be emailed to the dealer



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SIGN THE AGREEMENT

Client Signature (Authorized Signature)

Media Venue, Inc.

Date

Date

This proposal is good for approximately 30 days. Media Venue reserves the right to review hours performed for services rendered in the description above. Additional assigned performance of service hours more than agreed hours may constitute an additional fee. _____ (initial)

Termination of this contract by either party must be made in writing at least (60) working days prior to target end date. No exceptions. Media Venue does not guarantee a measured rate of success for any digital advertising campaign this is comprised, approved, and executed on the Client’s behalf. Digital campaign budgets vary in size based on several considerations. These may include but are not limited to keyword cost and competition, market size, demographics, inventory, etc. Digital campaigns may take up to 10 days for insertion from customers final approval to the “go live” date but does require a 90-day commitment to fully develop campaign performance. Seasonal campaigns may require a shorter campaign timeframe and will be discussed on a case-by-case basis. _____ (initial)

Media Venue provides full analytics at the completion of the campaign. Should analytics be requested prior to the campaign completion, we can provide a 30-day written report with analysis of campaign analytics upon request. This also includes a 20-minute consultation session and is \$ 150.00 per campaign and report. If available, report data may be prepared and owned by third-party providers without input or information from Media Venue showing campaign insertion and completion. The information contained in said reports may differ from each platform and Media Venue is not responsible for any error or indifference relative to any third-party report. _____ (initial)



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DEALER INFORMATION FORM

Business Name: _____

Business Address: _____

Business Phone #: _____

Contact Name: _____

Contact Phone #: _____

Contact Email: _____

Advertising Area: _____
(zips, cities, or radius)

Website URL: _____

Gravely DSM Name: _____

SEND ALL COMPLETED FORMS TO MONTAYAH@MEDIAVENUE.COM. If you have any questions while completing information, please contact Montayah Pozzi, 502-855-4792.