

# 2060 Digital

campaigns  
that connect<sup>SM</sup>

## SOCIAL

Paid Social  
Social Media Management  
Social Contests  
Influencer Marketing



## WEBSITE

Website Development  
Website Hosting  
Website Maintenance



## CONTENT

Content Creation  
Video Production



## EMAIL MARKETING

Email Marketing  
Social Retargeting  
Display Retargeting  
Email Management



## SEARCH

Pay Per Click (PPC/SEM)  
Search Engine Optimization (SEO)  
Google Business Profile (GBP)



## DISPLAY

Demographic, Behavioral  
Geographic/Hyper Local Mobile  
Customer Database Targeting (IP targeting)  
Contextual & Private Marketplace  
Keyword Retargeting • Micro-Proximity Targeting  
Mobile Device ID Targeting • Run of Network  
Look-a-like Targeting • Retargeting



## VIDEO

OTT/Connected TV  
YouTube TrueView  
Pre-Roll/Programmatic



## AUDIO

Streaming Audio  
Radio  
Podcast Advertising



## ANALYTICS

Conversion Tracking  
Pixel Placement  
Google Tag Manager  
UTM Tracking  
Google Analytics  
Data & Lead Management