

## EXPECT TO WIN

# CAMPAIGN STRATEGY

## TARGET DMA's



Media Split 60/40 between States and DMAs



## CAMPAIGN OBJECTIVES

The primary objective of this digital advertising campaign is to attract additional talent to the Fargo, ND region, fostering workforce growth and economic development. The campaign aims to increase awareness of the region's career opportunities and quality of life, ultimately driving potential candidates to engage with the automated marketing funnel. The ultimate goal is to guide candidates through the funnel until they apply for a job or connect with a local liaison, facilitating their relocation to the area.

## AUDIENCE TARGETS

- 1. Skilled Professionals:** Individuals currently working in or looking to work in the healthcare and manufacturing fields.
- 2. Recent Graduates:** College graduates seeking job opportunities and career growth in a vibrant community.
- 3. Families:** Individuals with families seeking a family-friendly community, quality education, and safe neighborhoods.
- 4. Age:** 24-55

## CAMPAIGN KPIS:

- 1. Awareness Metrics: Impressions:** Aim for a high volume of ad impressions across relevant online platforms. **Click-Through Rate (CTR):** Achieve a CTR above industry benchmarks to indicate engagement with ad content.
- 2. Engagement Metrics: Website Traffic:** Drive significant traffic to the campaign landing page. **Time on Page:** Ensure visitors spend substantial time engaging with the content.
- 3. Quality of Interaction: Engagement with Automated Content:** Monitor how many leads interact with automated emails and resources. **Retention Rate:** Measure the rate at which leads stay engaged in the funnel over time.

By implementing this comprehensive digital advertising strategy, the campaign aims to effectively target and engage potential workforce talent, guiding them through a well-structured marketing funnel that ultimately leads to successful relocation to the Fargo, ND region.

# DIGITAL MEDIA STRATEGY & PLAN

MEDIA TACTIC	GOAL FULFILLED	CREATIVE ELEMENTS ACCEPTED
<b>Programmatic Display</b>	Branding & Awareness Traffic to Website Destination Consideration	IAB Standard Web Banners
<b>Website Retargeting</b>	Conversions & Signups Multiple Audience Touchpoints Destination	IAB Standard Web Banners
<b>Paid Social Media (display, click, video)</b>	Branding & Awareness Traffic to Website Destination Consideration	Image, Headline, Logo, Copy, Video
<b>In-Need Advertising</b>	Website Traffic, Branding, Awareness, Reach, Frequency, Conversions	Image, Headline, Logo, Copy, IAB Standard Web Banners
<b>Instream Video</b>	Branding & Awareness Traffic to Website Destination Consideration	:15 or :30 second Video Spots
<b>Native Advertising (display, click)</b>	Branding & Awareness Traffic to Website Destination Consideration	Image, Headline, Logo, Copy

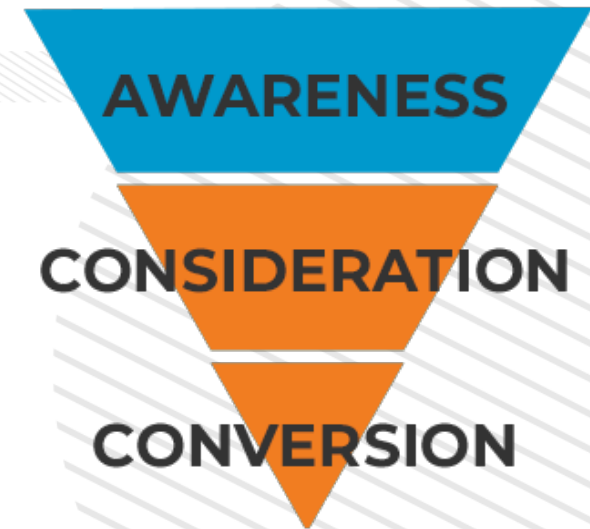
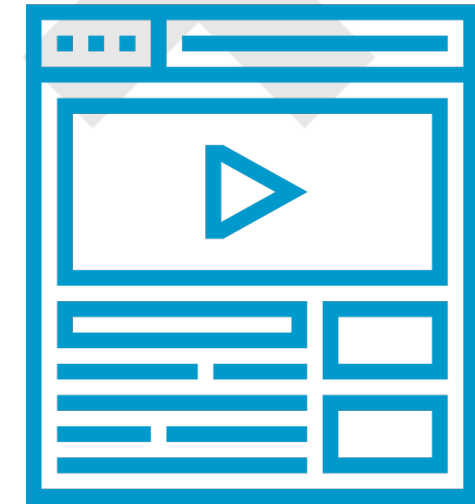
# Display Banner Advertising

<b>Goals Fulfilled</b>	Branding, Awareness, Reach, Frequency
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Age Range, Income, Interests, Behaviors, Purchase Intent and Much More
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.07% - 0.25% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM or CPC
<b>Creative Specs</b>	300x250, 728x90, 160x600, 320x50, Rich Media (HTML5) and more
<b>Complimentary Media Solutions</b>	Retargeting, Video Advertising

The Orange142 Custom Ad Serving Platform allows advertisers to programmatically reach 98% or more of online consumers. Access 500+ publishers, including all of the comScore top 200 website domains with servable inventory. Custom whitelists of sites can be utilized including white listing by channel (news/weather, family, entertainment, sports, and more).

Display banner ads are best utilized as a tool for branding, awareness, reach and frequency. Many impressions can be served, and an advertiser will have multiple touch points on the targeted audiences. A secondary benefit of display banner advertising is driving website traffic. Orange142 banner campaigns typically exceed industry standards for Click Through Rate (CTR).

Orange142 banner ads are served cross device and optimized towards the platform that engages the target audience the best. 1st and 3rd party audience data is layered into the ad serving to ensure highest engagement possible.



# Website Retargeting

<b>Goals Fulfilled</b>	Reach, Frequency, Conversions
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Website and audience segmentation based on pixel placements on advertiser site
<b>Geographic Targeting</b>	Location of users who visited the website or were served digital ads.
<b>Average Click Through Rate (CTR)</b>	0.10% - 0.25% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM
<b>Creative Specs</b>	300x250, 728x90, 160x600, 320x50, Rich Media (HTML5) and more
<b>Complimentary Media Solutions</b>	Banner Advertising, Video Advertising, Paid Search, Paid Social

Website retargeting is one of the best ways to reach an already engaged consumer with the frequency and multiple touch points necessary to cut through the clutter within the digital advertising landscape.

Follow an already engaged audience through their online web browsing after they have visited the advertiser website and shown initial interest with the brand. Orange142 places a retargeting pixel on pages of the advertiser site, usually through Google Tag Manager. When a consumer visits the site, they are added to an impression pool for retargeting.

Retargeting is most effective when page segmentation is utilized (e.g., people who view a hotels page vs. the events page) and customizing the retargeting ad creative shown to each group. This allows advertisers to have a “dialog” with consumers and continue the messaging that will be most relevant and influence a purchase decision. The best performing retargeting campaigns utilize different creative compared to banner ads used to reach new audiences and a clear call-to-action or promotion of an offer.





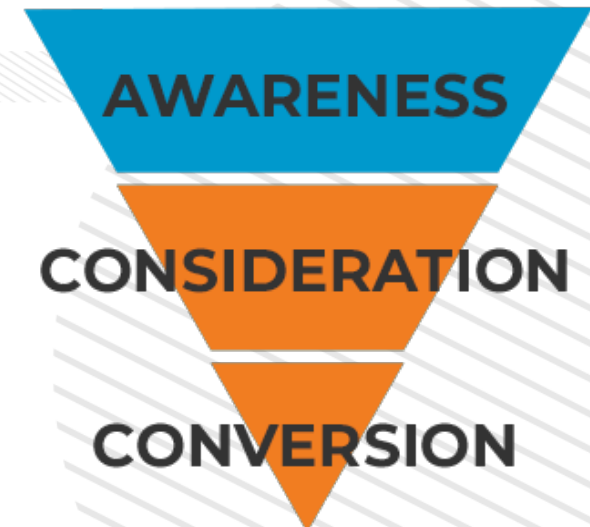
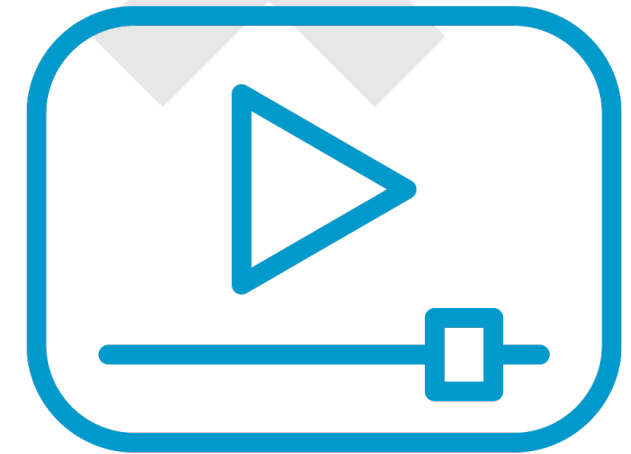
# Programmatic Video Advertising

<b>Goals Fulfilled</b>	Branding, Awareness, Reach, Frequency, Video Views
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Age Range, Income, Interests, Behaviors, Purchase Intent and Much More
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.05% - 0.30% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPV or CPM
<b>Creative Specs</b>	:15 and/or :30 Second Video Spots.
<b>Complimentary Media Solutions</b>	Banner Advertising, Retargeting, Native Advertising

Digital video advertising allows for the sight, sound, motion and emotion of video with many of the same benefits of broadcast but with a direct audience of one. Mobile and desktop users are typically more engaged with video content compared to other digital advertising mediums and tend to watch more of the video message compared to traditional broadcast placements.

Orange142 offers programmatic video placements on top publisher sites (ESPN, CNN, Food Network, Forbes, Etc.) These videos appear as commercials before professionally developed content that a consumer is viewing. These programmatic placements provide for strong engagement and click through rates often surpassing native and banner ad engagement!

Video placements can be skippable after :05 seconds. When a campaign is run on a Cost Per View (CPV) Orange142 guarantees a 100% video view and/or a click through to the advertiser website.



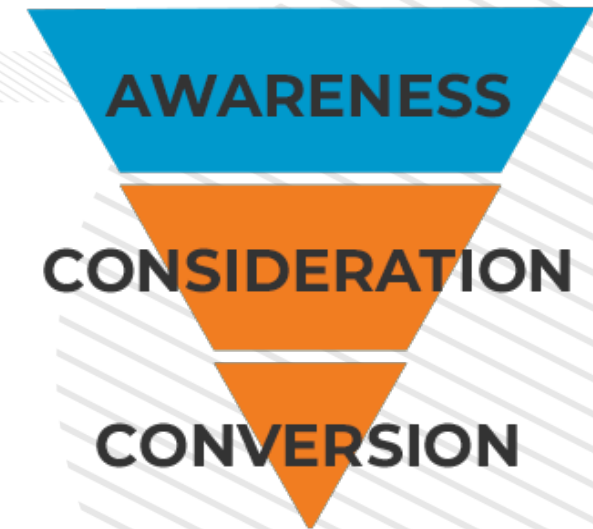
# Native Advertising

<b>Goals Fulfilled</b>	Branding, Awareness, Reach, Frequency
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Age Range, Income, Interests, Behaviors, Purchase Intent and Much More
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.10% - 0.35% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM or CPC
<b>Creative Specs</b>	Images, Logos, Headline and Body Copy
<b>Complimentary Media Solutions</b>	Banner Advertising, Video Advertising, Paid Social

Native advertising takes on the look and feel of the publish website and typically appears in-feed with actual editorial content as “Sponsored” or “Recommended” posts. There are multiple definitions and types of Native Advertising placements. Orange142 utilizes “in-feed” ad units that appear alongside publisher content. These in-feed placements are less intrusive and more likely to engage with consumers and provide more authenticity/brand lift than traditional banner advertising.

Advertisers can utilize Native ads to showcase their great website content and tell the brand message in a more authentic way that feels less like advertising and more like story telling. Take your target audience on a journey and provide them with the opportunity to experience your content and messaging.

Native advertising typically has stronger Click Through Rates (CTR) than banner advertising and better post click performance such as lower bounce rates, longer Avg. Time on Page and more. Additionally, native ads also tend to get around ad-blocking technology and ensure your placements are being seen by your target audience.



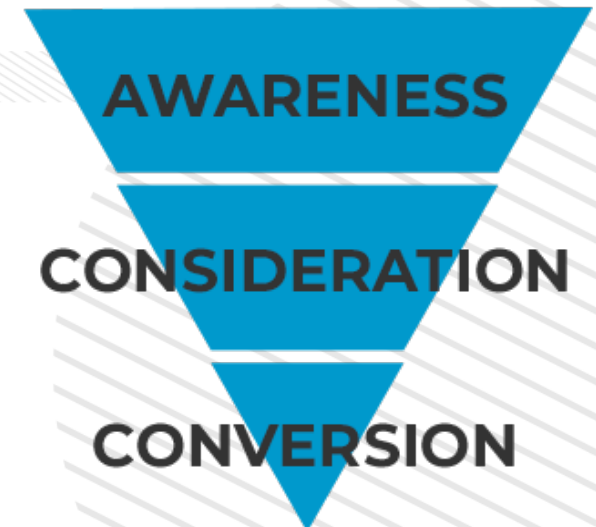
# Paid Social Advertising

<b>Goals Fulfilled</b>	Branding, Awareness, Reach, Frequency, Conversions, Lead Generation, Custom Goals
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Interests, Job Titles, Purchase Behavior, Liked Topics and Brands, and Much More
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.1% - 0.75% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM, CPC, CPV, or Custom Managed Ad Program (Relevant for \$50k+ in Spend)
<b>Platforms Supported</b>	Facebook, Instagram, Twitter, Snapchat, LinkedIn, and Pinterest
<b>Complimentary Media Solutions</b>	Retargeting, Paid Search, ECHO142, Native Advertising

Social media advertising is one of the best ways engage with consumers online. Social allows for creative, visual and dynamic ways to reach target audiences and encourage a variety of actions/conversions. Incredibly powerful data is available that prevents wasted ad impressions and allows for immediate results and insights in to creative performance and audience engagement.

Orange142 only uses newsfeed placements to maximize engagement. Right-rail can be used if requested but is not typically recommended.

Custom campaign goals can be utilized and setup at the start of a paid social media campaign. These can include product sales, website clicks, leads generation or database building, brand awareness and more. Orange142 Social Media Strategists will work with our advertising partners to determine the best approach and how to most effectively serve paid messaging to not only drive engagement but also enhance the organic social presence of the brand.



# In-Need Targeting

<b>Goals Fulfilled</b>	Website Traffic, Branding, Awareness, Reach, Frequency, Conversions
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Keywords and Search History, Contextually Relevant Websites.
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.25% - 0.85% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPC
<b>Creative Specs</b>	Images, Logos, Headline and Body Copy AND/OR 300x250, 728x90, 160x600, 320x50
<b>Complimentary Media Solutions</b>	Banner Advertising, Retargeting, Video Advertising, Native Advertising, Email Advertising

Orange142 has a unique strategy to reach consumers and web users with advertising based on their search history, websites visited and online research. Using “In-Need Targeting” Orange142 can reach these consumers when they are actively “In-Need” of the products or services an advertiser is promoting. This hyper targeting allows for demand generation and mid-funnel audience engagement that drives awareness, consideration and conversions.

Orange142 utilizes data partners and online activity tracking to reach consumers with messaging that is needed right in that moment. Users are targeted based on the searches they perform online, website they visit and other online tracking that designates them as being “in-need” of products, services, and other conversion metrics. Niche audiences (i.e. meeting planners) can be targeted based on their most frequent online activity and web searches. This hyper targeting allows for higher Click Through Rates compared to standard banner audience targeting.

In-Need targeting utilizes native and banner creative. This can be used as a compliment to Paid Search without the high costs associated with many keywords and phrases.

