

Direct AIM Media

SUSTAINABLE ACCELERATED GROWTH

By:

AIM
Advertising In Motion

“AIM achieves a much needed solution for a select few and we are happy to be one of those companies who’ve received enormous resources to achieve what typically is NOT achieved by Agencies in our experience. *Fast sustainable growth.*”



THE BIG IDEA

in 188 WORDS

Are you **READY** to reach your right audience at scale everywhere?

The landscape for bringing the right people to your offer(s) have evolved. It's **NOT** whether you should use Facebook or Adwords, if you should build a funnel or a brochure website.

At AIM we have a proprietary platform to springboard our clients offer(s) to the masses by utilizing our 360 degree digital strategy.

Basically, it means we want to be in front of the your **RIGHT** audience everywhere.

- Not just socials but 95% of the internet is at our disposal and we can get your message in front of YOUR "right audience".
 - Not just on one browser or one device but all devices. Smart phone, tablet, laptop, desktop (whether at home or work) and even connectedTV.
- ➔ Plus we back up our **performance to deliver your message at scale** and work with you to make sure you're ROI is sexy.

- If you're tired of all the information that leads to overwhelm?
- And with overwhelm it leads to mis-action or no action.
- And with this mis-action or no action you end up with wasted time and money.

Let us help you avoid all that and make it work and work really well.

Read on to see exactly what we can do for you...

(BTW, we are the secret behind the scenes machine to several large agencies)

A hand is shown from the bottom center, reaching upwards. The background is a dense, colorful, and blurred radial pattern, resembling a starburst or a tunnel of light. The colors are vibrant and varied, including reds, oranges, yellows, greens, blues, and purples. The overall effect is one of dynamic energy and focus.

Premium Ad Inventory + BIG Data

Direct AIM Media

First, we DIAGNOSE.

We will dig to see what's working and what's not.

We will improve your existing offers and heal any funnel leaks.

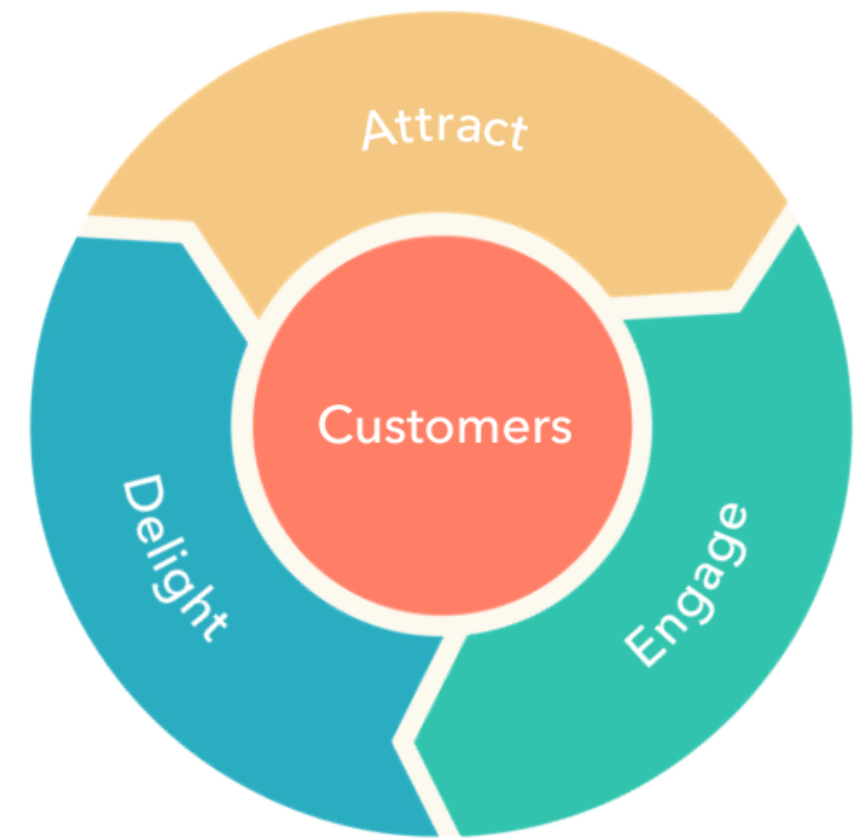
If we need to build it all from the ground up we can do that as well.

Once we have a solid foundation in place, meaning an offer or offers that convert and are scalable, we then turn on the traffic.

In terms of traffic...

- ✓ We have our own internal marketing team that has built *proprietary* tools and strategies to blow up offers consistently.
- ✓ We have our own data centers and servers to do bulk emailing.
- ✓ We have our BIG data, both 1st party data and 3rd party data. (an unfair advantage)
- ✓ We can take any audience whether on a micro level or macro level and email them and put an ad in from of them around the clock, everywhere on the internet (95% of the internet) and on every device including connected TV.

AND we see to it that everything done is generating a ROI.



DIFFERENTIATION

Today, it's all about being front of mind consistently with your audience. If you're REALLY ready to scale...

Our proprietary platform will see to it that you're scaling with a sexy ROI.

Additionally, our team has been responsible for scaling everything from small businesses to big corps, so we can be an added value to helping you through growing pains as they arise, as surely they will arise.

OFFERINGS

- ➔ Audience Discovery and Development
- ➔ Offer Creation
- ➔ Sales Funnel and Digital Assets
- ➔ Ad Creative
- ➔ Bulk Emailing
- ➔ People-based Marketing
- ➔ Access to BIG Data (1st Party and 3rd Party)

It's important to note that our offerings are *holistic*. Meaning we do what **MUST** be done to scale your business with a sexy ROI.



TARGETING APPROACH

The cornerstone of AIM's targeting strategy is an affordable, yet highly sophisticated, layered targeting approach that blends all traditional methods of targeting – with the most technologically-advanced methods currently available to further refine the target audience for optimal campaign performance and proven conversion results. We use all these methods – with no additional upcharges to you!

- ▶ Geo-fencing
- ▶ Behavioral (3rd party) targeting
- ▶ Demographic targeting
- ▶ Channel targeting
- ▶ Dynamic Retargeting (every device, every platform)
- ▶ People-Based (1st party) targeting
- ▶ Proximity targeting
- ▶ Hybrid Audience (Look-alike targeting)
- ▶ Category targeting

Need even more advanced targeting methods to reach your unique target audience?

- ▶ Connected TV (CTV) – reach the streaming generation
- ▶ Out-of-Home (OOH) – video screens in airports, reception areas, billboards, restaurants and more!
- ▶ Oracle's Grapeshot contextual/keyword targeting- page level keyword targeting that scours every word written on the worldwide web

AIM is lead by strategically aligned partners.

COMPETITIVE ADVANTAGE

*WHEN THE SYSTEM IS IN PLACE
NO ONE CAN BRING THE HEAT
LIKE WE CAN. PERIOD.*

Some **market advantages** we have as a group:

- ✓ Access to BIG data both 1st party and 3rd party that is hard to attain and very expensive if you can get access to it.
 - ✓ Premium Ad Inventory with a reach of 95% of the internet.
 - ✓ The necessary knowledge and experience to anticipate challenges before they arise with a systemic approach that simply works.
 - ✓ Access to a Rolodex of Influencers that can be utilized to drive hoards of warm traffic
 - ✓ The necessary contacts to open additional channels if needed.
-

The experience and resources of each partner is advantageously positioned to utilize sustainable accelerated growth for our client partners.

Our combined partners experience is **50+ years.**

CASE STUDIES



SUPPLEMENT COMPANY

“How A Supplement Company Exploded Their Profitably In 45 Days Without Ramping Their Facebook Or Google Spend”

They're a national seller, they handle hundreds of customers across the US every day.

Their starting point was similar to most successful vendors in this space:
High margins to work with

- Free trial offer
- ROI was \$1.10 for every \$1 spent on FB
- Retargeting produced \$1.30 for every \$1 spent
- Adwords/Bing produced slightly better but cost was higher

Their \$40k/month ad budget had once performed better than this but as they looked to grow, their most profitable campaigns either stayed the same or dived.

They make 2.2x the amount of money with us than they do with Facebook now.

Their success is down to how they drive traffic with our technology:

- They push VERY targeted ads to their audience 400 milliseconds after their prospects have shown buyer intent by Googling a relevant keyword (This is called “grapeshotting” and we’re basically leveraging real-time browsing habits to display ads)
- Their ads ONLY show up on highly relevant websites to their niche so it’s not like our best prospects are being asked to buy a supplement while they’re reading the devastation hurricane Maria caused on NY Times.
- All the clicks they generate from FB are then retargeted outside of FB’s closed garden so they’re staying front of mind more and always in the prospects mind throughout the buying process.

(FYI - Just doing retargeting outside of Facebook increased ROI from \$1.30 to \$2.50)

Conclusion

After running this initial 1m impressions campaign over 45 days, we had the metrics and audience data to scale that 5x without the hassle of setting up any additional campaigns, writing new ads or risking dollars on audiences we don’t know for sure will convert.

As they move into new product offerings and geographic locations, they will again be able to double or triple down on traffic without seeing any kind of drop off.

BUSINESS CONSULTANCY

“How A Business Coach Nets \$100k+ Every Month By Generating 25+ Additional Sales Calls In A High Ticket Space”

We have a handful of rockstar consultants/coaches as clients and they all follow a very similar system.

- Prospects sign up to watch a webinar that delivers massive value.
- They're invited to book a sales/discovery/consultation call.
- They close between 1 in 4/5 of those calls into a high-ticket sale.
- Clients are then driven to get results and enroll in a monthly/yearly mastermind.

She works with business owners and CEO's who are already doing multiple millions in profit. Her program focuses on getting them to build more successful sales/marketing teams.

Her front end offer is \$25k and the lifetime value of a client can easily reach multiple-six figures.

With her best campaign a quality booked call cost around \$600. A closed client ran \$2400. Not bad.

We then did 3 things with those ads and her budget:

1. **We built a hyper-targeted custom audience.** We only wanted the creme da la creme of prospects reaching out so we used big data to dig out the people we really wanted to reach.
2. **They then saw her ads on dozens of different authority sites.** We're talking *Forbes*, *BusinessInsider*, *Entrepreneur* etc. Appearing on these highly relevant, well respected sites that we know her ideal clients read brought in a ton of clicks.
3. **Retargeting.** As mentioned, there's only a finite amount of great prospects in this space so it's crucial she stays front of mind. Anyone that landed on her webinar sign-up page from FB & LinkedIn was continually marketed to across all their devices, mostly on authority websites & relevant articles.

Even in her first month where our campaigns are still taking time to optimize, she was booking quality calls for \$410 a pop.

Scaling that campaign and putting money into her retargeting campaign got her to the stage where she did over 30 sales calls in a month for the first time ever.

In month two, she did over 40 sales calls for the first time.
(This was big because it now made sense for her to hire a full time sales person)

That generated **multiple six-figures in front end sales** and eyewatering amounts in lifetime value for our client.

Those same ads we used initially just continue to run to a few different custom audiences and they continue to produce.

Her ROI is insane.

She now makes multiple millions every year like her clients.

AUTO DEALERSHIP

“The Easiest Way To Connect With Auto Customers That Are Ready To Buy”

You need your advertising dollars to be going to work on reaching buyers with real intent.

Here’s Why One Dealership Described Our Platform As “The Easiest Way To Connect With Serious Buyers”

When we took this particular dealership on, their marketing was somewhat of a mess.

They were spending money on *social media management, Facebook ads, SEO, newspaper spots and all sorts of other stuff.*

When we asked them “*what’s working for you?*” they couldn’t pinpoint a single channel that they knew produced a definite return on their investment.

Their “scattergun” approach was working in the sense that they were making money but it was clear from minute one that if they knew what areas gave them a return, they’d be making a lot for money.

To their credit, their inventory was nicely laid out on their website and Facebook page so it was easy to get traffic going.

Their ad budget is \$7500/month.

A typical month for them looks like this:

- 500,000 impressions on their ads
- 2,500 click through to the website
- 300+ **end up visiting the showroom**

The dealership went from selling 150 cars in their best month to well over 200 every month (and growing).

In that time...

- They now turnover close to 100% of their used lot every month substantially increasing the amount they make on that side of their business.
- New car sales have gone from being a tiny chunk of their business to 50% of it. This will continue to be a huge area of growth for some time as they still haven’t really “touched the sides”.
- More cashflow from an increase in sales and faster moving inventory is going to allow them to expand into other areas of the city.

They understand the value in being in front of real buyers in real-time and see a massive increase in sales month on month as a result.

This is “*the easiest way to connect with real buyers*” after all.



REAL ESTATE BROKERAGE

“An Ad Platform We Rely On To Not Only Attract New Listings & Buyer Leads, But Also To Bring In Top Producers”

Every agent, realtor and broker are after more leads to convert into closings but they're all skeptical about new ways to drive those leads.

Given that 99% of the industry has invested in trash leads, we faced an uphill battle to convince a small brokerage in *Manhattan* that our traffic would pull.

When we started with these guys, their online strategy was weaker than most:

- Most of their leads came through the senior broker's network. The team relied almost exclusively on referrals though a couple did have good cold-calling strategies in place.
- As a result, their website was really there for the sake of it. Cookie-cutter approach so didn't drive any business.
- The brokerage as a whole was underperforming despite operating in a hot, low inventory, high value area.

Despite the market being great, they could see their business was on the decline and got started with us as it was more likely to produce than any of the other lead-gen offers they'd been bombarded with.

We quickly set up a sales funnel to attract both buyers and sellers with copy we knew converted.

(We looked at several real estate funnels that other brokers were consistently spending thousands on every month so we knew they were getting serious ROI)

And then it was time to build a custom audience that was *definitely* in the market so we could drive quality traffic to that funnel.

Here's what we did:

We have the big data which allowed us to track buyers with intent in their geo market including targeting their competitors prospects and bring them over.

- **We started off by geo-fencing 15 farm areas that our broker operated in.** We then used the data we had available to build an initial audience of every homeowner in those neighborhoods.
- **Then with browsing habits,** we targeted everyone in that audience that Googled a buyer/seller keyword as well as those that were visiting sites like zillow.com, trulia.com and realtor.com so we knew exactly who was in the market.
- **Targeted ads for Manhattan farm areas homeowners were then pushed to all these prospects on multiple platforms.** We had great ads running on authority sites, highly relevant articles, real estate apps and Facebook.
- **These ads showed up on every prospects smartphone, tablet, desktop and laptop** so we were ALWAYS keeping our broker front of mind with an audience that was ready to buy or sell or both.
- **We added a “poaching campaign”.** Our technology allowed us to target additional prospects that were visiting competitors websites, searching the names of other agents and eventually, even getting in front of people who were physically visiting competitors offices with device tagging.
- **And to make sure we had all bases covered,** we used big data to push our ads to the spouses of our prospects as they'd obviously have a big say in where the commission went.

They Now Absolutely Dominate Their Region.





LUXURY JEWELER

“Finally We Have A Great Way To Put Our Jewelry In Front of Every Multi-Millionaire”

When an “appointment only” jeweler reached out to us needing to reach every multi-millionaire in LA we entered the luxury goods space for the first time.

This was the first time we ran our ads to only the wealthiest individuals in a certain area so we had to be very creative with this campaign.

How we found luxury watch/jewelry buyers and how we presented our clients offer to them was quite a bit different to the bigger campaigns we run where generally speaking, tens of thousands of people can be a good customer.

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The ultimate goal of this campaign was to get appointments so we took advantage of the **premium ad inventory** available to us and ran very simple, clear, classy ads on websites in both the luxury space and the wedding space.

- They invest in 400,000 impressions a month at a total cost of \$6,000.
- It is the only paid marketing they do.
- They receive on average between 1,000 - 1,500 clicks to their landing/schedule an appointment page.
- Running 3 different campaigns (engagement/wedding rings, watches, jewelry) they generate 60-80 appointments a month, many of whom buy on the spot.
- Because of how we've built their custom audiences, they capture everyone new coming into the market so their campaign never stagnates and always produces.

They have become THE go to jeweler for the rich and famous.



READY TO SCALE?

“Mega-Scaling” to 2x, 3x or even 10x the amount of business you’re doing now requires a more *“everywhere”* approach and as your competition are (for sure) not doing this yet, the opportunity for growth is **MASSIVE**.

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