

OUR DIGITAL EXPERTS ARE PASSIONATE ABOUT YOUR COMPANY'S SUCCESS

We use the power of machine learning and data science to build your marketing campaigns, but our people are what set us apart. CMG Local Solution's dedicated team of experts is pulling all the strings to create a digital strategy that meets your goals, implement a plan of action, and deliver results that smash through the expectations you have for the typical marketing agency — we're anything but typical.

What Makes Us Atypical? Our Methodology!

Business Intelligence: We know your industry, your competition, and the market where you do business inside and out.

Listen: We listen to learn what marketing solutions are best for your business. We ask a lot of questions to understand your challenges and goals so we can build a powerful marketing strategy that produces the ROI you need.

Plan: We are detail-oriented planners and researchers that are focused on generating results for your business.

Execute: We execute the plan with the agility & skills to deliver results. Like a true partner, we like to stay one step ahead of your needs, so if you come to us wanting to change part of your campaigns to boost ROI, we've probably already done it.

Report: We take transparency seriously in our reporting. You have complete access to the online dashboard dedicated to your campaign. That way you can see how your money is working — and how we're moving your marketing dollars to get you the best ROI possible.

NEED HELP WITH YOUR ADVERTISING?

CONTACT US TODAY TO FIND A CAMPAIGN THAT WORKS FOR YOU.



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CMG

COX MEDIA GROUP

PARTNERS IN YOUR SUCCESS

MEDIA & ADVERTISING SERVICES





DIGITAL MARKETING DONE YOUR WAY

PROVEN SOLUTIONS, GUARANTEED RESULTS.

We do marketing differently. Thanks to our revenue-optimized strategies, our clients report 2x more ROI with CMG Local Solutions than with their previous agencies. With our cutting-edge, intuitive marketing technology, we can tell you exactly how your strategies are contributing to your bottom line. Without missing a beat, we reallocate your budget to the most profitable channels before you even have to ask.

We also know clicks and impressions don't pay the bills. Leads do. That's why we focus your marketing efforts on the channels that produce results. Our revenue-based optimization means you don't have to worry about whether you'll see a higher ROI — you will.

OUR APPROACH & PACKAGES

Get Noticed – STARTING AT \$2,500/MONTH

We know you have the top-of-the-line HVAC equipment and services, but does your audience? We'll create a strategy around the data we have on your target customers and their needs so you can get noticed. And we have A LOT of data. For each new potential HVAC customer, we have more than 360 data points about their demographics, interests and more.

Be Found – STARTING AT \$5,000/MONTH

If consumers don't see your business offerings when looking online, then you lose the possibility of turning them into customers. We don't want you to miss any revenue opportunities. To help you get found by potential HVAC customers, we use world-class tools, technology and people to build campaigns around the questions your new potential customers are asking.

Convert – STARTING AT \$7,500/MONTH

No matter your marketing goals, we'll help you reach them. You pay us to deliver leads — and therefore revenue — so we focus on revenue-based optimization and a quant-trading approach that uses data to convert leads into customers.

OUR PARTNERS AND PUBLISHERS

In the online marketing and advertising world, the most powerful companies (Google, Amazon and Facebook) trust us to provide real value to brands. Because we're a part of CMG, digital advertising with us is trusted, data-driven and transparent.

POWERFUL DIGITAL MARKETING SERVICES

- Search Engine Marketing
- Social Media Advertising
- Video Pre-Roll
- OTT Television Streaming
- Audio Streaming
- Targeted Display
- Mobile Targeting
- Geo-Fencing
- Search Retargeting
- Contextual Retargeting
- Competitive Conquesting
- Local Listings Management
- Call Tracking
- Digital Direct Mail
- Native Content
- Creative A/B Testing
- Google Analytics Reporting & Technical Support

“TORO's network of independent dealers throughout many regions of the United States and parts of Canada, trust Cox Media Group's team in Dayton, Ohio for our digital strategies and marketing.”

— JASON MOSER, RLC Sales Manager The Toro Company