

ROI FOCUSED DIGITAL MARKETING For Security Providers

June 15, 2017





Howard Deskin
Director of Strategic Accounts



Preston Kendig
Content Specialist

- **Former CEO of Impression Marketing**
 - **Eight years in digital marketing business**
 - **Former SVP Business Systems Mgr., Wachovia Securities**
 - **Contributing columnist - WorkIT Lynchburg & SVA**
 - **MBA – Virginia Tech, B.S Accounting, LIU**
 - **Horrible golfer, decent tennis player**
- **Eight years in digital marketing business**
 - **Google Analytics & HubSpot Certified**
 - **Lead generation, writing, analytics, digital advertising**
 - **BA in History – James Madison University**
 - **Cool hobbies - Beekeeping & spear fishing**

About WebStrategies Inc.



- Inbound & Digital marketing agency
- Focus on generating online leads & sales for SMBs and security alarm companies
- Richmond, VA
- Founded in 2004
- 22 employees
- Google Analytics Certified
- Hubspot gold partner





WebStrategies, Inc.

@webstrategiesinc

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Posts



WebStrategies, Inc. was live.

April 28 at 1:00pm · 🌐 · 📍

We're back with a brand new episode of WebStrategies Live this Friday.

We'll walk you through how audience segmentation drastically improves digital ad performance. A little time spent on targeting can lead to a big difference in ROI.



122 Views

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2 shares

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201 Wylderose Commons, Ste 100

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www.webstrategiesinc.com

Marketing Consultant

Hours 8:00AM - 6:00PM
Open Now

Visitor Posts



Ted Fuller

April 26 at 1:14pm · 🌐

for your calculator and it is fantastic. Thanks Ted

1 Like 1 Comment

Like · Comment



Rodger Hamilton

January 20 at 9:18am · 🌐

We are totally thankful for all of the information we receive in your marketing blogs!

2 Likes 1 Comment

Unlike · Comment

People Also Like

1. Learn about your challenges and opportunities
2. Overview of marketing & digital trends
3. Personalization & how to get personal
4. Security marketing trends & lead generation examples
5. Q&A

Getting to Know You

Poll Questions

1. What percent of your revenue to you budget for marketing?
2. Are you currently advertising on Google, Facebook or LinkedIn?
3. Are you using content – blogs or social media to generate leads?
4. Do you see a positive return on your investment from marketing?
5. Do you use email marketing to reach customers & prospects?

Digital Trends

Marketing Spend

US Total Media Ad Spending Share, by Media,
2014-2020
% of total

	2014	2015	2016	2017	2018	2019	2020
TV*	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio***	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories**	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

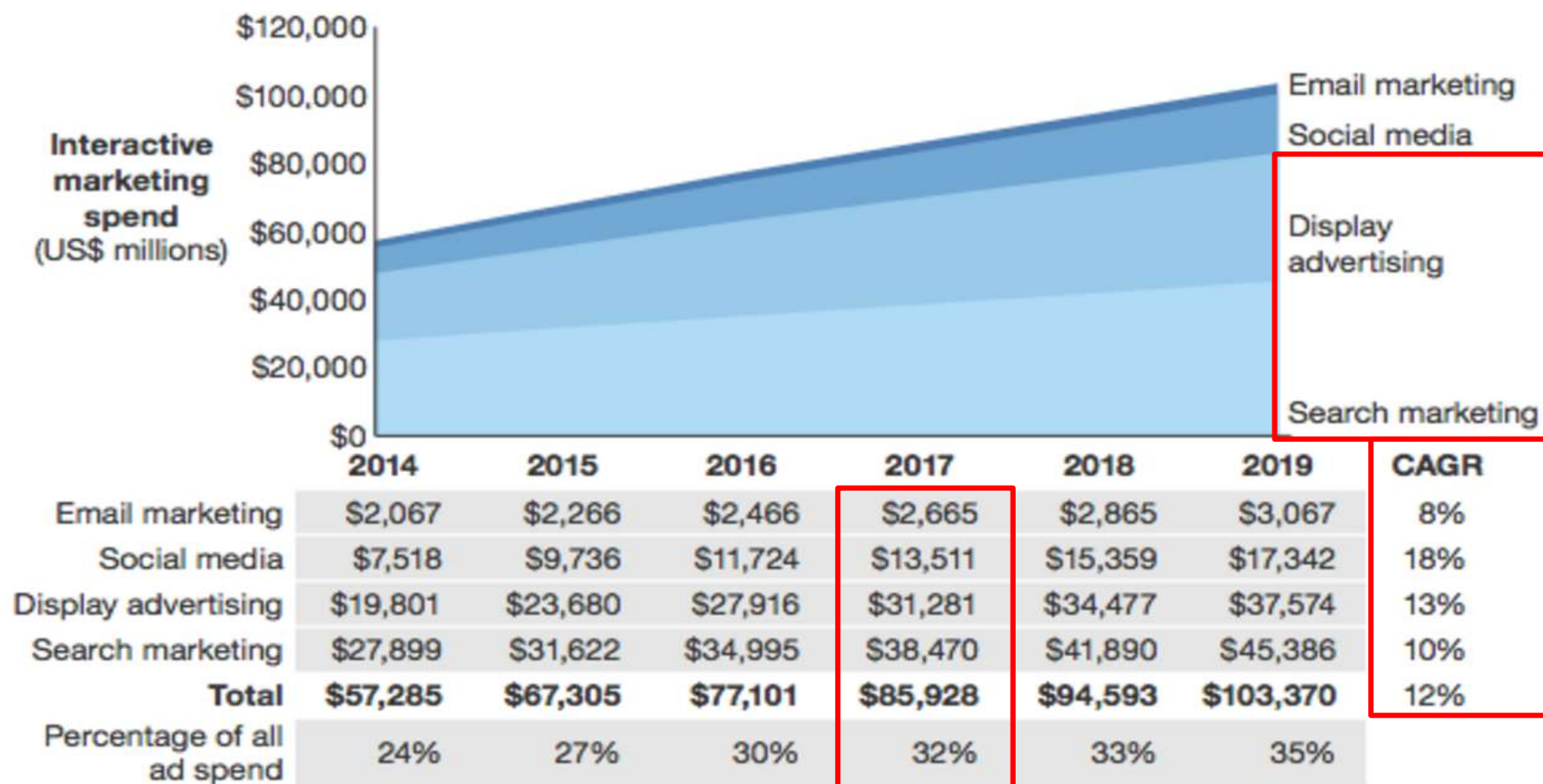
Note: *excludes digital; **print only, excludes digital; ***excludes off-air radio & digital

Source: eMarketer, March 2016

205439

www.eMarketer.com

Figure 1 US Digital Marketing Forecast, 2014 To 2019



Source: Forrester Research Digital Marketing Forecasts, 2014 To 2019 (US)

Marketing studies
indicate that

93%

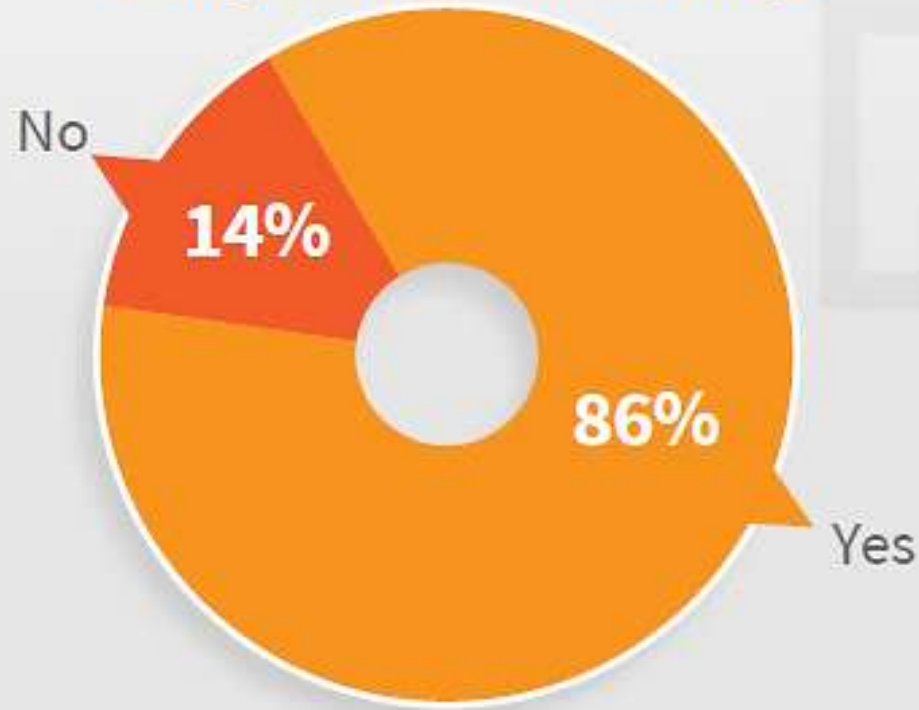
of **B2B** buyers start
their buying process
using search engines



The **average buyer** is **79%**
through a purchase
decision before engaging a sales rep

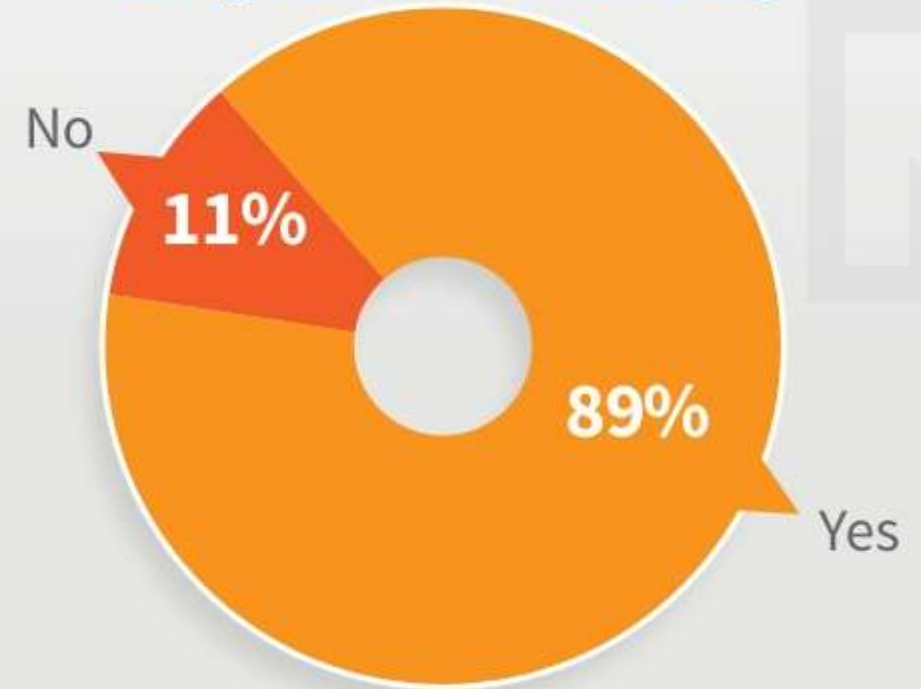
WHAT IS CONTENT MARKETING?

**Percentage of B2C Marketers
Using Content Marketing**



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**Percentage of B2B Marketers
Using Content Marketing**



2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

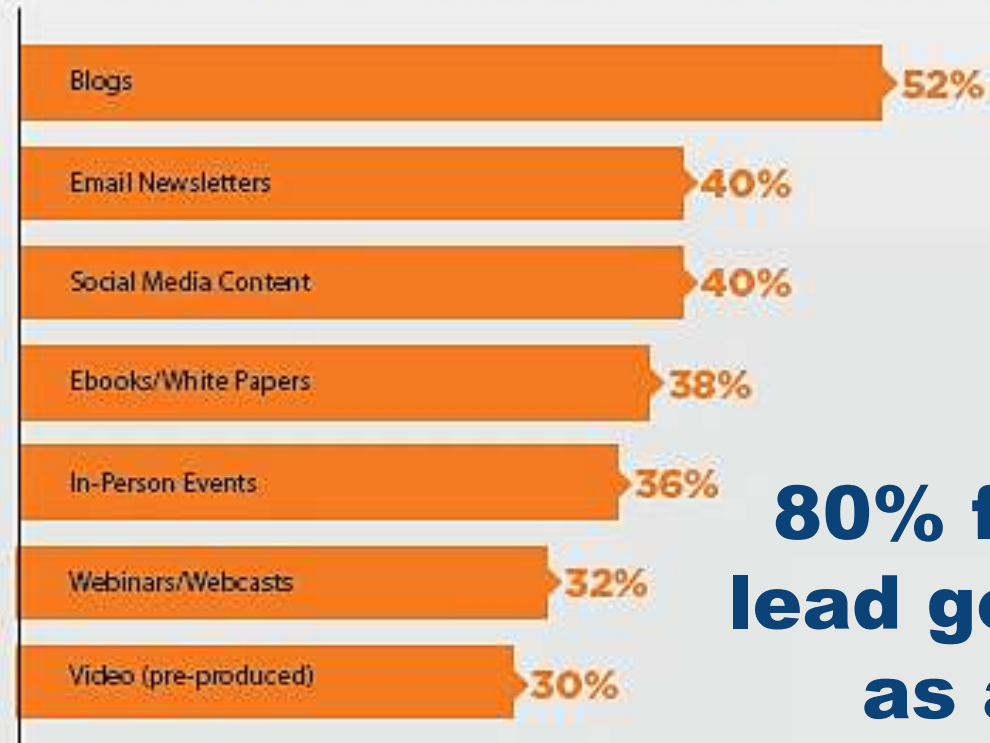
- Blog posts
- Case Studies
- Social media posts
- Pictures
- Whitepapers
- Infographics/handouts
- Email/newsletters
- Videos
- Webinars/Events
- E-books
- Press Releases
- Mobile Apps
- Website content

WHAT IS CONTENT MARKETING?



CONTENT MARKETING

Tactics Used That B2B Marketers Say Will be Most Critical to Content Marketing Success in 2017



**80% focus on
lead generation
as a goal**

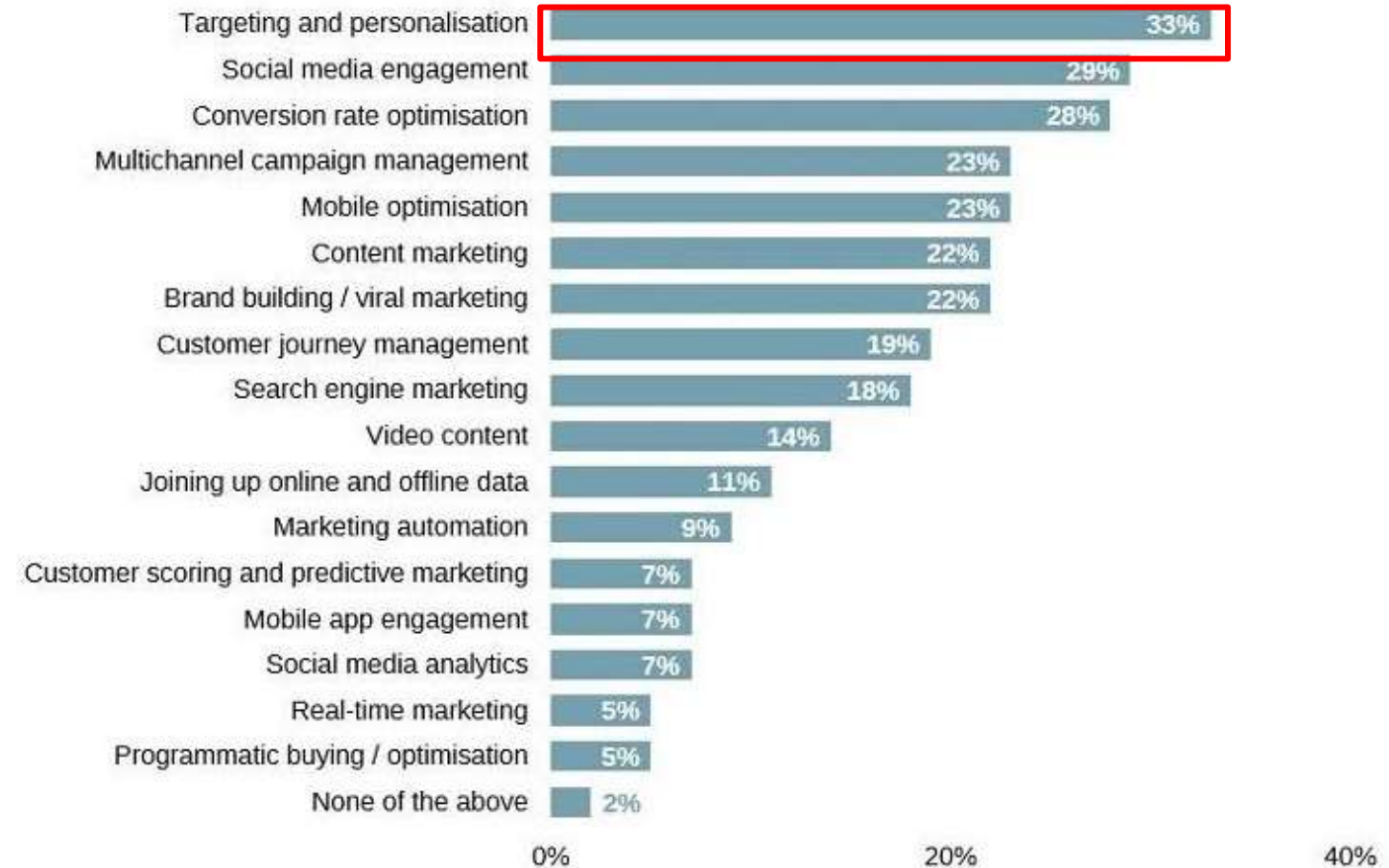
2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How About You?

Poll Question 1 Results

What percent of revenue do you budget for marketing?

Personalization & Targeting



Econsultancy / Adobe Digital Intelligence Briefing

Respondents: 310

Personalization & Targeting

RECOGNIZE, REMEMBER, OFFER RELEVANT RECOMMENDATIONS:

Consumers are more likely to buy from a retailer (online, offline) that...



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Personalization & Targeting

- Marketers see an average increase of 20% in sales when using personalized web experiences (Monetate)
- Personalized CTAs resulted in a 42% higher conversion rate than generic CTAs. (Hubspot)
- Leads who are nurtured with personalized content produce a 20% increase in sales opportunities. (Demand Gen)
- 74% of consumers get frustrated when website content appears that has nothing to do with their interests (janrain)

Targeted Calls-to-Action Convert 42% More Visitors Into leads Than Untargeted CTAs



*HubSpot Study of 93,000 Calls-to-Actions Over 12-Month Period



What Does Personalization Mean To You?

Personalization is not just...

- calling them by name
- referencing their account

Personalization is not just...

- calling them by name
- referencing their account

it's also...

- knowing the relationship
- knowing their situation
- giving them a customized user experience
- hyper-targeted advertising



Personalization

can occur onsite and offsite to drive qualified users to our properties, or to get active users to take a desired action as part of their visit.

33%

prefer personalized
messages

50%

of those under 50
prefer personalized
messages

33%

of those 18 to 49
like personalized
ads, but say
they're not good
enough

echo
Save \$40

Limited-time offer



Hi, Howard

Your Orders
3 recent orders

Prime Benefits
FREE Same-Day Delivery ▾

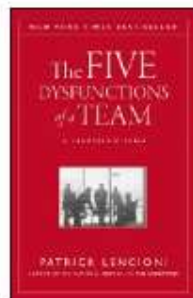
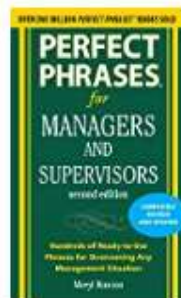
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Customer Since
2012



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Recommendations for you in Kindle Store



SOUNDLINK
REVOLVE
BLUETOOTH SPEAKER



LEARN MORE

Ad feedback

https://www.amazon.com/stream/ref=nav_unnav_LargeImage_T2_Gateway



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echo
Save \$40

Limited-time offer



Hi, Howard

Your Orders
3 recent orders

Prime Benefits
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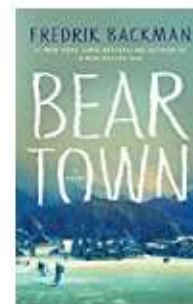
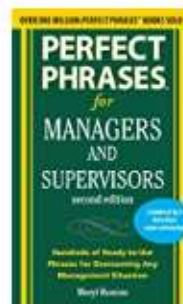
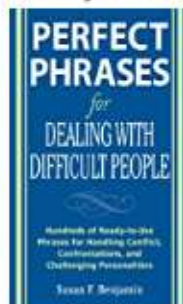
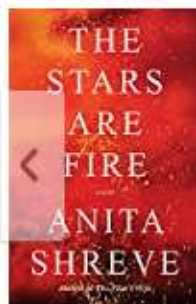
Gift Card Balance
Reload \$100, Get \$5 ▾

Customer Since
2012



Stream with
Prime Video

Recommendations for you in Kindle Store



**SOUNDLINK
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BLUETOOTH SPEAKER

LEARN MORE



Ad feedback

All ▾

Q

Shop Father's Day
Sponsored by DEWALT

Departments ▾

Browsing History ▾

Howard's Amazon.com

Today's Deals

Gift Cards & Registry

Sell

Help

EN

Hello, Howard

Account & Lists ▾

Orders

Prime ▾

0 Cart

<

echo

Save \$40

Limited-time offer

>

Hi, Howard

Your Orders

3 recent orders

Prime Benefits

FREE Same-Day Delivery ▾

Try Audible

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Customer Since

2012

Stream with Prime Video

Recommendations for you in Kindle Store

SOUNDLINK
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BLUETOOTH SPEAKER

LEARN MORE

Your Dash Buttons

Manage buttons

Learn more

See all

https://www.amazon.com/stream/ref=nav_unnav_LargeImage_T2_Gateway



Search Facebook



Howard

Home



Howard Desklin



News Feed



Messenger

SHORTCUTS



St. Joseph's Villa (Ri...

7



Walton Lake

2



Thompson Fixture In...

3



Prime Care Family P...

10



Blankenship Insuran...

20+

EXPLORE



Events

3



Pages



Groups

6



Friend Lists



On This Day

4

See More...

CREATE

Ad · Page · Group · Event ·
Fundraiser



Becky Stuart Conner Old Friendly's is going to be a medical facility, like a Patient First type of thing. I have heard there will be a BBQ place in front of Wegmans.

Like · Reply · 1 hr



Sandy Tobias I want a PotBelly's!!!!!!!!!!!!!!!!!!!!

Like · Reply · 1 hr



Judy Serlin Elmore Eh.... nothing too exciting or fun.... 😞

Thanks for the info!

Like · Reply · 1 hr



Elizabeth Payne Allums I heard the one by wegmans is a Panda Express which I passionately hope isn't true!!!!

Like · Reply · 20 mins



Write a comment...



David Phillips added 2 new photos — with Jan Pond Phillips.

4 hrs · 🧑

Don't blink. 35 years goes by faster than you think. #happyanniversary



Sponsored

Create Ad



PayPal Business in a Box

www.paypal.com/BusinessinaBox

We've hand-selected world-class tools like WooCommerce and Xero to make building an online...



Shop Smarter

www.verizonwireless.com

Get the best deals on the best tech at Verizon. Free 2-day shipping.

YOUR READING LIST

Founders Share Tips On Fundraising Do's And Don'ts



Top 10 Business Trends That Will Drive Success In 2017



Mitsubishi Heavy IndustriesVoice:
How A Japanese Company Is Revving Up
An Industry From Farm Belt USA



PODCAST: The Limit Does Not Exist: Why
It's All About Well-Documented Failure

market.

10. Millennials Groomed For Leadership

Millennials now represent the largest segment of the U.S. population, according to [Pew Research](#). Just like past generations, millennials will emerge as the next set of managers and executives. [Twitter](#) Top performing companies will work to magnify their strengths and build systems to compensate for their perceived deficiencies. This same evolution has happened in past generations, too.

According to Brad Szollose, cross-generational leadership expert in NYC and author of *Liquid Leadership*, “You can’t put someone in a leadership role assuming they have the skills to lead, only to train them 10 years later. If you want Millennials to succeed, invest in their leadership development today.”

The [Bersin by Deloitte report](#) predicts the most disruptive year ever. They highlight, “This year, more than 3.6 million company chiefs are set to retire as younger professionals ascend to managerial slots. Companies are busy planning this transition in order to cope with the massive loss of boomers.”

Millennials represent the largest generation of our time, as

At Work?
So Are the Burglars.



What's a Buyer Persona?

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.



Buyer personas help you understand your customers (and prospects) better. This makes it easier for you to tailor your content, messaging, product development, and services to the specific needs, behaviors, and concerns of different groups.

Source: HubSpot

*Solve For The Human, Not
The Target Market*

Let's get personal...

Describe Your Primary Customer

Give them a memorable name _____

How old are they? _____

Are they male or female? _____

How much money do they earn? _____ Job function? _____

Goals (what do they ultimately want to accomplish)

1. _____

2. _____

Pain Statements (the pain which causes them to take action)

1. “ _____ ”

2. “ _____ ”



Describe Your Primary Customer

Give them a memorable name **Warehouse Manager Joe**

How old are they? **42**

Are they male or female? **Male**

How much money do they earn? **\$75k+** Job Function **Manages all warehouse operations**

Goals (what do they ultimately want to accomplish)

1. **I need to keep my building secure**
2. **I want to take over managing our other warehouses**

Pain Statements (the pain which causes them to take action)

1. **“We had a break-in and product was stolen”**
2. **“It’s my responsibility to make sure the wrong people aren’t getting into rooms they shouldn’t have access to.”**



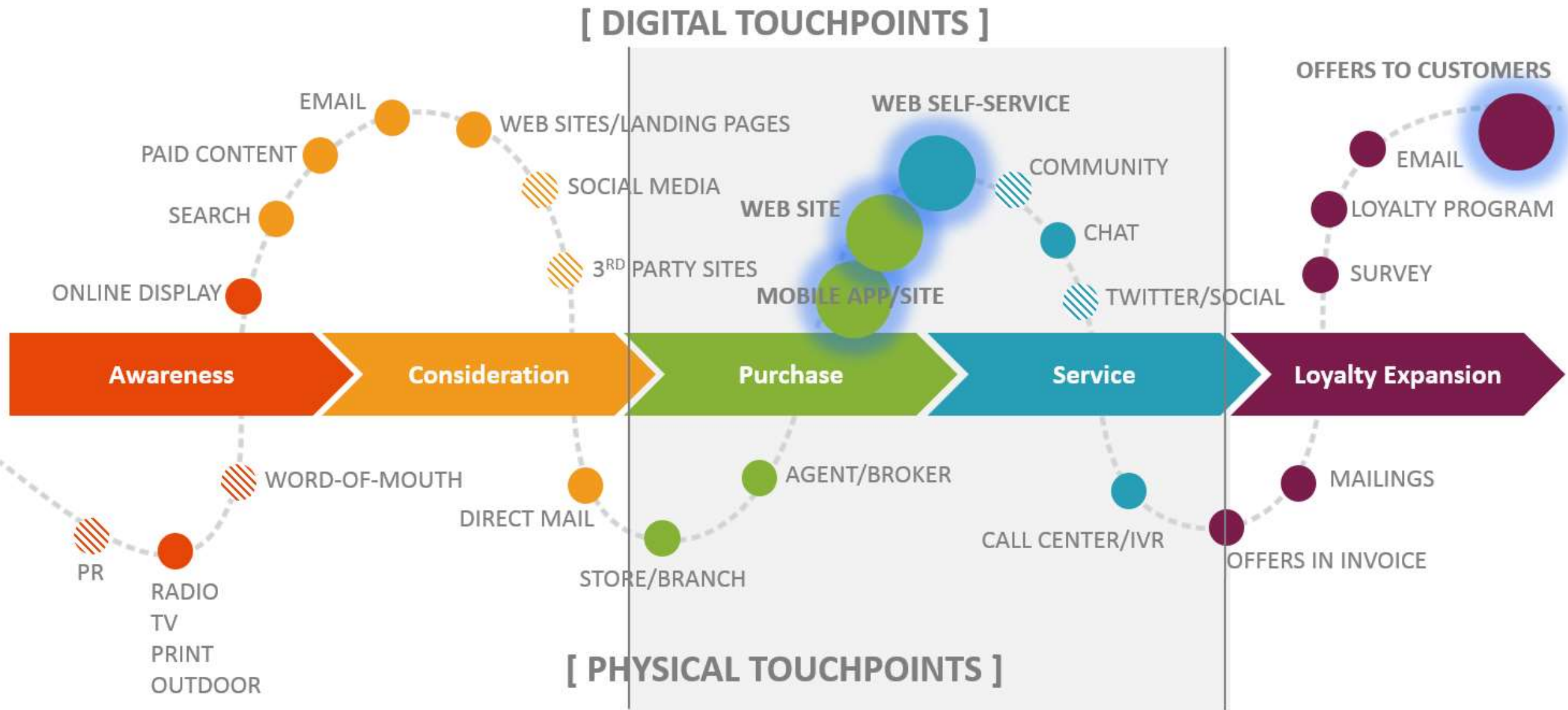
Joe is 42 years old and has been working here for 10 years. He has moved up from various positions in the company. When not working or out enjoying time with his wife and two kids, he daydreams about how he can help his adult league softball team win and also how can he move up to Operations Manager at work overseeing all their warehouses.

Despite being a positive and enthusiastic individual, Joe's demanding boss, the CEO wants no more break-ins, is tired of the repair bills from broken windows and doors and doesn't want to explain to another customer why their delivery is delayed due to unavailable product.

Joe sees advertisements for security systems every time he is on Google or LinkedIn thinking of a new career and even on Facebook when he's killing time at his daughter's soccer practice.

Joe's security system research takes place while at work on his laptop and after work at the ballfield or on his couch while binge-watching the latest Netflix series with his wife.





Stage	Actions taken	Tactics
Awareness What <u>they</u> do once they recognize their pain		
Consideration What <u>they</u> do once they understand their problem		
Preference What <u>they</u> do once they have narrowed down their options		
Delight What <u>you</u> do to blow them away once they're a customer		

Stage	Actions taken	Tactics
Awareness What <u>they</u> do once they recognize their pain	Ask a trusted friend Google search the problem	
Consideration What <u>they</u> do once they understand their problem	Search for specific solutions online Go back to his/her network	
Preference What <u>they</u> do once they have narrowed down their options	Compare them side by side Talk to sales rep - acquire information Engage top choices directly	
Delight What <u>you</u> do to blow them away once they're a customer	Data focused Surveying and reacting quickly Providing ongoing education and information	

Stage	Actions taken	Tactics
Awareness What <u>they</u> do once they recognize their pain	Ask a trusted friend Google search the problem	SEO - education content Display ads Social advertising
Consideration What <u>they</u> do once they understand their problem	Search for specific solutions online Go back to his/her network	SEO - service terms (search) PPC - service terms Email marketing (prospects) Video
Preference What <u>they</u> do once they have narrowed down their options	Compare them side by side Talk to sales rep - acquire information Engage top choices directly	Reviews - 3rd party sites Onsite information - comparison charts Email marketing Case studies
Delight What <u>you</u> do to blow them away once they're a customer	Data focused Surveying and reacting quickly Providing ongoing education and information	Email marketing Social media Surveys/check-ins Reward programs

Poll Question 2 Results

Currently advertising on Google, Facebook or LinkedIn?

7 Ways To Hyper Target Your Advertising

Who Are We Targeting?

- 1 Potential residential new customers
- 2 Potential commercial new customers

Where Do We Reach Them?

- 1 On social platforms like Facebook + Instagram or LinkedIn
- 2 Other websites selling ad space
- 3 Within Google search results
- 4 On your website or other owned properties

How Do We Reach Them?

- 1 Display / Banner ads
- 2 Search ads
- 3 Onsite pop-up (converter) Ads

Linda



Matt



Bill



Joe



Gen X Personas - Residential

Linda

- 45 year olds
- Basic alarm system in home
- Earns \$85,000/yr
- Married, two kids



✓ Customer

Matt

- 44 year olds
- Shopping for a security system
- Earns \$75,000/yr
- Thinking DIY
- Married, three kids



x not a customer

Gen X/Boomer Personas - Commercial

Bill (Facilities Mgr.)

- 55 year olds
- Earns \$100,000/yr
- Has full security suite at work
- Security system at home



✓ Customer

Joe (Warehouse Mgr.)

- 42 year olds
- Earns \$75,000/yr
- Used ADT at old job
- No security system at home



x not a customer

Bill

✓ customer



Commercial



Joe

x not a customer



Linda

✓ customer



Residential



Matt

x not a customer



How & Where To Personalize Advertising

1. Target Based On Onsite Behavior
2. Target To Email Addresses
3. Use Customer Emails To Match Ads To New Potential Customers
4. Target To Interest & Online Behavior
5. Target based on Search Behavior
6. Target to Past Site Visitors
7. Target Onsite Ads Based On Website Behavior

1 2 3 4 5 6 7



Match Display Ads To Onsite Behavior

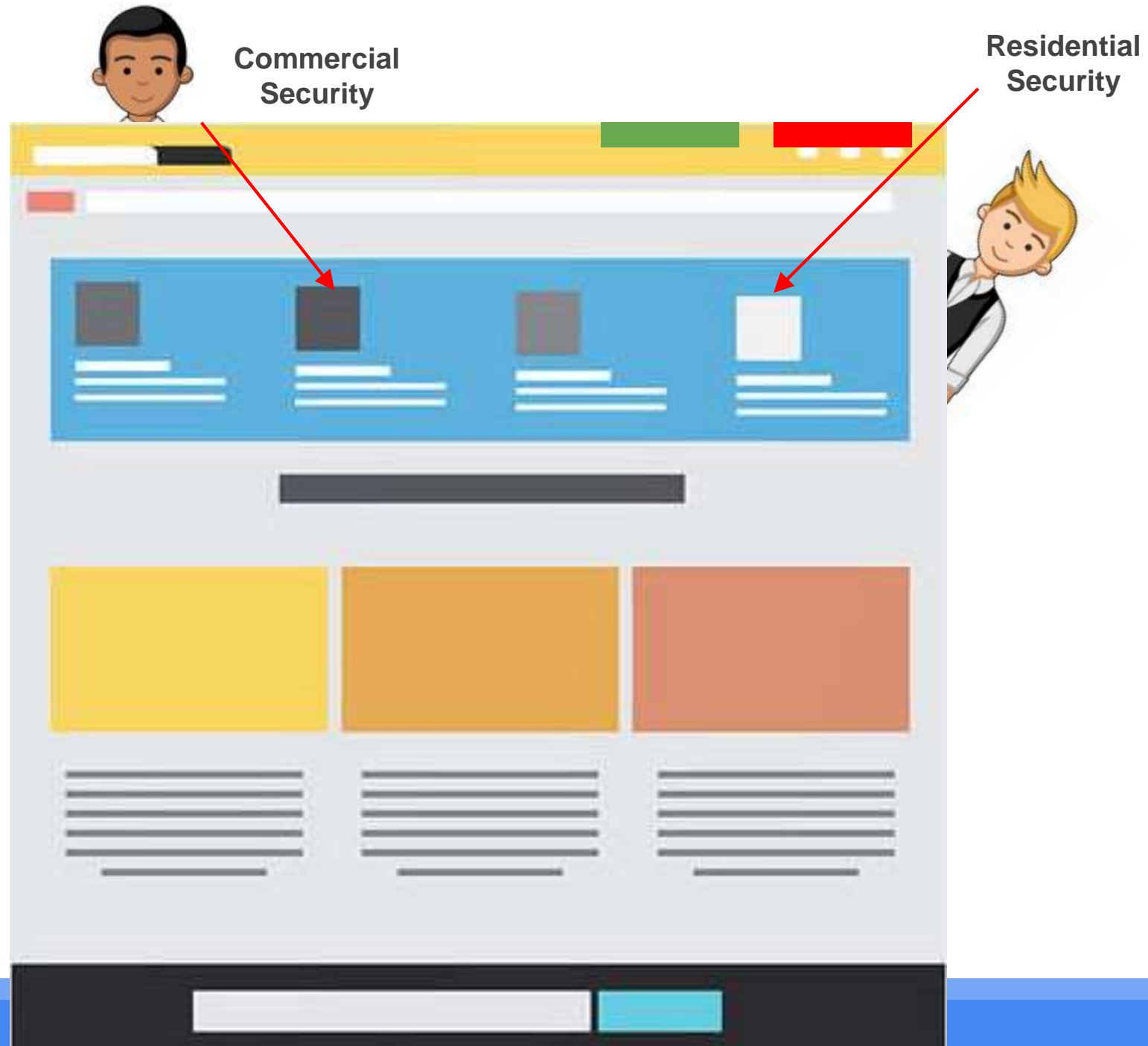


1 2 3 4 5 6 7

Match Ads to Onsite Behavior

What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Google Analytics
4. Google Tag Manager
5. Links or pages on website for specific audience segments
6. Display ads



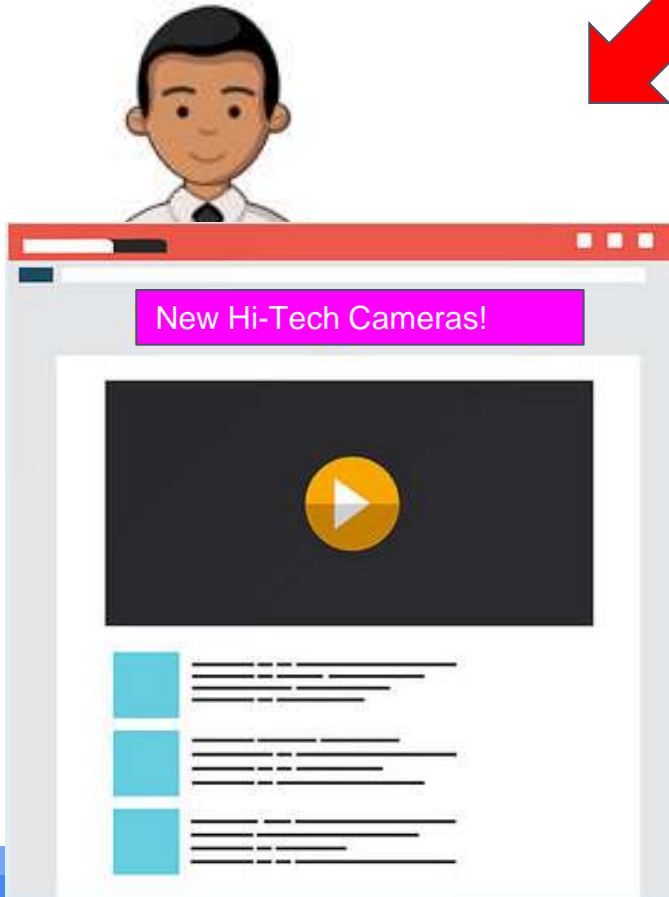
Commercial Security Visitors



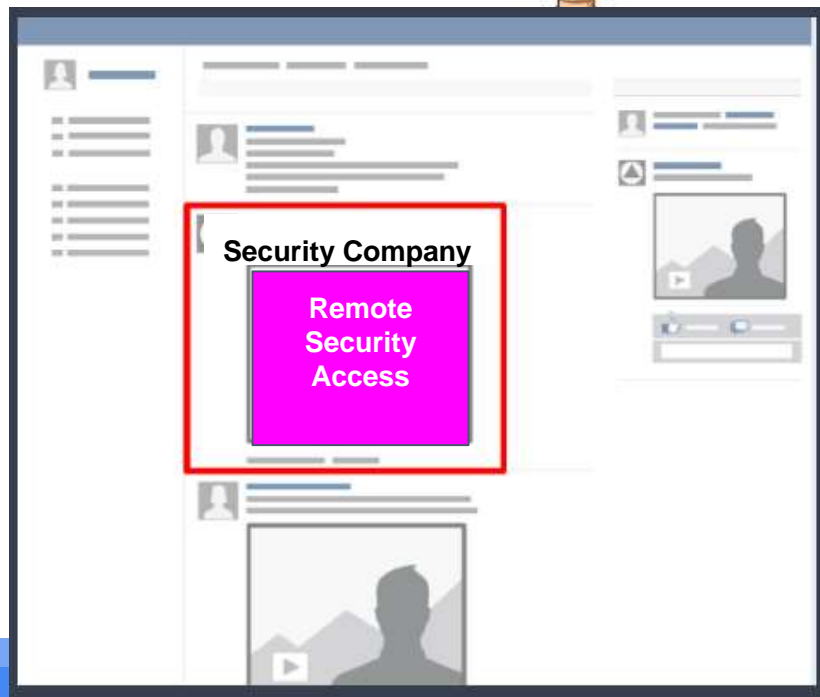
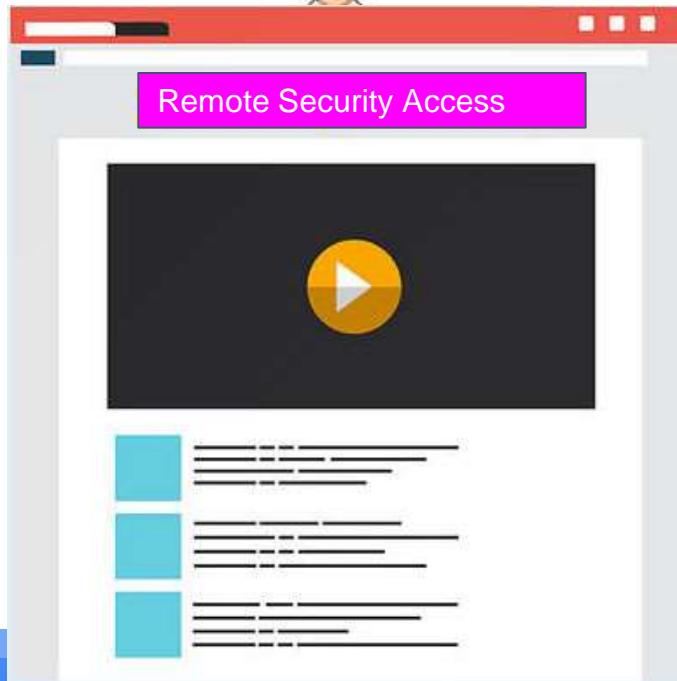
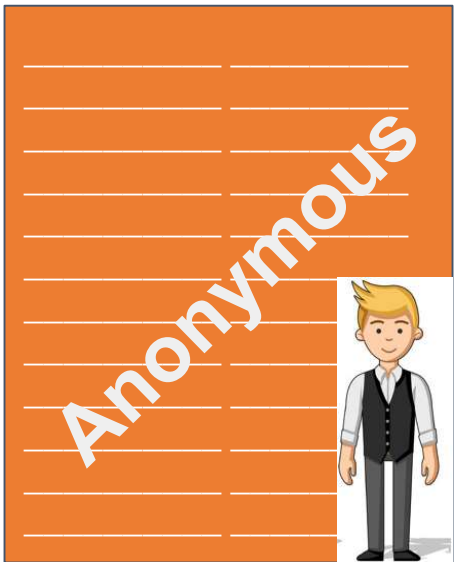
Residential Security Visitors



Commercial Security Visitors



Residential Security Visitors



Match Ads Using Email Addresses

1 2 3 4 5 6 7

Match Ads Using Email Addresses

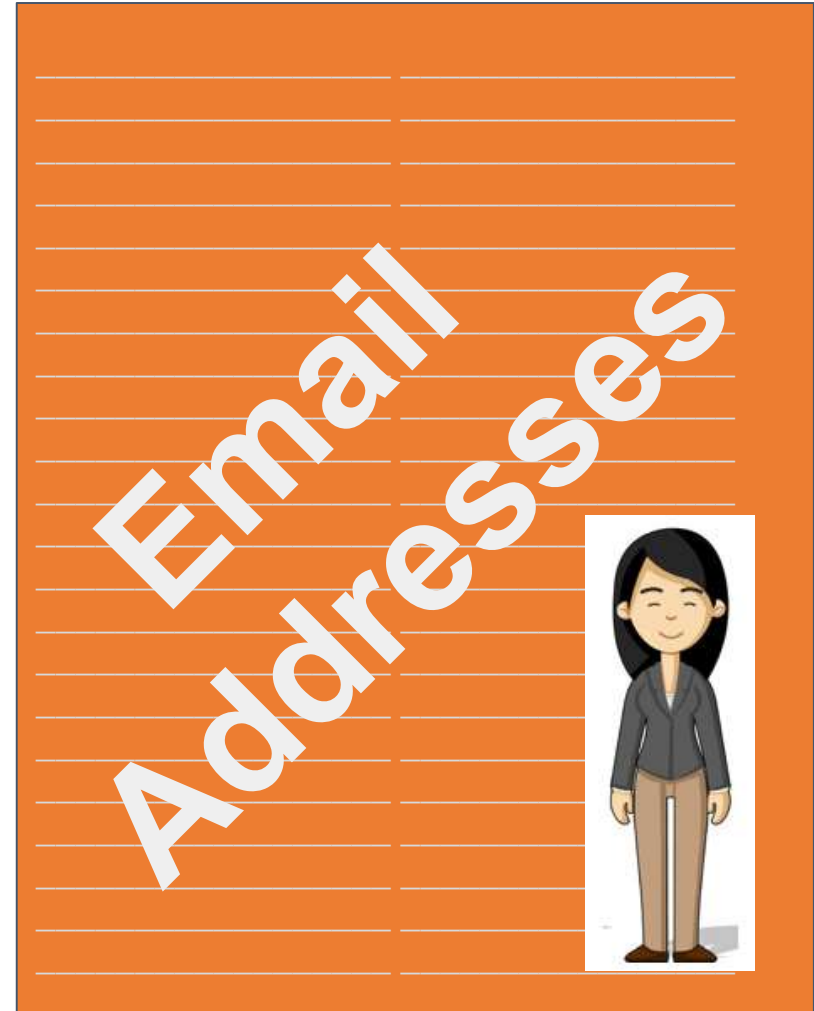
What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Customer email addresses (segmented)
4. Display ads

Commercial Security Customers




Residential Security Customers

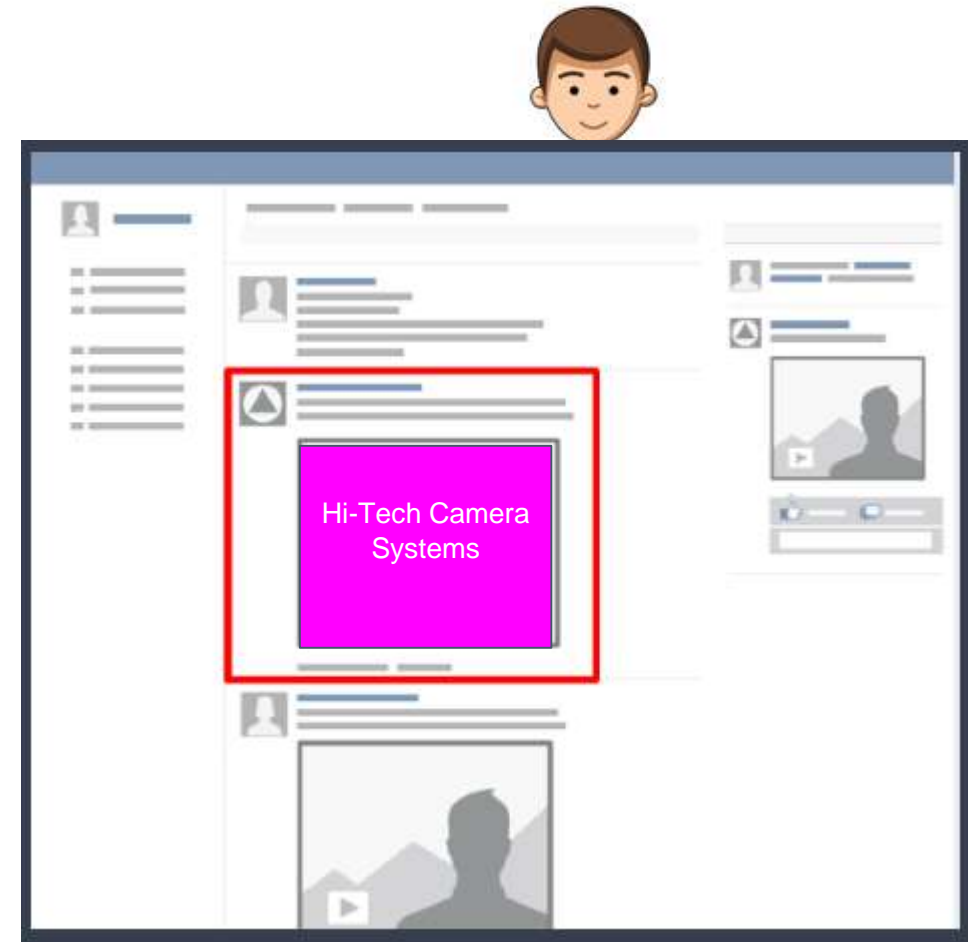


Facebook Custom Audiences

Commercial Customers - Security Company



	A	B
1	Margaret Jones	MargaretJones@bhollandpartners.com
2	Dorothy Smith	DorothySmith@bhollandpartners.com
3	James Williams	JamesWilliams@Studio32Films.com
4	Linda Miller	LindaMiller@Studio32Films.com
5	Charles Moore	CharlesMoore@Studio32Films.com
6	John Taylor	JohnTaylor@burgercommand.com
7	Elizabeth Wilson	ElizabethWilson@burgercommand.com



Facebook Custom Audiences

Residential Customers – Security Company




	A	B
1	Margaret Jones	MargaretJones@bhollandpartners.com
2	Dorothy Smith	DorothySmith@bhollandpartners.com
3	James Williams	JamesWilliams@Studio32Films.com
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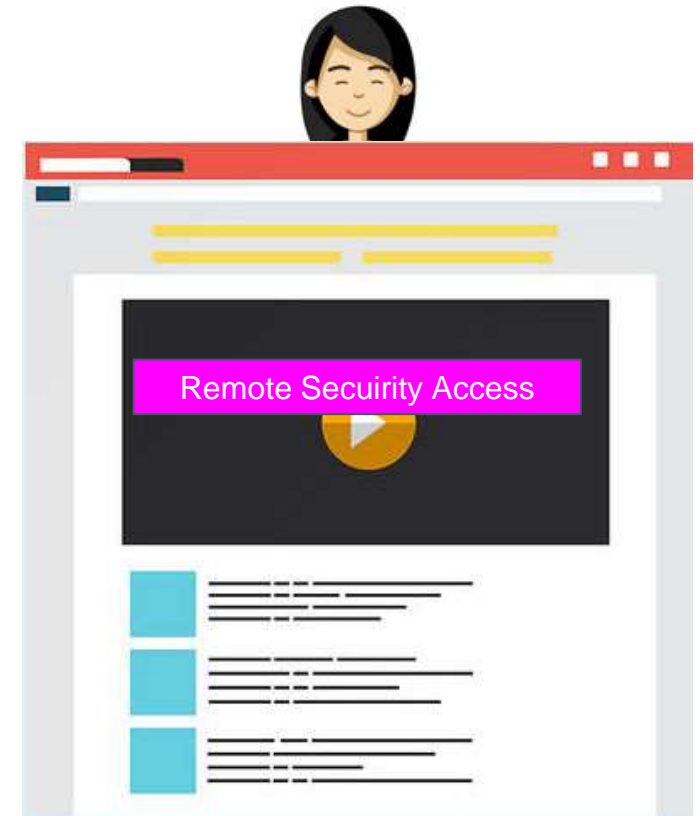


Google Customer Match

Residential Customers – Security Company



	A	B
1	Margaret Jones	MargaretJones@bhollandpartners.com
2	Dorothy Smith	DorothySmith@bhollandpartners.com
3	James Williams	JamesWilliams@Studio32Films.com
4	Linda Miller	LindaMiller@Studio32Films.com
5	Charles Moore	CharlesMoore@Studio32Films.com
6	John Taylor	JohnTaylor@burgercommand.com
7	Elizabeth Wilson	ElizabethWilson@burgercommand.com





Use Customer Emails To Match Ads To New Potential Customers



1 2 3 4 5 6 7

Current Members



Targeted Ad List

Current Members



Email Addresses

+ Location

+ Demographics / Interests

Targeted Ad List



Use Existing Data To Find New Customers

What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Customer email addresses (segmented)
4. Display ads

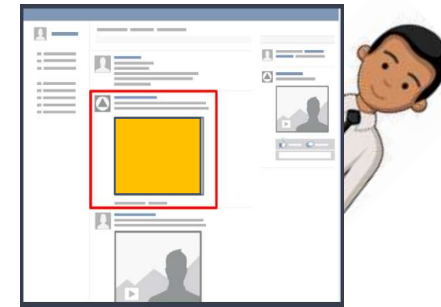
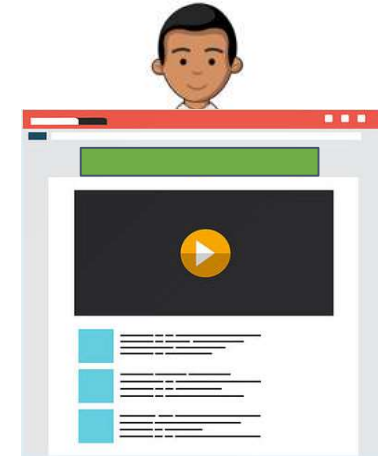
Look-a-Like Match

Commercial Customers – Security Company

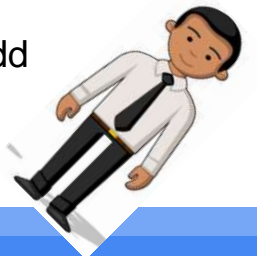
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3	James Williams	JamesWilliams@Studio32Films.com
4	Linda Miller	LindaMiller@Studio32Films.com
5	Charles Moore	CharlesMoore@Studio32Films.com
6	John Taylor	JohnTaylor@burgercommand.com
7	Elizabeth Wilson	ElizabethWilson@burgercommand.com



$$\begin{aligned}
 & \sqrt{t} e^{-at} \rightarrow \frac{1}{\sqrt{t}} (a^2 + \omega^2)^{-\frac{3}{2}} \cos\left(\frac{3}{2} \arctan\left(\frac{\omega}{a}\right)\right) \quad \left| \frac{-\sin(\omega t)}{\omega} \right| \frac{\cos t}{\sqrt{t}} \\
 & t^{n-1} e^{-at} \rightarrow \Gamma(n) (a^2 + \omega^2)^{-\frac{n}{2}} \cos\left(n \arctan\left(\frac{\omega}{a}\right)\right) \quad \int_0^{\infty} \frac{x dx}{e^x - 1} = \frac{\pi^2}{6} \\
 & \int_0^1 (1 + 2x \cos a + x^2)^{-1} dx = \frac{a}{2 \sin a} \quad (0 < a < \frac{\pi}{2}) \\
 & \int_0^1 x^a (1-x)^b dx = 2 \int_0^1 x^{2a+1} (1-x^2)^b dx = \frac{\Gamma(a+1) \Gamma(b+1)}{\Gamma(a+b+2)} = B(a+1, b+1) \\
 & B(x, y) = \frac{\Gamma(x) \Gamma(y)}{\Gamma(x+y)} \quad \int \frac{dx}{\sqrt{1-x^2}} = \begin{cases} \frac{2}{\sqrt{\Delta f}} \arctan \frac{\sqrt{1-x^2}}{\sqrt{\Delta f}} & ; \Delta f < 0 \\ \frac{1}{\sqrt{\Delta f}} \ln \frac{\sqrt{1-x^2} - \sqrt{\Delta f}}{\sqrt{1-x^2} + \sqrt{\Delta f}} & ; \Delta f > 0 \end{cases} \\
 & y = \sin x; 0 \leq x \leq \pi \\
 & y = 0; \pi \leq x \leq 2\pi \\
 & y = \frac{1}{\pi} + \frac{1}{2} \sin x - \frac{2}{\pi} \left(\frac{\cos 2x}{1.5} + \frac{\cos 4x}{3.5} \right. \\
 & \quad \left. + \frac{\cos 6x}{5.5} + \frac{\cos 8x}{7.5} + \frac{\cos 10x}{9.5} + \frac{\cos 12x}{11.5} \right) \\
 & \int_a^b f(x) dx = F(x) \Big|_a^b = F(b) - F(a); F(x) = \int f(x) dx + C; F'(x) = f(x) \\
 & \int_a^b f(x) dx = (b-a) f(\xi); (a < \xi < b) \quad \int_0^{2\pi} \sin x dx = -\cos x \Big|_0^{2\pi} = -\cos 2\pi + \cos 0 = 0
 \end{aligned}$$



Video add



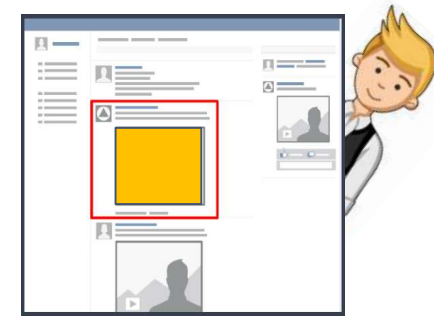
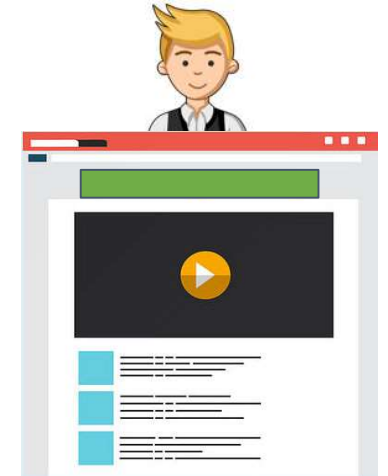
Look-a-Like Match

Residential Customers – Security Company

	A	B
1	Margaret Jones	MargaretJones@bhollandpartners.com
2	Dorothy Smith	DorothySmith@bhollandpartners.com
3	James Williams	JamesWilliams@Studio32Films.com
4	Linda Miller	LindaMiller@Studio32Films.com
5	Charles Moore	CharlesMoore@Studio32Films.com
6	John Taylor	JohnTaylor@burgercommand.com
7	Elizabeth Wilson	ElizabethWilson@burgercommand.com



$$\begin{aligned}
 & \int t e^{-at} \rightarrow \frac{1}{a^2} (a^2 + \omega^2)^{-\frac{3}{2}} \cos\left(\frac{3}{2} \arctan\left(\frac{\omega}{a}\right)\right) \quad \left| \frac{-\sin(\omega)}{\omega} \right| \frac{\cos}{\sqrt{t}} \\
 & t^{n-1} e^{-at} \rightarrow \frac{1}{a^n} (a^2 + \omega^2)^{-\frac{n}{2}} \cos\left(n \arctan\left(\frac{\omega}{a}\right)\right) \quad \int \frac{x dx}{x^2 - 1} = \frac{\pi}{2} \\
 & \int_0^1 (1 + 2x \cos a + x^2)^{-1} dx = \frac{a}{2 \sin a} \quad (0 < a < \frac{\pi}{2}) \\
 & \int_0^1 x^a (1-x)^b dx = 2 \int_0^1 x^{2a+1} (1-x^2)^b dx = \frac{\Gamma(\alpha+1) \Gamma(\beta+1)}{\Gamma(\alpha+\beta+2)} = B(\alpha+1, \beta+1) \\
 & B(x, y) = \frac{\Gamma(x) \Gamma(y)}{\Gamma(x+y)} \quad \int \frac{dx}{\sqrt{1-x^2}} = \begin{cases} \frac{2}{\sqrt{\Delta f}} \arctan \frac{\sqrt{1-x^2}}{\sqrt{\Delta f}} & \Delta f < 0 \\ \frac{1}{\sqrt{\Delta f}} \ln \frac{\sqrt{1-x^2} - \sqrt{\Delta f}}{\sqrt{1-x^2} + \sqrt{\Delta f}} & \Delta f > 0 \end{cases} \\
 & y = \sin x; 0 \leq x \leq \pi \\
 & y = 0; \pi \leq x \leq 2\pi \\
 & y = \frac{1}{\pi} + \frac{1}{2} \sin x - \frac{2}{\pi} \left(\frac{\cos 2x}{1.5} + \frac{\cos 4x}{3.5} \right) \\
 & y = \frac{\cos 6x}{5.5} + \frac{\cos 8x}{7.5} + \frac{\cos 10x}{9.5} + \frac{\cos 12x}{11.5} \\
 & \int_a^b f(x) dx = F(x) \Big|_a^b = F(b) - F(a); \quad F(x) = \int f(x) dx + C; \quad F'(x) = f(x) \\
 & \int_a^b f(x) dx = (b-a) f(\xi); \quad (a < \xi < b) \quad \int_0^{2\pi} \sin x dx = -\cos x \Big|_0^{2\pi} = -\cos 2\pi + \cos 0 = 0
 \end{aligned}$$





Match Display Ads To Someone's Interest & Online Behavior



1 2 3 4 5 6 7

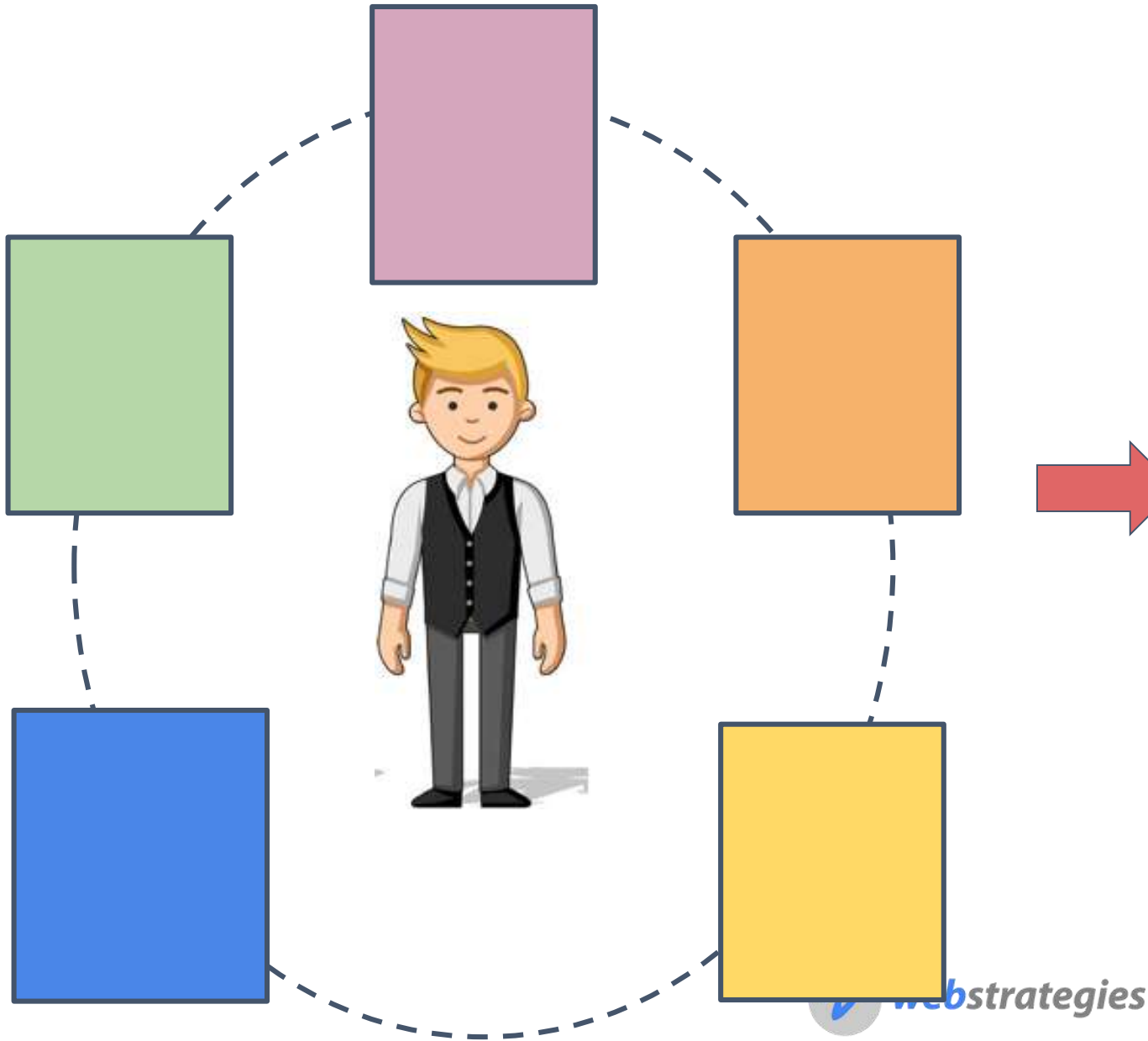
Match Ads To Interest and Behavior

What you'll need:

1. Facebook or LinkedIn ad campaign
2. Google ad campaign
3. Display ads

Matt is going to security websites and searching for home security systems.





Matt is in the market to purchase a security system



Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Security alarm

Add demographics, interests or behaviors

Suggestions

Browse

Alarm device

Interests

Protect Your Home

Interests

Wireless security camera

Interests

Safety

Interests

IP camera

Interests

Safety at Home

Interests

Closed-circuit television

Interests

Home automation

Interests

Safe Alarm Security

Interests

Connections ⓘ

acements

w your ads to the right people

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Behaviors > Residential profiles

New mover

Add demographics, interests or behaviors

Suggestions

Browse

Buying a House

Interests

Likely to move

Behaviors

First time homebuyer

Demographics

House Hunting

Interests

Recent mortgage borrower

Behaviors

Recent homebuyer

Behaviors

Recently moved

Demographics

New Home

Interests

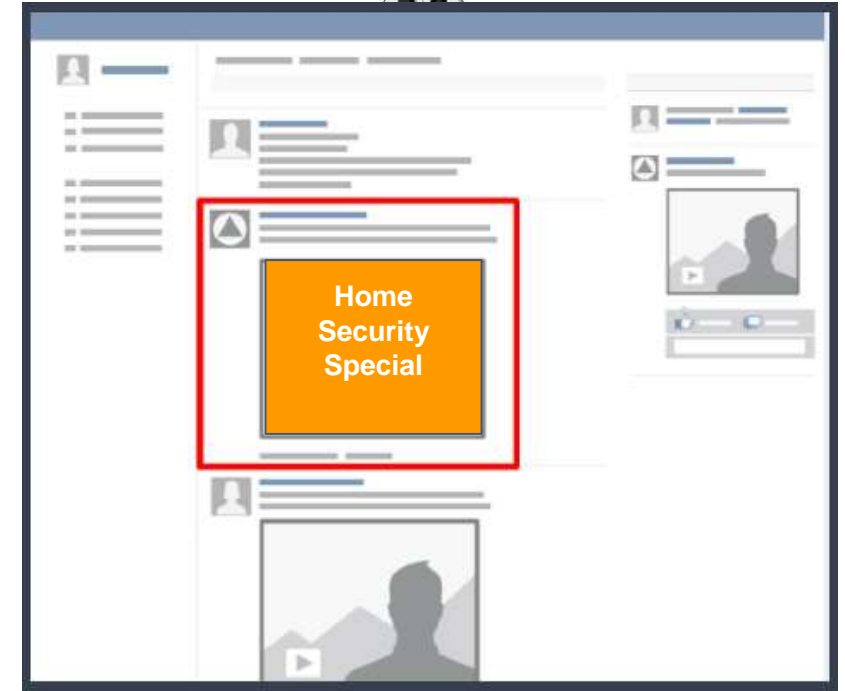
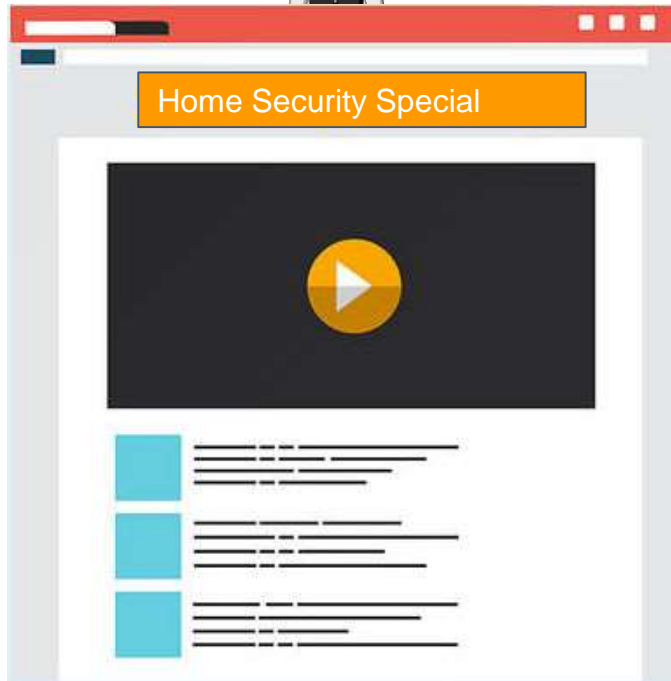
Homeowners

Demographics

Connections ⓘ

ements

your ads to the right people





Match Display Ads Based On Search Behavior



1 2 3 4 5 6 7

Match Ads Based On Search Behavior

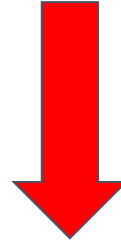
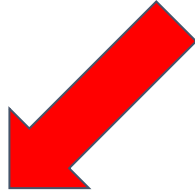
What you'll need:

1. Search behavior of defined target audience
2. Specialty ad delivery platform
3. Display ads

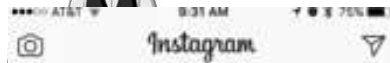


Google

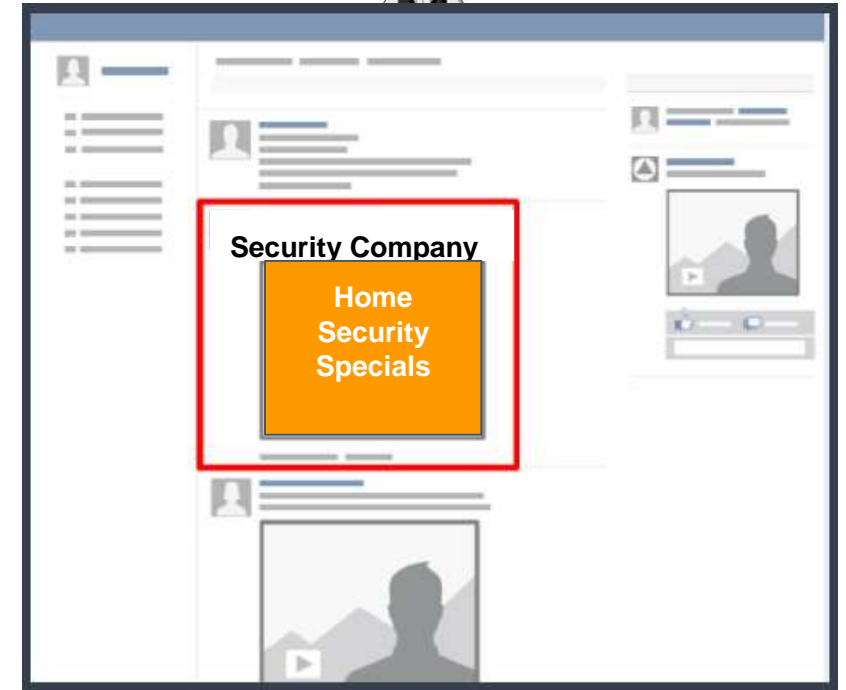
best home security system nashville tn



Home Security Specials



Remote Home Security
Connect security, fire, thermostats, and lights to control your home from anywhere with the touch of a button.





Match Search Ads Only To Past Site Visitors

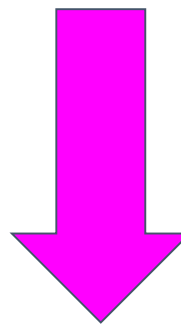
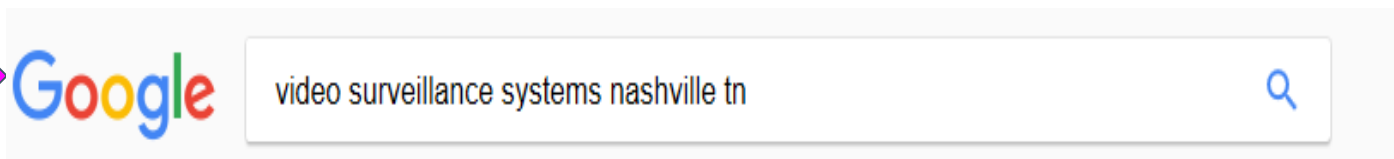
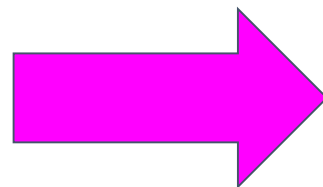


1 2 3 4 5 6 7

Match Search Ads To Past Site Visitors

What you'll need:

1. Google Adwords search strategy + campaign
2. Google Analytics

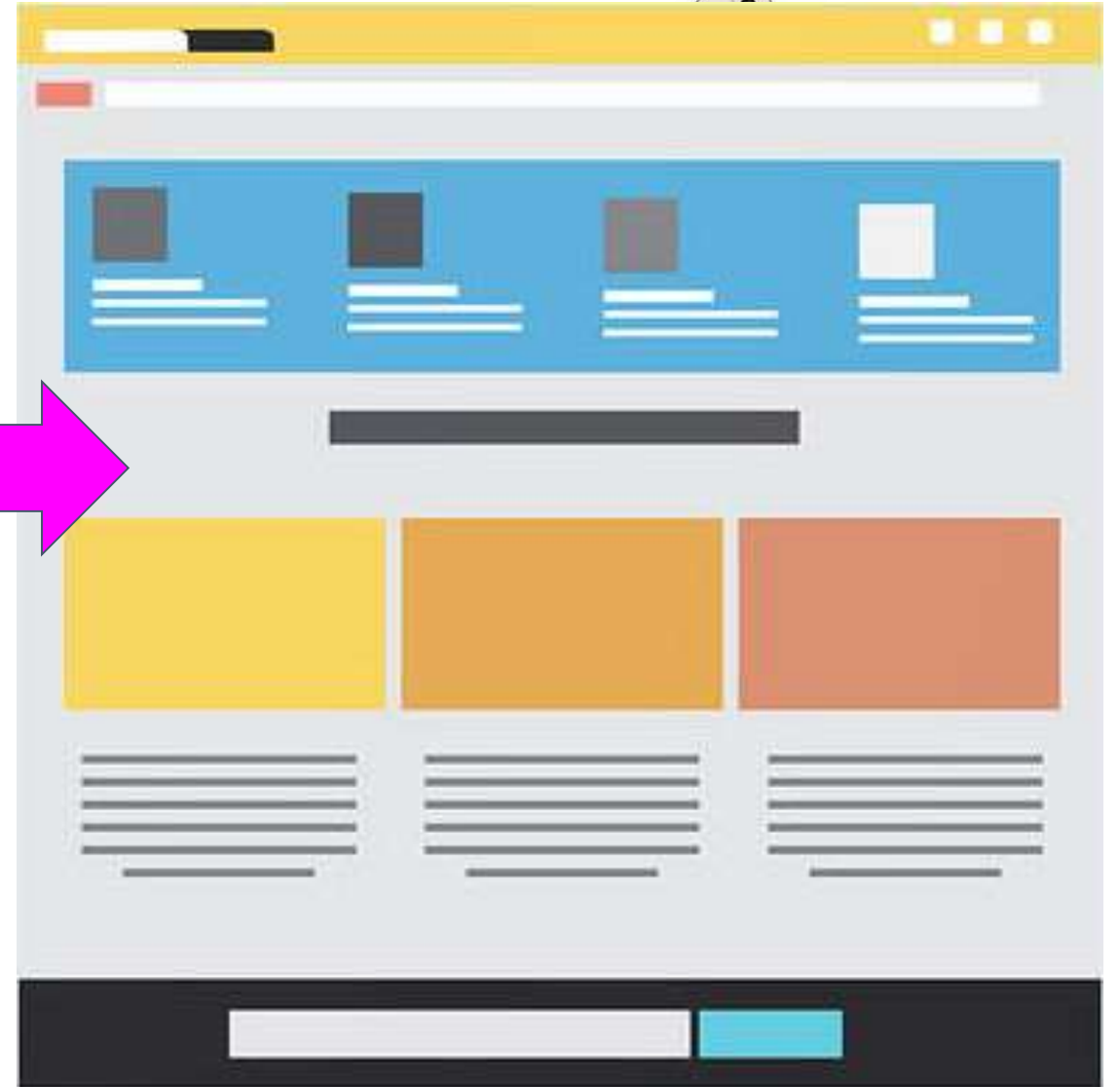
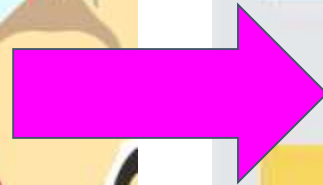


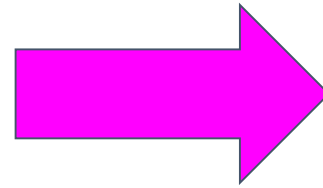
Video Security Systems - Catch Them In The Act

Ad www.securityalarm.com/video

High Definition IP Network Cameras For Business Property Surveillance. Call Us!

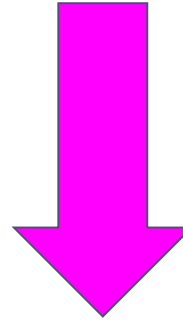






Google

video surveillance systems nashville tn



Video Security Systems - Catch Them In The Act

Ad www.securityalarm.com/video

High Definition IP Network Cameras For Business Property Surveillance. Call Us!





Target Onsite Ads Based On Website Behavior



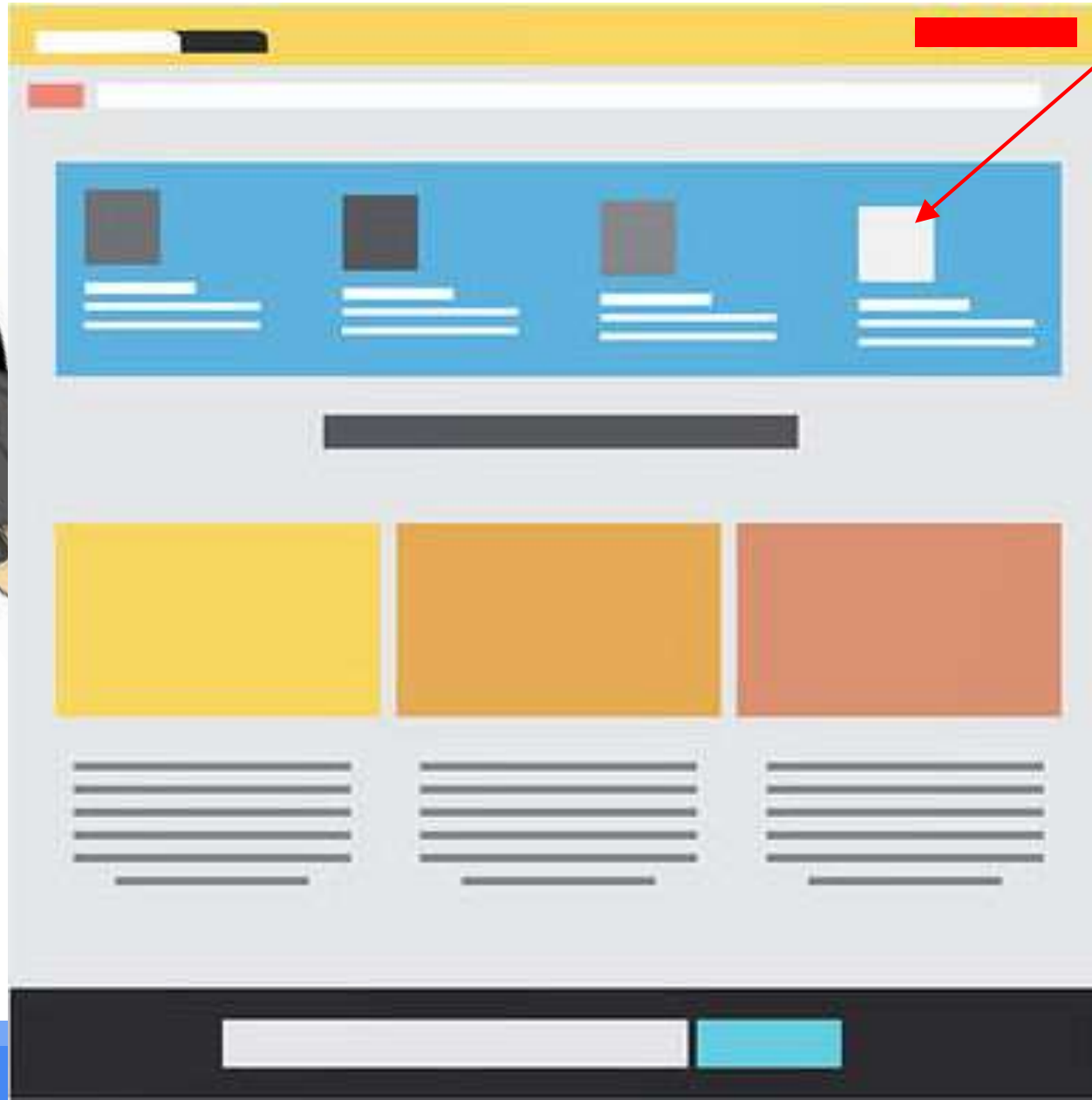
1 2 3 4 5 6 7

Target Onsite Ads Based On Behavior

What you'll need:

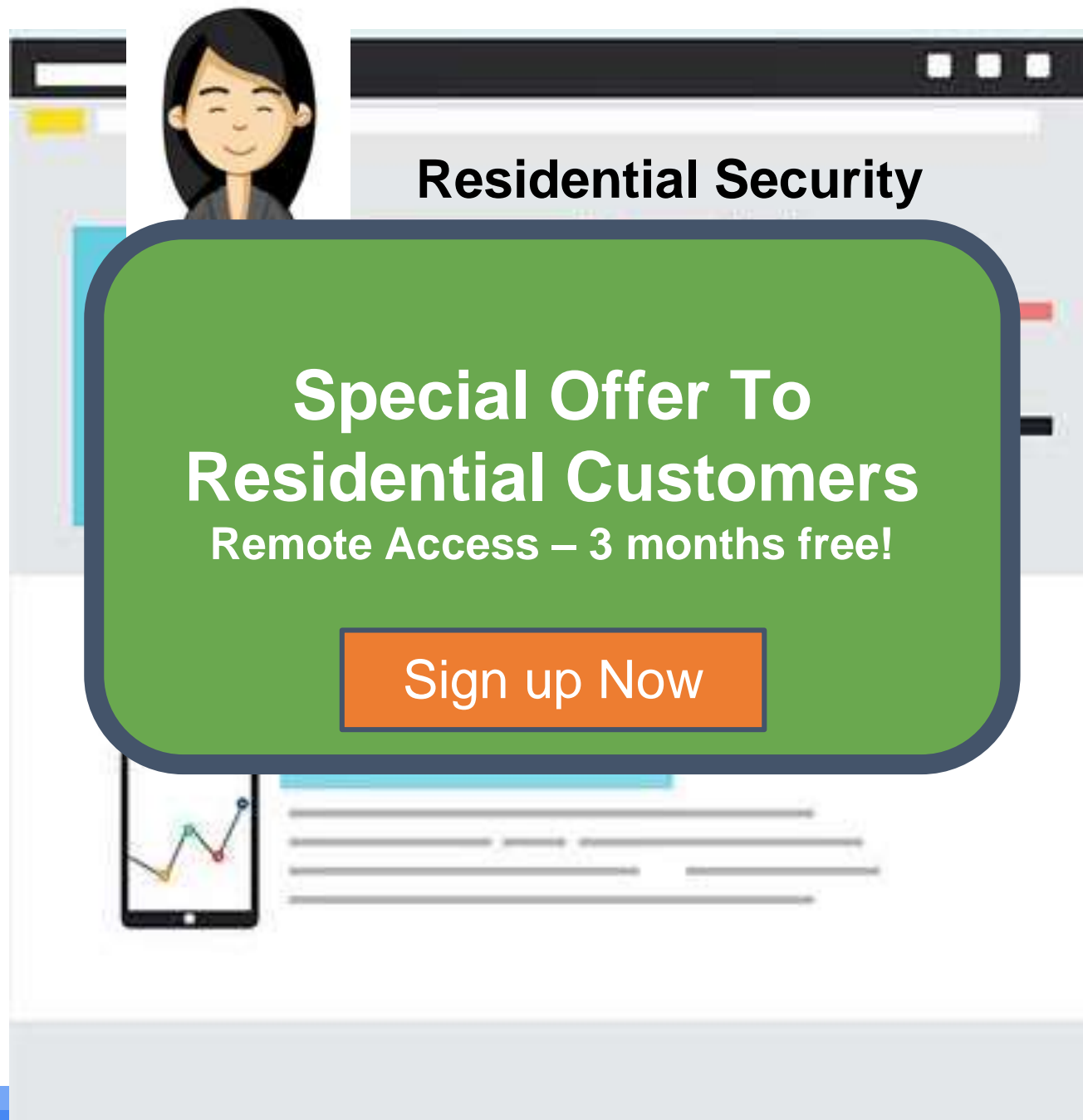
1. Pop-Up software
2. Display ads

1.



Residential
Systems

3.



Residential Security

**Special Offer To
Residential Customers**
Remote Access – 3 months free!

[Sign up Now](#)

LinkedIn Bonus!

- Upload a list of target companies and have at least 300 LinkedIn profiles tied to the companies.
- Show your display ads on LinkedIn to these profiles or a subset of them.





Use a matched audience (optional)

Use website traffic to create audiences for your ads.

[Hide](#)

Retarget your website visitors ?

Create a target audience based on your recent website visitors.

Create an audience

include ▾

Start typing to see your website traffic audiences

[See full list](#)

Target a list of accounts or contacts ?

Upload a list of companies and/or email addresses.

Create an audience

include ▾

Start typing to see your company list audiences

[See full list](#)

include

Security top prospects- companies x

Your estimated target audience

18,000+ LinkedIn members

[Learn more](#)



Security top prospects- companies



Audience expansion: Enabled



Deliver beyond the LinkedIn feed:
Enabled

How & Where To Personalize Advertising

1. Match Ads to Onsite Behavior (they visited your website)
2. Match Ads Using Email Addresses (upload customer emails)
3. Use Existing Member Demographics To Match Ads To New Potential Members
4. Match Display Ads To Someone's Interest & Online Behavior (sites they visited)
5. Match Display Ads Based On Search Behavior (keywords searched)
6. Match Search Ads Only To Past Site Visitors (Google ads)
7. Target Onsite Ads Based On Website Behavior (Pop-up ads)

1 2 3 4 5 6 7

Poll Question 3 Results

**Are you using content – blogs or social media to
generate leads?**

What does this all mean for
Security Companies?



Think Mobile First & Only



40%-50% of Website Traffic
Mobile Responsive, mobile specific
elements & fast!

Visit our Facebook page for more on mobile optimization:
facebook.com/webstrategiesinc/videos

Home Page Not as Important



Just 20%-30% of Website Traffic
Increase focus on other pages
with Calls to Action

Why Security Alarm?

GET A FREE QUOTE

Name

Email

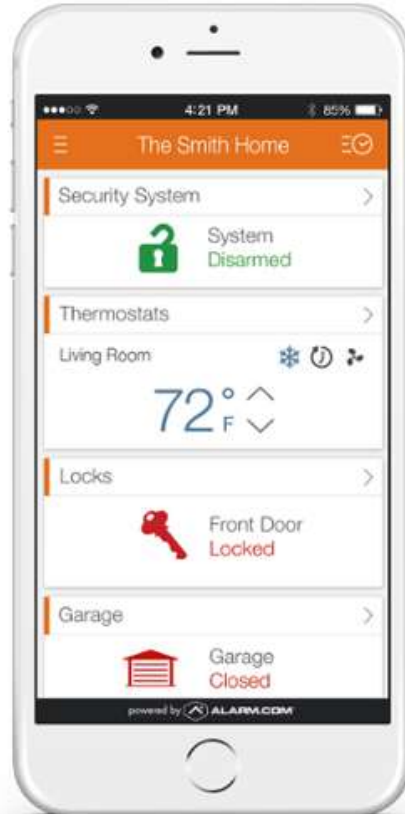
Phone

☐ Commercial ☐ Residential

SUBMIT

GET SMART HOME SECURITY

Landing page example



Control Your Home From Anywhere

Smart Home Security allows you to use your mobile device to easily control your home from anywhere at anytime.

Remotely control:

- Security system
- Door Locks
- Thermostat
- Appliances plugged into designated outlets

Receive text alerts when:

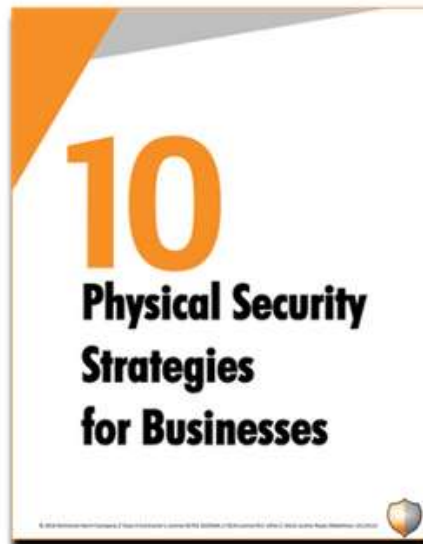
- Someone opens a door or window
- Children arrive home from school
- When a gun or liquor cabinet is opened

Learn more about Smart Home Security by filling out the brief form below. Or call us at [636-324-2002](tel:636-324-2002).

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Email*	Phone Number*
<input type="text"/>	<input type="text"/>

[LEARN MORE ABOUT SMART HOME SECURITY](#)

10 PHYSICAL SECURITY STRATEGIES FOR BUSINESSES



Protect Your Business & Employees

Physical security is anything that protects people or property from danger. Our free guide features **systematic steps businesses can take to mitigate these risks**, including:

- What plans should be in place?
- What should be monitored?
- What security solutions are worth the investment?

First Name *

Last Name *

Company Name *

Job Title *

Email *

[Download Your Free eBook Now](#)

WEBSITE SALES FUNNEL

Google

video camera surveillance southern IL

Web Shopping Images News Videos More Search tools

About 1,370,000 results (0.51 seconds)

Video, CCTV Surveillance - securityalarm.com
Ad www.securityalarm.com/videosurveillance
Monitor **video** on-site or remotely Get alerts 24/7. Smartphone control
Compare us - Fire Alarms - Specials - Our Team

ADT Business Surveillance - adtbusiness.com
Ad www.adtbusiness.com/SurveillanceSale
Act Now! Get Free Installation on 24/7 Burglary & Theft **Monitoring**


AT&T Surveillance Cameras - att.com
Ad www.att.com/securitycameras (866) 595-2670
Monitor Your Home With **Cameras**. Start w/ Our Smart Security Package
24/7 prof. monitoring · Order online/over phone · Automation and security
Shop Home Automation - Shop Home Security - Schedule an Appointment

Video Surveillance and CCTV Systems | Southern Illinois ...
securityalarm.com/commercial/video-surveillance/
Video Surveillance Systems protect your business and much more. ... Hi-Definition
cameras offer many features unavailable with traditional analog **video** ...


Video S
www.home
4.4 ★★★★★
Low Prices
Keep Your
3200 Ba
(618) 99

Video S
www.ezwa
(866) 241-
Call To Cus
Cameras,

Need C
www.dynar
(804) 560-
Watch the
An Eve on

**SECURITY
ALARM**

ABOUT RESIDENTIAL COMMERCIAL SUPPORT NEWS CONTACT


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800-252-7621
SERVING SOUTHERN ILLINOIS

[home](#) / [news](#) / [what is intelligent video surveillance?](#)

WHAT IS INTELLIGENT VIDEO SURVEILLANCE?
Posted on August 27, 2014 by SecurityAlarmIM

Intelligent video surveillance is the cutting edge video technology that records criminal activity in homes, businesses, and municipalities based to the preferences of the user. Features of Intelligent video systems include tracking a moving target and automatic detection of suspicious activity, which can trigger alarms and alert [homeowners](#) and [business owners](#) to potential threats. Traditional video surveillance systems are restrained to a simple on and off

**GET FREE HOME
SECURITY & SAFETY TIPS**

**RECENT SECURITY
NEWS**

**10 SIMPLE WAYS TO PROTECT
YOUR HOME FROM BURGLARS**
October 02, 2014
*Securing your home from burglars and
keeping your family safe is easier than ...*
[read more »](#)

CONTACT FORM

Subject: Security Alarm Contact Form Submission
Southern Illinois

First Name	Pete
Last Name	
Email Address	@gmail.com
Phone Number	
I want to know more about:	Video Surveillance or CCTV
How can we help you?	<p>We are interested in installing a approximately 55 camera video surveillance system. This system will require a DVR and a web portal for remote viewing.</p> <p>Minimum specs will be as follows: 600 lines per inch (analog) or D1 (IP) and a minimum light factor of (0.7) LUX.</p> <p>90 Days storage via hardware, plus 90 via cloud.</p> <p>I can submit a layout of the building and more required specs once I have a point of contact from you.</p>
Are you a new customer?	Yes
What is the best time to reach you?	Any time via email.

Facebook is King



10-25% of Website Traffic
Posts, Boosting, Video, Ads


Organic Search Increasing




45%-55% of Website Traffic
Blogs, Videos, Local Listings

SECURITY MARKETING EXAMPLES

Facebook Ads

**Security Alarm Southern Illinois**
Written by Leigh Sanford [?] · July 17, 2014 ·

Arm and monitor your home while you're away with your mobile device.



Remote Home Security
Connect security, fire, thermostats, and lights to control your home from anywhere with the touch of a button.


SECURITYALARM.COM [Learn More](#)

9,424 people reached

Like Comment Share

Judy Schlueter Luer, Kim Harris and 299 others

44 shares 18 Comments



Facebook Advertising

 **Security Alarm Southern Illinois**
Written by Leigh Sanford [?] · February 28 at 9:56pm · 🌐

Monitor and arm your home from anywhere with smarter home security.



Remote Safe Mobile Security
Our remote security app puts safety and security at your fingertips.

SECURITYALARM.COM [Learn More](#)

SECURITY MARKETING EXAMPLES

 **Multra-Guard**
Written by Leigh Sanford [?] · December 29, 2015 · 🌐

Military and Service Personnel Get 15% Off Home Security



Thank You for Serving
Security solutions serving Hampton Roads, Norfolk, and Virginia Beach

WWW.MULTRAGUARD.COM [Learn More](#)

Social Media

SECURITY EXAMPLES

Richmond Alarm Company If you own or run a business, protecting your property and providing safety for your employees is important. #Physical #Security #RVA



What Is Physical Security?
hubs.ly - Physical security involves the protection of people and property. For businesses, keeping customers, personnel, and valuable resources safe often involves....

Organic ²
Targeted to: All Followers

36 impressions	0 clicks	0 interactions	0.00% engagement
----------------	----------	----------------	------------------

Gained from Sponsoring
Sponsored in: Commercial Security - Physical Security (currently running)

+972 impressions	+6 clicks	+0 interactions	+0 followers acquired	+0.62% engagement
------------------	-----------	-----------------	-----------------------	-------------------

Richmond Alarm Company
Sponsored • 4

Richmond, Secure Your Home from Anywhere at Anytime!



Security On the Go
Control your security system, lights, thermostat, & appliances from your phone.

[Learn More](#)

Richmond Alarm Company
Published by Leigh Sanford (7) • August 30 at 1:01pm • 4

Having trouble remembering the steps to arm your alarm system? Check out our easy-to-follow overview video. #HomeSecurity #BurglarAlarm #RVA



Corey Boggs, General Manager
Richmond Alarm Company

4,349 people reached

2.1K Views


[View Results](#)

SECURITY MARKETING EXAMPLES


Facebook Video Post

Video

Post

**Richmond Alarm Company**
Published by Leigh Sanford · May 4 ·

A great demonstration from the folks at [SkySaver](#). They've developed an escape backpack that anyone can comfortably use in an emergency situation. #Fire #Safety #RVA





SkySaver
01:31

✔ **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 1,400 people.

272,769 people reached

Boost Post



Ghizlane Atef, Eliza Wang and 17 others

13 Shares

Like

Comment

Share

272,769 People Reached

3,448 Video Views

38 Reactions, Comments & Shares

22 Like	17 On Post	5 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
14 Shares	13 On Post	1 On Shares

2,350 Post Clicks

1,556 Clicks to Play	0 Link Clicks	794 Other Clicks
-------------------------	------------------	---------------------

NEGATIVE FEEDBACK


0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

SECURITY MARKETING EXAMPLES


Facebook Video – Boosted Post

Video

Post

**Richmond Alarm Company**
Published by Leigh Sanford · August 30 ·

Having trouble remembering the steps to arm your alarm system? Check out our easy-to-follow overview video. #HomeSecurity #BurglarAlarm #RVA



4,357 people reached

[View Results](#)

24

1 Comment 2 Shares

Like

Comment

Share

4,357 People Reached

2,145 Video Views

42 Likes, Comments & Shares

33 Likes	24 On Post	9 On Shares
1 Comments	1 On Post	0 On Shares
8 Shares	4 On Post	4 On Shares

60 Post Clicks

15 Clicks to Play	0 Link Clicks	45 Other Clicks
-------------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Social Media – Boosted Blog Post

OVERVIEW

EDIT PROMOTION

You are targeting **men and women, ages 30 - 65+** who live in **9 locations**.

[Show full summary](#)

This promotion will run for **7 days**.

Your total budget for this promotion is **\$25.00**.

63
Engagements

2,079
People Reached [?]

\$25.00
Total Spend [?]

Actions

People

Countries

Link Clicks

33

Comment

1

Add Budget

Add Budget

DESKTOP NEWS FEED


MOBILE NEWS FEED

Richmond Alarm Company

Sponsored ·

Like Page

ICYMI: Who are the best security alarm companies in Richmond?
[#HomeSecurity](#) [#Safety](#) [#RVA](#)



Best Security Alarm Companies in Richmond
Best Security Alarm Companies in Richmond
[HTTP://INFO.RICHMONDALARM.COM/NEWS/2015/05/BEST-SE...](http://info.richmondalarm.com/news/2015/05/best-se...) | BY RICHMOND ALA...

29 Reactions 1 Comment

News/Blog Headlines!

**5 OF THE LEADING PROBLEMS
WITH COMMERCIAL VIDEO
SYSTEMS**

**WHEN IS IT TIME TO UPGRADE A
SECURITY SYSTEM?**

6 BENEFITS OF HOSPITAL SECURITY CAMERAS

**HOW TO PREVENT YOUR SMART HOME FROM BEING
HACKED**

**IS IT WORTH BUYING FAKE
SECURITY CAMERAS?**

**SMART DEVICES THAT
WORK WITH HONEYWELL
TOTAL CONNECT**

Keep answering your customers & prospects questions



SECURITY TRENDS

Email is Powerful



25%+ Open rates
Great for customer engagement,
retention & upsell opportunities

More Video



Highest viewed & shared blogs &
posts have videos in them.

ALL RESULTING IN LEAD GENERATION!

Customer Email

Hi there,

Most of us rely on our smartphone to check e-mail, get directions, take photos and keep up with our calendar. Did you know you can also manage your current alarm system using your smartphone and Security+?*

For only \$10 more a month add Security+ to your existing system and use your smartphone to:

- Arm or disarm your system from anywhere
- Check system status
- Receive text messages and get email alerts if your system status changes

Additional features can include:

- Viewing live video and video doorbell events
- Controlling thermostats, lighting and locks
- Getting alerts if smoke, carbon monoxide, flood or extreme temperatures are detected




Get the most out of your security system! Contact a Richmond Alarm security expert to add Security+ today.

Get Security+ Today



FB Lead Ad with Video


**Richmond Alarm Company**
Sponsored


Thinking about Smart Home Security? Not sure where to start? Contact Richmond Alarm to get a quote today!




What Could a Smart Home Do for You?
Interested in a Video Doorbell? www.richmondalarm.com/contact

☒ Get Quote

 4

 Like  Comment



**Richmond Alarm Company**

Sign up by providing your info below.

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

By clicking Submit, you agree to send your info to Richmond Alarm Company who agrees to use it according to their privacy policy and the above Terms. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) Richmond Alarm will NOT share your info with anyone!

Back

Submit

Questions 2 of 3

Landing Page

ALARMSOUTH®

Answer Your Door From Anywhere

SkyBell Doorbell

Introducing SkyBell!

A **smart video doorbell** that makes answering the door a breeze! Answer your door from anywhere with your mobile device.



- **Shopping online?** Never miss a shipment. Approve drop offs from wherever you are.
- **Prevent package left this holiday season.** SkyBell notices activity and alerts you when someone is at your front door.
- **Let someone in when you're not home.** Allow access to children, pet sitters, or friends and family when you can't be there.*

For A Limited Time Get SkyBell for only \$189 + tax

First Name*

Last Name*

Email*

Phone Number*

Customer Number

I am interested in SkyBell



Landing Page with Video

ALARMSOUTH®

See SkyBell In Action



Customer Survey

ALARMSOUTH®

Customer Survey

Let us know how about your last experience with AlarmSouth for a chance to win \$100!

Everyone at AlarmSouth is committed to serving our customers and providing a level of service that exceeds your expectations in every way.

To help us maintain our standards of excellence, please take a moment to rate the level of service you received from AlarmSouth.

At the end of the month we will randomly select one completed customer survey and award a \$100 gift certificate.

Complete our short survey this month for a chance to win \$100!*

**Only new survey entries are eligible, only one survey per customer*

Customer Satisfaction Survey

Date Of Service

Type Of Service

- ☐ New Install
- ☐ Repair/Maintenance

On A Scale of 1 to 10, how likely are you to recommend AlarmSouth to a friend or colleague?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5


Local Presence Matters




- Create local website pages
- Google local listings/map
- Foster relationships with local Police, Fire, EMT & 1st responders
- Advocate for Neighborhood Watch programs

SECURITY MARKETING EXAMPLES

Local SEO Pages

**SECURITY
ALARM**



ABOUT RESIDENTIAL COMMERCIAL SUPPORT NEWS CONTACT

Search 

618-503-9095
SERVING SOUTHERN ILLINOIS


[home](#) / [carbondale](#)


Security Alarm is [Carbondale, Illinois](#)' leading provider of security solutions for your home or business.



REQUEST A FREE QUOTE

GET FREE QUOTE

 **GET FREE HOME SECURITY & SAFETY TIPS**



SECURITY TRENDS

Hot Search Topics

Residential



Commercial



Google's Rule!

KEEP *it*
FRESH



Top Lead Generation Sources

1. Content via Google searches
2. Social Media Ads - Facebook
3. Google PPC Ads – Commercial
4. Email newsletters & direct emails
5. Mini “Get a Quote” forms
6. Phone calls (you should track these)



Google PPC Ads

Farm Security Solutions - We Protect Our Area Farmers

Ad www.securityalarm.com/farmsecurity

Protect Your Land And Livestock With Our Trusted Security Systems. Call For Info

See Video Detail In Low Light - Full Color Video Surveillance

Ad securityalarm.com/low-light/video-detail

High Resolution For Clearer Picture That Captures Every Movement And Detail.

Home Security Discount - Thanking The Heroes Of America

Ad info.richmondalarm.com/discount

Service Personnel Save 15% On The Best Home Security Systems! Call Us Today.

Commercial Campaign for Churches

136%



increase in conversions
in one year.

Richmond Alarm received

25

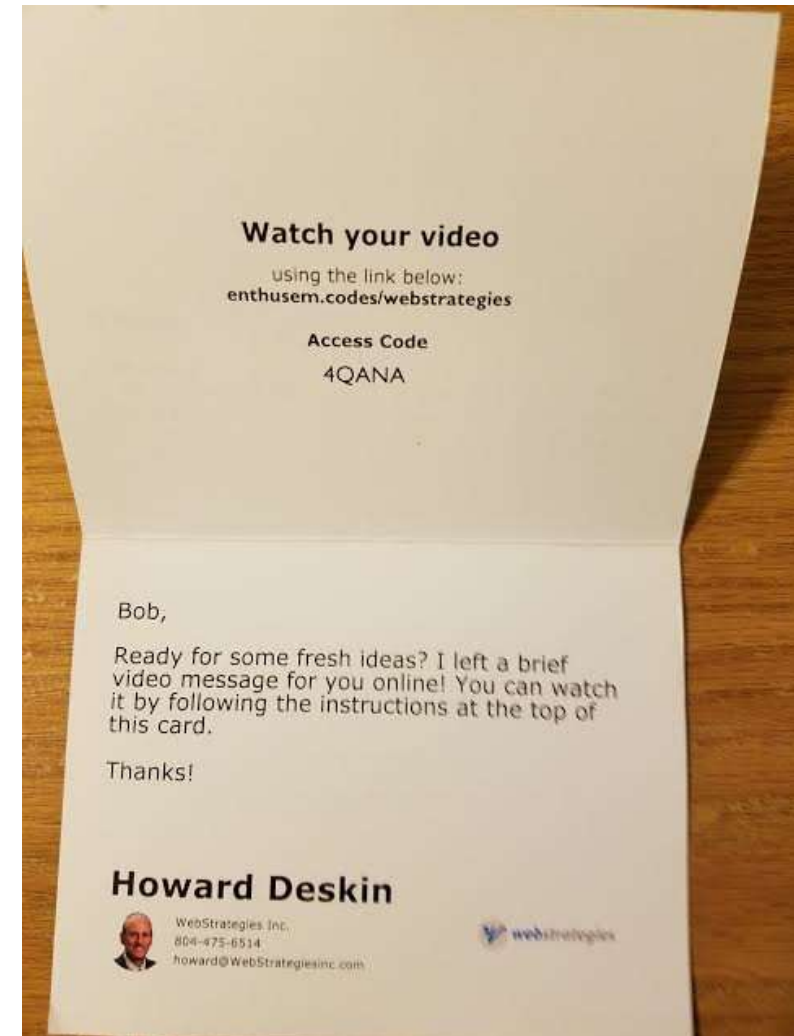


new organic commercial leads
from a highly targeted campaign

Poll Question 4 Results

**Do you see a positive return on your investment
from marketing?**

Direct Mail & Online Video Link



Direct Mail & Online Video Link



VIRGINIA GREEN
LAWN CARE®

RICHMOND: 804 285 6200 | WILLIAMSBURG: 757 258 1788
CHARLOTTESVILLE: 434 975 0100

Sign-Up for our Newsletter

Lawn Care Programs Tree & Shrub Program Mosquito Control Pay Online

VIRGINIA GREEN
RESPECT THE LAWN

Program Is Made For The Shade

Learn More ▶

AT VIRGINIA GREEN LAWN CARE, WE GUARANTEE 100% CLIENT SATISFACTION.

It's really very simple. Virginia Green Lawn Care does not want any unhappy customers. We'll go to great lengths to make sure every customer is 100% satisfied.

Virginia Green Lawn Care employees are working hard to be responsive to your service requests and to any questions or problems that may arise.

We believe that's what good service is all about.

[Click Here for Pre-Instructions and Post-Instructions](#)

/20161030191244/http://www.viriniagreenlawncare.com/lawn-care-programs/

Address *

City * VA Zipcode *

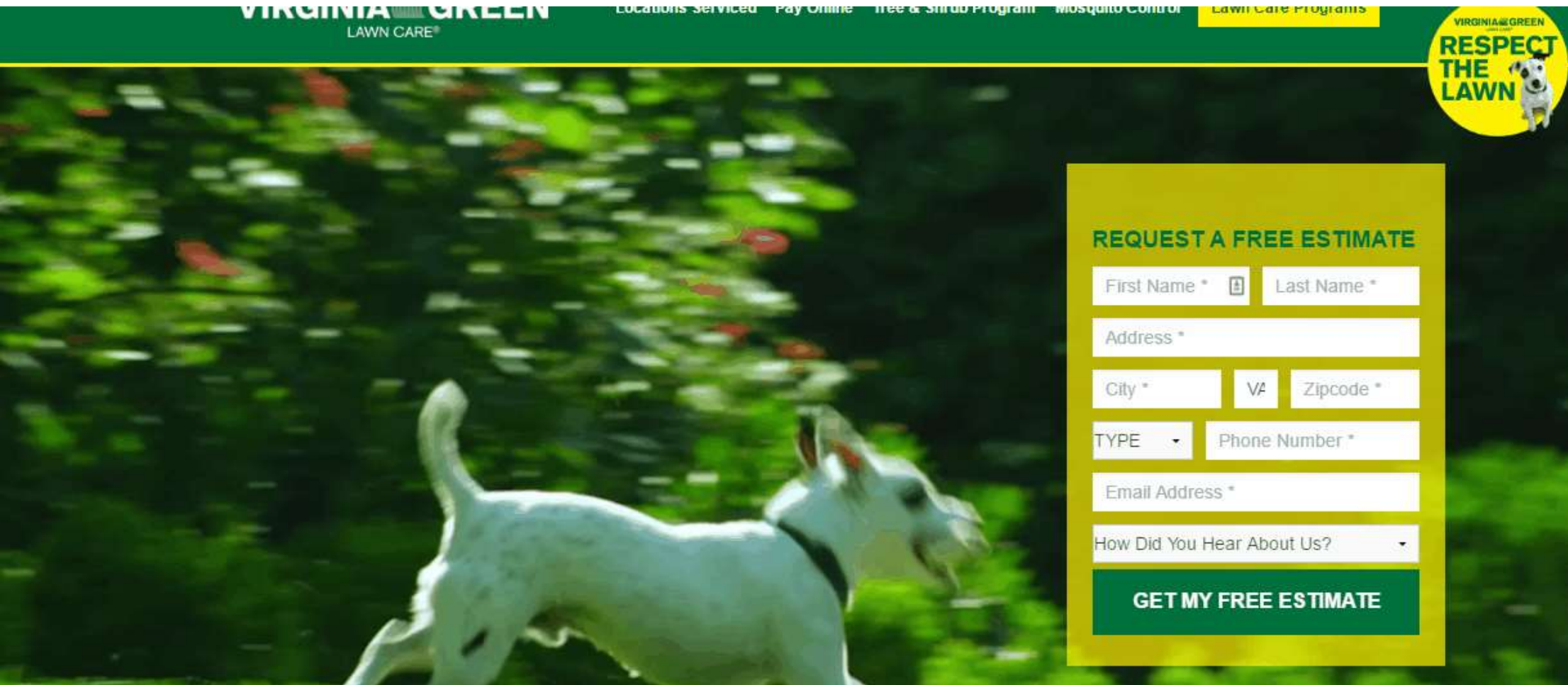
Phone Number *

Email Address *

How Did You Hear About Us? ▼

Submit Clear >

LAWN OF THE MONTH



The screenshot shows the Virginia Green Lawn Care website. The header is green with the company name and navigation links. A yellow banner at the top right says 'RESPECT THE LAWN' with a dog icon. The main content area features a large image of a white dog running in a yard. Overlaid on the right is a yellow box containing a form titled 'REQUEST A FREE ESTIMATE'. The form includes fields for First Name, Last Name, Address, City, State (VA), Zipcode, Phone Number, Email Address, and a dropdown for 'How Did You Hear About Us?'. A green button at the bottom of the form says 'GET MY FREE ESTIMATE'.

VIRGINIA GREEN
LAWN CARE®

Locations Served | Pay Online | Tree & Shrub Program | Mosquito Control | Lawn Care Programs

RESPECT THE LAWN

REQUEST A FREE ESTIMATE

First Name * Last Name *

Address *

City * VA Zipcode *

TYPE Phone Number *

Email Address *

How Did You Hear About Us?

GET MY FREE ESTIMATE

70% increase in conversions (form fills)!

Poll Question 5 Results

Do you use email marketing to reach customers & prospects?

We're All Done!

Upcoming Webinar: Streamline your sales process and close more business

- 1. Improving your sales process**
- 2. Lead tracking, nurturing and closing**
- 3. Increasing closing rates**
- 4. Analytics & ROI**

Thursday, July 13, 2017 - 1 pm EDT
Register: bit.ly/julysecuritywebinar



Follow-up

1. We'll email you all the poll results & the presentation
2. Free Marketing Review & Recommendations (if you ask)
3. Download our Security Marketing Calculator

bit.ly/securitybudget

howard@webstrategiesinc.com

804.464.1230



Security Calculator

Digital Marketing Budget Calculator for Alarm & Security Companies

bit.ly/securitybudget

To calculate, enter details in the highlighted boxes.

Your Annual Revenue:	100000
How Much of Your Annual Revenue is Generated Online? :	<15%
Calculate Your Budget Data As:	Annual

SUMMARY	LOW Annual	HIGH Annual
Total Marketing Budget	\$0	\$0
Digital Marketing Budget	\$0	\$0

DETAIL	LOW Annual	HIGH Annual
Search Advertising	\$0	\$0
Display Advertising	\$0	\$0
Social Advertising	\$0	\$0
Online Advertising Total	\$0	\$0
Email	\$0	\$0
SEO / Content	\$0	\$0
Management, Consulting, Training	\$0	\$0
Marketing Technology	\$0	\$0





Secure

https://www.webstrategiesinc.com

But, the ROI that direc...

CONTINUE READING >>

CONTINUE READING >>

CONTINUE READING >>

Ideas that inspire; delivered to your inbox.

First Name

Last Name

Email

SUBMIT

[HOME](#) [ABOUT](#) [APPROACH](#) [RESULTS](#) [BLOG](#) [CONTACT](#) [PRIVACY POLICY](#)

201 Wylderose Commons, Suite 100 Midlothian, VA 23113
info@webstrategiesinc.com | 804-200-4545



Want To Incorporate This Into Your Strategy?

Search · Website · Display · Analytics

Howard Deskin

Howard@WebStrategiesinc.com

804-464-1230





Thank you.

Howard Deskin
Howard@WebStrategiesinc.com







Appendix

Short contact forms

1. Simple & concise
2. Only ask for necessary information
3. Strong calls to action (text and buttons)
4. Experiment with the message
5. Research conducted by HubSpot that analyzed 40,000 contact forms found that reducing contact form fields from four to three can increase the conversion rate by almost 50%.

Get a FREE QUOTE Now!

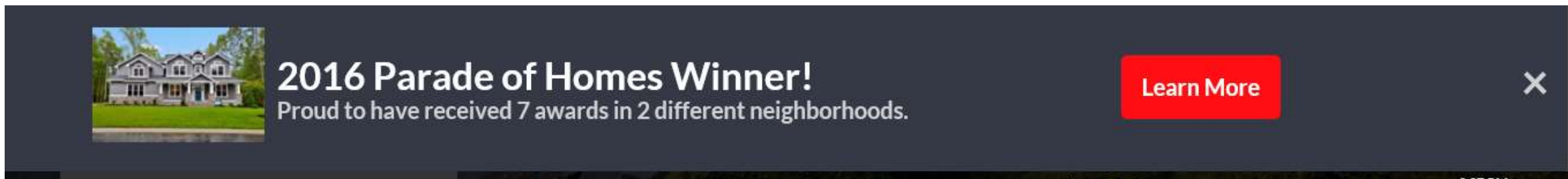
Fill Out Form Below to Receive
A Free Home Security Estimate!

GET PROTECTED

Longer forms can work for higher value items

Opt in pop up boxes

Website Functionality



Enter your email address here...

Download the Look Book



Website Content Examples

1. Images
2. Videos
3. Ebooks
4. Case studies
5. Comparison charts
6. Calculators
7. Tech Manuals
8. Oh and plain old text!



Answer people's questions!

Blogs/News

1. Increases your indexed pages on Google
2. Provides deeper answers to customer questions
3. Enables another marketing tool when running campaigns
4. The content becomes an asset to your company
5. Showcase industry expertise

Key - catchy title, 2-3 subtitles, 2-3 internal links, a suitable image, and a quality call to action.

Special Tip: Add links to recent posts in your email newsletter

7 REASONS TO CONSIDER SMART HOME CAMERAS THIS YEAR

February 28, 2017

[Tweet](#) [in Share](#) [Like 0](#) [Share](#) [G+1](#) [0](#)



Google will reward updating content regularly with higher search rankings

Videos

1. Get from your suppliers
2. Quick tips
3. How to's (change a panel battery)
4. Testimonials
5. Product reviews
6. Convert TV or radio commercials



50% of executives look for more information after seeing a product/service in a video.



65% of executives visit the marketer's website and 39% call a vendor after viewing a video.



Create one on your smartphone!



Social Media Posting

1. Local news
2. Business updates
3. Answer questions
4. Best practices & tips
5. Something fun
6. Images & videos
7. Share blog posts

Special Tip: Select a few platforms you are comfortable with and concentrate on those (Ex: FB, Twitter, LinkedIn)



We believe you should have a presence on social media, but don't over do it

Google Adwords – is it still effective?

1. Enter at your own risk!
2. Can get you quick results
3. Customizable ads, keywords and targeting
4. Google is giving them more search real estate, especially on mobile

Farm Security Solutions - We Protect Our Area Farmers

Ad www.securityalarm.com/farmsecurity

Protect Your Land And Livestock With Our Trusted Security Systems. Call For Info

See Video Detail In Low Light - Full Color Video Surveillance

Ad securityalarm.com/low-light/video-detail

High Resolution For Clearer Picture That Captures Every Movement And Detail.

Home Security Discount - Thanking The Heroes Of America

Ad info.richmondalarm.com/discount

Service Personnel Save 15% On The Best Home Security Systems! Call Us Today.



Mobile ad budgets are approaching 10%

Facebook Post Boosting

**Richmond Alarm Company**
Published by HubSpot [?] - March 3 at 11:11am · 🌐

There seems to be an endless variety of alarm companies and security equipment brands to choose from. Here's what's great about Honeywell Alarm Systems. #Honeywell #Security







PIR Glassbreak Detector Smoke Detector Siren Two-Way Wireless Key Door/Window Sensor

Everything You Need to Know about Honeywell Alarm Systems

There seems to be an endless variety of alarm companies and security...

[HTTP://INFO.RICHMONDALARM.COM/NEWS/EVERYTHING-YOU-...](http://info.richmondalarm.com/news/everything-you-...) [Learn More](#)

Boost Post

-  You are targeting **men and women, ages 30 - 65+** who live in **9 locations**, and have **15 interests**.
[Show full summary](#)
-  This promotion will run for **8 days**.
-  Your total budget for this promotion is **\$25.00**.
-  Only the person who boosted this post can edit it.

599 **33** **\$23.08**
People Reached [?] Engagements Total Spend [?]

Actions | People | Countries

Link Clicks	8
Share	1



Hi there,

Our guess is that you have a smartphone - whether it's an Apple, Samsung or HTC, it doesn't matter. Did you know your current alarm system can be managed by an app on your phone?

That's right - we checked our records and your alarm system is ready, willing and able to be managed remotely by you with a simple to use app on your phone.

- Turn your alarm system on or off
- Set your lights before you come home
- Check to see if your kids are home safe from school

Interested in mobile access? [Contact one of our security experts to learn more.](#)



I'm Interested in Remote Security





804-409-3174



Outbound Marketing

Landing page from the email

Control Your Security System from Your Phone!

Ready to control your security system, lights and thermostat from your phone?

We checked our records and your system is ready for our Smart Home Security app that will help protect your home and family.

"I love my mobile app - I can turn everything on or off wherever I am!" ~ H. Deskin



Learn more about how you can easily upgrade your alarm service to include remote smartphone access. Fill out the form or contact us at 804-409-3174 and one of our security experts will review your options and get you on the way to having more control from your mobile device!

First Name *

John

Last Name *

Smith

Email *

test@test.com

Phone Number *

7885551212

I'm Interested in Smartphone Access

Enticing Calls to Action

Website Functionality

Central Virginia: 804-298-2840
24/7/365 Emergency Repair Service

Schedule Your Spring Tune Up



I'm Interested in Smartphone Access

\$25 OFF
Service Calls

[Click to Schedule Service](#)

I'm Interested in Remote Security

Experiment with different wording, colors and sizes

Thank You from Multra-Guard Secuirty!

No matter who the heroes are in your life, don't forget to give them a big thank you! Multra-Guard Security is the best alarm company in Virginia Beach, Norfolk and the Tidewater region, because we care about the safety of your family, your neighborhood, and our Hampton Roads cities as much as you do.

Stay social! For more safety tips and security advice, be sure to [follow us on Facebook](#).

Alarm Discounts & Specials

**Download Our Free Guide to
Residential Security Marketing**



Download Now

CTR increase from .28% to 13.95%!

Website Functionality

AMERICA WITH A MILITARY DISCOUNT

February 21, 2017

[Tweet](#) [in Share](#) [0](#) [Like 0](#) [Share](#) [G+1](#) [0](#)

On Behalf of the **Multra-Guard Security Team** - We applaud those protecting our nation and serving our communities.

Thank you to all the men and women who put their lives on the line to keep the rest of us safe.

All of the following individuals will **receive 15% off a new home security system** or a system upgrade from Multra-Guard Security.



- All Military Personnel
- Law Enforcement (Current and Sworn)
- Fire Fighters
- Rescue Squad
- And Other First-Responders

[Click for Discounts & Specials](#)

The discount will stand on a continuing basis, because thanking these great American Heroes with a discount is the least we can do. Go to our [Discount & Specials Page](#) to learn more. Thank you all for your service.

Only 22% of companies surveyed are satisfied with their conversion rates ([econsultancy.com](#))