



2016 MEDIA KIT



TRANSFORM YOUR DIGITAL PRESENCE.

Award winning digital marketing firm based in Texas

www.advocatedigitalmedia.com





This Is Who We Are & We Love What We Do

We are all about people. Business owners. Your customers. Our customers. We understand that the social Internet is the new word of mouth. And, we have the right mix of offerings to help you manage your presence in the digital world. Let us present your products and services in a captivating way through dynamic design and targeted media.

Established in 2010, our full-service advertising, design and marketing agency stands apart from the crowd. We have two locations – Victoria located in South Texas and Longview located in East Texas. Our 20+ team focuses on the design and development for the latest in digital marketing, web, social media and mobile, as well as traditional advertising agency services. We work with a variety of clients including many small business owners, professional service firms such as lawyers, medical practices, and retail shops.

We Get it.

Audiences are fragmented. They are distracted. They can be challenging to reach using traditional advertising vehicles. Our award-winning team is ready to help you break through the clutter. Whether it's helping with your search engine ranking, serving your ad on top local sites or national platforms, we've got you covered.

We Know Digital.

This is what we live and breathe every day, constantly training and exploring new opportunities for you to have meaningful interactions with your customers. And, **we are a Google Partner**. With Partner status, Advocate Digital Media stays ahead of the curve by working directly with Google to provide the best level of service for their clients using the latest Google tools and products making sure they get the most out of their marketing budgets.



Here's What We Do.

We know your customer. And, we know how to reach them. Learn more about our digital marketing services and let's discuss the perfect mix for your business to engage your customers.

IGNITE - Advanced Audience Targeting, Mobile, Preroll, YouTube Trueview – Reach your audience as they browse the web with targeted advertising on the latest digital channels.

EMAIL MARKETING – Send timely communications directly to their inbox. Bypass the marketing message clutter and deliver creative messaging to your customers' inbox.

VIDEO/PREROLL – Video continues to explode. Place your message strategically on videos your audience enjoys.

SOCIAL MEDIA – Interact with your customers where they engage: on social media channels including Facebook, Twitter, Instagram, Pinterest, Google+ and more.

SHARE OF VOICE ADVERTISING ON LOCAL SITES – Use digital advertising opportunities on local news sites to reach your core customers and grow new ones.

BRANDSENSE – Native advertising delivered on local platforms. Establish your business as thought leader in the community with these informative articles and advertising.

BUSINESS DIRECTORY MANAGEMENT – Ensure your business listings on major directory sites are accurate and make sure your customers get a timely response when they offer feedback.

WEBSITES – standard, premium, custom website design packages – responsive design included for each.

GET FOUND GOOGLE ADWORDS – Our certified Google AdWords specialist can determine the best strategy for higher/effective ranking on Google search results.

CO-OP ADVERTISING – Take full advantage of co-op advertising dollars and extend your marketing.

PANDORA, HULU – The list is growing. New platforms to speak to your audience via channels they love.

FULL ADVERTISING AGENCY SERVICES - Media Buying, Branding/Logo Development, Graphic Design, Video/Audio production, Radio, TV, Print, Brochures, Digital, Billboard, Cinema, Direct Mail, Promotions, Directories.



Why Victoria?

Known as the South Texas Crossroads, Victoria serves as the center of culture and history for the surrounding seven counties. Given the recent development of Eagle Ford Shale and with a steady growth in local industry, Victoria has a population nearing 90,000 and a retail trade area of over 250,000.

Victoria's ideal location puts us in the geographic center and within a two-hour drive of three of largest metropolitan cities in the state - Austin, Houston and San Antonio. While the neighboring large cities are attractive for occasional shopping and weekend trips, residents of Victoria and surrounding counties turn to local retailers for their needs. And, they turn to VictoriaAdvocate.com to get the latest news, including the latest sales, new products and updates from area businesses.

Why VictoriaAdvocate.com?

When you want to reach the Crossroads, you start with VictoriaAdvocate.com. With 326,759 average unique visitors each month and delivering 1,776,387 average page views, it's clear to see that VictoriaAdvocate.com is where Victorians and those in the surrounding counties turn to get their news.

With a variety of eye-catching ad positions on both the homepage and the content pages, your advertising consultant can advise you on the right ad in the right place at the right time to reach your audience.

See the many advertising options on the following page and talk to your consultant today about advertising on **VictoriaAdvocate.com**.



Agency Client Testimonials



VICTORIA BUILDER SUPPLY

We began running a campaign with Advocate Digital Media a few months ago and were so pleased with how they managed our account, including informative, continuous reporting, that we turned over more and more of our advertising management to them. Currently, Advocate Digital Media's agency handles all of our advertising needs, including co-op advertising, as well as rebuilding and managing our website. Thank you Alexis and all of the ADM team for making my life at Victoria Builder Supply Co. more enjoyable because I have no worries about our advertising.

*Iva Urban
Victoria Builder Supply Company*

TOWNE JEWELERS

"It has been a short time since Advocate Digital Media launched our townejewelers.com website to which we have received a very favorable response. The process has been seamless, just as it was presented to us. Our social media footprint has been managed very professionally and in both cases the "web site development" and the "social media management" have exceeded our expectations. The most important thing is the "can do" attitude that this team possesses that makes them a pleasure to work with. Thank you so much!"

*Michael Jagerman, President
Towne Jewelers
www.townejewelers.com*

LASER WORLD

I consider the ADM team as an extended member of our Laserworld staff. I rely on them for getting information to our customers through email, website, social sites and other avenues. Any updated information they receive from me is promptly updated in all formats. ADM works with me and our owners on marketing ideas, budget, and creative options. Their talented team came to our site and gathered some amazing footage and customized an eye-catching commercial that is currently playing at Cinemark.

ADM sends everything to our management team for approval before it is published. All proposals are documented and explained in detail including social posts and email schedules. I am able to schedule meetings (sometimes last minute) with Alexis to discuss website traffic and social media stats. She explains all the numbers and answers all questions thoroughly.

The ADM staff is easy to work with and is very prompt in responding. The level of professional customer service we have experienced from ADM has been great and I look forward to continued growth in web traffic as well as in our business with the help of ADM.

*Tammie Gildon, General Manager
Laser World*

REGAL JEWELERS

"With ADM's social media management, I've seen Regal's Facebook followers increase dramatically in a short period of time. Through use of a perfectly timed contest during Valentine's Day, I saw likes increase, as well as traffic in my store during and after the contest.

Their social media experts know my social audience and post engaging information, photos, timely specials and events to keep my followers up-to-date. It's been a terrific investment, saving me time and resources so i can focus on my business."

*Sam Motiwala, Owner of Regal Jewelers
www.regaljewelersvictoria.com*

