

# 2016-2017 MEDIA KIT

TRANSFORM YOUR DIGITAL PRESENCE.

[www.advocatedigitalmedia.com](http://www.advocatedigitalmedia.com)



Google  
Partner



## This Is Who We Are & We Love What We Do

We are all about people. Business owners. Your customers. Our customers. We understand that social Internet is the new word of mouth. Digital advertising is the best way to reach your target market. We have the right mix of products to help you manage your presence in the digital world. Let us present your business 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, in South Texas, and Longview, in East Texas. Our growing team focuses on design and development for the latest in digital web, social media, and mobile marketing, 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. And 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 clients using the latest tools and products. We make sure you get the most out of your marketing budget.



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## Here's What We Do.

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

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

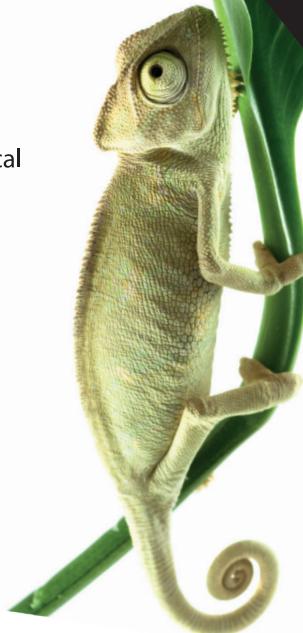
**EMAIL MARKETING** – Send timely communications directly to their inbox. Bypass the clutter and deliver creative messages to your customers' email.

**VIDEO/PREROLL** – Video continues to be an explosive medium online. Place your message strategically on videos your audience enjoys.

**SOCIAL MEDIA** – Engage with your customers where they spend their free time: social media channels including Facebook, Twitter, Instagram, Pinterest and Google+.

**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 a thought leader in the community with these informative articles and advertising.





## Here's What We Do.

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

**WEBSITES** – Standard, premium and custom website design packages – responsive design included for each.

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

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

**PANDORA, HULU** – Reach your audience through 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.



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## 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  
[www.victoriabuildersupply.com](http://www.victoriabuildersupply.com)

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### TOWNE JEWELERS

"Since Advocate Digital Media launched our [townejewelers.com](http://townejewelers.com) website, 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](http://www.townejewelers.com)

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### 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 commercials.

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  
[www.laserworldvictoria.com](http://www.laserworldvictoria.com)

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### 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*  
Regal Jewelers  
[www.regaljewelersvictoria.com](http://www.regaljewelersvictoria.com)



## Agency Client Testimonials

### CATFISH KING & CATERING

"Advocate Digital Media has been a great partner, starting off as a consultant and guiding me on what I need to do to strengthen my digital presence.

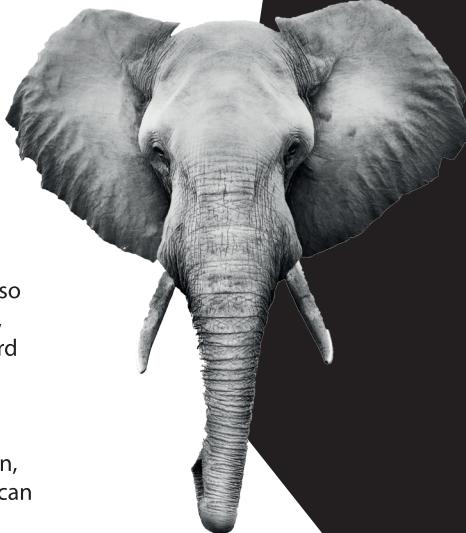
After working with them on several projects, including the redesign on my business' website, I decided to sign with them as an agency customer to handle all of my advertising. I appreciate the fact that I no longer have multiple sales reps from various media groups constantly calling on me every day. Now, I direct those to Advocate Digital Media to handle and advise me on the best steps to promote my business.

They've been great to work with and really have a solid grasp of my business."

*Steve Lane, Owner*

*Catfish King & Catering*

[www.catfishkingandcatering.com](http://www.catfishkingandcatering.com)



### SHEAR DECADENCE HAIR SALON LLC

"I have a small business - a hair salon. Being an owner and having employees, I have spent so much money with advertising. You name it, I've done it. Dealing with magazines, TV, radio, direct mail, search engine marketing, social media - Facebook, Twitter, Instagram, it's so hard to find people who care about you, or me taking the time from my business to do all this work, as we all know time is money.

So I called Advocate Digital Media. We cannot thank them enough, especially Natalie Brown, who not only knows her stuff, but explains it so well that I understand what I'm doing and can make it better. Every time I call or e-mail, she promptly responds. You can't get this kind of service anywhere else, trust me as I know service as that is what I do every day. I am only as good as my last haircut.

They have not only surpassed our expectations, but put us on the fast track to success. I trust them so much that now when approached by other advertising representatives, I tell them that I am represented by Natalie Brown with Advocate Digital Media and they handle it for me. Now I have the time to devote to my business and make money, because all my advertising needs are met by Advocate Digital Media."

*Michael Risher, Owner*

*Shear Decadence Hair Salon LLC*

[www.sheardecadencehair.com](http://www.sheardecadencehair.com)

### SCRUBS GALORE "N" MORE

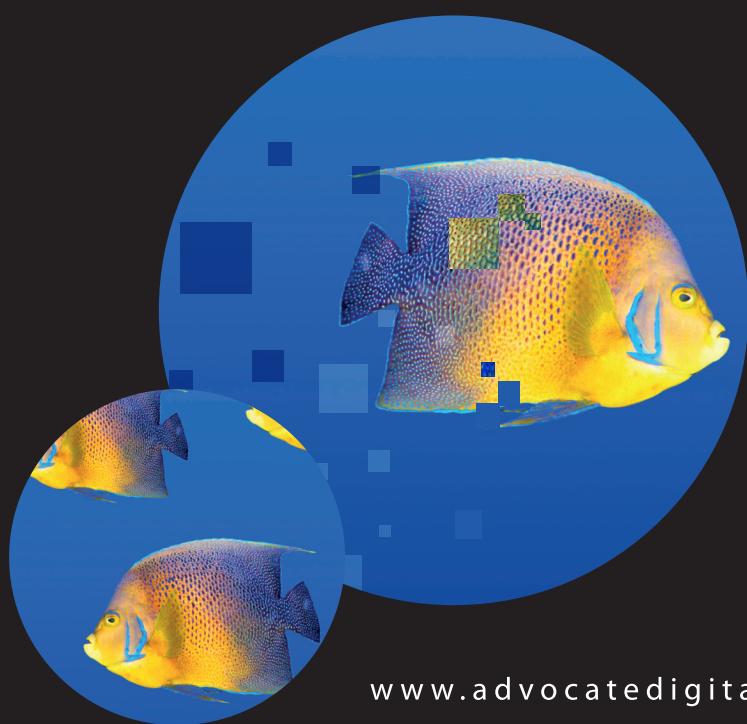
"I have been working with Kelly at Advocate Digital Media for the past year and developed a great working relationship with her. Their staff is knowledgeable and very attentive, plus they've helped me to extend my advertising budget through co-op advertising. They've taken the time to understand my business and the challenges. From that, they've developed a well-organized marketing plan that incorporates both traditional and digital media, serving as full-service agency for my business. As a business owner, having experts handle my marketing takes the pressure off of me, so I can focus on the day-to-day operations of my store. I'm proud to recommend them."

*-Amanda Liles*

*Scrubs Galore "N" More*



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