

Digital Marketing + Advertising

PRODUCT SHEETS

Get More Done



BRANDING & DESIGN SERVICES



Pro tip

Design is not just how your brand or campaign assets look – it's how they work. Focus on the user experience. How can we help users learn about your business? What does the path to purchase look like? Let our digital marketing consultants show you some ideas that will help you get found, get leads, and get more done.

Need design muscle? We've got you covered.

Design choices have business impact. When expertly applied, design principles such as colour, images, alignment, information hierarchy, and visual balance can command attention, conjure desire, create clarity, and drive user action.

For brand development, we focus on your story. Some brand stories are steeped in history, while others are crafted to reflect a company's values or consumer benefits. We dig into your stories to help you develop or update your brand expression to suit contemporary media culture.

Need help with developing your campaigns? Think of us as your extended design department.

DESIGN PRODUCTION

Types of Services:

- Brand identity development
- Logo/wordmark design
- Current brand audit & refinement
- Letterhead & stationery design
- Campaign concept development
- Print design & print production
- Illustration
- Photo retouching
- Image compositing



LANDING PAGES



Pro tip

Landing pages are useful:

- A) To visually match programmatic creative in a campaign to amplify message recognition
- B) To create conversion opportunities
- C) If you don't have a responsive website
- D) All of the above

LANDING PAGES

STANDARD LANDING PAGE

All pages include:

- Fully responsive design optimized for all devices (phones, tablets, laptops, desktops, etc.)
- Contact form setup to collect inquiries and send them to a dedicated email address
- Setup and/or integration of Google Analytics upon request
- Expert designers and best practices for optimal results
- 2 rounds of revisions
- Advanced: image carousel, coding work

CAMPAIGN URL

FREE

gmdpages/your-campaign-name

The default (FREE) campaign link is sufficient to serve PPC-driven traffic.

For branded campaign links, a Subdomain URL or Custom Domain URL is recommended. They are easier to remember and ideal for use in print advertising.

[See Our Portfolio](#)

<http://options.glaciermediadigital.ca/design/landing>

WORDPRESS LANDING PAGE

What's the Difference?

- Enables search engine optimization
- Enables Wordpress plugins & advanced features
- Built-in content management system

Service includes:

- Fully responsive design optimized for all devices (phones, tablets, laptops, desktops, etc.)
- Setup and/or integration of Google Analytics upon request
- Expert designers and best practices for optimal results
- 2 rounds of revisions
- If we built your website, your Wordpress landing page can be added to your existing site

LANDING PAGE MAINTENANCE

Service includes 1 hour max. of usable production time for the following:

- Update of content on page or coupon files (ex: monthly promotion content)
- Changing CTA copy on buttons
- Redirection of existing links

Note: Major layout changes or feature component add-ons are quoted separately.



WORDPRESS THEME WEBSITES



Pro tip

Your website is a key foundation for your digital marketing initiatives and where your digital footprint begins. It's where your customers go to research your company, products, and services. A proper website, built with industry best practices and future optimizations in mind, sets your business up for success.

WORDPRESS THEMES

Theme Website includes:

- Extremely easy-to-use CMS to make quick updates
- Modern Design
- Mobile Responsive Website
- Social Media Integration
- 2 rounds of revisions
- On-site SEO and integration of existing Google Analytics

For website projects 50% of the cost is due upfront and 50% is due at completion or the three month mark, whichever comes first.

Beyond 10 pages, a custom quote is required.

CONTENT PACKAGE

Don't have your website content developed? Let our team of professional content producers develop your website copy and source high-quality royalty-free images for you.

See Our Portfolio

<http://options.glaciermediadigital.ca/design/template>

HOSTING + DOMAINS

All websites require a domain and hosting. If you don't yet have it already, we can offer it.

SSL is now required by Google for all web domains.

MAINTENANCE

Service includes:

Security integration and monitoring

- SPAM monitoring
- Database optimization
- Google Analytics scheduled reports
- Google Webmaster Tools monitoring
- 1 hour support per month included (additional hours available at reduced rate)
- Site backups

*Only available for websites built by Glacier Media Digital



CUSTOM WORDPRESS WEBSITE



Pro tip

For larger sites, go custom. This allows for page volume and more plug-ins.

CUSTOM WORDPRESS MULTIPAGE WEBSITE

Custom Website Includes:

- Fully responsive design optimized for all devices (phones, tablets, laptops, desktops, etc.)
- Contact form setup to collect inquiries and send them to a dedicated email address
- Social media sharing buttons upon request
- Setup and/or integration of Google Analytics upon request
- Expert designers and best practices for optimal results
- 2 rounds of revisions

For website projects 50% of the cost is due upfront and 50% is due at completion or the three month mark, whichever comes first.

CONTENT PACKAGE

Don't have your website content developed? Let our team of professional content producers develop your website copy and source high-quality royalty-free images for you.

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PROGRAMMATIC DISPLAY



Pro tip

Programmatic optimizes campaigns in real-time to minimize wasted impressions. Target users who are likely to engage with your brand and purchase your products and services.

We can reach your audience on desktops, laptops, tablets, and smartphones

If users have been to your website, searched for your products and services, or they're reading content relevant to what you offer, we'll help get your message in front of them. All campaigns are geo-targeted, ensuring that we only share your ad with potential customers in your service area.

GEO-FENCING + CONVERSION

Geo-fencing allows us to customize audiences through shape targeting for precise data. Using satellite technology advertisers can fence public locations and retarget within a predetermined physical proximity to an address. Set conversion zones to track offline activity linked to mobile location.

AUTOMOTIVE DYNAMIC ADS

Dynamic creative goes beyond standard programmatic by not only matching the audience to the creative, but also adjusting the content of the ad to the individual based on upper-funnel behaviours, such as keywords and contextual elements. It takes into consideration the nuances of a buyer's search intent such as colour, car classification, new vs. used, certified vehicles, etc. No site visit is required to dynamically serve the ads.

SITE RETARGETING

Get your ad in front of people who already know you

Users visit your website. Unfortunately 97% of site visitors will leave without taking action. We show them your ad as they browse the internet and remind them of your brand and to come back when they are ready to buy.

SEARCH TARGETING

Get your ad in front of people who are searching for your products & services

As users perform searches across the web, we collect data associated with those searches. Based on the keywords they have searched, we show your ad for products and services.

CONTEXTUAL TARGETING

Get your ad in front of people viewing content relevant to what you offer

As users browse the web – consuming content – we collect data associated with that content. Based on the keywords and/or the categories of the content, we show your ad to those who are reading about topics relevant to your products and services.



COMMUNITY DISPLAY

LOCAL RATE CARD



Pro tip

Service options include:

- Hyperlocal reach
- Run of network city geo
- Responsive, rich media ad units
- Page takeover options
- Media brands to align with
- Ad creative production
- Campaign reporting

Advertise to your local audience

Ad Size
Premium 3:1
Standard ATF* & BTF** 6:1 / 1:1
Standard ATF* 6:1 / 1:1
Standard Plus 1:2
Page Takeover Wallpaper 3:1/6:1/1:1
Page Takeover Page 6:1/1:1
Premium Plus Responsive Wallpaper into 3:1
Outstream Video

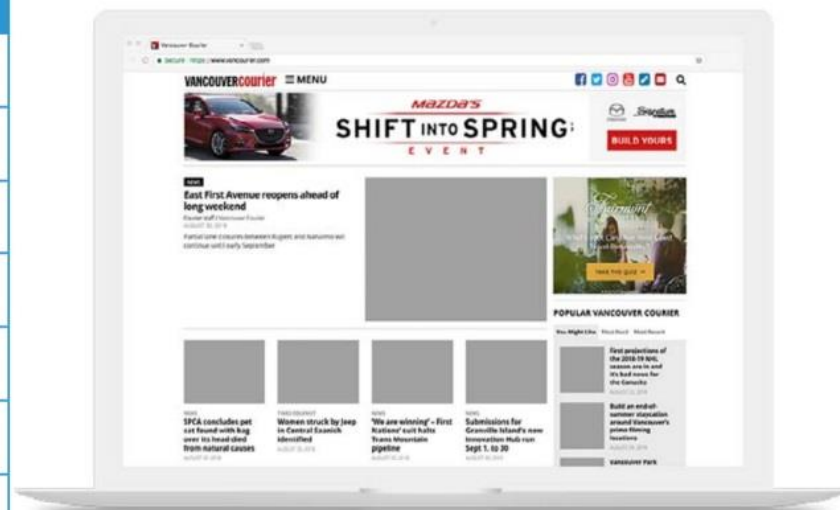
Add Day and/or Time Parting 25% premium

*ATF: Above the Fold

**BTF: Below the Fold

We have strong roots in newspapers and newspaper.coms.

Glacier's community media brands serve over **4.8 million readers** in **60 communities** across Western Canada. Use this reach to tell your story through rich media, custom ad units and native advertising.



Top: premium 3:1, Right: 1:1 examples

PRODUCT SHEET

GLACIERMEDIADIGITAL.CA
Updated 17-01-2019



COMMUNITY DISPLAY

LOCAL RATE CARD



Pro tip

Service options include:

- Hyperlocal reach
- Run of network city geo
- Responsive, rich media ad units
- Page takeover options
- 60+ media brands to align with
- Ad creative production
- Campaign reporting

PREMIUM 3:1

DESKTOP



TABLET



MOBILE



STANDARD 6:1

DESKTOP



TABLET



MOBILE



STANDARD 1:1



STANDARD PLUS 1:2





CONTENT MANAGEMENT



Pro tip

Align your brand with digital content that is relevant to your target audience's interests. Promote your content on social channels to drive traffic back to your website, where visitors can continue browsing to discover and be reminded of your products or services.

Create and distribute valuable, relevant, and consistent content to attract and retain a clearly defined audience

Content allows you to build trust with your audience by sharing knowledge and stories. Content is an effective way to support your SEO efforts by adding page depth to reinforce keywords and your SEM program by adding content to match

Google Ads, which affects Google quality score. We can suggest topics or take direction on blog ideas. Blogs are a terrific way to add professionally written content to your website and give your audience yet another reason to come back.

2X BLOGS

Services include:

- 2 blogs per month
- 300 - 400 words per post
- High-quality royalty-free images, as needed
- Keyword optimized for SEO purposes

*Premium Content available by quote

4X BLOGS

Services include:

- 4 blogs per month
- 300 - 400 words per post
- High-quality royalty-free images, as needed
- Keyword optimized for SEO purposes



SPONSORED CONTENT



Pro tip

From the readers' perspective, Sponsored Content is simply another form of content. They don't differentiate it by paid or non-paid. They simply care if the content is relevant to them. Publishers know what makes the most sense for their audience and can provide a content approach to meet the readers' expectations, and value help you build brand credibility.

Our community brands are trusted influencers in their markets with an established voice and captive audiences



STANDOUT FEATURE ARTICLE PROGRAM

THREE PACKAGES 1x, quarterly, annually

1x Package:

- 1 standout + 10K impressions of community display

Quarterly:

- 4 Standouts (1 interview and article per quarter) + 40K impressions of community display

Annually:

- 6 Standouts (1 interview and article every two months) + 60K impressions of community display

Service includes: professionally written articles, each article promoted on the homepage of the newspaper website, articles written as evergreen content.

Sponsored content fits in with the publisher's content feed and positions your brand as a topical expert and thought leader. Partnering can effectively reach prospective consumers and accelerate your brand exposure in the market, while providing a SEO boost to your own website.

VANCOUVER IS AWESOME SPONSORED CONTENT

Quick stats:

- 400,000+ Unique website visitors per month
- 1,000,000+ Website page views per month
- 170,000+ Facebook followers
- 81,000+ Instagram followers

Sponsored content options include:

- Sponsored articles
- Logo takeover
- Facebook, Twitter, Instagram posts
- Contesting
- Media Packages

AMPLIFICATION

Facebook + native content drivers are available. Ask your sales rep.

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SOCIAL MEDIA



Pro tip

Having your SEO page tag titles optimized on your website improves your social media brand presence. Social networks pull in page titles when people share pages from your website.

Community engagement translates into sales

BASIC PACKAGE

Each month receive:

- 25 Facebook updates
- 15 Twitter updates
- 20 Pinterest pins (optional)

PLUS PACKAGE

Each month receive:

- 25 Facebook updates
- 15 Twitter updates
- 20 Pinterest pins (optional)
- 10 custom Instagram updates with curated high-quality stock photos and hashtags. Includes the option to send 5 additional photos of your own which we will post (max. 15 posts per month)

PRO PACKAGE

Each month receive:

- 40 posts per month
- Your social media strategist will make platform recommendations from Facebook, Twitter, Instagram, LinkedIn, Pinterest.
- Social media Basic advertising which consists of 1-2 ads and a single awareness objective
*ad spend not included

Pro Package Exclusives:

- In-person kick-off meeting (Lower Mainland only)
- Monthly call to plan content strategy and review KPIs (Key Performance Indicators)
- Roadmap for business goals
- User personas

30 days notice of cancellation required

PRODUCT SHEET

GLACIERMEDIADIGITAL.CA
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SOCIAL AD MANAGEMENT



Pro tip

Rotate your ad creative frequently to provide your audience fresh brand touch points and avoid ad fatigue.

Let our social media advertising experts help you get likes, get followers, and get more done.

It can be a challenge to develop a social media advertising strategy that works for your unique business. Our social ad management program focuses on getting your brand in front of your target audience on Facebook and Instagram, the largest social platforms for social display reach.

SET UP FEE Applicable per campaign under 90 days duration.

SOCIAL AD FOR FACEBOOK, INSTAGRAM, MESSENGER THE AUDIENCE NETWORK

Build ads with imagery and copywriting that matches your branding

- Reaches your preferred target clientele through demographic, interests, behaviour and niche targeting
- Optimizes your campaigns for best results
- Uses sequential retargeting to bring customers through your purchase funnel

Consideration:

- Traffic
- Engagement (post, page likes, event responses)
- App installs
- Video views
- Messaging

Conversion:

- Conversions
- E-Commerce
- Store visits
- Lead Generation

MARKETING OBJECTIVE

Awareness:

- Brand awareness
- Reach

* Shopify, Big Commerce, Lightspeed

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PAID SEARCH (SEM)

Our Google certified specialists put your business in front of potential customers actively looking for your services and products

Paid Search Service Includes:

- Keyword Research: client, competitor, industry.
- Setup of Campaigns
- Setup of Ad groups
- Value Proposition Creation
- Bid Adjustments
- Negative & Positive Keyword Placements
- Device Targeting
- A/B Split Testing
- Ad creative

Type of campaigns supported:

- Search (from expanded text ads to product listing ads)
- Geo-targeted campaigns
- Call-tracking available



Pro tip

Know the campaign KPIs
(key performance indicators)

Goals:

Form submissions, phone calls, impressions, click-through traffic, coupon downloads

Budgets:

If retargeting is included, allocated amount

Key Products or Pages:

Featured products or promotions

Geo-Targeting:

Specific cities where ads are shown

Targeted Keywords:

Keywords that trigger ads

Key Selling Points:

Value proposition in ads to generate clicks

SET UP FEE

Applicable per campaign under 90 days duration.

ADD-ON: REMARKETING

(not including ad spend)

Paid Search Remarketing Service Includes:

- Site-retargeting on Google Display Network & Google Partners
- Creative included
- 1-2 segments included (Catch all + segment of choice)
 - o Catch All - Retarget all site visitors
 - o Cross-Sell - User completes a goal or makes a purchase, retarget with a complimentary product/service (i.e. purchases sweater, retarget ad for jeans)
 - o Loyalty Segment - User completes a goal or makes a purchase, retarget with a generic discounted offer
 - o Product/Service/Page Segment - User views a specific product/service page, retarget with same product/service
 - o Abandoned Cart - User adds a product/service to cart and does not checkout, retarget with same product/service

30 days notice of cancellation required



SEARCH ENGINE OPTIMIZATION

Reach your goals by increasing your page rank

SEO is a custom program that begins with keyword recommendations based on current search rank and number of active monthly searches. We provide customers with an on-site analysis, a 30 point checklist, and a benchmark ranking report. These become the target areas for improvement. Each month, we will provide you a report to show how your search rank is improving against the benchmark rank.

Our options for SEO range from a 5-keyword package to enterprise level management.



Pro tip

Leverage sponsored content opportunities to generate more online buzz and give your SEO an extra boost.

SEO Services Include:

- Establishment of SEO starting point: An initial report will establish a benchmark for the service to be provided (your current positioning)
- SEO website audit and analysis: Consisting of a 30 point report
- Keyword Analysis: Your representative evaluates keywords (search terms) and establishes long-term SEO placement goals
- On-Page Optimization: Analysis of your website and required changes to ensure search engines know what you want to be found for
- Off-Page Link Building: Used to build authority for your website. It's very much like a popularity contest – we will build high page rank links to the web pages containing your search terms
- Installation of SEO Canada Directory plug-in
- Google Local Pin: Placement representation as it relates to what you want to be found for. We will claim your Google local listing on your behalf and optimize it to rank for specific local searches
- Reporting: Each month, your account manager will send you a report with the performance of your search terms. This report allows us to evaluate our performance and make any adjustments as we move forward together

30 days notice of cancellation required



WEBSITE ANALYTICS



Pro tip

Google Analytics is a vital tool that allows you to monitor the effectiveness of your online marketing activities, onsite content, user experience, and device functionality. These metrics help you understand which tactics are working and which aren't.

Every website needs Analytics

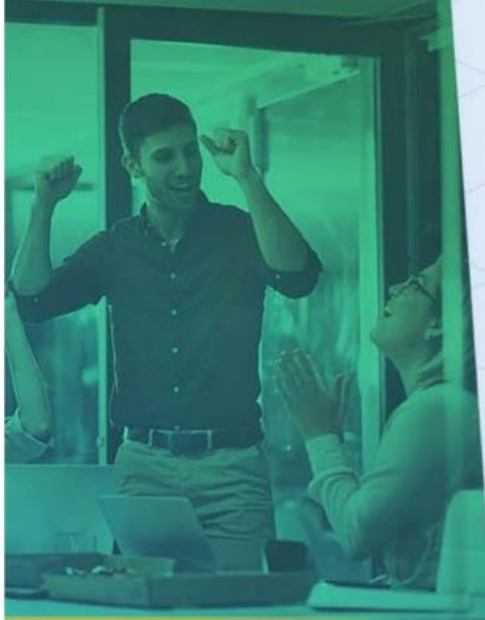
Your website Google Analytics enables you to make informed decisions which help you improve your website and refine your marketing strategies. Let our team of Google certified specialists set up your analytics dashboard to display the most relevant metrics for your marketing goals.

GOOGLE ANALYTICS SETUP

Setup includes:

- Tracking code installation
- Internal site search tracking
- Conversion goals setup
- Conversion funnels setup
- Custom dashboard creation
- Custom Segments (if needed)
- Event tracking (if needed)
- Profile Filtering (if needed)
- Scheduled reporting

DIGITAL MARKETING SERVICE PLANS



Pro tip

This is the ideal starter package for establishing your digital footprint on the world wide web. This is a foundational service plan that integrates key tactics to help your brand get found online.

SEARCH ACCELERATOR

Strengthen your business' presence on Google, Yahoo and Bing through an integrated search and content strategy.

- 5 Keyword seo program (\$788 value)
- Google my business page optimization
- Search engine marketing setup, management and optimization (\$398 value)
AD SPEND SEPARATE AND BILLED DIRECTLY TO CLIENT'S CREDIT CARD
- 1x 5-page website content package or (2) blog posts per 6 months commitment (\$350 value)

BRAND BOOSTER PACKAGE

Get in front of your target audience through strategically delivered ad creative.

- 100,000 programmatic impressions
- 30,000 run of site geo community display in 3:1 aspect ratio
- Quarterly standout in online publication of choice

BRAND BOOSTER PACKAGE

- Sponsored article from selected publications including vancouver is awesome and business in vancouver
- Social boosts from your selected publication
- 50,000 impression point of entry takeover impressions on your choice of publication
- 100,000 impressions of programmatic retargeting

Min commitment of 6 months required