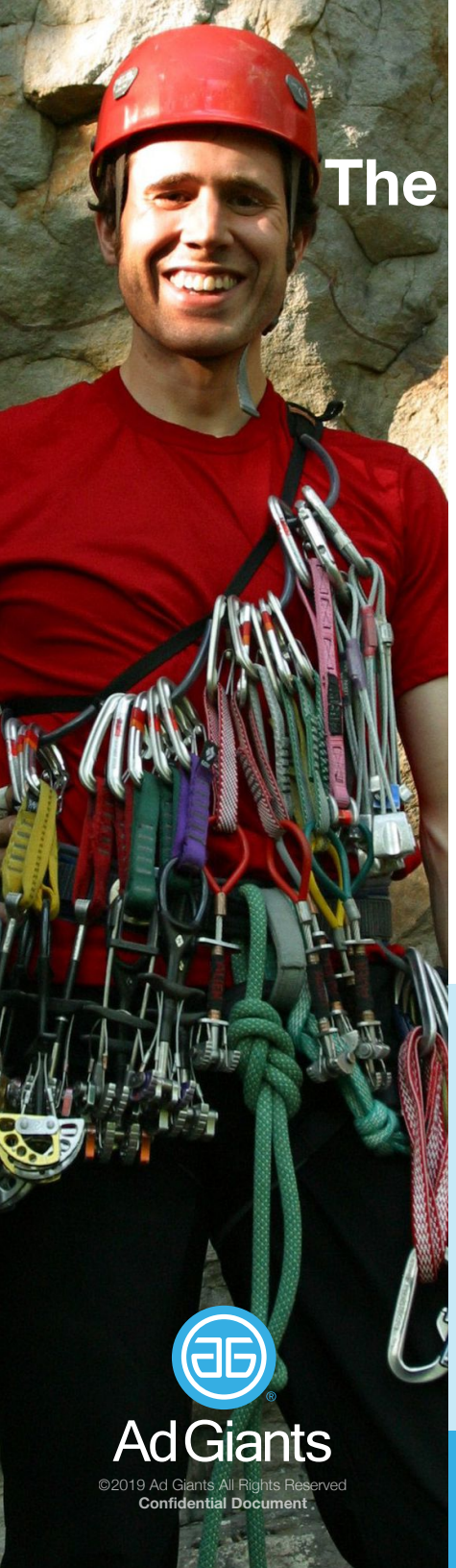
Ad Giants
The ultimate marketing solution for your
members, and your organization too.

**When you promote Ad Giants to your members, you not only deliver immediate value for them, but also for your association.**

Your membership needs help with marketing, and each time one of your members subscribes to Ad Giants, your organization **increases retention and creates a new monthly revenue stream** just for helping us help them.



# The tools of online marketing solutions eat up time

Why individual web services are more of a burden than help.

99designs · vistaprint · HubSpot · fiverr

Elance oDesk · SurveyMonkey · facebook · Constant Contact · Google Analytics

WordPress · WiX · Bigcommerce · Google AdWords · Twitter

Upwork · monday.com · keap · Canva · Evernote

The typical business person must learn and use up to **7 different online marketing tools** to perform the necessary activities to drive their business

That averages out to be around $245.00/mo. in subscription fees alone!

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Your members are busy with their day-to-day responsibilities. Yet, growing their customer base is always a top concern and priority. **Ad Giants delivers a way to off-load this responsibility to proven experts** who work with your members as their new CMO, to manage and execute their entire marketing plan.

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# It all starts with these two things.

**Delivery Vehicle**

Downloadable App for instant connectivity

15+ Year Advertising Veteran

**Expert Delivery**

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# Concierge marketing services.

**How we work to help your members grow their businesses...**

### Create the strategies and tactics

It all starts with our team working closely with you to develop several levels of marketing strategies and plans based on your members business needs. All of our people have decades of experience creating and executing complex marketing plans and campaigns for all types of business segments. We then agree together to each marketing strategy, and we present the appropriate creative executions to support each plan.

### Rolling out the new initiative

Once we have approval, we help you by creating a custom launch package built specifically for your membership. In it, we have a proven process for introducing the new initiative and building interest, trust and participation in the program.

### The Ad Giants Advantage

When it comes to differentiating your Association, we are a huge selling point. Your goal is already to help provide real value to each member, and there's no better way than to help them in an area that plagues most businesses. Our "high-touch" approach extends your promise and delivers results members will instantly see.

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# Growing their businesses will grow yours too.

Nothing builds member trust and appreciation faster than helping them make more money. Giving access to helpful tools is one thing, but nothing speaks louder and attracts more members than growing their businesses. That's what we do.

## Member Benefits

For only $60/month

High-end Marketing Products

Affordable Packages

Concierge Experts

No Contracts

Pay-As-You-Go

## Association Benefits

$5 Per Customer

Portion of monthly subscription fee goes to Association

New Revenue Stream

Increases Member Retention

Builds Immediate Goodwill

Relieves A Huge Pain Point for Members

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# How it all works.

Our step-by-step process has been tested, optimized and proven in the market with thousands of customers. We've created a proprietary system that individualizes and creates a personalized touch with each of your members utilizing highly experienced marketing professionals.

| Build Trust | Demonstrate Expertise | Manage Program | Continued Value Add |
|---|---|---|---|
| Member downloads the Ad Giants App and registers their account for **FREE**.<br><br>Member sets up first **FREE** 30-Minute Consultation with Expert. | Ad Giant guides Member through process to collect information to create a **FREE** marketing plan. Ad Giant sets up follow-up call to take member through new plan. | Ad Giant walks member through their new plan and explains each new suggested package that is then purchased along with the $55 monthly subscription. | Ad Giant sets new marketing tactic into action and reports back to member at specific touch points to gain approval and continue marketing leadership. | Ad Giant communicates weekly with customer to drive deeper trust and continued value by running and managing members marketing efforts. |

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# Our proprietary, backend vendor portal manages all aspects of order process, fulfillment and delivery.

Because we're a concierge service, this is something customers never see or deal with. All purchases and packages are embedded into the free marketing plan at the start, and ordered through the app. On the backend, we have automated all order fulfillment in literally every medium within marketing. And because we're a volume approach to marketing, we've negotiated incredible costs for each package, allowing us to offer the best possible marketing solutions available today, while keeping the package costs at a level *any* business can afford.

**Your members will pay less, and get so much more!**

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# Getting started is simple.

## We start with a meeting.

In that meeting, we cover your specific members, their needs, their goals and our deliverables. Our process drives the meeting by establishing the following key deliverables:

- Defining members business levels (ie. starter, established, mature, large, etc.)
- Define members business goals and needs specific to their business level
- Create different levels to address these specific needs
- Define certain marketing tactics we will/should use to grow businesses
- Estimate the associated costs for each level to be successful with their marketing
- Ad Giants goes away and creates Association Launch Package
- Ad Giants presents the final package within 10 business days of meeting
- Ad Giants works with Association to establish approvals

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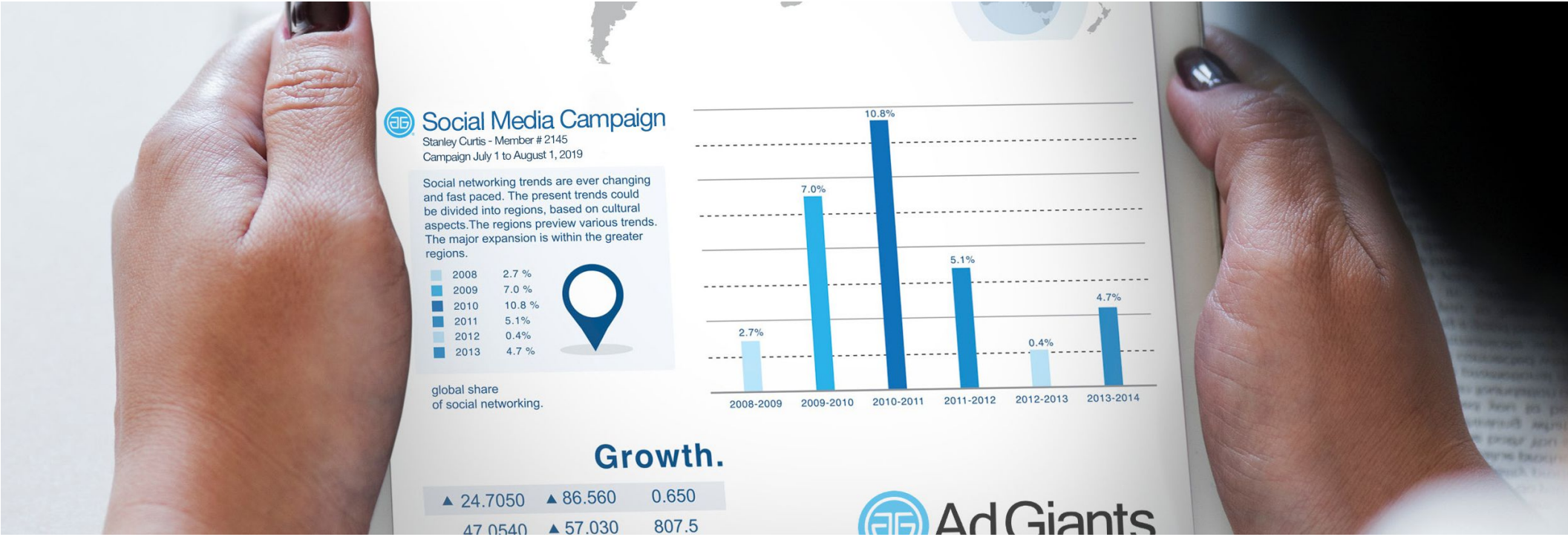


# Results are all that matters in business.

Our only goal is to suggest marketing strategies that will deliver results we can all see and feel at your bottom line.

## Monthly Reporting

Each month, your Ad Giants consultant will have a scheduled call to go over active or past campaigns to discuss results, plan calendars, and adjust or launch new tactics moving forward. Marketing isn't just a moment in time, it takes a solid commitment and focused attention to results and actionable promotions to create solid success. Our marketing packages are second to none, at prices any business can afford.

## Skilled Leadership

Your Association and your members can relax knowing that Ad Giants always brings the most qualified and experienced leadership through our consultants. We vet and consistently oversee all activity within our professional group, and we have a solid system of collaboration between these talented people with our powerful back-end. That translates into a game-changing combination where the client always wins.

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