



Broaden your digital footprint for as little as \$500 per month!





Sound Communications & Nullogic your new digital success team!



For years, our sales team has talked about digital marketing with clients. Some clients love digital marketing! Some have been using it and having great success! Some have used it with no understanding of what they are even getting. While others still are at a loss as to where to even begin.

With that in mind, we would like to introduce a whole new team of professionals that have joined Sound Communications.

Introducing... "Nullogic Marketing"

What is Nullogic Marketing? Simple... Nullogic is a team of top Digital Marketing professionals that have joined our group. With the goal of providing clients with the correct ways to utilize digital marketing as well as offering some of the newest and most up to date digital marketing tactics.



What we offer:

*Display Advertising
Audience Targeting
Audience Re-Targeting
Geo-Fencing*

*Video Advertising
Pre-Roll
OTT – CTV*

Email Advertising with Creative

SEM & SEO

AND... THE ALL NEW TRUE GEO!

I know what you are thinking...

Who can I reach digitally for only \$500 per month?

Here are some examples:

\$500 worth of Digital Display ads - 50,000 targeted display ads each month (\$10 per thousand)

\$500 worth Audience Targeting - 45,500 targeted ads each month (\$11 per thousand)

\$500 worth of Retargeting Ads – 42,500 ads that target visitors to your site. (\$12 per thousand)

\$500 investment in “True Geo Fencing”
– 50,000 ads per month (\$10 per thousand)

You can reach more with additional \$\$, but that is up to you and your budget!



*Minimum monthly purchase is \$500 with a 3-month minimum commitment per product.

TV viewership is changing DRASTICALLY!

**Currently only 44% of U.S. households pay for cable,*

Source: Statista



**Last year 33 million people cancelled their cable subscriptions. Source: Variety*

**Over 60% of young adults watch TV mainly through streaming, Source: Pew Research Center*

So, how can you reach these consumers?

The answer is... **OTT ADVERTISING**

What is OTT? – Simply put. OTT or (Over the Top) is the delivery of film and TV content streamed directly over the Internet to a connected device. The TV in your living room, your cell phone, Xbox, Roku, etc. These OTT devices allow TV viewers the ability to view normal TV programming without subscribing to a traditional cable or satellite package.

What is OTT Advertising? – EVEN MORE SIMPLE!

It's **YOUR** :15 second TV commercial streamed directly to those connected viewers!



Not all OTT is created equal

Sound Communications now offers digital marketing with our sister company **Nulogic**. Nulogic provides our clients with the most up to date digital products available today! Nulogic uses a premier data management platform to consistently deliver 80% market penetration! Plus, all of our OTT commercials are aired during **full episode programming** (movies, shows and film) on connected TV's, the holy grail of OTT viewership!

Get your message in front of OTT viewers for as little as \$500 per month today!

OTT commercials are purchased on current availability over a 4 weeks period.

*Minimum purchase is \$500 per month/ with a 12-month commitment.

At \$500 your commercial will be seen.... 12,500 times! (:15 second commercial)

That's \$0.04 per commercial to OTT users!

Monthly commitment: \$ _____ x 12 months = \$ _____

Signature: _____ Date _____

_____, Acct Rep, Sound Communications, 21 East Market St, Suite 101, Corning, NY 14830 PH:607-937-8181 Fax: 607-962-1138

*Additional OTT spots can be purchased for an additional \$40 per thousand messages.

EMAIL MARKETING

Email Marketing lets you reach your ideal audience directly – right on their phones, computers, tablets or wrists!

- Email Marketing is a cost efficient, powerful tool to promote your clients products, services, and brands by sending their ads to targeted email lists.



Why use email marketing?

1. Cost Efficient

- Email had a median ROI of 122%
- More than four times higher than other formats examined, including:
 - ✓ Social Media
 - ✓ Direct Mail
 - ✓ Paid Search
 - ✓ Online display

2. Targeted

- Right Messages to the Right Audience
- You can build lists which can be segmented by:
 - ✓ Location
 - ✓ Age
 - ✓ Gender
 - ✓ Marital status
 - ✓ Income
 - ✓ Interests
 - ✓and more

3. Measurable and Trackable

- In-depth analytics and tracking tools
 - ✓ Who has opened your email
 - ✓ What specific links have been clicked
 - ✓ Track site traffic through Google Analytics

4. Cost Efficient

- Email Marketing is a cost efficient way to reach a targeted audience

5. Interactive and Versatile

- From one email you can....
 - ✓ Forward your email to friends
 - ✓ Click on your links to view more information
 - ✓ Add products/services to shopping carts
 - ✓ Access their personal accounts
 - ✓ Update subscriptions
 - ✓ Visit and read your blogs
 - ✓ Post to your Facebook page and follow you on Twitter

6. Still the Most "Business" Medium

- When it comes to building business relationships, the best medium is still email
- People check their email multiple times an hour and on multiple devices

7. Volume of Users

- Email tops the list of active accounts and users, with nearly three times the amount of users than Facebook and Twitter combined. That's an enormous **2.9 billion users!**
- If you are targeting an older audience, a lot of your prospects will not have Facebook.

Median ROI for Select Channels/Formats According to US Marketers, June 2016

Email	122%
Social media	28%
Direct mail	27%
Paid search	25%
Online display*	18%

Select an area to comment on

Return on ad spending

Source: Direct Marketing Association (DMA) and Demand Metric, "2016 Response Rate Report," July 28, 2016

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www.eMarketer.com

Bottom line: 12,500 emails sent to our comprehensive, double opt in database for just \$900 per email.

Plus, we guarantee a 2% click thru and have multiple email formats to fit your needs.

OTHER PRODUCTS/SERVICES

Nulogic is a full-service digital marketing company dedicated to helping you with all your digital footprint needs.

- SEO
- SEM
- Pre-Roll
- Facebook marketing
- We can even create a custom digital magazine.



Talk to your Sound Communications representative and discuss the options today!
607-937-8181

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