

DREAM LOCAL DIGITAL

Service Philosophy and Capabilities

January 2024



DIGITAL GROWTH AGENCY



Founded in 2009, Dream Local Digital is a full-service, digital growth agency. We help brands and businesses grow and scale.

Choose Dream Local for:

- Content Marketing
- Website Development
- SEO Strategy & Management
- Digital Advertising (Social, Search, Display)
- Lead Generation
- Marketing Automation
- CRM Management
- Email Marketing
- Analytics
- Video Strategy & Creation
- Animated Video
- Influencer Marketing
- Storytelling
- Marketing Strategy & Training



With experts in content marketing, paid advertising, SEO, website development, and lead generation, we have helped over 65,000 businesses in North America achieve their online marketing goals.

We have worked with companies in over 35 different industries and are constantly striving to master new and innovative marketing techniques to ensure that we provide our clients with the most comprehensive marketing strategies and game plans possible.

We have a relentless focus on Client ROI and service, resulting in our industry-leading retention rates of over 93%.

We are #HoneyBadgers who do whatever it takes to get the job done for our clients. We can't wait to help you grow!

ABOUT US

WHAT WE DO

We tell the story of your brand, attract and nurture leads, and obsess over helping your target audience move seamlessly through the sales funnel to increase ROI and conversion rates.

We craft a plan that combines any or all of our services based on your goals and existing setup. We execute, analyze and optimize to keep your campaigns fresh and effective. Your North Star Metric becomes our North Star Metric, giving you the full support of a team of tenacious experts.



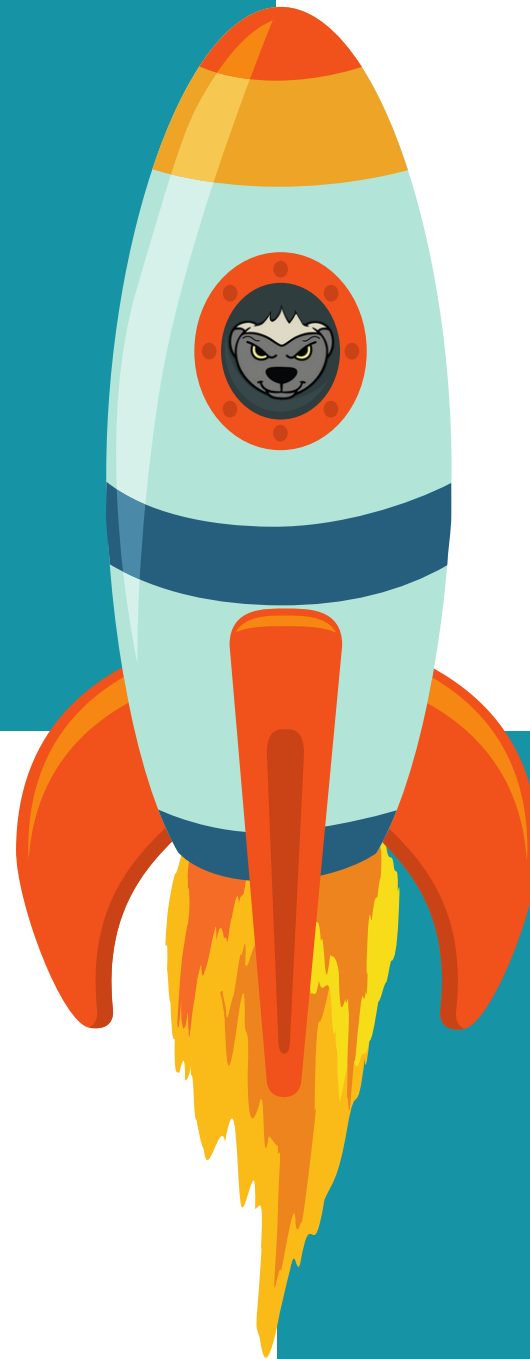
WHY DREAM LOCAL

DEDICATION

We are dedicated to mastering our craft and bringing creative concepts, engaging content, and unique strategies to the table. Above all, we are dedicated to working in partnership with you to meet and surpass your growth and ROI goals.

ADAPTABILITY

As your business grows, your marketing needs and goals will evolve. We take a proactive approach to managing your account to identify opportunities and plan for changing priorities. We provide solutions and adapt strategies to overcome obstacles and achieve your evolving goals.



CLIENT EXPERIENCE

From onboarding to execution, the Dream Local Digital team strives to provide an exemplary client experience. Our central communication system ensures that your requests, questions and concerns are addressed with a sense of urgency. Our clients have access not only to their account specialist, but to the entire leadership and management team. We work together as a team to provide you with clear communication and build a long-term, collaborative relationship.

RESULTS

We provide our clients data-driven insights and demonstrate the impact of our efforts on your North Star Metric and supporting goals. Every action we take is designed to work toward maximizing your marketing budget, generating leads, increasing conversions and driving business growth.

OUR PHILOSOPHY

We specialize in helping businesses that are focused on growth, scale and revenue generation. While other agencies employ single, focused tactics in marketing strategies, we start with your North Star Metric and build a cohesive marketing strategy with tactics that are designed to work in harmony.

We believe that no marketing plan can produce meaningful results (proven ROI, increased sales, qualified leads) without employing multiple, complementary tactics that work together to naturally move your customers through the sales funnel. We are obsessed with getting RESULTS for our clients and are committed to your growth and success.



HOW WE DO IT

Thank you for considering Dream Local Digital.
How much do you want to grow?



STRATEGIZE

We use research, experience, and marketing best practices to create a strategic roadmap that outlines how we will use digital marketing to help your business reach its growth goals.

BUILD

We build the foundation of a marketing engine that, when maintained, will generate qualified leads for years to come. This includes auditing your website, configuring your CRM, putting automation in place, and building a library of marketing assets.

EXECUTE

With over 14 years of managing brand identities and executing comprehensive digital marketing strategies, we specialize in running multi-tactic digital marketing campaigns that encourage growth and produce revenue.

OPTIMIZE

Your marketing strategy is a living, breathing entity that needs to be adjusted and nurtured based on what the numbers tell us and how the industry shifts over time. We are constantly looking for ways to optimize our efforts and increase ROI.

#HONEYBADGER HEART



#HONEYBADGERS ARE TENACIOUS.

When we set a goal, we don't quit until we reach it.



#HONEYBADGERS ARE TOUGH.

No algorithm change or channel crash is enough to keep a #HoneyBadger down.



#HONEYBADGERS ARE SMART.

They've been seen using tools to climb walls. We use our resources and work smarter, not harder.

Every #HoneyBadger takes ownership of his or her work and makes sure our clients get the best we have to give. We know how important your business is to you. We take pride in what we do and work until you're satisfied.



TRANSPARENCY

There is no "set it and forget it" at Dream Local Digital. When you work with us, you are working with a true partner. With a 93%+ retention rate, we pride ourselves on building relationships with our clients and their brands.



Regular meetings with our team to review assets and metrics. You will know what Dream Local Digital is working on to hit your goals at all times.



Comprehensive monthly reporting and 24/7 access to our reporting dashboard.



Central execution plan that is reviewed and discussed regularly to identify chances for optimization and new initiatives.



OUR CAPABILITIES

The following slides demonstrate Dream Local Digital's full capabilities.

We can customize any of our services to suit your needs.

We are excited to help you grow!



STRATEGY

Every strategic plan begins with your North Star Metric. Working with your goals in mind, we conduct industry research, audit your existing tech stack and tactics, and create a three-month plan. This plan outlines how we will work together and will empower you to make informed decisions about your marketing.



KNOWLEDGE

- Competitor review to identify opportunities and threats
- Industry best practices research
- Industry standards research to establish benchmarks
- Tech stack and tactic audit

UNDERSTANDING

- What is a reasonable timeline to reach the North Star Metric?
- Understand what your target audience **needs** from your product/brand

PLAN

- Optimized for your timeline and budget
- Span a minimum of 3 months to ensure that all strategies have a chance to take hold
- Roadmap to success that outlines all tactics being used in relation to each other

ORIGINAL CONTENT

A strong strategy begins with content that accomplishes the following:

- Identifies the customer's pain points
- Shows the customer how your product can take away their pain
- Entertains or educates
- Hooks the viewer and makes them stop scrolling



DREAM LOCAL'S CONTENT TEAM

- Fulfillment team with over 60 years of combined experience in copywriting
- A vetted and proven pool of freelance writers, designers, and video specialists with expertise in various industries

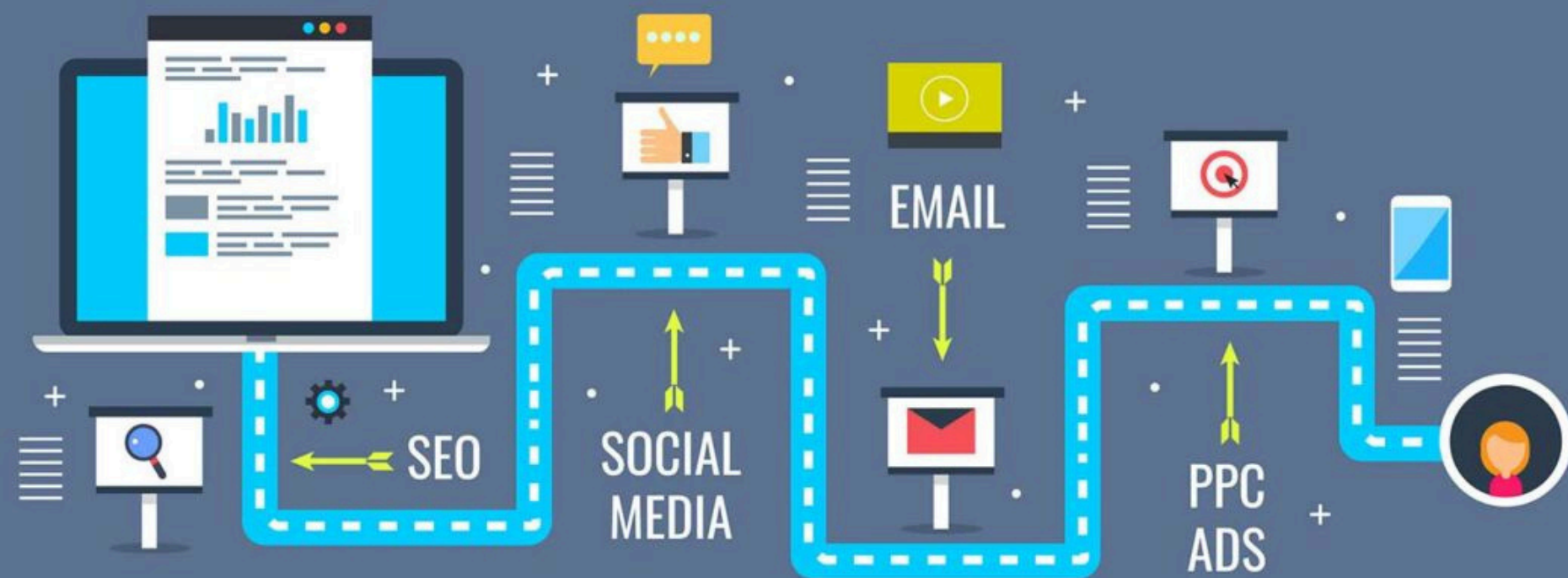
67%

of marketers report that content marketing generates demand/leads

TYPES OF CONTENT

- Blog Posts
- Lead Magnets
- Webinars
- Cheat Sheets
- Landing Pages
- Animated Videos
- Product/Service Videos
- Research Documents
- Website Copy
- White Papers
- Infographics
- One Sheeters
- Templates
- Case Studies
- Workbooks
- Guides
- eBooks
- Print Media Copy

CONTENT DISTRIBUTION



All Tactics Working In Sync

Great
content
deserves
to be
seen.

OWNED MEDIA CHANNELS

Website
Social Channels
Blog
Email Newsletter
Brand App
Forums

PAID MEDIA CHANNELS

Social Ads
Google Ads
Influencers
Retargeting
Audio Ads
Branded Content

EARNED MEDIA CHANNELS

Mentions
Shares
Forums
Reviews
Guest Posts
Podcasts

Use paid ads to increase blog and website traffic

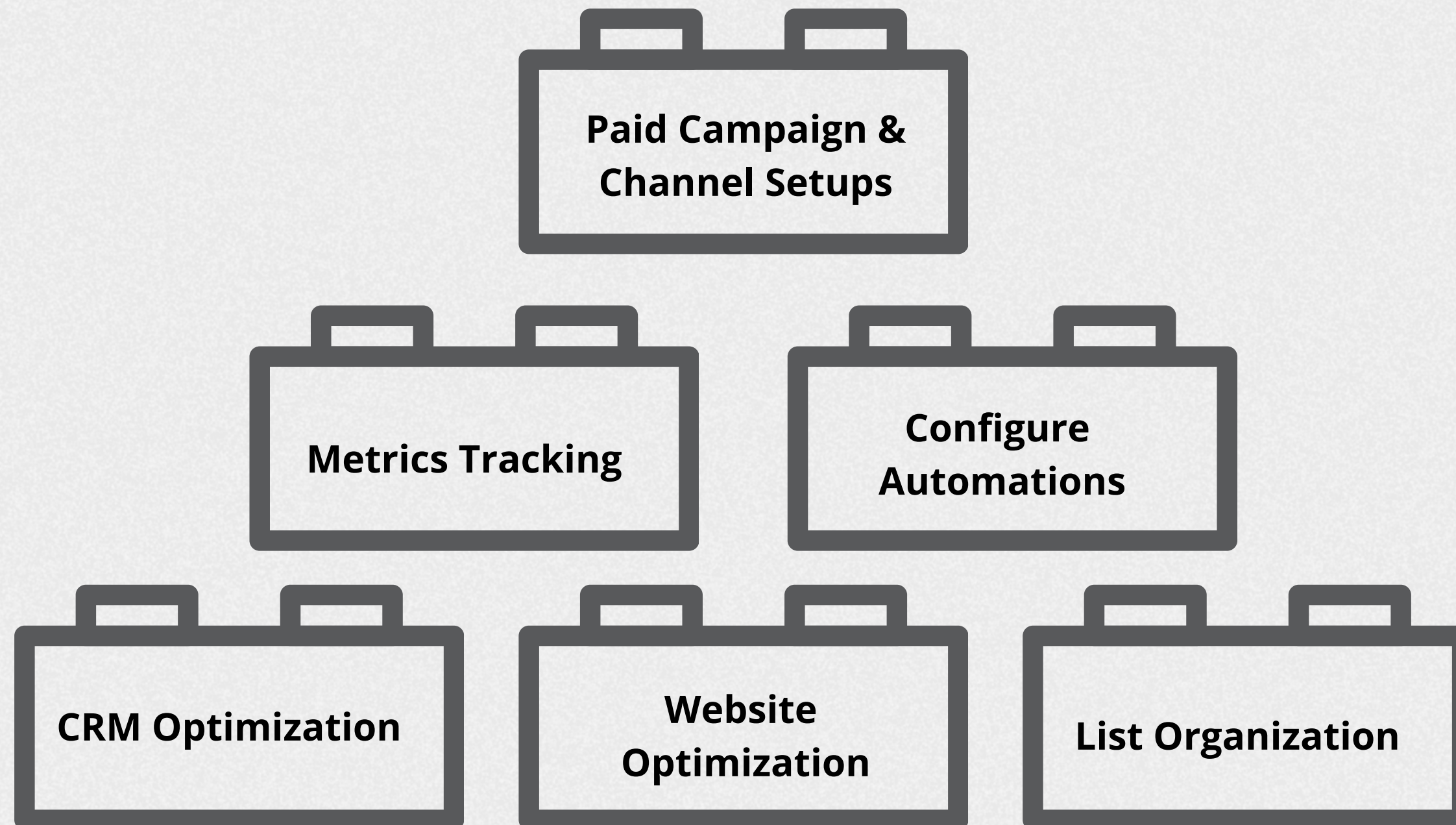
Use paid ads to boost organic promotion

Use SEO to drive PR and sharing



SETUP FOR SUCCESS

Every campaign deserves and needs a solid foundation. We put that foundation in place for your brand.



SOCIAL MEDIA

Drive ROI by increasing top-of-the-funnel traffic and building a relationship with your prospects and customers. Trust and visibility equals sales.

Custom content created by an in-house team of social media experts designed to "stop the scroll" and tell your brand's story.

COLLABORATION

We work in partnership with our clients. We don't simply post content that we believe to be right for your brand, we work as an extension of your team, value your input, and have respect for the knowledge you have about your brand. Our No. 1 priority is to ensure that we properly represent your business in all content.

INDUSTRY KNOWLEDGE

Every industry has its own unique target audience. As a result of working with businesses in countless industries, we are able to speak directly to the pain points of any target, positioning our clients as valuable and trustworthy resources in their niche markets.

EXPERIENCE

Dream Local Digital was one of the first agencies to offer social media management services to businesses all over the nation. Our longevity in the industry has led to direct partnerships with social media's heaviest hitters, including Facebook, Google, Twitter and Pinterest.



ARA Member Exclusive Offer!

Save **5% or more** on all orders

OFFER ENDS MARCH 31, 2023

PROMO CODE: 2023ARA



REAL. RUGGED. READY.



MAINE LOBSTER FESTIVAL



MAINE LOBSTER FESTIVAL DELEGATE
Now Accepting Applications



Requirements

- Maine resident
- Must be age 16-22 as of Aug. 1, 2023
- Attend events to learn about lobster industry
- Volunteer at the Festival
- \$100 application fee (not due at time of applying)

Deadline to Apply: June 30, 2023

Creating Video Content That Converts

HOSTED BY:



SHANNON KINNEY
Founder & Client Success Officer of Dream Local Digital



MONEEK LANGSTON
Vice President of Marketing at Mortgage Investors Group

REGISTER NOW

Feb. 7, 2023 @ 1 PM EST
DURATION: 60 MINS



M MORTGAGE INVESTORS GROUP
The right home loan

Before



After



ADAMS & COE
ROOFING SPECIALISTS

Contact Us Today!

adamscoeroofing.com

★★★★★

"I CAN'T REMEMBER WHEN I'VE READ A BOOK IN TWO DAYS!"

ROSEMARY



maine Authors Publishing
Cooperative

THE GATHERING ROOM

RESULTS

FACEBOOK MANAGEMENT

Page Overview

We deliver **RESULTS**. One client's stats skyrocketed just days after we took over their social media channels.

3,096

Page Fans
▲ 44

3,742

Page Engaged Users
▲ 2,967

35,596

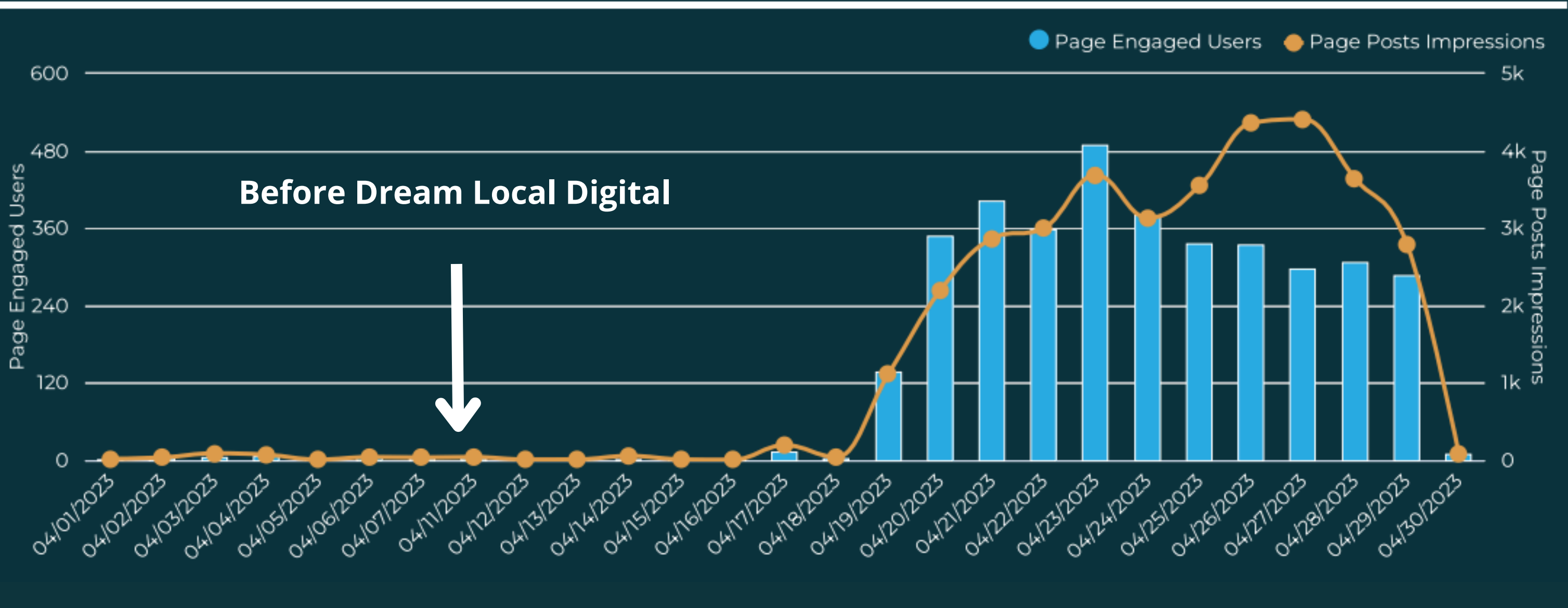
Post Impressions
▲ 22,451

762

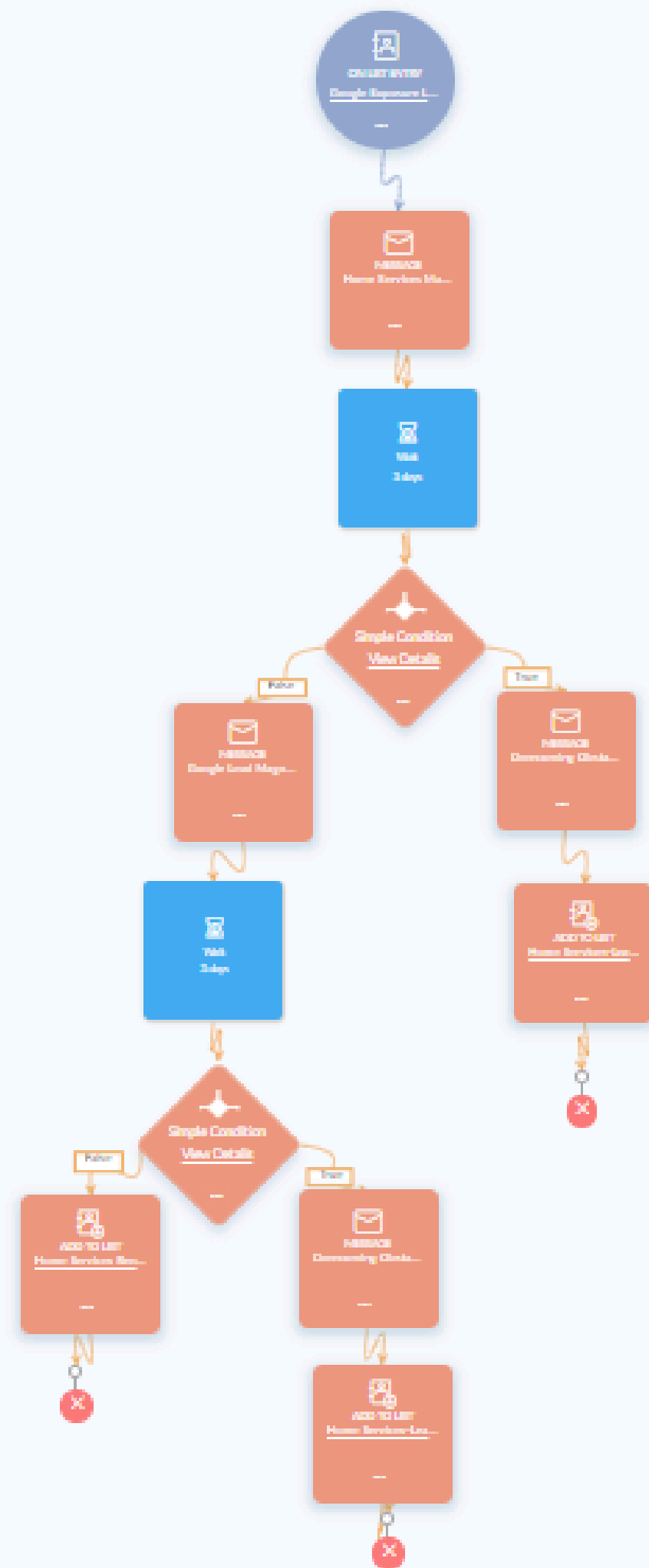
Page Views
▲ 404

4,974

Page Post Engagements
▲ 4,015



EMAIL MARKETING



LIST BUILDING

All successful email marketing campaigns begin with a strong and ever-growing contact list. We use lead magnets to gather email addresses and build your contact list so that we can build relationships with potential customers in a personal way.

SEQUENCING

Deliver ongoing communications to your customers and prospects to re-engage, attract, nurture and convert contacts. Increase touchpoints with contacts en masse to increase conversion rates with little effort from your team. Once a sequence is built, it will run in the background indefinitely.

PROVEN ROI

Used properly, emails are used to nurture contacts at every stage of the sales funnel, making it easier to convert them once they reach the decision stage. For every \$1 spent on email marketing, the average return on investment is 122%.

AUTOMATION

Your CRM is utilized to deliver targeted messages to your contacts when they are updated in your system, reach a predetermined milestone, or engage in campaigns. Once we have configured automations, you begin to save time and money while effortlessly staying in front of your customers and prospects.

CAMPAIGN REPORT

Campaign Summary

Name: DLD-GBP Campaign

From/Brand:	Dream Local Digital		
Headline:	Get Found on Google for FREE-Limited Time Offer		
Broadcast Date:	04/28/2023		
Audience:	18,050	ID:	1799472
Views:	2,900	Clicks:	411
View %:	16.07%	Click %:	2.28%

CAMPAIGN STATS

Views | 16.07 % Total Views 2,900



Clicks | 2.28 % Total Clicks 411



CTVR | 14.17 %



Campaign Creative

Clicks by Device

	Desktop	46.96%	193
	Mobile	53.04%	218

Expose thousands of potential customers to your brand using **paid email** campaigns.

Target readers by demographics, location, interests, income, and buying activity.

Increase site traffic and target new buyers with exclusive offers.

WEBSITE DEVELOPMENT

SCALE

Hundreds of websites created for small, local businesses as well as for large, international ecommerce businesses.

TECH STACK

Expertise in WordPress gives our team access to thousands of plugins, apps and monitoring tools to create sites with flawless user experiences. Every site Dream Local touches is set up with GA4 to track conversions and measure ROI.

IN-HOUSE TEAM

In-house website development team allows us to be nimble, making necessary design and tech adjustments quickly and efficiently. Central communication hub ensures that client requests are addressed with speed and expertise.

MAINTENANCE

Websites need consistent maintenance to ensure security and function measures stay intact. Our monthly maintenance plans keep your website running at full capacity and are updated with the most accurate information about your business.

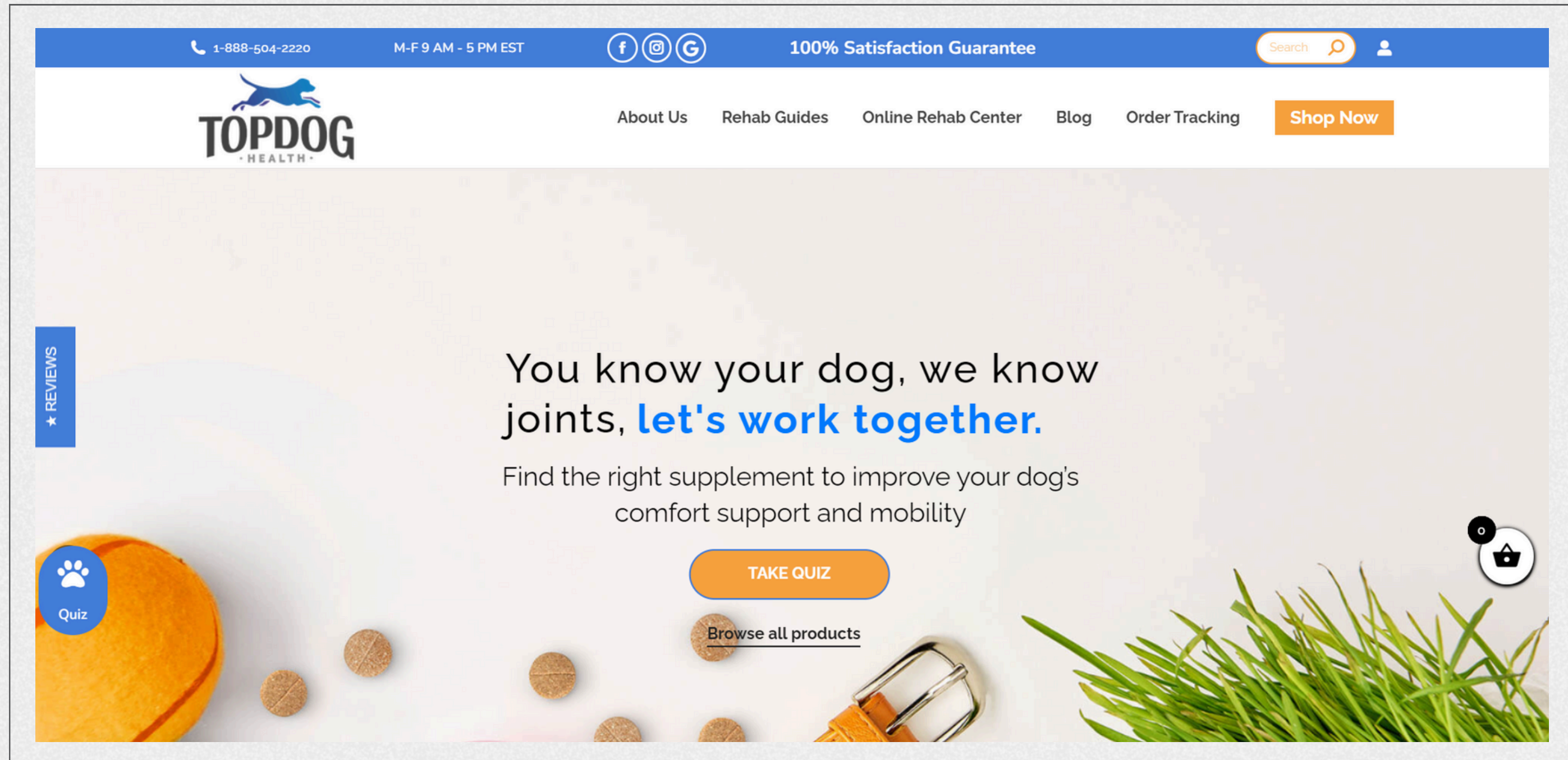


Search Console



Google Tag Manager

WEBSITE DEVELOPMENT



✓ Collaborative eCommerce site strategy

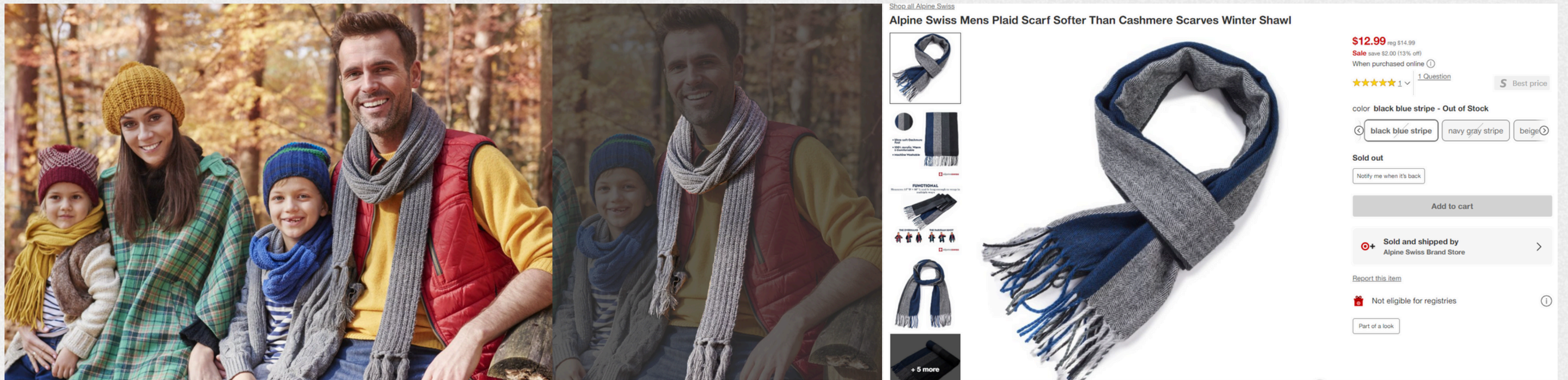
✓ Design and user experience guidance and execution

✓ Custom shopping, cart and checkout experience

✓ Built-in automations to communicate with clients and nurture them to encourage future purchases

SHOPPABLE IMAGES

Make your website come to life with interactive content. Using innovative technology, we can create an immersive experience for your site visitors that keeps them on the site longer and educates them about your products and how they fit into their lives.



01.

Shoppable Image
on Website

02.

Linked Items
Highlighted

03.

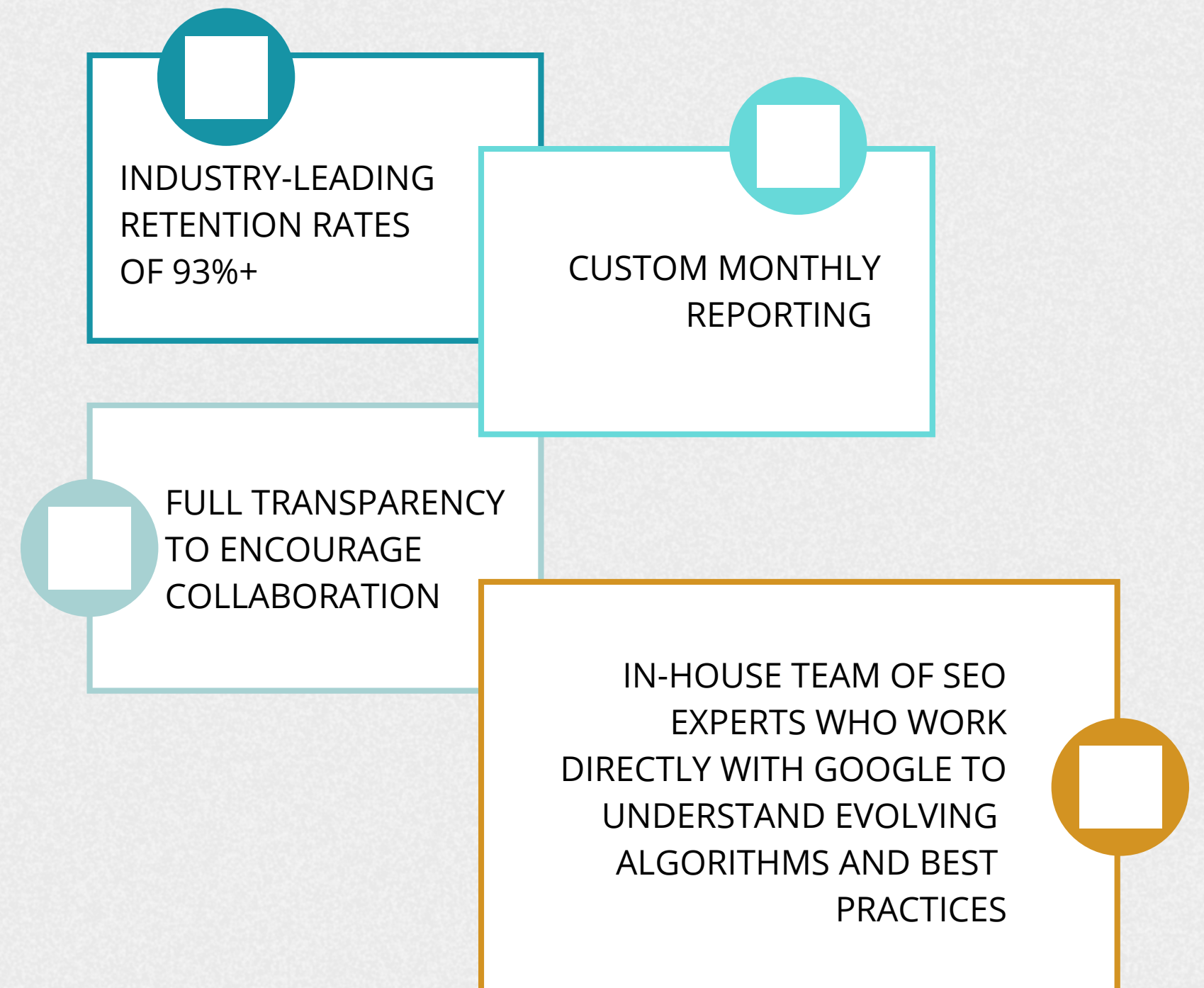
Viewer Gets Opportunity
to Buy

SEO

Drive ROI by ranking higher in relevant search results, driving traffic to your website, and using site analytics to gain valuable insights into your target audience.

Get found by buyers using a multipronged SEO strategy.

- Keyword-rich content
- Special attention to the mobile experience
- Technical SEO for optimized user experience
- Internal linking structure strategy
- Backlink profile analysis and strategy
- On-page optimizations
- Competitor analysis and monitoring
- Local optimization



PAID ADVERTISING

Customized advertising plans based on your goals. We have access to numerous networks and platforms to reach your ideal target audience where they spend their time online. We have deep expertise in all forms of online ads and have run thousands of campaigns over the past 14 years.



Sponsored ⓘ
TopDog Health GlycanAid-HA
Advanced Joint Supplement for Dogs
(60 Chewable Tablets) - Made in USA
with USA Ingredients - Contains...
★★★★☆ ~ 785
\$42⁹⁵
\$40.80 with Subscribe & Save discount

Compass Rose Events
1,058 followers
Promoted

Having a company event at an amusement park is a fun way to show appreciation. What are the pros and cons? Read on and find out if an amusement park is the right venue for your event. <http://bit.ly/1obmE8k>

Using an Amusement Park for your Employee Appreciation Day: Pros and Cons - Compass Rose Events
bit.ly

Messenger Stories

Applebee's Grill + Bar
Sponsored

\$5 off Order of \$25 or more
USE PROMO CODE 5OFF25 AT CHECKOUT.

Give Applebee's TO GO a try! We make it easy to enjoy your Applebee's favorites at home. Order \$25 or more and get \$5 off by entering the promo code 5OFF25 at checkout! First-time users only. Requires account set up.

See menu

50+ plumbers nearby

Sponsored ⓘ

RR Plumbing Roto-R...
4,7 ★★★★★ · See review...
GOOGLE GUARANTEED
Serves New York
(646) 813-9894
Open 24/7

Rite Plumbing & Heat...
5,0 ★★★★★ · See review...
GOOGLE GUARANTEED
Serves New York
(347) 808-4693
Open 24/7

Petri Plumbing & Hea...
4,5 ★★★★★ · See review...
GOOGLE GUARANTEED
Serves New York
(718) 481-2636
Open 24/7

ENDLESS CAPABILITIES

SOCIAL MEDIA ADVERTISING

Increase brand awareness, brand loyalty and engagement. Top to bottom of funnel options.



SEARCH ADVERTISING

Get your brand found in search results when people are searching for your products.



OTT/CTV ADVERTISING

Increase brand awareness, brand loyalty and engagement. Top to bottom of funnel options.



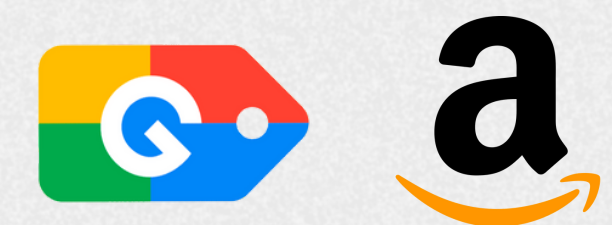
AUDIO ADVERTISING

Speak directly to your target audience during their favorite podcast or in the middle of their favorite playlist.



SHOPPING ADVERTISING

Increase brand awareness, brand loyalty and engagement. Top to bottom of funnel options.



AMAZON

We focus on optimizing all aspects of your presence on the Amazon Marketplace to increase visibility, drive sales and maximize your Amazon sales.



AMAZON ADVERTISING

Create and manage ad campaigns, conduct keyword research, optimize ad placements, and track performance metrics to maximize return on ad spend (ROAS).



PRODUCT LISTING OPTIMIZATION

Conduct keyword research to identify relevant and high-volume search terms, optimize product titles, bullets, descriptions, and backend keywords. We optimize product images, enhance product content, and utilize A+ Content to showcase each product's unique features.



REVIEW MANAGEMENT

Monitor and respond to customer reviews, handle negative feedback, and implement strategies to enhance overall product ratings and reviews.



DATA ANALYSIS & REPORTING

Utilize analytics tools to gather and analyze data on sales, advertising performance, keyword rankings, and customer behavior.



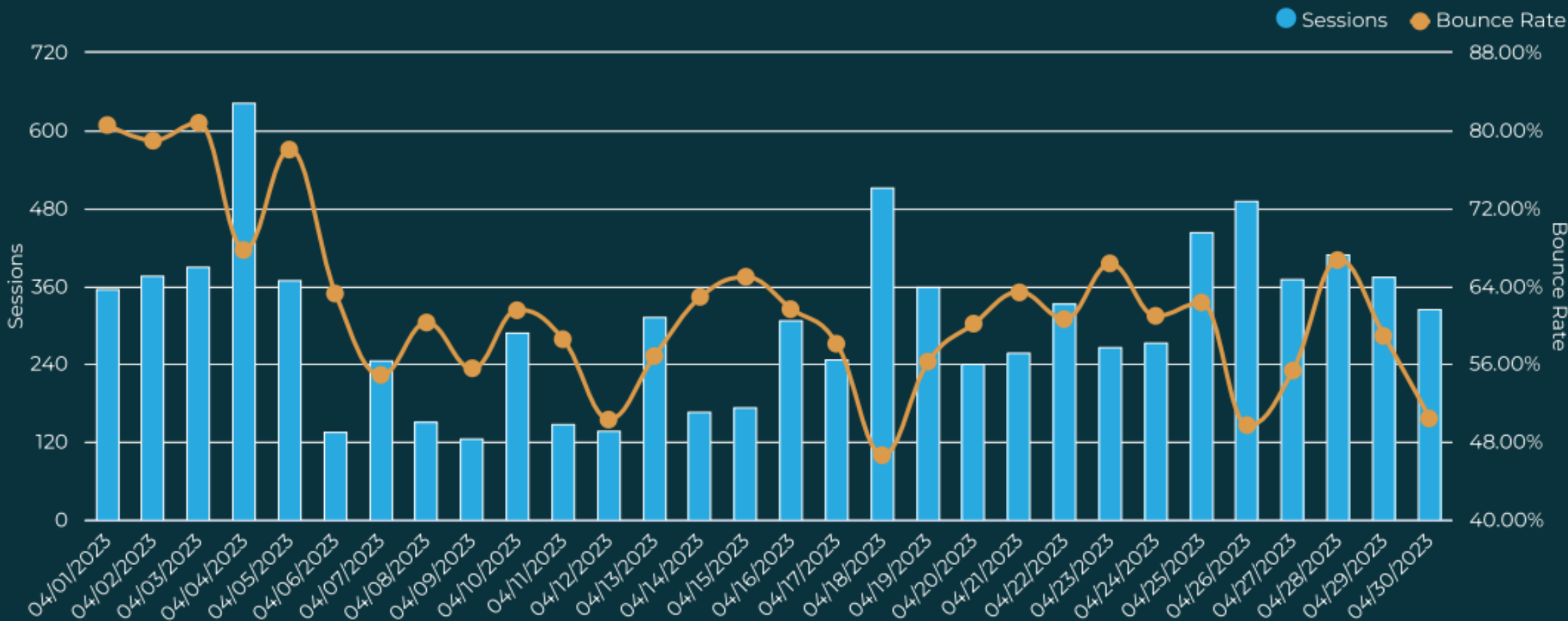
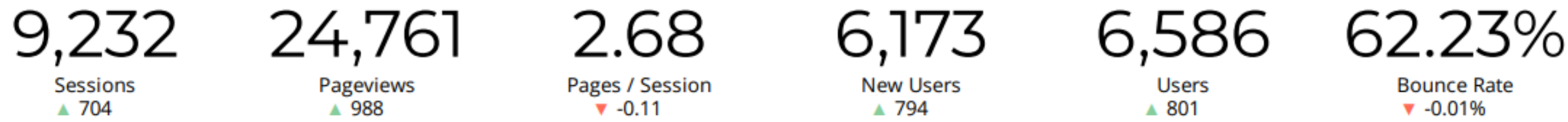
Optimize your
presence
and performance
on the Amazon
Marketplace.

METRICS & RESULTS

Metric reports are delivered monthly and reviewed with you. We assess what is working and helping us reach your goals, and what tactics need to be adjusted.

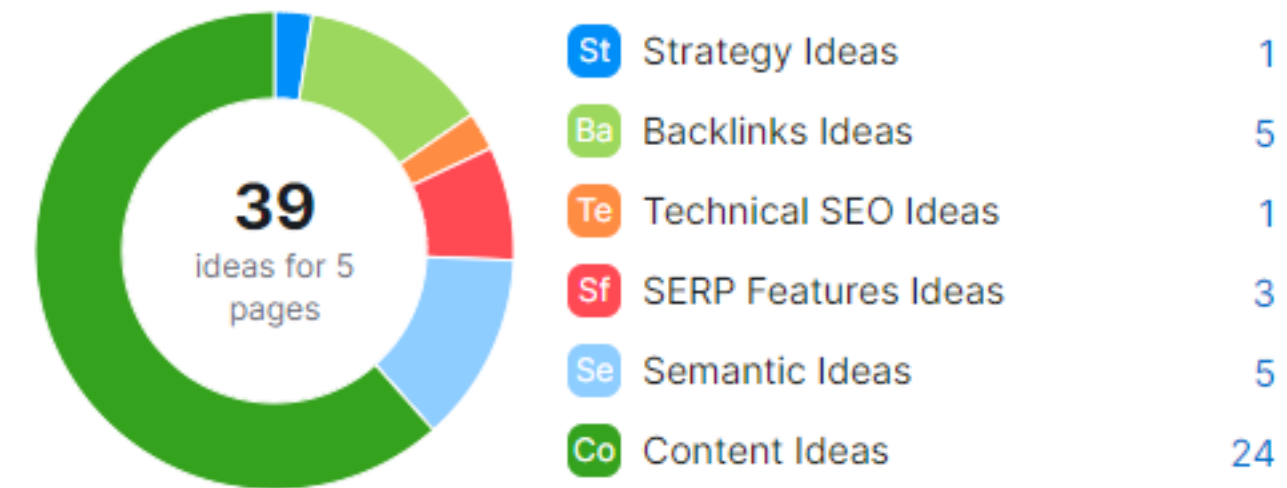
GOOGLE ANALYTICS

Overview



On Page SEO Checker

Updated: Sun, May 21, 2023



Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	225	283
US	84%	189	223
CL	4.9%	11	2
PH	1.8%	4	3
Other	9.3%	21	55



LET'S COLLABORATE!

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