

# FULL-SERVICE CAPABILITIES

## ADVANCE OHIO IS A FULL-SERVICE AGENCY OFFERING:

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### MARKETING STRATEGY, RESEARCH & CAMPAIGN MANAGEMENT

Understand the business through the consumer's eyes, their path to decision. (White-board meetings, Basecamp, Collaborative planning sessions).

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### DATA – CONSUMER INTEREST & INTENT

Reach a relevant audience at the moment when they are primed to receive, remember and act on the message.

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### DIGITAL MEDIA

Using insights forged from our proprietary 1st and 3rd party data, we craft campaigns that provide an effective actionable roadmap to the intended results.

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### AUDIENCE ACTIVATION PROGRAMS

An effective and manageable option with a high rate of return and engagement, audience activation programs grow your customer base and data set with digital display ads on cleveland.com enticing an engagement with a giveaway. Audiences enter for a chance to win, responding to survey questions, participating in brackets, or other interactions. These are also sent to over 75,000 cleveland.com readers inviting them to enter and opt-in for future offers. These opt-ins, names, and emails can be shared with the client generating a new leads list or list-matching opportunity for future connections.

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### GOAL DEVELOPMENT, REPORTING & OPTIMIZATION

Our investment in enhanced reporting technologies enables us to better analyze campaign performance.

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### BRANDING

- Stakeholder focus groups and trainings
- Brand research and strategy

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### CREATIVE DEVELOPMENT & EXECUTION

An in-house creative team of 40+ people with skills ranging from visionary/brand identity specialists to videography and photography specialists to traditional content creators to fulfillment designers.

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### CONTENT MARKETING

Telling relevant and engaging stories that matter to your customer and you, using any effective channel and medium (photo slideshows, video, podcasts, infographics, sponsored articles, website copy, social media posts and more).

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### SOCIAL MEDIA MARKETING

From paid placements on Facebook to sponsored posts, to earned/organic trafficked posts, we take your social media content to where your target audience lives.

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### WEB DEVELOPMENT

Discovery meeting and audits to develop a complete understanding of the needs of the user, and functional and visual requirements

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### SEARCH ENGINE OPTIMIZATION

Our SEO campaigns focus on getting more of the right people to your website, and to your business.

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### SEARCH ENGINE MARKETING

Campaigns are built and managed on an individual basis providing you a custom solution and ensuring optimization to produce results.

 [View case studies and our portfolio: advance-ohio.com/work/](https://advance-ohio.com/work/)