

# Hello

Online Advertising



# We're the conversation company.

B Squared Media is a boutique digital marketing agency and an industry leader in paid media marketing. When clients come to us saying they need **results today**, we look to paid media. Online advertising is more effective than organic media for over half of social media marketers, and the results our clients have seen from our paid ad efforts just might blow your mind.

## Our Mantra:

Think Conversation, Not Campaign.™



# An online advertising plan with B Squared includes:



## **PAY-PER-CLICK PLAN**

We will develop an online advertising plan based on your chosen platforms, targeted audience(s), and conversion goals.



## **PAY-PER-CLICK OPTIMIZATION & TRACKING**

We optimize your ad campaigns weekly, as well as send a weekly summary of how they're performing.



## **GOAL CONVERSION TRACKING**

We're certain you'd like to have a positive return on investment with your advertising campaigns, so we'll be sure to set up the proper tracking in Google Analytics on your behalf. Haven't set up Google Analytics yet? We'll do that, too!\*

*\*Google Analytics setup and/or tracking setup requires a setup fee.*



## **AD COPY & DESIGN**

Our done-for-you online advertising management means we'll create your advertising copy and your advertising creative.



## **MONTHLY REPORTING**

Our monthly reporting will not only give insights on all of the standard advertising metrics, we'll also be sure to report on your specific business key-performance indicators (KPIs).



## **REMARKETING CAMPAIGNS**

Reach out to customers who have previously visited your website but didn't convert.



## Client Results

Just to give an example of the kinds of results we can achieve: one of our enterprise clients, AAA Club Alliance (ACA), needed **2,000 member signups within 6 weeks** (by the end of 2020) in an already saturated market. They had branded campaigns already running, which meant we needed to focus on non-branded keywords, change geographic targeting, and look for other hidden opportunities.

We found unique openings in the ad market, working daily alongside the client's in-house team, and exceeded every target we were tasked with within the 6-week deadline — including nearly doubling their expected number of new member signups.



**3,661** NEW MEMBERS

ACQUISITION TARGET: 2,000 new members

**RESULT: 183% of Goal**



**\$101.22** COST PER ACQUISITION

TARGET COST: \$120 per acquisition

**RESULT: 15.6% Cost Reduction**

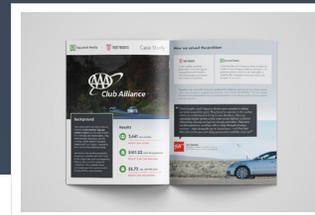


**\$2.72** AVG. COST PER CLICK

COMPARABLE CAMPAIGNS: \$2.92 per click

**RESULT: 6.8% Improvement**

Download the full case study here →



# How B Squared is different

B Squared Media offers some of the most impressive online advertising results in the industry, using teams of highly-skilled ad professionals who build strategies around your company's unique needs.

Social media may be considered "Mr. Right" but if you're looking for "Mr. Right Now" you need to invest in online advertising. Our clients have seen exponential boosts in clicks, impressions, and engagements. We won't bore you with the stats and details about the clients whose pages got **74,776%** more clicks and a **479,011%** increase in Facebook engagements. (And no, those aren't typos). We've done all this for our clients while also reducing their cost-per-click and cost-per-acquisition.

Our team works with small and large brands alike. Find out how B Squared can set up an online advertising campaign that generates quick leads and a positive ROI.

B Squared Media team members have experience with some of the biggest brands on the planet, including:

The logo for Brother, featuring the word "brother" in a blue, lowercase, sans-serif font with a registered trademark symbol.The logo for Applebee's Grill & Bar, featuring a red apple icon above the word "Applebee's" in a black, serif font, with "GRILL & BAR" in a smaller, black, sans-serif font below it.The logo for Smoothie King, featuring a red crown icon above the words "SMOOTHIE KING" in a red, sans-serif font.The logo for Cinnabon, featuring the word "CINNABON" in a white, serif font inside a dark blue, rounded rectangular frame.

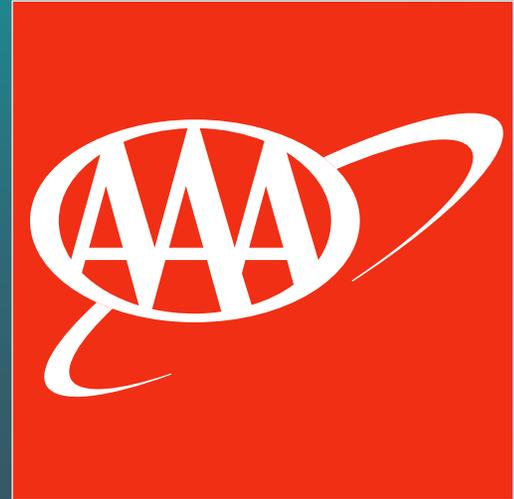
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*Trust Insights and B Squared Media were essential to hitting our 2020 acquisition goal. They found an opening in the market where we could invest to bring in new Members. This was especially helpful during a time when it was difficult to find an advertising channel we had not already saturated. They were excellent partners, working with us daily through strategy sessions – right alongside our in-house team – and they kept their foot on the gas with daily optimization until the very end.*

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**LORI SEAMAN**

Managing Director of Digital Products and Performance at AAA Club Alliance



# We are the partner of choice for:

**brother.**  
at your side

BEST BUDDIES  
 **BESTBUDDIES.**

**PAYCE**  
Pays it for you.

 **Nerd** *Enterprises*.com

 **THE WEBSTER**  
APARTMENTS

 *the* **INSPIRED**  
BATH

**Mental** Happy

**NCTE** National Council of  
Teachers of English

 **Wolters Kluwer**

 **fenceworks**

  
MASIS STAFFING SOLUTIONS

 **Hunterdon**  
Gastroenterology  
Associates  
Medical Experts in the Treatment of Digestive Diseases

At B Squared Media, we work with a range of clients, from startups to enterprise-sized brands — including large, recognizable companies and mom-and-pop shops.

Our many happy clients have partnered with us to help them with numerous services, from online customer care to social media management, paid advertising, social listening and more.

# Thank you

Say "hello" with B Squared to find out what we can do for you.

For more information or a free consultation, please contact our founder & CEO  
Brooke Sellas at [brooke@bsquared.media](mailto:brooke@bsquared.media).

