

ACQUISITION EMAIL MARKETING MEETS FACEBOOK MARKETING: THE ULTIMATE 1-2 PUNCH

An advertiser's most valuable customers are those who both received email and saw the News Feed ads as they were being reached by multiple channels. OOH Media takes FB marketing to the next level by reaching new potential customers at the same time you are marketing to them via email. This new approach to acquisition marketing allows FB and email to work hand in hand to be a combined driving force to drive new business to your site.



OOH MEDIA has everything you need for **ACQUISITION MARKETING**

THE PROCESS

- 1 OOH Media uploads the data being used for client's email campaign to Facebook
- 2 Facebook matches the emails and creates a custom audience
- 3 OOH Media can also use that audience to create a look-a-like audience and reach people who fall under the target but are not receiving client's email campaign
- 4 OOH Media creates an ad using the ads create tool, or upload a custom designed ad (client can also supply)
- 5 OOH Media can further segment audience by selecting targeting options like location, age, gender and other interests.

PROPER MANAGEMENT

- ✓ Brand Research
- ✓ Competitor Comparison
- ✓ Create Test Post Schedule (Client Approves in most cases)
- ✓ Begin Social Posting/Boosting
- ✓ Monitor engagement and invite to like the page
- ✓ Optimization Based on Above
- ✓ Facebook Reporting (One Week or One Month): includes Page Views, Previews, Likes, Reach, Engagement, Followers and Actions.

MULTI-CHANNEL MARKETING
PERMISSION BASED DATA MARKETING