



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave  
New York, NY 10022  
212-677-2500

---

SKYAD.COM

# Better Way CPA Advertising and Marketing Program



# Table of Contents

## **3 DIGITAL**

- 4 Comprehensive Digital
- 10 Google AdWords
- 13 LinkedIn.com
- 14 SEO

## **15 SCHEDULE, PRICING & REACH**

- 16 2024

# Digital Offerings



# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH  
**150,000 Impressions**

# Comprehensive Digital

## ONLINE AUDIO ADS

Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

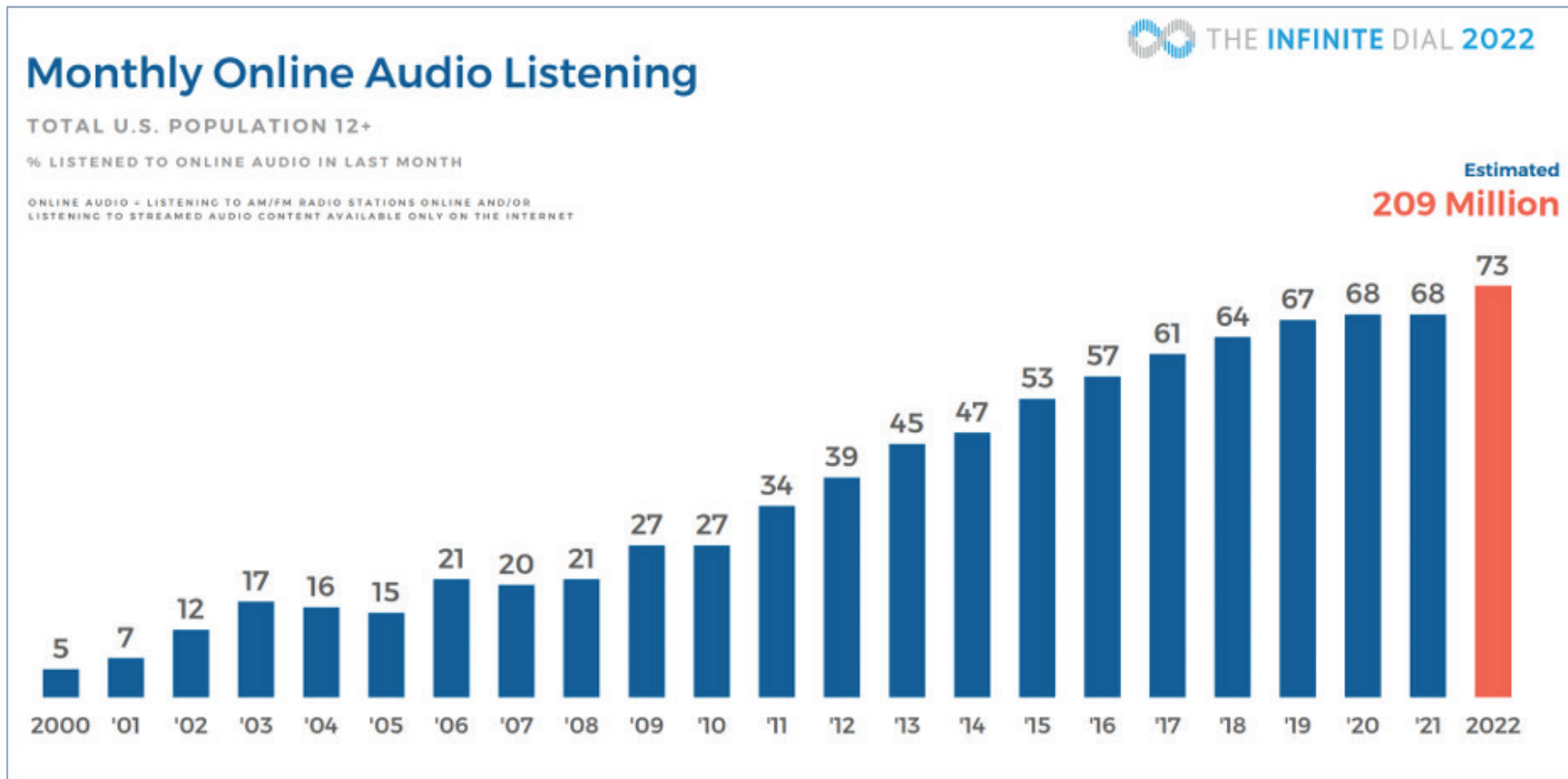
- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

---

PRICE: FROM \$1,500/MONTH  
30,000 Impressions

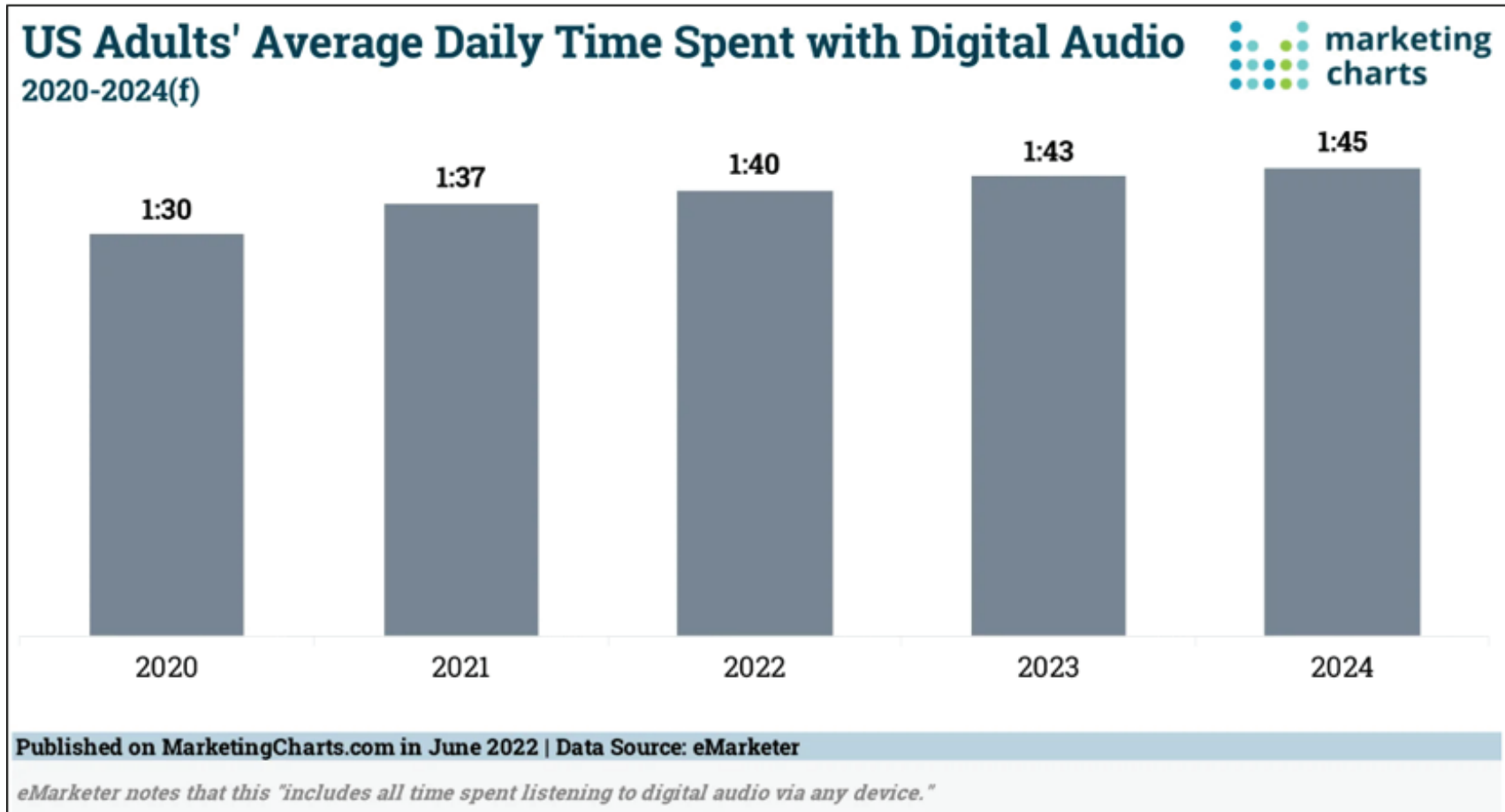


73% of the U.S. population listened to Online Audio in the last month.





The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

# Comprehensive Digital

## Digital Media Planner

Prepared by: Sky Advertising

Prepared for: Better Way CPA

**Target Geography:**  
Raleigh, Atlanta, Charlotte, Charleston, Hilton Head Island, Savannah

**Target Audience:**  
Small business owners and small to mid-size business decision makers

Product	Strategies	Strategy Details
Native Display Ads	<span>Keyword Targeting</span> <span>AI Targeting</span> <span>B2B Behavioral Targeting</span>	<p><b>CATEGORIES:</b> Intent - Services - Biz, Professional Service - Financial Advisors; Finance &amp; Accounting &gt; Accounting; Financial &gt; Uses licensed financial advisor; Financial Services &gt; Tax Preparation AND B2B Consulting &gt; Ad Agency; Intent Topic &gt; PR Agency; Intent Topic &gt; Digital Agency; Intent Topic &gt; Branding Agency; Intent Topic &gt; Creative Agency; Advertising and Marketing &gt; Creative Services</p> <p><b>KEYWORDS:</b> best CPA</p>
Online Audio Ads	<span>AI Targeting</span> <span>B2B Behavioral Targeting</span>	<p><b>CATEGORIES:</b> Intent - Services - Biz, Professional Service - Financial Advisors; Finance &amp; Accounting &gt; Accounting; Financial &gt; Uses licensed financial advisor; Financial Services &gt; Tax Preparation AND B2B Consulting &gt; Ad Agency; Intent Topic &gt; PR Agency; Intent Topic &gt; Digital Agency; Intent Topic &gt; Branding Agency; Intent Topic &gt; Creative Agency; Advertising and Marketing &gt; Creative Services</p>



# Comprehensive Digital

## Investment Summary

Start Date: 8/01/2024

End Date: 11/01/2024

Product	Start Date	End Date	Months	Monthly Impr	Total Impr	Monthly Budget	Total Budget	CPM/Mgmt Fee	Forecast	Forecast %
Native Display Ads	8/1/2024	11/1/2024	3	125,000	375,000	\$1,500	\$4,500	\$12 CPM	219,780	56.88%
Online Audio Ads	8/1/2024	11/1/2024	3	28,846	86,538	\$1,500	\$4,500	\$52 CPM	36,369	79.31%

# Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the services you offer. Target customers who are active in your local market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

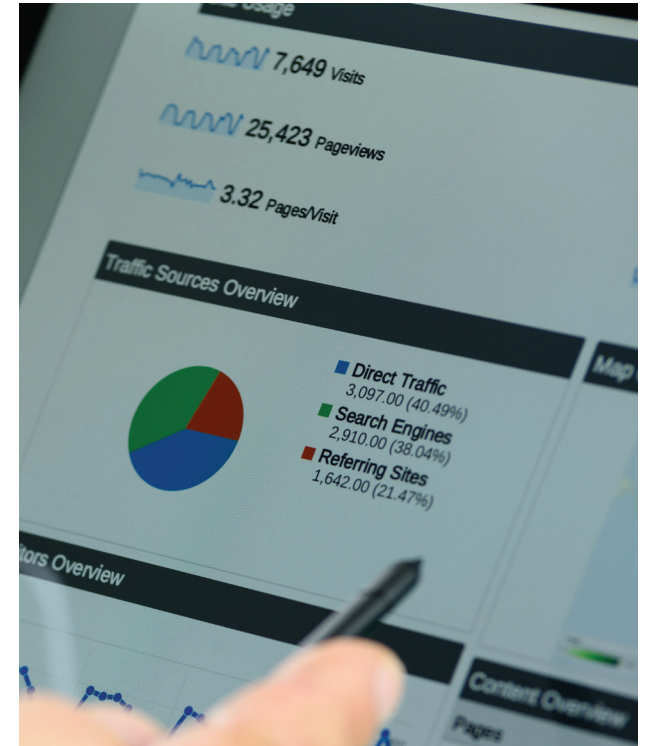


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

**\$750 CAMPAIGN SET UP**  
**STARTING AT \$850/MONTH**



# Google AdWords

## GEOTARGETING

- Raleigh
- Atlanta
- Charlotte
- Charleston
- Hilton Head Island
- Savannah

## AUDIENCES & DEMOGRAPHICS

Which can include:

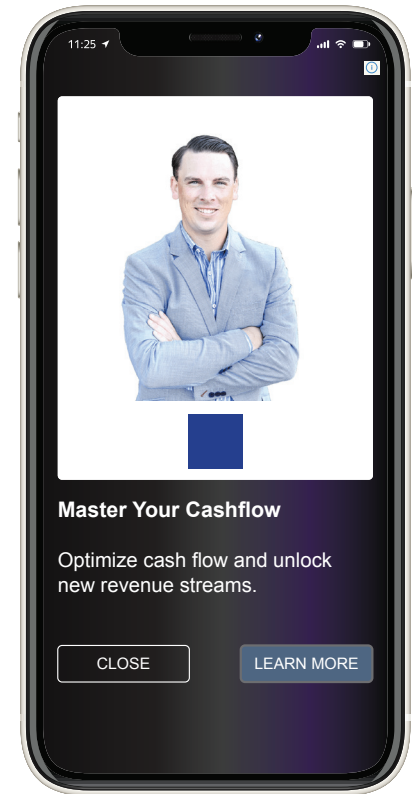
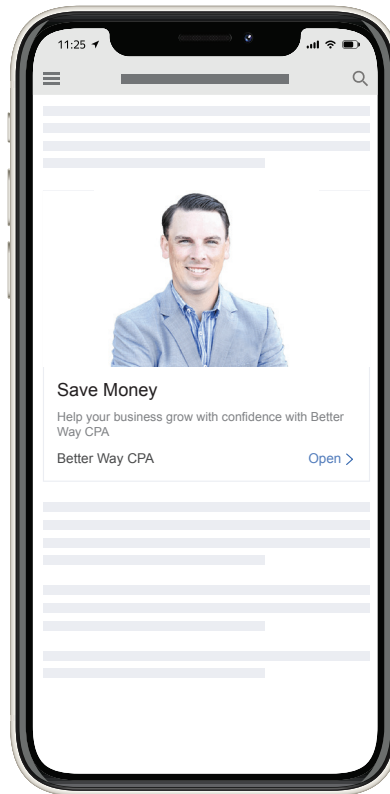
- Small Employer (1-249 Employees)
- Business Professionals
- Avid Investors
- In Market – Financial Services
- In Market – Tax Preparation Services & Software
- In Market – Investment Services
- In Market – Financial Planning

## DESCRIPTIONS/LONG HEADLINES

- Help your business grow with confidence with Better Way CPA
- Stay competitive with expert financial insights and strategic guidance.
- Optimize cash flow and unlock new revenue streams.

## SHORT HEADLINES

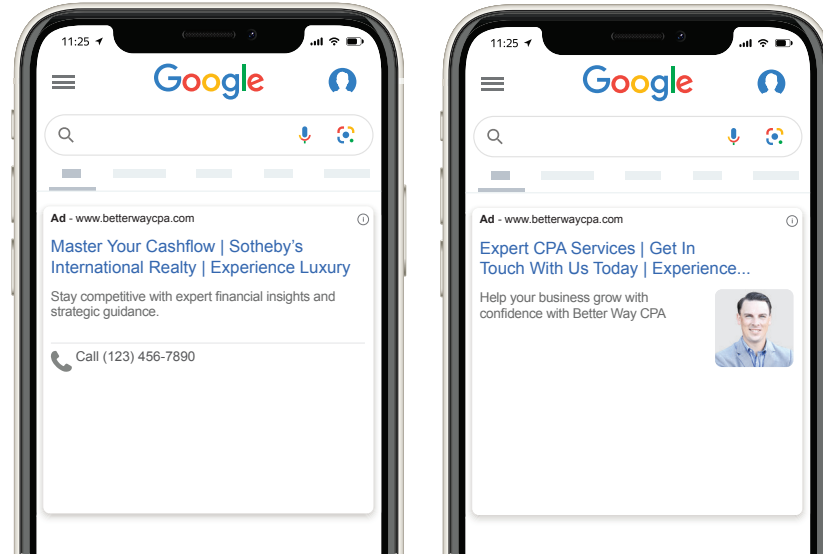
- Better Way CPA
- Expert CPA Services
- Master Your Cashflow
- Save Money
- Contact Us Today



# Google AdWords

**KEYWORD SAMPLE:**

- “tax experts for small business”
- “top accountants online”
- “CPA for hire near me”



**Master Your Cashflow** ⓘ

**Ad** Optimize cash flow and unlock new revenue streams.

Better Way CPA

[Learn more](#)

Ad - www.betterwaycpa.com ▼ (123) 456-7890

**Save Money | Get InTouch With Us Today**

Optimize cash flow and unlock new revenue streams.

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

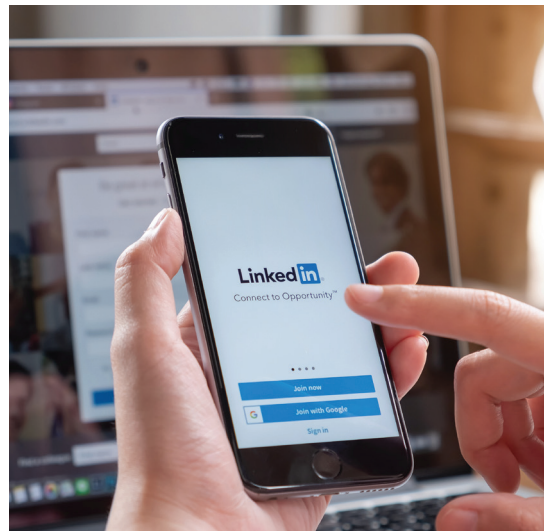
Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.



## UNITED STATES FOCUS:

- **Locations:** United States
- **Job Titles:** Owner, Executive, Head, Executive Vice President, Senior Vice President Marketing, Managing Director, General Manager, Manager, Chief Operating Officer, Director, Senior Vice President, President, Vice President, Chief Marketing Officer, Chief Commercial Officer, Chief Executive Officer
- **Company Industries:** Graphic Design, Marketing Services, Advertising Services, Engineering Services, Business Consulting and Services
- **Company Size:** 2-10 employees, 11-50 employees
- **Target audience size:** 950,000+
- **30-day spend:** \$3,375.00 and \$6,075.00
- **30-day impressions:** 82,000 - 230,000
- **Estimated CTR:** 0.64% - 0.97%
- **Estimated 30-day clicks:** 740 - 2,100
- **Estimated 30-day cost per click:** \$3.83 and \$5.75



## SOUTH FOCUS:

- **Locations:** Raleigh-Durham-Chapel Hill Area, Atlanta Metropolitan Area, Charlotte Metro, Charleston, South Carolina Metropolitan Area, Hilton Head Island, South Carolina Area
- **Job Titles:** Director, Executive, Manager, Vice President, Senior Vice President, Chief Marketing Officer, Executive Vice President, Senior Vice President Marketing, Chief Commercial Officer, Head, President, Managing Director, Chief Executive Officer, Chief Operating Officer, Owner, General Manager
- **Company Industries:** Advertising Services, Marketing Services, Graphic Design Services, Engineering Services, Business Consulting and Services
- **Company Size:** 11-50 employees, 2-10 employees
- **Target audience size:** 21,000+ (67% of the audience comes from companies with 2-10 employees)
- **30-day spend estimate range:** \$3,510 and \$6,075
- **30-day impressions estimate range:** 58,000 - 160,000
- **CTR estimate range:** 0.64% - 0.97%
- **30-day click estimate range:** 520 - 1,400
- **Cost per click:** \$9.65 and \$14.47

STARTING FROM \$2,000/MONTH

# SEO

SEO requires a very personalized approach depending on the type of website or app, what has been done to date, and what the goals and budget are. Sky's SEO services include.

## INITIAL CONSULTATION

Establish baseline.

Which can include:

- Analysis of current site and review of historical analytics
- Establishment of Google Analytics and Google Search Console
- Develop understanding of client marketing
- Develop understanding of urgent search terms/ phrases of client and competitors

## BI-MONTHLY REVIEW

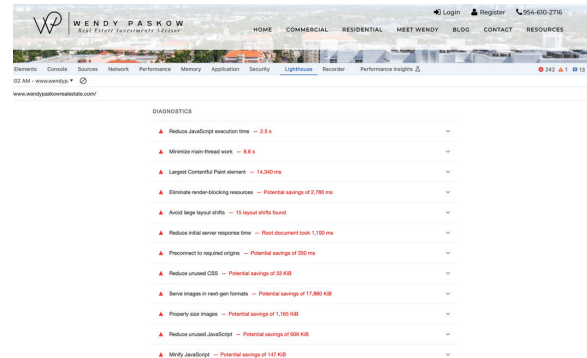
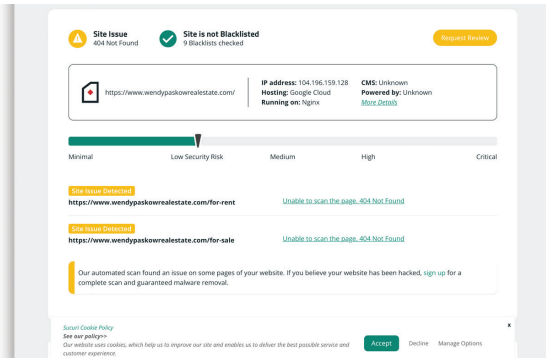
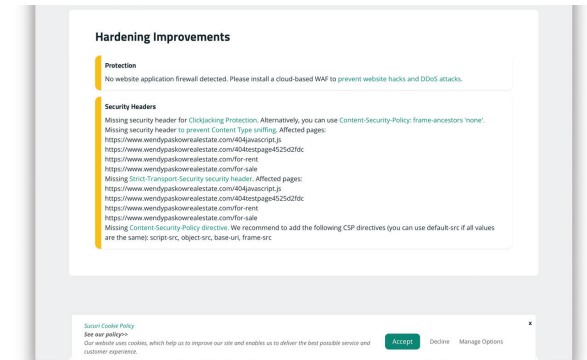
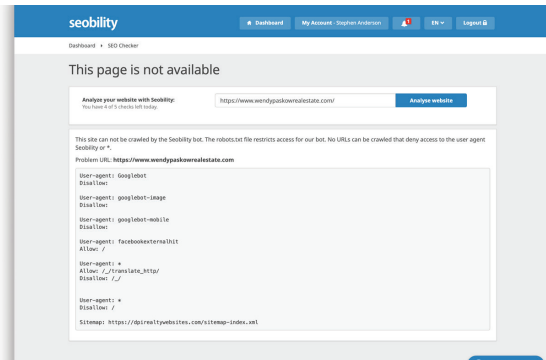
Includes:

- Tri-annual SEO review
- Tri-annual Technical Maintenance

Every 2 months Sky provides either 2 hours of SEO adjustments or 2 hours of technical maintenance on an alternating schedule. The bi-monthly review can include a combination of SEO and technical maintenance as we encounter crossover.

We can provide a quote for a larger program and budget which may warrant a more time intensive approach. We can manage SEO with a monthly, weekly, or daily effort depending on the size of the project and the SEO strategy.

## SITE REVIEW



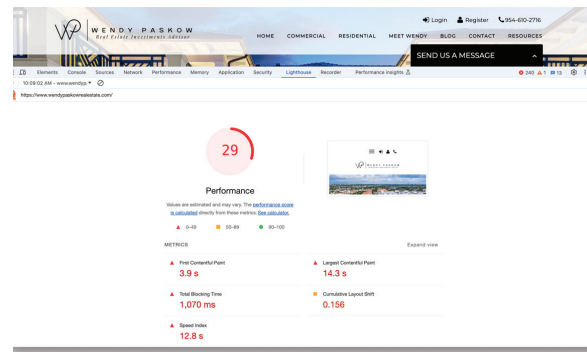
The SEO plan focuses on organic results; however, we take into account any paid search programs. We are able to handle paid program separately or incorporate them for larger projects/budgets.

## PRICE\*

INITIAL CONSULTATION: \$675

BI-MONTHLY REVIEW: \$425 PER REVIEW

\*One year commitment





# Schedule, Pricing & Reach



# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	August	September	October	Media Total	Reach
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	30,000
<b>LinkedIn</b>						
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
<b>Comprehensive Digital</b>						
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	375,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	86,538
<b>SEO</b>						
SEO	SEO Consultation and Review *One Year Commitment	\$ 675.00		\$ 425.00	\$ 1,100.00	
TOTAL					\$ 19,400.00	791,538

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change