

DIGITAL MARKETING PROGRAMS

For Your Business

We've assembled an array of digital marketing solutions to help you better reach potential customers in your local market/area. These options leverage Andersen-branded assets to drive **homeowner leads** to your business. Business Development Funds can be used on the cost of any of these programs.

DO-IT-FOR-ME

These options, listed below, are great if you're looking for a plug-and-play solution and would prefer someone else handle all of the set-up. Each of these options can be implemented in three simple steps:

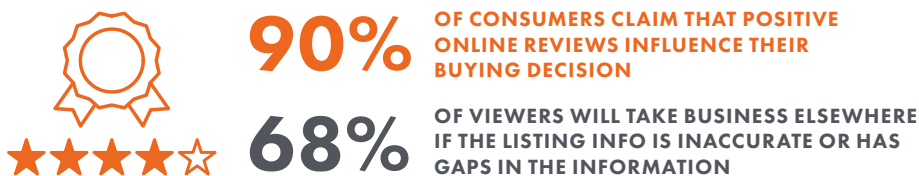
1. Opt-in to the program(s) you want
2. Determine your budget, creative or content category selection(s) and location targeting for your campaign(s)
3. Collect your leads and metrics reporting monthly

A concierge service, available through the Andersen Marketing Services Center, will craft the right audience segmentation and select the media buy that meets your goals and budget. Each month, you will receive metrics reporting, and the concierge service will assist you in reading and understanding these reports.

Online Listings & Reputation Management

Available now under the Get Started menu and Marketing Programs.

Save hours of work and boost your online visibility with the Online Listings and Reputation Management program. The **Online Listings program** helps elevate your online presence ensuring that your business information is accurately published across high authority sites like Google My Business, Facebook, Yelp, Apple Maps and other directories, maps and social networks. The **Reputation Management program** helps monitor your customer reviews across the web so you can stay on top of what's being said about your business. Responding to your reviews will help capture those 4- and 5-star ratings and build trust with potential customers.



PRICING:

- **\$239 One-time set-up fee**
- **\$48 Monthly maintenance fee** (6-month minimum commitment)

DO-IT-FOR-ME (continued)

Paid Search

Available now under the Get Started menu and Campaign Package.

Every day millions of searches are made on the web, on sites like Google, Bing and Yahoo. Just having a website is not enough. Search engines give premier placement to companies that advertise with them. Through the local Paid Search program, you can target customers in your local community by bringing your company to the top of searches on industry categories important to your business.

PRICING:

- **\$99 One-time set-up fee**
- **Minimum 6-month term commitment starting at \$250/month**

Co-Branded Microsites or Websites

Available now under the Get Started menu and Marketing Programs.

An Andersen branded experience with additional content customized by you. This provides a presence on the Internet that will be the first impression of your company and a 24/7 marketing tool. If you have an existing website, the microsite program is a great way to show Andersen dedicated information.

PRICING:

- **No set-up fee**
- **\$20/month**

Direct Mail/Every Door Direct Mail

Coming Soon

Purchase a target list or a route based on zip code to send direct mailers to.

Direct Mail is personalized with the homeowner's name. Every Door Direct Mail is less personalized and addressed to "current resident".

DO-IT-FOR-ME (continued)

Dynamic Local Display Ads

Available now under the Get Started menu and Campaign Package.

Dynamic Local Display (DLD) ads allow you to reach your target audience even when they may not be looking for your product or service. The goal is to drive awareness of your business so when customers are ready to buy, your business is top of mind. Ads, both static and animated, are served on a premium ad network based on profile specifics that have been defined by your targeted customer, including IP addresses, search patterns and other explicit profile data. Dedicated landing pages will be created to match ad messaging and collect leads. And you will receive monthly DLD reports.

PRICING:

- **\$99 One-time set-up fee**
- **Minimum 6-month commitment starting at \$250/month**

Facebook & Instagram Ads

Available now under the Get Started menu and Campaign Package.

Facebook and Instagram ads let you reach targeted audiences across devices, which makes them more relevant and drives results. Ad placements include Facebook News Feed, Instagram Feed, Facebook Video Feeds, Instagram Explore, Facebook Stories, Messenger Stories, Instagram Stories and more. Dedicated landing pages will be created to match ad messaging and collect leads and you will receive monthly Facebook and Instagram Ads reports.

PRICING:

- **\$99 One-time set-up fee**
- **Minimum 6-month commitment starting at \$250/month**

STANDALONE & BUNDLE PRICING

Digital Program	Channel Partner Setup Fees	Monthly Fee/ Minimum Budget	Good Bundle Setup Fees	Good Bundle Monthly Fees	Better Bundle Setup Fees	Better Bundle Monthly Fees	Best Bundle Setup Fees	Best Bundle Monthly Fees
Online Listings and Reputation Management	\$239.00	\$48.00	\$239.00	\$48.00	\$239.00	\$48.00	\$239.00	\$48.00
Microsites		\$20.00		\$20.00		\$20.00		\$20.00
Facebook/Instagram Advertising	\$99.00	\$250.00			\$99.00	\$250.00	\$99.00	\$350.00
Dynamic Local Display	\$99.00	\$250.00					\$99.00	\$250.00
Paid Search	\$99.00	\$250.00	\$99.00	\$250.00	\$99.00	\$400.00	\$99.00	\$500.00
Totals			\$338.00	\$318.00	\$437.00	\$718.00	\$536.00	\$1,168.00
Six months fees (set up and monthly fees)				\$1,908.00		\$4,308.00		\$7,008.00
Annual fees (set up and monthly fees)				\$3,816.00		\$8,616.00		\$14,016.00

SELF-SERVICE

If you're looking for a more involved, hand's on approach to your digital placements, choose from the options below. Each offers unique benefits to support your digital marketing efforts. Time and budget commitments will vary by option.

Andersen-Branded Assets

Available now under the *Get Started* menu, then *Download Center*.

If you're more comfortable working directly with a local media agency, the following Andersen-branded assets are available for your use:

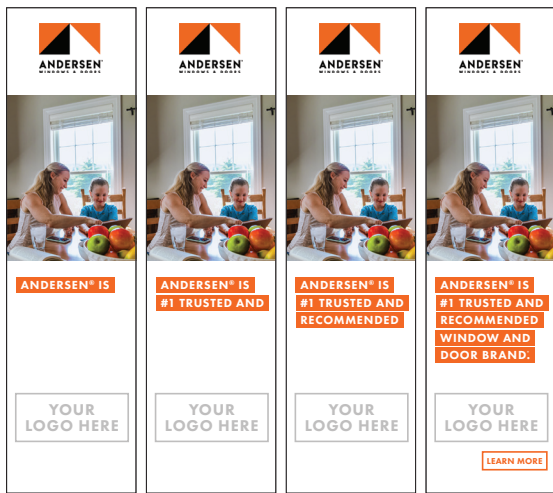
- Banner display ads (available under *Get Started*, then *Custom Ads*)
- Facebook posts (available under *Get Started*, then *Social*)
- Radio scripts (available under *Get Started*, then *Download Center*)

Once downloaded, add your logo and information, and then work with your local media company to activate in your market.

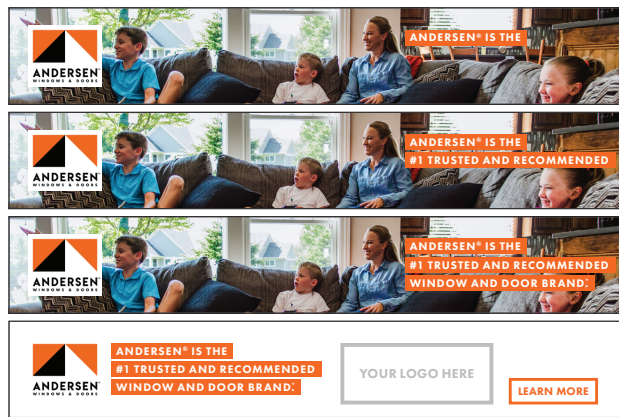
SAMPLES OF THE NEW DIGITAL ASSETS

Do-it-for-Me Assets

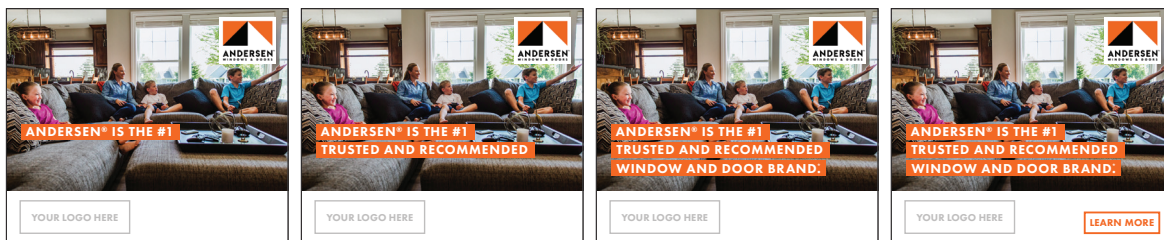
160x600 Dynamic Local Display Ad



320x50 Dynamic Local Display Ad

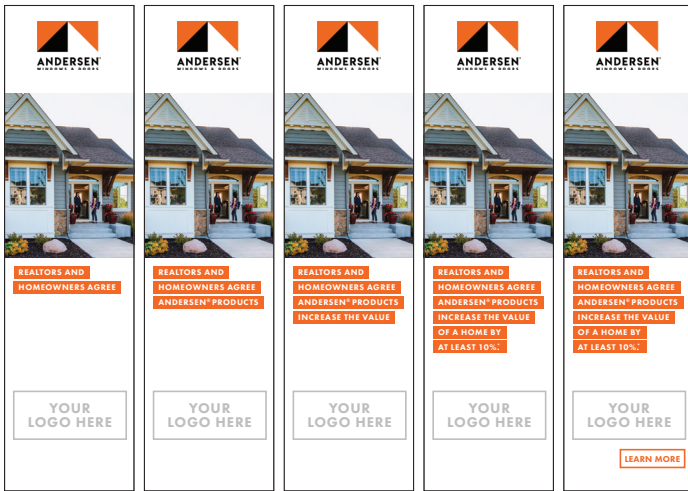


300x250 Dynamic Local Display Ad

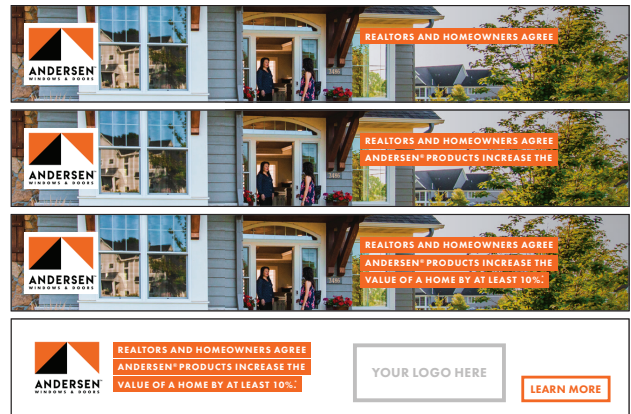


Samples Of The New Digital Assets (continued)

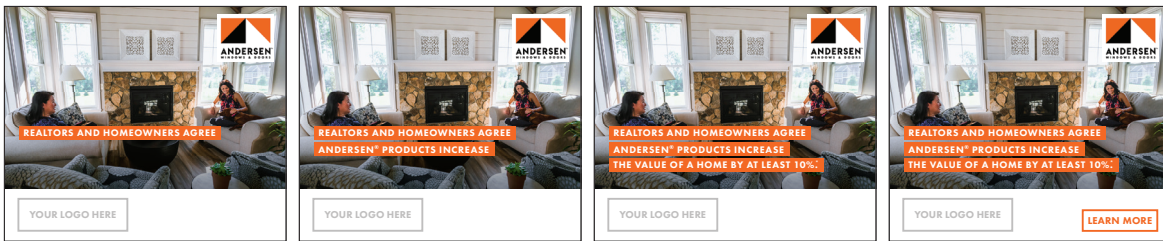
160x600 Dynamic Local Display Ad



320x50 Dynamic Local Display Ad



300x250 Dynamic Local Display Ad

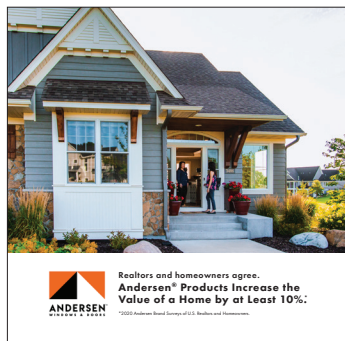


Additional ads are available in the Marketing Services Center.

Facebook Ads

Primary Text:

Replacing your windows and doors can help increase your home's value, boost energy efficiency, improve operation and add beauty to your home.



Primary Text:

Andersen is committed to thoroughly testing their products, ensuring the highest quality for every home, and living up to being the #1 trusted window and door brand.



Self Service Assets Available under the Get Started menu, then Custom Ads and Social

728x90 Digital Banner Ads

ANDERSEN CERTIFIED CONTRACTOR

Proud to be an Andersen Certified Contractor.
Backed by the #1 Trusted Window and Door Brand.
*2020 Andersen brand survey of U.S. Contractors, Builders & Architects.

YOUR LOGO HERE

LET US HELP YOU

300x250 Digital Banner Ads

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YOUR LOGO HERE

LET US HELP YOU

Facebook Social Posts

Primary Text:

Replacing your windows and patio doors can not only help increase your home's value, it can boost energy efficiency and add beauty to your home. Let us help you get started.

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