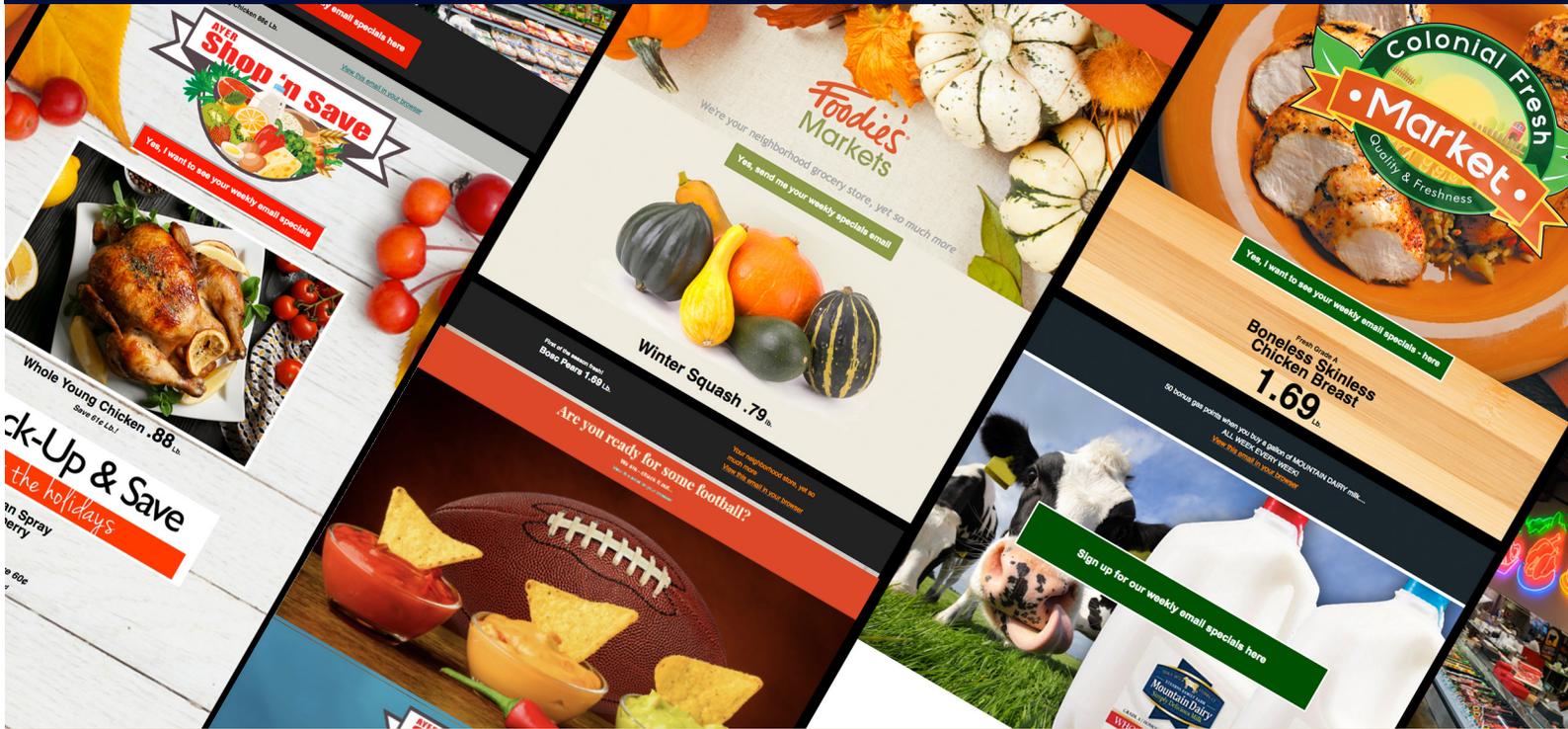


What is
backadz
DIGITAL

it's trusted **reliable** simple friendly
popular **effective** different **interactive**
good upbeat **social** eye-catching

It's a trustworthy and reliable resource for your customers.

Bad-Adz Digital emails drive customers to your website, where they can view your weekly sales and more. The goal is to increase basket size and create a more diverse customer base.



"Working with Bad-Adz Digital has been remarkable experience. Their custom marketing programs enhance our members retail services. Members in the test programs have received double digit sales growth since joining Bad-Adz Digital."

Mark Sprakland Executive Director, Independent Retailers Shared Cooperative

INDEPENDENT RETAILERS
SHARED SERVICES COOPERATIVE

www.IndependentRetailerCoop.com

Print only reaches half of your customer base – missing the 50% who spend more!

Grow your email program.

Transition current and new customers over to Bad-Adz.

We provide analytics of Bad-Adz performance including:

- a. recipients**
- b. open rates**
- c. click rate**



"We are able to use target marketing with products that may pertain only in our market place. Working with the staff has been tremendously easy, they put forth a professional ad each week. Differentiating ourselves from the corporate ad has been difficult in the past, our new flyer makes all the difference. The Bad-Adz Digital email blasts have been a huge success! Including our ad and recipe videos has helped target the customer we are looking to attract."

Peter Ellis Owner, Ellis Family Markets Patten & East Millinocket ME



Make it easy for customers to receive, view and access your circular. All you do is provide us with featured content, we do the rest.

It's Simple

bad-adz
DIGITAL

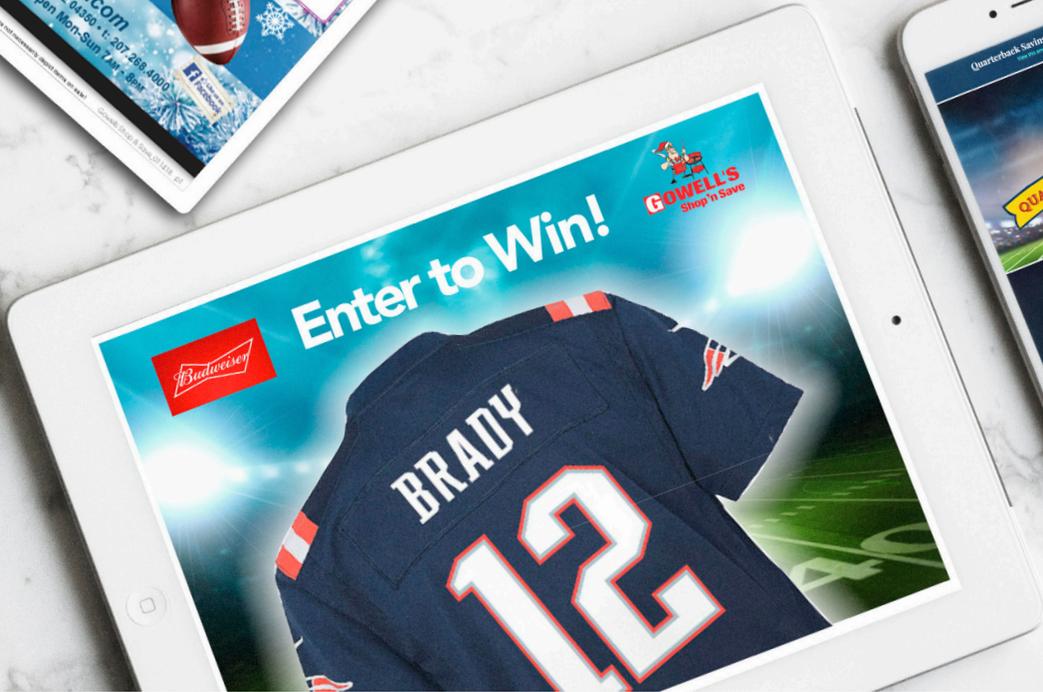


"We have successfully utilized the Bad-Adz Digital team to significantly grow our Grab 'n Go prepared hot and cold foods program, our Perishable Department sales as well as to develop a more professional and consistent Social Media presence."

Ron Goulet ,CFO, Landry Shop n Save Old Orchard Beach ME



We set up and deploy Bad-Adz based on when your ad breaks. It can be weekly or **whenever** you see fit.



It's Friendly



"It has been a wonderful experience. Having the flexibility to customize our weekly circular by including local vendor products has added to our vendor income line. Bad-Adz Digital has provided invaluable help with our ad planning and design. Their Social Media program has created a "BUZZ" in our Marketing Area with results we never thought possible prior to moving to Bad-Adz Digital."

Rick Gowell, Owner, Gowell's Shop 'n Save Litchfield ME



It's Popular and Effective

Bad-Adz Digital produces and provides recipe videos that will enhance the customer's experience and provide a useful service.



"We have just touched the surface of what we can achieve with our partnership with Bad-Adz Digital. We look forward to even more positive results in the coming year."

Ron Goulet, CFO, Landry's Shop n Save Old Orchard Beach ME





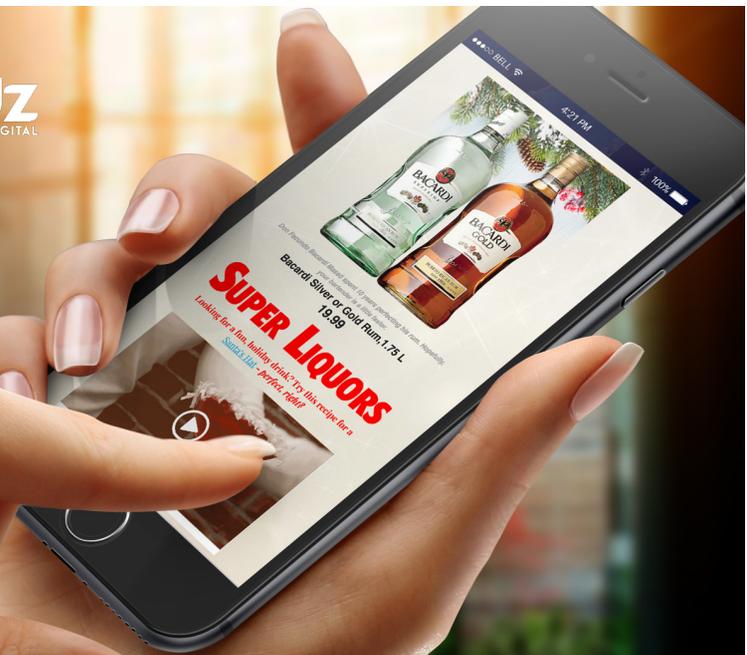
Scan to view sample videos
or visit: [https://www.youtube.com/
channel/UCzh_ppdeij6w2gPfbeDB3Dg](https://www.youtube.com/channel/UCzh_ppdeij6w2gPfbeDB3Dg)



It's what makes you different

Tap into the new generations of retail shoppers with **Email Blasts, Recipe Videos, Animated Gifs** and links to your Website and Social pages.

badadz
DIGITAL



It's Branding

Videos help you establish and maintain **solid relationships** with your customers. Your weekly Bad-Adz sale item(s) could become a **go-to email** they look for every week.

It's Good Photography

Photography tells a story about your product. **You want your story to be good, professional and appealing.** Bad-Adz Digital uses only professional photographers for the highest quality images



"Bad-Adz Digital has taken our weekly ad to a whole new level. We've been able to use our own photography, as well as their great stock images to make our weekly sales circular truly our own. Bad-Adz has resurrected our Social Media through Facebook and Bad-Adz Email program, which has allowed us to reach more people in the local communities we service."

Steve Akeley, General Manger, Umbrella Factory Supermarket Naples ME



It's Upbeat Videos

Your product is the star. Whether it's styled **photography** or instructional **mini video recipes**, we focus on fresh.



It's Social

With over 2.77 billion global social media users, NOW is the time to focus your marketing efforts on your social platforms.

The Bad-Adz Digital goal for your social media management is to **increase your brand awareness** - engaging with customers, sharing content and telling *your story*. We try to establish you as the trusted brand and the reliable resource for great customer service, and as the expert in your industry.



"The Bad-Adz Digital social media program has kept us active on Facebook and engaged with our community. It has cut the time we were spending on social media by 90% and best of all engaged our customers with stunning photographic images. The social media manager knows exactly what to post and important timing to get best results! - THANK YOU Bad-Adz we feel like we have our own Marketing Team NOW."

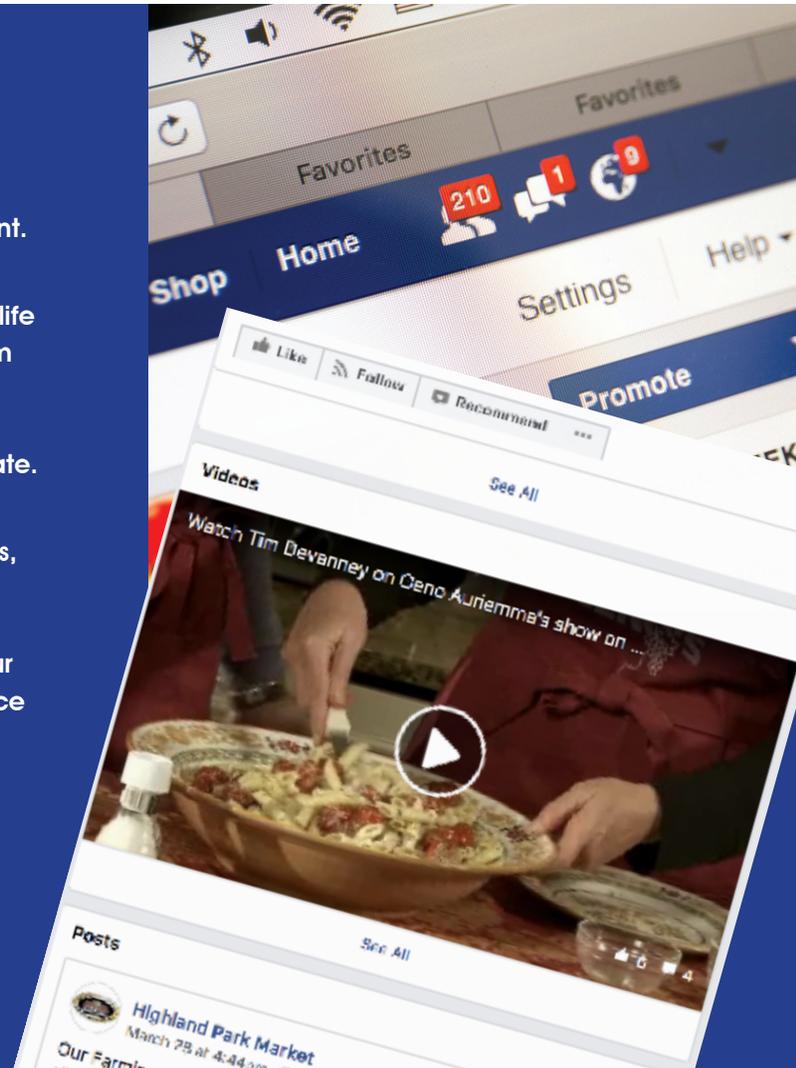
Mark Call, Owner, Call's Shop 'n Save Cornish ME





Facebook

1. Prescheduled content – bi-weekly scheduled content. Client approval required before scheduling.
2. Opportunistic Content – ad-hoc posts shared by Adlife on client's page. Posts include relevant content from other Facebook accounts.
Example: On your Facebook page we may share a Bad-Adz video of how to make gourmet hot chocolate.
3. Community Management – monitor Facebook community for comments, questions, negative posts, etc. Distinguish pre-written responses for specific questions (example: what are your store hours). The Bad-Adz Social Media Team will escalate to your attention other questions. (Example: customer service complaints or product questions.)
4. Facebook Advertising – paid Facebook posts/ads typically promoting weekly ad. These ads are targeted to a specific audience based on specific criteria; demographics including age and location.
5. Organic Ad-hoc posts – example: new additions to store – for example: new hot food bar





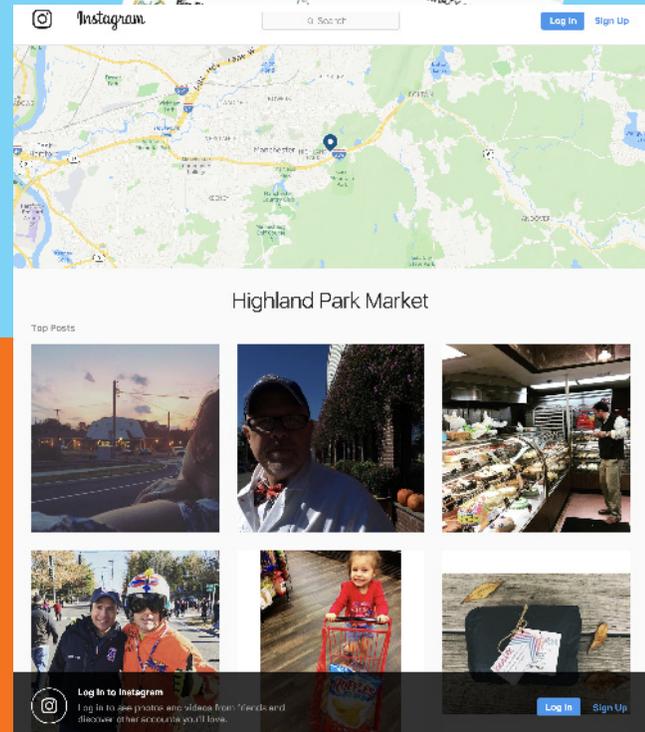
Twitter

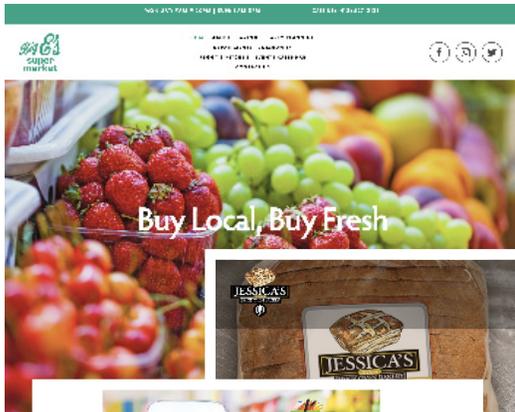
1. Prescheduled Content - bi-weekly scheduled content. Client approval required before scheduling.
2. Opportunistic Content - ad-hoc retweets shared by Bad-Adz on client's Twitter. Posts include relevant content from other Twitter accounts.
3. Community Management - monitor Twitter community for comments, questions, negative posts, etc. Distinguish pre-written responses for specific questions (example: what are your store hours) but escalate to client for other questions (example: customer service complaints or product questions)



Instagram

1. Instagram is a valuable social platform to utilize paid advertisements-usually run in conjunction with a paid Facebook Ad.
2. To provide a more personal reaction, Instagram requires additional Client input: business photos or images that will enhance your brand.





It's Website Management

1. Weekly Updates
2. Update Store Management
3. Adding New Content
4. Blog Posts

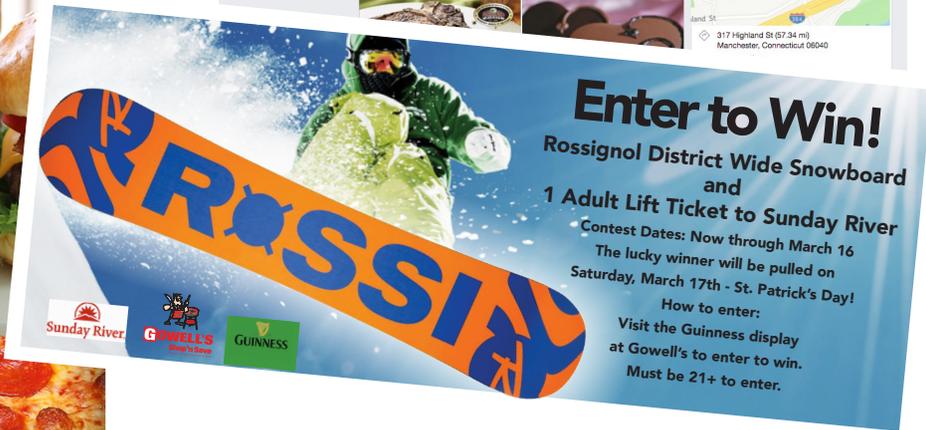
Website Development

With website traffic coming from 40-60% mobile users, we build our websites using completely responsive layouts and designs, meaning your site will automatically reformat for phones, tablets, desktop, laptops – you name it.

1. Our sites are not only designed by expert graphic designers, but also created strategically for marketing your business and optimizing on search engines, such as Google (SEO). We want to create the most efficient, user-friendly experience for every customer when they visit your site, and also make it easy for them to get in touch with you, should they have questions about your business.
2. Build website using Squarespace
3. Copywriting

It's Eye Catching

Our integrated team of advertising professionals combine artistic prowess with sales and strategy excellence to produce the best results for your brand. Not one department stands alone – our sales strategy walks hand-in-hand with our artistic direction and our print pieces correspond with our digital adaptations. We're a singular advertising house with all the proper seats at the table, and in constant conversation across departments, to seamlessly represent our clients and their brand stories.



- Visual content is more than 40 times more likely to get shared on social media than other types of content.

It's the Future

Social media just keeps growing and growing. Facebook has officially hit 2 billion monthly users. And most other social networking sites and apps are at the top of their all-time high user numbers.

- 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (Source: Ambassador) Use social media as an effective customer service tool to increase brand engagement and win new customers.



Facebook statistics
In 2015 Facebook influenced 52% of consumers' online and offline purchases, up from 36 per cent in 2014. (Source: The Drum) This shows the importance for retailers to manage their social media channels which will have a direct impact on purchase behaviour.



Twitter statistics
Latest study (Source: Loco-wise) found that adding hashtags had no effect on engagement rates. In fact, tweets without hashtags outperformed tweets with hashtags. (Source: Adweek) Therefore, it is better to focus on the quality of your original content instead of overly relying on hashtags for increasing engagement.



Instagram statistics
Top brands on Instagram are seeing a per-follower engagement rate of 4.21% which is 58 times higher than on Facebook and 120 times higher than on Twitter (Source: Hootsuite) Instagram has become a powerful platform for marketers and its potential cannot be overlooked any longer.



Youtube statistics
In 2015 YouTube posted the figure of 40 billion all-time views for branded content. (Source: ReelSEO) That means video marketing has gone from nice-to-have to must-have, one that will set the pace for the foreseeable future. 87% of marketers say they plan to use Youtube this year (wyzowl.com).

TELL YOUR STORY

SMART



Recipe Videos

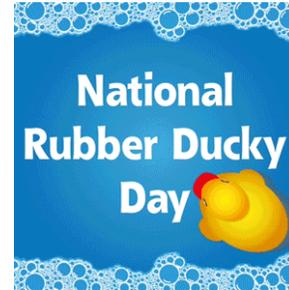
From kabobs to cocktails, these upbeat videos are perfect for beginners and experts alike.

DELICIOUS FUN



Styled Photography

Beautiful photography can make your product come alive.



Animation

Animated GIFs keep your customers engaged by utilizing the most popular communication today.

**Step into the world of Digital Marketing
We're here to help.**



**Joel Albrizio
President
617.759.4504**



**Walter Smith
Vice President of
Sales
617.838.3302**



**Ray Carrier
Director of
Accounts
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