

THE INTEGRATED BIGGER MARKETS APPROACH.

1. Start with your product or service.
2. **Bigger Markets** long-term SEO strategies increase organic traffic to your site by increasing search engine rankings and page authority over time.
3. Next, **Bigger Markets** Social Media Marketing, Online Advocacy, reputation Management and Cyber-Celebrity teams bring awareness into the networks, where college kids are.
4. Then, layer **Bigger Markets** search engine marketing and PPC management, using the proprietary auto-bid technology to meet ROI goals and real-time* reporting to facilitate optimization at breakneck speeds.
5. Mix in targeted social media advertising buys to grow individual campaigns and produce life-long outreach channels.
6. Run a nationwide campus print advertising campaign reaching up to 1000 college and college oriented publications, selected using proprietary effectiveness scoring techniques.
7. Mobilize 250 on-campus street teams at the largest campuses in the United States to drive home your message, in-person.
8. Finally, watch your campaign unfold using our integrated proprietary and third-party analytics packages that illustrate penetration, efficiency and ROI down to the DMA and beyond.
9. It's integrated. It's **Bigger Markets**.

CONTACT INFORMATION

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