MAX MEDIA DIGITAL

OUR APPROACH

How We Build Your **Full-Funnel Strategy**

Following your customer's journey, from first look to loyal customer.



maxmediadigitalllc.com

Every Effective Campaign Needs Two Things

1 Frequency

People need to see your message again and again before they act. On average, it takes about **eight touchpoints** before someone becomes a customer.

2 Every stage of the journey

Customers move from noticing you, to researching, to comparing, to buying. Your marketing needs to meet them at **each step**, not just one.

Why repetition matters

1st
They don't notice it.

3rd
They're aware it's there.

7th
They know your name.

12th
They start to trust it.

20th
They buy.

Adapted from Thomas Smith, Successful Advertising (1885). Still true today.

Step 1: We Start by Listening

Before we recommend a single product, we learn your business. Our discovery conversation covers four areas:

Defining success

What “winning” looks like, your goals, and where you are today.

Your customer

Who buys, who influences them, where they live, and who to avoid.

What you offer

Your top sellers, seasonality, and what people buy first.

Sales and tracking

How leads are handled and how you measure results today.



Step 2: We Map Your Customer's Journey

Every stage of the journey has its own goal, its own channels, and its own way to measure success.

	THE GOAL	HOW WE REACH THEM	HOW WE MEASURE IT
Awareness	**People see and remember you**	Streaming TV, Streaming Audio, Online Video, Display, Digital Billboards, Email	Impressions, reach, new website visitors
Research	**People start looking into you**	Content targeting, Search, Email	Clicks, pages viewed per visit
Consideration	**People compare you to others**	Retargeting, SEO, Social, Device ID, Search	Time on site, return visits, product page views
Intent	**People reach out**	Behavioral targeting, Email, Geofencing	Form fills, calls, visits to contact and location pages
Conversion	**People buy**	Search, SEO, Retargeting	In-store and online purchases
Retention	**People come back**	Social, Email, In-market audiences	Return visits, reviews, repeat purchases

Step 3: We Build Awareness at the Top

Without brand recall, customers won't think of you as an option. The top of the funnel is where we make your name familiar, so you're already on the list when the need comes up.

Channels we use here

- Streaming TV
- Streaming Audio
- Display and Video
- Email
- Social Media
- Digital Billboards

What to expect: more people who know your brand, more new visitors to your website, and early signs of interest like page views.



34% vs. 6%

Lift in ad recall from adding Streaming TV to a TV campaign, vs. adding another TV spot.

Step 4: We Capture Demand at the Bottom

Once people know you, they research. They compare, then they call, visit your website, or walk in. We make sure you **show up at the moment they're ready to act**.

Channels we use here

- Search Ads (SEM)
- SEO and Local SEO
- Retargeting
- Geofencing and Device
- In-Market Email
- Social Media

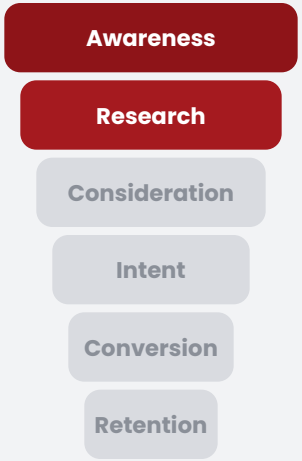
What to expect: real engagement and leads, like form fills, phone calls, and purchases, turning the interest you built at the top into customers.

88%

of people searching for a local business call or visit within 24 hours.

It's not just which channels, it's how we use them. Early on, people search "best family SUV." Later, it's "black Tahoe Z71 with captain's chairs." We match your ads to both.

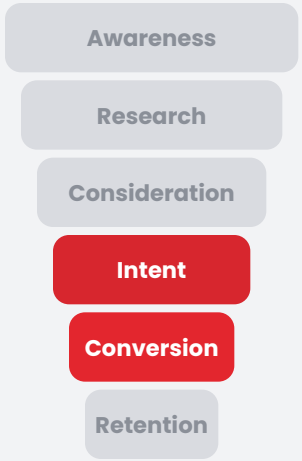
What Happens Without a Full Funnel?



Only building awareness

People know your name but can't find you.

If people remember your brand but can't find your website or address when they search, **they'll choose a competitor who shows up**.



Only capturing demand

You show up, but nobody knows you.

If you only appear when people are ready to buy, and they've never heard of you, **they'll pick the name they already recognize**.

Step 5: We Combine Three or More Channels

Campaigns that use **three or more channels** work together: each one makes the others more effective.

Reach more people
Different people spend time in different places.

Build recognition faster
Seeing you on TV, in their feed, and in search builds familiarity.

Improve performance
Awareness channels make search and retargeting work harder.

Reduce risk
You're never relying on a single channel.



Step 6: We Launch, Measure, and Improve



STEP 1

Discover

We learn your goals, customers, and business.



STEP 2

Build your audience

We define exactly who to reach and where.



STEP 3

Plan the journey

We match channels to every stage of the funnel.



STEP 4

Launch

Your creative goes live across every channel.



STEP 5

Measure and optimize

Live reporting and monthly reviews keep improving results.



Your dedicated contact

One person who knows your business and answers your questions.



Campaign managers

Specialists who launch, monitor, and optimize every campaign.



Your live dashboard

See results any time, with full transparency.

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Let’s map your **customer’s journey.**

Book a free strategy session. We’ll talk through your goals and show you what a full-funnel plan could look like for your business.

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