

Targeted Digital Strategies *That Drive Results.*

Explore how data-driven digital strategies including geofencing, retargeting, email mapping, and keyword campaigns can put your brand directly in front of the right people at the right time. You'll learn how these tools drive awareness, boost recruitment, and support business development by targeting audiences where they already spend their time.



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**Wouldn't
it be
amazing
if...**



your marketing was truly targeted?

Use data to find clients at all stages of the customer cycle: new, interested, considering, ready, and returning.

Then deliver targeted messaging directly to them on their own mobile devices in the platforms they see the most.



Ideal for promotion and awareness.



WHAT IS GEOFENCING?

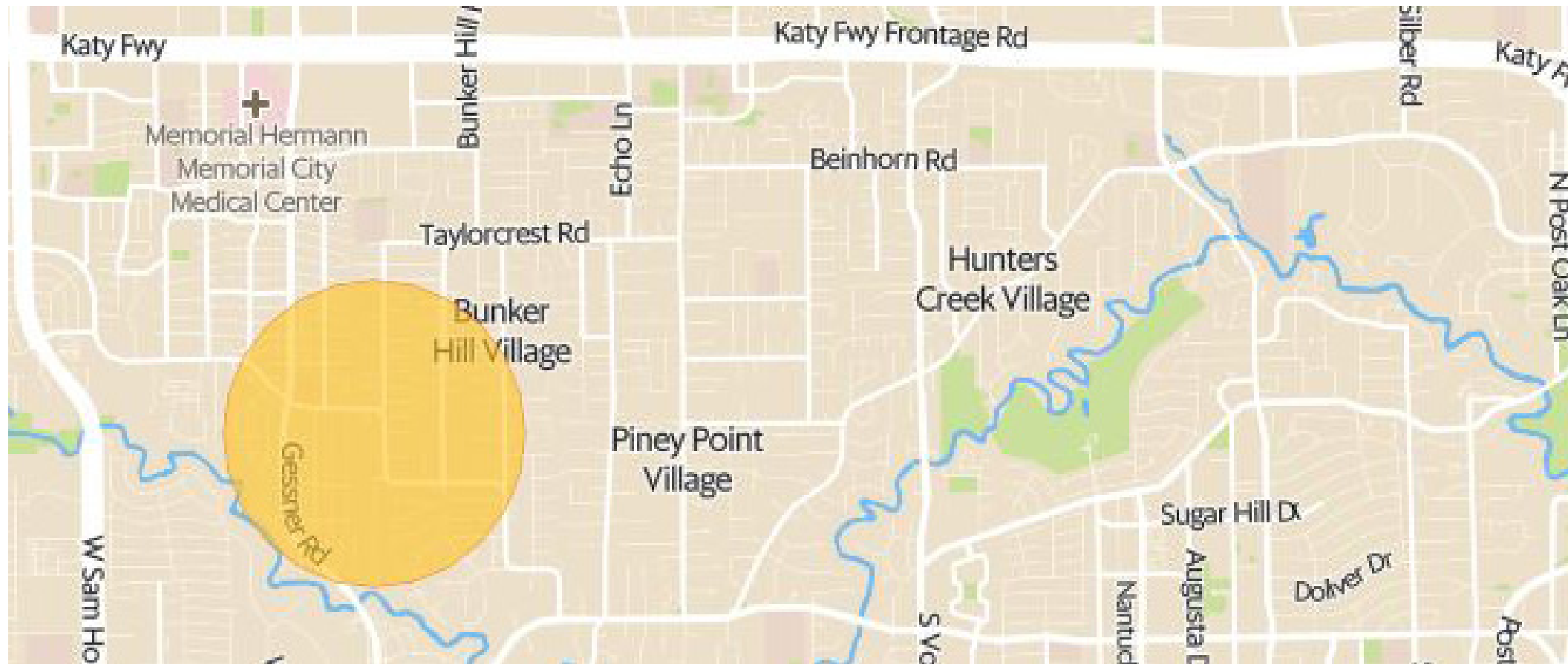
- Location-based technology.
- Uses radio frequency identification (RFID), Wi-Fi, GPS, Bluetooth, or cellular data beacons.
- Delivers a targeted ad or app notification when a mobile device enters or is located within a virtual geographic boundary, known as a geofence.

AND WHY?

- Powerful brand-building marketing tool for generating awareness and interest in your services.
- Targeted advertising directly to devices of your customers.
- Essential for people and companies who sell in a competitive environment and are geographically based.
- For people who want their messages to be and stay top of mind to a very specific audience.



WHAT IT LOOKS LIKE



WHAT IS HISTORICAL GEOFENCING?

- Target people and devices that were at a specific location in the near past.
- Historical geofencing is identical to geofencing, except it targets past location activity rather than future (or current) activity.
- Choose a physical location such as an event venue, as well as a date range in the past, and we can serve ads to mobile devices that were physically present at that location during the date range you've targeted.

AND WHY?

- It's an excellent way to continually advertise to an event audience even after the event is over.



WHAT IS RETARGETING?

- Retargeting is a form of digital advertising that shows your ads to people who have visited your website.
- After visiting your website, prospects can be served ads wherever else they may browse. Because you know which pages they've seen on your own website, you can create more personalized ads.

AND WHY?

- Retargeting is 70% more effective than standard display advertising because it reminds prospects of something they've already indicated interest in.
- Track your interested visitors and bring them back to your site with hyper-targeted ads.



SUPER PIXEL



*Lori's Dog.

**And also a tracking code you can
add to your website to retarget visitors.

Your best audience is the one already interested in you.

The people who have visited your website or clicked on your ads are considered among your first-party data. Using first-party data to generate a targeted audience is advantageous because you know the most about that audience—what pages they've seen, how many times they've visited, and more.



Re-engage. All the time.



With the ability
to hyper-target
prospects, you
can reach the
right audience at the
right time in the
right place with the
right messaging
that is relevant and
timely.

*We use data
to drive
people to you.*

Target people where they already spend the most time... and you know they see it!

Cross-Device

Deliver consistent messaging to users across all of their screens – desktop, mobile, TV, tablet.

Smart Optimization

Automatically get the best placement, bid, and timing for your ads with built-in optimization tools.

Multi-Channel

Stay top-of-mind as your web visitors browse social, read the news, shop and more.



Tracking.
It's a good thing.



WHAT IS EMAIL MAPPING?

- Keep your existing contacts engaged by displaying ads to them across the web.
- An Email Mapping campaign allows you to reach your email prospects with display advertising, whether or not they've been on your website.
- Coordinate your marketing messages between your email marketing and your Email Mapping campaigns to provide a consistent experience for your audience.

AND WHY?

- You've carefully grown and curated an email list of interested, prospective customers. That is powerful.
- Great opportunity to get your message in front of warm prospects and add an additional layer of communication to your marketing strategy.



WHAT IS A KEYWORD CAMPAIGN?

- Show up for people who are searching for offerings like yours.
- A search keyword campaign displays to anyone who uses a search engine to search for words and phrases relevant to your products and services.
- And the best part is you get to choose those words and phrases. Simply think up a list of search terms that you think would be good indicators of interest in what your campaign will promote, and we'll do the rest.
- As people across the web use search engines to search for those terms, they will enter your targeted audience and begin seeing your ads.

AND WHY?

- Search keyword campaigns are a simple way to not only get in front of a brand new audience, but an audience that is actively searching for what you provide.



WHAT IS AN AFFINITY CAMPAIGN?

- Target an affinity audience based upon our library of available industry, demographic, and market-related audiences.
- We can also reach people in-market for particular products or services.
- Geographic filtering is highly recommended because these affinity audiences can be enormous and global; narrowing by location helps budget efficiency and better focuses campaigns.

AND WHY?

- Helps you find potential supporters fast.
- To increase new client acquisition by getting your message in front of ideal audiences that align with the your firm's needs.
- Enables data-driven marketing while respecting privacy and improving campaign efficiency, especially when combined with geographic filters.



WHAT IS A LOOKALIKE CAMPAIGN?

- Reach people with similar interests to your existing audience members.
- We generate an audience with shared characteristics (such as demographic information, browsing history, or interests) based on your website visitors.

AND WHY?

- A lookalike campaign can quickly generate a large new group of marketing prospects that have much in common with those who are already engaging with you and your website.
- It's another way we can get your message in front of qualified new people.



WHAT IS A TRACKED LINK?

- Create specialized links to use in all of your marketing efforts and materials.
- Use these short links in your email marketing, paid search campaigns, and social media posts to track clicks and additional engagement metrics, including conversions.

AND WHY?

- Learn the impact of all your marketing efforts by using tracked links.
- Easily identify what someone clicked before landing on your website or webpage.
- Shows you metrics on activities once someone has reached the destination URL, including views and clicks on that page and conversions attributed to that link.
- You do not have to run a digital ad to utilize a tracked link.



WHAT ADS LOOKS LIKE



WHAT ADS LOOKS LIKE



WHAT ADS LOOKS LIKE



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WHAT ADS LOOKS LIKE



WE CALL
MIDLAND
HOME.

LJA
LJA SURVEYING

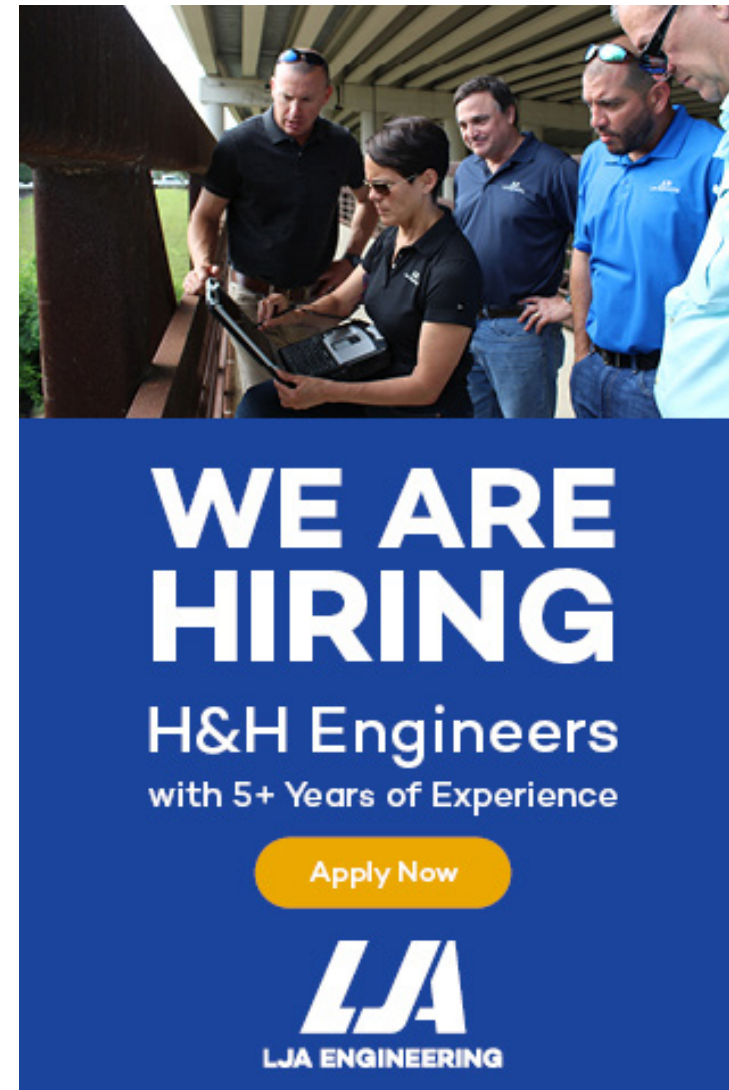
LJASURVEY.com

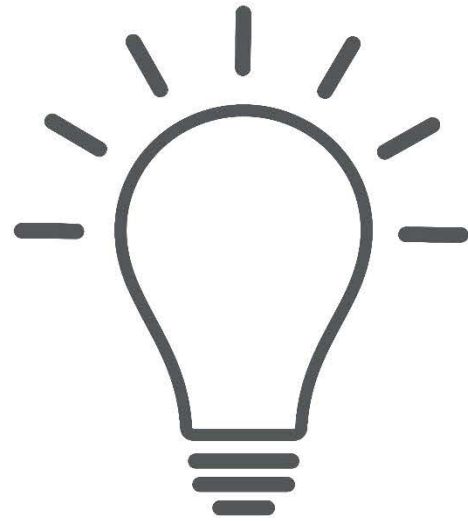
Visit Us



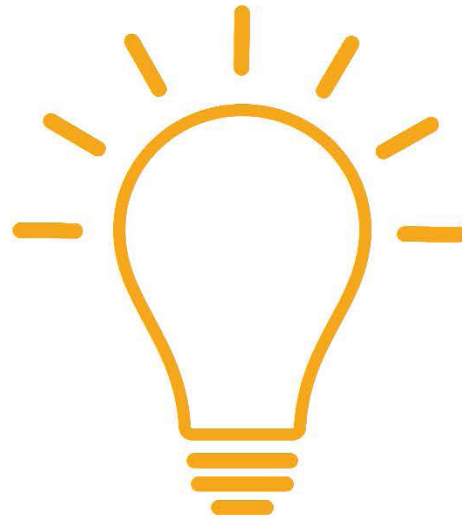
jam
IDEA AGENCY

WHAT ADS LOOKS LIKE





**AWARENESS AND
CONFERENCES**



RECRUITING



BUSINESS DEVELOPMENT



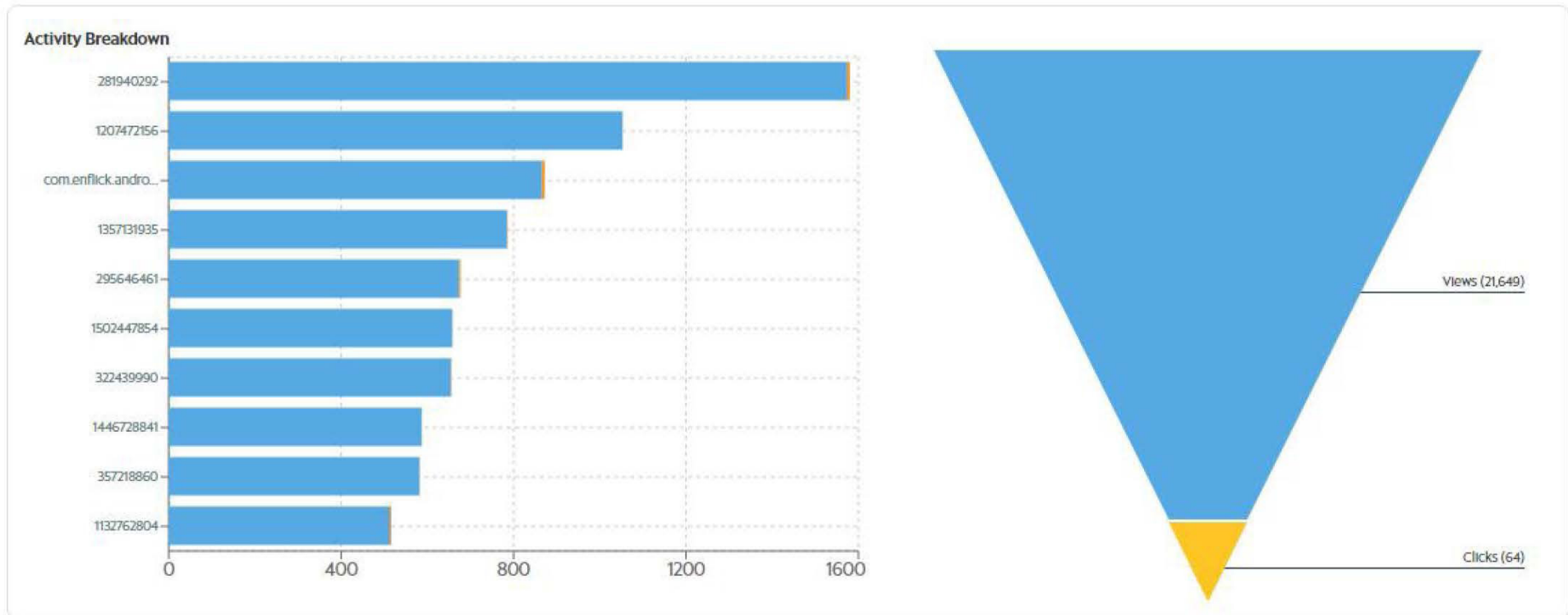
AWARENESS
/NEW OFFICE

WHAT RESULTS LOOK LIKE





AWARENESS
/NEW OFFICE





WHAT RESULTS LOOK LIKE

AWARENESS
/MIDLAND AIRPORT





WHAT RESULTS LOOK LIKE

CONFERENCES
/SOUTHWEST WIRELESS



Report

Live

Configure report

Get short link

Copy shareable link

Export to CSV

Reach ?

86

Views

5,586
65 views per user

Unique Clicks ?

38

Clicks

38

0.68% CTR

Spend

\$40.01
\$40.00 Budget

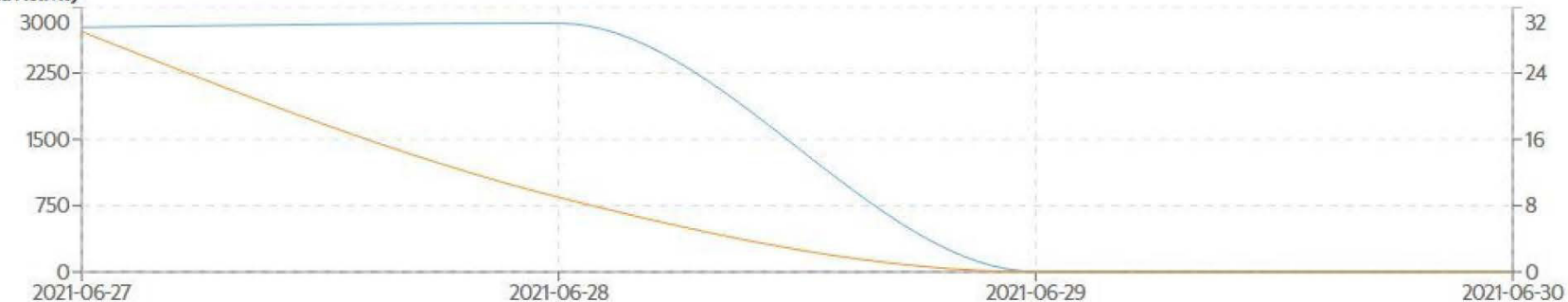
CPM ?

\$7.16

CPC ?

\$1.05

Ad Activity



5,586

Views

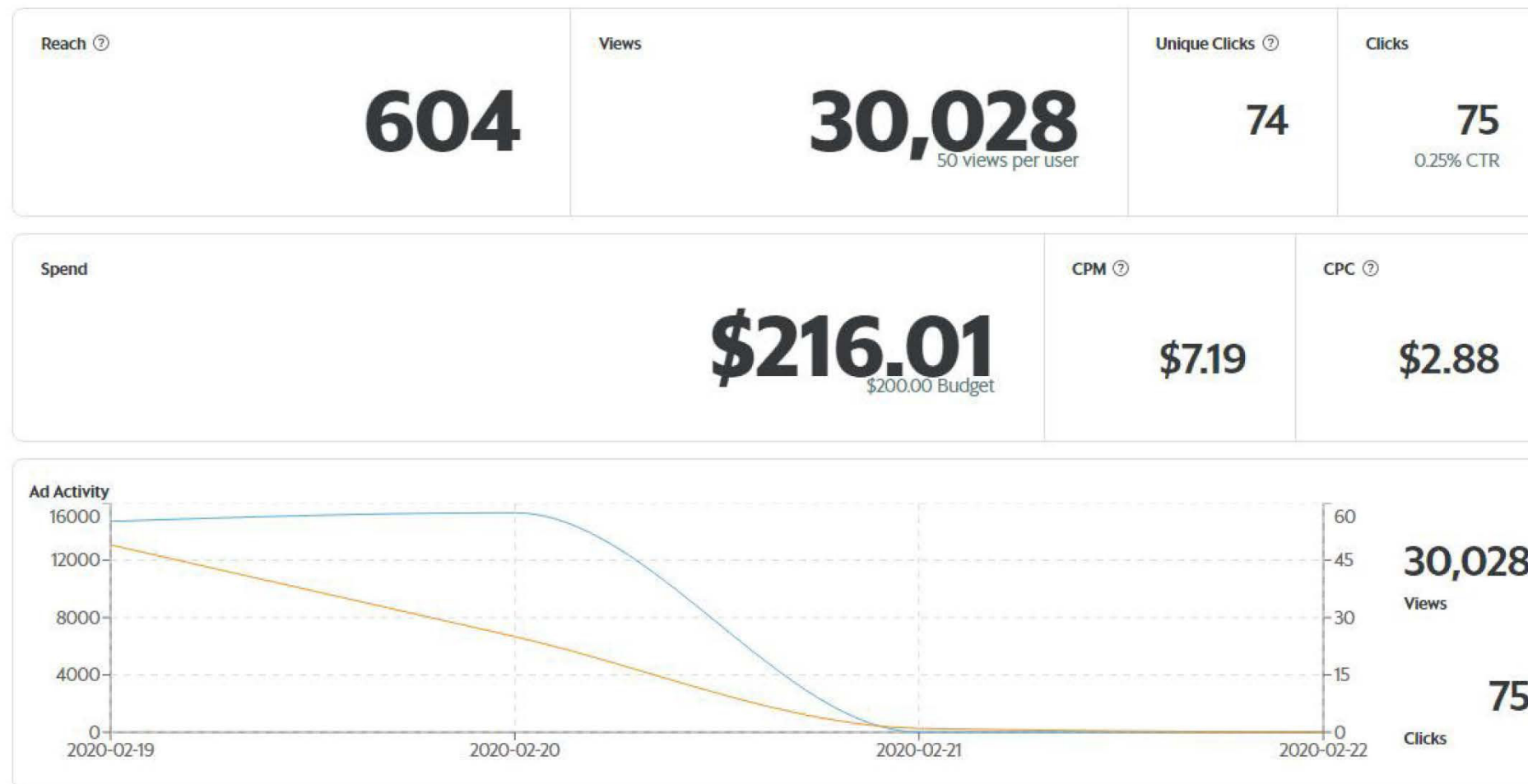
38

Clicks



WHAT RESULTS LOOK LIKE

RECRUITING
/CAREER FAIR



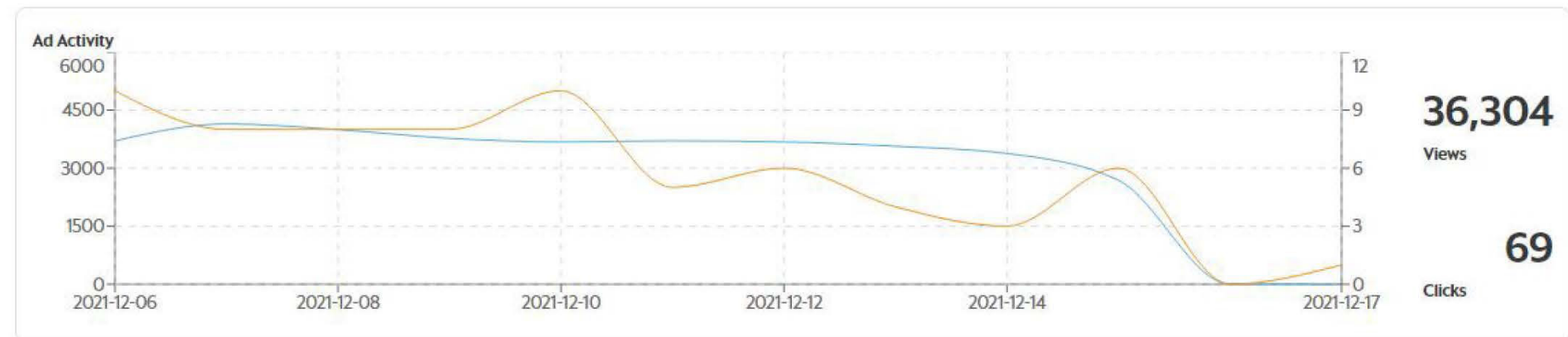


WHAT RESULTS LOOK LIKE

RECRUITING
/MULTIPLE COMPETITORS

Reach ?	Views	Unique Clicks ?	Clicks
35,996	36,304 1 views per user	68	69 0.19% CTR

Spend	CPM ?	CPC ?
\$300.01 \$300.00 Budget	\$8.26	\$4.35



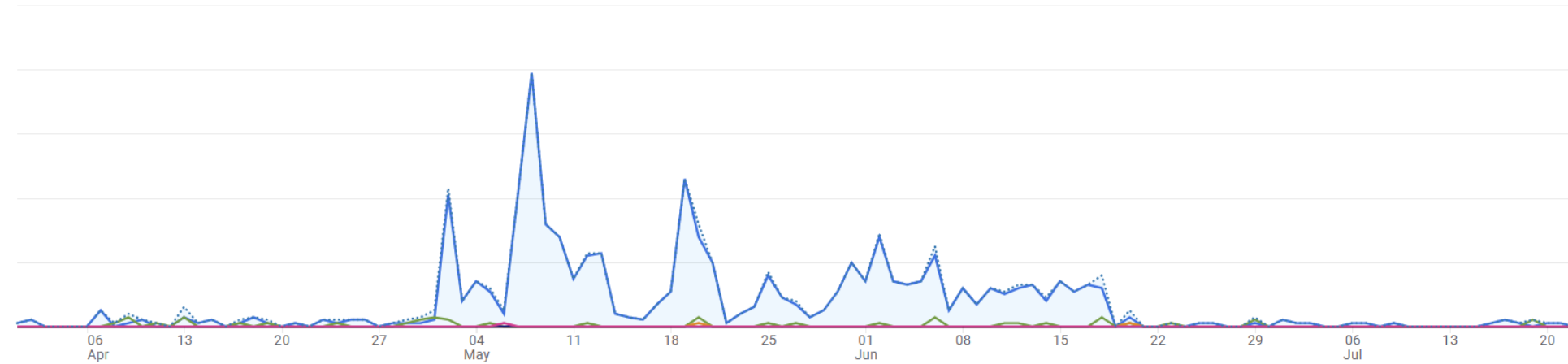


WHAT RESULTS LOOK LIKE

RECRUITING
/DIRECT COMPETITOR



Views by Page title and screen class over time



Proof that Geofencing Works

Take a look at this chart. Notice those huge spikes? That's not random traffic. That's the direct impact of geofencing at work.

When you invest your marketing dollars, you want them to actually reach the right people. Geofencing lets you target specific locations — like a job site, a conference venue, or even a competitor's office — and put your message directly in front of your ideal audience.

In the AEC industry, where projects are highly location-specific, this is THE best way to spend your budget. You're not casting a wide (and wasteful) net. You're laser-focused on the people most likely to need you right now.



Google Analytics Home

Users

2.1K

↑ 34.5%

Sessions

2.6K

↑ 32.5%

Bounce Rate

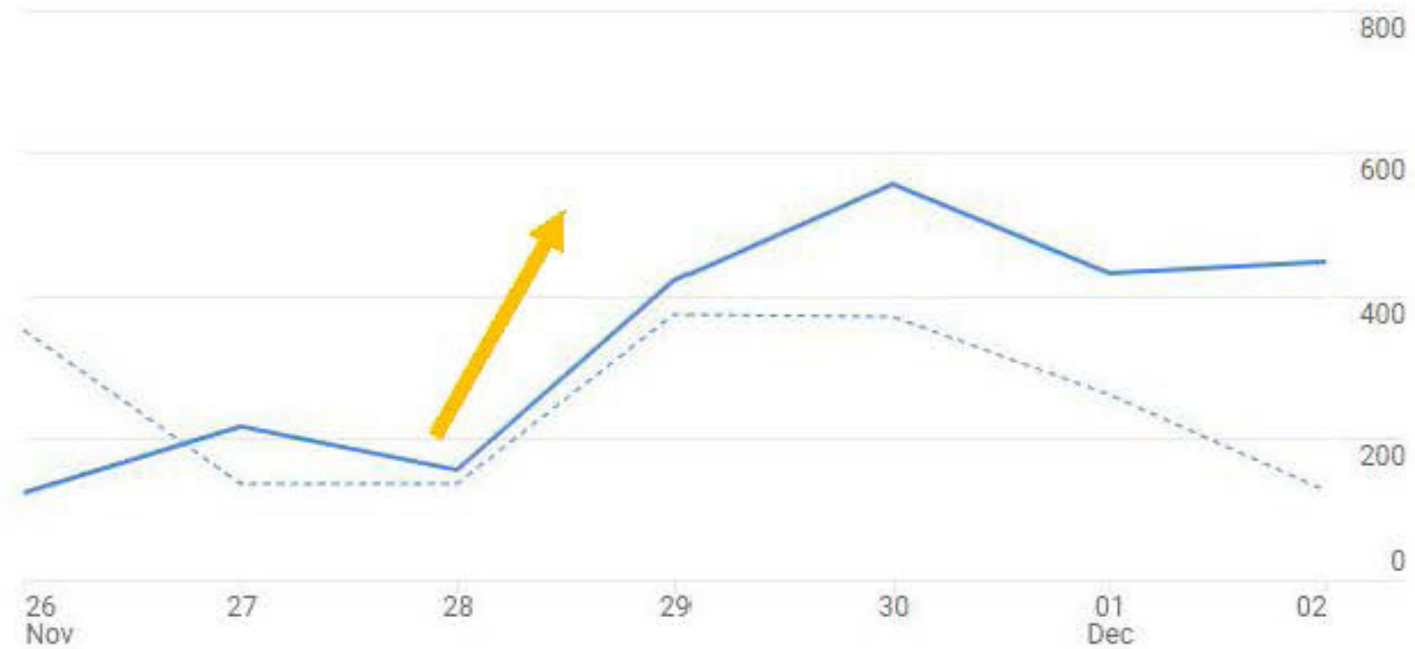
1.01%

↓ 34.6%

Session Duration

1m 09s

↓ 23.2%



Last 7 days ▼

[AUDIENCE OVERVIEW >](#)

How do you acquire users?



What pages do your users visit?

Page	Pageviews	Page Value
/	3,323	\$0.00
/join-our-team/	916	\$0.00
/our-people/	480	\$0.00
/how-to-contact-us/	456	\$0.00
/energy-services/	326	\$0.00
/team-members/kenneth-schrock-pe/	166	\$0.00
/our-history/	147	\$0.00
/land-development/	145	\$0.00
/environmental-coastal/	126	\$0.00
/our-culture/	116	\$0.00

Last 7 days ▾

PAGES REPORT >

GIVE YOURSELF THE COMPETITIVE ADVANTAGE.

Although data-driven digital marketing is not new, it is also beyond the realm of most people's thinking when considering advertising or marketing.

Seriously, it sounds like super spy tech in some futuristic movie. Or something so expensive that only Amazon and Tesla can take advantage of it.

But this option is actually available to you, it's affordable, and we are betting that your competitors don't have it or use it... yet.

Let's blow them out of the proverbial digital waters, shall we?



Sources

+ Add

🔍 Discover

Select all sources

✓

📄

Digital Services_JAM.pdf

✓

Chat



Putting Marketing in Motion with Digital Services

1 source

The source outlines a variety of advanced digital marketing techniques offered by JAMIdeAgency.com, focusing on using data for highly **targeted advertising** across the customer lifecycle. Key strategies include **Geofencing**, which delivers ads to mobile devices entering a virtual boundary, and **Retargeting**, which serves personalized ads to individuals who have previously visited a client’s website. The document also details specialized methods such as **Email Mapping** to engage existing contacts across the web and **Historical Geofencing** to target people based on past location activity. Furthermore, it explains methods like **Keyword Campaigns** for reaching audiences actively searching for related products and **Lookalike Campaigns** for finding new prospects similar to current customers, emphasizing that these data-driven approaches offer a significant **competitive advantage**.

📌 Save to note

📄

 Video Overview

 Audio Overview

 Mind Map

Start typing...

1 source

→

←

businesses?

How do geofencing and retargeting methods work together across the customer journey?

Studio

 Audio Overview

 Video Overview

 Mind Map

 Reports

 Flashcards

 Quiz

 Explaining Geofencing and Digital...

1 source · 66d ago

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 Unlock Precision Marketing: You...

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Briefing Doc · 1 source · 66d ago

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We put marketing
in motion.

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