ALL NEW INTEGRATED MARKETING CAMPAIGNS!

- Advanced demographic, behavioral, and geographic targeting!
- Compelling messaging - “Shop Where the Builders Shop!”
- Strong call to action to search for a local store – to drive foot traffic to your business!

MASSIVE MEMBER BENEFITS!

- Including group advertising buying power!
- Reach large, engaged audiences!
- A robust multi-media strategy with performance optimization!

Send in the last page of this program by March 18th to register!

localbuildingmaterials.com
Dear CNYRLDA Member,

The CNYRLDA Member Advertising Program is more exciting than ever! With support from members and vendors across New York State, we are able to offer you a incredibly strong integrated marketing strategy for 2020!

We have seen great results in the digital space and will be investing heavily into internet marketing this year. Customers will be able to find you on a newly redesigned www.localbuildingmaterials.com through Search Engine Optimization (SEO) and Search Engine Marketing (SEM or Pay Per Click Ads). To compliment our search strategy, customers will also be targeted on the largest social media sites in the world – Facebook and Instagram! A new addition to our digital strategy this year will be OTT (Over The Top). We will have the ability to serve video ads to people watching movies and TV shows on their favorite streaming device, such as Roku, Chromecast, or Firestick. We have also included Radio in this year’s advertising plan. Your tagged commercials will play across Central New York on your local country and rock stations. It’s what your customers are listening to traveling to and from work, and also where our contractors are on the job all day long.

We've done all the work for you! This turnkey marketing program will get you in front of the people you need to be in front of, and is available from your Central New York Retail Lumber Dealers Association.

YOUR COST IS ONLY $1,499
Includes: listing on website, Search Engine Optimization (SEO), Search Engine Marketing (SEM/PPC), Social Media Ads on Facebook and Instagram, OTT Video Ads on Connected TV, and Radio Ads.
Please fax back your commitment form (attached) TODAY!

We hope that you will support our effort and take advantage of this great opportunity. By working together, we can make a difference! If you have any questions, please don’t hesitate to call NRLA’s Steve Ciccone at (585) 455-6515.

Thanks Again,

Jim Willerton
President, CNYRLDA

localbuildingmaterials.com
Find a Building Materials Supplier

Our Industry Website! A newly redesigned directory where consumers can find your business. Your listing includes:

- Directions to your location
- Link to your website
- Phone number
- Business logo

The goal of this website is to drive traffic to your business and encourage consumers to choose locally owned stores over the big box stores.

- Drive foot traffic to your business!
- Build awareness of your location!
- Bring in new customers!

Website Listing at localbuildingmaterials.com

Desktop & mobile friendly for a great user experience!
Search Engine Optimization (SEO)

Search Engine Optimization is the strategy to ensure our website is found in organic search engine results – including Google, Yahoo, and Bing! We are going to increase traffic to our website for relevant keyword searches. This will be done through:

- **Content creation for popular keyword searches and frequently asked questions.** Research will be performed to identify topics that consumers and contractors are searching for. Articles and blog posts will be created to answer these popular inquiries with the goal of driving quality traffic.
- **Metadata, title tags, and image optimization with alt tags.**

**DID YOU KNOW?**

76% of users who conduct a local search on their phones visit the store within a day!

Source: “Make Sure Consumers Can Find You In Their I-Want-to-Go-Moments,” June 2016. ThinkwithGoogle.com
Search Engine Marketing (SEM or Pay Per Click)

Search Engine Marketing is advertising that gives us the opportunity to appear at the top of search results pages – above local map listings and organic listings. SEM is also referred to as “Pay Per Click” (PPC). This is because we pay only when someone clicks on our ad.

We will target in-market shoppers by focusing on product specific keywords and searches that include “near me” and “where to buy” to drive traffic to your store! Ads will also be targeted to zip codes where members are located.
Social Media Advertising on Facebook & Instagram

Social Media Advertising will help us find new customers by targeting them based upon the information that they have shared on their social networks. We will be targeting home owners, DIYers, and contractors.

Ads will be a variety of text, photos, videos – all with links to drive traffic to our group website. Messaging will focus on “Shop Where The Builders Shop” to encourage foot traffic to your business!

**DID YOU KNOW?**
People spend an average of 40 minutes on Facebook daily and access the platform 8 times per day!

Source: Spout Social
OTT Connected TV

Over The Top, OTT for short, is an advanced video ad delivery platform that gives you the ability to insert your commercials directly into streaming TV while viewers are watching on a connected device.

These ads are non-skippable and deliver across multiple devices and platforms! These include Smart TV’s, Roku, Firesticks, Chromecast, Apple TV, Sling, and more!

DID YOU KNOW?

71% of all U.S. Households use OTT at least 1x per month.

Millennials are not the only ones watching OTT:
17% are 18-24
24% are 25-34
20% are 35-44
17% are 45-54
22% are 55+

Source: Tv Ad Bureau "You Down With OTT"
Through radio advertising, we will be reaching a large audience in your territory. Commercials will be tagged with your business and will air across Central New York on your local country and rock stations.

It’s what your customers are listening to traveling to and from work, and also where our contractors are on the job all day long.
Advertising Program Commitment Form

Program Highlights:
- Your company will be listed on www.localbuildingmaterials.com which is promoted throughout the entire campaign.
- Search Engine Optimization (SEO) – website updates and content development
- Search Engine Marketing (SEM/PPC) – will run April through October
- Social Media Ads – will run March, April, May, June, September, October
- OTT Connected TV – will run April, May, June, September, October
- Radio Ads – will run April through October
- Professionally produced digital, video, and radio ads.
- Group rate discount that affords members to advertise at a discount. CNYRLDA is substantially subsidizing the program on top of the already discounted rates.
- All ads include demographic, behavioral, and geographic targeting.
- All advertising will support the effort to encourage people to buy from us instead of from the big box stores.
- Cost is only $1,499 payable in 2 parts.

Deadline to register is March 18th!
Yes, I agree to participate in the CNYRLDA 2020 Advertising Program and understand that I will be billed $750 in March and $749 in July.

Company Name: ______________________________

Zone(s) to Advertise: ______________________________

Authorized Contact: ______________________________

Signature: ______________________________

Payment Method: [ ] Check  [ ] Credit Card

Card Type (circle one): MasterCard / VISA / Discover/ AMEX

Cardholder Name: ______________________________

Card Number: ______________________________

Expiration Date: _________ Security Code: ______

Billing Zip Code: ______________________________

Please return form to:
CNYRLDA
c/o Adriana Favreau
585 North Greenbush Rd.
Rensselaer, NY 12144
or
Fax to: 518-286-1755

localbuildingmaterials.com