



Borough of Northvale

116 Paris Avenue, ,

Northvale NJ 07647

Media Plan No MP17304.

Valid Until: 02-28-2021

Reaching online consumers is a high priority for your business. Today, 97%¹ of consumers use online media when researching products and services locally, most of them using smart phones and other portable devices.

Vertical Guru's search marketing solutions can help bring these consumers to you through major search engines like Google™, Yahoo!®, and Bing™, local directories like Superpages.com®, Citysearch® and Local.com®. Our Proprietary Organic SEO Platform and Online Display Advertising Solution will help you build brand awareness on the most trafficked news, entertainment and social websites. This will increase the lead/interest traffic to your Website.

When you choose **Vertical Guru**, a leader in online marketing for Borough of Northvale, you gain unsurpassed expertise of a digital marketing professionals team, data from hundreds of thousands of online campaigns with targeting techniques, proprietary platforms and diverse business experience that will help you reach the right online audience. As your **digital marketing consultant**, we are invested in helping you manage components of your online presence, like your website and online reputation, which directly impacts the effectiveness of your online campaigns. For best optimized results each campaign is scheduled to run six months. If for any reason you decide to pause or cancel your campaign(s) you must notify us in writing within 30 days prior to pausing or canceling as per the terms and conditions on the Vertical Guru's website. Other Marketing Agencies trust our digital expertise, why shouldn't you.

Based on marketing goals you provided and our research and experience, we recommend the following products for Customer Acquisition, Brand Awareness, Remarketing and Business Solutions to begin your campaigns: {Basic Creative} {Website Design and Development} {Mobile Optimized} {On Line Blog and News} {Website Management}



Organic Customer Acquisition and Brand Development: SEO (Search Engine Optimization)

Organic Online search engines and directories are the number one place local consumers go to research and find local products and services. We can help you reach 98%² of the places your ideal customers search.

What We Do:

Our Proprietary SEO Platform technology generates a comprehensive search, with each list typically consisting of 10 to 100 relevant keywords and phrases consisting of SEO targeted terms. Due to our enormous partner site reach, we link your site to numerous relevant websites that will push your quality score and position up. We write relevant content on your site for each of the keywords selected.

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We are able to get you exclusive leads by creating the most important factors for ranking your website on the search engines. There are over 200 factors and the most important are relevant links and content. Our clients reach page one in 14-90 days on average.

We have been doing SEO for many years now and work with over 40,000 websites and have over 47,000 #1 rankings. Our goal is for you to be number 1 as well as bringing leads/calls for your business. Take a look at our results and customer reviews here <http://www.vertical.guru/seo-reviews>

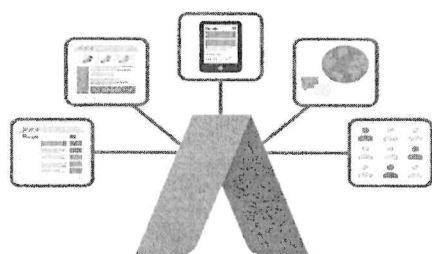
As Our client you will receive access to our Customized dashboard and weekly reporting so you can login and see the work being done with a full history of the detailed weekly reporting

There are over 200 ITEMS including adding content, meta tags plus a lot more, that need to be completed to rank your website on the first page of the search engines. Most important is getting other business websites in your category to link to your website.

Even though we are specifically targeting a specific number of keywords you will end up ranking for many more because we are going after the strongest keywords which will rank you for all the variations.

SEO Product Budget Recommendation

A number of factors go into determining an appropriate budget for your search campaign: the number of searches for your products and services by consumers in your local area, top performing keywords, the competitiveness of those keywords, and your key online marketing goals. We have run of thousands of SEO online campaigns to analyze current search trends for your business category and market to determine the optimal budget. Best performances are found in companies using between 20 to 30 Organic Keywords/Phrases.



Customer Acquisition: Search Product

Online search engines and directories are the number one place local consumers go to research and find local products and services. We can help you reach 98%² of the places your ideal customers search.

What We Do:

- Our patent-pending technology generates a comprehensive geo-targeted keyword list for auto category, with each list typically consisting of 1,000 to 1,500 relevant keywords and phrases consisting of both IP-targeted and geo-modified terms.
- As your title, we will create a compelling text ad that attracts customer type searching for product or service online. We continuously monitor the impact of your text ad on your click-through rate and modify its content as needed.
- We position your locally targeted ads for maximum visibility on the most popular search engine Google and Google Search Partners
- You can track your results with our online reports, available 24 hours a day, 7 days a week.

We can even record³ your phone calls so you can rate them and identify opportunities for improvement.

- Our technology continually optimizes your campaign based on your conversions, not clicks.

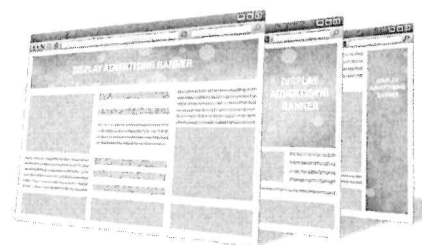
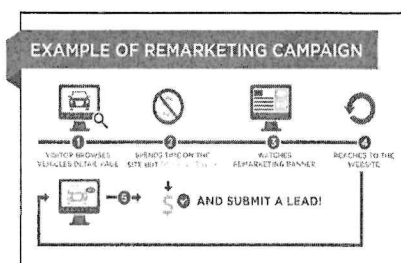
Then, we dynamically allocate your budget to your top-performing keywords and search engines.

Search Product Budget Recommendation

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A number of factors go into determining an appropriate budget for your search campaign: the number of searches for your products and services by consumers in your local area, top performing keywords, the competitiveness of those keywords (cost per click), and your key online marketing goals. We have run tens of thousands of online campaigns to analyze current search trends for your business category and market to determine the optimal budget.



Brand Awareness: Display Product

Studies have shown that consumers spend more than 50%⁴ of their media time online surfing their favorite websites. Display advertising is the online equivalent of offline brand advertising in magazines, newspapers and industry publications. Online display advertising is a long-term investment that drives increased awareness of your brand, while providing a significantly lower cost with higher impressions than traditional advertising. When combined with search, display can lift the results of a search campaign. We offer the broadest online display network for local businesses, reaching 90%⁵ of the online population in the U.S. This extensive network not only gives you better pricing, but more purchasing options, richer consumer data, increased targeting flexibility.

What We Do:

- We choose the right display product offer for your business and place your display ads on premium websites within our display network. We have over 20 offers to reach your target audience, including behavioral targeting and individual websites like Facebook and Forbes.
- We can retarget your previous website visitors with Remarketing, a technology that tags website visitors and shows them your display ads on other sites they visit within our extensive network.
- We track all the impressions and website visits you get from your ads. We then optimize your campaign by dynamically steering your budget to those sites that are the most cost-effective in bringing people to your website.
- You can track your impressions, website visits, and the geographic spread of users viewing your ads using our online reports, available to you 24 hours a day, 7 days a week. We can also email you daily, weekly, or monthly summaries of your campaign activity.

Display Product Budget Recommendation

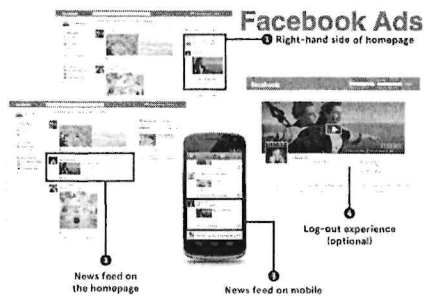
Now that over 50% of media consumption is online, we believe you should be allocating at least half of your brand advertising efforts to online display advertising. We determine the most appropriate display offer(s) based on several key elements: your current allocation of offline brand advertising, your target geographic market, and the specific audience you want to reach.

Remarketing: Retargeting

You've invested in marketing to get consumers to your website – yet many of them leave without converting. With Vertical Remarketing, advertising technology that retargets consumers who have shown interest in your business by visiting your website, your display ads are shown to those “lost” prospects as they surf across the Vertical Display network of sites, helping to bring them back to your site to convert. Plus, we can place a remarketing pixel directly on your site to retarget all of your website visitors, driving more site conversions and ROI.

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Social Media: Facebook / Instagram Ads & Ads Leads

- Get a bigger response from your existing budget
- Increase your customers reach with Lookalike Audiences
- Identify the right content to boost for maximum engagement
- Build or Manage an effective Facebook Ads campaigns
- Track and measure all conversions from your social campaign

Social Media Budget Recommendation

Facebook is a great place for a modest to medium budget and a highly targeted audience. Facebook ads are a great element to add to a well-rounded digital marketing plan. Start Smart: You can always add budget later if you need to.

Type of Ads Leads

Lead ads make it easy to for people to request more information from your company without leaving Facebook, and are available in multiple creative formats, like video and carousel.

You can collect more high-quality leads nearly effortlessly by having people submit their contact info, leaving a clearer path to more, higher quality conversions.

Targeted Content Ads

Reach the people who matter to your business and let them discover your brand. We use Facebook insights such to develop specific creative and display it to unique, targeted audiences.

Summary of Recommendations

In summary, we recommend the following to start reaching more clients immediately wherever and whenever they are online.

Item #	Description	Quantity	Unit	Unit Price	Sub Total	Additional Discount	Net Price without TAX	Tax (%)	Tax (USD)	Total
1	Basic Creative Stock Pictures Limited Graphic Design (Additional Fee will be charged for Custom Designs)	5.00	Hourly	125.00	625.00	625.00	0.00	0.00	0.00	0.00
2	Website Design and Development 30 hours of design and development included. Additional hours will be billed at \$125.00 per hour	30.00	Hourly	125.00	3,750.00	2850.00	900.00	0.00	0.00	900.00
3	Mobile Optimized Mobile Friendly Activated Calls to Action Simple User Experience Faster Interaction	1.00	One Time	999.00	999.00	999.00	0.00	0.00	0.00	0.00
4	On Line Blog and News	1.00	One Time	1,499.00	1,499.00	1499.00	0.00	0.00	0.00	0.00
5	Website Management Website Hosting Security Monitoring Daily Back-ups Core updates Theme/Plugin updates Support Desk Access Support tickets per month - 3 Development Hours - 1 Phone Support	1.00	Monthly	299.00	299.00	150.00	149.00	0.00	0.00	149.00
Subtotals							1,049.00		0.00	1,049.00
Discount										0.00
Total										1,049.00
										0.00
Adjustment										0.00
Grand Total (USD)										1,049.00

Thank you again for allowing us to present this media plan to **Borough of Northvale**. As your account consultant, we will set up your campaign, and then follow up with you regularly to discuss progress and fine-tune the campaign. Our team supports and manages your campaign's performance to make sure you get the most optimal results and ROI. We look forward to working with you to reach more consumers through the power of our platform and help you successfully navigate the local Internet. We will contact you very soon to discuss the next steps in continuing our partnership and digitizing your business. Once you sign the Media Plan you will be bound by the Terms and Condition on Vertical Guru Website www.verticalguru.com/terms-and-conditions.

Always at Your Service!

Stan Manko

Account Guru

For Borough of Northvale:

Agreed and Approved By (Authorized Signature): _____

Name: _____ Date: _____ Title: _____

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