

SAM BRIDGE
NURSERY & GREENHOUSES, LLC

**Bringing People
Through Your Door**

What's Our Marketing Mix?

- Digital Marketing
- Social Media
 - Traditional/Paid
- TV
- Magazines
- Direct Mail
 - Postcards
 - Emails
- Community Partnerships

The Digital Market: What's the sweet spot?

The answer is a combination of the below. The split depends on what works for you.

- Internet Companies
- Newspaper/Print Media Companies
- Local Blogs
- Social Media

Internet Companies

- A company who provides to the internet to your customer.
- Companies like
 - Altice (now A4 media - they own Optimum)
 - Comcast
 - Verizon
 - Frontier
- What's Good:
 - They have the best analytics – they know where your customers go, what they look at, what they buy, etc.
 - Lots of ad options

Altice Media (A4 Media)

- **Women ages 18-65** with household incomes of **\$100k**
 - Interests: **Gardening, Landscaping, DIY & Home Improvement**
- **How do we target them?**
 - Geography
 - Site Retargeting (you'll need a pixel on your website)
 - Search & Keyword Targeting
 - Contextual and Geo Fencing

Geofencing: Creepy & Cool

What is it?

the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area.

What does that mean?

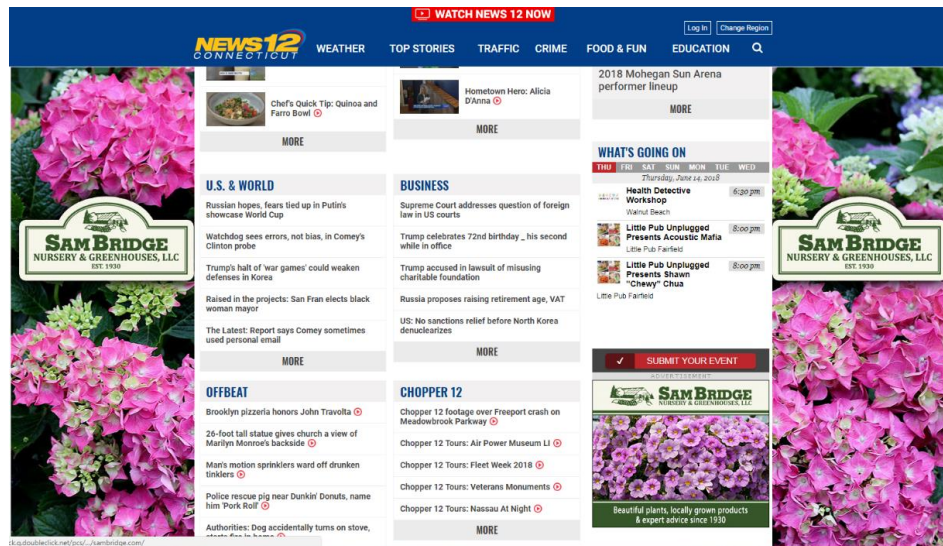
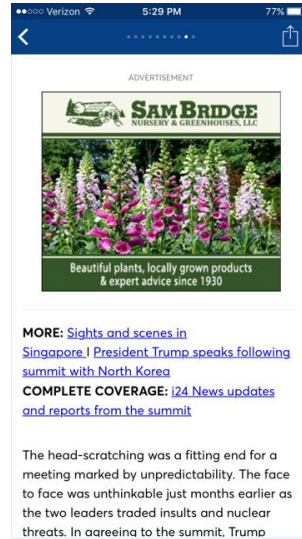
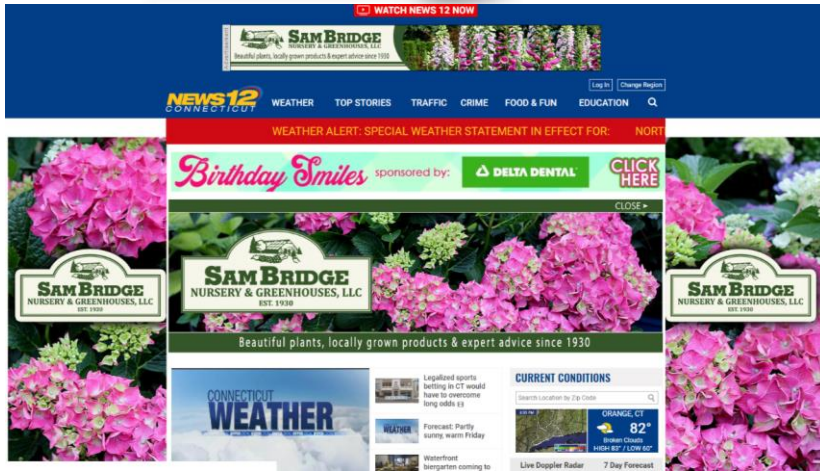
When a customer enters an area you've geofenced and opens the internet on their phone, your ads will show up. Hopefully driving them to your business.

Geofencing

- Which areas can I geofence?
 - Anywhere you'd like. Fence up to 500 addresses!
- Choosing Locations:
 - Your address
 - Your competitors
 - Home Depot***
 - Places where your customers go
 - Farmers Markets
 - Whole Foods
 - Local Stores



March 26 – June 9



Meeting with staged ceremony on a Singapore island, Trump and Kim signed a joint statement Tuesday agreeing to work toward a denuclearized Korean Peninsula, although the timeline and tactics were left unclear. Trump later promised to end "war games," with ally South Korea, a concession to Kim that appeared to catch the Pentagon and Seoul government off guard and sowed confusion among Trump's Republican supporters in Washington.



Impressions:
Clicks:
CTR

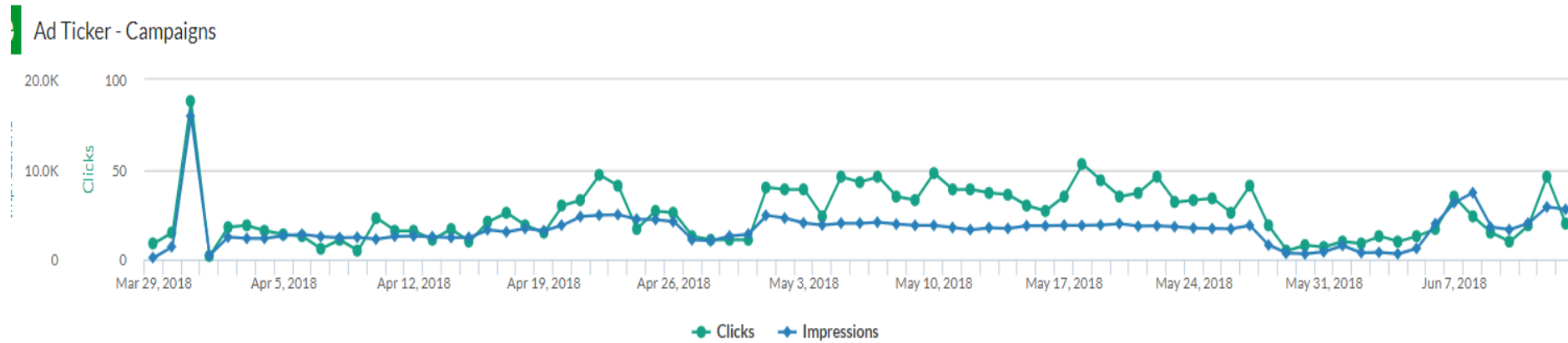
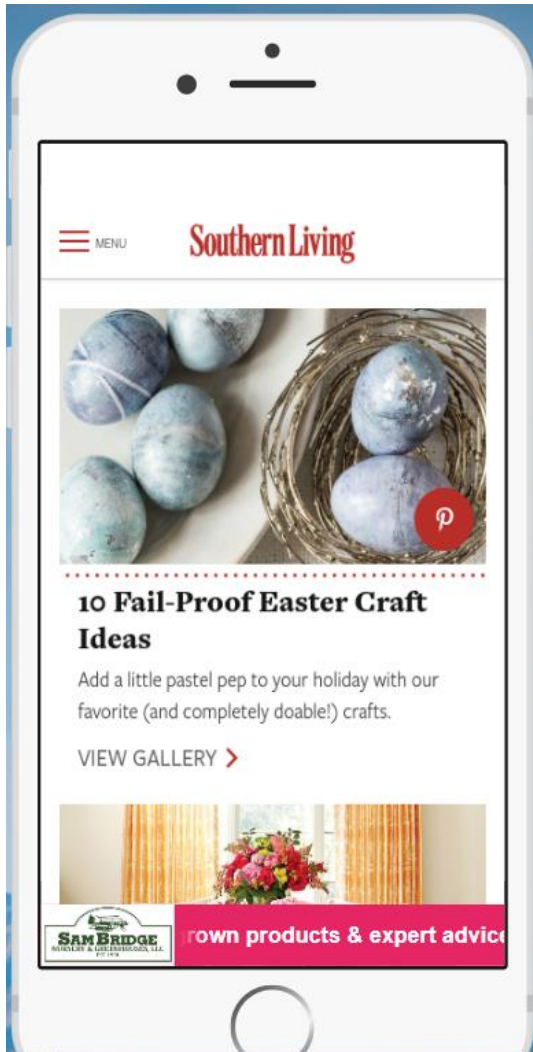
Banner & Video Pre-Roll 524,238
936
.18%

Line item	Impressions	Clicks	CTR
Sam Bridge mobile pre roll	29,490	34	0.12%
Sam Bridge mobile banners	214,928	390	0.18%
Sam Bridge HPTO 3.29.18	11,854	9	0.08%
Sam Bridge skins 3.29.18	2,788	23	0.82%
Sam Bridge HPTO 3.31.18	7,550	7	0.09%
Sam Bridge skins 3.31.18	1,361	5	0.37%
Sam Bridge HPTO 4.5.18	16,283	6	0.04%
Sam Bridge skins 4.5.18	3,312	35	1.06%
Sam Bridge HPTO 4.7.18	7,282	6	0.08%
Sam Bridge skins 4.7.18	1,370	7	0.51%
Sam Bridge HPTO 4.12.18	12,857	7	0.05%
Sam Bridge skins 4.12.18	2,703	20	0.74%
Sam Bridge HPTO 4.14.18	7,596	-	0.00%
Sam Bridge skins 4.14.18	1,475	15	1.02%
Sam Bridge HPTO 4.19.18	12,595	9	0.07%
Sam Bridge skins 4.19.18	2,672	25	0.94%
Sam Bridge HPTO 4.21.18	6,946	5	0.07%
Sam Bridge skins 4.21.18	1,249	10	0.80%
Sam Bridge HPTO 4.28.18 - 4.29.18	14,667	13	0.09%
Sam Bridge skins 4.28.18 - 4.29.18	2,726	17	0.62%
Sam Bridge HPTO 5.3.18	14,997	14	0.09%
Sam Bridge skins 5.3.18	3,156	32	1.01%
Sam Bridge HPTO 5.5.18	7,071	7	0.10%
Sam Bridge skins 5.5.18	1,330	10	0.75%
Sam Bridge HPTO 5.10.18	13,924	7	0.05%
Sam Bridge skins 5.10.18	3,092	30	0.97%
Sam Bridge HPTO 5.12.18	13,605	9	0.07%
Sam Bridge skins 5.12.18	2,376	24	1.01%
Sam Bridge HPTO 5.17.18	16,791	9	0.05%
Sam Bridge skins 5.17.18	3,285	23	0.70%
Sam Bridge HPTO 5.19.18	8,339	7	0.08%
Sam Bridge skins 5.19.18	1,432	12	0.84%
Sam Bridge HPTO 5.26.18 - 5.27.18	17,161	7	0.04%
Sam Bridge skins 5.26.18 - 5.27.18	3,944	29	0.74%
Sam Bridge HPTO 5.31.18	12,992	6	0.05%
Sam Bridge skins 5.31.18	2,619	19	0.73%
Sam Bridge HPTO 6.2.18	9,531	5	0.05%
Sam Bridge skins 6.2.18	1,622	8	0.49%
Sam Bridge HPTO 6.7.18	13,607	7	0.05%
Sam Bridge skins 6.7.18	2,613	14	0.54%
Sam Bridge HPTO 6.9.18	7,678	4	0.05%
Sam Bridge skins 6.9.18	1,369	10	0.73%
Total	524,238	936	0.18%

AdTicker

March 26 – June 13

“Visit Sam Bridge Nursery & Greenhouses in Greenwich for beautiful plants, locally grown products & expert advice. Tap here to learn more!”



Impressions Clicks CTR Est. Viewed Minutes

260,068

1,954

0.75%

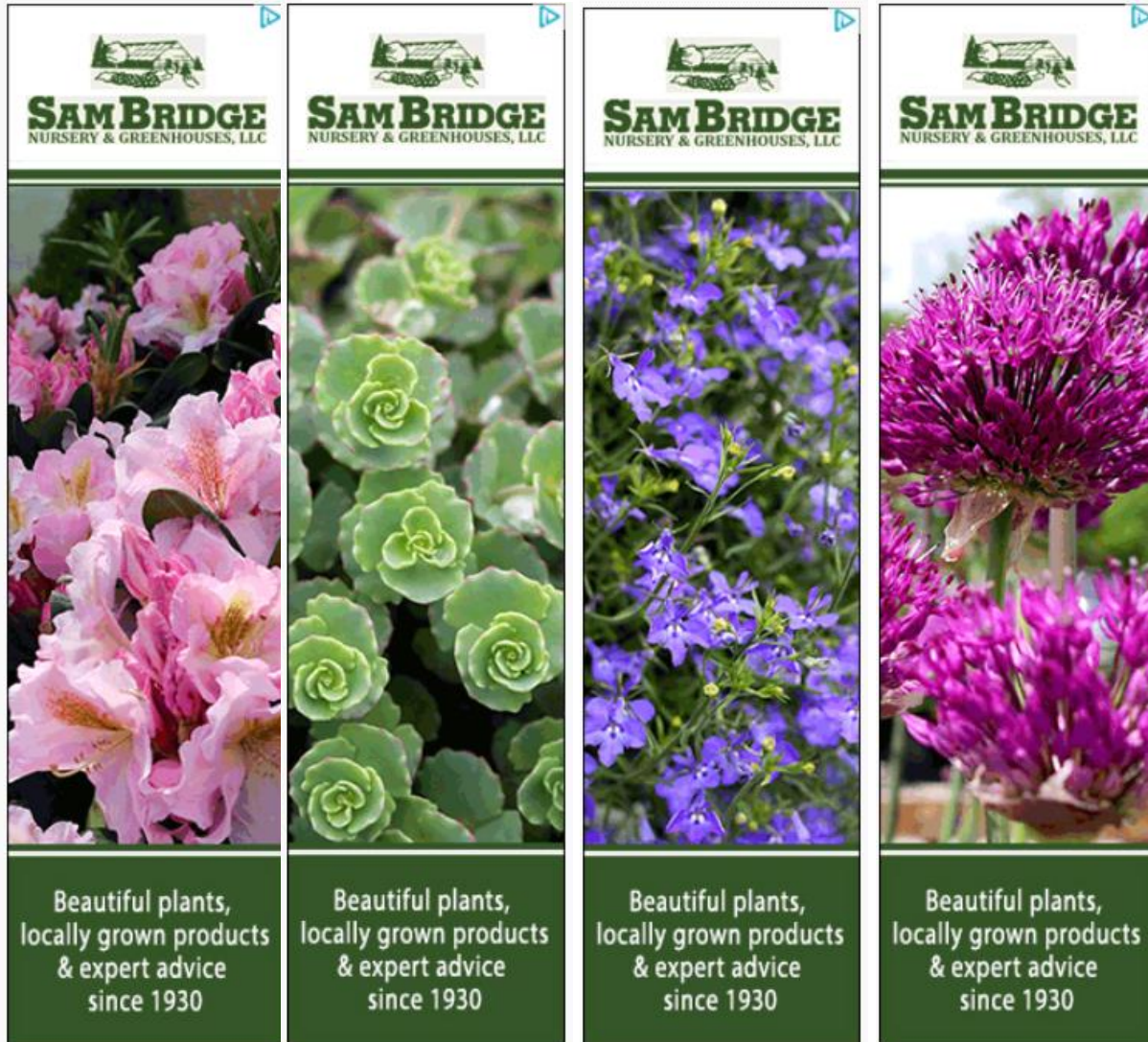
33,809

Ad Ticker Generated 1,954 Website Visits

Zip Code Targets: 06830, 06831, 06807, 06878, 06870, 06903, 06840, 06880, 06820, 10504, 10506, 10573, 15080

ALTICE DIGITAL

BANNER ADS: March 26 through June 13



Impressions served: 1,080,429

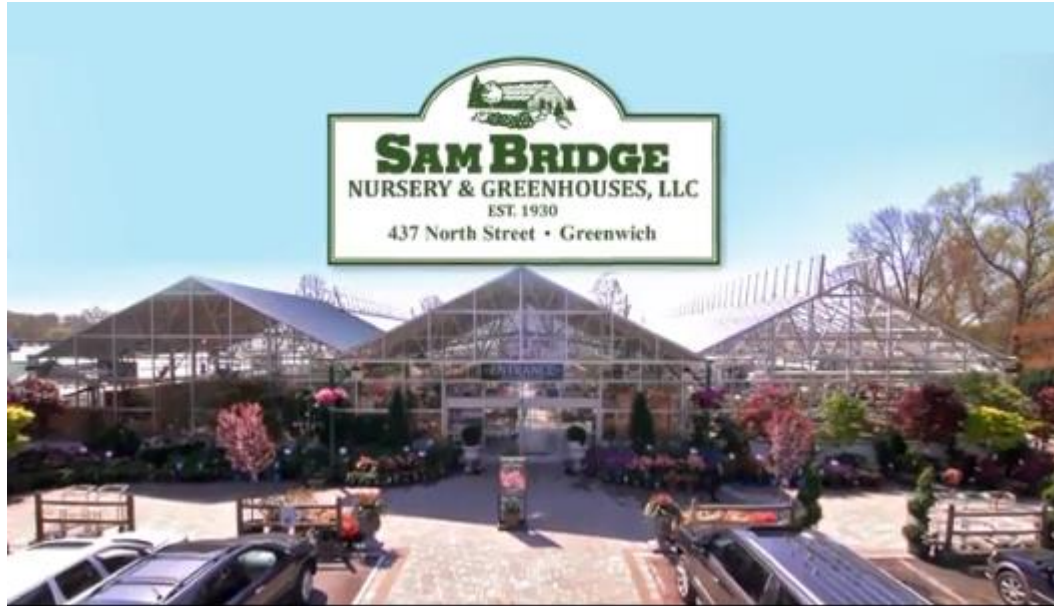
Clicks to Website 1,893

CTR .24%

ALTICE DIGITAL

VIDEO PRE-ROLL ADS: March 26 through June 13

:15 Video Pre – Roll



Impressions served: 540,295

Clicks to Website 1,972

CTR .29%

70% of Pre-Roll Video Ads Viewed to Completion
Pre-Roll Video Ads Generated 1,972 Website Visits

Newspaper & Print Media Companies

- Traditional print media companies are now offering digital advertising packages to go with their signature options.
 - Newspaper Companies
 - i.e. Hearst
 - Magazine Companies
 - Cottages & Gardens

Hearst Media

- Mix of display ads on local sites
 - Greenwich Time, Stamford Advocate, CT Post
- Use of site retargeting for more display ads to ‘follow’ your target on partner websites.
- SEO
- Reputation Management
 - Helps with review monitoring

Interstitial:



320x50:



300x50:



300x250 (animated, below is screen capture of final image):



300x600:



sliding billboard:



Two Promotions, One Goal

 Your promotion has finished, but you can increase the budget to reach more people.

 **Sam Bridge Nursery & Greenhouses, LLC** is at Sam Bridge Nursery & Greenhouses, LLC. 
Greenwich · Sponsored · 

Flowering Tree & Shrub Sale
30% off ALL Flowering Trees & Shrubs!
From Thursday, 10/25 - Saturday 11/3

Hurry in, there's lots of fresh, just for fall planting, material to choose from! Did you know that fall is for planting? Warm ground and cool a... [Continue Reading](#)



Mobile View

← Facebook

Instagram →

*Fall Flowering
Tree & Shrub Sale*

 **sambridgenursery**
Sam Bridge Nursery & Greenhouses, LLC 



[View Insights](#) [Promote Again](#)

 Liked by **greenwichlandtrust** and 1,486 others

sambridgenursery Flowering Tree & Shrub Sale, 30% off ALL Flowering Trees & Shrubs!
From Thursday, 10/25 - Saturday 11/3

Hurry in, there's lots of fresh, just for fall planting, material to choose from! Did you know that fall is for planting? Warm ground and cool air temperatures

Facebook vs. Instagram

Facebook:

- Average user is older 50+
- Ads cost more, still reach core customer group.
- Great for promoting events, sales, causes.
- **Pros:** Advertising \$\$ still relatively cheap compared to traditional media, good reach, best for events, now ads can reach Instagram if you'd like.
- **Cons:** Advertising metrics can be inflated (accuracy is questionable), older users (can also be a pro), FB content quality is on a steady decline leading to less users overall (fake news), mass exodus of users 40 and under, Cambridge Analytica.

Facebook:

Your promotion has finished, but you can increase the budget to reach more people.

Results From Your Promotion

21,593 People Reached

1,877 Post Engagements

[View Detailed Results](#)

Feedback

Are you satisfied with this promotion?

Overview

Status: Completed

End Date: Today at 2:13 PM

Amount Spent: \$607.07 / \$650

Audience: Male/Female, 25-65+
16 locations

Results

Oct 23, 2018 - Today

21,594 People Reached

1,877 Post Engagements

Cost per Post Engagement: **\$0.35**

\$650.00 spent / \$650.00

[Show Details](#)

Audience

Gender	Age	Location
Women		
Post Engagements		1,494
Cost per Post Engagement		\$0.34
Reached		16,058
Men		
Post Engagements		373
Cost per Post Engagement		\$0.39
Reached		5,431

Gender	Age	Location
25-34		
Post Engagements		264
Cost per Post Engagement		\$0.38
Reached		5,779
35-44		
Post Engagements		292
Cost per Post Engagement		\$0.36
Reached		4,919
45-54		
Post Engagements		351
Cost per Post Engagement		\$0.37
Reached		4,052
55-64		
Post Engagements		499
Cost per Post Engagement		\$0.32
Reached		3,828
65+		
Post Engagements		471
Cost per Post Engagement		\$0.33
Reached		3,016

People Reached	Post Engagements
Cost per Post Engagement	\$0.35
\$650.00 spent	\$650.00

[Show Details](#)

Audience

Gender	Age	Location
You have targeted one or more locations that are too specific to be shown here.		
Connecticut		
Post Engagements		958
Cost per Post Engagement		\$0.35
Reached		11,667
New York		
Post Engagements		919
Cost per Post Engagement		\$0.35
Reached		9,927

[See All](#)

Facebook vs. Instagram

Instagram:

- Average user is younger, the go to social media app for teens & Millennials (these are your influencers – social/buying trends are dictated by these groups).
 - Come here to see what's new, great for discovery
- This is the fun place!


Pros: Less drama, more content, cheaper ads- good reach, ad platform is simpler and easier to use, analytics are easy to understand.

Cons: Only accessible via mobile or tablet, younger crowd spends less money today (future earning potential)

Verizon 3:43 PM






sambridgenursery 1

60 profile visits in the last 7 days




 **1,089** posts **1,512** followers **761** following






Promotions Edit Profile

Sam Bridge Nursery
Garden Center
Full Service Garden Center • #Landscape Design & Installation • Premier #Garden Care • Providing the best quality, selection and service since 1930
www.sambridge.com/
437 North St, Greenwich, Connecticut
Followed by dustyn2010, dersebass, ahforeman + 71 more

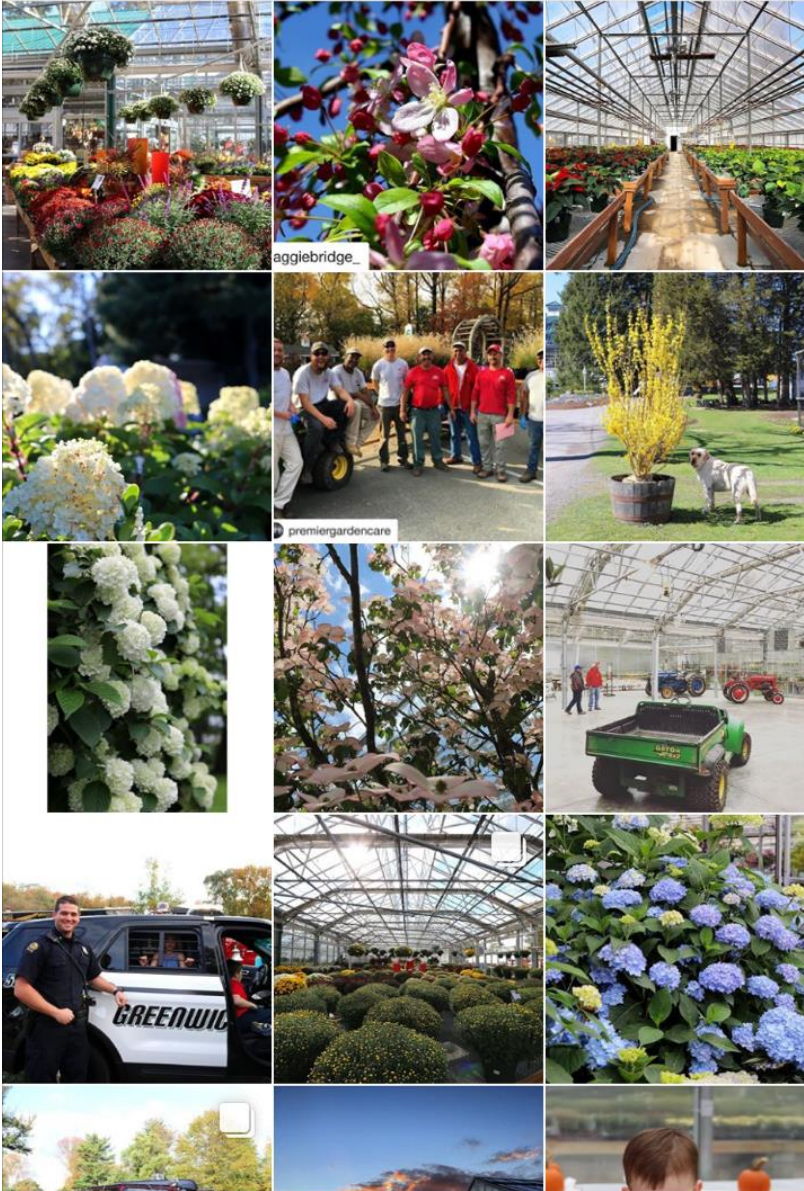
Call Email Directions






  

Verizon 3:43 PM

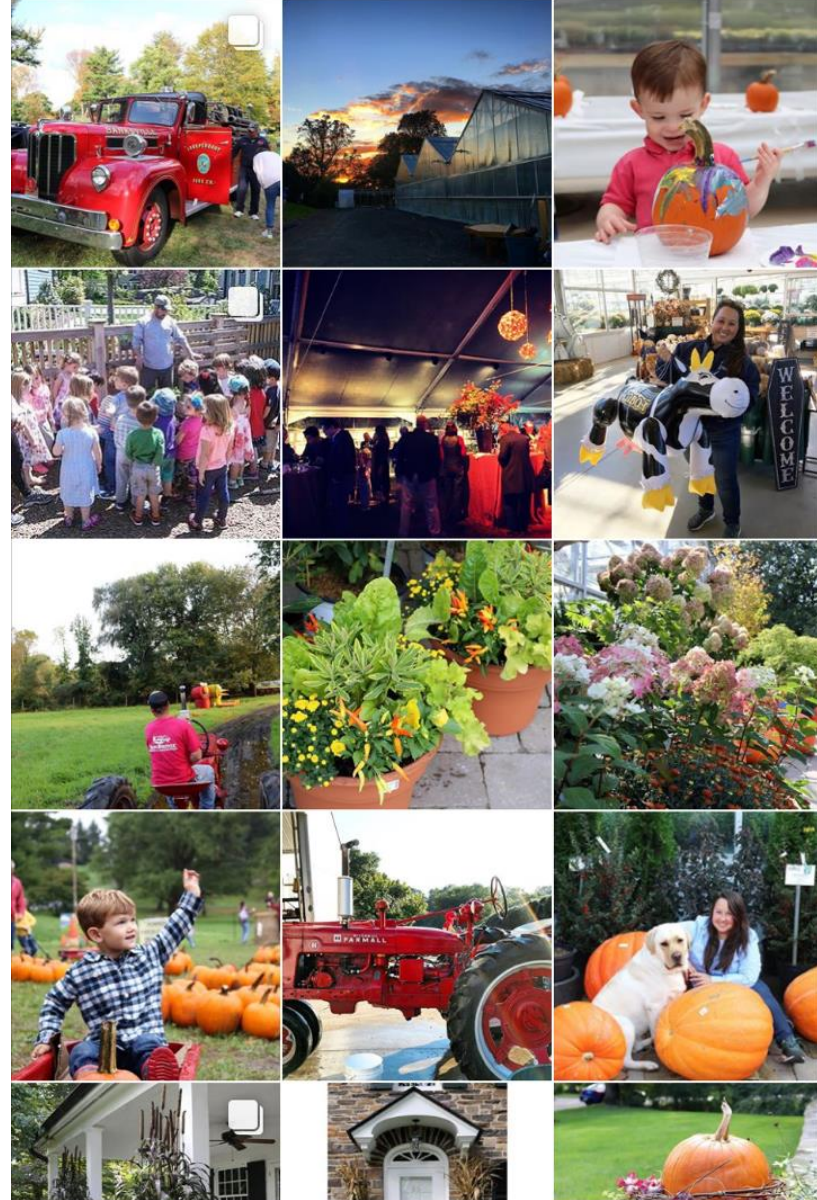
sambridgenursery 1








Verizon 3:43 PM

sambridgenursery 1



sambridgenursery Sam Bridge Nursery & Greenhouses, LLC



View Insights Promote Again



Liked by mlb925 and 1,531 others

sambridgenursery Come TOUCH A TRUCK & TRACTOR, this Saturday from 11-2! Take a free hayride to the Pumpkin Patch and stay to touch a truck! Other exciting activities: Build-A-Scarecrow from 10-2 Pumpkin Painting from 10-4 Free Hayrides from 10-4 Visit our Halloween Shop full of spooktacular finds!

sambridgenursery Sam Bridge Nursery & Greenhouses, LLC



View Insights Promote

sambridgenursery Sam Bridge Nursery & Greenhouses, LLC



View Insights Promote



Liked by greenofgreenwich and 56 others sambridgenursery Only 2 more Saturday's left for

sambridgenursery Sam Bridge Nursery & Greenhouses, LLC



View Insights

Promote



Liked by mlb925 and 94 others

sambridgenursery 🌲🌲🌲 FREE local Christmas tree delivery and installation!! Choose from only the best Fraser Firs straight from the hills of NC. Each tree is hung individually inside our greenhouse for easy viewing and comfortable shopping. All of our trees come with a free bottle of prolong tree preservative and a fresh cut. Bring in your stand or purchase one here and we'll put it on at no charge.



sambridgenursery



View Insights

Promote



Liked by outdoorscontained and 107 others

sambridgenursery Magic today @sambridgenursery with the @greenwichreindeerfestival and @marenaamusements Come in, we're open! #sambridge #greenwich #fairfieldcounty #kids #kidsactivities #carousel #trainride #snow #instagood #nofilter #magic #christmas #holidaycheer

View 1 comment



sambridgenursery Sam Bridge Nursery & Greenhouses, LLC



View Insights

Promote



Liked by mlb925 and 57 others


sambridgenursery Tomorrow is the last day to see the reindeer! Come say hi before they head back to the North Pole to prepare for their big night! @greenwichreindeerfestival #sambridge #greenwich #connecticut #fairfieldcounty #reindeer #christmas #nofilter #instagood #awesome #animalsinstagram #cute #santa #naturelovers

DECEMBER 21, 2017



Instagram:

Promotion Insights



Posted on 10/23/18, 9:18pm


1.5K likes, 1 comment, 12 shares

Interactions

0 Promotion Clicks

Get Directions	39
0% from promotion	
Visit Profile	40
82% from promotion	
Visit Website	1
100% from promotion	

Discovery



Discovery

9,551 People reached
95% weren't following you
98% came from your promotion


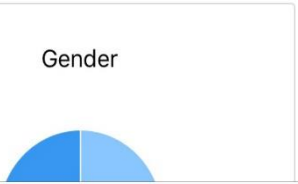
Impressions: 18,232
83% from promotion

Follows: 4

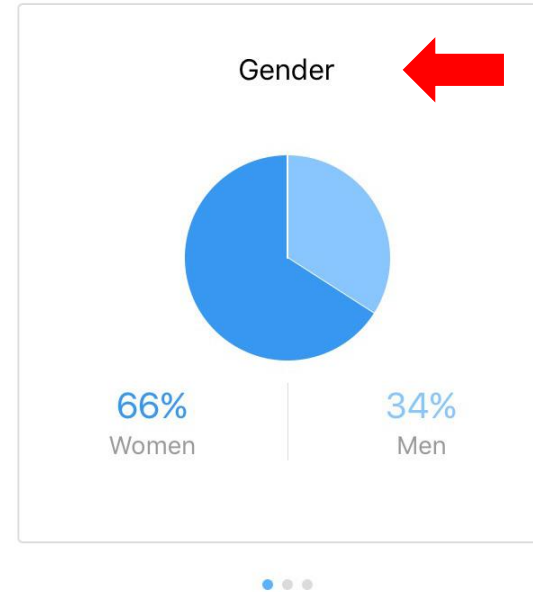
Promotion

Spend: \$240
100% of your \$240 budget

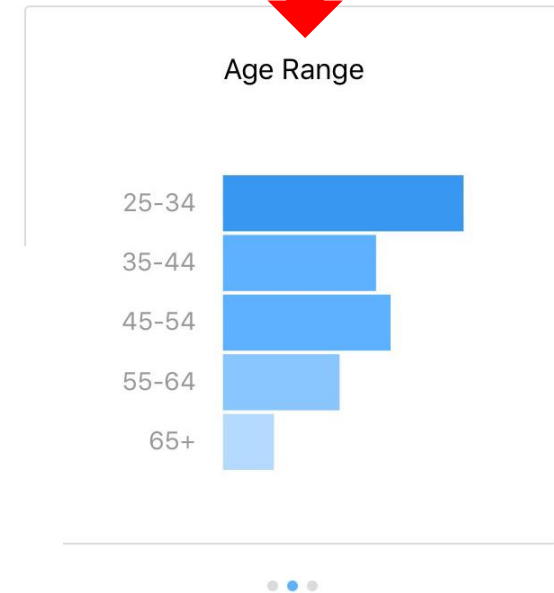
Audience



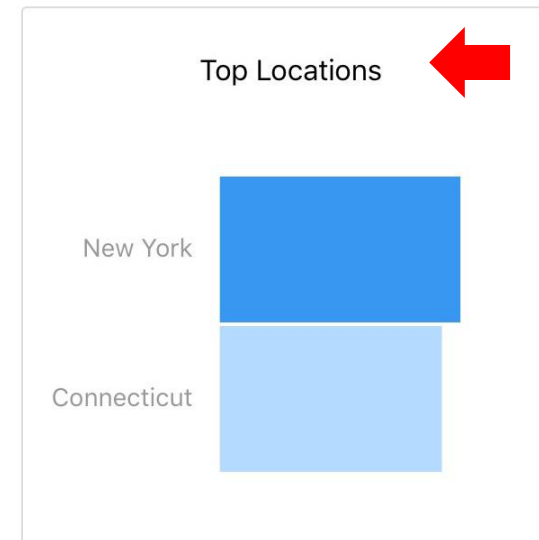
Audience



Audience



Audience



Local Blogs

- These can be stand alone websites and/or social media groups/accounts.
 - Greenwich Free Press
 - Patch
 - Greenwich Moms (Local Moms Network)
 - KidsOutAndAbout
- Low cost, great return.
- You know the eyeballs are locally invested.
- Great for partnering on with and promoting events.

Community Groups

- The Local Moms Network (Greenwich Moms) is also a Community Group.
- Local non-profit groups
- Schools
- Green Oriented (and Related Hobbies) Groups
- **Become a community partner!** Help put on events.
 - It can be in the form of a sponsorship, auction item donation, host their event or meeting.

Greenwich Moms 2018

- Easter Egg Hunt
- Greenwich 'Mums' Fall Festival

- Both capped at 80 Families (150 kids)
- RSVP Only
- Food Trucks
- Community Partners (their other sponsors)
- Kids Activities
 - Music
 - Face Painting













Don't forget
to put gas in
your farm
equipment
prior to your
event.

Maggie Bridge

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