



Products and Services

Your local marketing agency with global reach.

www.mrobertsdigital.com
info@mrobertsdigital.com

Targeted Digital Marketing

Targeted Digital Display Ads

Targeting Tactics:

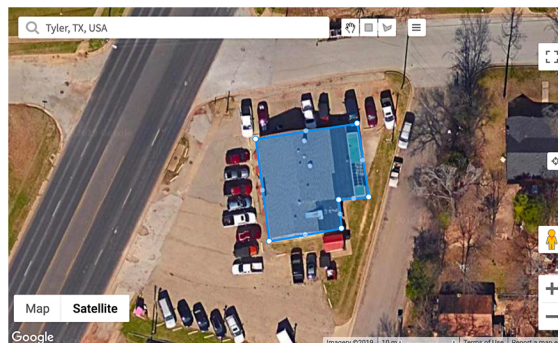
Search

Geofencing

Behavioral

Contextual

Addressable



Target the people you want, where you want, when you want. Our team of designers will create stunning, interactive ads that grab the attention of your targeted audience. We recommend a blend of these targeting tactics for your campaign.

Targeted Search Engine Marketing (SEM)

Ad • www.uthealtheasttexasdoctors.com/ ▼

UT Health East Texas | Schedule an Appointment Online

Online scheduling is available now. It's quick and easy to schedule an appointment with a doctor.

Quality **Care**. Find A Doctor. Highlights: We Provide Quality **Care**, We Are A Premier **Healthcare** Provider, Appointment Scheduling Option Available.

Pay to compete for the top of the search results. Attract customers by using paid ads on popular search engines, achieving maximum return on investment through continuous monitoring, copy/content testing and prompt campaign adjustments to ensure optimal performance.



Targeted Digital Marketing

OTT

Targeting Tactics:

Search

Geofencing

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Contextual

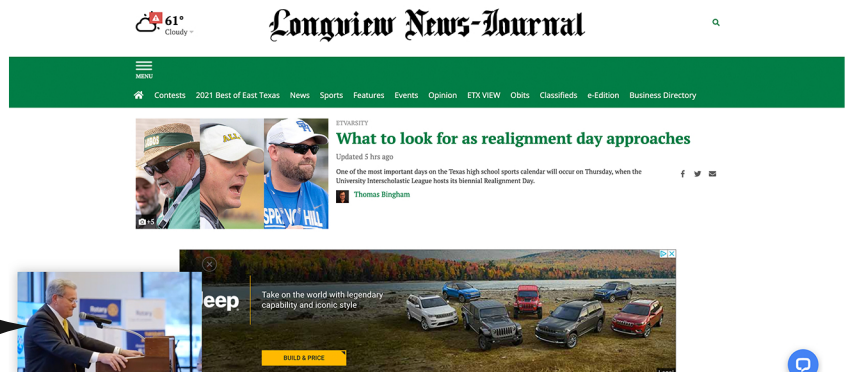
Addressable



In OTT (over-the-top) channels, video content is delivered via an internet connection rather than through a traditional cable/broadcast provider. More people are streaming than ever before. These “cable cutters” can be targeted through our OTT Network. Target the people you want, where you want, when you want. Use a video that you already have or allow us to create one for you.

Video on Owned Media (Newspaper Websites)

Want to take advantage of our video space on our owned media sites?
We've got just the place for you on our home page.



Targeted Digital Marketing

Owned Media Digital Ads

Locations:

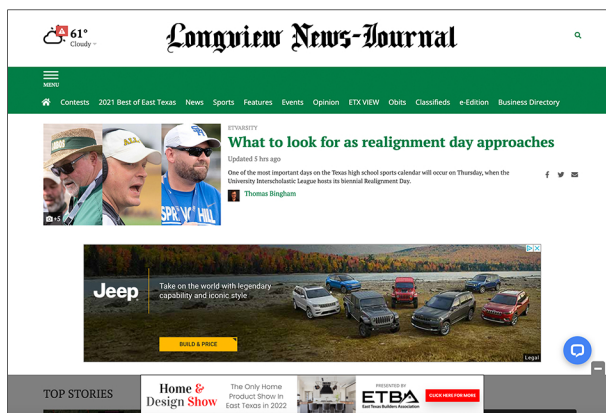
General Placement



Reveal Ad



Floating Bottom



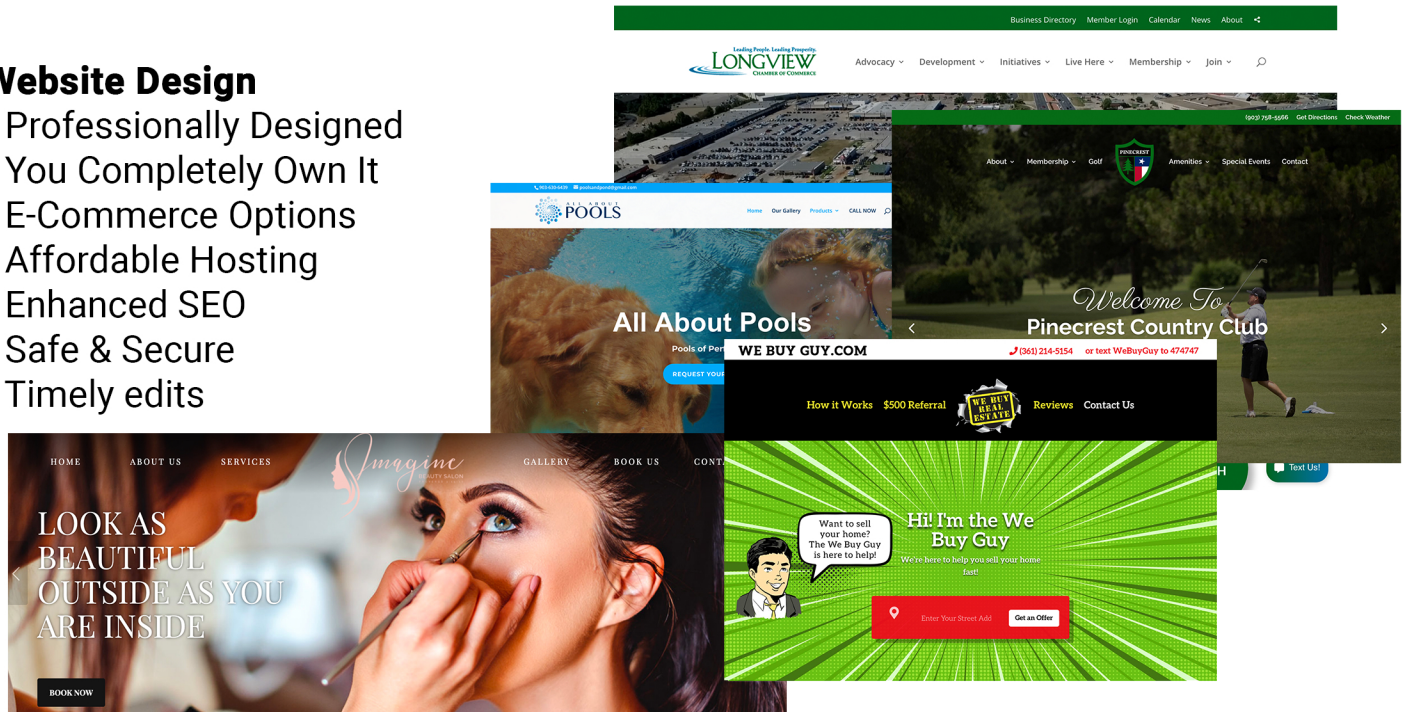
Take advantage of the local circle of influence your local newspaper has. There is no greater or more trusted resource for local news than your local newspaper, so align your brand with the newspaper to reach their audience on your own behalf.



Website Services

Website Design

- Professionally Designed
- You Completely Own It
- E-Commerce Options
- Affordable Hosting
- Enhanced SEO
- Safe & Secure
- Timely edits



Create a stunning site that represents your business. In today's digital age, having a website shows the world that you exist and that you're a real business. Perhaps you already have a website, but need a redesign. We offer great packages for whatever your needs are.

Landing Page

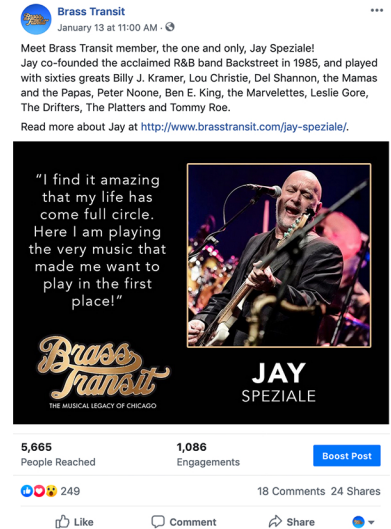


Sometimes you don't need a website, you just need a lead-capture landing page. This is a single page that is built onto your current website or on a separate URL that serves as the landing place for all your digital or print ads. A landing page usually has a very specific message or offer.



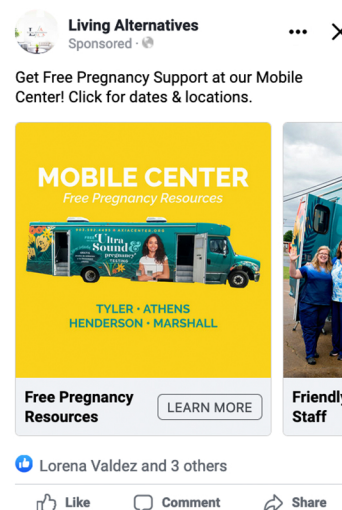
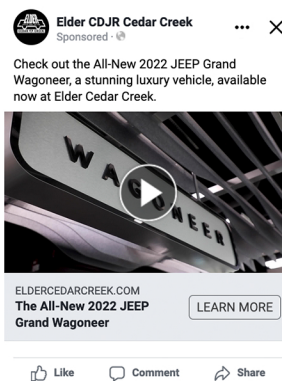
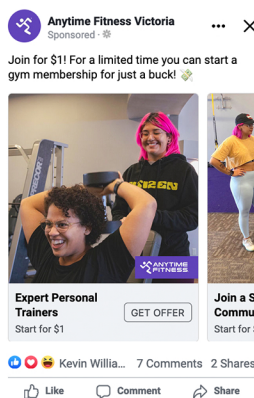
Social Media Marketing

Social Media Management



Most business owners know how to do social media, but they don't have the time. That's where we can help. We'll manage your social media with content that accurately represents who you are. Our packages include publishing weekly posts, actively engaging with your social media followers, responding to comments, and inviting those who interact with your content to like your page.

Social Media Targeted Ads



Just boosting a post every now and then isn't going to expand your market. Let us create an interactive, targeted social media ad campaign that grows your audience and gets results.

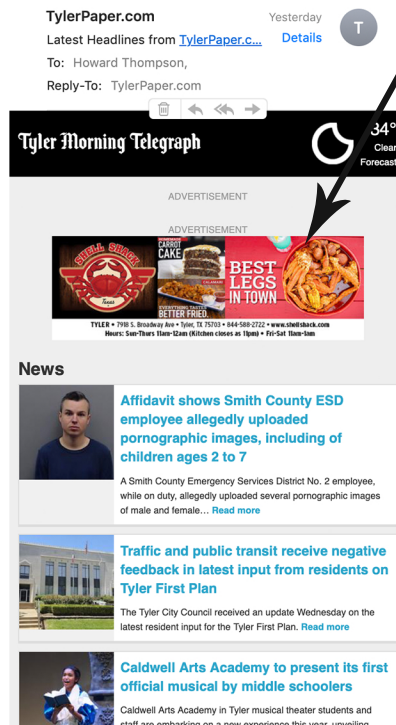


Email Marketing



Email Blast

An Email Blast is an email showcasing a client's product or service that is sent to our list of business contacts.



Email Ad

An Email Ad is shown inside of a regularly occurring news email.



Email Newsletter

An Email Newsletter is an email we create that is sent to a client's list. The email appears to come from the client. This is typically a recurring service.

Automated Email Drip Campaigns

One of the most powerful new ways to use emails is through automated drip campaigns. A drip campaign is "a series of automated emails sent to people who take a specific action. For any given action, you can choose how many emails to send and the rate at which to send them. These emails can be personalized with data like the contact's name and specific references to the action they took."

Video & Photo

Video

Commercials

Video Tours

Vlog Content

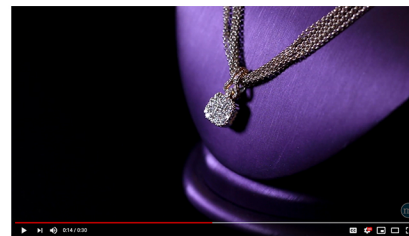
Event Coverage

360° Virtual Tours

Interviews

Product Videos

Multi-Cam Interactive
Live Streaming



Photos

Content Library

Event Photos

Property Photos

Team Photos

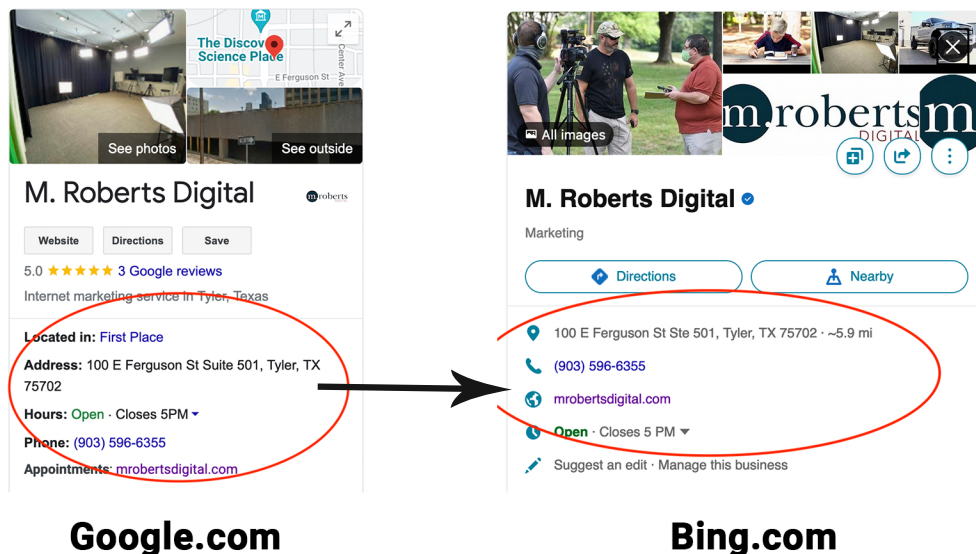
Product Photos



Search Engine Optimization

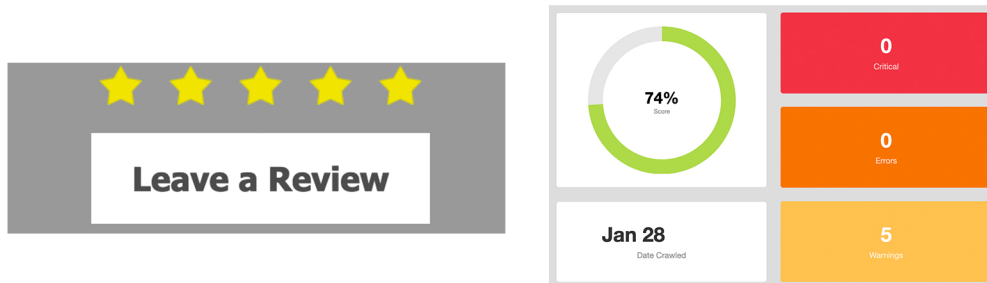
Business Listings Repair

Organically listing higher in search results should be the goal of every business. This process takes time, but there are things you can do to proactively enhance your SEO. Business Listings Repair is the first step. This package includes distributing your business' accurate information to hundreds of business listing platforms and to the four main data providers. It also includes Google My Business Optimization or Creation.



Basic Search Engine Optimization (SEO)

Our basic SEO package includes everything in the Business Listings Repair but also includes Review Generation, and SEO repairs on the backend of your website. To begin this process, our team will perform an audit of your site to see what enhancements can be made.



Creative Services

Logo Creation

Your logo identifies who you are. It tells your story through an image and some wording. Let us design for you that perfect logo.



Blog Post

Did you know that blog posts can enhance your SEO? Plus, they make you look relevant and position you as experts in your field. Let us write your content for you! We'll speak your language and you'll get to proof every post.

What are Phytonutrients?

[Phytonutrients](#), sometimes referred to as phytochemicals, help protect plants from germs, fungi, bugs, and other threats. We can borrow this same defense from plants to naturally protect our bodies from cancer, inflammation, and other chronic illnesses. Dr. Adrienne Carmack explains that these plant-based nutrients, like beta-carotene in oranges, do differ from vitamins and minerals.

Sponsored Content

Got a story that would benefit the public that your name is attached to? Publish a sponsored content article on one of our 6 newspaper sites.



LIFESTYLE
SPONSORED

Plan Retirement Right: Which is better, Traditional or Roth?

James R. Holloway, Sr., owner and principal financial advisor at Texas Financial & Retirement
Feb 13

Press Release

You've got a big event coming up and you need to let the press know about it in the official way. Let us create a press release for you and distribute it to all the media outlets in the area.

PRESS RELEASE
FOR IMMEDIATE RELEASE
January 13



Creative Services

Print Products

Business Cards, Posters, Banners, and Brochures are just another part of our full-service offerings here at M. Roberts Digital.



Graphic Design

Whatever project or creative you have in mind, we're your on-demand team of graphic designers.



Radio Ads

Need an ad for radio that doesn't sound generic? Let us help write your script and record your audio.



Other Creative Services

Call Recording and Tracking

Generate a unique business number (local or 800) that forwards to a number of your choice. Legally record the calls for training purposes or other marketing avenues. Keep track of call data.

Text Message Marketing

Send marketing messages directly to your clients with SMS or MMS text messages. Consider an automated text message drip campaign.

Podcast Recording & Hosting

Let us record your next podcast in our studio! We will record, edit, publish, and host your podcast. Podcast analytics included. Advertisement opportunities available based on your listener count.

MRD Studio Space Rental

Our private, 21'x15.5', sound-proof studio is available to rent and includes 3 Background Curtain Choices, and Professional Studio Lighting. Studio renters will need to bring in or rent any additional equipment. Our studio can be rented at a rate of \$100/hour.

Training Seminars

Let M. Roberts Digital provide your community or networking event with exclusive marketing tips and guidance.

Marketing Consultations

Our skilled M. Roberts Digital multi-media consultants are available to you ask marketing consultants. This is a recurring monthly service.





See anything you want?

Reach out to our sales team today.

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