



ATLAS BUYING GROUP, INC.
ADVERTISING AGENCY | EST. 1998



abg

We are comprised of advertisers who have gained negotiating power through volume purchasing. We have chosen to combine our individual advertising efforts to form a "buying group" designed to secure better pricing than any one business could achieve alone.

MARKETING SERVICES

(888) 285-2719

www.abgdentalmarketing.com | marketing@atlasbuyinggroup.com

SHARED MAIL

Affordable, Flexible, and Proven way of reaching your Clients

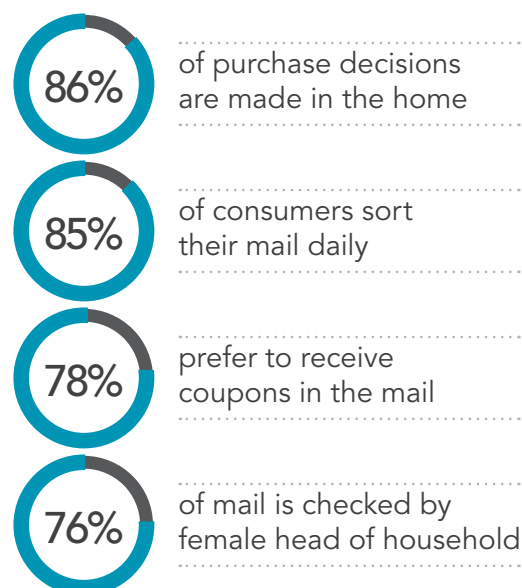


WHAT IS SHARED MAIL:

It is a direct mail package that is delivered to over 70 million households across the U.S. on a weekly basis.

- It allows you to reach the customers you want with hyper-local targeting. Saturate markets or target by sub-zip codes
- It allows you to reach your customers on a weekly basis for pennies. Single source for printing and delivery.
- The Mega Sheet insert dominates the mega package by sheer size (it can't be missed).

WHY IT WORKS:



POSTCARDS

This heavyweight delivers your message with style.



MULTIPLE POSTCARDS AVAILABLE

- EDDM
- SOLO Direct (with zip code/carrier route)
- SOLO Direct (with Mailing List)
- Shared Mail Postcards (A Great Value)
- Variable Data Postcards

Weekly Production Schedules!

WHY POSTCARDS WORK

Postcards are a great way to attract new patients. They help you increase your brand awareness and allow you to target your ideal customer.

1. **Postcards Nearly Always Get Read**
Because postcards are delivered “ready to read,” almost everybody will read it – even people who usually throw out other types of direct mail without opening it.
2. **The results of a postcard marketing campaign are very trackable.** Direct mail can deliver new patients and data to help you measure your success. Three ways to make postcard marketing trackable are: Personalized URLs, Custom Phone Numbers and QR Codes
3. **Postcards Produce Fast Results**
Because postcards are simple and easy to use – they produce results fast.
You can mail postcards within days or weeks of deciding to use them, and you’ll start getting sales activity in 2 or 3 days.

SOCIAL MEDIA MANAGEMENT AND MARKETING PROPOSAL

WHAT IS SOCIAL MEDIA MARKETING

Social media marketing the process of gaining website traffic or attention through social media sites such as Facebook, Twitter and Instagram.

Objectives with Social Media Marketing & Ads

- Get more online exposure.
- Showcase your brand and build a good reputation.
- Drive Traffic to your Website
- Generate leads through the help of Social Media
- Rank higher on search engines.



FACEBOOK AND INSTAGRAM

Create and manage your social media sites

- Package includes creating your Facebook & Instagram pages
- Up to 20 Post per month. Facebook/Instagram with include original content and limited 2nd party content.

TARGET ADS/BOOSTED POST

Social media allows you to target by behaviors, interest, demographics, connections, age ranges, languages or locations. We can use these targeting tools to ensure we are getting rid of any questionable, out of market clickers.

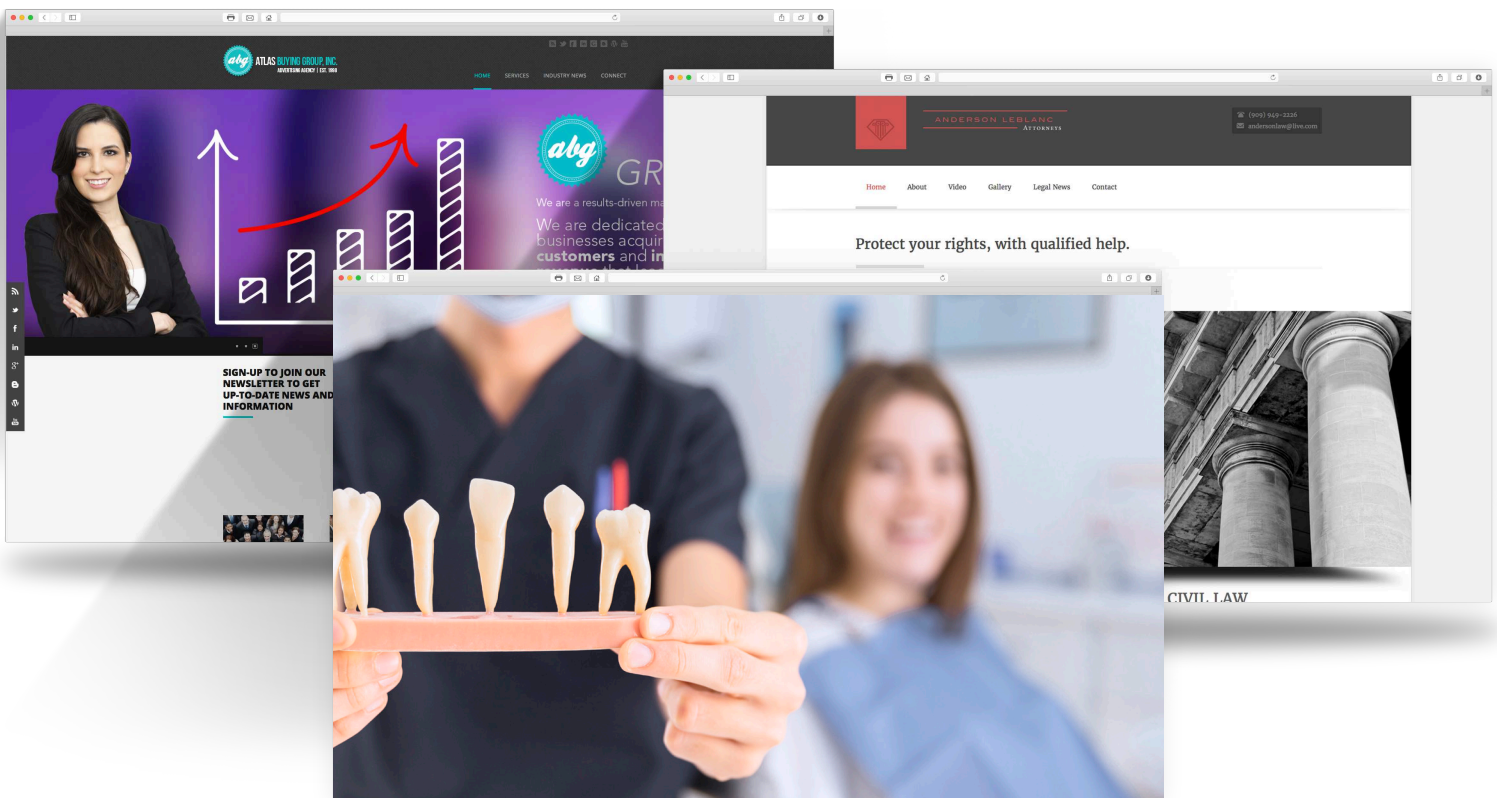
Services starting at \$250 per month.

WEBSITE CREATION



WE WILL CREATE A VISUALLY PLEASING AND FULLY FUNCTIONAL WEBSITE.

From design to functions, a website should help you achieve your goals. A properly built website can help you increase sales and attract new potential clients to your business. We design and develop cutting edge websites that will identify and highlight your business, and will also provide real results.



ADA WEBSITE

WHAT IS ADA COMPLIANCE?

Rules, behaviors, code standards, and design guidelines that are meant to allow people with disabilities to effectively use websites.

- Blindness
- Blurred Vision
- Cognitive Disorders
- Mobility
- Color Blindness
- Aging

IS WEB ACCESSIBILITY REQUIRED?

Web accessibility is required for businesses that fall under Title I, that operate 20 or more weeks per year and have at least 15 full-time employees.



✓ ADA Title III
COMPLIANCE

✓ WCAG 2.1
COMPLIANCE

✓ EN 301549
COMPLIANCE

✓ Section 508
COMPLIANCE

ADA COMPLIANCE IS IMPORTANT!

There has been 200% increase in lawsuits and demand letters from 2017 to 2018

DOJ affirms ADA applies to websites by November 2018

2019 seems like it is going to triple 2018

Over 150,000 demand letters served to businesses since 2017

93% of demand letters settle outside of court between \$120,000 - \$150,000

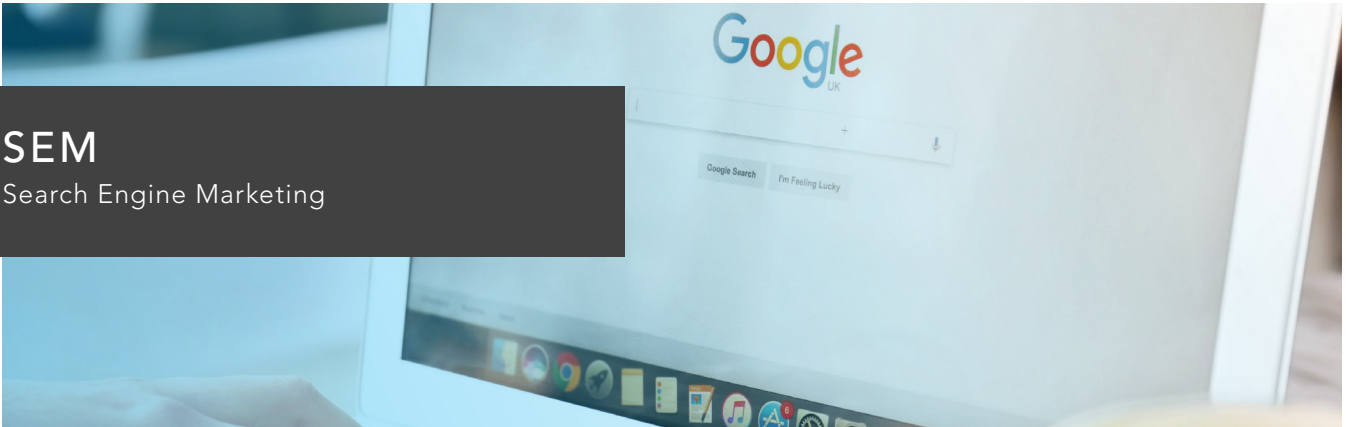
7% of businesses fight and lose in court

**WE CAN HELP MAKE YOUR
CURRENT WEBSITE ADA COMPLIANT**

- Low Cost
- Fast Turnaround
- Call Us Today

SEM

Search Engine Marketing



Search Engine marketing (SEM) is an important area which lays the groundwork for a complete marketing strategy that focuses on generating leads.

This method is sometimes called Pay Per Click or PPC advertising. The paid listings are usually those links that appear at the top or bottom of the search engine results' page. These links are the paid listings for which the search engines charges a small fee every time they are clicked by a visitor, also known as "Cost Per Click" (CPC).

Search Engine Marketing works to increase lead generation.

- Use to target local audiences
- Assist in Visibility of Competitive Search Terms - Using Key Words
- Supplements SEO Efforts

GOOGLE ADS BUDGET

\$750* per month Suggested Minimum





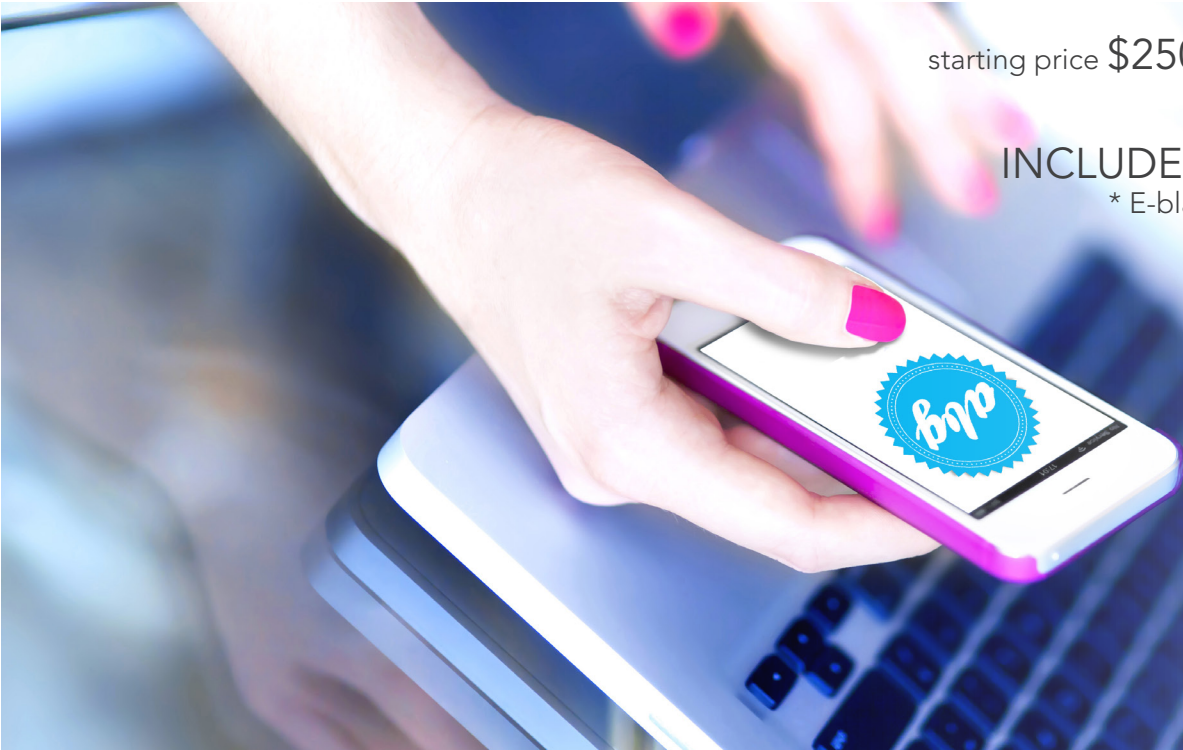
EBLAST MARKETING

REACH CUSTOMERS QUICKLY: Reach your customers quickly and efficiently. Keep them in the loop about promotions, events and more.

CAPTIVATE YOUR CUSTOMERS: We will design an appealing, eye grabbing email that will keep your customers captivated and involved.

TRACK YOUR RESULTS: Campaign reports will show how many recipients received and opened your emails, what links were clicked and how many invalid addresses are in your list.

LIST MANAGEMENT: As your mail list continues to grow, Atlas Buying Group will keep it clean by removing invalid addresses and unsubscribers. All lists are provided by clients. If you do not have a list already, we can work to help you develop one.



starting price **\$250 PER MONTH**
2 E-BLAST
INCLUDES DESIGN FEE
* E-blast list additional cost

REFERRAL CARDS/ GIFT CARDS



PRODUCT SPECIFICS

Plastic Card
Size: 3.5 x 2 in
4 Color

Starting At

.70 PER CARD

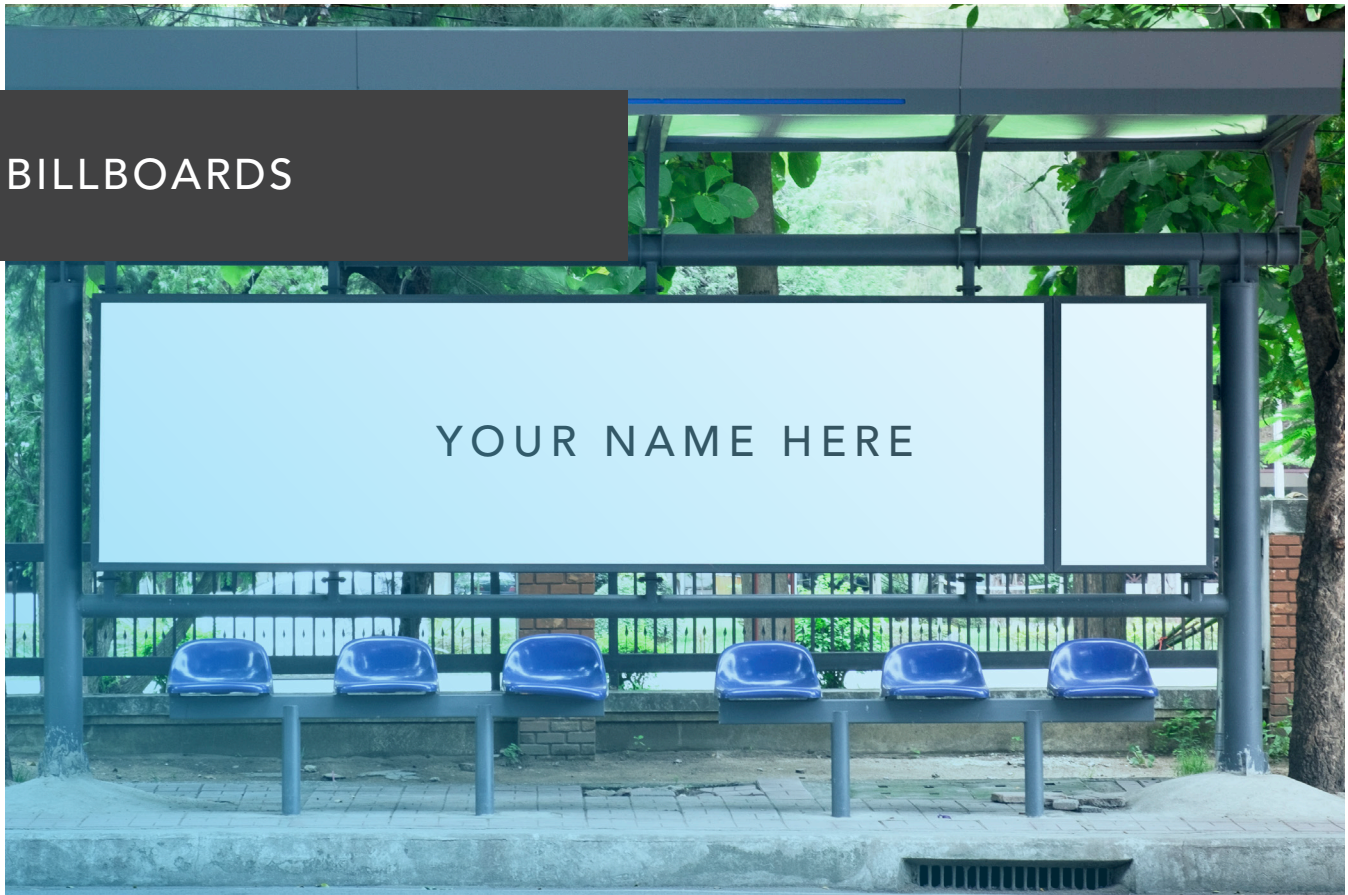
Minimum of 500

WHY IT WORKS

Gift Cards allow your brand to stand out from the competition.

- ABG Gift Referral Cards are Cheaper than the competition
- No Monthly Commitment
- Easy to Use

BILLBOARDS



DIGITAL BILLBOARDS

Digital Billboards have brought out-of-home advertising to a whole new level.

With attractive, eye-catching LED technology and locations throughout the most in-demand markets in the U.S., LED signs have streamlined the outdoor advertising industry. Your messages can be easily changed, and you can display different ads at different times of the day, making your message timely and relevant to your target audience.

BILLBOARDS

Highway Billboards are a great, cost-effective and highly noticeable type of advertising.

Located on high-traffic expressways, major roads, intersections and choke points to all major cities, billboards offer you exceptional advertising locations. Billboards serve to continually reach increasingly mobile demographic - and with locations near major shopping areas, billboards are the perfect point-of-purchase media.



PUBLIC RELATIONS

WHAT IS PUBLIC RELATIONS?

Public relations is the practice of managing and disseminating information from an individual or an organization to the public in order to affect their public perception.

We will manage your brand through earned, shared, and owned media. These foundational methods will build your categorical expertise in the industry and promote brand awareness.

EARNED MEDIA

creates opportunities for your company's updates and stories to be broadcasted through local news outlets.

SHARED MEDIA

fosters an on-line environment where people share your information through their social networking platforms.

OWNED MEDIA

is content you have produced and exercise full control over, (i.e. website, blogs, posts).

TYPES OF PR SERVICES:

- Submitted Articles/Op-Eds
- Press Releases
- Blogs
- Customer Testimonials & Case Studies

- Media Relationships with local news organization, including Southern California News Group
- Private/Public Partnerships with government organizations, charities, etc.



ATLAS BUYING GROUP, INC.
SERVICES

PRINT MEDIA

Shared Mail - Inserts and Premium Postcards Solo Mail - Variable Data Postcards
Print Collateral
Business Cards, Letterhead & Envelopes Point of Sale Materials
Door Hangers

SOCIAL & DIGITAL MEDIA

Website Development | Interactive Design Landing Pages
Refresh Webpage Design
Online Content Development
Eblast Campaign | Survey
Facebook

BROADCAST MEDIA

TV/Radio/Print
Media Planning
Media Analysis
Media Buying and Placement