

Single Audience Multi-touch Packages



Want to target a single audience multiple times? Our packages make it easy and affordable.

Marketing experts agree that multiple touches are necessary to persuade prospects to act. Now you can stretch your ad budget with our **Single Audience Multi-touch Campaign** packages.

Begin by identifying your audience.

Choose ONE audience from the PMMI Audience Network. Your audience could also be a combination of audience segments.

Then, choose a package.

You can communicate to your audience in a variety of ways. Packages include:

- **Targeted Branding Ads** –
50,000 impressions across the PMMI Audience Network
- **Pre-roll Video Ads** –
20,000 video impressions across the PMMI Audience Network
- **Facebook Sponsored Posts** - short duration campaigns
- **Facebook Video** - your video will play in the newsfeed
- **Targeted Direct Mail** - for your printed collateral
- **Targeted E-blast** - two deployments

How many times will your customer need to encounter your message before he or she is ready to act?

Although many experts embrace the “rule of seven,” others say it could be as high as 20.

So whether it’s 5, 10 or 20 touches, experts agree that the best way to create awareness, educate and inform your prospects as they move through each stage of the buying journey is via a multi-touch marketing campaign.

Contact your sales representative or Wendy Sawtell at 847-784-0520 or wsawtell@pmmimediagroup.com for details.

