

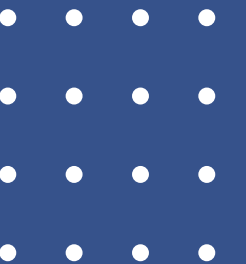
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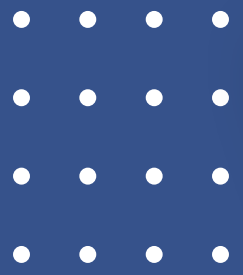
The Most Engaging Digital Marketing



2023 MEDIA KIT

Your guide to winning at
targeted advertising.

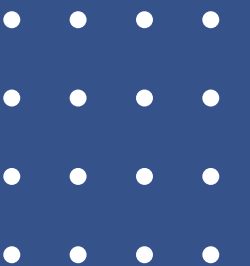




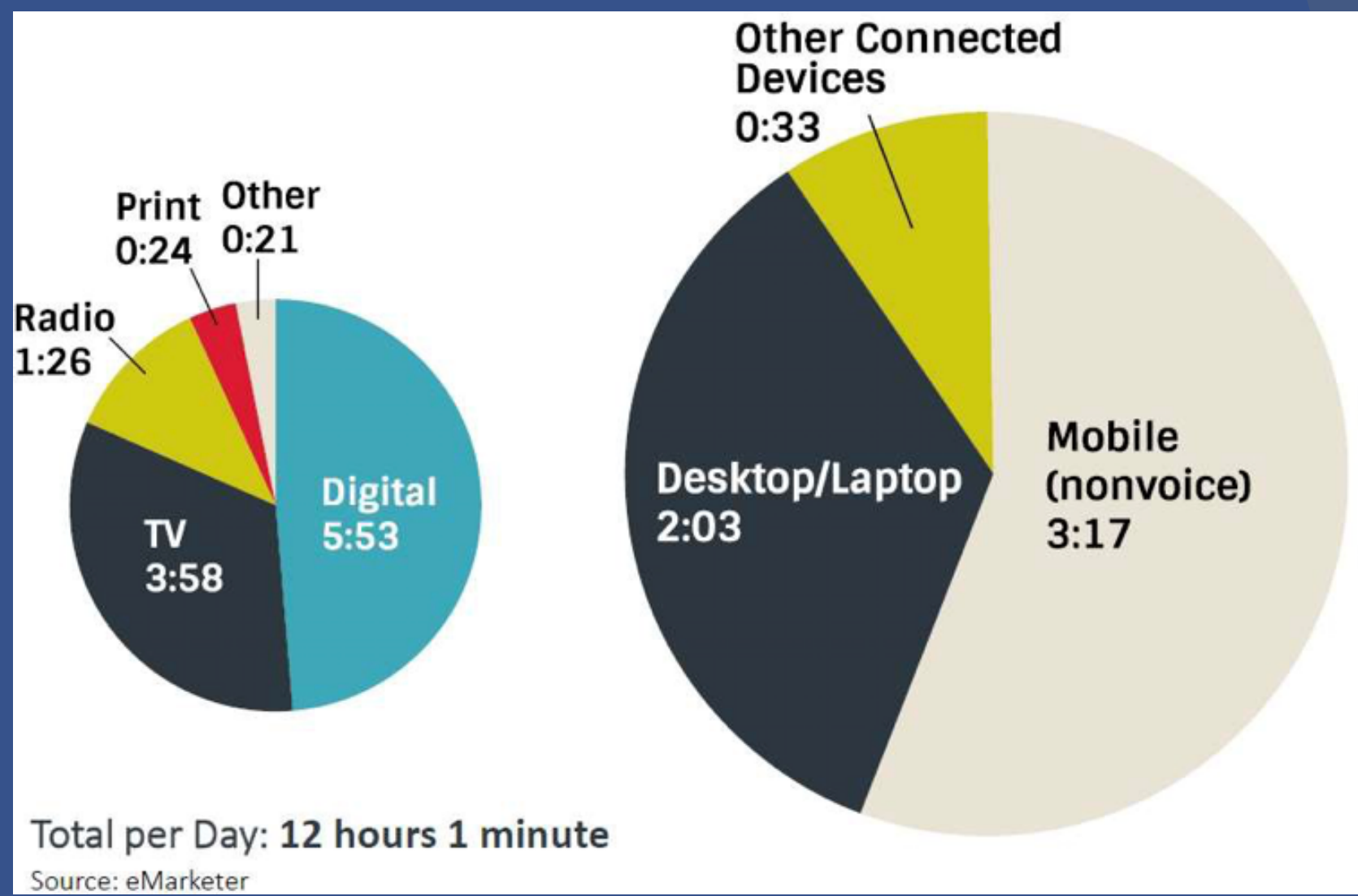
WHO WE ARE



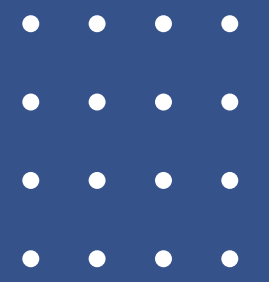
- We are a digital marketing company based in Pierre, SD specializing in targeted behavioral advertising.
- Our company has 50 years experience in various advertising media.
- Our campaigns are easily scalable. No client is too small or too large.



WHY DIGITAL MARKETING? ○



People are spending nearly 12 hours a day on various medias. Half or more of that time is spent consuming digital.





HOW WE CAN HELP



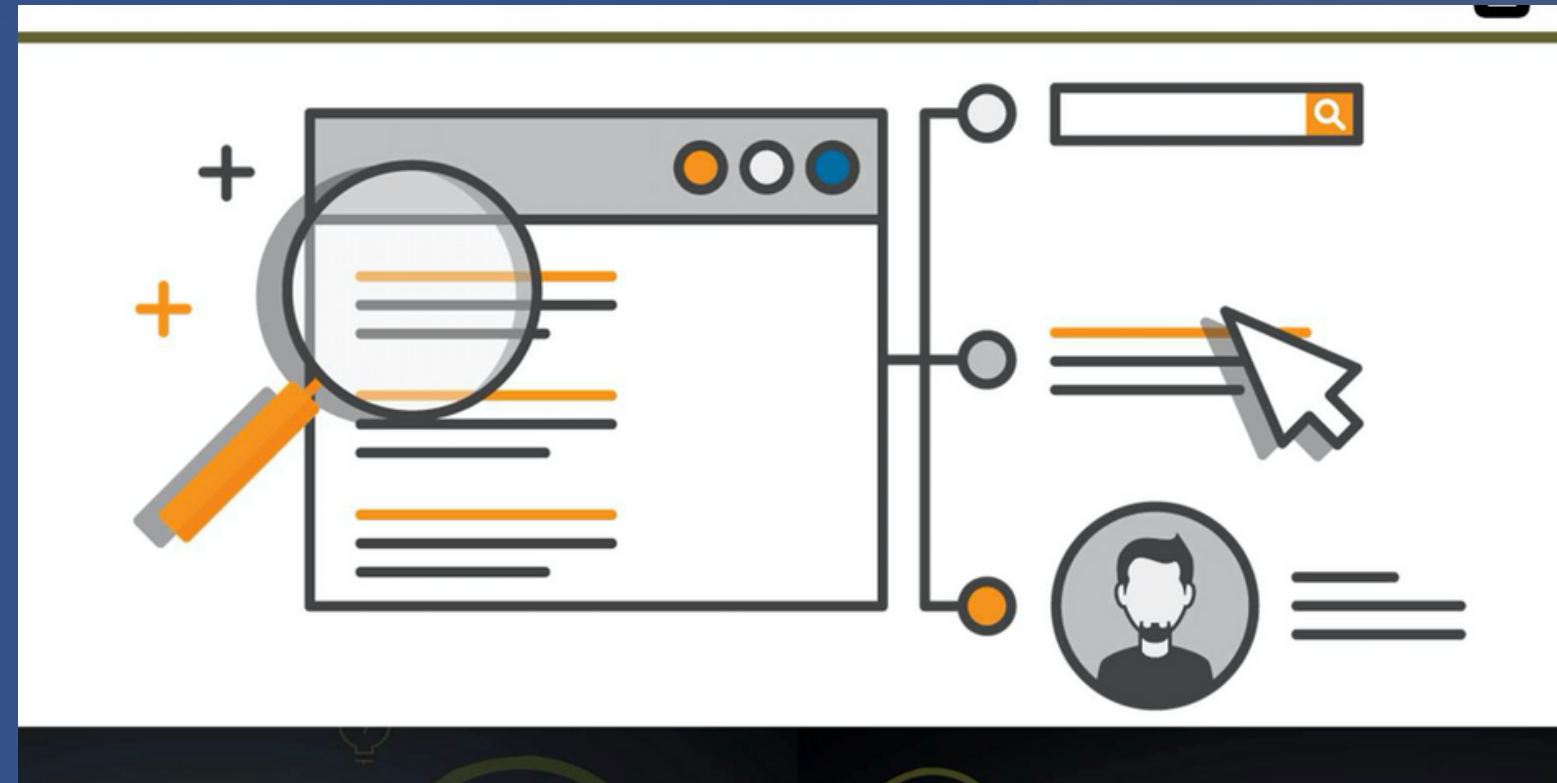
- Keyword Targeting
- Contextual Targeting
- Category Targeting
- Site Retargeting
- Geo-Fencing
- Addressable Geo-Fencing
- OTT/CTV
- Trackable Results



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KEYWORD AND CONTEXTUAL TARGETING



Targeting customers that are searching and reading articles online that are related to your business.

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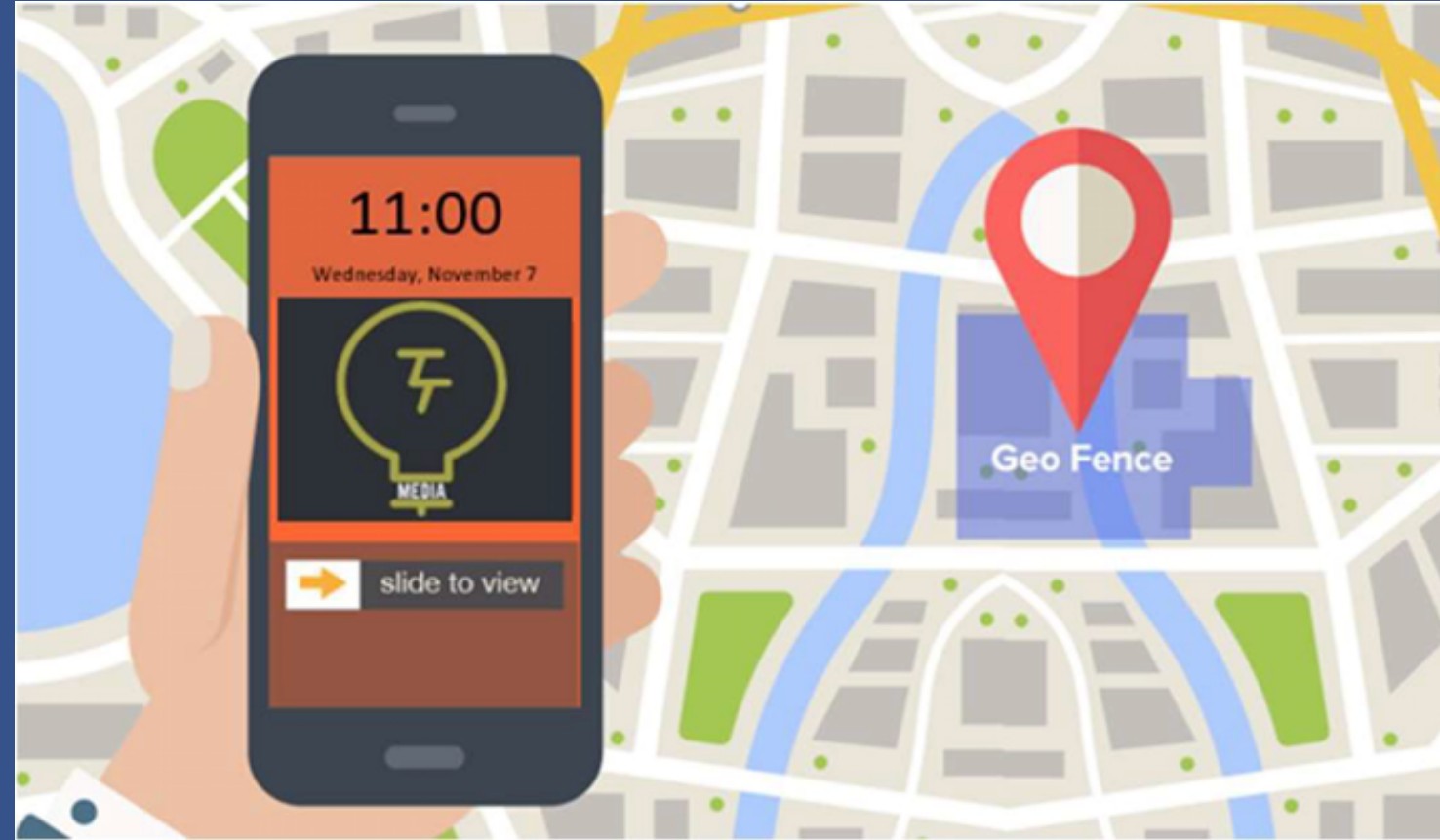
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SITE RETARGETING



Targeting customers that have visited your website then left.

GEO-FENCING

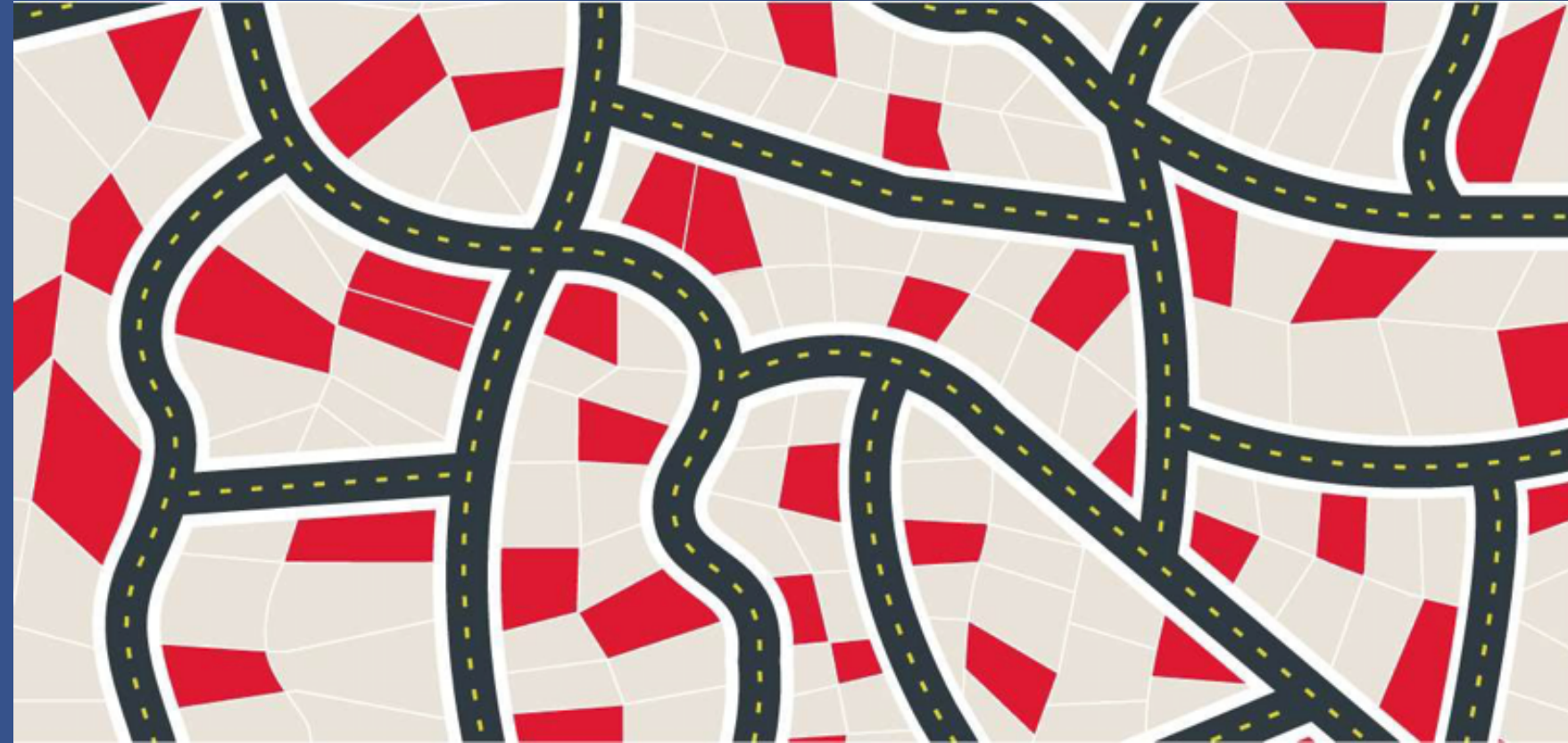


Targeting customers that have visited a real world location.

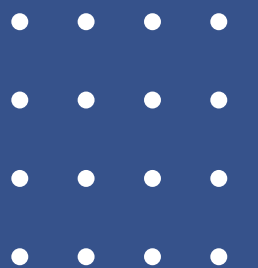
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ADDRESSABLE GEO-FENCING



Targeting customers in their homes. Think direct mail for your mobile devices, computers and smart TVs.



THE POWER OF HTML5 ADS



The unique design of our ad unit significantly outperforms Google Search Ads, Facebook Ads and Traditional Display Ads



Average engagement
Our HTML5 ad-4.61%
Google Search-1.91%
Facebook-0.5-1.6%
Traditional Display-.05-0.1%

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OTT & CTV

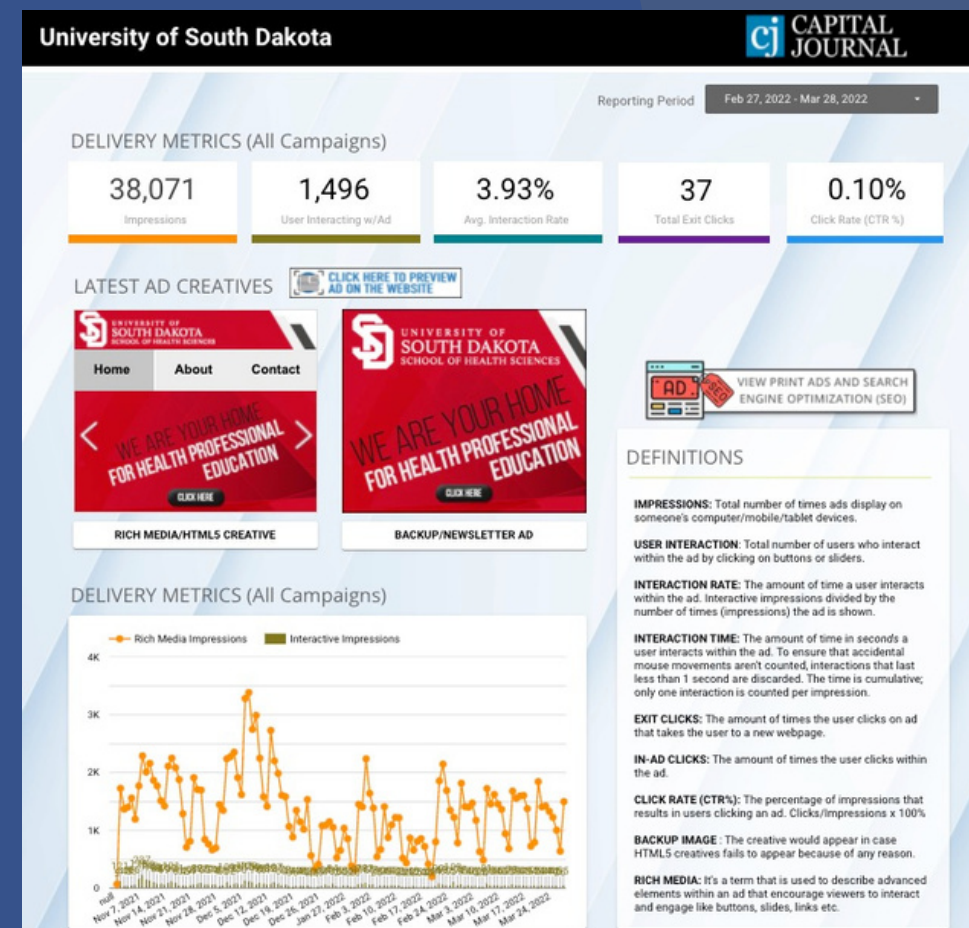


Targeting customers with streaming television ads on their mobile devices, computers and smart TVs.

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REPORTING



We will schedule monthly meetings (or more often if desired) to discuss how well your campaign is performing.

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IT WORKS

for growing your
business
or recruiting new
employees



“
The Capital Journal
and cjdigitalmarketing
advertising really came
through for us when
we wanted to recruit an
employee for one of our
career positions. In a very
short time, their targeting
efforts delivered just what
we were looking for in a
team member.

”
BRETT GILDEMASTER,
CENTURY BUSINESS PRODUCTS,
OWNER/CTO



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“
I wasn't sure exactly what
results to expect from a
targeted digital ad campaign
but was pleased to see the
large number of people that
engaged with our ad and
clicked through it to our
website. The Capital Journal
and cjdigitalmarketing made
the onboarding process
simple and in no time at all
our campaign was up and
running.

”
BARB LENOCKER,
HEARTLAND FINANCIAL SERVICES,
AGENCY MANAGER



IF WE COULD SHOW YOUR ADS TO...

- People who have been to your website and left without taking action
- People who have searched the web for your product or services
- People who have read online content related to what you sell
- People who have visited real-world locations (your competition)

Would that be of interest to you?

For more info:

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email: jeffrey.hartley@cjdigitalmarketing.net

website: cjdigitalmarketing.net

The logo for CJ Digital Marketing features a stylized 'cj' in a blue square on the left, followed by the words 'DIGITAL' and 'MARKETING' in a white, serif font on a blue background.

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