

THIRD
STREET
DIGITAL



Grown Here

Bringing Awareness to Ohio's Wineries
FY 24 Digital Strategy Proposal



Thank you for your request for proposal. We are pleased you are considering Third Street Digital as you partner for digital strategy. Formerly Pixelent, our team has a multi-year history of working with Ohio Grape and have loved the partnership with the Ohio Wines team.

We are the type of agency that works to become an extension of your team. We have extensive knowledge of the digital space and a passion for bringing creative concepts to life while using data and analytics to drive decision making. We know that data matters and results speak, which is why we've built a truly local team of digital experts. Collectively we have over 70 years experience in media and have access to the top digital tools and reporting capabilities in the industry.

Our agency has extensive experience with awareness campaigns in the advocacy space including multi-year relationships with organizations like Local Matters, CAPA, Ohio Department of Jobs and Family Services, Prevention Action Alliance, and more.

We are passionate about helping our clients evolve and providing the highest standards of customer service with deep, analytic reporting. We're confident that our digital strategy and team will increase awareness, engagement, and patronage of Ohio's wineries with targeted digital campaigns and impactful creative concepts.

We are excited at the opportunity to work with you again!

Sincerely,
Helen Speiser
Principal/CEO

FOOD FOR THOUGHT



Digital marketing is **complex**.

We bring **simplicity**.

We aren't just order takers,
**we are collaborators and an
extension of your team.**

We provide support through the
entire process as we evolved your
strategy to meet your goals.



THIRD STREET VALUES



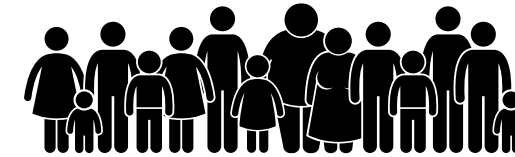
Trust and Transparency

Our guiding North Star



Education

A steadfast resource on industry trends, research, emerging technologies, tracking, and digital platforms



Community Impact

Giving back to the place where we call home



Innovation

Nimbly testing new technology and platforms in order to make them accessible to SMBs



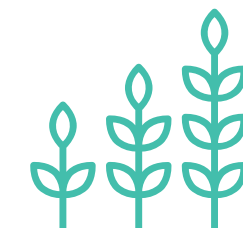
Data and Analysis

Data-driven decision making and accountability through campaign analysis



Partnership

Going above and beyond to become an extension of your team and brand



Evolution

Helping our partners evolve their campaigns, messaging, analysis, and general approach in marketing

MEET THE TEAM



Helen

Principal and CEO



Sydney

Digital Strategist



Lisa

Account Manager



Lindsay

Account Executive



Emily

Strategy and Product Manager



Tanya

Digital Account Manager



Rob

Digital Strategist



Mallory

Account Executive



Clare

Account Executive



Paige

Media Strategist



Rachel

Operations and Client Success Manager



Whitney

Account Executive

APPROACH

PARTNERSHIP BUILT ON A STRONG FOUNDATION

Our team of digital experts optimize your campaigns daily, ensuring maximum performance and results. We perform deep analysis throughout the campaign to constantly refine and improve our approach. Our omnichannel strategies are designed to drive results and are a custom approach tailored to your needs.

3

Weekly or Bi-Weekly Check Ins

We know communication builds trust and helps create a strong foundation. We set aside time weekly or bi-weekly to provide updates, ask questions, and talk about optimizations.

3

Campaign Evolution: Strong digital strategy is always evolving. We work with you to ensure your campaign gets smarter and more efficient for the best performance possible.

3

An Extension of Your Team:

Our goal is to become so integrated with your business that we become an extension of your team.

REPORTING & ANALYSIS

CAMPAIGN ANALYSIS

We believe that communication is key, smart decisions are based in data, and results grow as strategies evolve.

We will have a bi-weekly check in with your team to go over continuous optimizations, monthly reporting meetings, and quarterly in-depth analyses as your schedule allows.

REPORTING BEYOND IMPRESSIONS AND CLICKS

- Impressions, Clicks, and Click-Thru Rate metrics
- Visits to the site from each platform and time spent
- Call Tracking
- Year-over-year comparisons
- Onsite Conversions
- E-commerce conversions
- Custom reporting metrics as indicated by client



CLIENT DASHBOARD

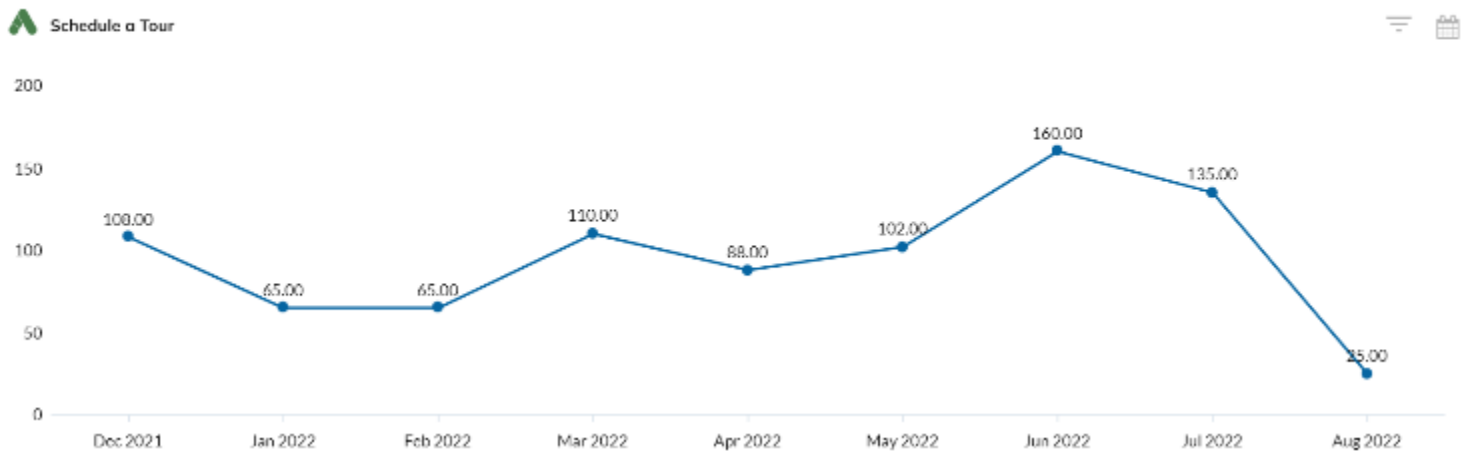
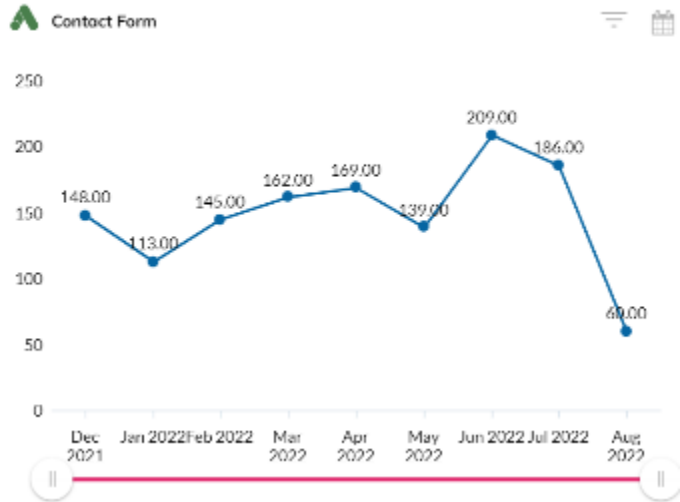
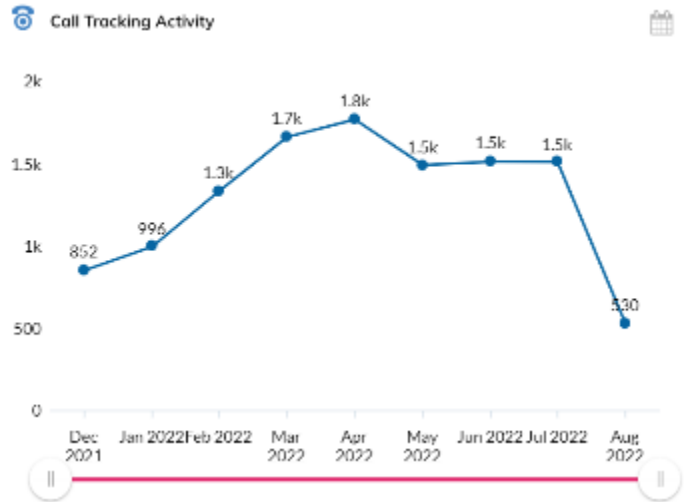
Custom dashboards that integrate all products to easily check-in on performance.

SEM | Line Painters SEM | New Cls SEM | Shopping Ads SEM | Columbus Mowers Programmatic Geo-Fencing + Add Section



Performance by Campaign

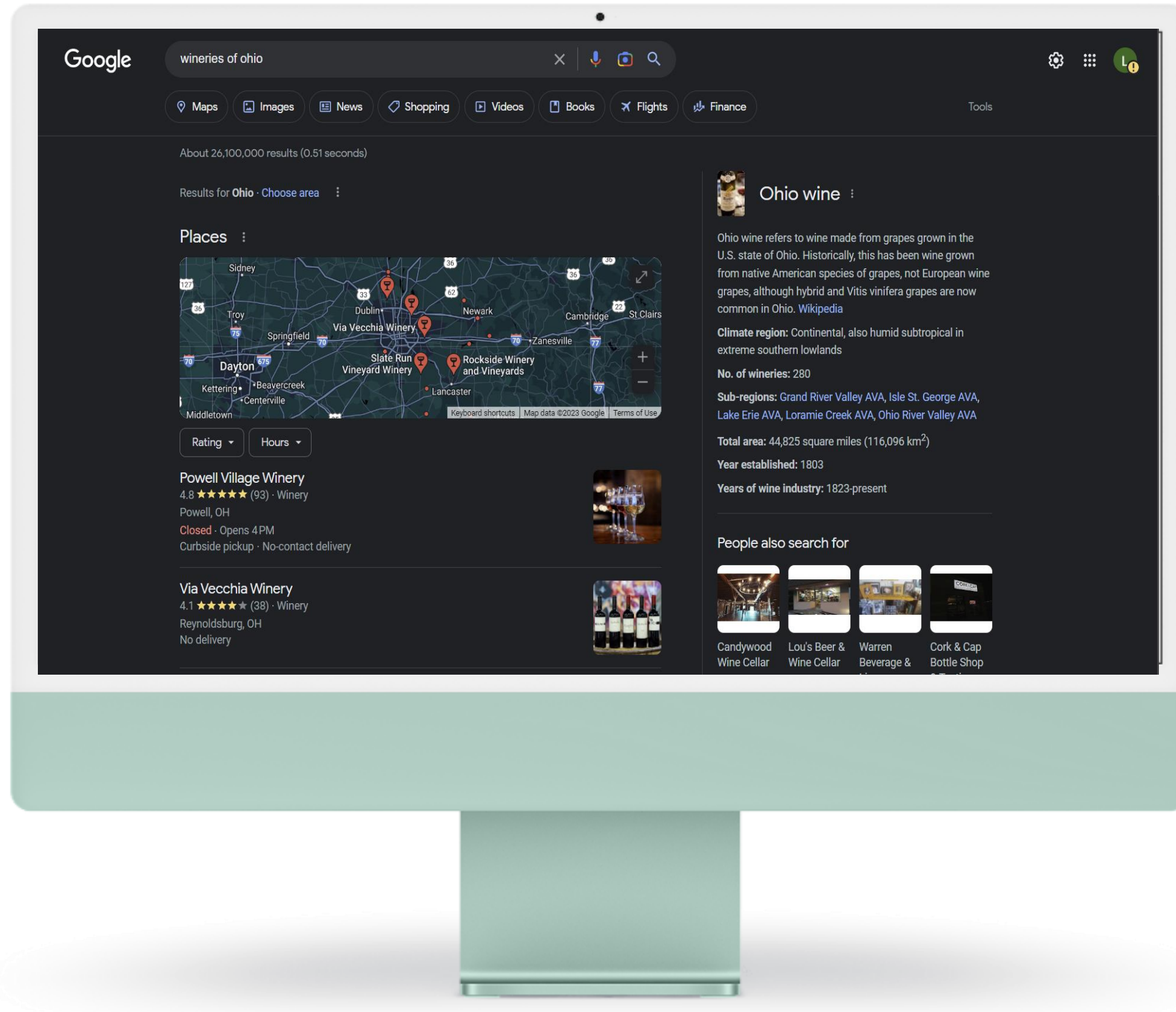
Campaign Name	Impressions	Clicks	CTR	Avg. CPC	All Conv.
Total	27,478	1,294	4.71%	\$3.58	447.00
Autmow - Line Painters - NY State - SEM	4,561	249	5.46%	\$2.93	80.00
Autmow - Line Painters - Ohio State - SEM	3,911	210	5.37%	\$6.67	74.00
Autmow - Line Painters - Oregon State - SEM	1,093	55	5.03%	\$5.16	19.00
Autmow - Line Painters - Washington State - SEM	2,823	144	5.10%	\$4.15	33.00
Automow - Line Painters - 12 States - SEM	15,090	636	4.21%	\$2.55	241.00



STRATEGY DETAILS

PAY PER CLICK

REACH PEOPLE ACTIVELY SEARCHING FOR WINERIES



Paid search is our most powerful tool for the decision and action phases of the customer journey. Google is the place where almost everyone starts their decision-making process and research. It is the only place where people are actively raising their hand, indicating that they are interested in what you have to offer. We use data insights to analyze performance, evolve our campaigns and make them as efficient as possible to drive higher ROI. We go beyond the click to understand the full journey and work to optimize conversions.

PAY PER CLICK

REACH PEOPLE ACTIVELY SEARCHING WINERIES

PPC Build

Ad type	Ohio Grape
	Responsive search ad
Headline 1	Ohio Wines Grown Here
Headline 2	Ohio Wines From Vine to Wine
Headline 3	Wine From Ohio Grown Grapes
Headline 4	Celebrate Ohio's Winemakers
Headline 5	Discover Wineries Near You
Headline 6	Where To Buy
Headline 7	Plan Your Visit
Headline 8	Discover Ohio Grape Regions
Headline 9	Learn More
Headline 10	Search by Variety or Region
Headline 11	Search by Amenities
Headline 12	Search by Location
Description 1	Learn about Ohio's appellations or just find a place to buy Ohio wines near you
Description 2	Did you know Ohio is one of the top 10 wine-producing states?
Description 3	From connoisseurs to casual sippers we invite you to explore an unpretentious wine region.
Description 4	Local wineries offer rolling vineyards, sparkling lakes & fascinating tours year round.

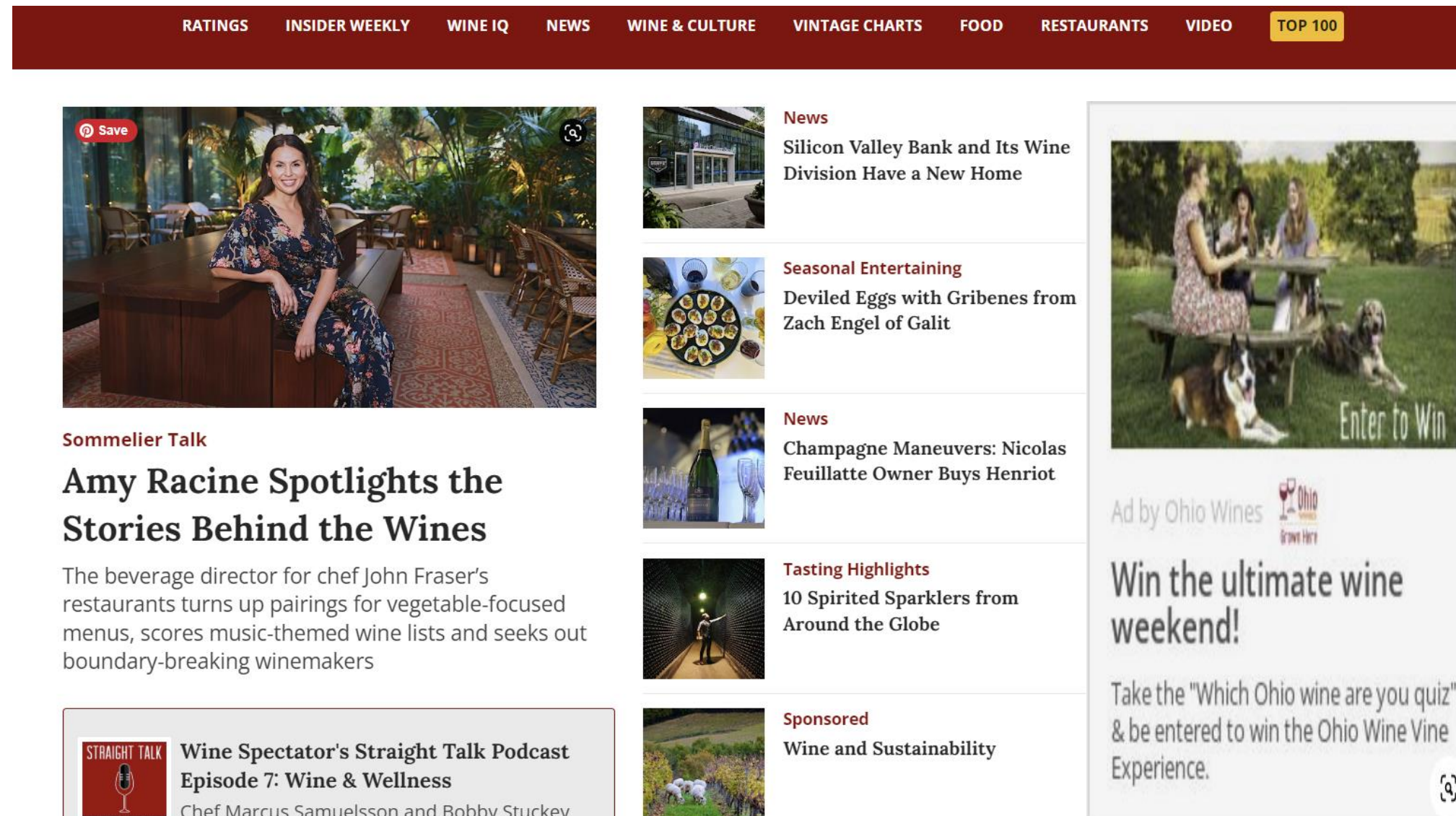
Targeting Ohio Wines regions at the market level, including:

Toledo, Cleveland, Youngstown, Columbus, Athens, Cincinnati

Investment: \$6,750/month

PROGRAMMATIC DISPLAY

BUILDING AWARENESS



The screenshot displays the Wine Spectator website's content layout. At the top is a dark red navigation bar with links: RATINGS, INSIDER WEEKLY, WINE IQ, NEWS, WINE & CULTURE, VINTAGE CHARTS, FOOD, RESTAURANTS, VIDEO, and a yellow 'TOP 100' button. The main content area is divided into several sections:

- Sommelier Talk:** A large article featuring a photo of Amy Racine and the headline "Amy Racine Spotlights the Stories Behind the Wines". The subtext reads: "The beverage director for chef John Fraser's restaurants turns up pairings for vegetable-focused menus, scores music-themed wine lists and seeks out boundary-breaking winemakers".
- News:** A section with two articles:
 - "Silicon Valley Bank and Its Wine Division Have a New Home" (with a photo of a modern building).
 - "Champagne Maneuvers: Nicolas Feuillatte Owner Buys Henriot" (with a photo of a champagne bottle and glass).
- Seasonal Entertaining:** An article titled "Deviled Eggs with Gribenes from Zach Engel of Galit" (with a photo of a platter of deviled eggs).
- Tasting Highlights:** An article titled "10 Spirited Sparklers from Around the Globe" (with a photo of a person in a wine cellar).
- Sponsored:** An article titled "Wine and Sustainability" (with a photo of a vineyard).
- Podcast:** A section for "Wine Spectator's Straight Talk Podcast Episode 7: Wine & Wellness" featuring Chef Marcus Samuelsson and Bobby Stuckey.

On the right side of the page is a large, light-colored advertisement for Ohio Wines. It features a photo of three people sitting on a bench outdoors with dogs. The text in the ad includes: "Ad by Ohio Wines", "Win the ultimate wine weekend!", and "Take the 'Which Ohio wine are you quiz' & be entered to win the Ohio Wine Vine Experience." There is also a small "Enter to Win" text at the bottom right of the ad image.

Programmatic display and video capabilities utilize data across multiple tactics like website retargeting, keyword search retargeting and audience demo and psychographics.

Programmatic Tactics:

- Audience Targeting: wine, food and travel enthusiasts
- Website Retargeting
- **189,000 estimated impressions/month**

Investment: \$3,000/month

SOCIAL MEDIA

SUB TITLE



Facebook, Instagram and TikTok!

Facebook and Instagram Reach Campaign

- Geo targeted to regional markets
- Intended to get as many eyes on the ads as possible, extending your reach in the markets

Facebook and Instagram Traffic Campaign

- Geo targeted to regional markets
- Intended to get as many users on the website as possible, increasing site traffic and visibility to all Ohio Wineries

TikTok

- Geo targeted to regional markets
- Intended to expand into a new social channel and increase engagement with video

Social Creative Design

Investment: \$4,500/month

3

40% OF TIKTOK USERS DON'T HAVE FACEBOOK

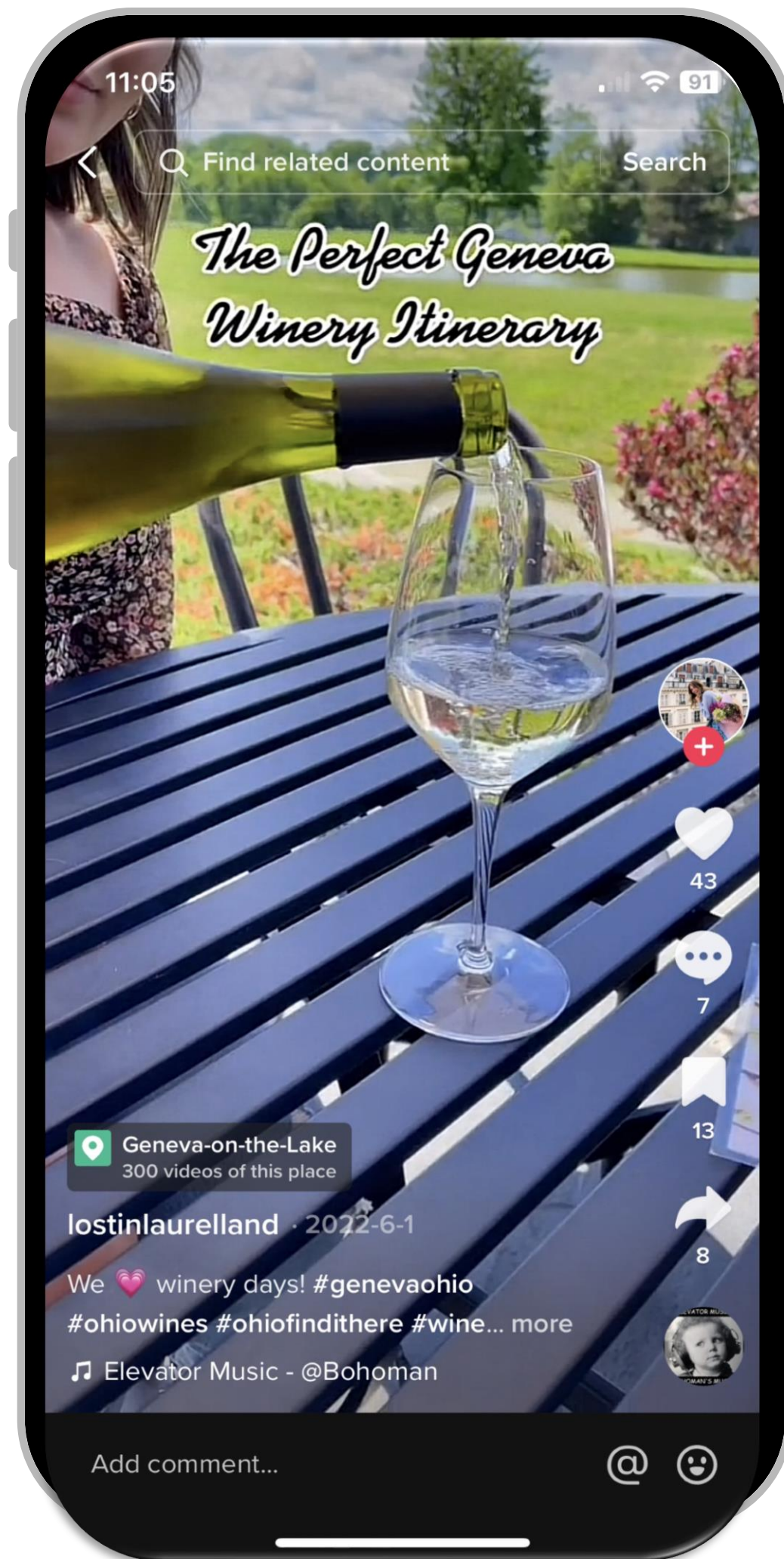
Which means they aren't finding, learning, or engaging with your Facebook page.

TIKTOK

Creative How-Tos

**Authentic,
Entertaining,
Relatable,
Shareable**

Perfection has no place here! TikTok users are looking to connect with people, brands, and organizations in a real way, and Ohio Wines already has plenty of Instagram video content that can easily be repurposed for TikTok creative.



BIG IN 2023:

- 01** Making space for joy
- 02** Story telling
- 03** Indulging in small luxuries at all budgets
- 04** Community building based on shared interests
- 05** Learning through info sharing and problem solving
- 06** Day-to-day happenings and behind the scenes

EMAIL



Using a conquest list of email addresses we will target wine, food, and travel enthusiasts across Ohio who have opted in to be marketed this type of content. Our email is 100% can-spam compliant and consistently sees higher than average Open and Click-thru rates.

Lead Nurturing Email Journey

Third Street will deploy an email to 75,000 targeted subscribers. We'll follow that up with a redeploy to those who opened the original email, and follow with 100,000 IP-targeted display impressions using the IP addresses of the email subscribers. This is a great retargeting tactic to stay engaged with those who have actively asked to receive content about wine.

Investment: \$6,250 each deployment

STRATEGY INVESTMENT

Unit/Size		Dates	IMPs	Net CPM	Net Total	Notes	
PPC	terms including "local wineries near me, wine tours, wine tastings," etc	text ads	September-November	n/a	n/a	\$8,750	
Programmatic Display	Audience Targeting + Site Retargeting	320x50, 300x250, 728x90, 160x600, 300x600	September-November	250,000	\$12.00	\$3,000	targeting wine/food/travel enthusiasts in Ohio
Social	Facebook, Instagram and TikTok	image carousels and video	September-November	n/a	n/a	\$4,500	targeting wine/food/travel enthusiasts in Ohio
Email	75k-subscriber list, redeploy to openers, IP-targeted display impressions	Email + Display	TBD	175k+	n/a	\$6,250	targeting wine/food/travel enthusiasts in Ohio
PPC	terms including "local wineries near me, wine tours, wine tastings," etc	text ads	September-November	n/a	n/a	\$8,750	
Programmatic Display	Audience Targeting + Site Retargeting	320x50, 300x250, 728x90, 160x600, 300x600	September-November	250,000	\$12.00	\$3,000	targeting wine/food/travel enthusiasts in Ohio
Social	Facebook, Instagram and TikTok	image carousels and video	September-November	n/a	n/a	\$4,500	targeting wine/food/travel enthusiasts in Ohio
Email	75k-subscriber list, redeploy to openers, IP-targeted display impressions	Email + Display	TBD	175k+	n/a	\$6,250	targeting wine/food/travel enthusiasts in Ohio
						\$45,000	



GOOD WORK * GOOD PEOPLE * GOOD TIMES

THANK YOU!

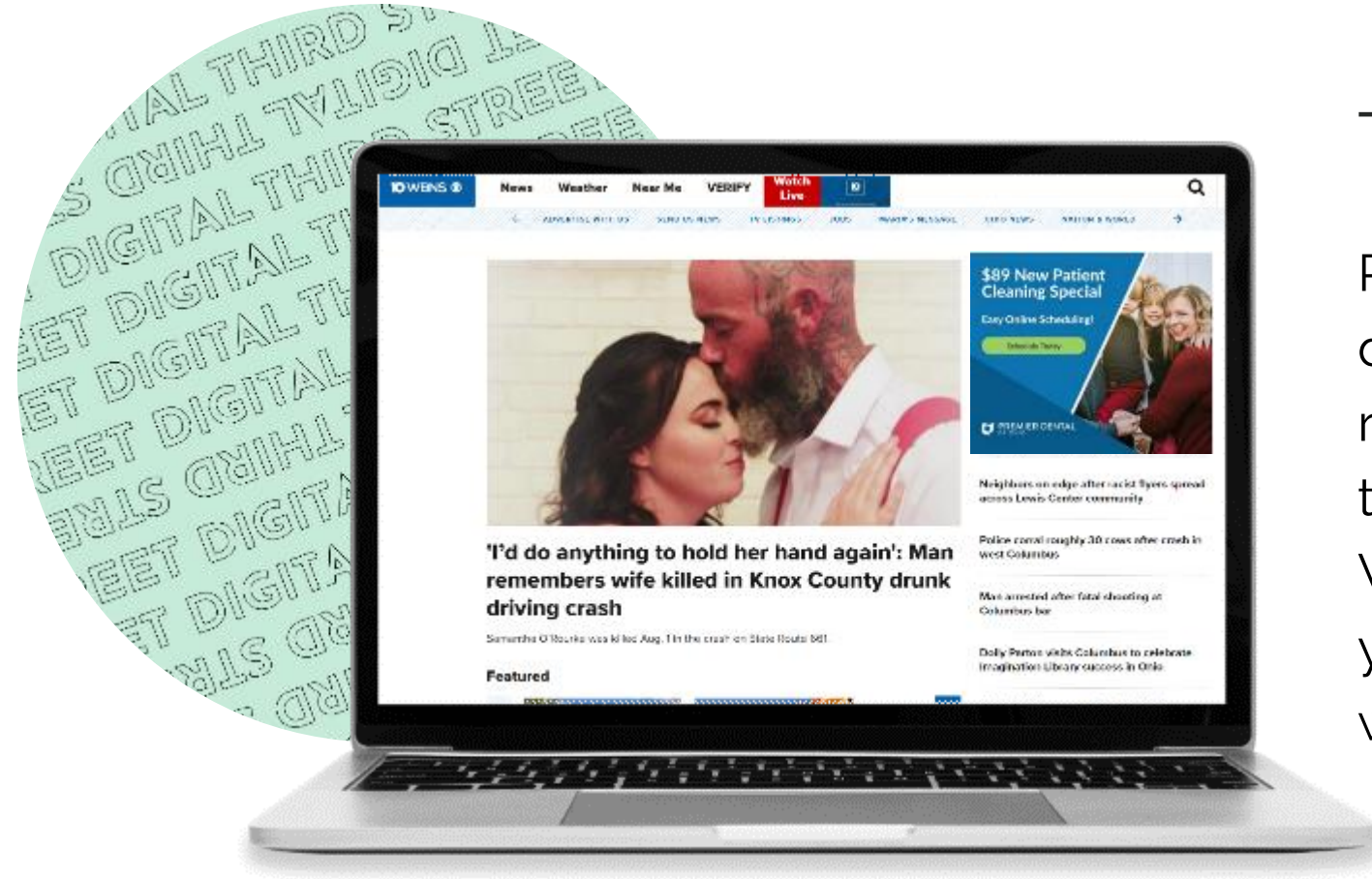




DIGITAL PRODUCTS & CAPABILITIES



CAPABILITIES



TARGETED DISPLAY AND VIDEO

Programmatic display and video capabilities utilize deep data across multiple tactics like website retargeting, search retargeting, contextual, keyword, website, app, and IP targeting.

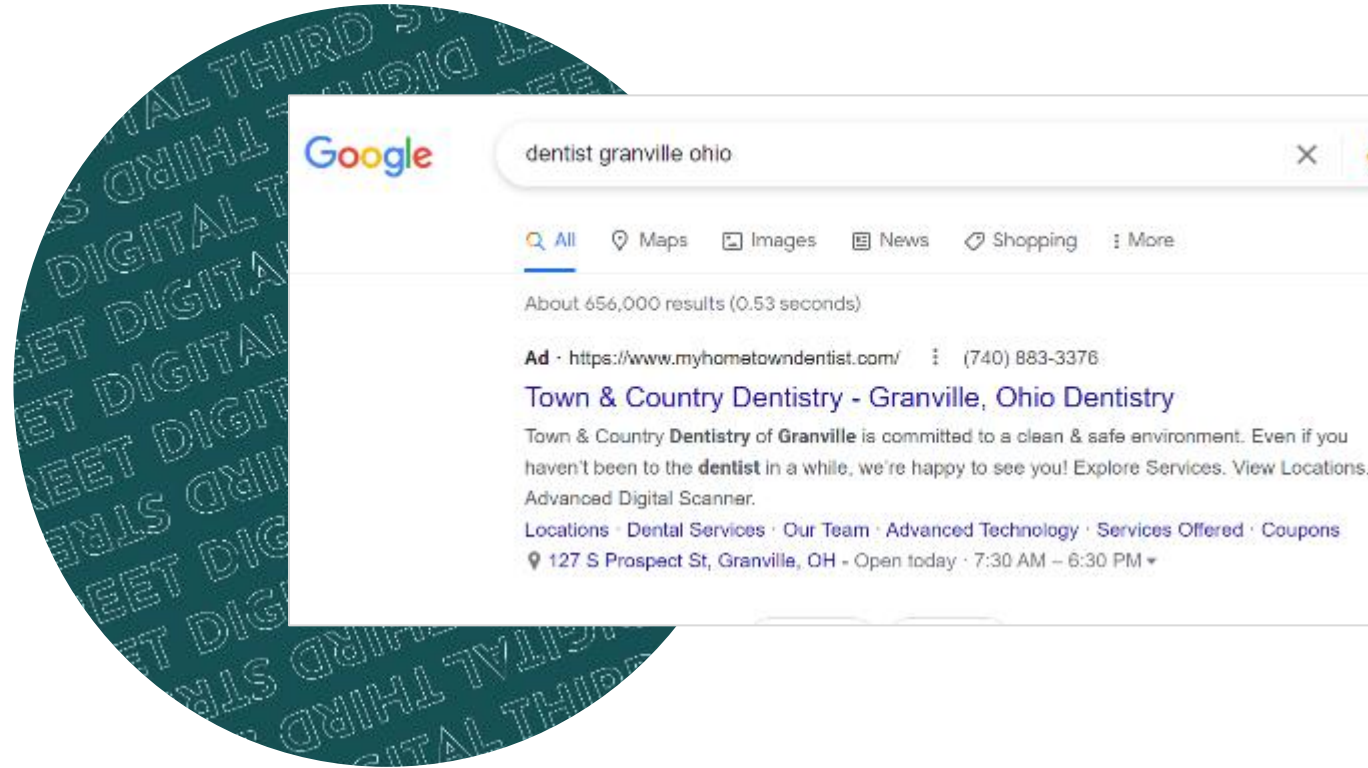
We work directly with you to find the best data targets for your campaign and to curate custom/lookalike audiences while implementing campaign tracking.

MOBILE GEO FENCING

Addressable mobile geo fencing campaigns allow us to target someone who has recently been to or frequents a specific brick and mortar location and/or event.



CAPABILITIES



PAY PER CLICK

PPC is a direct response tactic that results in conversions. We look at the full scope of the campaign from ad copy to landing page to build the most efficient campaigns possible while making daily optimization for ultimate performance.

SEARCH ENGINE OPTIMIZATION

If your business is looking to drive critical website traffic, you must have a strong SEO strategy. We don't believe in SEO packages. Our process starts with a full website audit so we know exactly what needs to be addressed with both onsite and offsite SEO.



CAPABILITIES

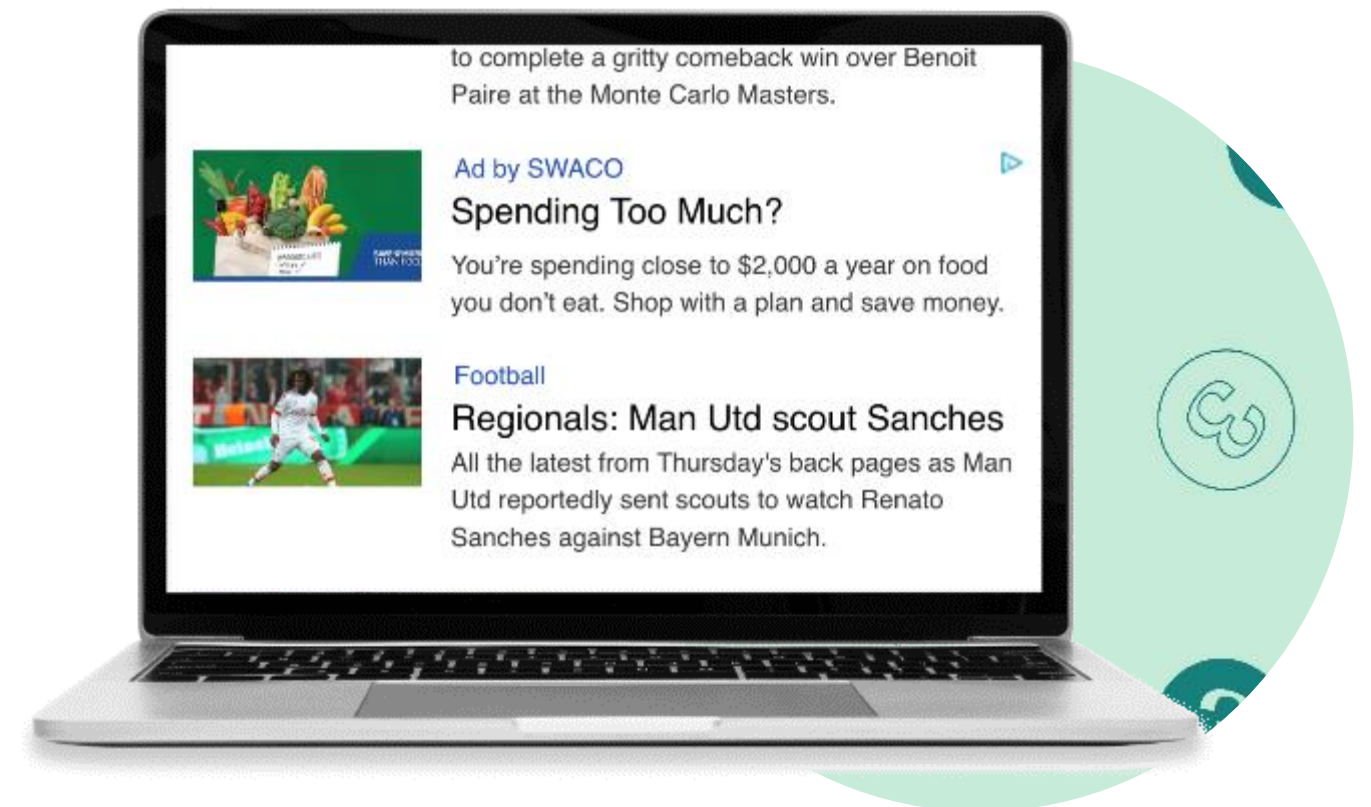


STREAMING AUDIO

Streaming audio campaigns at scale! Run across multiple music streaming platforms like Spotify and iHeart while also gaining exposure programmatically on podcasts.

NATIVE SPONSORED CONTENT

Content that looks and feels like an article across a large network of websites and apps. Native sponsored content sees 3x the engagement of traditional display ads and gives you a unique way to position your product and/or brand.



CAPABILITIES



EMAIL MARKETING

Use our double opt-in, highly targeted data base to run strong conquest campaigns and connect directly to your consumers and prospects.

OTT/CONNECTED TV

We've tested the top OTT providers and have a deep understanding of which options to select based on your campaign goals.

Connected TV should be strategic, trackable, and built on the foundation of high-quality, top-funnel inventory.

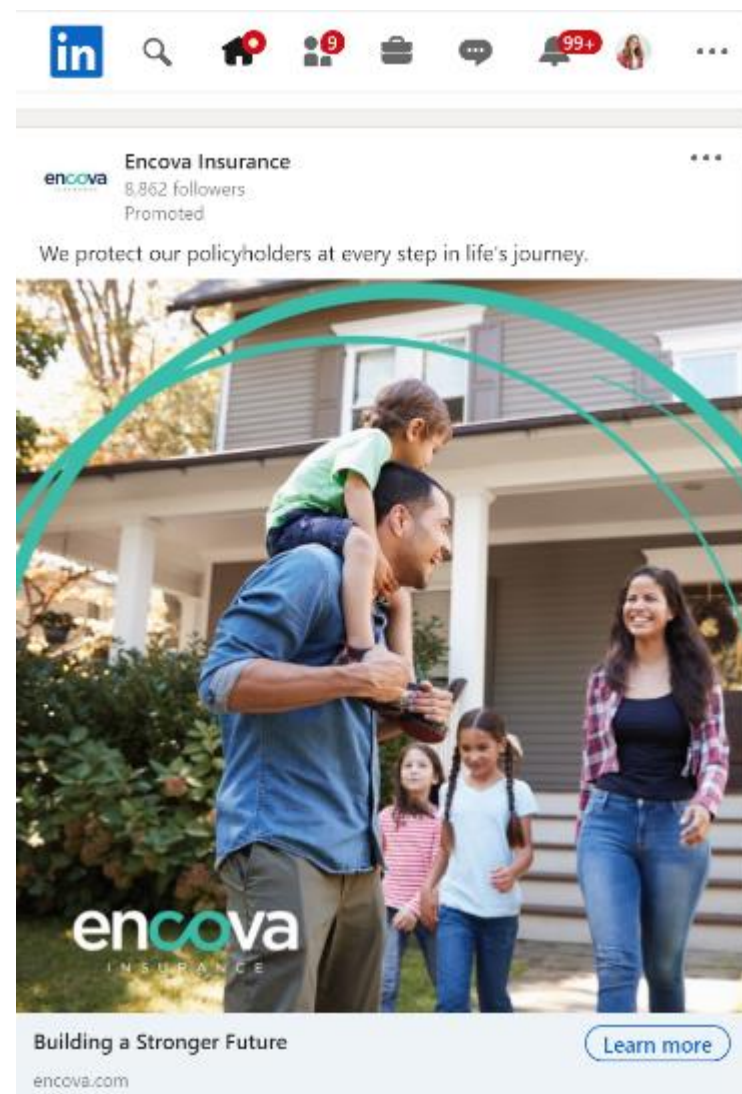


SOCIAL MEDIA

PAID SOCIAL STRATEGY



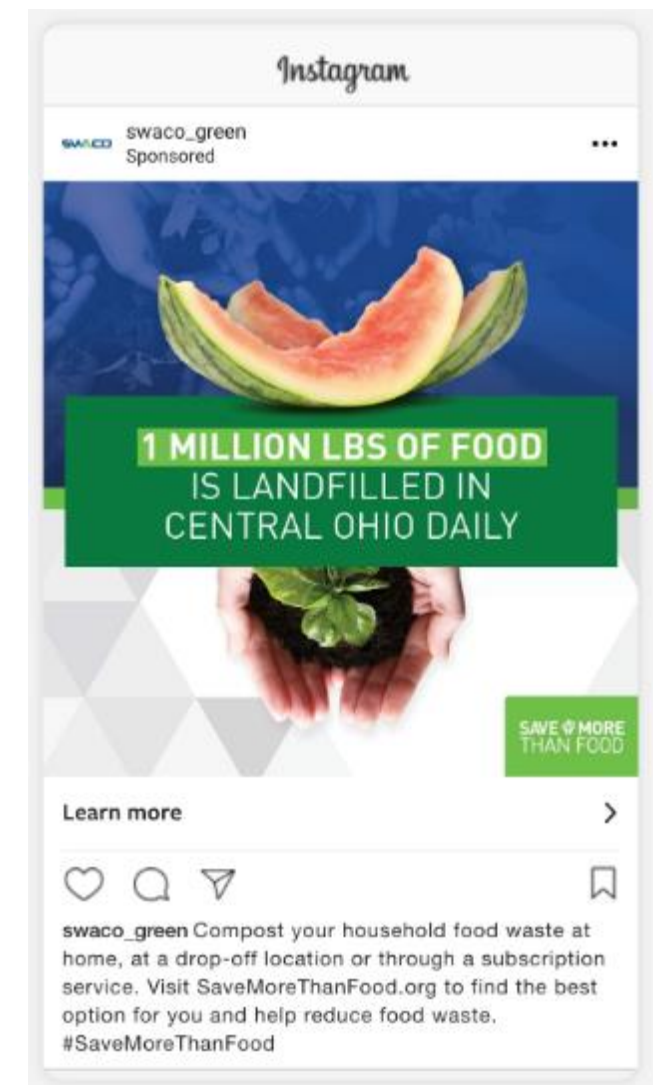
LINKEDIN



FACEBOOK



INSTAGRAM

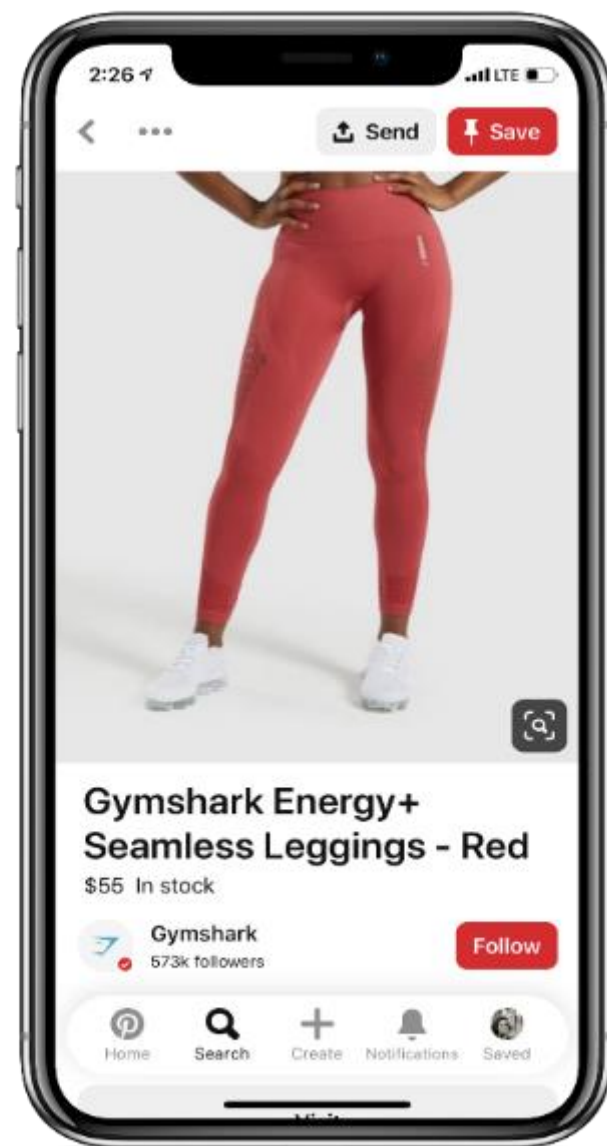


SOCIAL MEDIA

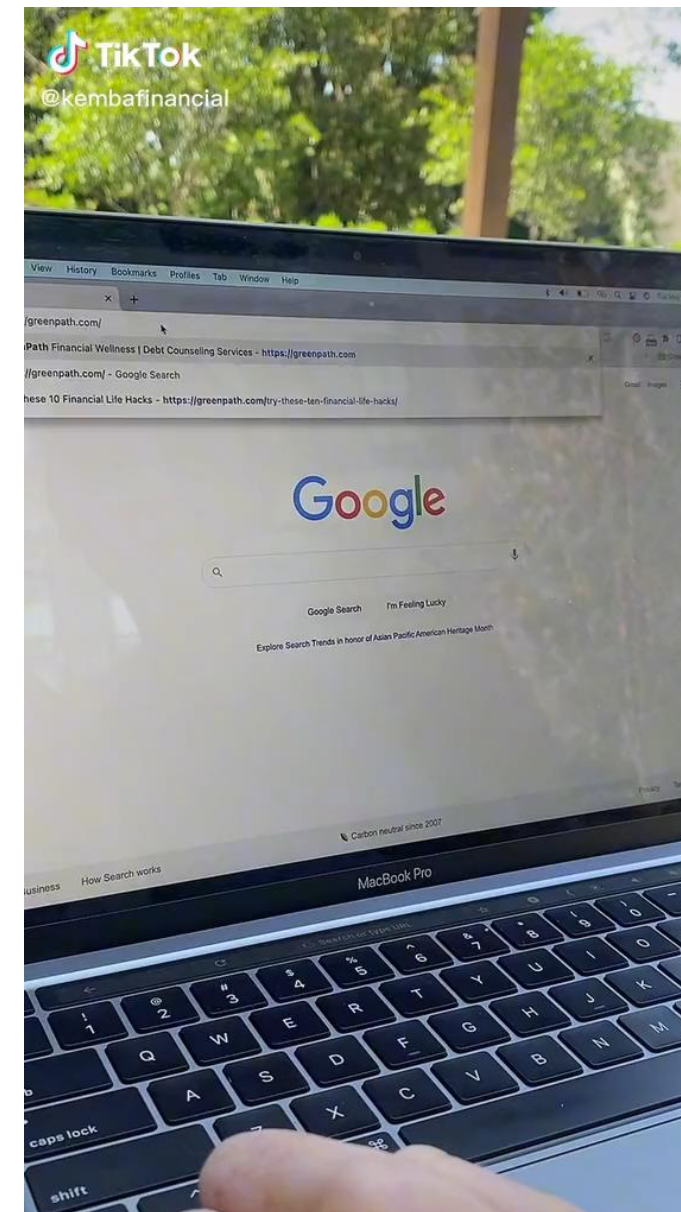
PAID SOCIAL STRATEGY



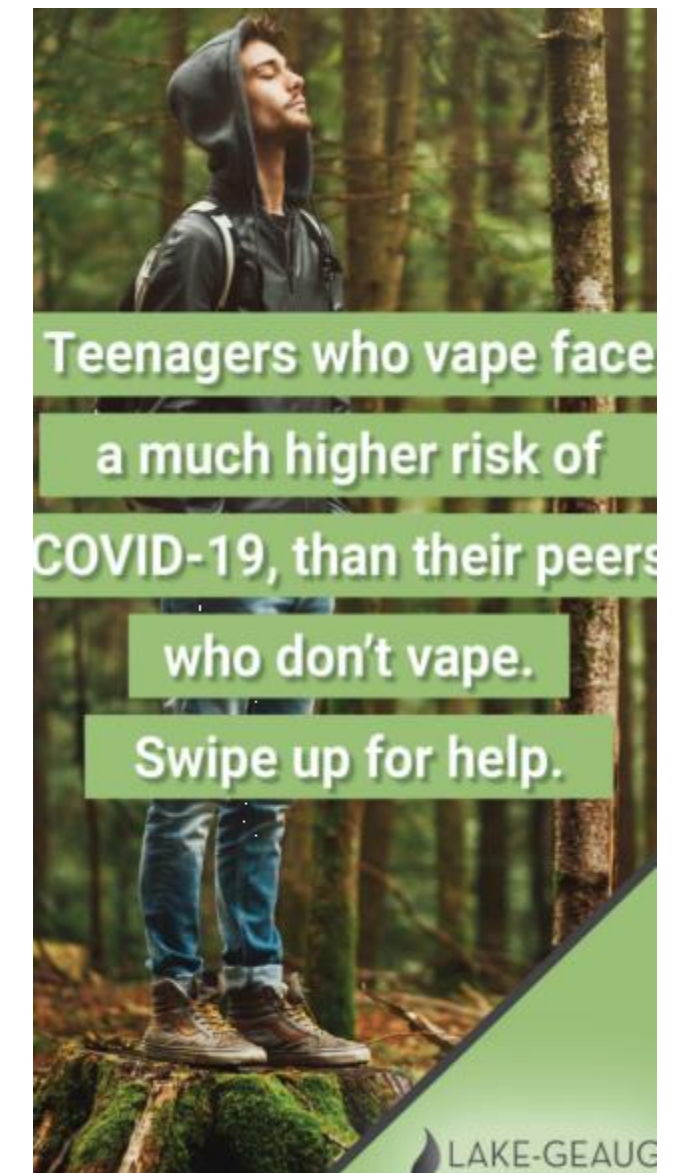
PINTEREST



TIKTOK



SNPACHAT



SOCIAL MEDIA

ORGANIC SOCIAL STRATEGY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3/27	3/28	3/29	3/30	3/31	4/1	4/2
	Greenpath	Mortgage Message Scholarship	Employee Spotlight	Brand TikTok	Financial Literacy Month	
4/3	4/4	4/5	4/6	4/7	4/8	4/9
	Auto Loan	KEMBA Live Financial Literacy Month	Employee Spotlight Columbus Business First	Greenpath TikTok	Review	
4/10	4/11	4/12	4/13	4/14	4/15	4/16
	Greenpath	Mortgage	Employee Spotlight Financial Literacy Month	TikTok	Credit Card	
4/17	4/18	4/19	4/20	4/21	4/22	4/23
	Review	Greenpath	Employee Spotlight Columbus Business First	TikTok	Financial Literacy Month KEMBA Live	
4/24	4/25	4/26	4/27	4/28	4/29	4/30
	Greenpath	Financial Literacy Month Brand	Employee Spotlight	TikTok	Auto Loan	



CREATIVE SERVICES

Strong digital marketing campaigns and smart strategy integrates with creative. We develop creative that helps brands connect with their customers in a purposeful way. Our nimble creative services and quick turnaround times gives you the ability to A/B test throughout your campaigns.

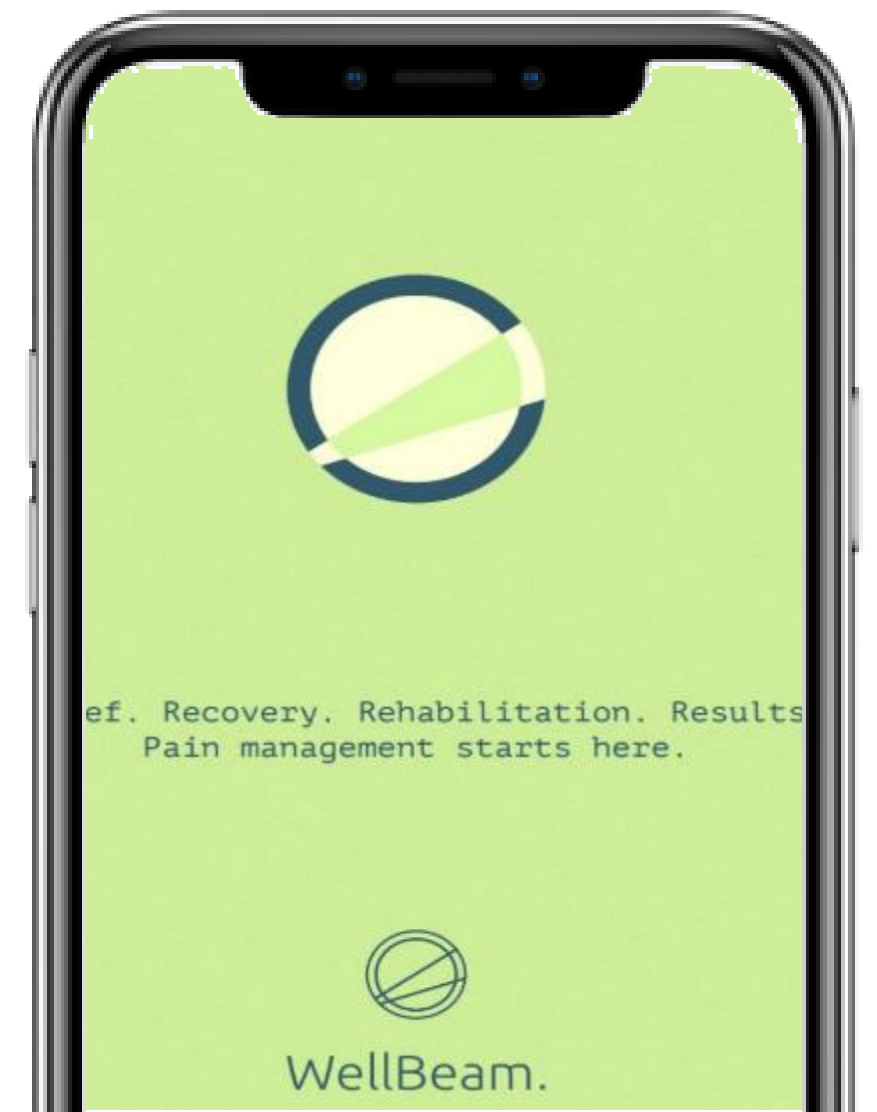
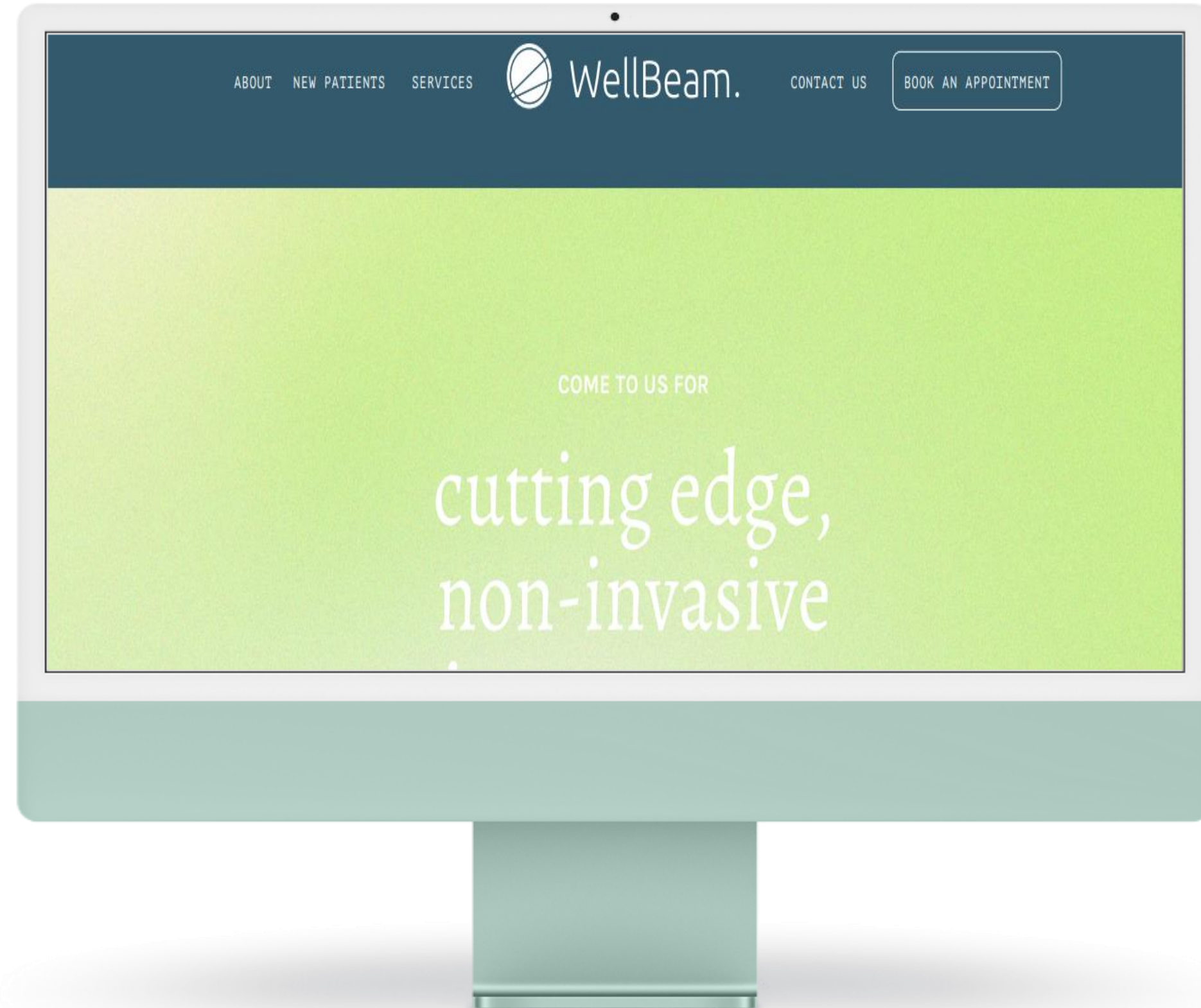


CREATIVE SERVICES



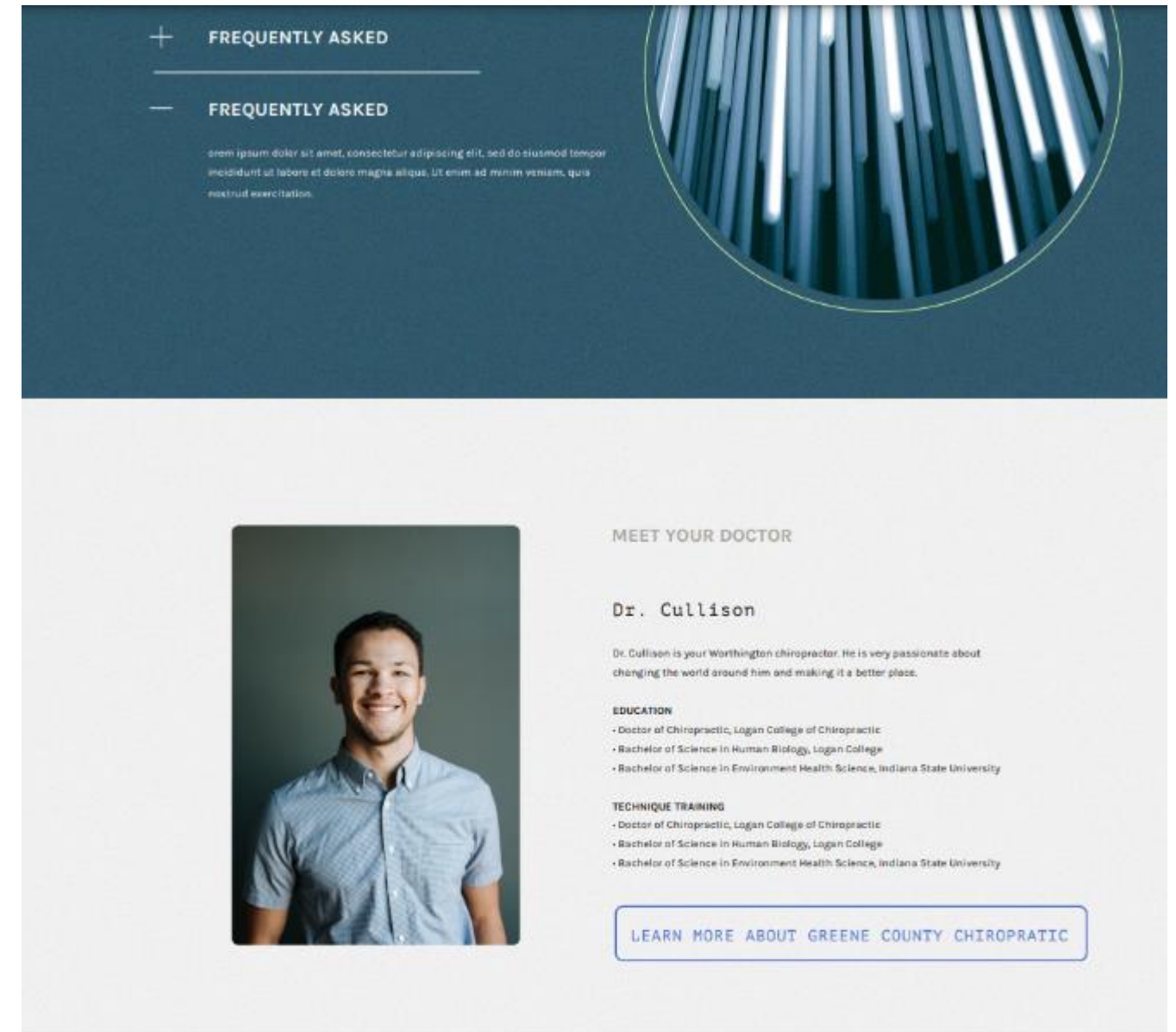
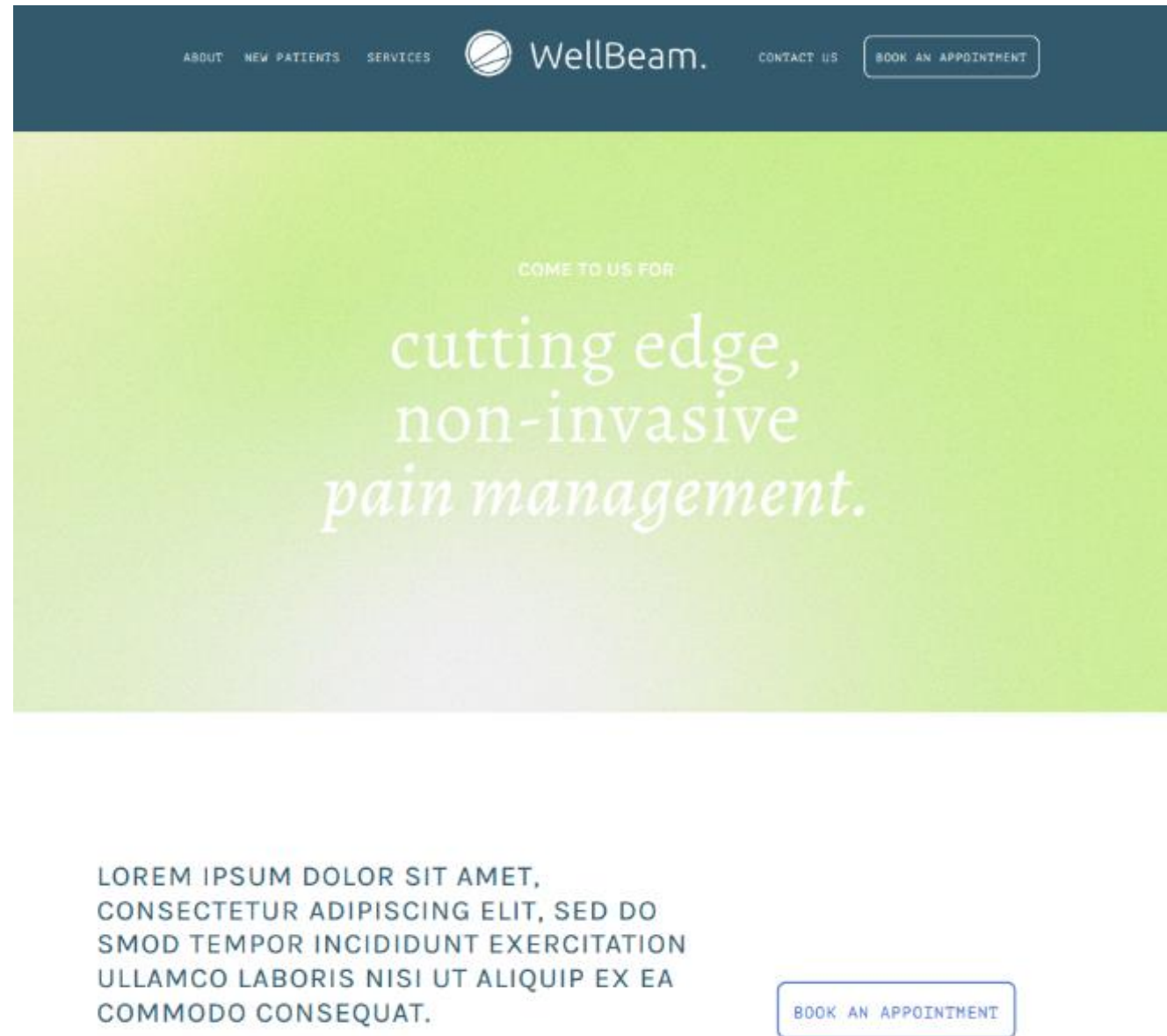
CREATIVE SERVICES

WEBSITE DESIGN



CREATIVE SERVICES

WEBSITE DESIGN



Relief. Recovery. Rehabilitation. Results.
Pain management starts here.

BOOK AN APPOINTMENT