



HAGADONE MEDIA

MIDWEST

***Wisconsin Dells Visitor & Convention Bureau  
March 13, 2019  
The Evolution Of Digital***

# The Evolution Of Digital

## Agenda

- Introduction
- About Us
- The Evolution of Digital
- Presentation on Listings, Review and Social Media Management
- Presentation on Programmatic Advertising
- Q & A
- Prize Drawing

# The Evolution Of Digital

## Introduction

BJ Buske – Hagadone Media Group

BJ has worked in traditional advertising in Wisconsin and Maryland since the 1980's. He started his digital career in 2009 with our first version WSIMediaOne, then Hagadone Digital and now Hagadone Media Group. BJ works “hands on” with his clients and provides a common sense approach, along with staying up on new technologies to assist his customers in their online growth. BJ has a 95% retention rate with his clients.

# The Evolution Of Digital

## Introduction

Donna Nass – Hagadone Media Group

Donna is our new hire in the Midwest. Donna has been in traditional advertising for over 20 years and really enjoys working with her clients to achieve their desired outcomes. Donna specializes in website audits and marketing strategies for social and display.

# The Evolution Of Digital

## Introduction

Kent Eymann – Hagadone Media Group

Kent is president of Hagadone Media Midwest, which focuses on clients in Iowa, Illinois and Wisconsin. Kent has been in advertising and marketing since the mid 1980's. Kent started his career in newspapers and has been spending most of his time in digital since 2009.

# The Evolution Of Digital

## About Us

Hagadone Media Group is a full service advertising agency providing marketing strategies for both traditional and digital customers. We are not a cookie cutter group. We believe in a specialized approach to customize each of our customer's marketing campaigns.

Traffic / Engagement / Conversion / Retention

# The Evolution Of Digital

## Websites

- We used to call them “Brochure” sites because they were a one page paragraph with a phone number.
- Now we have complete interaction up to and including personal communication, buy now, booking and much more.
- This has reshaped how a business goes to market. In some cases, it’s the only way a business goes to market.

## SEO (Search Engine Optimization)

- Google constantly has changed the algorithm to reward websites with its page one ranking.
- We used to write lots of content and add some referral links and Google would rank you on page one.
- Good relevant content that stays fresh still helps today as it did yesterday. However, competition and device has had significant effects on business rankings.
- Accurate listings on large directory companies, great reviews and a solid social media strategy are key foundation elements to high rankings on Google.



## PPC (Pay Per Click) Advertising

- These text ads have always been the backbone of how Google makes a living and provides its users with relevant results.
- Still today they are a great way of driving online traffic and conversion.
- What's Google My Business?

## Email Blasts

- Everyone likes to open their mail and it still is very effective in driving traffic and engagement.
- The technology for sending email advertising has changed and includes the ability to identify a likely customer for your products and/or services.
- Market Automation has really upped the game on this tool. This tool allows businesses to engage its website traffic with follow-up emails once the user leaves the site.

## Programmatic Display

- This has been the real “game changer” to Google PPC and an excellent tool to build brand and target potential customers.
- The technology of AI (Artificial Intelligence) allows us to collect the interests of an online user and follow that user on their purchasing path, while distributing display advertising to them along the way.
- How many of you have had this “creepy” ad following you?

## **Presentation on Listings, Reviews and Social Media Management**

Desiree will walk us through this and provide an illustration of how businesses can effectively and efficiently get this done without spending too much time.

## **Presentation On Programmatic (Display) Advertising**

Ann will discuss how the technology allows you to identify a prospective client and serve them display ads in a variety of ways while navigating their purchasing path.

# The Evolution Of Digital

## Q & A

How can I get started and where do I sign up?

This was really great, can you come back again?

Really, no bad questions, feel free to ask anything now or see BJ for a follow-up meeting.

# The Evolution Of Digital

## Drawing

And the winner is...

***Thank you for having us  
today and we wish you all  
success in your endeavors.***



# The Evolution Of Digital

**Hagadone Media Midwest  
149 State Street  
Beloit, WI 53511**

**BJ Buske 608-477-8499**  
**[bbuske@hagadonemedia.com](mailto:bbuske@hagadonemedia.com)**

**Donna Nass 815-299-1595**  
**[dnass@hagadonemedia.com](mailto:dnass@hagadonemedia.com)**

**Kent Eymann 815-543-0235**  
**keymann@hagadonemedia.com**