PARTNER PROGRAM
$499/MO

- 100+ Online Directory Buildouts & Monitoring
- Directory Duplicate Suppression
- Premium Listing Enhancements
- Custom Designed Graphics
- Review Stream 3.0 Website Integration
- Review & Feedback Engagement
- Intelligent Search Tracker
- Weekly Social Media Posting
- Facebook & Instagram Engagement Management
- Ongoing Value-Added Perks: Video, Design, etc.
  - Dedicated Account Executive
  - Monthly Reporting
  - Quarterly Performance Sessions

YOUR ALL-IN-ONE SOLUTION!
INCLUDES SYNCMAX PRO
& REVIEW DIRECT PRO

SYNCMAX PRO
$199/MO

- 100+ Online Directory Buildouts & Monitoring
- Directory Duplicate Suppression
- Premium Listing Enhancements
- Dedicated Account Executive
  - Monthly Reporting
  - Quarterly Performance Sessions

REVIEW DIRECT PRO
$299/MO

- 100+ Online Directory Buildouts & Monitoring
- Directory Duplicate Suppression
- Premium Listing Enhancements
- Custom Designed Graphics
- Review Stream 3.0 Website Integration
- Review & Feedback Engagement
- Intelligent Search Tracker
- Dedicated Account Executive
  - Monthly Reporting
  - Quarterly Performance Sessions

CONTACT US TODAY! 800.789.4619
Welcome to the All-New OMG National Digital Marketing Guide!

In this guide, you will find a cross-section of our products and services with key insights into their relevancy as we look towards the future of marketing. With 90+ in-house professionals, our team has researched and developed a best-of-breed suite of traditional and online marketing services for growing companies like yours.

During the past three decades, we have lived through many of the same challenges that you may be facing today: maximizing budgets, creating the best possible online presence, knowing where to adjust or apply valuable resources, and understanding the digital frontier. As modern, digitally-oriented marketing strategies become more integral in running a successful business, we are here to help you navigate and understand both the effects, and the opportunities that can be leveraged.

Beginning in 1990 with a single service, the Telephone On-Hold Message was how we got our start. These customized, creative messages allowed us to build a massive base of small and medium-sized business clients. As the internet sprouted and began to impact the marketing landscape, we evolved as well. Starting with the development of client websites and marketing videos, we now specialize in a myriad of marketing services including review management, social media, and search marketing. These programs have combined to earn us a spot on the Inc. 5000 list of fastest growing US companies, for an amazing fifth time!

We encourage you to look back at your history, analyze your present, and then to contact us to discuss how we might help you improve! On behalf of our entire staff, we thank you for choosing OMG National as your marketing partner.

Sincerely,

Mike Rappaport & Jesse Lubar
OMG National Founding Partners
SILENCE IS NOT GOLDEN IS OMG’S OLDEST ADAGE.

Our original marketing program, the Telephone On-Hold Message, is where it all began. It is where we acquired thousands of small business clients... where we developed a savviness for creating snappy, succinct content, and making it SOUND great! OMG National remains one of the country's largest providers of on-hold messages. From American Airlines to AutoNation, with thousands of small businesses along the way, our Telephone On-Hold Messages resonate on telephone systems across the country.

OMG CLASSIC: THE TELEPHONE ON-HOLD MESSAGE INCLUDES

- Expert scriptwriting from seasoned, industry-specific writers.
- Selection from nationally known voice actors, each capable of bringing a unique flavor to your message.
- Licensed background music avoids ASCAP and BMI royalty issues.
- Typical recording has 8-10 unique messages about company information, products, service descriptions, and/or seasonal promotions.
- All file formats and VOIP compatible - MP3, ULAW, WAV, any file type required.

KEY BENEFITS

- Reduce call hang-ups while cross-marketing products or services.
- Inform and retain callers by getting the right message, to the right person, at the right time.
- Replace “dead-air” or silence and provide a professional sound to your phone system.
- Improve sales of products or services outlined in TOH promotions.

MOST POPULAR PACKAGES

Many of our clients have recognized the importance of providing timely, updated seasonal information to call-in customers. While the Telephone On-Hold Message has fundamentally remained unchanged, our packages have evolved to service key areas of seasonality, at one low-annual price:

ON-HOLD SEMIANNUAL

The introductory Telephone On-Hold Message subscription allows our clients with less frequent business changes to still give their customers a fresh take on an overlooked or unknown product or service. Most businesses have a “season”— make sure your customer focuses on the most timely products and services.

ON-HOLD QUARTERLY

Our Quarterly is our most popular package amongst our clients that have seasonal updates or promotions. Have vital hours of operation and process updates? How about featured holiday specials? Communicate with them in real-time and “captivate” your “captive” audience.

ON-HOLD STUDIO PASS

Including up to 12 programs a year, this package caters to those who have monthly promotions that customers often don't know about. Just launched a promotion last week? There is no better way to let your customer know than when they are already on the phone, waiting to speak with you.
NEED DIGITAL TELEPHONE ON-HOLD PLAYBACK?
The OMG National Telephone On-Hold Message Player provides the best sound quality and reliability in the industry. All our players are backed by a full warranty and connect with all types of phone systems through the RCA or mini-port on the phone system box (the KSU.)

DON’T HAVE A COMPATIBLE PHONE SYSTEM?
If you do not have a full-featured telephone system and have purchased your phone(s) through a retailer such as Amazon, Office Depot, Wal-Mart, etc., OMG National has the solution for you. Utilizing the latest technologies from Skutch Electronic’s brand of Telephone On-Hold Message adapters, your standard phones will be able to play our Telephone On-Hold Message Programs. These adapters can convert any two, three, or four-line phone into a Telephone On-Hold Message compatible system.

RADIO SPOTS – PHONE TREES – AUTOMATED MESSAGING
For nearly three decades, OMG National has been a reliable resource for audio projects. We have produced thousands of radio spots, IVRs, Point-of-Purchase Audio Productions, and Automated Message System phone trees. Consolidate your audio needs under one roof and take advantage of the synergies and efficiencies that having a team of professional scriptwriters, voice actors, audio engineers, and creative producers provides.

OMG SPOTLIGHT
ANTHONY LEONARDO  STUDIO MANAGER
In the world of On-Hold Messages, silence is definitely not golden. For over 13 years, I’ve worked closely with thousands of customers to develop customized, impactful and professional telephone On-Hold programs with a single goal in mind: to maximize your marketing message. Our committed team of professional script writers, voiceover artists and audio engineers, work tirelessly to create engaging On-Hold Messages aimed at communicating your messaging to a captive and receptive audience. 90% of callers that experience silence when put on hold will hang up within forty seconds. Don’t lose potential business. Let me and the OMG National On-Hold Message team develop a customized On-Hold solution for you today.

ON-HOLD STAT
“Without On-Hold music or messages, 60% of those on hold will hang up and 30% won’t call back.”  
-CNN Survey

ON-HOLD STAT
“Surveys show that 15% to 20% of phone callers make purchases based on information they heard On-Hold.”  
-Telemarketing Magazine

DEPARTMENT QUICK-FACT
The Telephone On-Hold Message has evolved many times over nearly three decades: from cassette tapes to floppy discs, CDs, USBs, remote uploads—now the preferred cloud based Voice Over IP. What will the future hold for Telephone On-Hold Messaging?
OMG IS YOUR 1-2-3 WEB SOLUTION

OMG National built their first client website in 1997—a time when HTML was king and Amazon only sold popular books out of the Bezos garage headquarters. In the two decades since, our development team has watched the market expand its repository of web languages, technologies, and most recently, Content Management Systems (CMS). While there are thousands of ways to literally “skin” a website, we have embraced market best-practices to develop comprehensive web offerings that combine ease of use with security, scalability, reliability, and top-tier customer service.

With 19 million+ users and counting, WordPress is the de facto king of the website CMS rivalry. WordPress is a stable and secure platform with a massive community of developers, continuing to evolve themes and plug-ins that make adding common functionality to a website as simple as integrating a new software package. We spent years vetting our choices, and in 2012, became a native WordPress provider for all new websites. Here are some great benefits that we pass along to our clients:

**MOBILE RESPONSIVE DESIGN.**

All OMG National approved themes are inherently mobile-device friendly, meaning you get a phone and tablet-optimized website on launch.

**EASE OF USE.**

WordPress provides our clients with a simple, intuitive interface through which they can handle everything from simple updates to product additions to layout customizations.

**DEVELOPER FRIENDLY.**

Too often, proprietary technologies force clients to stay with a provider because they can’t move their website. We don’t want you to stay with us because you HAVE to, but because you WANT to. WordPress gives you that flexibility.

**SECURITY.**

By using a widely used platform, we are not reliant on a small group of users to identify bugs and/or security issues. WordPress has been on the market for 14 years, providing ample time to have identified and patched common bugs.

**COST SAVINGS.**

In most cases, a technology is only as good as the number of people who use it. Through taking advantage of crowdsourcing plug-in development costs, we can add unique business-specific applications to your website at minimum cost to you.

**WHY WORDPRESS?**

With 19 million+ users and counting, WordPress is the de facto king of the website CMS rivalry. WordPress is a stable and secure platform with a massive community of developers, continuing to evolve themes and plug-ins that make adding common functionality to a website as simple as integrating a new software package. We spent years vetting our choices, and in 2012, became a native WordPress provider for all new websites. Here are some great benefits that we pass along to our clients:

**OMG SPOTLIGHT**

**CORAIN CASH**  
WEB PRODUCTION MANAGER

Let’s face it, your business will never get a second chance to make a first impression. That’s why for over 10 years my sole focus has been on providing customers an unforgettable introduction to your company, its offerings and messaging. At OMG National, our expert team of writers, web designers and developers truly understand the importance of having an impressive, cutting-edge, and relevant website. With this understanding, we not only work diligently to ensure that we follow best industry practices, but we strive to set new industry trends. Always keeping your business and vision in mind, we work with you to build a customized website that will set you apart from the competition and keep your customers coming back. We live in a digitally driven society in which your website speaks volumes about your business. Ask yourself, “when a customer looks at my website, what is it saying about me?”
THREE MOST COMMON WEBSITE TYPES

SIMPLE VIRTUAL PRESENCE
These websites serve as an online brochure, anchoring your company’s existence to the internet. The digital real estate gives an extra level of confidence amongst customers who are looking for your product or service online. In today’s digitally dominant marketplace, this is the bare minimum needed to stay relevant.

PRODUCT & SERVICE CATALOG
At this level, your website serves as a full interactive catalog, highlighting your products and services. In addition to providing key company information, these sites often feature their best work (services) or most popular items (products), with detailed information empowering customers to make the correct purchase.

COMMERCE-ENABLED SOLUTION
This top-tier website extends your full business model online, allowing customers to purchase products and services through a shopping cart. This provides a powerful supplement to an existing brick-and-mortar storefront, and empowers distribution far beyond local geographic reach.

YOU VS. US
A situational comparison between our web offerings and their biggest competitor: You.

<table>
<thead>
<tr>
<th>Self-Service Solution</th>
<th>OMG National Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEBSITE COPY</strong></td>
<td>A team of industry-specific, professional copywriters consult with you to understand what makes your business unique. Following this, a specialist will write well-crafted, SEO centric content that ensures you are found online, all while succinctly delivering your marketing message.</td>
</tr>
<tr>
<td>You write your own copy, but instead of it coming across as web-ready, SEO friendly, and keyword-centric, it ends up missing key components. While it may have soul, it lacks marketing impact.</td>
<td></td>
</tr>
<tr>
<td><strong>WEBSITE DESIGN</strong></td>
<td>Our design team explores different design possibilities with you, emphasizing elements that cater to your specific online business goals. We will draft up your customized, creative design, and work with you to mold the elements to represent web and branding best-practices.</td>
</tr>
<tr>
<td>After logging into your website platform of choice, you sift through a number of templates, and find one that represents your business best. Later, you find another company that has the exact same template and ultimately become dissatisfied.</td>
<td></td>
</tr>
<tr>
<td><strong>WEBSITE BUILDOUT</strong></td>
<td>The sky is the limit with our web development team. We hear out your feature wish-list, and save you time and development money by implementing several of our globally licensed plug-ins. After reviewing your built-out site, you send over a list of tweaks, and we finalize the site to your specifications. We handle all of the pesky and laborious coding required for full-customization!</td>
</tr>
<tr>
<td>Trying to customize with a “website builder” solution is where things really go downhill. You envision your website being a full-featured web portal, but you are now locked into a limited sandbox of functionality. Half the site isn’t what you want and the other is littered with buggy code and strange characters.</td>
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</tbody>
</table>
WHAT DO WEBSITE HOSTING, EMAIL MANAGEMENT, AND SEO HAVE IN COMMON?

They are all commoditized web services. We realize that our clients have a plethora of options available at the tail end of any simple Google search. GoDaddy, Gmail, Office 365, Network Solutions: all viable options when looking at them independently; the problem arises when taking a bird’s-eye view of your hosting environment and web services administration. With years of experience in enterprise level SaaS deployment, OMG National’s value proposition is simple: allow us to manage all your services under one roof, eliminating duplicative fees, and providing a one phone number support system when you have any issues!

OMG HOSTING CLOUD

Typically, the perfect match for those clients whose sites we build, OMG National operates a cluster of cPanel powered servers. Designed to be a scalable solution to suit the needs of growing clients from catalog-only websites to full eCommerce platforms, we are your single source provider for website hosting. There are several key components that set us apart:

**KEY COMPONENTS**

- Same-day support for all website issues, including content driven issues that typically require additional designer and developer contractors when hosting elsewhere.
- Changes and revisions are included with all of our hosting packages.
- WordPress core, plug-in, and in most cases, theme updates are included with our packages. We don’t just host your code, we take on the load of your website’s continual updates.

G-SUITE ADMINISTRATION BY OMG NATIONAL

In 2009, shortly after Google’s Gmail introduction to the small business market, OMG National made the decision to become a Gmail powered agency. Now, years later, we administrate thousands of email addresses over hundreds of accounts. Our offerings have evolved with Google, and we now proudly feature G-Suite by Google. This robust, integrated cloud-based solution combines Gmail with Google Docs, Sheets, Video Conferencing, Chat, and Dynamic Calendar—delivering the ultimate collaborative online experience. Through special partnership pricing, OMG National offers complete, managed administration so that all your technical support falls under the same trusted company.
SEARCH ENGINE OPTIMIZATION

You can have the best-looking, easiest to navigate, enterprise-level website, but without proper search engine exposure, it will not address your core marketing objective: bringing in business. Self-built websites and those created by hobbyists often overlook the SEO component because of the rigorous learning curve that is inherent to coding SEO functionality. Sure, you can go to a third-party source, perhaps the next foreign “professional” that spams you, explaining that your site isn’t "ranking" — but what are they really doing, and how does it relate to your other marketing efforts? Adding SEO to your marketing mix, you get an American, integrated-marketing firm who will work to understand your business.

IS YOUR WEBSITE OPTIMIZED?

- Keyword Strategy & Reporting
- Alt-Tags, Meta-Tags, & Anchor-Tags
- Google Analytics Administration
- Local Backlinking
- Site Map
- Blog Writing & Submission
- Robot.txt
- Website Traffic Monitoring

Special Note:
All OMG National websites optimized to be crawled by Google, Bing, etc.!

SEO: NEGATIVE CONTENT SUPPRESSION

SEO is all about being found, but in the "wild-west" frontier that is the internet, there are times when negative content can significantly harm a business by popping-up on page one. A defamatory blog post with inaccurate information may take years to get removed through the legal system, all-the-while negatively impacting your reputation. By combining Public Relations strategies with best-practice keyword tactics that are inherent to SEO, these losses can be mitigated. OMG National will attack the content that provides bad publicity by engaging in a positive keyword suppression campaign.

STATS & FACTS

CONSUMPTION STAT
72% of business owners with an SEO strategy felt it improved their bottom line. -Forbes

EFFECTIVENESS STAT
70% of the links search users click on are organic. (instead of paid) -Search Engine Journal

DEPARTMENT QUICK-FACT
Our typical client saves over 50% of the total costs by using our bundled web and marketing packages versus the use of a standalone provider for their various web services.

JENNIFER MCALPINE
Web Production Manager
Your online image is key. In today’s world, your website is often the first impression of you, your brand and your offerings. Our designers, copywriters and website developers work tirelessly with a single goal in mind: to build you a modern and functionally superior website that will impact your business today. From SEO-friendly content to beautifully customized layouts, we create a unique user experience for your customers that will allow you to dominate your industry. As one of OMG National's on-screen video actors, I understand what online image is all about. When I’m not working with our top-notch web team, you’ll probably catch me in front of the camera as a spokesperson. Your business deserves the best image possible. Let us help you achieve it.
THE PAST 5 YEARS HAVE SEEN UNPRECEDENTED...

At OMG National, we have spent the past 5+ years developing our flagship OMG Partner - Online Marketing Program. We created a robust, data-driven platform that fuses three main pillars of online marketing into one dynamic package. Our team builds out online directories, your company’s single source of truth, and maximizes their impact across the OMG Power Network. We then leverage your online reviews, helping you to gain a powerful competitive advantage. We also ensure that your company contributes consistently and creatively to the main social media platforms, keeping your business relevant and providing topical, customer-building content. Finally, we tie it all together with video and a suite of value-added services that pleasantly surprise our clients each month.

LEARN MORE ABOUT THE KEY COMPONENTS THAT GO INTO OUR PARTNER PROGRAMS:

ONLINE DIRECTORIES

In a world dominated by information, having consistent, accurate listings are paramount to any online marketing strategy. Our platform focuses on propagating your name, address, phone (NAP) and other custom business information across 80+ directories. We fully customize these listings with things like special offers, graphics, pricing menus and content that is unique to your business. It’s then automatically synced across all the directories in the OMG Power Network to ensure your online presence is as robust and accurate as possible.

OMG REVIEW STREAM 3.0

Our third-generation review platform gives you an integrated software solution to build first-party reviews on your website. It’s as simple as sending us your list of customers or letting us connect to your CRM or POS platform. With your direction, your OMG Account Executive will invite your customers to provide feedback via email or text requests. These will be sent out at critical touch points when your customers are most likely to be happy with your product or service. Once we receive the reviews, our staff will help promote the positive reviews as well as mitigate the damaging effects of any nasty, negative reviews.

SOCIAL MEDIA CONTENT

With a staff consisting of vertical-industry oriented content generators, we propagate relevant, business-specific content to your fanbase. Staying top-of-mind of your customers is key, which is why we ensure a consistent presence with custom written social media campaigns. Whether you’re just starting out and focusing on local fan-building, or you’ve been at it for a while and are wanting to generate leads through social post engagement, we ensure that your growing social media presence is set to surpass your goals.

STATS & FACTS

REVIEW STAT

“90% of consumers say their buying decisions are influenced by reviews. And 86% say negative reviews influence their purchase choices.”
– Dimensional Research

SOCIAL MEDIA STAT

“Did you know that 7 out of 10 consumers prefer a business with a social media presence?”
– smallbiztrends.com

DEPARTMENT QUICK-FACT

OMG launched its first-generation Online Marketing package, “Reputation Intelligence” with one staff member in 2009. It is now our largest department with a production team of over 40 in-house professionals.
Of course you can, and no one has spent as much time mulling over these important business considerations as you have. Over the past few years, we have spent hundreds of thousands of dollars and countless man-hours, developing the workflow and industry leading tools required to successfully manage the rapid pace of change in the online marketing arena. We do this so that you can do what you do best, and can comfortably and affordably trust the team at OMG National to handle the rest.

I can do this myself -OR- I have someone that does this internally, SO why do I need you?

Traditional search marketing puts you at the whim of Google’s algorithms and are totally dependent on how relevant your website and keywords are to a query on a search engine. The brand recognition and authority of platforms such as Yelp, Facebook, Google My Business, etc., have given these platforms more relevance than a company controlled website within the context of everyday search.

How much do reviews really matter?

There is no denying that crowdsourced feedback through reviews has proven to be the single most distinguishing factor for first-time buyers. A series of solid, positive reviews can make the next sale, whereas negative posts may kill it.

With over 15 years of marketing experience, I’m a believer in that success is where opportunity meets preparation. The digital environment has provided your business the opportunity to reach millions of people at the click of a mouse. To meet that opportunity, we’ve created the OMG National Partner Program. You can achieve massive online visibility through our evolving Power Network of directories. You’ll be able to appeal to customers operating in an increasingly review-centric online environment with the experiences of others that are relevant to them. Nurture future sales, establish your brand and foster current relationships through the growth of your social media presence. Your opportunity for success has arrived. Are you prepared to meet it?

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OMG National’s CEO, Jesse Lubar, logs into AdWords to market his new Injury Law Firm Directory, VIPinjury.com— OMG National’s first foray into the world of client-focused lead generation. At that time, Google was simple, and within an hour, the VIPinjury.com site was the number one Personal Injury result in all the major US markets. Minor adjustments ensured that the site stayed in that top spot and kept the leads flowing to our network of injury law firms.

Today, that same search returns paid ads, maps, directories, blogs, and hundreds of organic results. The prime real estate is at the top of the page—usually paid ads—and managing an AdWords campaign is overwhelming for most. It means creating high scoring landing pages, multiple ads, adhering to quality scores, and determining which of the ever-changing ad options best fit your business. A savvy business owner should make sure they are using an advertising agency who starts by assessing needs to uncover goals. Your agency must know what type of leads are going to bear fruit for your business.

BING ADS, GOOGLE ADWORDS, FACEBOOK BUSINESS ADS:

These platforms have become immensely complicated and time intensive. Let us handle the setup and management of a featured campaign that best aligns with your objectives:

SEARCH ENGINE MARKETING

The standard in Paid Search; choose to have your ads balanced across a portfolio of Google, Bing, Facebook, and other properties. Take advantage of the latest methods, such as Google Guaranteed, to get your business in front of those who are ready to buy.

DISPLAY ADS WITH RETARGETING

Take advantage of our Display Ad Networks to further promote your brand. This type of campaign leverages those who visited one of your pages (website, social, etc.) but did not convert, “following” them with an ad customized to reinforce the decision to buy.

SHOPPING CAMPAIGN

For those businesses with the majority of their transactions online, shopping campaigns are the preferred method for optimizing conversions. Use search results as a marketplace to feature your products so that buyers end up at your checkout page.

YOUTUBE VIDEO ADS

Distinguish yourself from the competition by featuring video ads that bring a full-sensory experience to your prospects. Plumber? Position yourself in front of those searching for “How to fix pipe leak.” Locksmith? “Best way to pick a lock.” Users use YouTube to learn; you can use YouTube to earn.

PPC STAT

“52% of people who click on PPC ads call the advertiser anyway.”
- Chief Marketer

SEO STAT

“A study revealed that roughly half of web users can’t tell the difference between paid and organic search results.”
- Search Engine Land

DEPARTMENT QUICK-FACT

The OMG Crush program’s BudgetMax™ feature measures ad rates across platforms, ensuring that you’ll get the most leads for the least spend.
Our team takes a tailored approach to new vs. existing Paid Search advertisers — each method having its own unique features and benefits, depending on the client’s level of comfort with Paid Search. This is an example of our framework:

### GETTING STARTED: NEW VS. EXISTING ADVERTISERS

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<th>New Advertiser (Beginner)</th>
<th>Existing Advertiser (Expert)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUDGET RECOMMENDATION</td>
<td>Our market analysts will custom craft a proposal based on proprietary Google Partner data not publicly available. We will be able to forecast expected ROI and minimum investment to make an impact and get your product / service selling online.</td>
<td>Our Paid Search Managers will review your current AdWords account to evaluate underperforming campaigns, modifying them to make them successful. We often find that advertisers bid too low in competitive markets, shorting themselves from proper placement; alternatively, sometimes advertisers are overspending on niche keywords.</td>
</tr>
<tr>
<td>CAMPAIGN &amp; PLATFORM SELECTION</td>
<td>Typically, we recommend starting with Google AdWords in order to establish baseline performance objectives. We can then pivot to other platforms once successful conversion rates have been established.</td>
<td>By researching historical data, we can identify other platforms or campaign options that are more relevant to your conversion rate, and more beneficial to your ROI. Much like a financial advisor wouldn’t recommend dumping a huge investment into one stock, we take a balanced portfolio approach with larger campaigns.</td>
</tr>
<tr>
<td>CLIENT REPORTING &amp; PORTAL</td>
<td>Our Account Executives monitor your account and will send over progress reports and recommendations monthly, breaking down the complex and cumbersome metrics.</td>
<td>Data-driven clients will find their home in our client portal, where they can access all analytics, call logs and recordings, and rudimentary budget recommendations. Your Account Executive will review the portal data and campaign tweaks with you on a regular basis.</td>
</tr>
</tbody>
</table>

### EMAIL MARKETING

OMG National has partnered with Act-On, an industry leading Email Automation platform. We feature several email services for both entry-level and enterprise clients.

#### EMAIL BLASTING (MASS ADVERTISING)

Most entry-level email advertisers prefer email blasting based on milestones: new product releases, holidays, special promotions, etc. From copy to design to email list management, the OMG National email marketing team will handle your email blasting campaign. After the blast, receive a simple report with click and open rates, as well as segmented data that can be used to remarket to interested prospects.

#### EMAIL AUTOMATION (BEHAVIOR & PLATFORM ENABLEMENT)

For the more advanced email / data marketer, email automation is ideal. By setting up automated programs through Act-On, we can make triggered, behavior-based email campaigns as tailored and granular as you’d like. We can also integrate Google Analytics and industry leading CRM data, all leading to well-lubricated email marketing machine. With agency pricing, you save the hefty setup fees and your low monthly subscription saves you hundreds to thousands of dollars monthly, based on usage. OMG National is a full-service firm!
THE YEAR IS 1983.

Young Michael Rappaport (a founding OMG National partner) is getting ready to upload one of the films his father produced to YouTube. Wait... what?! While the YouTube part would have been fiction 35 years ago, the fact remains that OMG National was founded in part upon creative, quality production skills and a passion to produce creative advertising through video. Today, that passion has translated into a full-service video production division at OMG National that is nearly a decade old.

CORPORATE VIDEO

A core component of any modern digital marketing plan should include video. Combine pictures with custom graphics, company-branded assets, live video clips, and perhaps on-screen talent, and you’ll have a flagship advertising piece that allows your customers to experience your brand and the reasons why they should choose you over your competition.

OMG National will manage and execute the entire production process for our videos, ensuring a high-level of quality with minimum effort from our clients.

While there are a multitude of applications for video, these are the five most common uses among our clients:

- **SOCIAL / VIRAL**: Create targeted recognition for your brand by producing a 15, 30, or 60-Second television spot that is broadcasted on local television stations, separating you from the competition.
- **TRADE SHOW**: Meet new prospects and greet them with a heavy dose of professionalism! Add a comprehensive, video presentation to your next tradeshow exhibit.
- **TV COMMERCIAL**: Create targeted recognition for your brand by producing a 15, 30, or 60-Second television spot that is broadcasted on local television stations, separating you from the competition.
- **LOBBY**: Promote a specific message as part of a targeted online marketing campaign; ideal for new products and services, or those specific customer needs that are seasonal.
- **HOW-TO / PRODUCT**: Feature additional products and services that customers are likely to buy as upsells. Turn waiting time into the perfect opportunity to inform customers of non-core offerings.

All videos include:

- HD-quality video formatted for distribution both “on-air” and online.
- An award-winning creative team to write, produce, and edit your spot.
- Client provided images and video assets, highlighting company contact information.
- Our professional actors can serve as a spokesperson for your brand.

Check out our latest portfolio of video and motion graphics at: youtubeomg.com
MOTION GRAPHICS & ANIMATION

Remember those 1980s pitchman videos where a salesperson stands in front of their office yelling at you to stop by for the once in a lifetime special? Well, times have changed—99.99% of our clients do not want those videos, and with good reason. All our videos are post-produced using the gambit of tools that the Adobe Creative Suite provides. We combine the latest in motion graphics to produce a modern, relevant composition of audio, video, and special effects.

OMG, SO EASY

All too often, our clients hear about video, and they don’t know where to begin. Top quality, professional videos often require an assortment of highly produced stock video footage and a volume of client assets—pictures, locally shot video, logos, graphic design, etc. One unique aspect of working with OMG National is that we will customize a template for your brand, so whether you produce one or one-hundred videos, just let us know the spirit and objective of the project!

OMG SPOTLIGHT

JASON METTLER  VIDEO PRODUCTION MANAGER

As a long-time video editor and animator, I know the vital role that video plays—not only in entertainment—but also in marketing. If the millions spent on video advertising during the Super Bowl is any indication, carving out a budget to create and share videos is an opportunity you need to grab ahold of! You can attract investors, promote your products, and tell your story in an incredibly vivid way. Quality videos that stand out among the competition is what we strive for at OMG National. From concept to development to animation, we can help you reach a larger and wider audience with ease.

STATS & FACTS

CONSUMPTION STAT

100 million hours of video are watched every day on Facebook.
-TechCrunch

EFFECTIVENESS STAT

Marketers [and their programs ] who use video grow revenue 49% faster than non-video users.
-Aberdeen

DEPARTMENT QUICK-FACT

With 25+ years of experience, our staff has worked with companies like Verizon, ESPN SportsCenter, Southwest Airlines, Toyota, Marchon, etc.!
FIRST IMPRESSIONS MEAN A WORLD OF PROFESSIONALISM

At OMG National, we are defined by success stories as a result of a 100% US-based designers who provide the best, freshest, culturally relevant designs. Do not risk your business’s image on the whim of someone ten time-zones away or whimsically freelancing from their basement. Featuring a diverse group of designers with background signifying differing core-competencies, we can design for any medium— our three most popular types of design projects are:

**LOGO DESIGN**

Many of our clients come onboard requiring a new image to overhaul a fading brand. Our team of logo designers specialize in both incremental evolutionary logo design and revolutionary illustrated, and typographic treatments of logos. After a short call to explore the current brand heritage, we prepare multiple mock-ups that will set the tone of the next generation of branding.

**CORPORATE COMMUNICATIONS**

Brand consistency and reinforcement is an important part of making sure you are top of mind the next time your customer needs a product or service. Our typical corporate communication package includes the full-treatment of business cards, letterhead, and envelopes, along with any common used collateral pieces specific to the business. Give us your logo, and we will handle the rest.

**AD DESIGN**

Advertising has become paramount to driving traffic to your business, and for the business owner that is not also a graphic designer (almost everyone), that means more than coming up with a concept and slogan for your next magazine advertisement or handout. OMG National will assign a designer to your account who is available to produce consistent ads for your business, product, or service, designed to size and medium specifications.
**DID YOU KNOW? 50-YEARS+ OF INDUSTRY EXPERIENCE**

In 2015, OMG National acquired the National Imprint family of companies— a 50+ year-old Advertising Specialty and Promotional Product company group. With tens of thousands of customer relationships under the umbrella, this division continues to fulfill the print and promo needs of communities across the nation with an emphasis on Law Enforcement and Fire Departments. This experienced gained by this acquisition has allowed OMG National to be a one-stop print and promo item solution for our SMB clients!

**OMG SPOTLIGHT**

**abby rappaport  vice president**

Give a gift, and they will remember you. This simple idea is the basis of the $22 BILLION in sales done in the promotional products industry every year. The next generation of “swag” advertising is filled with hundreds of products that echo your event’s theme— all with the goal of garnering new customers and staying top-of-mind for that next sale. From company apparel and office supplies to unique giveaways that set you apart during your next convention or event, OMG National has you covered.

**self-service questions vs. full-service answers**

The internet has created a digital marketplace that allows a single search to a multitude of product options. The clear distinction in using OMG National is that you get an advertising firm to serve as your one-stop solution, handling all creative, design, pre- and post- production tasks.

**submit your logo, receive your promo.**

<table>
<thead>
<tr>
<th>self-service solution</th>
<th>OMG national solution</th>
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<tbody>
<tr>
<td><strong>products</strong> “I Googled pens and found thousands of products amongst hundreds of providers. Where do I start? How do I know which provider is best? What if one of them is a scam?”</td>
<td>We have worked with hundreds of trusted partners who have produced hundreds of thousands of dollars in products for us. Let us use our “gang-buying” method for the best rates as we leverage our bulk buying power. Our experience means that we protect you from market predators in a flooded Advertising Specialty landscape.</td>
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<td><strong>fees</strong> “Wow, this all seems so much cheaper. But wait, now I need to pay you a setup fee? An artwork fee? A first customer fee? A rush fee? Wow, not so cheap now!”</td>
<td>All our products are one-price solutions. Any foreseeable fee is bundled in, and in many cases, waived since we have trusted relationship with our vendors. Expedited delivery time is often available without the need to pay any additional fees. One order, one fee, no hidden complexities.</td>
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<td><strong>artwork</strong> “Who designed my logo? Where did I put it? “There it is!” Wait, you don’t accept a JPG? What the hell is vector-art? I need to contact my designer to give you an EPS or AI? HUH?!?”</td>
<td>All our clients have their artwork on file with us, allowing for an easy submission that is as simple as picking a product category. For new clients, we manage the artwork process for you, and if you don’t have a vectorized logo, we will do it for you.</td>
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HOW DID YOU ADVERTISE YOUR BUSINESS?

10 years ago? 5 years ago? What changed? From coupons to word of mouth, you can now find all forms of advertising online, providing nearly limitless reach. For business owners that have historically gained customers through traditional means, looking for new avenues in online marketing can seem strange and frightening. With new variables to understand, learning the terminology and processes can make even the most knowledgeable business owner’s head spin.

In this case study, we’re going to analyze CP Wrecker Service (CPWS) in Auburn, Alabama. Before coming onboard with OMG National in April of 2016, they had virtually no online presence. Having worked with other agencies before, they came onboard as skeptics due to previous lack of communication and no results.

The first step of our multi-pronged marketing strategy was to introduce CPWS into our Power Network comprised of 80+ of the most important directory, search, social, and review websites. We began crafting CPWS’s most current business information, a narrative including service descriptions, SEO tagged images, custom video, and special service offerings, placing all of their information online.

“Close client communication was important,” Heather Richards, Dispatch Manager at CPWS said. “We found that when our business changed, or if we added a new service, all we had to do was let (OMG) know and it was placed online—our customers immediately found what they were looking for.”

While this was happening, the second part of the campaign was happening—a custom-designed website that focused on the company’s core services, areas of operation, and competitive advantages. Mobile-friendly and SEO best-practice optimized, CPWS’s new website resulted in an immediate increase in search visibility and prospect contacts.

Heather explained the success: “We had customers mention that our website came up immediately for them when they searched for a tow on their cellphones. It was really easy for [customers] to see what other people were saying about us because of the reviews that were captured and displayed on the website.”

Leveraging Social Media, OMG National was then able to direct traffic towards the website through an awareness campaign for CPWS’s services. By implementing our proprietary review platform (Review Stream 3.0), we were able to grow their organic search results through the addition of first party reviews. “We have seen a 100% increase in cash calls in the past year,” Heather was delighted to say. According to the Google My Business insights for September 2017, they appeared on 2200+ searches leading to 107 phone calls. This is a direct result of integrating CPWS into OMG National’s Partner Program using our three-pillar system (Directories, Reviews, and Social Media).

As times change, so does advertising and marketing. What worked 10 years ago, doesn’t work today; what works today may not work 10 months from now. Trust the experts to keep your business right in front of the consumers in your market, with dynamic, innovative, results-driven strategies sure to get your phones ringing and customers through the doors. Welcome to OMG National: Our Solutions, Your Success.
OMG WEBSITE DESIGN & DEVELOPMENT

OMG WEBSITE DESIGN & DEVELOPMENT

• Website Design & Development
• High-Speed, Managed Hosting
• Monthly Updates Package
• Customized Layout & Graphics
• Effective Lead Generation Forms(s)
  • Expert Copywriting
• Managed Website Launching
• Search Engine Optimized
• Mobile Friendly to 50+ Devices
• Core, Theme, & Plug-In Updates
  • Malware Monitoring
  • Priority Disruption Support

STARTING AT $299/MO

PAID SEARCH. DONE SMART.

OMG CRUSH

• Google Ads Optimized Campaign Management
  • Ad Creation & A/B Testing
• Keyword Monitoring & Negative Keyword Review
  • Customized Landing Page(s)
  • Lead Generation Form(s)
• Competition Tracking & Insights
• Call Tracking with Recording/Reporting
• Behavioral Retargeting on Display Network
• Dedicated Account Executive
• Monthly Reporting & Quarterly Performance Sessions

STARTING AT $299/MO

OMG CRUSH SOCIAL

• Social Media Optimized Campaign Management
  • Target Audience &Segmentation Building
• Post & Engagement Driven Boosting
  • Customized Landing Page(s)
  • Lead Generation Form(s)
• Competition Monitoring & Insights
• Call Tracking with Recording/Reporting
• Dedicated Account Executive
• Quarterly Performance Sessions
  • Monthly Reporting

STARTING AT $299/MO
GET FOUND ONLINE!

visit omgnational.com/scans

FREE BUSINESS LISTING SCAN

Find out how your business is listed online. This FREE Scan will show you which Social Media directories and online listings your company is published on, as well as whether or not those listings are complete and accurate.

WHAT OTHERS ARE SAYING ABOUT OMG NATIONAL!

OMG has helped my business tremendously. Sometimes you don’t know what you need until you have it! I can rest knowing that they are in the background advertising, updating, responding, monitoring and tweaking all media outlets; all the things I don’t have time to do, but are the most important things to do to run a business successfully.

Susan Shanahan, Skilled Staffing

OMG National has been handling our social media and website for almost a year now. We have noticed a huge increase in our Facebook likes and postings, as well as increased business after we updated and improved our website! Best move Reynolds Towing Service made was to work with OMG!

Susan Reynolds, Reynold’s Towing Service

We’ve used OMG National for our Telephone On-Hold Messages for 15+ years. When we decided our website needed an update, we used OMG National for a new website. Now we are using their services to generate more business via Social Media. We’ve been more than impressed with the awesome work they are doing to help us grow our real estate business!

Tracey Tomlin, Coldwell Banker Fort Realty

OMG NATIONAL IS ALSO A PROUD MEMBER OF

NFIB
5000 Honor Roll
On Hold Messaging
BNI