

DIGITAL AIM

Hidalgo County COVID Campaign
Digital Campaign

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Digital marketing has become all encompassing - social media, SEO, targeted advertising and analytics that come with all of these. With the rapid pace that digital market changes and evolves, it can become difficult and confusing to figure out the strategy and how to prioritize what to do.

Digital AIM is a creative and digital marketing division of AIM Media. We bring the passion to the successful marketing campaigns we launch. We help our clients with everything from designing high impact strategies and messaging to PPC campaigns.

- ✓ Management of Live Campaigns
- ✓ Reporting & Analyzing of Data
- ✓ Strategy Meetings with Client

Strategy for Hidalgo County Digital Campaign:

Target Hidalgo County residents with emphasis on particular neighborhoods and zip codes. Ads will appear throughout Facebook and Instagram. Multiple messages in both English and Spanish will be delivered in these areas.

Start October 10, 2020 to October 24, 2020. Ad message and locations can change at anytime.

| Reach / Impressions | |
|----------------------------------|---|
| Facebook/Instagram Ad Campaign | \$12,600 80K - 200K Daily Reach 1M – 2.3M Impressions |
| TOTAL CAMPAIGN INVESTMENT | \$12,600 |

Account Name/Agency: _____

Contact Person: _____

Account Billing Address: _____

Phone Number: _____

Signature: _____