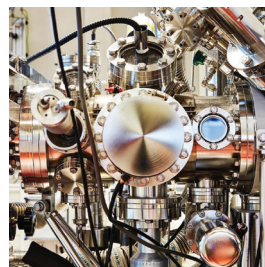
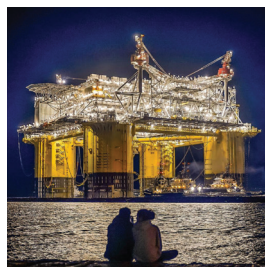
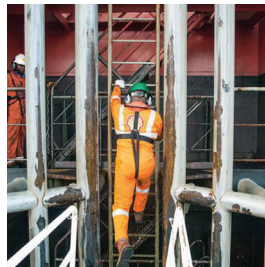




DIGITAL AGENCY

CAPABILITY STATEMENT



OCTOBER 2018

Jamil Zabaneh
President
502.457.1386

2100 Nelson Miller Pkwy.
Louisville, KY 40223

WHY J&L MARKETING?

We have created a Digital Marketing Strategy that protects your brand name from your competitors and attacks new opportunities in the market. We also provide complete transparency throughout the entire process - from strategy and budget, to targeting and reporting.

J&L's Digital Marketing incorporates both online and offline data and utilizes the most advanced audience targeting strategies. We persuade shoppers with highly-relevant and effective ad copy and monitor the competition for frequent strategy enhancement! On top of all of this, we provide transparent reporting to spot trends and help our dealers know exactly how we're spending their money and why.

DEEP DATA



Identifies who we target, when the right time is, and how we motivate them to respond

- Conduct Offline & Online Marketing Analysis
- Combine Online & Offline Data to Target Prospects Online
- Utilize the Most Advanced Audience Targeting Methods
- Dynamic Data Driven Programmatic Campaigns
- Data is Kept Safe with Our SSAE-16 Certification and Backed by Cyber Liability Insurance

MARKETING STRATEGY



Instant traffic, amazing conversions, elite customer experience

- Implement Paid Search, Display & Social Ads
- Utilize Dynamic Search & Display Advertising
- Reach Consumers During Critical Decision-Making Moments
- Persuade Consumers with Highly Relevant & Effective Ad Copy

CAMPAIGN MANAGEMENT



Everything you need to produce real results

- Dedicated Digital Analysts
- Nationwide Sales Team
- Monitor Competition for Frequent Strategy Enhancement
- Online Real-time Dashboard that Integrates with 200+ Data Sources



WHY J&L MARKETING?

PROPRIETARY TECHNOLOGY

- Custom Scripts for In-House Ad Serving
- Performance Driven Technology Designed to Achieve Client Goals
- Custom Landing Pages
- Dynamic Remarketing
- Dynamic Ad Serving
- Fast-Paced Customization



TRACK RECORD OF SUCCESS

- **Hyundai Canada** (French & English)
- **FastChange Oil**
- **Fastline** (Agricultural)
- **FCA** (Shell Rotella & Pennzoil)

“The results we’ve experienced from J&L Marketing’s Digital Marketing Strategy exceeds any other digital agency I’ve worked with. From their proactive campaign management to their detailed online reporting, J&L Marketing consistently delivers more traffic, more conversions, and lower costs per click – regardless of the size or complexity of my campaign. I’ve been blown away by their responsiveness, constant attention to my goals and their consistent, unparalleled support.”

- Steve Grimwood
Mopar Service Business Center

Our digital marketing strategy was created to meet consumers where they’re at and during critical micro-moments. This strategy has delivered better results for our clients – even clients who were already working with competing agencies. This is because our campaign management focuses on transparent reporting, fast-paced customization, and constant optimization which delivers the best results possible, time and time again.

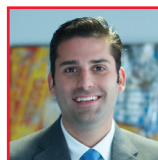
NATIONAL ACCOUNT RELATIONSHIPS

As an industry leader for 27 years, J&L Marketing has developed Key Account Relationships with some of the world’s most recognized brands.



From our in-house technological and print capabilities, to our dedicated campaign management, we provide the best digital marketing strategy for any internal and external digital marketing need at any tier level. These capabilities allow us to offer the highest security, better results, more affordable financial options than competing digital marketing agencies.

CONTACT:



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