



# Paid Media

Effective Strategies to Amplify Your Message.

## WE PROVIDE

- Organic and paid social ads
- Programmatic ads
- Broadcast ads
- Cable TV ads
- Native ads
- Audio ads
- Traditional out-of-home (OOH) ads
- Digital out-of-home (OOH) ads
- Search engine ads
- Pay-per-click (PPC) ads
- Influencer marketing
- Email marketing

## THE TEAM

Our diverse team includes seasoned strategic communications, marketing, and public relations professionals. We work with mission-driven organizations on a range of topics, including government, public health, equity and opportunity, and more. As a fully integrated marketing and communications agency, our nimble paid media team always tailors each strategy to match your goals.

## Maximize your return on investment.

A multifaceted paid media strategy is one of the most effective methods to deliver key messages to your target audiences and spur them to action. The Hatcher Group offers expert strategy and unrivaled outcomes to our clients seeking to improve their paid media results. Our team also has experience meeting the requirements and protocols for federal government ad campaigns. We develop effective media campaigns to strategically reach target audiences using paid, traditional, and digital media. These can include broadcast and/or cable TV, terrestrial radio, streaming audio, podcasts, over-the-top advertising (OTT), print/digital publications, and out-of-home advertising (OOH) like billboards and transit ads. We will bolster your messages through campaigns that light up online and offline channels.

## Engage your target audience.

Paid media isn't solely about reaching and growing an audience—it's also about keeping them. By leveraging our industry relationships, we can design a successful integrated marketing campaign to reach your target audiences wherever they consume their information. We will match audience demographics with the relevant channels and tactics to reach targets in specific locations, regions, or nationwide. We can help develop ads that cater to your specific audiences and their online/offline habits. Our expert team—which has licenses and certifications in Google Ads Search, Display, and Video; Google Adworks; Google Digital Marketing and E-Commerce; Google Analytics; and Google Analytics Individual Qualification (GAIQ)—will deliver the results you need for a successful campaign.

Whether your campaign goal is to generate awareness or to convert actions, our detailed plans capture all proposed campaign activities, including planned media buys across all outlets. Throughout the course of each campaign, we monitor and leverage data and analytics to inform optimizations to maintain an ROI that meets or exceeds industry benchmarks.

