



LEADLAB *MEDIA*

Digital Advertising Agencies and Marketing Departments
Secret Weapon for any paid media challenges, from technical
issues to strategic discussions

LEADLABMEDIA

CUSTOMIZED AND *DATA-DRIVEN* SOLUTIONS



We're an ***on-call team*** of expert-level strategic executioners.



Our ***no commitment hourly model*** means your team has access to our experts whenever you need.



We have ***no retainers or engagement minimums*** so that we can be flexible with any budget.



We help your team to be more efficient with staff ***training, automation and process development.***

OUR EXPERTISE

AD PLATFORMS:

Google Ads, Bing Ads, Facebook/Instagram Ads, Google Shopping, Amazon Ads, Pinterest Ads, LinkedIn Ads, Twitter Ads, theTradeDesk, DV360, MediaMath, Centro.

REPORTING PLATFORMS:

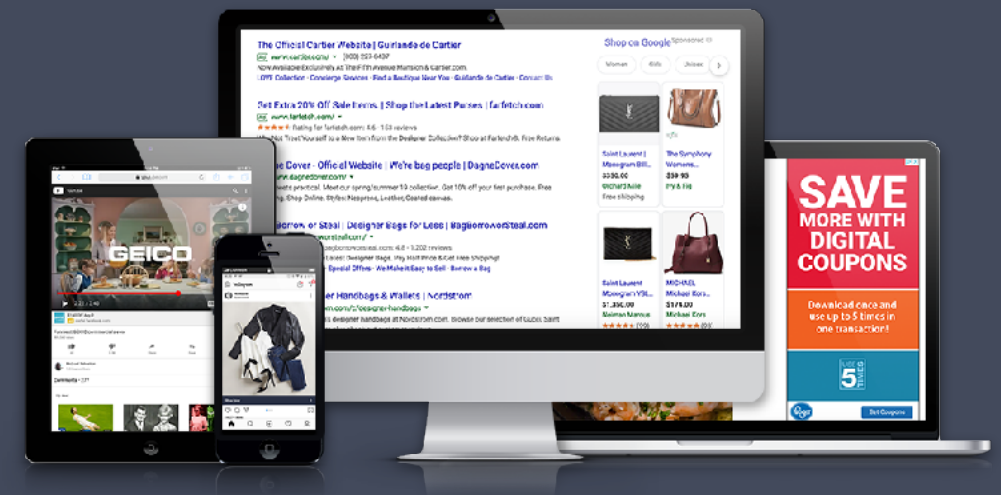
DoubleClick Campaign Manager, Google Analytics, CallRail, Google Tag Manager.

DATA VISUALIZATION TOOLS:

Google DataStudio, Datorama, Tableau, Domo, DashThis, TapClicks.

CRMs

Salesforce, Hubspot, Zoho, Blaze, Netsuite, Pipeliner, Marketo, Eloqua, SugarCRM.



INTERNAL*SOLUTIONS*

ACCOUNT SET-UP



Do you want full confidence your campaigns follow industry best practices?

Building the account to align with internal goals is the most important piece to ensuring success. We will develop a strategy, and build your new account from the ground up aligned with client goals to set you up for success prior to launch.

ACCOUNT AUDITS



Are you using best practices or missing any opportunities?

We will make sure that your current accounts and account managers are utilizing best practices. We will do a deep dive and identify areas of risk or opportunity and outline next steps.

OPTIMIZATIONS



Do you need immediate or long term account management?

We can provide you with full account management to make sure your accounts are improving and hitting goals. Our expert team will pull the levers for you to improve performance, monitor budgets and ensure budgets are spent effectively.

INSIGHTS



Do you want better understanding of what is driving results?

We analyze your data to segment and profile your customer using advanced analytics such as regression modeling and decision tree predictions to determine how to get a uplift in new customers.

TRACKING/*MEASUREMENT*

GOOGLE TAG MANAGER



Are you tracking every stage of the funnel?

We will ensure that proper tracking is set up at all stages of your buy-flow for all your tactics so you can clearly identify what is or isn't working and never miss a re-targeting opportunity.

DASHBOARD REPORTING



Do you wish you had an automated client friendly reporting system?

We can save your team valuable time by automating dashboard reports built custom for you. Our team of experts will develop dashboards that are beneficial internally and also shareable with clients.

CLIENT-FACING *SOLUTIONS*

PITCH SUPPORT



Need helping winning new paid media clients?

If you are pitching paid media to a new or current client, we can help with putting together pitch materials and strategies to being part of the pitch presentation.

CLIENT COMMUNICATIONS



Do your clients have technical or strategic questions that you struggle to answer?

We work with your team to make sure that clients are getting expert level support on questions. We can either be client facing or on the backend of your team helping to craft responses.

GROWTH*SOLUTIONS*

TRAINING



Do you want your team to become experts in digital advertising?

If internal expertise is your goal, we can train your team to become leaders in paid media. Our team of experts will remain as a dedicated support system for as long as needed.

HIRING SUPPORT

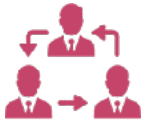


Need help vetting candidates and developing the right team?

We can help with job descriptions, interviewing, candidate-testing, and a hiring process that will attract and find the best fit for your paid media department.

MARKETING-DEPARTMENT *SOLUTIONS*

AGENCY COMMUNICATIONS



Do you want support in making sure you're getting the most from your media agency?

We speak the agency language and know what expert level service looks like. We ensure your agency is following best practices and will help identify areas of improvement. Our team can work directly with your agency contact, or behind the scenes auditing accounts to identify areas to improve performance.

IN-HOUSE MARKETING TRANSITION



Are you interested in moving your paid digital efforts in-house but are hesitant to make the transition?

We have all the right tools to help you feel confident in hiring, training, and building the right team. We will stay hands on as your new team gets up to speed, then phase out as your team builds confidence but still be your go to support for as long as needed.

OUR *MISSION*

Our mission is to provide completely transparent management and support to make sure that everyone that works with us is getting the most out of their digital media campaigns and that the money spent is producing returns.

Full-Management Approach - We manage everything for you from strategy, set-up, budget pacing, optimizations, reporting and recommendations for your campaigns.

Hybrid-Model Approach - We work with your team to step in where needed with senior-level strategy, training, set-up or auditing as needed.

On-Demand Approach - We're your flex team that can step in if you win a new client, someone quits or leaves for parental-leave. If you don't need us, no problem, we'll be on stand-by.

Training and Team Build-Out - If having internal competency is the ultimate goal, we help with hiring, team training and process improvements so you can manage digital campaigns using only your internal team. We never want our clients to feel dependent upon us.



ABOUT **US**



SARA JOHNSON
Founder and CEO



KRISTEN HUNT
Project Manager



JENNA BONA zinCA
Project Manager



ANNA KAYFITZ
Data Analyst



HANNAH O'DAY
Account Manager



ALANA HUGHES
Account Manager



GABRIELLE CHAN
Account Manager



SUZANNE BURTON
Marketing Manager

The key to performance marketing is not only considering the what, but the why. It's the soft skills underneath the mechanics that make the difference.

We don't just know the data and levers to pull, but we also understand the fundamentals in media planning required to reach the right audience for the right message to the right person at the right time. A good media strategy is both an art and a science and we know both.

In 2008, the initial concept for LeadLab Media started simply enough as a way to pay off college student loans.

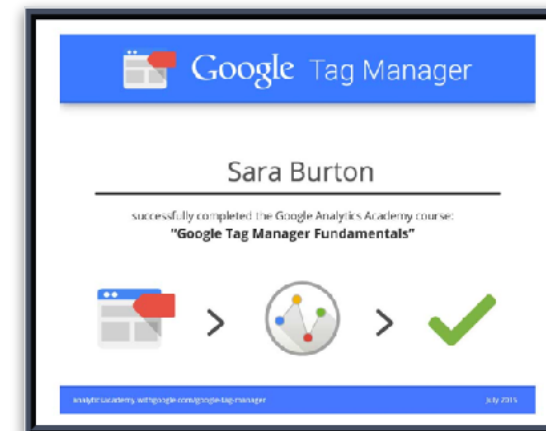
While working at Chicago's the top agencies iProspect and Performics, Sara Johnson began moonlighting for mid-size agencies only to discover many were wasting a ton of money due to not having a good handle on how to get the most out of the platforms such as Google Ads and Facebook Ads.

In 2014, Sara quit her full-time job to work full-time as Founder of LeadLab Media.

Today we've grown into a core team dedicated to your account along with additional experts in analytics, tracking set-up, search, shopping, social, programmatic management or ad ops that we can pull in as needed. This way, you only pay for the experts you need.



CallRail
AGENCY PARTNER





Thank You



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