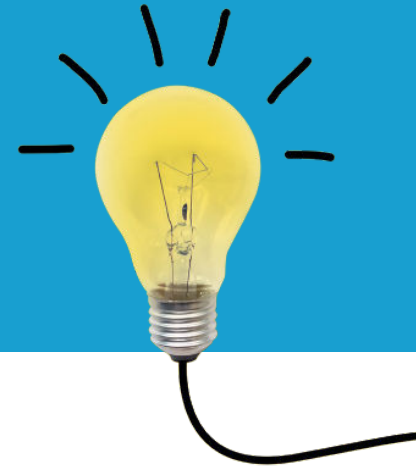


THE OMNI-CHANNEL MARKETING EDGE



Integrated Digital Strategy

Omni-Channel Marketing is a customer-centric strategy where all a brand's communications work together to educate and empower the customer to be an informed participant in the sales process.

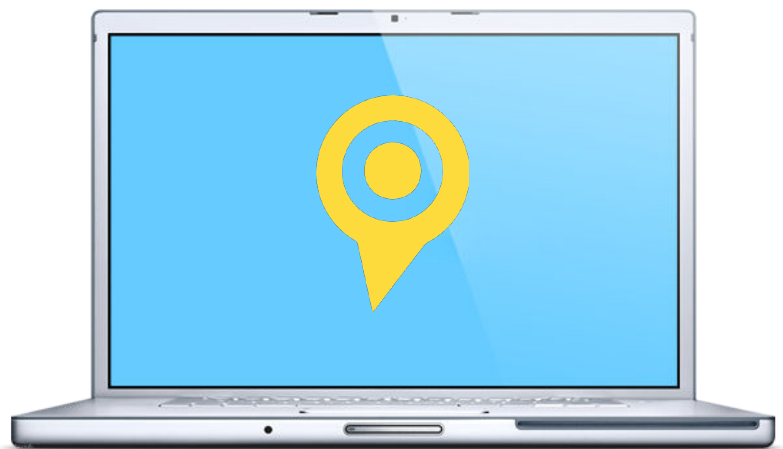
In an omni-channel strategy, email, social media marketing, and digital advertising are designed to optimize the customer experience by tailoring messaging to the individual consumer's preferences.

Customers engaged
across multiple
platforms have a 30%
higher lifetime value.

Unlike single-channel outreach, this approach creates a cohesive, integrated experience across all brand touchpoints that engages both prospective and existing customers on their preferred channels with messaging tailored to their specific needs.

Benefits

- Greater customer reach
- Enhanced data collection
- High interaction and engagement, with the ability to adapt and respond in real time
- Ability to target customers more effectively
- Increased revenue



OMNI-CHANNEL MARKETING



Improve ROI



Facebook Ads
Avg CTR - .71%

LinkedIn Ads
Avg CTR - .96%

Google Ads
Avg CTR - 5.98%

WHY IT WORKS

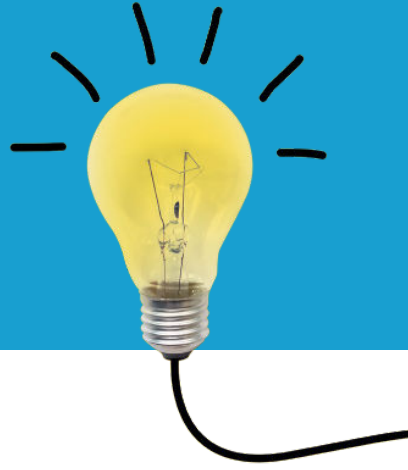
SAME GOAL, SAME JOB - Omni-channel marketing uses different channels to achieve one goal with a consistent, aligned approach.

CUSTOMER-CENTRIC - Omni-channel marketing is designed around the customer's point of view, delivering a personalized experience that drives increased engagement.

MEETS CUSTOMERS WHERE THEY ARE - Given the fact that 98% of Americans switch between multiple devices in one day, an omni-channel approach is essential for marketing efforts to gain traction and convert.

THE OMNI-CHANNEL EFFECT - Better user experience, cohesive brand strategy, stronger attribution data, and increased revenue are all reasons that successful organizations rely on omni-channel marketing.

THE OMNI-CHANNEL MARKETING EDGE



Agile Omni-Strategy

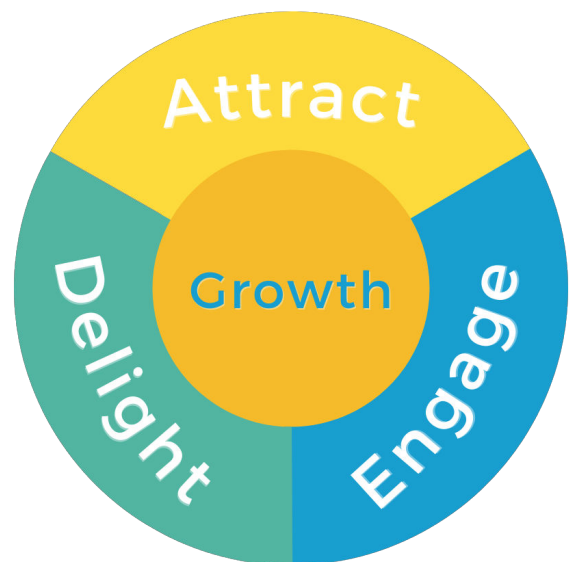
Leveraging our immense database of over 7 million educators, Agile's Omni-Channel Marketing approach provides purposeful promotion of your products and services to target audience segments across digital marketing platforms.

As experts in education data, we work with you to create a strategic marketing plan, utilizing email, social, and digital platforms to reach your best customers where they spend time.

**Open the door for more traffic,
build awareness, and drive sales.**

Value Drivers

- Leverages Agile's expansive, industry-leading educator database
- Custom audience segments to ensure you are reaching the educators you want to reach most
- Consistent audience updates, reducing dollars spent on contacts who have changed roles or left the profession
- Tailored outreach plan, utilizing communication methods and channels preferred by your target audience
- Monitored campaign performance



OMNI-CHANNEL MARKETING



WHAT WE DO



▲ **Tailored Education
Marketing Strategy**

▲ **Targeted Online +
Digital Advertising**

▲ **Monitored Campaign
Performance**

HOW WE DO IT

DEMOGRAPHICS - Target specific ages, locations, income levels + more.

EMAIL LISTS - Serve custom ads to your email database. Create repeat sales and new referrals by providing client lists.

WEBSITE VISITORS - Reengage digital ad or website traffic to increase your rate of conversions.

PINPOINT AUDIENCE + REACH CAMPAIGN GOALS

- Build faster engagement with lower cost acquisition.
- Drive repeat business from valuable segments.
- Increase your SEO rankings + drive organic traffic.
- Break into new markets with expanded contacts.
- Increase your customer targeting with solid reporting.