



Optimize Your Touchpoints.

At *Exposure Social*, we help strengthen your online touchpoints.

Social Media: Data-driven targeting and compelling creatives – capture your audience with social that drives engagement and stimulates action. We harness the power of social media to spread your message, reach new audiences, and drive conversion.

Mobile Activation: Mobile marketing can provide customers with time and location sensitive, personalized information all at their fingertips; utilizing a ubiquitous network that consumers are always connected to.

Influencer Outreach: Grow your online presence leveraging the power of personal connection – influencer marketing involves marketing your products/services by influencers who have a strong online presence.

Content Amplification: Amplification is perhaps the most important phase in your content marketing strategy which relies on the promotion of your content. Not only do we create curiosity-invoking content but also develop the momentum it needs by extending its reach.

YouTube Marketing: Whether you're looking for YouTube bumper, in-stream, in-search or in-display ads, we help extend the reach and impact of your message and capture a deeper connection with your audience; with video marketing more engaging than any other medium.

We provide
full-service,
integrated
offerings across
the breadth of
digital media.

What is a Touchpoint?

At **Exposure Social**, we help *strengthen your online touchpoints* and develop a deeper connection with your customers.



Imagine this – you're browsing social media and you suddenly come across a sponsored advertisement, promoting a new entertainment centre that has opened up near your area. You click on the ad to find out more, and it takes you to an attractive website with an engaging video outlining the various activities offered – from axe throwing and indoor bocce, to archery tag and bubble soccer, enjoy a night out with friends while drinking your favourite craft beer. Fascinated but currently distracted, you leave the website. Days later you start seeing their ads pop up all over the internet – on hundreds of websites, on social media, and your favourite mobile app. You click the ad once again, re-engaging you to learn more about this entertainment complex. This time, the message is more relevant based on the actions you took during your first visit. You then land on a review page which includes previous visitors comments and positive feedback. From awareness to engagement, to now being influenced, you're now more intrigued to act – you call and book a group rate.

You see, every moment your customers interact with your brand, they form an opinion. And with each interaction, you have the chance to create additional value, capture a more positive sentiment, and help move your prospects as quickly as possible from awareness to action. A *touchpoint* is any interaction that may alter the way your customer feels about your brand, product, or service.

Search Advertising: From keyword research, audience insights, creative testing and prognostic bidding, we build you a search campaign that ensures you get results. With billions of searches per day on Google, search ads can make sure potential customers notice your brand, consider your offerings and take action.

Ad Retargeting: Regain your lost traffic and convert those leads into customers. Remarketing ads help reinforce your message, improves ad relevancy, increases your conversions, and targets a more qualified customer.

Content Development: At Exposure Social, creating content strategies that generate buzz is second nature to us. Your content will engage in a meaningful way that demands attention and encourages action. Our team of content creators will help you put your best foot forward.

Digital Marketing Solutions

- Social Media Management + Paid Social
- Facebook & Instagram Sponsored Advertising
- Twitter & LinkedIn Advertising Campaigns
- YouTube Bumper, In-Stream, In-Search and In-Display Ads
- Search Engine Optimization (SEO)
- Search Engine Marketing (Pay-Per-Click)
- Display Advertising via GDN and AdX
- Email Marketing
- Remarketing Direct
- Retargeting via Google, Quantcast and AdRoll
- Local Search SEO (Google My Business)
- Native Advertising & Advertorials
- Paid Content Amplification
- Key Opinion Outreach
- Interactive Banner and Interstitial Ads
- Hyper-Local Targeted Ads
- Mobile Video and Banner Ads
- Mobile App Advertising
- RTB & Programmatic Buying
- Digital Advertising with DoubleClick

and more..

Our Philosophy

We live to tell stories, engage audiences and stimulate response. In a world exposed of clutter, we're driven to break that barrier and identify digital solutions that maximize the reach and impact of any message.

Our Story

Understanding the ever growing power and influence of social media, Exposure Social was born to provide expertise that allows companies to optimize their SM presence and take their consumer relationships to the next level.

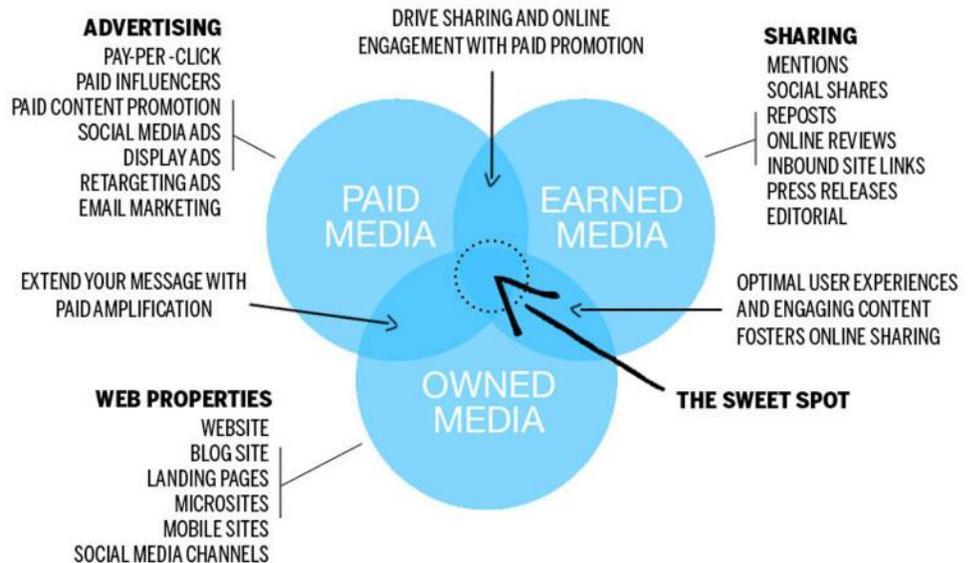
Today, Exposure Social works on a variety of interactive/social & digital projects, across the breadth of current platforms – including providing creative and design, and paid media. We are a team of experts who understand and excel in helping clients navigate and activate the full spectrum of possibilities within today's complex digital landscape.

What We Do

We discover and activate the right mix of media and message to encourage engagement and stimulate response. Whether that be by extending your message through a variety of paid promotions, ensuring your ads appear at the ideal place where your audience is most willing to consider your message, enhancing online user experiences, or creating stimulating content that captures attention, we ensure you have appropriate strategies set in place to convert leads to customers and develop more robust online experiences.

Optimization

Implement a media strategy capable of stretching across all types of media touchpoints – paid, owned and earned.



How is your website? Is it engaging, attractive, mobile-friendly and does it have a clear call to action? How about your social channels? Do they provide invaluable information, does it have a distinctive personality, and does it feed your sales funnel? Do you create meaningful and relevant content tailored for your target audience? Does your content stimulate engagement, lead to action or improve chances of social sharing? What happens after your customers inquire or purchase? Do they receive a response via email to thank them or provide information for next steps? Do you follow up with your customers to ensure they are taken care of? Are you nurturing your customers to help them become purchase ready? Are they engaged to act upon your information? Are you re-engaging with your previous visitors to ensure you bring back your most qualified customers and reinforce your messaging? Are your ads appearing *where* your audience is most willing to *consider* your message?

In today's dynamic environment, people have far more options, greater opportunities for research, and more things competing for their attention. This is why it's more paramount now than it ever was, to implement a media strategy capable of stretching across all types of media touchpoints – *paid, owned and earned.*

Branding creates value, marketing extracts it.

- Creative and Copy for all forms of Traditional and Modern Media
- Logo Design
- Brochure Design
- Package Design
- Collateral Development
- Point-of-Purchase Displays
- Trade Show Display Design
- Billboards, Kiosks
- Signs, Flyers, Menus
- Banners, Display Ads
- Infographics, Magazines
- Direct Mail Campaigns
- Digital White Papers
- Professional Photography *and more..*
- Landing Page Optimization
- Microsite Development
- Website Design & Development
- E-Commerce Web Design
- App Development
- Website Content/Copy Redesign
- Web Hosting
- Web Analytics and Conversion Tracking
- Content Marketing and Automation
- Drip Marketing Campaigns
- UX and Information Architecture
- CRM Integration
- Content Management Systems (CMS)
- Video Production
- Logo Animation & Motion Graphics *and more..*

OPTI-TRUST EQUIPMENT LEASING
EQUIPMENT LEASING | WORKING CAPITAL | NEW & USED

Lease Types

8

"you name it, we most likely lease it."

Leasing Options that give you more control.

WEBSITE: WWW.OPTITRUSTLEASING.COM
EMAIL: INFO@OPTITRUSTLEASING.COM

Leasable Equipment:

- Agriculture
- Construction & Transportation
- Earth Landscaping
- Forklifts & Hoisting
- Oil & Gas
- Mining
- Manufacturing
- Medical
- Office & Telecommunications
- Industrial & Material Handling
- Electrical & Health Care
- Maintenance & Entertainment
- Printing & Sign
- Various

Leases Advantages:

- Leases are easier to finance than other types of financing.
- Business expenses: utilizing the cost of leasing.
- Leasing gives you the ability to upgrade equipment without the need to sell.
- Can be a quick solution for short-term equipment needs.
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Investors Group

ARE YOU ON THE RIGHT PATH FOR YOUR RETIREMENT?

4 KEY RISKS TO RETIREMENT INCOME

VARIOUS INCOME STREAMS IN CANADA

STRATEGIES YOU CAN USE RIGHT NOW

Strength and Stability

Retirement Goals

Our Client's Investment Portfolio

Our Client's Investment Portfolio

Our Client's Investment Portfolio

Our Client's Investment Portfolio

I PROFILE™ MANAGED ASSET PROGRAM

FREE DISCUSSION

TAX DEFERRED CASH FLOW

MANAGE THE MANAGER

ASSET FIELDS

FREE DISCUSSION AVAILABLE

PAGE 10



Got a Challenge? We have your Solution.

Call us at: 416-236-7639

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