



Vision Marketing

Digital Media Kit

Who we are

COMPANY

Visión Hispana and Vision Marketing are an integrated community resource and marketing agency focused on making quality marketing accessible to every business and organization.

AUDIENCE REACH

Our audience is a multi-segmented market of consumers and residents who are eager to engage with our content and advertisers. With our technology partners and ad networks, we extend our audience reach with highly targeted digital marketing options based on demographics, location, etc.

We can reach all segments of all ethnic communities, and general market.

98%+

**High Quality
Human Traffic**

According to ComScore ad tags, a consistent 98%+ human traffic (vs. bot traffic) is delivered due to our providers' focus on quality.



Reporting

Consistent, transparent campaign reporting

We believe a high level of transparency and client understanding is critical to achieving your marketing goals. We provide regular campaign updates that show all targeting data as well as total impressions, clicks, and conversions/sales.



Digital Solutions

Understand the benefits and features of our digital product offerings



DISPLAY

Programmatic display advertising is a highly targeted campaign to reach your ideal target anywhere, at any time, on any device.



GEO-FENCING

Targets people based on where they have physically been, as well as where they consistently dwell. These locations are mapped and turned into targetable data segments.



PRE-ROLL

Programmatic Video is as scalable as banner advertising with all the innovative targeting options, but in a more desirable video format.



YOUTUBE

As the world's second largest search engine, any video campaign would be incomplete without YouTube Advertising (which we can incorporate into nearly any campaign).

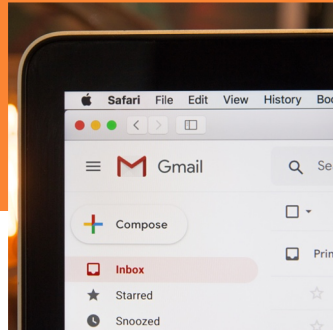
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FACEBOOK & INSTAGRAM

Leverage the power of 2.3 billion monthly Facebook users and 500 million daily Instagrammers with some of the most precise audience targeting available today.



EMAIL MARKETING

Reach your specific target market by leveraging email the same way as direct mail in the past.



NATIVE

Reach consumers in a content friendly manner, providing users with a deeper level of information in a long form content format.



PAID SEARCH

Recognized for being a critical part of any purchasing decision, often being leveraged while consumers research a product or service, compare, and ultimately purchase.

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LOCAL SEO

Local Search Engine Optimization incorporates top tier listings with on-site technical components to help businesses drive competitive visibility.



ORGANIC SEO

Organic Search Engine Optimization is perfect for any business with a website that is looking to compete for online visibility in search engine results to drive new website traffic and conversions.

Targeting Options



Frequency Targeting:

Control frequency, limiting or increasing the number of times your ad is viewed.



Content Targeting:

Only interact with a user interested/viewing content relevant to the target consumer.



Day Parting:

Control when a user is able to see your sale message.



Behavioral Targeting:

Target consumers based on their behavior and tracked interest online.



Demographic Targeting:

Target a specific ethnicity, age, income and/or gender when trying to reach your consumers.



Geographic Targeting:

Target a user based on their location, available at zip, city, state, country and radius. Custom geo fencing also available.



Site Retargeting:

Target a user based on being on previously visiting your website.



*Mobile targeting may have limited scale and/or availability.

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