

# Drive Fast, Take Chances

Your 2023 Marketing Road Map





## 4 Cornerstones of a 2023 Marketing Breakthrough

1

**Visitor Tagging** Get real time custom events to better define your visitors, customers, and subscribers.

3

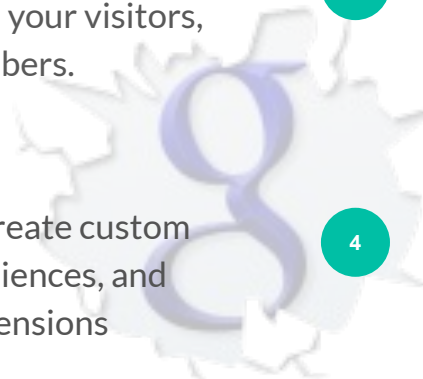
**Online Advertising** Leverage Google and Facebook Ads AI tools to rapidly scale your reach

2

**Enhanced Analytics** Create custom goals, conversions audiences, and your own tracking dimensions

4

**Cloud Enrichment** Turn all your sales and marketing data silos into one Competitive Advantage marketing AI.





The background image is a composite. The upper portion shows the interior of a modern building with a curved, ribbed ceiling and glass walls. The lower portion shows a night scene of a road with light trails from cars, set against a backdrop of a forested hill.

# **'Competitive Advantage' Marketing in 2023...**



# The Goal: Intelligent Sales Enrichment

Quickly transform your business data into 'competitive advantage' marketing Business Intelligence

- *Content*
- *Search*
- *Display*
- *Remarketing*
- *Social*
- *Email*
- *Phone*



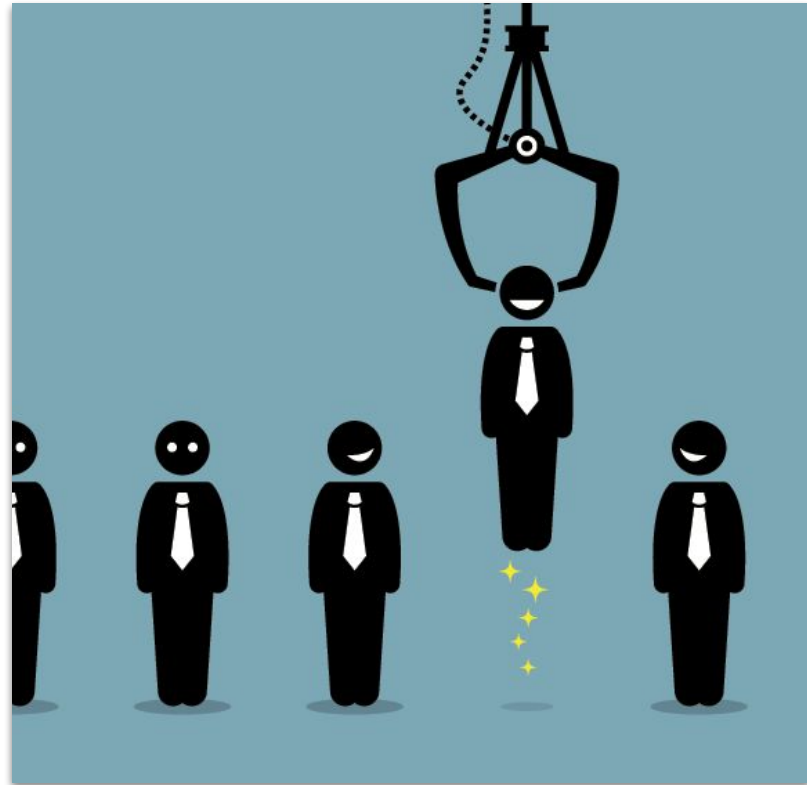


01

# Tag Your Interactions

Use free tagging software like Google Tag Manager to measure all events on all devices for a 360 degree view of your visitors and customers.

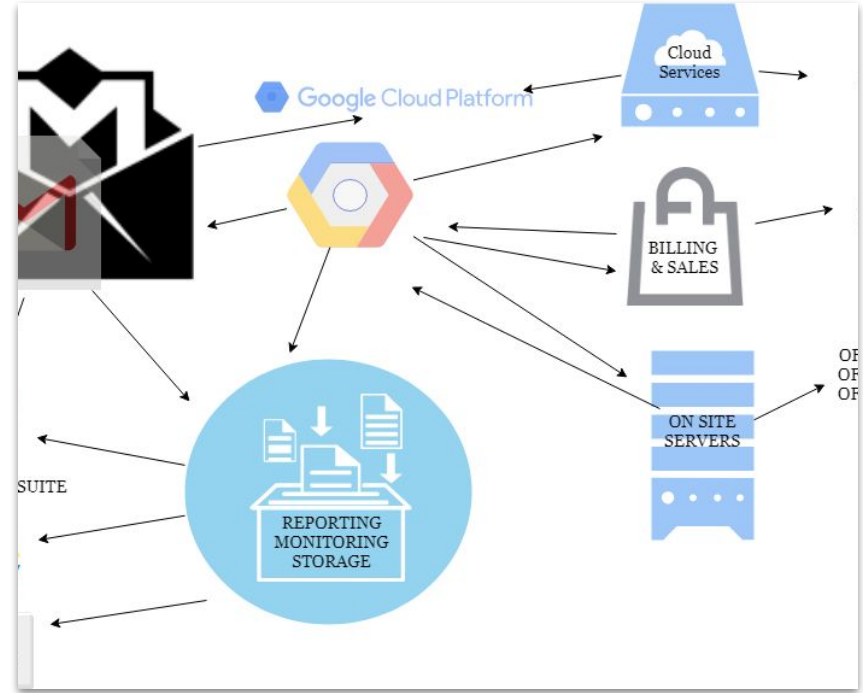
- Engagement Timer
- Scroll Tracking
- Downloads
- Custom Funnels
- Forms
- Ecommerce Customers
- Outbound Links
- User IDs



02

## Max Analytics

Create custom audiences. Create goal benchmarks, and give value to those goals to help inform online ad conversions. Engagement reporting. KPIs and other business metrics.







## 03 Digital Advertising

Make the growth jump with Google, Facebook, and more! Whether search, display, or remarketing, deliver significantly better conversions for the same budget. Turbo charge your digital budget with new BI and AI tools from Google Ads, Facebook Ads, and more..

Quickly reach 50% or more increased conversions over Search Only marketing





# Competitive Advantage BI

- Better goals and conversions with Visitor Tags & Enhanced Analytics
- Develop and expand your remarketing lists
- Leverage offline marketing data to create a smarter Marketing AI
- Custom reporting with cloud data management
- Better marketing KPIs with refined goal values

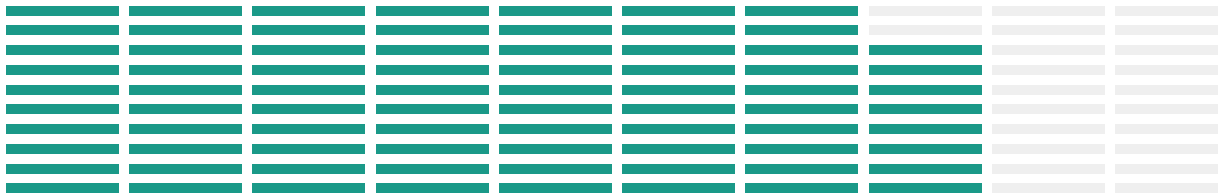




# Forbes AI Survey

“AI enables marketers to increase sales (52%), increase in customer retention (51%), and succeed at new product launches (49%).” Forbes 2021 marketing survey

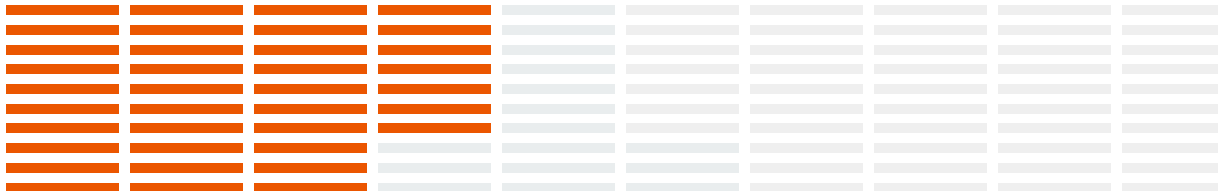
Top Performing Marketing Company AI adoption planned by 2024



78%

Don't let your competitors get an unfair advantage.

Current Marketing AI Adoption



37%

Seize current opportunities.



# Test Your Hunches

In this world of 'all hail data driven decisions' - smart hunches from experienced industry professionals still are critically important.

- 01 | Easy A/B testing strategies
- 02 | Better data flow for informed decisions
- 03 | Free Google Optimize for content testing
- 04 | Real-time data streams for nimble course corrections
- 05 | Turn your Natural Intelligence into Artificial Intelligence





# Process



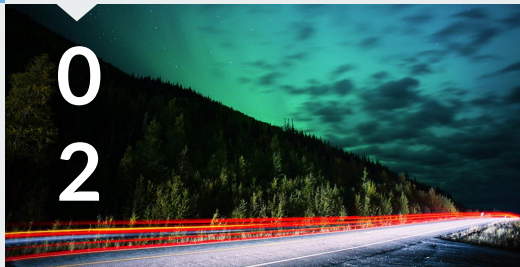
## Migrate

Seamlessly move core marketing and sales systems to cloud. Create custom real time reporting tools for ownership and management.



## Analyze

Pull existing customer, sales, site, and marketing data into one reportable database to make smart budget and campaign strategies.



## Extend

Use better marketing and sales feedback to drive your conversion efforts, online and offline.



The Build Buyer Mission:

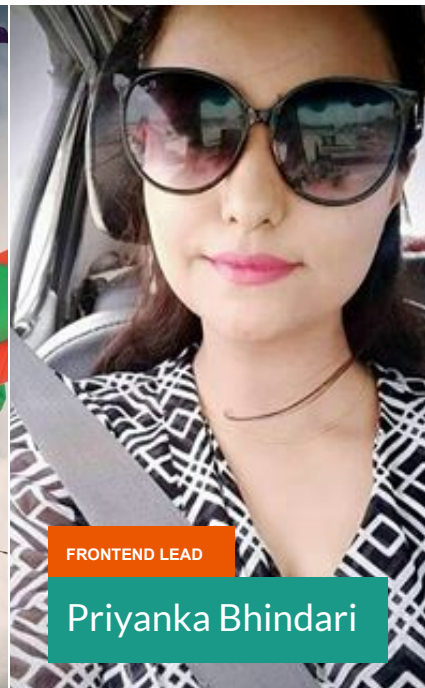
Create Local Prosperity With Enterprise  
Tools For Independently Owned  
Business.





# Team

Buildbuyer employees over 20 development, design, and marketing professionals across the globe to provide affordable, custom solutions suited to your unique requirements. Current Google Cloud Platform certification and authorized G Suite and Google Cloud Reseller. Providing smart, affordable marketing and IT solutions since 2003. Support Offices in Chicago, Kiev, and Mumbai.





# Deliverables

Get a NO BS assessment of your business systems and processes. 15 years digital experience. Google Cloud Platform certified. Get a partner you can trust for now and the long term.

Google Cloud Certified

## Campaigns

Online & Offline. Inbound & Outbound. Marketing & Remarketing.

Strategy, Creative, Media

## Cloud

Affordable Enterprise Tools to build your business.

Marketing Victory Flags

## Customers

Use your existing lists base to find new customers.



# Thank you.

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