



# INFINITI DIGITAL MARKETING PROGRAM



## ADVANCED/CONNECTED TV

The popular content providers of today and tomorrow—like Roku, Hulu, Amazon Fire, and more—use a Connected TV (CVT) model. The time has come to harness CVT as a video advertising channel. Our specialists use data to place ads on the digital platforms where your audience spends most of their time.



## LINEAR/BROADCAST TV

Traditional TV is not dead—far from it. Our media buying team targets the demographics you want to reach. We strategize ad placement to reach your audience at the right time and place. With Stream's media partners, you can always expect top value for your ad spend.



## SOCIAL MEDIA MANAGEMENT

Facebook, Twitter, Instagram, LinkedIn. Build your brand, showcase your personality, and treat your followers to original content on all your social channels with **Capture by FullThrottle**. This app allows anyone on your team to upload content from the showroom floor.

Snap a photo, tag it, and submit it. The Stream team will instantly receive it, and we can include it in social media content and ads. Let us brand, publish, and post the media that tell the stories of you and your customers.



## DISPLAY & VIDEO ADVERTISING

The best video display ads catch your attention instantly. Stream specializes in video advertising that targets the right audience with the right message. We use data to place them where they'll drive more relevant traffic to your website. And our comprehensive services offer you choices:

- **Static Display Retargeting.** Send static ads to people who have visited your website.
- **Dynamic Display Retargeting.** Show visitors specific ads based on the pages they viewed on your site.



## PAID SEARCH

What's the value in paid search? Generate leads at low cost quickly and grow your customer base. At Stream, we align paid search with your other digital advertising efforts, so you don't bid on keywords you already rank higher for organically.

Our pay-per-click (PPC) specialists create custom keyword lists for every client and campaign. We actively optimize campaigns throughout the month to keep users clicking.