



Strategic Digital Marketing Agency

**Your Turnkey Guide for
Survival in the
Digital Explosion**

June 18, 2011

About Mendicant Marketing

- Mendicant Marketing is a ***Strategic Digital Marketing Agency*** that combines in-depth knowledge and experience in traditional marketing methods and theory with its more than 5 years of experience as a ***master craftsman in digital marketing***
 - Has managed millions of dollars in advertising spend for its clients
 - Has developed ad campaigns for clients in dozens of categories , including 5 of the top 10 most competitive online advertising categories

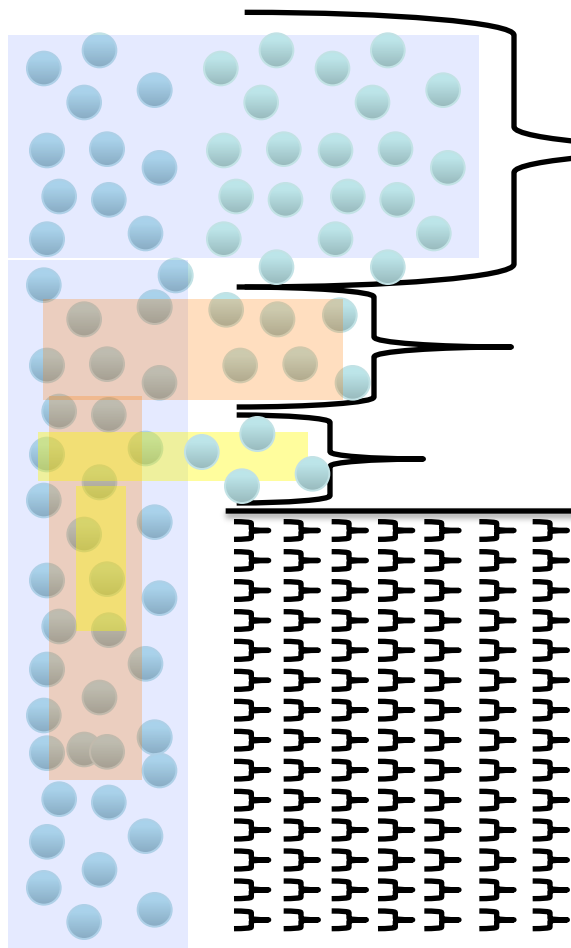
Impression Share Advantage™

- Mendicant Marketing has many highly refined processes and techniques
 - **One of its premier offerings is its Impression Share Advantage™ process**
- **Mendicant has developed this process to catapult its Google AdWords clients to 95+% Impression Share on their most important and profitable keywords**
 - *Less than 1% of all advertisers have such a high impression share*
 - *Only 3% of all advertisers have greater than 70% Impression Share and they receive 50% of the clicks*
 - The process works across all categories
 - **The process allows small advertisers to compete and win against Fortune 100 companies**

Impression Share Model

10,000 People
searching on
a specific
keyword

Clicks
Received



Top Advertiser in Category
100% impression share
14% Average click through rate
Total Clicks = 1,400

2nd Advertiser in Category
70% Imp Share; 10% CTR
Total Clicks = 1,000

3rd Advertiser in Category
50% Imp Share; 5% CTR;
Total Clicks = 500

All Other Advertisers
Average Impression share < 1%
Average CTR = 0.5% to 3%
Average CPC = \$5.00+
Total Clicks Combined < 1,000

**Top 3% of Advertisers
Receive More than 50%
of the Available Traffic**

**Bottom 97% of Advertisers
Receive Less than 50%
of the Available Traffic**

Impression Share Model

- 100% Impression Share = **373% increase in profit***
 - Top 3% of Advertisers Receive 50% of Traffic
 - Bottom 97% of Advertisers receive the “crumbs left over”

Advertisers	Impr. Share**	CTR	# of Clicks	Avg. CPC	Conversion	\$ per Order	Unit Sales	\$ Sales	Ad Spend	\$ Profit
	(%)	(%)	(#)	(\$)	(%)	(\$)	(#)	(\$)	(\$)	(\$)
Top Advertiser	100%	14%	1,400	\$2.50	20%	\$80	280	\$22,400	\$3,500	\$18,900
2 nd Advertiser	70%	10%	1,000	\$3.00	10%	\$70	100	\$7,000	\$3,000	\$4,000
3 rd Advertiser	50%	5%	500	\$4.00	5%	\$60	25	\$1,500	\$2,000	\$500
Remaining Advertisers (300+)	0–50%	3%	<1,000	\$5.00	5%	\$50	50	\$2,500	\$5,000	(\$2,500)

* % difference between the 2nd Advertiser and the Top Advertiser. % Change = $(\$18,900 - \$4,000) / \$4,000 = 373\%$

** Model based on 10,000 Total Impressions Available

Digital Marketing Capabilities

Something Old + Something New + Something Borrowed

- Mass Media
 - Print
 - Television
 - DRTV
 - Radio
 - Direct Mail
- Social Media
 - Search Engine Marketing
 - Search Engine Optimization
 - Local Search Marketing
 - Website Analytics
 - Affiliate Marketing
 - Pay per View Marketing
 - Email Marketing
 - Display Advertising
 - Conversion Optimization
 - Competitive Analysis
 - And more...
- Persuasion Model
 - Relational Marketing™
 - Relational Scorecard®
 - Future Movie™
 - Flagship New Product Development Process
 - Visual Metaphor
 - Gap Analysis
 - Changing the Playing Field™
 - Curriculum Marketing
 - And more...

Something Blue...

- *Something Blue... is our customized process that is designed to help our clients make the “leapfrog” gain that is available in the high speed arena of digital marketing today.*

We Guide You From Complexity to Profits



Digital Marketing Strategy

- Mendicant Marketing helps its clients navigate a **very complicated marketing environment** by developing a strategy that accelerates them quickly past their competitors to the top of their market, while avoiding the many pitfalls that are wasting the time and money of less savvy marketers



Client List

- Kevin Milani, the Founder of Mendicant Marketing has worked with over a hundred clients across dozens of categories in his 15+ years as a consultant
 - The clients have ranged from Fortune 100 clients to SMB Businesses to Local Mom & Pops to Non-Profits to Select Start-ups
 - Our processes are category-agnostic and have worked well across all industries and product categories

Client List

- Below is sample of some of the better known brands we have served in the last 15 years:



Booz | Allen | Hamilton

strategy and technology consultants to the world



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