

# Digital Campaign 2022

Target Audience: Buyer Persona - Arlene MacLock

Female, 55+, may live alone, daily Facebook user, web savvy

Message Concept: TEXT: Do you feel safe on your front steps

IMAGERY & VIDEO:



Target Audience: Buyer Persona - John Connor

Male, 55+, may live alone, daily Facebook user, web savvy

Message Concept: TEXT: Do you feel safe on your front steps

IMAGERY:



Digital Channel: Facebook

Digital Analytics: See file Andrew\_Miller\_Facebook\_Analytics.xlsx



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# Clipper Magazine 2022

The LandMark Group decided to conduct an A/B test in 2021 for a direct-to-consumer (D2C) campaign utilizing existing assets from a 2020 video shoot featuring our handicap model. I directed my designer to utilize bold colors and stay true to our brand. Clear objectives and metrics were designed to measure the success of the campaign such as phone calls, unique web visits and sales.

**LIVE YOUR LIFE, ENJOY YOUR FREEDOM**

**A NATIONAL RAMP GIVES YOU OR A LOVED ONE THE INDEPENDENCE YOU DESERVE**

It's time to take control and stop feeling trapped in your home because of mobility challenges. A National Ramp is the affordable solution that lets you live your life more safely and confidently in the home you cherish. Call now and by tomorrow you could have your new ramp installed!

- Ideal for anyone who uses a wheelchair, scooter, walker, cane, or simply needs some assistance
- Safe and durable in any kind of weather
- Modular design for fast, easy install
- Expertly installed by certified dealers in your area in virtually any kind of climate
- High-traction, non-slip surface safe for all users
- Perfect for you or a loved one who may need a helping hand

**FINANCING AVAILABLE!**

**You can affordably regain your freedom and independence.**

**BONUS OFFER!**

**CALL NOW FOR YOUR FREE ESTIMATE AND SAVE \$250 OFF**

**877-692-0356**

**www.HomeRampNow.com**

**national ramp** **IT'S YOUR FREEDOM NOW**

**CALL NOW**

**national ramp** **USA**

**Your new National Ramp could be INSTALLED TODAY!**

**CALL NOW 877-692-0356**

National Ramp is an essential business that will remain open and follow all safety protocols. With a minimum purchase of over \$2500 on a new modular ramp, you'll receive a \$250 off coupon. Not applicable with any other promotion. This offer is only available while supplies last. No cash value and cannot be combined with any other offer. Visit present offer at time of installation.



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# Video Campaign 2022

Target Audience: Buyer Persona - Rachel Knapp  
35+, Caregiver of a person with a mobility device

Message Concept: TEXT: Are you STOPPED by your front steps

VIDEO: Click on the thumbnail to open in YouTube



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