

MARKETING DECK



KEY DIGITAL STRATEGIES





Our Philosophy

"We team up with our partners to find them the best consumers for their campaigns, products or services."



Our Mission

We successfully implement strategies in web development, content creation, and marketing.

Our Vision

We effectively reactivate and maintain lead generation and customer acquisition strategies for several commercial and non-profit organizations.

Our Goals

By harnessing our proprietary technology, we can penetrate any market and achieve highly targeted customer acquisition.

KEY SERVICES

**Customer Activation and
Lead Generation**

First Party Media Buying

**Accelerated Fundraising
and Awareness**

**Petition and
Polling**

**Customer
Retention & Reactivation**

OUR KEY ASSETS AND PRODUCTS

- Key Digital Strategies offers a robust set of tools that provide insight into data.
- Let us help you: attract new customers, model data, gain valuable insights, as well as optimize customer acquisition, retention, and activation.
- Leverage our knowledge to unlock the next step in your customized strategy.

260+ MILLION
EMAILS

600,000 NEW
CUSTOMER
PROFILES

5+ WEBSITES



OUR CUSTOMER JOURNEY



DATA COLLECTED

Show the market analysis of
your company's competitors



Name (First, Last)



Address (City, State, Zip Code)



Email address



Phone Number



TCPA Compliance



Data enhancements



Donor profiling



Messaging to a variety of lawmakers





WE GIVE OUR USERS A VOICE

- **Write/Call a Lawmaker:** We provide users information and script to reach out to their local representative on key issues.
- **Petitions & Polls:** Daily polls and petitions are sent to users based on issues they declared they are passionate about.
- **Community:** We've created a membership portal with all relevant issues, representative info, and community forums for customers to get involved in.





WE GIVE OUR USERS A COMMUNITY

- **Join our Community:** We provide users an online community where they can find friends with similar interest, join groups, and communicate with one another via online portals.
- **Earn rewards from actions:** Daily points are awarded for taking action whether that's engaging on our blog, filling out profiling surveys, or shopping our list of deals.
- **Stay engaged:** We've created an omni-channel marketing strategy to keep users coming back to our sites, increasing their LTV. They get notifications when and where they want them.





- Let us help you find the best consumers for your online pharmaceutical services. Through geographic & demographic targeting and additional qualifiers, such as employment and current health status, we will generate users who are looking for what you are offering.



Pharmacy, simplified.

Managing all of your medications can be overwhelming, but at SelectRx, it's our mission to make it easy. With personalized medication packets and automatic in-home delivery, we'll help ensure you never miss a dose and that your prescriptions are taken accurately together.

[GET STARTED](#)

[NOT INTERESTED](#)

(Text Creative)



Medications made easy

A specialized medication management pharmacy, SelectRx can give you peace of mind by managing, organizing, and refilling your medications so you don't have to anymore.

[CALL NOW!](#)



(Click to Call Banner)



How It Works

- 1 Start with our [simple form](#) to share your interest in working with SelectRx.
- 2 Connect with one of our trained professionals (they'll call you!) so we can learn more about your current health situation and you can learn more about how we can help.
- 3 Once we have all the info we need, you can take a deep breath. We'll have your personalized monthly box and medication packets delivered right to your door and you never have to worry about calling for a refill.
- 4 We'll continue to check in to make sure you still have the medications you need and are taking advantage of all the free health services and resources available to you.

Working with SelectRx is really as easy as it sounds. You focus on your health, we'll handle the rest.



- ✓ **No more forgetting to take medications**
When you miss a dose, you miss out on the full health benefits of your prescription medications. With SelectRx, you're empowered to take your medications on time and feel the full benefits of taking the right doses together.
- ✓ **No more organizing a pill box or managing complicated refills**
Sorting pills can be time consuming and confusing. With SelectRx, your personalized medication packets will ensure your prescriptions are taken accurately together and at the right time.
- ✓ **No more waiting in line or driving to multiple pharmacies**
When your refills aren't submitted on time, your health and well-being are at risk. At SelectRx, we make medications less stressful with automatic refills and free in-home delivery.

[GET STARTED](#)

(Advertorial)



SAMPLE MARKETING CALENDAR

	Monday	Tuesday	Wednesday	Thursday	Friday



A chart shows the project schedule and deadlines



READY TO PARTNER?

RUTH DELGADO



rdelgado@keydigitalstrategies.com



[484.941.1818](tel:484.941.1818)



keydigitalstrategies.com

