

The job: Caption these photos for web content and social media campaign.



A cobalt suit brings out the blue in Vlad's eyes.

A 10,000 postcard blitz brings customers to his grand opening in Brighton Beach.

Well suited for business.

Vlad announces a weekend sale at his Brighton Beach clothing store to 10,000 potential customers in zip code 11235. The results fit perfectly.

Looking good, Vlad. New business suits you.

A direct mail piece drawing new clients from zip code 11235 to his Brighton Beach clothing store makes sure of that.

Vlad knows he can rock a blue suit,

but can he draw a crowd to his clothing store's grand opening in Brighton Beach?

A postcard blitz in zip code 11235 delivers the answer: an abundance of new customers.



Open wide. New clients are waiting.

A landing page in Creole draws residents from the Haitian community to Dr. West's dental practice in Flatbush.

Bonjou, Flatbush. This won't hurt a bit.

After he targets the local Haitian community with a landing page in Creole, Dr. West's appointment book reaps the benefits.

Not at all like pulling teeth...

A landing page in Creole draws new clients from the nearby Haitian community to Dr. West's Flatbush dental practice. No Voodoo. Just smart marketing.

**The wind in her sales**

After a targeted coupon flyer distribution doubles her dry cleaning business on the upper east side, Soyun hires a second employee and (finally) learns to kiteboard.

Soyun's got this in the bag.

Targeting potential customers in a 10 block radius from her upper east side dry cleaning store with a coupon offer, she doubles her business and makes plans for expansion.

Pressed for success

Soyun knows where her potential dry cleaning customers live. With targeted flyer distribution in the neighborhood surrounding her upper east side store, she'll reach the right demo without wasting a dollar.



Don't let misspent advertising dollars be a polyp on your bottom line.

Dr. Joumana knows exactly which ad campaign is making the phone ring at her new clinic. And which ones need to be lanced.

As an Internist, Dr. Joumana wants to know what's inside of you.

She also wants to know where you're coming from.

With precise analytics and customer tracking, she'll always know which of her advertising ventures is giving her the most bang for her buck.



No longer in over his head.

Unfocused ad strategies were draining Sean's profits. 15,000 door hangers and an SEO-based web site overhaul put him back on top of the Annandale gutter game.

Sean's got it covered.

A targeted door hanger campaign hangs his roofing company's name on every Annandale home. An SEO tweak to his web site turns clicks into customers. Even the downspouts are looking up.



From small potatoes to big tuna. Alesandro ups his game.

A website revamp introduces his new logo and menu. Tracking features let him know which of his advertising dollars are drawing diners. A spike in reservations confirms that he is indeed the man.

Trending up and taking names.

Search engine optimization and social media outreach have turned Alesandro's upscale bistro into a reservations-only hotspot.



Driving business. One very specific demographic at a time.

After a high end brochure targets mid to large sized companies within five miles of his new fleet in Queens, Mansur rolls his limo service into Queens with appointments already on the books.

Local business really turns Mansur's wheels.

With business booming in Sunnyside, Mansur uses a high end brochure to target companies with 20+ employees located near his new limo fleet in Astoria. The launch goes so well, he'll be rolling into Ditmars soon.



LEE

Lee likes the view from up top. And she plans to stay there.

She's not much interested in social media and web analytics but she knows they helped give her Hoboken Chinese restaurant a five-star ranking and a line out the door.



MIGUEL

Daily deals in the hands of hedonists.

With a custom ratio of door-to-door and sidewalk coupon distribution, Miguel plucks college students right off the street to give his Brunswick, New Jersey sandwich shop a try.

Miguel's on a roll.

A 5,000 flyer campaign targeting local college students living near his Brunswick, New Jersey sandwich shop gives Miguel a little extra bread this month. He thinks he can get used to that.



DON (& HIS LAW PARTNERS)

Don doesn't like golf. Don likes billable hours.

With language translation enhancements to his personal injury firm's web site, Don has gained so many new clients, he'll never have to make putting green small chat again.

This is Don being happy.

With content translation and foreign language landing pages extending the demographic reach of his firm's web site, Don and his personal injury law partners have hit the clumsy client motherlode.

MAINSTREAM DENTIST (LOCATION)

The local competition is fierce.

Why not give your marketing dollars some teeth?

Potential new smiles that live within miles.

New patients are right around the corner.

Let's get 'em in for a look-see.

DENTIST (ETHNIC)

Gum disease knows no ethnic boundaries.

Why should your marketing campaign?

To schedule more implants, reach out to some transplants.

DENTIST (IMPLANTS, CHECKUP)

Holes in your appointment book?

We'll get to the root of the problem.

Your marketing plan could use a checkup.

Your dental practice is on the cusp of greatness.

Take it over the top with focused marketing.

<http://nyads.nyc/#>

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