

The job: Write copy for direct marketing client targeting specific professions.

IMMIGRATION LAW (ETHNIC)

Take down the wall between you and your clients.

As an immigration lawyer, you have an ethnically diverse clientele. Shouldn't your marketing strategies reflect that? With smart social media campaigns drawing clicks from multi-lingual communities, and print materials aimed at the streets where prospective clients live, NYAds can deliver your firm directly to the people who need you most.

Offering affordable social media and street print campaigns, NYAds will customize a marketing plan for your specific business with laser focused attention on your target demographic. Print services include graphic design, production and street team distribution of print materials such as door hangers, brochures, fliers, postcards, posters and business cards. Social media services include web design/development, content generation/management and SEO. And if that's not enough, multi-lingual translation, geo targeting, market research and tracking/analytic options should help seal the deal.

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ACCIDENT/MALPRACTICE LAW (ETHNIC)

Accidents happen in more than one language. So does marketing.

or

You don't have to speak English to have an accident. Your marketing strategy should know that.

Through multi-lingual translation and cultural adaptation services, NYAds can introduce your malpractice firm to the markets you've been missing. With in-house print and digital conversion options in Spanish, Chinese, Hebrew, Arabic, Russian, Polish, Portuguese, Tagalog, Korean, Creole, Urdu and Hindi, we'll diversify your new client profile without breaking your ad budget.

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GENERAL LAW (LOCATION)

We can help with your firm's appeals. One neighborhood at a time.

Most of your law firm's clients will come from the neighborhoods around your office. Why throw hard earned dollars at distant zip codes? NYAds will use geo-targeting and market research to zero in on your

prospective clients, SEO-rich web and social media strategies to grab their attention and high-end street marketing practices to get them in the door.

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MAINSTREAM DENTIST (LOCATION)

The local competition is fierce.

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.

For a family dental group like yours, local is everything. Optimized print materials and web content are a good start, but let's finish it off with a personal appeal to the community around you. NYAds' direct marketing practices will make sure your coupons end up in the right hands and your waiting rooms are filled up with new smiles.

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DENTIST (ETHNIC)

Gum disease knows no ethnic boundaries.

Why should your marketing campaign?

To schedule more implants, reach out to some transplants.

Half of all New Yorkers speak a foreign language at home. If your marketing materials are all written in English, aren't you missing something? NYAds' translation and cultural adaptation services can introduce your dental group to a broader sample of the population. With a diverse marketing reach and an expanded demographic, you'll be drilling and billing your way to a more profitable practice in no time.

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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.

NYAds offers cutting edge market research and geo targeting strategies to hone in on your dental practice's 'effective reach zone.' Once we've identified where your current and prospective client regions are, we'll customize a plan to put your brochures on their kitchen tables and your digital messages on their screens. Your appointment books will be smiling again soon.

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COSMETIC DOCTORS (LOCAL)

Your clinic's bottom line is sagging.

A localized marketing strategy could really give it a lift.

Your clinic could use a profit enhancement.

Let's get some local skin in the game.

The cosmetic surgery industry is a competitive one. It's not enough to be the best in the business. You also have to be the best at *communicating* that you are the best in the business. With NYAds, you'll have access to professional content generation, graphic design and zip code distribution services. Top it off with live monitoring and statistical ad tracking and you'll know which dollars are drawing new patients to your office with a click of the mouse.

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COSMETIC SURGEONS/CLINIC (ETHNIC)

Why not augment your marketing strategy with an ethnic campaign?

Your practice might double in size.

Plump up your profits with multi-lingual marketing.

A diverse clientele is waiting.

As a cosmetic surgeon, your clinic draws from a diverse sampling of the population. Your marketing plan should too. With NYAds' translation and cultural adaptation expertise, you can deliver your practice's five-star reputation to prospective customers in Spanish, Chinese, Hebrew, Arabic, Russian, Polish, Portuguese, Tagalog, Korean, Creole, Urdu and/or Hindi. With all those new faces from new places you'll be on top of your game in no time.

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GENERAL BUSINESS (ETHNIC)

Your prospective business partners are a colorful lot.

Appeal to them in a language they'll understand.

Diversify your business plan with multi-lingual marketing.

Your profit margins will thank you (in many tongues).

The streets are buzzing with people who might be interested in your company's product or service. Have you considered the possibility that many of them don't speak English? At NYAds, we can design your message in multiple tongues and customize a plan for taking it straight to the people who can make your margins grow.

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GENERAL BUSINESS (LOCAL)

Your prospective clients work in the vicinity of your office.

Your marketing plan should too.

Your portfolio is broad but your client pool is narrow.

Precision marketing can change that.

In New York City, it's not enough to have a good product or service. Your web reputation needs to be perfect and your prospective client base needs to be clearly identified. At NYAds, we can tackle both without breaking your budget. With a team on the street pressing your print materials into the palms of prospective customers and a team in the office optimizing your social media presence, we'll help your business get growing in the right direction.

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RESTAURANTS (UPPER MIDDLE - UPSCALE)

**Don't dish ad dollars out to the wrong demographic.
Know where your reservations are coming from.**

**Will Friday night be slow or slammed?
With local marketing done right, we predict the latter.**

Your food is exceptional but your tables are empty, so what are you missing? Probably your target market. NYAds can help define your ideal demographic and go after it with a customized street and social marketing plan. With smartly designed print materials circulating on the sidewalk and an optimized web presence singing your praises on the Internet, we'll get your phones ringing and your reputation growing.

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RESTAURANTS (EHNIC)

**Sauce up your restaurant's appeal with ethnic marketing.
Good food speaks all languages.**

**Your bistro draws diners from ethnically diverse neighborhoods.
Your web site should too.**

As a restaurateur, you know the competition for local diners is cut-throat. You also know that New York City is rich with ethnic diversity. With multi-lingual translation of your menu and cultural adaptation of your web content, NYAds can help you dip into the melting pot and scoop up a bowl-full of new diners.

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LOUNGES AND NIGHTCLUBS (LOCAL)

Your club attracts patrons of a particular pedigree.

A targeted marketing plan can help keep it that way.

It's time to face the music. Your lounge needs a marketing makeover.

Smart social media and sidewalk strategies can get your joint jumping again.

Your club has the best vibe in town and lines out the door. Let's get them winding around the block. With street team marketing, NYAds can put a trained staff member on every sidewalk within five blocks of your establishment to hand out drink coupons and event calendars, optimize your ad dollars and energize your crowd. It's a win-win-win.

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LOUNGES AND NIGHTCLUBS (ETHNIC)

As a club owner, you'd like to draw a colorful crowd.

With a language translation and street marketing plan, we'll make sure you do.

Put out the velvet rope. Your crowd's about to get real.

Drawing new customers from nearby neighborhoods is kind of our thing.

Did you know that half of all New Yorkers speak a language other than English at home? Have you considered the possibility that an ethnic marketing campaign might be just what you need to spice up your clientele? With multi-lingual print and web translation from NYADs, we'll customize a campaign to tap diverse markets around your establishment and get things thumping again.

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