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Header Image - Overlay text

# Overwhelmed by your online marketing efforts and underwhelmed by results?

We track and manage every online marketing action

Results-Driven | Minimal Time Commitment | Affordable | Clear Reporting

## Results-Driven Digital Marketing for Your Local Business

Digital marketing is critical for your local business. According to Google, [97% of consumers](#) use the Internet to search for local businesses. Yet, making your way through the dizzying maze of Yelp, Google rankings, AdWords, promotions, and advertising can be time consuming and frustrating – especially when you have no insight into what’s working and, equally important, what’s not working.

Over The Top is a Digital Marketing platform and service provider focused on managing and controlling the online presence of franchisors and franchisees of local businesses from one easy-to-use interface so you can:

- **ATTRACT CUSTOMERS:** Attract new customers through targeted and optimized online marketing programs and reputation management
- **GROW REVENUE:** Grow the lifetime value of your customers by leveraging automated nurture and retention campaigns through email, SMS, voice and direct mail
- **REDUCE COSTS:** Cut costs by automating many daily management tasks and identifying real time service issues that need attention
- **DELIGHT CLIENTS:** Make it a two-way conversation by providing your customers the forum to provide feedback on a consistent basis
- **VISUALIZE & MEASURE:** Through our innovative platform you get inside your marketing programs with a real-time view of campaigns, leads and ROI

Keep Counter



## See Your Marketing Dollars at Work in Real Time

Show dashboard image - Like the sample on <https://www.emailonacid.com/> under ADVANCED EMAIL ANALYTICS

Screenshots to include:

- **ROI**  
Identify the total revenue generated vs. your campaign spend.
- **Digital Leads**  
View the leads OTT has generated for your business and identify the campaign source.
- **Manage Reviews**  
Obtain reviews and see all of them in one place.

**CTA – SCHEDULE A DEMO TO SEE OUR FULL DASHBOARD IN ACTION**

## **A Few Companies Who Love Us**

Need 4-5 logos OR quotes

## **The Word is Spreading**

Insert screen 3-6 shots of OTT customer reviews on:

Yelp

Twitter