




## MARKETING PACKAGE PROGRAM

Briggs & Stratton, LLC is offering packaged marketing plans to our dealer partners that promote the Simplicity®, Snapper®, Snapper Pro® and Ferris® brands. These packaged marketing plans link our dealers with a leading digital marketing agency and our trusted POP vendors for effective, easy to execute marketing tactics.

**BRIGGS & STRATTON® IS OFFERING PACKAGED MARKETING PLANS TO HELP STREAMLINE THE MARKETING FUNCTION.**

	PACKAGE #1 Core	PACKAGE #2 Competitive	PACKAGE #3 Prominent
3 mo. Search Engine Marketing	\$600/mo.	\$1,000/mo.	\$2,000/mo.
3 mo. Facebook Advertising		\$500/mo.	\$800/mo.
3 mo. Search & Site Retargeting	\$500/mo.	\$500/mo.	\$500/mo.
3 mo. GeoFencing	\$500/mo.	\$500/mo.	\$500/mo.
3 mo. Display Advertising	\$500/mo.	\$500/mo.	\$600/mo.
Client Center/Lead Management	Added Value	Added Value	Added Value
6 mo. Online Business Directory Listing	\$150/mo.	\$150/mo.	\$150/mo.
<b>Campaign Total</b>	<b>\$7,200</b>	<b>\$9,900</b>	<b>\$14,100</b>
<b>Supplier</b>	 <b>RECEIVE FULL CAMPAIGN REPORTING</b>		

### CUSTOM PLANS ARE ALSO AVAILABLE

#### SEARCH ENGINE MARKETING

Position your business at the top of Google search results for relevant terms, driving calls and clicks to your website.

#### FACEBOOK ADVERTISING

Position yourself in the newsfeed of potential new customers, targeted based on geography and social behavior.

#### SEARCH & SITE RETARGETING

Stay in front of customers who have visited your site or searched for relevant terms with display ads.

#### GEOFENCING

Create a virtual perimeter around your competition. Their customers receive your ads and we track how many entered your store.

#### ONLINE BUSINESS DIRECTORY LISTING

Keep your online business contact information accurate, improving customers ability to find you and your organic search positioning.

#### FOR MORE INFORMATION ON DIGITAL MARKETING, PLEASE CONTACT YOUR DEDICATED INTERNET MARKETING TEAM

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