




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 Lead Generation	PACKAGE #2 Lead & Engagement
3 mo. Search Engine Marketing	\$1,000/mo.	\$600/mo.
3 mo. Facebook Advertising		\$500/mo.
3 mo. Search & Site Retargeting	\$500/mo.	\$500/mo.
3 mo. GeoFencing		\$500/mo.
Client Center/Lead Management	Added Value	Added Value
6 mo. Online Business Directory Listing	\$150/mo.	\$150/mo.
Campaign Total	\$5,400	\$7,200
Supplier	 RECEIVE FULL CAMPAIGN REPORTING	

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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