



 **2060 DIGITAL**

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# WHO WE ARE

## MODERN MARKETING SOLUTIONS

2060 Digital knows how much work goes into building iconic brands.

As one of the 3% of Premier Google Partners, a Facebook Marketing Expert and an awarded Top Digital Agency, 2060 Digital works with your team to develop a customized strategy with long-term success in mind.

Optimal digital marketing practices are changing constantly, and our team stays ahead of the curve to give your business an advantage over competitors. From social media to SEO, let's build your brand together.



# ABOUT US

*Built on creativity  
technology and  
passion*

2012

2060 Digital launched in 2012 and quickly became a national standalone digital agency.

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2060 Digital has offices in 9 locations including Chicago, Washington, D.C., Cincinnati, St. Louis, Minneapolis-St. Paul, Phoenix, Seattle, West Palm Beach and Northern Minnesota.

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We hold 90 Google certifications (and counting), and we're dedicated to becoming the hardest working part of your marketing team.

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Our parent company, Hubbard Broadcasting, includes 13 powerful television and over 48 radio brands in more than 20 markets as well as ReelzChannel and other assets.

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# 2060 DIGITAL CAPABILITIES

## EMAIL MARKETING

EMAIL MARKETING  
SOCIAL RETARGETING  
DISPLAY RETARGETING  
EMAIL POSTAL FILES  
EMAIL MANAGEMENT

## DATA & ANALYTICS

CONVERSION TRACKING  
PIXEL PLACEMENT  
GOOGLE TAG MANAGER  
UTM TRACKING  
GOOGLE ANALYTICS  
DATA & LEAD  
MANAGEMENT

## PUBLIC RELATIONS

PR STRATEGY  
BRAND COMMUNICATION  
MEDIA PLACEMENT  
CRISIS COMMUNICATION  
PR CONSULTING  
MEDIA TRAINING

## BRANDING & CREATIVE

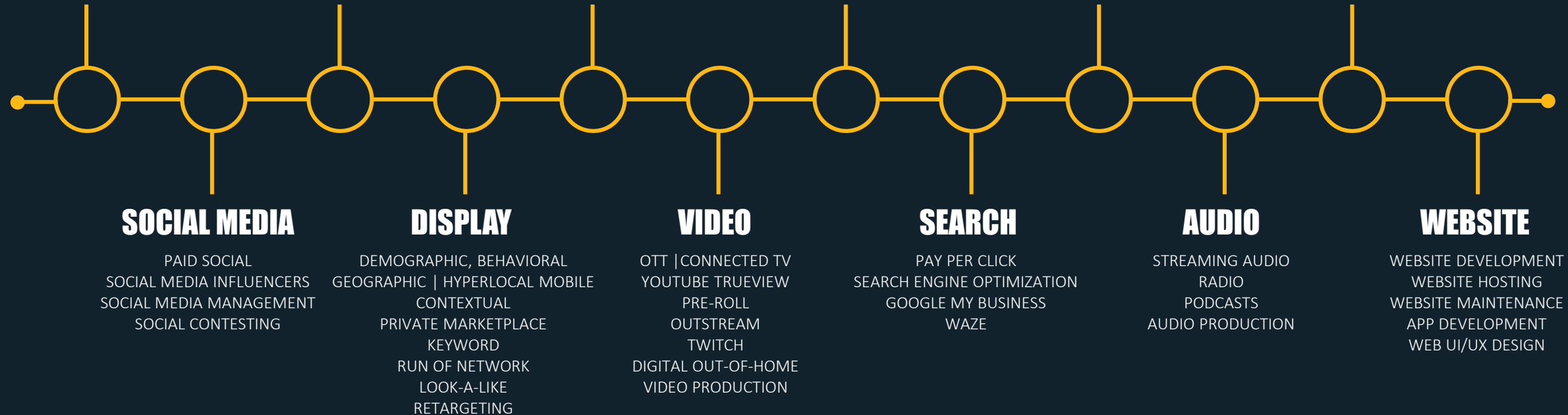
CREATIVE DEVELOPMENT  
MESSAGING STRATEGY  
BRAND DEVELOPMENT  
LOGOS  
BRAND GUIDES/BOOKS  
DESIGN CONSULTATION  
CONTENT CREATION

## CUSTOM RESEARCH

MARKET STUDY  
BRAND PERCEPTION  
COMPETITIVE ANALYSIS  
BEST CUSTOMER MODELING  
BRAND LIFT STUDY

## CONSULTING SERVICES

GENERAL MARKETING  
STRATEGY  
3<sup>RD</sup> PARTY INTEGRATIONS  
BEST PRACTICES  
TEAM SUPPORT  
MISCELLANEOUS NEEDS



# WHY CHOOSE US

Your campaigns are designed by a Premier Google Partner, with **expert-level knowledge** of what makes digital marketing work.



## EXPERIENCE

9 years of established best practices across a team of 100+ employees.



## EXPERTISE

We are one of the top 3% of Google Premier Partner and Facebook Marketing experts.



## EASE OF MIND

Your trusted local agency partner, providing 24x7 performance dashboard access and monthly performance summaries.



## EXCELLENCE

Client retention rate of 94%.





# OUR GUIDING PRINCIPLES

- At 2060 Digital our number one priority is to build and manage strategies for our clients to help better their business. We see ourselves as a trusted extension of our clients marketing departments and we care deeply about their success.
- Our team has the best and the brightest strategists, client service specialists, designers, videographers and content creators and we provide the service and expertise that every client deserves. Research drives the strategies and our creative gets results.
- We love what we do and our passion shines through.

# GET IN TOUCH

## MARY EILEEN WEBER

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To get started on your advertising, digital, creative, events, and/or social media marketing, reach out to us today!

