

Level Interactive Commercial Script

The digital revolution has dramatically changed the way we think about traditional marketing. While there exists a multitude of new opportunities for marketing agencies and their clients to drive more customers at lower costs, most agencies believe that Google Adwords or Web design alone are the only elements for running successful online marketing campaigns. This limited approach endangers your budget and often fails to exceed your expectations. Level Interactive is a master of every component of the online marketing ecosystem including: Search Engine Marketing, Social Network Display Advertising, Niche Display Advertising, Email Campaigns, Web Design and aggressive, data driven optimization. Creative agencies are essential when creating a brand, but fail to fully embrace direct response customer generation, squandering the full potential of online marketing. Level Interactive is the only true, full-service, digital marketing, design and advertising partner in the industry. Every dollar of your marketing budget is sacred and no other marketing agency focuses on getting your company more money for every dollar invested like Level Interactive.

You have limited options when it comes to investing in marketing that delivers real, positive results. One option is to turn to purely creative agencies that use traditional advertising, TV, billboard and print, to generate customers with high costs, low visibility, basic reporting, no campaign flexibility and less traffic. You could also choose to partner with agencies that believe SEO or social media advertising alone are the key elements in running successful online marketing campaigns. These options are unacceptable. Level Interactive is a strategic marketing partner that has fully embraced the changing online environment, using every dollar of your company's marketing budget on real customer generation, making us a leader in the digital marketing world.

Your business deserves an agency that commands the entire ecosystem of online direct response marketing, with the best ROI sensitive banner ad networks, true expertise in direct response social and professional network marketing, and email campaigns, all connected and driven through Level

Interactive's advanced proprietary technology, optimizing every facet of your company's online presence.

At the end of the day Level Interactive gets you more money for every dollar that you invest online. That is the power of the digital marketing revolution. That is the power that we can provide your company.

Don't trust your precious marketing dollars to an antiquated creative firm or an agency that believes that only Google Adwords, SEO or simple web design are sufficient to achieving success in online marketing campaigns. Your company deserves more. Level Interactive offers more. Level Interactive - Leading The Digital Marketing Revolution In Customer Generation.

Level Interactive Video Script

Audio/Video

- Consumers have choices when it comes to buying products and services. Your company has choices when it comes to selling them. Some choices are big and some are smaller, but when it comes to spending money your decisions are absolutely crucial to your company's success. (7 secs)
- **FADE IN:** Light Blue Background
Animated Level Interactive Name and Logo Slowly Get Larger On Screen.
Shows "Joe Client" deciding whether to choose a tie or a bowtie to wear to work. He chooses the tie.
- You could choose to go to an Ad agency that will use your hard earned money in only one or two ways to promote your business.
(8 secs)
- **Slide Up. Same Blue Background.** Joe Client is looking upset at the wolfy Ad executive handing him a idea in the form of a flickering, broken light build. Text appears reiterating "**one or two ways...**"
- Or you can choose the only true, full-service digital marketing agency between Pittsburgh and Chicago - an agency that knows its clients inside and out - an agency that utilizes every application of online direct response marketing to get you the best Return On Investment for your business. Other agencies might build you a pretty website, but then what? (10 secs)
- **Slide up:** Background Silhouette of Pittsburgh's Skyline panning in on animated Level Interactive logo and name.

- Level Interactive's success is based on combining the aesthetic and analytic – two complementary pillars that when designed, constructed and implemented the right way, act as the foundations for lucrative online marketing.
We build your business's campaigns through six different vehicles: customer generation, inquiry management, analytics & optimization, design, customer nurturing and SEO. No other company does all of this and does it all under one roof. Level Interactive doesn't just design you a website and sends you on your way. Our specialists dive head first into each and every facet of your online marketing presence to generating new ideas for your business daily. (32 secs)
- FO/FI : Shows "ferris wheel bubble graphic". rotating each bubble with " custom generation, inquiry mgmt, etc" moving into the top position when each word is spoken.
- Your company could spend \$30,000 a year on a billboard with little insight into its effectiveness **OR** you could spend the same amount of money with Level Interactive and know exactly where, why, and how every dollar is being used to make you more money.
- Show Joe Client's car along with many others quickly passing a large billboard w/ \$\$\$ displayed on it. Show sign showing how many miles it is to Pittsburgh on one side of the highway.
- We are data-driven digital marketing architects who build your brand's exposure and outreach - brick by brick - campaign by campaign. Poor fundamentals can reduce your online presence to a crumbling heap, damaging your business's reputation – even endangering its survival. Level Interactive makes sure this does not happen. (27 secs)
- Show numerous Online Advertising words (SEO, PPC, Analytics, Direct Response, SEM, CMS, Landing Page) flying from off screen coming on screen to form the shape of a skyscraper or building. Have Joe Client stand next to it for scale.
- Our direct response marketing efforts are driven by advanced technology, managed by a team of digital marketing specialists, allowing your company access to real reporting in real time. This means that we quantitatively track every click, every impression, and every conversion of your website's traffic. Is your current overpriced agency sending you confusing Excel spreadsheets as delayed weekly/monthly reports? How retro (28 secs)

- FI/FO to flat screen monitor showing moving graphs, pie chart, and calculating numbers, with level logo somewhere on screen.
- At the end of the day you make the final choices that affect your company's future. Choose Level Interactive to build your business's next marketing campaign the right way. Level Interactive - solving the online marketing puzzle. (9 secs)
- FI/FO To original screen panning slowly in on "Level Interactive" with icon and words "Solving The Online Marketing Puzzle".

Level differentiates itself from traditional agencies in two ways: (1) Level is more than a creative agency – they are a customer generation agency, and (2) Every campaign generates revenue for their clients.

ur key to success and why Level is truly unique among other agencies is that we command the entire ecosystem of online marketing and ROI positive offline marketing skills under one roof – never compromising a client's ROI and campaign to outsourcing. This includes industry-best teams in: Web & Graphic design, Online Advertising (search engines, social network display and banner advertising), Analytics/Optimization/BI, Lead Management and Customer Nurturing (email and call center support). No other agency in our geographic footprint offers these competencies in one agency.

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footprint offers these competencies in one agency

Level Interactive is a leading full-service online marketing agency that specializes in ROI-positive customer generation.

With more than 100 clients across a number of verticals – most notably education, healthcare, and technology – Level plans and executes digital marketing campaigns that are efficient and effective.

Core capabilities include web design, advanced analytics and optimization, and the full spectrum of digital media buying across the essential social networks, search engines and banner advertising platforms.

Unlike other agencies that may specialize in one or two pieces of digital marketing puzzle, Level creates and optimizes the entire complex digital marketing ecosystems in-house.

[Level Interactive Video Script](#)

Consumers have choices when it comes to buying products and services. Your company has choices when it comes to selling them. Some choices are big and some are smaller, but when it comes to spending your company's marketing budget your decisions are absolutely crucial to your company's success.

Most advertising agencies focus on only one or two marketing elements to promote your business. This is a waste of both your company's time and money. Make the smart decision and choose Level Interactive, the only true, full-service, digital marketing, design and advertising partner between Pittsburgh and Chicago - A firm that specializes in ROI-positive customer generation, making your company more money for every dollar spent. Other firms might build you a pretty website, but then what? Level Interactive's specialists dive head first into each and every facet of your online

marketing presence to generate prospective customers for your business daily.

Level Interactive's success is based on the ability to command the entire ecosystem of online and offline ROI positive marketing – never compromising a client's campaign to outsourcing. Our digital marketing experts build your business's campaign with 6 tools including: Lead Management, Customer Generation, Web & Graphic Design, Online Advertising, Optimization, and Analytics. We do not design your company a website and consider our job complete.

With more than 100 clients in education, healthcare, and technology – Level Interactive plans and executes digital marketing campaigns that are efficient and effective.

We are data-driven digital marketing architects who build your brand's exposure and outreach - brick by brick - campaign by campaign. Poor fundamentals can reduce your online presence to a crumbling heap, damaging your business's reputation – even endangering its survival. Level Interactive makes sure this does not happen.

Our direct response marketing efforts are driven by advanced technology, managed by a team of digital marketing experts, allowing your company access to real reporting in real time. This means that we track and analyze every visitor, every lead, and every sale, allowing Level Interactive to generate and drive valuable customers to your company's website.

How your company spends its marketing budget is critical to its success. Make the smart decision by choosing Level Interactive, the all encompassing digital marketing partner to build your business's next marketing campaign.

Our digital marketing experts drive your business's campaign through 6 vehicles including: Lead Management, Customer Generation, Web & Graphic Design, Online Advertising, Optimization, and Analytics,

Introduction/Theme

Consumers have choices when it comes to buying products and services. Your company has choices when it comes to selling them. Some choices are big and some are smaller, but when it comes to spending money your decisions are absolutely crucial to your company's success.

You could choose to go an Ad agency that will **only** use your hard earned money in one or two ways to promote your business **Or** you can choose the only true, full-service digital marketing agency between Pittsburgh and Chicago - an agency that

knows its client's inside and out - an agency that utilizes every application of online direct response marketing in order to get you the best Return On Investment for your business. Other agencies might build you a pretty website, but then what?

Focus:

- **Introduce Theme of “Choice”**
- **Moving Away From Limited Ad Agencies**
- **Full Service Agency**
- **Intimacy With Clients**
- **Direct Response Marketing**

This Is What We Do

Level Interactive's success is based on combining the aesthetic and analytic – two complementary pillars that when properly designed, constructed and implemented, act as the foundations for successful online marketing. We build your business's campaigns with six different tools: customer generation, inquiry management, analytics & optimization, design, customer nurturing and SEO. No other company does all of this and does it all under one roof. Level Interactive doesn't just design you a website and sends you on your way. Our specialists dive head first into each and every facet of your online marketing presence, generating new ideas for your business daily.

Focus:

- **Full Service - Multi-Faceted - Online Expertise**
- **Our 6 vehicles (custom generation, inquiry MGMT etc.)**
- **We Are More Than Just One Element Of Online Advertising**
- **Digital Marketing Specialists**

Choice/ Comparison/ How We Do It

Your company could spend \$30,000 a year on a billboard, where you will have no idea what type of consumers it engaging **OR** you could spend the same amount of money with Level Interactive and know exactly where, why, and how every dollar is being used to make you more money. We are data-driven digital marketing architects who build your brand's exposure and outreach - brick by brick - campaign by campaign. Poor fundamentals can reduce your online presence to a crumbling heap, damaging your business's reputation – even endangering its survival. Level Interactive makes sure this does not happen.

Focus:

- **Financial Benefits And Why You Should Choose An Online Marketing Strategy**
- **Potential Harm Of One Element Of Online Advertising failing**
- **Benefits For Your Business**
- **Information Architecture**
- **Driving Visitors - Surgical Targeting**

This Is How We Do It (Continued)

Our direct response marketing efforts are driven by advanced technology, managed by a team of digital marketing experts. Your company has access to real reporting in real time. This means that we quantitatively track every click, every impression, and every conversion of your website's traffic. Is your current overpriced agency sending you confusing Excel spreadsheets as delayed weekly/monthly reports? How retro...

At the end of the day you make the final choices that affect your company's future. Choose Level Interactive to build your business's next marketing campaign the right way. Level Interactive - solving the online marketing puzzle.

Focus:

- **Advanced Technology fueling DRM And Reporting**
- **Real Time Analytics**
- **Jab At Other Agencies**

- **Inspirational Closing**
- **Level Tagline**