



**Digital  
Management  
Team**

# Capabilities Deck



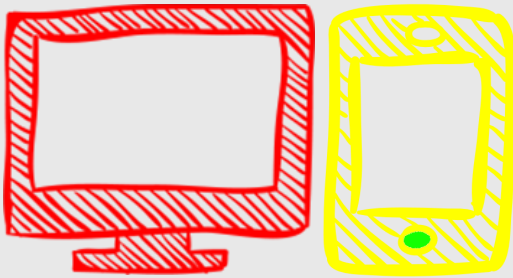
Digital Management Team, Inc.  
5710 Watermelon Rd. Suite 200  
Northport, AL 35473  
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# TDM Targeted Digital Media



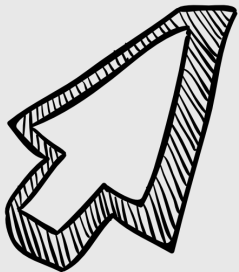
## Customized Configuration

Everything is customized specifically for your company. We only market to your hiring areas and needs for very targeted results.



## Cross Network/Device Ads

Ads are displayed on both the Google and Bing networks on both desktop and mobile devices for the widest reach possible.



## Recruiting Landing Page

All your ads will drive traffic to a customized landing page that highlights your job opportunities and provides a way for drivers to submit a lead directly to a recruiter.



## Generate Leads

Generate leads from potential drivers with both mini-apps and tracked phone calls.



## Detailed Reporting

We provide you with a detailed report each month to help you track your results.



## Hire Drivers

Using Targeted Digital Media, you can reach more drivers than ever before and start hiring drivers today!

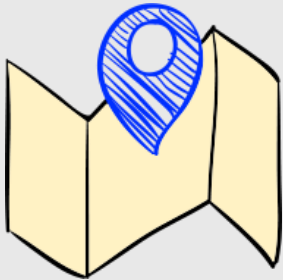


# Truck Driver Targeting



## Behavioral Targeting

We use behavioral targeting to ensure your ads are shown to drivers that meet your needs.



## Targeted Hiring Area

Ads are only shown to drivers in your hiring area to help receive leads where you need them most.



## Truck Stop Emphasis

We add extra emphasis to ads shown at truck stop locations to increase response from the best candidates.



## Generate Leads

Generate leads from potential drivers with both mini-apps and tracked phone calls.



## Detailed Reporting

We provide you with a detailed report each month to help you track your results.



## Hire Drivers

Using DMT's Truck Driver Targeting, you can reach more drivers than ever before and start hiring drivers today!



# Direct Driver Engagement



## Job Seeker Targeting

We specifically target drivers who have been actively seeking a driving job.



## Driver Network

With our algorithms, we display your ads all across our direct driver network.



## Facebook Driver Network

Want your reach to extend further? We can also display your ads to our Facebook Driver Network.



## Generate Leads

Generate leads from potential drivers with both mini-apps and tracked phone calls.



## Detailed Reporting

We provide you with a detailed report each month to help you track your results.



## Hire Drivers

Using DMT's Direct Driver Engagement, you can reach more drivers than ever before and start hiring drivers today!



# Social Media Marketing



## Company Profile Optimization/Creation

We will optimize or create your company profile page to incorporate key features that can attract potential drivers.



## Sponsored Posts & Content Management

We will write and maintain content for your social media accounts to help extend your reach and relevance on social networks.



## Tracked Phone Calls

With tracking numbers added to all social media profiles, you will be able to analyze your results like never before.



## Recruiting Landing Page

A recruiting landing page compliments social media profiles very well. Drivers can quickly view details and submit leads directly to you.



## Social Media Advertising

Increase your company's image and online presence with Social Media Advertising directed to your landing page to generate leads.



## Generate Leads

Generate leads from potential drivers with both mini-apps and tracked phone calls.



## Detailed Reporting

We provide you with a detailed report each month to help you track your results.



## Hire Drivers

Using DMT's Social Media Marketing, you can reach more drivers than ever before and start hiring drivers today!