(AGENCY SKILLS - 2021)

FRONTIER
BUSINESS GROUP

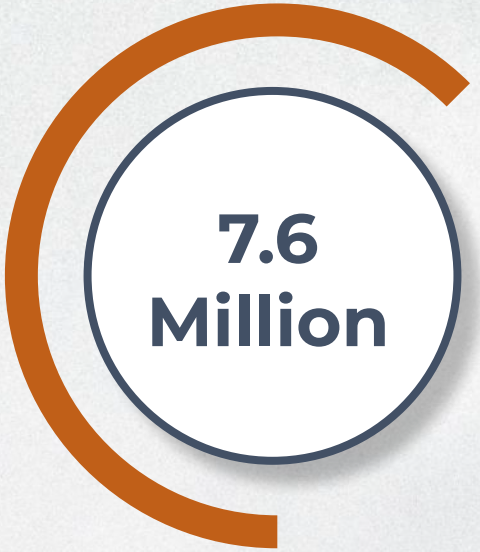
We are a collective of innovative and passionate marketers, web developers, and data scientists. Our firm and marketing tech is constructed from three teams, each uniquely suited for meeting the needs of our customers.

FRONTIERMEDIA
THE INNOVATION LAB

RIG94

BLAIR
A Statesman's Marketing Agency

Targeted Ad Impressions



Revenue Gained For Clients

Brands Served by Frontier

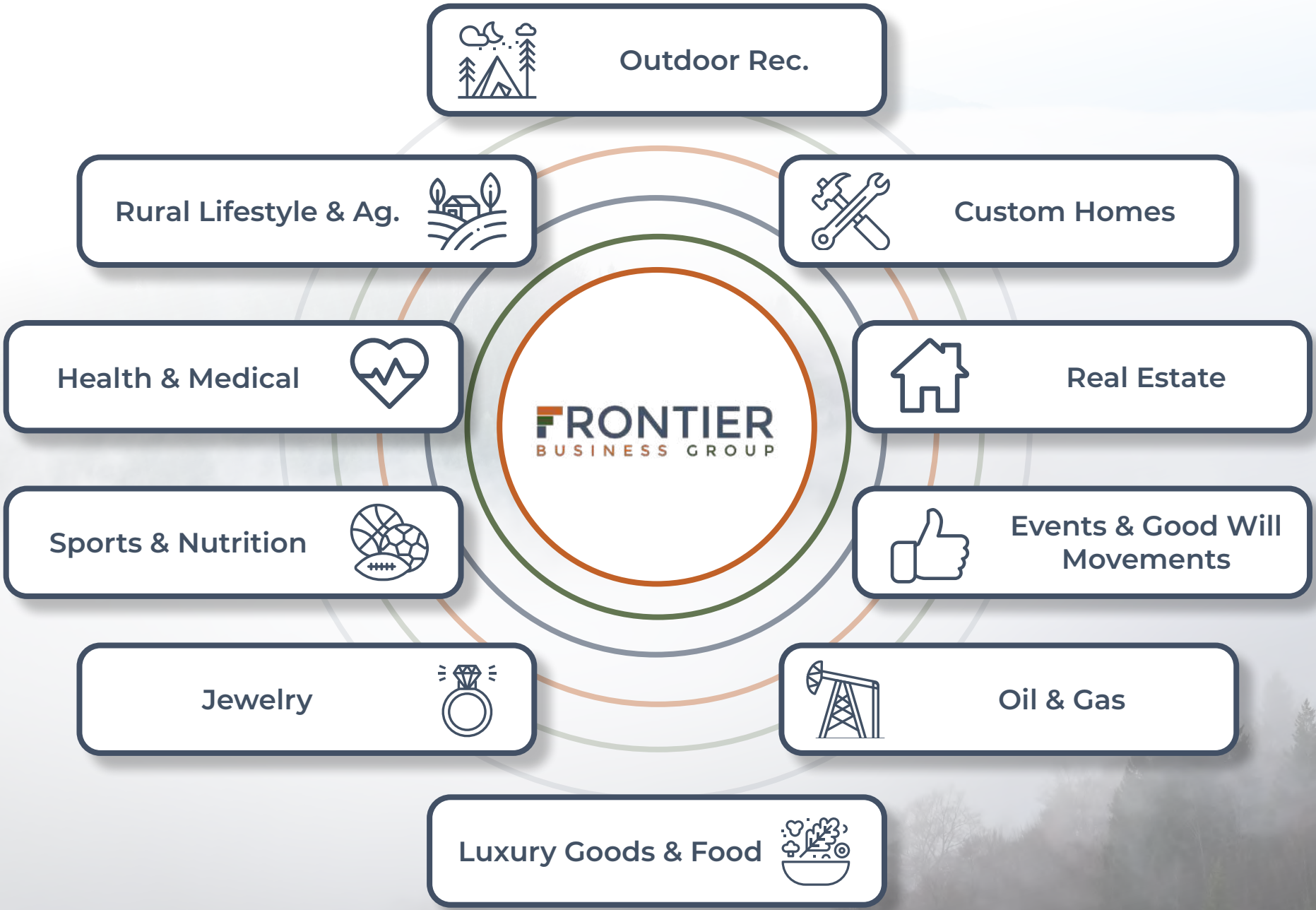
FRONTIER
BUSINESS GROUP

We are proud to bring innovation and proven experience to our Clients. Our obsession with studying marketing models (theory) and technology has lead to strong client relationships.

Client Retention Rate

96.74%

(Last Updated 3/9/2021)


Outdoor Rec.
Rural Lifestyle & Ag.
Custom Homes
Health & Medical
FRONTIER
BUSINESS GROUP
Real Estate
Sports & Nutrition
Events & Good Will Movements
Jewelry
Oil & Gas
Luxury Goods & Food

I hope you will consider working with the Frontier Business Group because of our merits, but more importantly, I hope you will hire us because of an intense dedication to your success. In 2016, our firm was founded on one simple principle, to perpetually solve for opportunity, even if it means working ourselves out of a job.

We see ourselves as the next great employee you hire to make a difference in your company. An employee who will be a steward of your resources, trustworthy, innovative, and passionate about success. At Frontier Business Group, we do not sell products, ad space, or software. We sell our skills and experience, and today I'm honored to be interviewing for a job at your company.

Respectfully,
- Colin B. Anthony, Founder -

The Pillars of Frontier Business Group

REACH

Utilizing advanced data layers to **REACH** the right person who could and should be your customer at the right time, when and where they are most likely to engage.

INFLUENCE

Developing, testing, and optimizing the assets we use to **INFLUENCE** those we reach. This includes the messages, imagery, and calls-to-action assets.

CONVERT

Activating those who we reach and influence by optimizing how and where they **CONVERT**. Often, this is a website, point of sale, event, sales process, etc.

ADVANCE

Using data to optimize and **ADVANCE** in real-time how we reach, influence, and activate your target customer.

FRONTIER
BUSINESS GROUP

REACH SERVICES

- GEO & IP TARGETING
- ALL MEDIA PLATFORMS
- REACH SERVICES
- ORGANIC REACH

- TRADITIONAL MEDIA
- EMAIL
- TEXT MESSAGE
- DIRECT MAIL

Reach - Targeting Your Customer

Reach - A Few Advertising Stats

Every Client is unique and the campaign averages we hit for them will vary depending on the targeting and their desired outcomes.
These our some of our averages, but you can be assured that what makes our agency great is the dedication to maximizing your specific, customized return on investment.

Cost Per Follower or Subscriber	$2.5
Cost Per Conversion (Ecommerce)	$11.27
Cost Per Thousand Ad Impressions (Exposure)	$6
Cost Per Lead Generated	$16.82
Cost Per Thousand Video Plays	$7.5
Click-Through Rate On Ads	.178

FRONTIER
BUSINESS GROUP

Influence Services

- PHOTO ASSETS
- VIDEO PRODUCTION
- PRINT DESIGN
- GRAPHIC DESIGN
- EMAIL DESIGN
- LOGO & BRANDING
- WEBSITE DESIGN
- CREATIVE WRITING

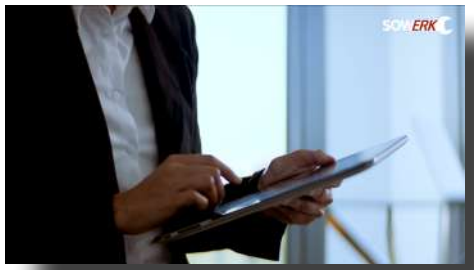
PHOTOGRAPHY

Influence - Video Production

Click To View Our Work

In today's world, people simply don't read text when they can watch a video.

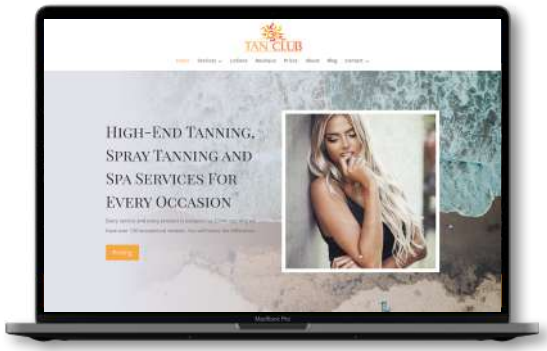
- Videos For Targeted Ads
- Tradeshow/Expo Booth Videos
- Sales Pitch Videos
- Website Supporting Videos



Influence - Email Design

Influence - Website Design

Click To View Our Work



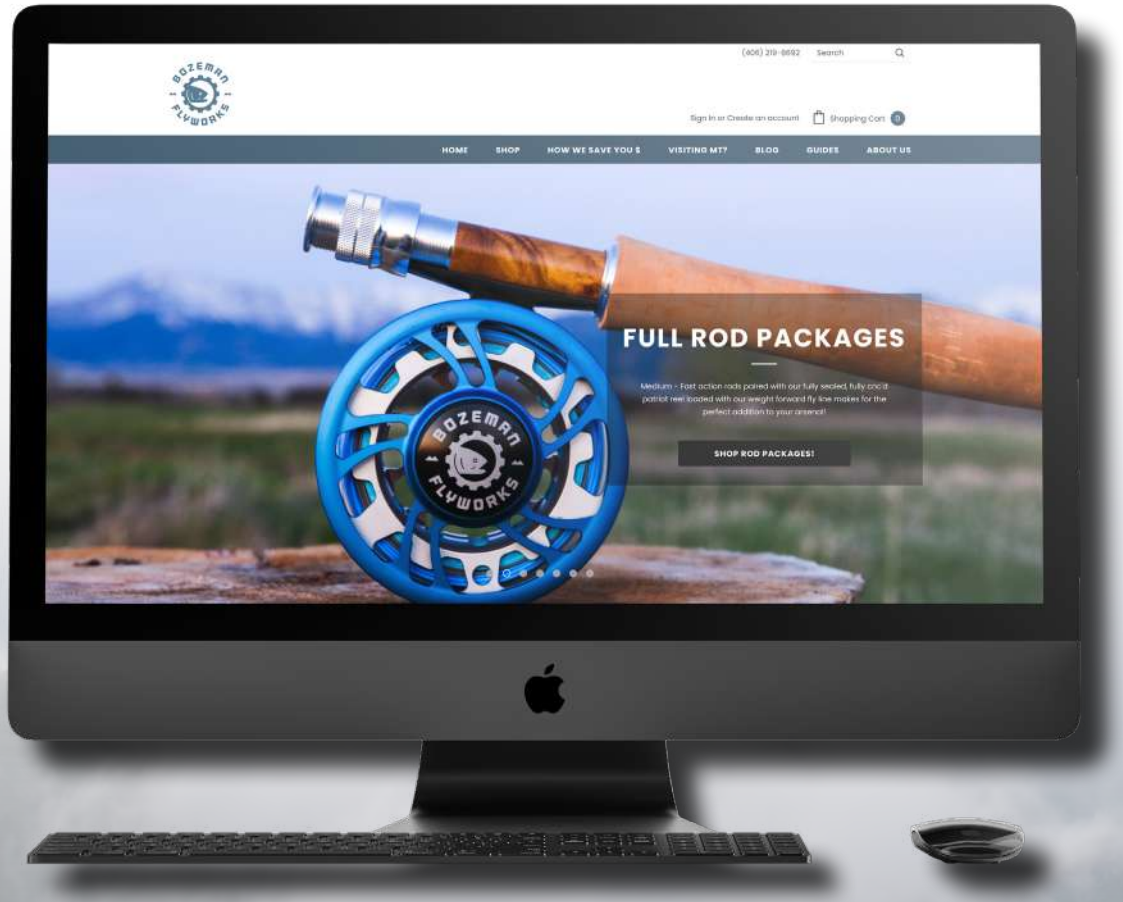
FRONTIER
BUSINESS GROUP

Conversion Services

- CRM BUILDS
- MANAGEMENT & MAINTENANCE
- SALES AUTOMATION
- LANDING PAGES
- WEBSITES & APPS
- SALES TRAINING
- MARKETING AUTOMATION
- EMAIL SEQUENCES

Convert - Ecommerce Websites

We build and update every ecommerce website like it's a brick and mortar store. We consider how the user enters the website and moves down the sales funnel and we carefully consider exit points and how to prevent them. Whether it's an existing website, a rebuild, or a startup - we can help.

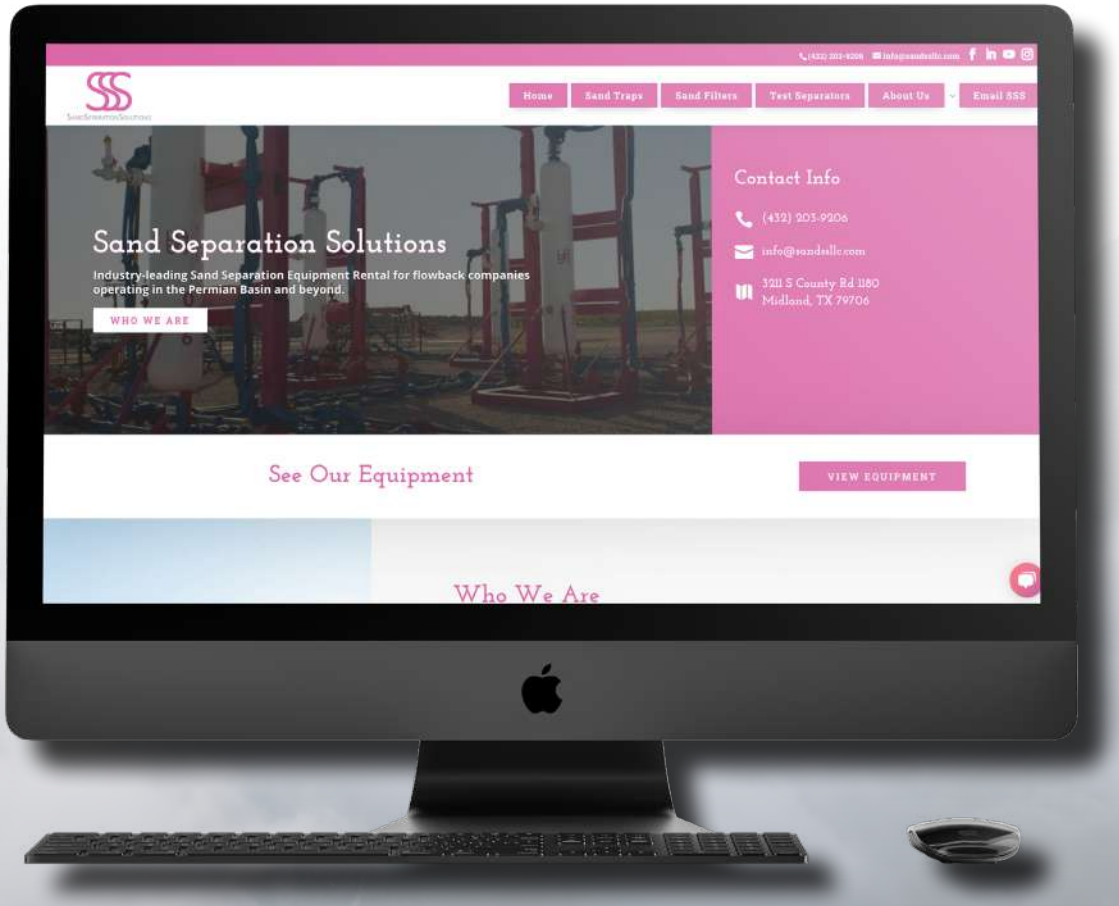


- Ecommerce Strategy
- Funnel Optimization
- Revenue Development
- Support & Maintenance

Convert - Lead Generation Websites

Your website should be your very best salesman. It never sleeps and should always say and show the right things that convince someone. We not only help you design a great selling website, we also implement a strategy specifically created to allow a potential customer to contact you any way they want to.

- **Lead Generation Strategy**
- **Funnel Optimization**
- **Contact Development**
- **Support & Maintenance**



Convert - Sales & Marketing CRM Service

FRONTIER
BUSINESS GROUP

Advance - Strategic Business Services

Strategic Business Services - Analytics and Reporting

Frontier Business Group operates in the data. We use data and analytics in real-time to support new marketing ideas/strategies but also help us optimize current efforts. Data can help you improve who you are targeting, where, when, and the creative that works best. Data can also help you optimize your conversion funnel and overall sales strategy. That is why we monitor it in real-time.

Real-Time Reporting

Growth Strategy

Revenue Development

Support & Maintenance

FRONTIER
BUSINESS GROUP

Info@FrontierML.com
(417) 512-7770