

# THE COMPETITIVE EDGE

DECEMBER 2017  
EDITION



To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

## Our Vision

## DIGITAL EVOLUTION IS UNDERWAY by David Crnkovich

In 2017, the continual transformation of digital advertising reached critical mass. We continue to see the greatest format gains in desktop, mobile, and digital video. Despite the never-ending war against fraud, bots, and the adoption of ad blockers, year-to-date revenues through June 2017 continue to grow by double digits. Mobile audiences

Social media has given consumers a voice. Who actually goes online anymore? We are always connected. The same is increasingly true of social, and we'll continue to see the full transition over the next five years. Facebook now makes more money on advertising than most of the major television networks. Instagram continues to grow as an advertising

platform, and Snapchat is stabilizing while they explore the best ways to monetize. Connectivity in social circles allows us to maintain conversations in real-time, anywhere. Programmatic advertising strategies continue to explode. Digital radio, OTT, and

Competition in the marketplace is also increasing. Unit costs are increasing, which gives an advantage to platforms with the most advanced technology, like our platform at Follow The Eyes. Over the next five years we'll also see traditional channels like radio and television open themselves up to receive marketing assets programmatically. The evolution is underway...the train has left the station!

Measurement of campaign success and attribution is increasingly precise. As the migration to digital investment continues, advertisers will be able to evaluate the investments by channel like never before. Often, we find ourselves with so much data on a campaign that it can be overwhelming. You can't say that about traditional advertising investments. Working with clients and evaluating their data point needs allows us to provide customized reporting. The future trends will be to wrap in specific attribution models that focus on targeted end-users. The next decade will be an exciting time. Media consumption will rapidly change and technologies currently in beta will revolutionize how brands communicate with consumers.



are spending more and more time consuming media on their devices. Follow The Eyes will continue to emphasize in-app and in-browser strategies to provide our clients a competitive advantage in the year ahead.

display inventory continues to expand and become available at breakneck speed. Technology is constantly being refined to facilitate expedience and precision.



# Employee Spotlight: Nathan Warneke

## Director of Digital Strategy

Before joining Follow The Eyes in August 2015, I wasn't completely sure what the responsibilities of working at an advertising agency truly encompassed. With more than six years of local television experience in roles ranging from production to master control to commercial trafficking, I thought I had it all figured out. I quickly learned agency life goes far beyond making commercials and building television schedules. We help business owners create marketing plans that clear a path for the long-term success of their company.

My interest in all things media began at Delphos St. John High School in 2004 while taking a TV programming class. After high school, I attended Bowling Green State University and graduated

with a degree in Visual Communication Technology specializing in video. I worked at a local television station for four years and spent almost two years at Time Warner Cable Media before ultimately landing at FTE. As the Director of Digital Strategy, I am responsible for creating and executing digital marketing plans on behalf of our clients. I am a self-proclaimed "tech-nerd," so making sure we stay on the cutting edge of new trends in the digital media industry is one of my favorite aspects of this job.

Outside the office, I enjoy spending time and going on adventures with my lovely wife, Allison, and our dog, Bear. We love the outdoors and trying the latest and greatest craft beer establishments in the area. Football is definitely my favorite sport to watch – despite enduring a lifetime of Cleveland Browns blunders. On Saturdays, I can be caught rooting on the Michigan Wolverines.

## Job Openings

### Business Development Directors

Must have experience in media sales. Our goal is to provide cutting-edge marketing plans for our clients. Helping them grow is our passion! Email your resume and a portfolio link to Lisa Coleman at [lcoleman@fteyes.com](mailto:lcoleman@fteyes.com)

### Digital Designer

If you thrive in a fast-paced environment, have a love for all things creative, and are productive in a self-starting entrepreneurial environment, then Follow The Eyes is for you! Sample projects include video, print, email marketing, digital banner ads, websites and social media. Do you have what it takes? Email your resume and a portfolio link to Jeni Bible at [jennifer@quantifidigital.com](mailto:jennifer@quantifidigital.com)

### Why Join Follow The Eyes?

"I was drawn to FTE's client-centric philosophy, innovative strategies and family-friendly work culture."

– Lisa Coleman,  
Director of Business Development, Columbus



A goal is a dream without a deadline.  
–Napoleon Hill



## Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

