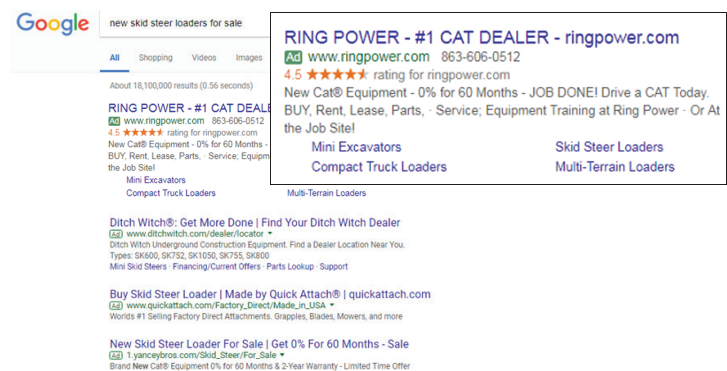


Search Engine Marketing (SEM):

Search Engine Marketing drives prospective new customers to Ring Power and turns searches, via the internet into equipment sales. It markets your business unit to the people looking for local equipment companies to buy, rent, lease or even repair and service.

KEY FEATURES

- Quick setup process
- Free call tracking included
- 24/7 access to your online dashboard or app to track results
- Free landing page designed for conversions
- Exposure on desktop and mobile across major search engines
- Get your ads in front of your local potential customers
- Experts build and optimize your campaigns
- Remarketing



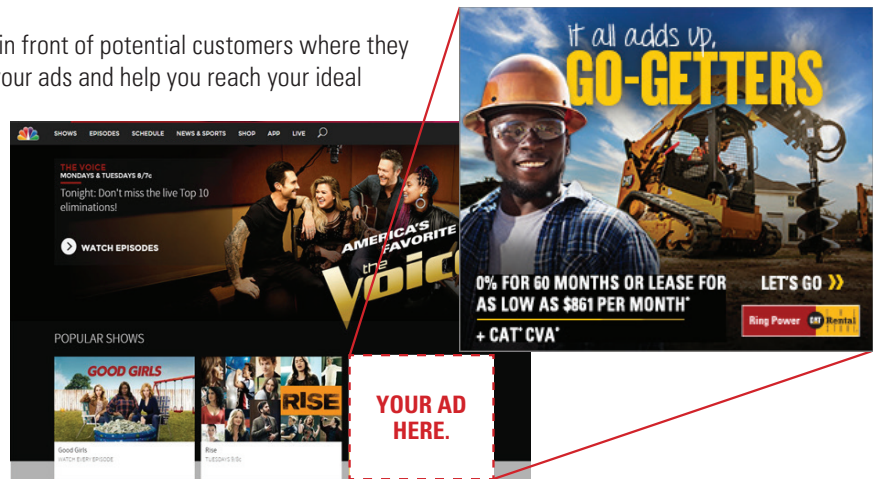
Targeted Digital Display Advertising

Deliver your message to the right client at the right time.

Targeted Digital Display Advertising places your business in front of potential customers where they spend most of their time: the web. Marketing will create your ads and help you reach your ideal audience based on where they live, what type of equipment they need. We can target by any criteria (i.e. zip code, county, address, etc.).

KEY FEATURES

- Deliver advertisements to those who have visited your website to increase impressions, views, and sales
- Adjust messaging based on offers or different equipment focus
- Customized ad creation



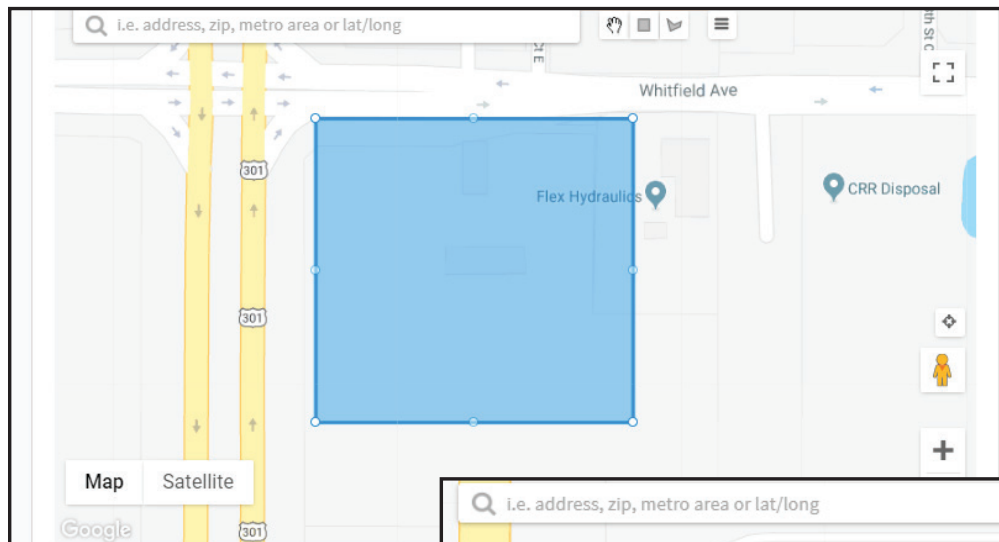
Scan QR code to see what Ring Power's Marketing Team can do for you.

Geofencing

Geofencing uses global positioning (GPS) or radio frequency identification (RFID) to define a geographic boundary. Once this is done, mobile devices entering (or exiting) that area will set off an action, such as:

- Prompting mobile push notifications
- Triggering text messages or alerts
- Sending targeted advertisements on social media
- Delivering location-based marketing data

We use geofencing because it gives us the power to target customers and prospects directly through their mobile devices – with the right message at the right micro-moment (when they are thinking about buying a piece of equipment). Geofencing is an affordable, effective targeted display advertising option. One that keeps your business unit top-of-mind throughout the customer journey.



Our Competitor's Location:

We geofence a competitor's location and when someone enters the geofence the next time they use their mobile device they will start seeing our ads pop in different search engines and apps. And we then have the ability to digitally follow them and continue to feed them ads for the next 30 days.

Our Location:

We geofence our location for two reasons. First, so we can feed customers ads and secondly, as a conversion point for when a customer that has visited a geofenced competitor's location and then visits one of our geofenced locations we get that data. This helps us track the effectiveness of our marketing campaigns. Which in turn tells us if we are spending our marketing dollars in the right place.

