FILLALIFE MEDIA

OmniFlex

Media Strategy Proposal

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What is OmniFlex?

Filla Life Media’s latest breakthrough in holistic targeting is now integrated with a stable, results-driven omni-channel strategy. OmniFlex delivers a flexible, reactive approach to media buying, leveraging our new one-stop, plug-and-play solution. We reach your target audience wherever they are, at the right time, and at the right price—across all major platforms.

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What’s the goal?

Our goal is simple: to ensure your brand is present wherever your audience is consuming media—at the right time, with the right message. Whether on Social, Display, Native, YouTube, Email, Discovery, or Search, we deliver a unified, data-driven strategy that seamlessly connects across platforms.

With AI learning, automation, and real human expertise, we continuously optimize campaigns in real time, adapting to audience behavior and maximizing results. By delivering branded creatives in a single, cohesive package, we make sure your message reaches the right people—exactly when they need it most.

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Strategy Breakdown

1. **One-Time Omni-Channel Creative Development**
   Creation of unified ad creatives for Display, Native, Facebook, Instagram, YouTube, Discovery, Gmail, and Search. Includes an image board, brand review, and audit to ensure consistency and alignment with your brand identity.

2. **Quarterly Creative Refresh & Storyline – Quarterly Fee**
   Sequentially builds out the power of your core message through refreshed creatives and storytelling. Supports ongoing brand development, enhances client recognition, and strengthens engagement with real value and connection.

3. **Monthly Costs**
   - AdWords Budget (existing) + monthly minimum fee for Omni-Channel Access & Delivery.
   - Ensures strategic media buying across multiple platforms for maximum reach and efficiency.

4. **AI & Automation Strategy and Content Targeting**
   - Budget is allocated daily based on performance data.
   - Optimizes ad size, messaging, campaign strategy, publisher selection, and platform distribution for the best possible results.

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Thank you!

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