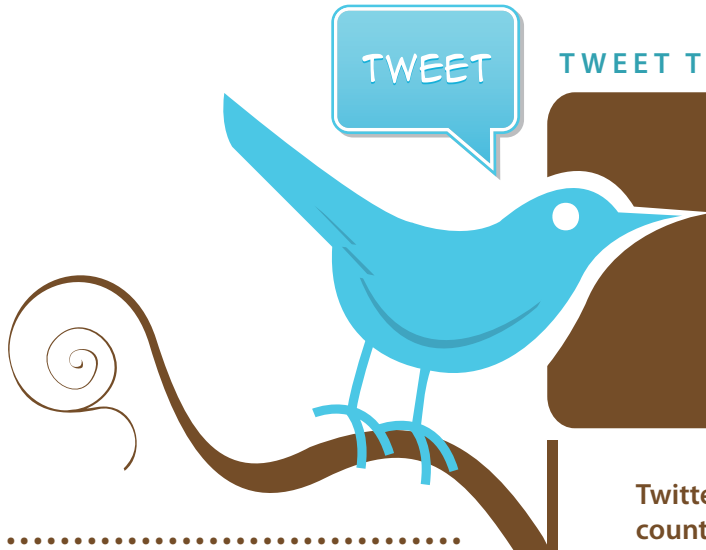


# DO YOU TWITTER?

TWEET TWEET! MARKETING HAS A NEW MATING CALL.



If twitter, tweet, and any other variation of a word beginning with "tw" are already part of your every day vocabulary, then you are twuly twerrific! Seriously, if you already market your business on Twitter, you have our utmost respect as a tech savvy professional. You move when it's shakin', you live on the edge, and Lamar would like to help take your initiative one step farther...

Twitter receives approximately 55 million hits per month (and counting!). These hits include a growing number of businesses who see the site as a simple, free way to increase market share and brand awareness.

What if Lamar can increase your tweeting presence by thousands every day? What if we let you remain in complete control of your message at all times? **What if we told you that we could build a special iSpot that could link your Twitter account to your Digital board at no additional cost so that your tweets are displayed to the public in real time?** You would be tempted to call the loony bin on us, right? Before you reach for that straight jacket, here us out, we're not as crazy as you think...Tweeting via Digital Billboards sounds complex, but it's actually as simple as counting to 5:



Some advertisers are also using their space to simply attract more followers.

## Here's how local businesses are using Twitter & Digital Billboards:

- Movie stores – announcing new releases
- Book stores – announcing new releases & book signings
- Salons & spas – once they see the books for the day, they can advertise specials and availability accordingly
- Jewelry stores – post engagement and anniversary congratulatory messages
- Produce stands – announce the fresh daily arrivals
- Nurseries – post new shipments and tips on when to plant certain crops
- Bars – announcing happy hour if the crowd is light, which band is getting ready to play tonight, celebrity drop-ins, and even some good humored fun like "hey Bob, we miss you."
- Hospitals – announce the births of newborns

- 1 We help you select digital billboard locations and campaign length.
- 2 We work together to create a design template.
- 3 You provide us with the user name of your Twitter account in order for us to link the two together.
- 4 You plan your upcoming promotional messages. It's important to have great things to say to catch people's attention. And remember, EVERYTHING you post to your Twitter account during this time period will go live on your billboard. So tweet with caution (unless you want the public to know what you thought of last night's American Idol, etc...).



Once your campaign begins, you log onto your Twitter account, update your tweet online or with your smart phone and your message automatically displays on your digital board in real time.

