

GIANTPARTNERS

DATA DRIVEN MARKETING STRATEGIES AND SERVICES DECK

SUMMARY

Giant Partners has the data and expertise you need to reach each buyer persona in all of your target markets

For 20 years we have built marketing databases and tailored advertising campaigns for thousands of customers. We have pioneered many data driven techniques to accelerate awareness, conversions and new customer acquisition.

Our goal is to become a trusted member of your team and essential part of your strategy. We look forward to partnering with you.



GIOVANNI BARILE
Giant Partners
CEO

Watch Giant Partners Video Overview: Official Trailer (2021)

Tip: Hold down command (Mac) or control (PC) and click videos to open in a new tab.



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DATABASE MARKETING

MARKETING LISTS THAT FUEL ADVERTISING CAMPAIGNS ACROSS CHANNELS

LIST GENERATION

Build a Hyper Targeted Database for Each of Your Unique Buyer Personas

Lists are at the heart of marketing. We work with you to identify the **precise database requirements** for a each of your buyer personas.

We then model your total addressable market and build a custom marketing database from **250 reliable data sources**.

Best Practice: For accelerated database marketing results, be sure to submit your existing customer list to our data science team and we will model your prospect database. Customer data is never shared or sold.

DID YOU KNOW? Total addressable market data visualizations are one of the best kept secrets of successful marketers



TARGETING CUSTOMERS

Omni-channel target each pre-qualified customer across advertising channels

We initiate a digital marketing campaign which targets buyer personas with tailored messaging across email, social media and Google.

Omni-channel campaigns **dramatically increase conversion rates**. Customers are 4X more likely to respond when engaged via multiple channels.

Best Practice: Strengthen direct mail and telemarketing campaigns by directly targeting prospects with omni-channel digital advertising.



DID YOU KNOW?

When prospects click emails and social posts they can be retargeted with tailored video and banner ads.



DATA SUBSCRIPTION

Target New Pre-Qualified Buyers Each and Every Month

People move, get new jobs and change their contact information constantly. It mission critical that you have a **reliable source of new contacts** that can be ongoingly added to your marketing database.

Fresh lead prospects should be targeted with your most high performing content as they are twice as likely to respond to your call-to-action.

Best Practice: Set goals for how many new contacts you want to add to your marketing database each month.



Mobile number and work email are the two most valuable fields in a marketing database.



DATABASE MARKETING PACKAGE

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MARKETING LIST DETAILS

Email Marketing File (Consumer and business email addresses available)
Social Media Advertising File (Facebook** and Instagram profile match fields)
Web Search Advertising File* (Google**, YouTube, Gmail profile match fields)
Telemarketing File (Mobile, home and/or work phones available)
Direct Mail File (Name and mailing address)

*Google Ad Manager requires 50K in lifetime ad spend to upload lists
**Additional custom audience list formats available (Bing, Twitter, etc)

STANDARD TIMELINE

2-3 day database development and visualization

BRAND CREATION

**THE BEST COMPANIES SHOWCASE THE VALUE OF PRODUCTS
WITH STRONG BRANDING THAT LEAVES A LASTING IMPRESSION**

LOGOS, FONTS AND COLORS

If Your Brand is Outdated Customers Will Assume Your Product is Outdated

Logo design, font selection and color choices are essential components of brand identity. Updating these vector elements ensures that new campaigns **leave a good first impression**.

It is vital to marketing success that your brand represent the quality, reputation and positioning of products and services.

Best Practice: Create square, horizontal and reversed logo variations that can be used across platforms (Google, YouTube, Facebook, Instagram).



The strongest brands have names and logos that clearly and creatively represent their mission.



VALUE PROPOSITION

A Clear and Compelling Value Proposition is the Number #1 Factor in Driving Sales

We live in a tweet sized digital communication world. The best brands have compelling slogans and statements that explain and embody what their company does and why they do it best:

Nike "Just Do It" — Every product is no-nonsense and will help you get out there and get active

Subway "Eat Fresh" — Every sandwich is healthy unlike notorious fast food restaurants

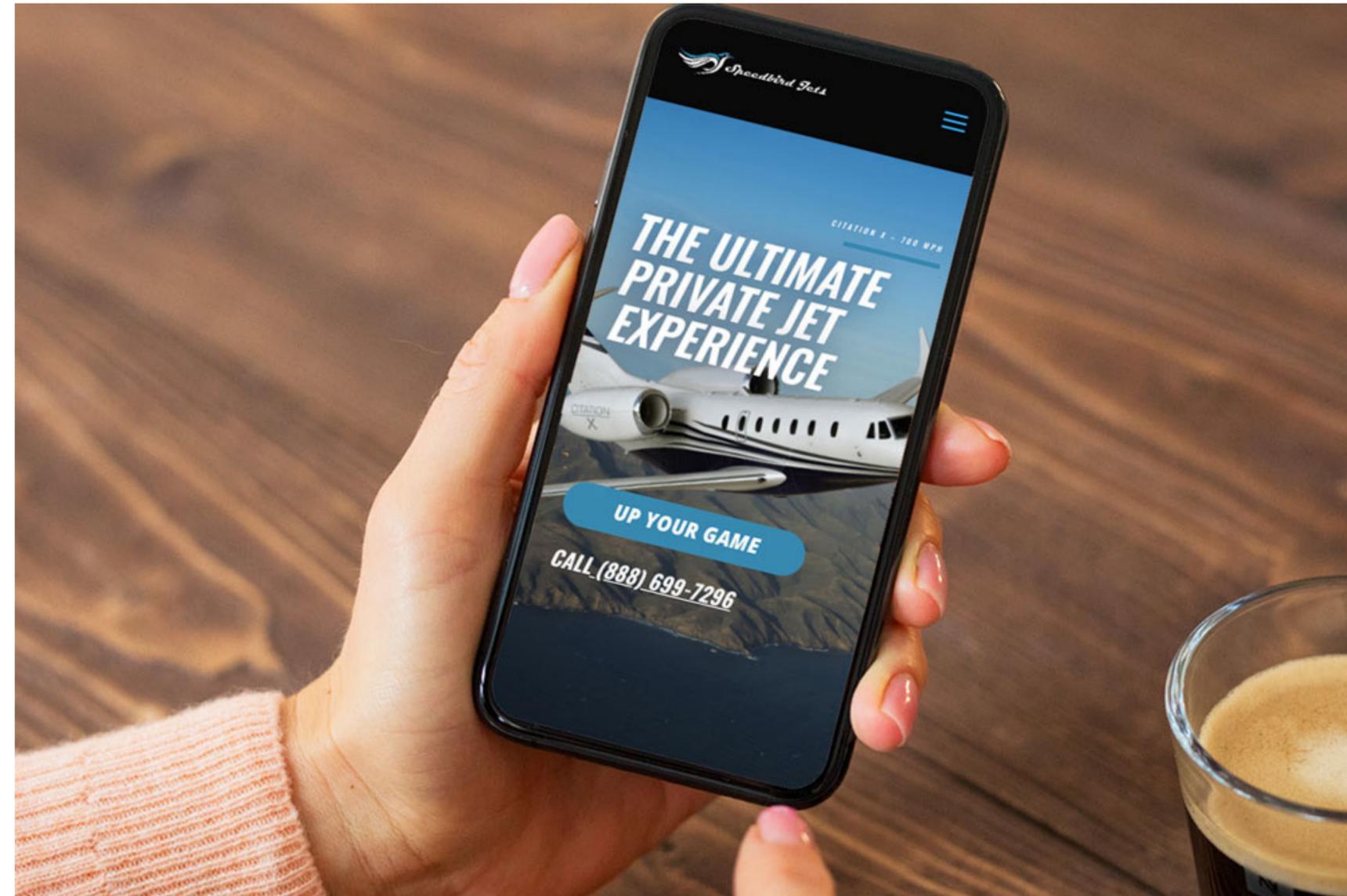
Energizer "It Keeps Going, and Going, and Going..." — Every battery lasts longer because of superior technology

Best Practice: Your value proposition should represent what makes you different and distinct from competitors.



DID YOU KNOW?

Your first idea is often best. Focus on implementation and testing rather than internal feedback.



VIDEO AND PHOTOGRAPHY

A Photo is Worth 1,000 Words and a Video is Worth More than 10,000

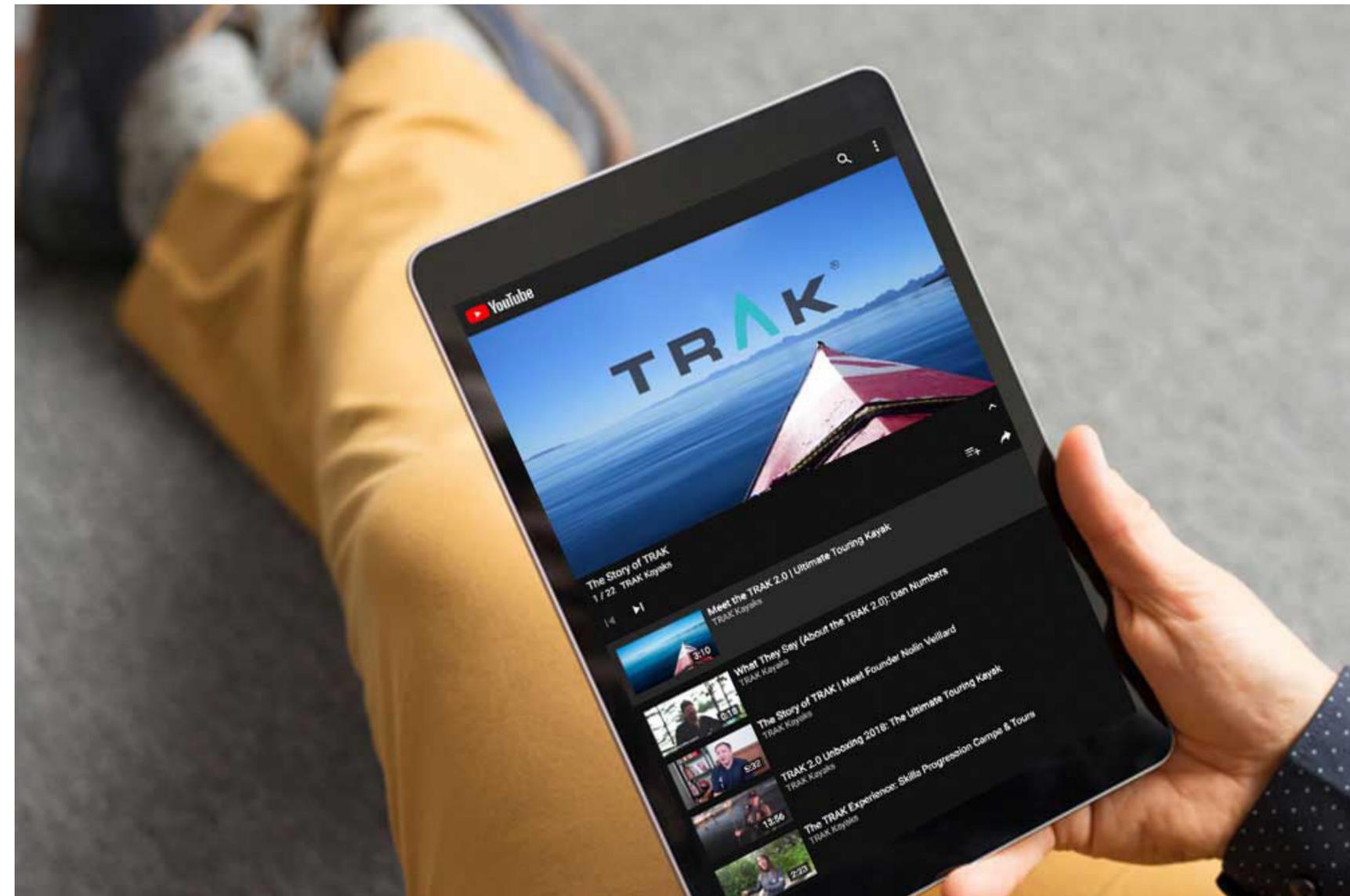
Compelling visual elements are as important to marketing success as any other factor. For many companies, YouTube video content is more important than Google search rankings.

As regularly as possible, every company should **create 15, 30 and 60 second product overviews** that can be updated and promoted across online channels.

Best Practice: Layer your branding, value proposition and call-to-action on top of stock photography and video for a high-end look at a fraction of the cost.



Customers are 4X more likely to click a link, fill out a form, and become a customer after watching a video.



BRAND CREATION PACKAGE

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BRAND DEVELOPMENT DETAILS

- 4 logo variations (square, horizontal, reversed - both)
- Color palette identity (up to 4 colors)
- Font identity (Logo, print, web)
- Value proposition statement
- Call-to-action statement
- Up to 25 stock photographs
- Up to 3 video variations (15, 30, 60 seconds) (stock + customer footage)
- Social media templates
- Email templates and signature
- Voicemail follow up script (optional)

* Max 3 rounds of revisions.

STANDARD TIMELINE

- 1-2 weeks design comps and iterations
- 1-2 weeks implementation* (website, social, Google, email)

* Native art, photography, and video files provided to customer after project completion via shared Google Drive folder.

WEBSITE DEVELOPMENT

**DIGITAL CAMPAIGNS ARE POWERED BY EFFECTIVE
WEBSITES THAT DRIVE VIEWS, CLICKS AND CONVERSIONS**

USER EXPERIENCE

Ensure Every Customer has a Secure and Mobile Friendly Experience

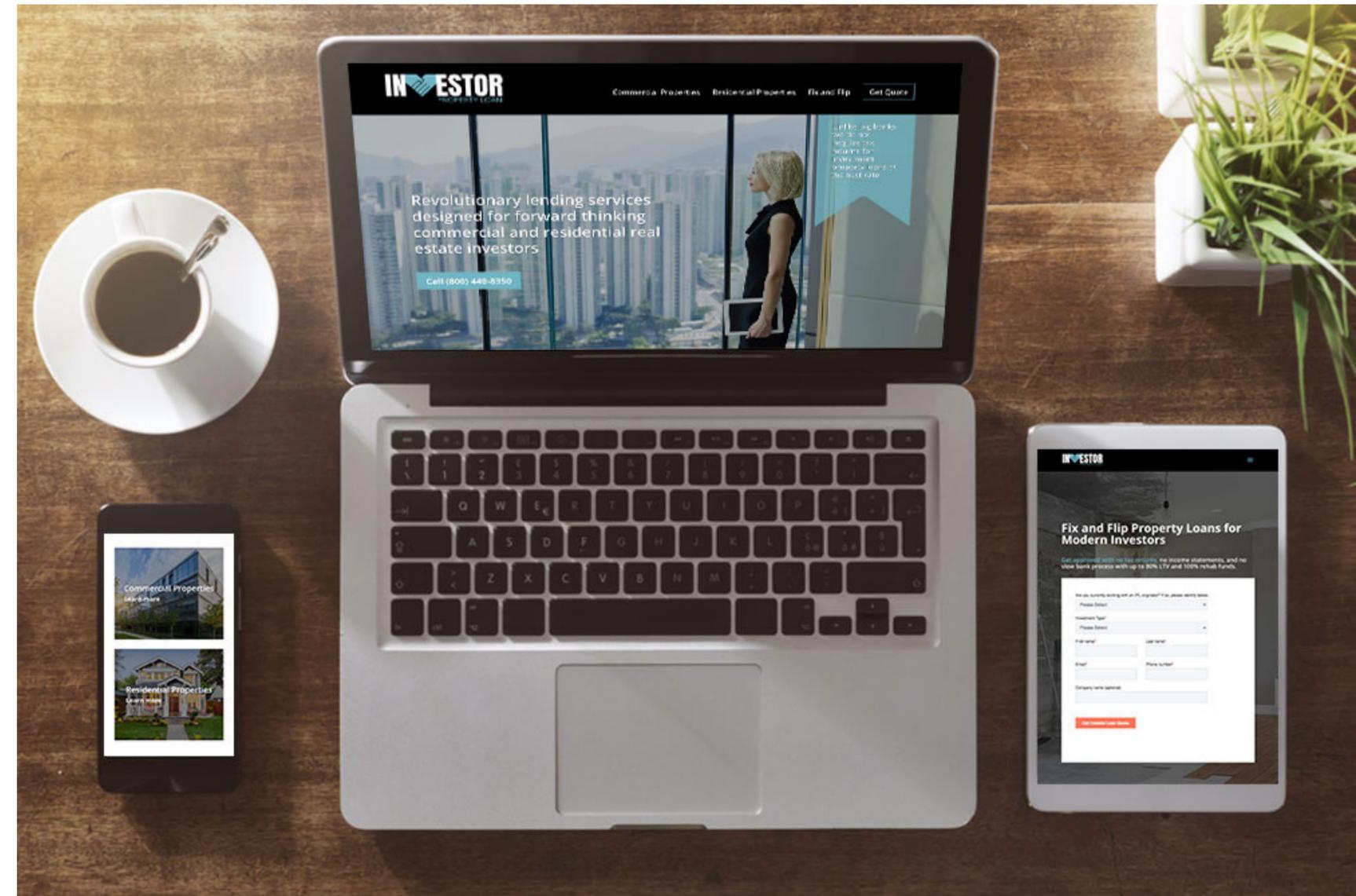
Data paranoia is at an all time high. If your website doesn't have a valid **security certificate** (HTTPS) anyone who enters their personal information is at risk.

Similarly, if your website is difficult to **navigate on a smartphone** studies show that 50% of traffic will abandon.

Best Practice: On a smartphone, you should be able to easily thumb through and convert on every page of your website.



A security certificate and mobile experience are two of the major factors in Google search rankings.



SOCIAL PROOF

Online Reviews and Social Media are the First Place Customers Look

Facebook, YouTube, Instagram and other social channels are the first place customers look to see if people like your product. Modern websites showcase live feeds of customer interactions.

Do your channels look professional? How many followers do you have? Do you have positive comments? Your answer to these basic questions can have huge repercussions.

Review sites like Yelp, Trip Advisor, and the BBB (each industry is a little different) are very important to online customers.

Best Practice: Have a plan and process for collecting online reviews from customers. Remember... raw videos are best.



DID YOU KNOW?

Bad customer reviews are often the main culprit for underperforming marketing campaigns.



SITE MANAGEMENT

Easy to Manage Websites That Set You Up for Success

Modern websites are as easy to manage as they are beautiful. With just a few clicks multiple users can **edit website copy, images, and videos** as well as share and meta-descriptions.

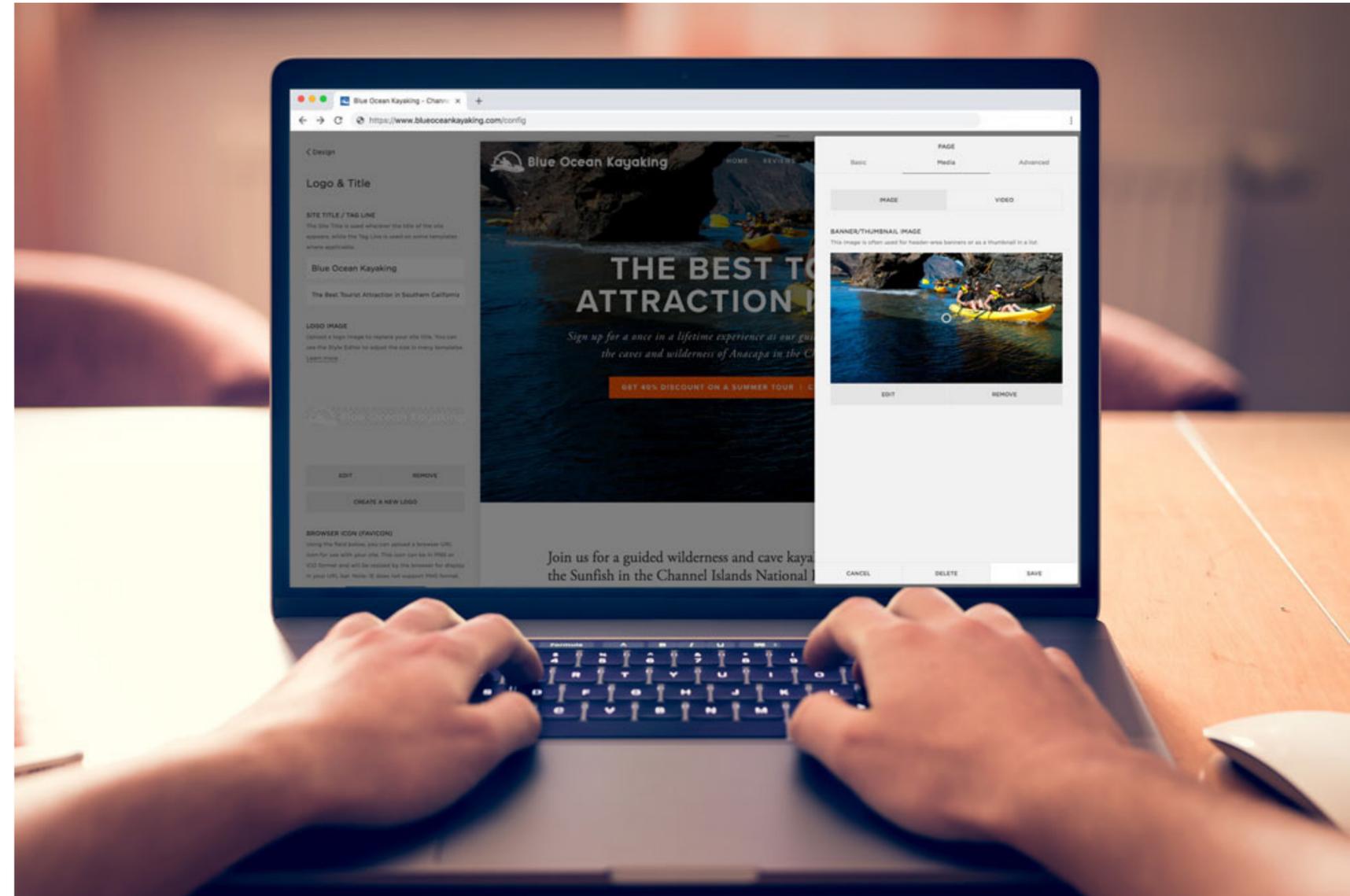
The days of needing a webmaster to manage your website are over. If you can type, drag and drop, and make style selections... you are good to go.

Additionally, we help you set up Google Analytics so that you can measure **traffic, bounce rate, and conversions**.

Best Practice: Show multiple team members how to use a visual editor to manage your website in real-time.



Your website is your online storefront. The best sites have new pages and content added weekly.



WEBSITE PACKAGE

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WEBSITE DEVELOPMENT DETAILS

Wordpress DIVI, Shopify or Squarespace framework
HTTPS security certificate
Web search optimized (3 primary search terms/keywords, Yoast)
Mobile responsive design and testing (smartphone, tablet, PC)
Social media integration (Facebook, Twitter, Instagram, YouTube)
Email and text message subscription/engagement integration
Integrated lead forms
Content management system training and support**
Hosting services available

*Original site copy provided by customer. Max 3 rounds of revisions.

**Setup and training included in one-time fee. Support not included.

STANDARD TIMELINE

2-4 weeks design and code***
1-2 weeks systems integrations
1-2 weeks training and support

*** Total website implementation timeline estimated 4-8 weeks.

SEARCH ENGINE OPTIMIZATION

**REAL SEO GETS YOUR COMPANY RANKED ON THE FIRST PAGE OF
GOOGLE AND BING FOR IMPORTANT SEARCH TERMS AND KEYWORDS**

KEYWORD DISCOVERY

Identify the Keywords that Your Customers are Searching for

The #1 way to drive qualified leads to your website is to rank on the first page of Google for high traffic search terms.

Every company should know the top search terms that relate to their business. The best strategies target the high volume search terms that have low competition.

Best Practice: Identify the terms you want to focus on and then estimate a timeline to increase rankings.

 **DID YOU KNOW?** Most companies double traffic within six months of implementing an SEO strategy.



EVERGREEN PAGES

Build Pages that are Designed to Rank for High Traffic Search Terms

The best way to increase website traffic is to build evergreen pages. These pages are designed to rank on high-traffic keywords. Evergreen content is updated regularly and ongoingly linked by external websites.

The Google search algorithm ranks websites primarily based on:

- Domain structure
- External links from high authority websites
- Established content that is trending and relevant

Best practice: Don't waste time or money on old SEO techniques like alt tags, keyword saturation, and internal links as they have almost no effect on search rankings.



The highest ranking evergreen pages have video, image and text content added to them every month.



REFERRAL LINK OUTREACH

Reach Out to Quality Websites and Earn Backlinks to Your Website

The importance of referral outreach to authors, bloggers, and personalities cannot be overstated. **Backlinks from authoritative websites** can make your search rankings jump overnight.

Every company should build relationships with as many 3rd party websites as possible that can provide valuable backlinks.

Best Practice: Offer referral sites free educational content like infographics, ebooks and webinars that they can give away to their followers. In return they will link back to evergreen pages.



Backlinks from nonprofits (.orgs) are one of the best types of domain authority backlinks you can get.



SEARCH ENGINE OPTIMIZATION DETAILS

- Keyword/search term discovery
- Google my business configuration
- Website structure audit
- Traffic analysis
- Competitor analysis
- Backlink monitoring
- URL, title, description, share, headers update
- Evergreen page design and development
- Content strategy
- Referral link outreach

Original site copy provided by customer.

STANDARD TIMELINE

- 4 weeks strategy creation and implementation
- Monthly content publishing

CONTENT MARKETING

**JUMPSTART AWARENESS WITH A STEADY FLOW OF COMPELLING
CONTENT THAT POSITIONS YOUR COMPANY AS A THOUGHT LEADER**

FREE RESOURCE DOWNLOADS

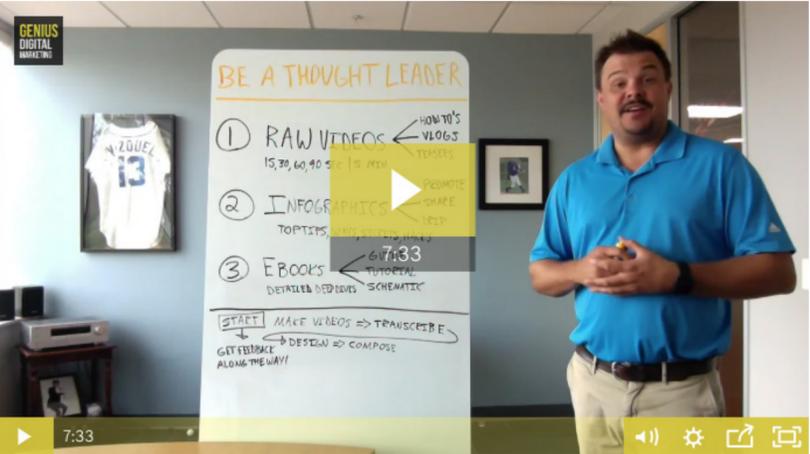
50% of Closed Sales Begin as Marketing Qualified Leads

Free resource downloads like infographics, ebooks and webinars create marketing qualified leads. The best resources can be downloaded via email, shared via social media and re-posted by industry influencers.

Best Practice: Resources should be designed to shorten sales cycles, overcome objections, and position your company as superior to your competitors.



Sales reps that follow up with marketing leads outperform reps that ignore them.



VIDEO CREATION

Customer Videos are the Most Valuable Form of Content

Raw and real customer videos that include customer testimonials create immediate and authentic social proof. Live webinars create an inventory of video content including: new product highlights, customer testimonies, answers to FAQs

Best Practice: Publish and boost raw customer videos on Facebook, Instagram and YouTube as often as you can.



Webinars are the best way to create large volumes of sales qualified leads.



STEADY FLOW OF CONTENT

Every Company Needs Ongoing New Content on their Website

It is important to have a clearly defined content calendar in which announcements, best practices, and tips are published and pushed out to subscribers and followers.

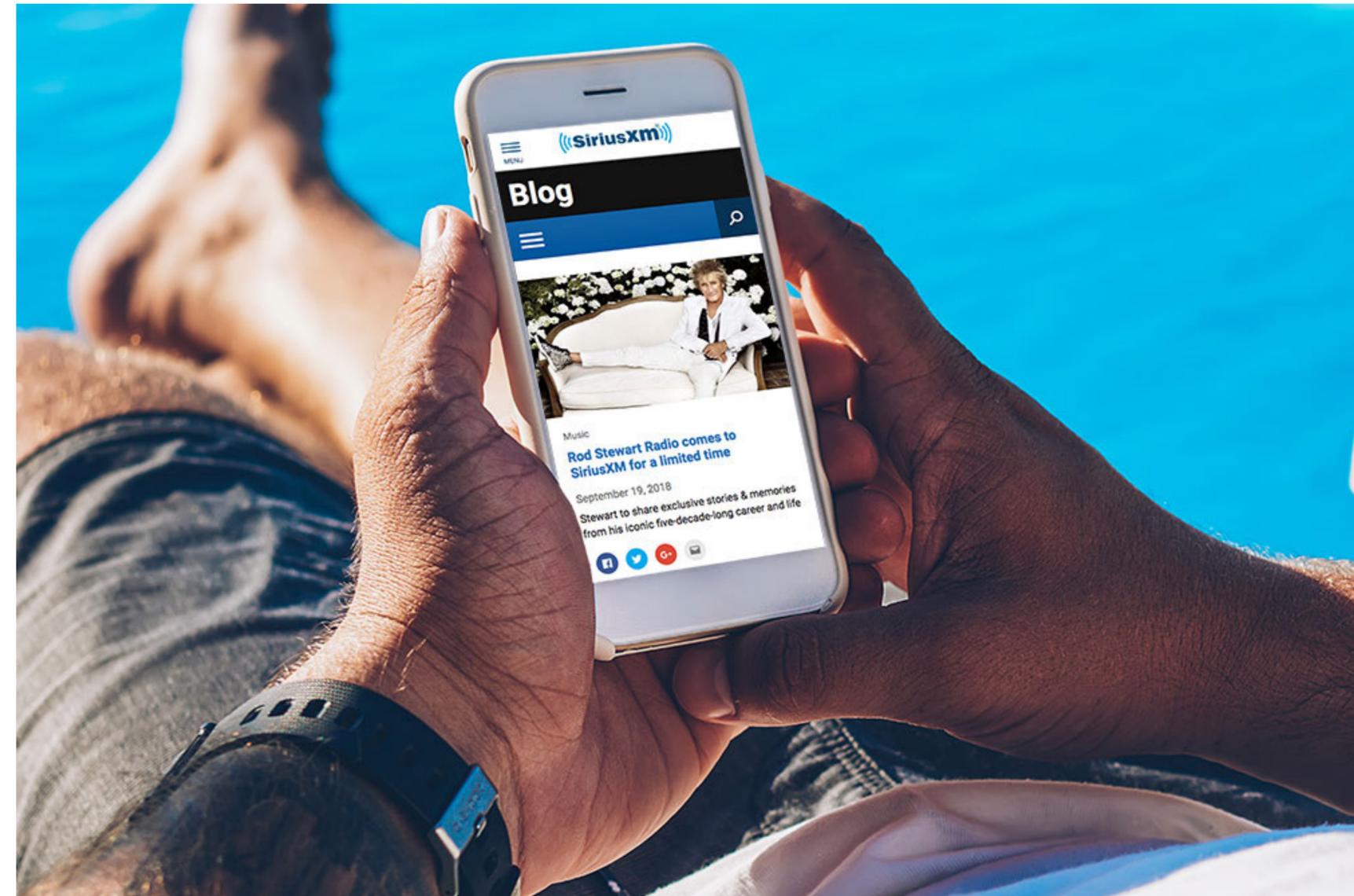
The most popular forms of ongoing content include:

- Blog articles that highlight expert opinions
- Case studies that showcase successful customers
- Press releases that legitimize your brand

Best practice: Use visual editors to empower every member of your team to easily add content to your website.



Vlogs (video blogs) are the fastest growing source of content online. Simply record, publish and transcribe.



CONTENT MARKETING PACKAGE

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CONTENT MARKETING DETAILS

Infographic (Up to 5 sections)

Ebook (Up to 10 pages)

Webinar Presentation (Up to 20 slides)

Case study (PDF and online template)

Press release

Blog article (Online and email template)

* Original copy provided by customer. Max 3 rounds of revisions.
Stock photography and video included.

STANDARD TIMELINE

1-2 weeks design comps and iterations

1-2 weeks implementation** (website, social, Google, email)

* Native art, photography, and video files provided to customer
after project completion via shared Google Drive folder.

EMAIL MARKETING

**DELIVER MESSAGES THAT AVOID THE JUNK FOLDER
AND GET OPENED AND CLICKED**

CLEAN EMAIL DESIGN

Email Marketing is All About Getting Leads to Open and Click

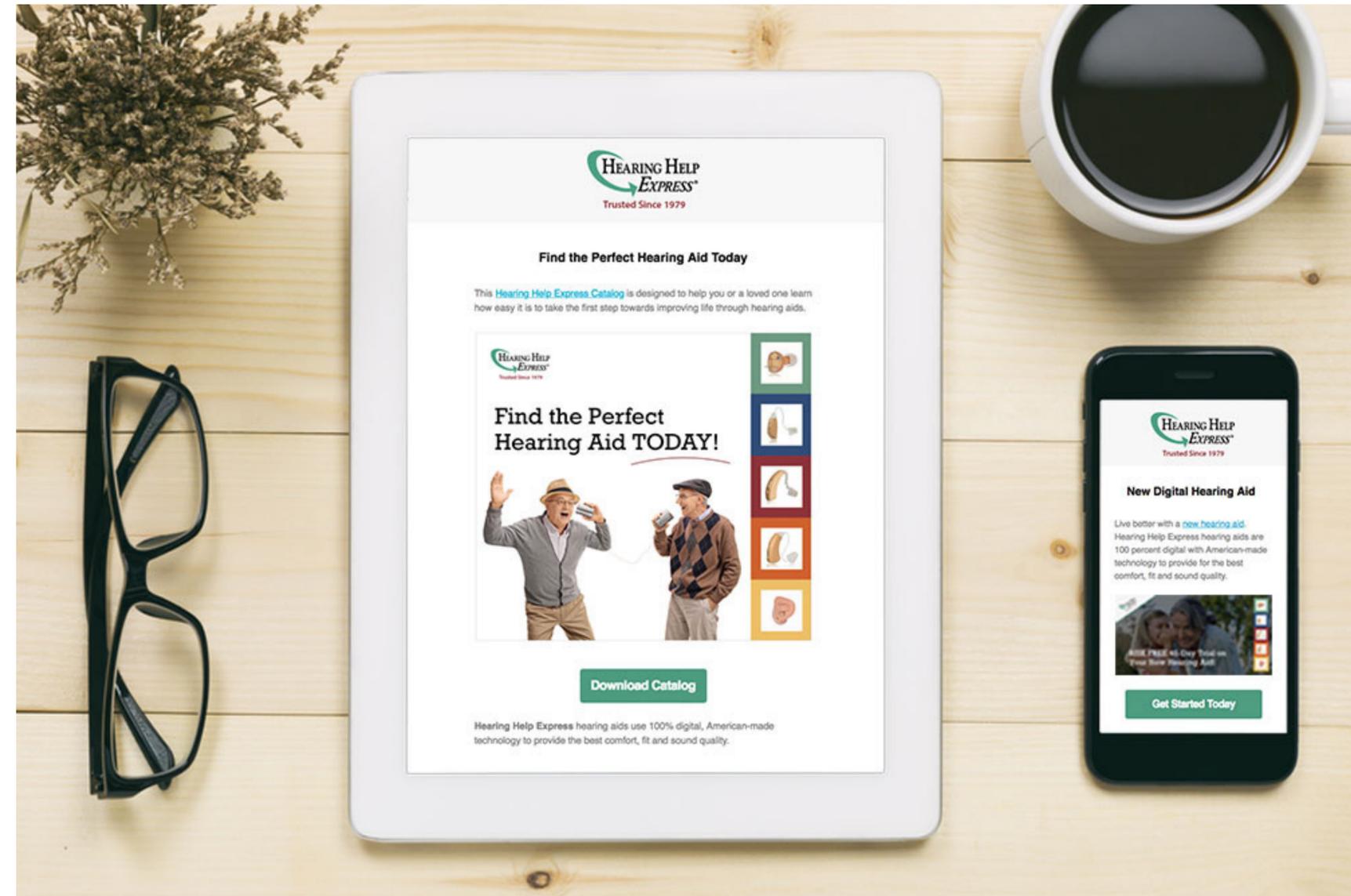
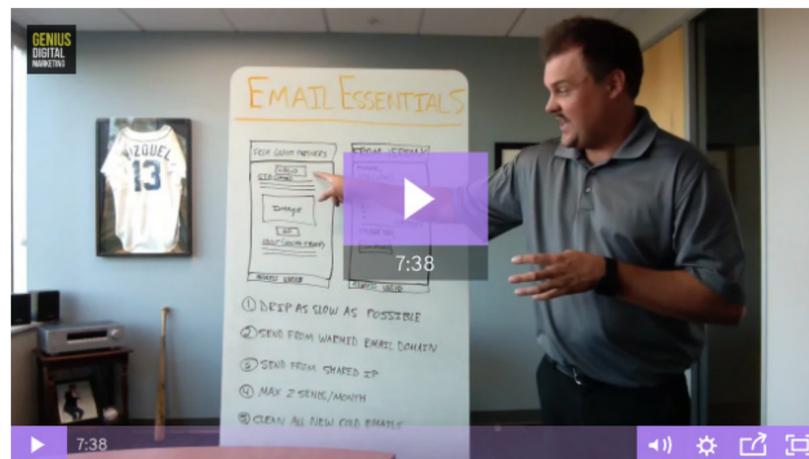
Clean email design and code ensures that messages avoid junk and are easy to read on any device. The best emails are:

- Personalized with dynamic fields
- Clear with a compelling call-to-action
- Brief message with as few words as possible
- Mobile responsive (adjusts to screen size)

Best Practice: Spam trap words such as “free”, “!”, “\$”, and “click here” should be avoided under all circumstances.



For more clicks, include a combination of text, image and button links.



INBOX DELIVERABILITY

Send Cold Email in Waves to Ensure Maximum Deliverability

When sending cold email it is vital to inbox deliverability that emails are **dripped out slowly over time**. In general, companies should never send out more than 25,000 emails at once and never to more than 10 employees at the same company at the same time.

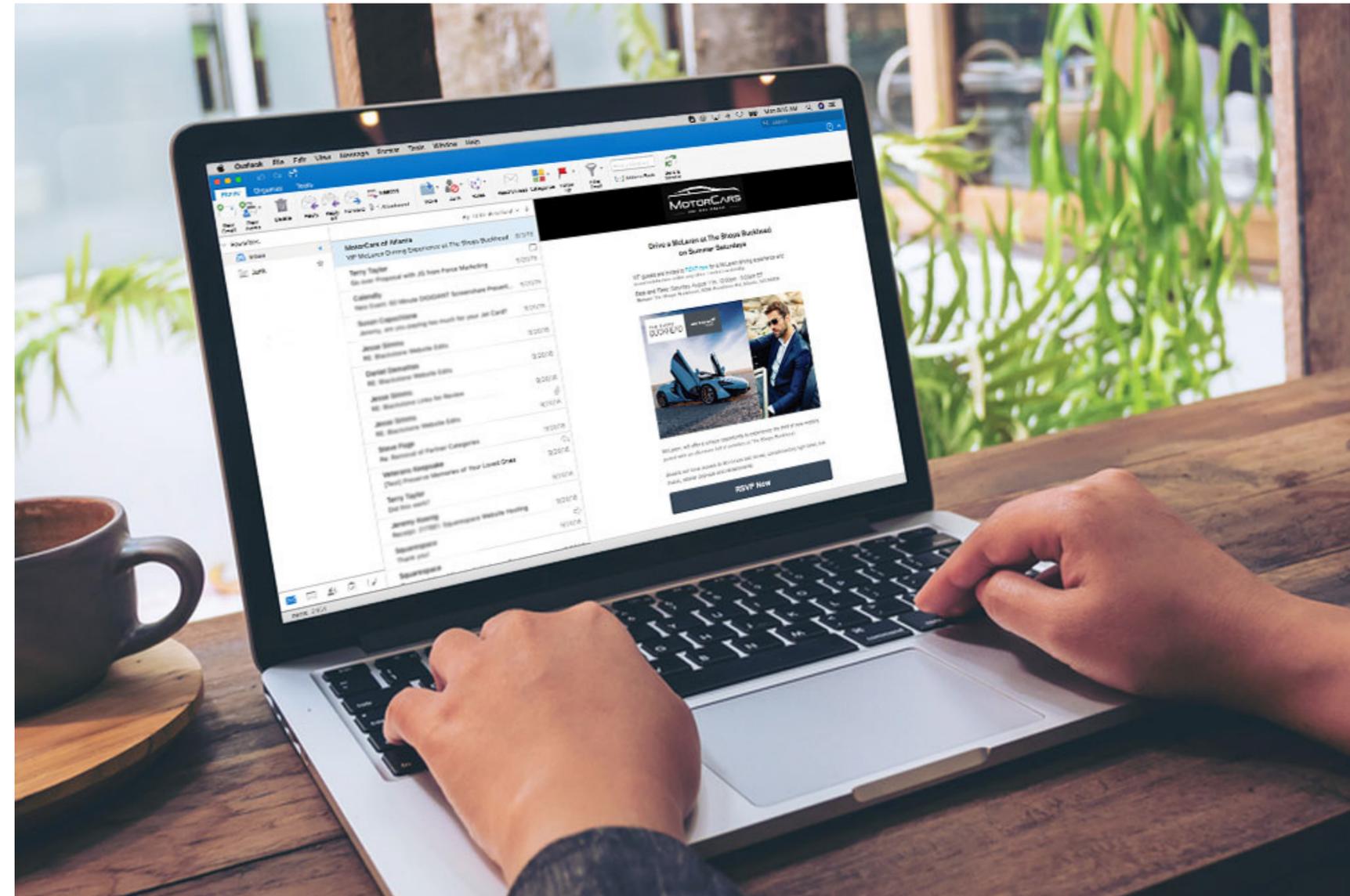
Bulk messages must be sent from a **warmed email IP address and sending domain** or your emails will go into spam.

Best Practice: Send cold emails from a third party email provider. When those messages are successfully delivered, opened, or clicked those contacts can be safely added to your primary email system.



DID YOU KNOW?

If you are sending to cold emails be sure that addresses are cleaned before deployment.



EMAIL MARKETING PACKAGE

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EMAIL MARKETING DETAILS

Eblasts series to lead prospects
Design and code optimization
A/B testing
Personal message variations
Wave management
Targeting B2C or B2B lead prospects

*Original copy provided by customer. Max 3 rounds of revisions.
Stock photography and video included.

**Data not included but is available for purchase.

STANDARD TIMELINE

1-2 weeks design comps and iterations
1-6 weeks email deployment based on sending schedule

SOCIAL MEDIA ADVERTISING

**SOCIAL MEDIA ADVERTISING IS THE MOST COST EFFECTIVE WAY TO
GENERATE LEADS FROM CONSUMERS AND BUSINESS EXECUTIVES**

CUSTOM AUDIENCE UPLOADS

Upload Custom Audience Lists to Social Media to Target Leads

By default social networks allow companies to run ad campaigns based on location, age, gender, language and interests.

Custom Audience uploads empower companies to match social media profiles and run targeted campaigns based on:

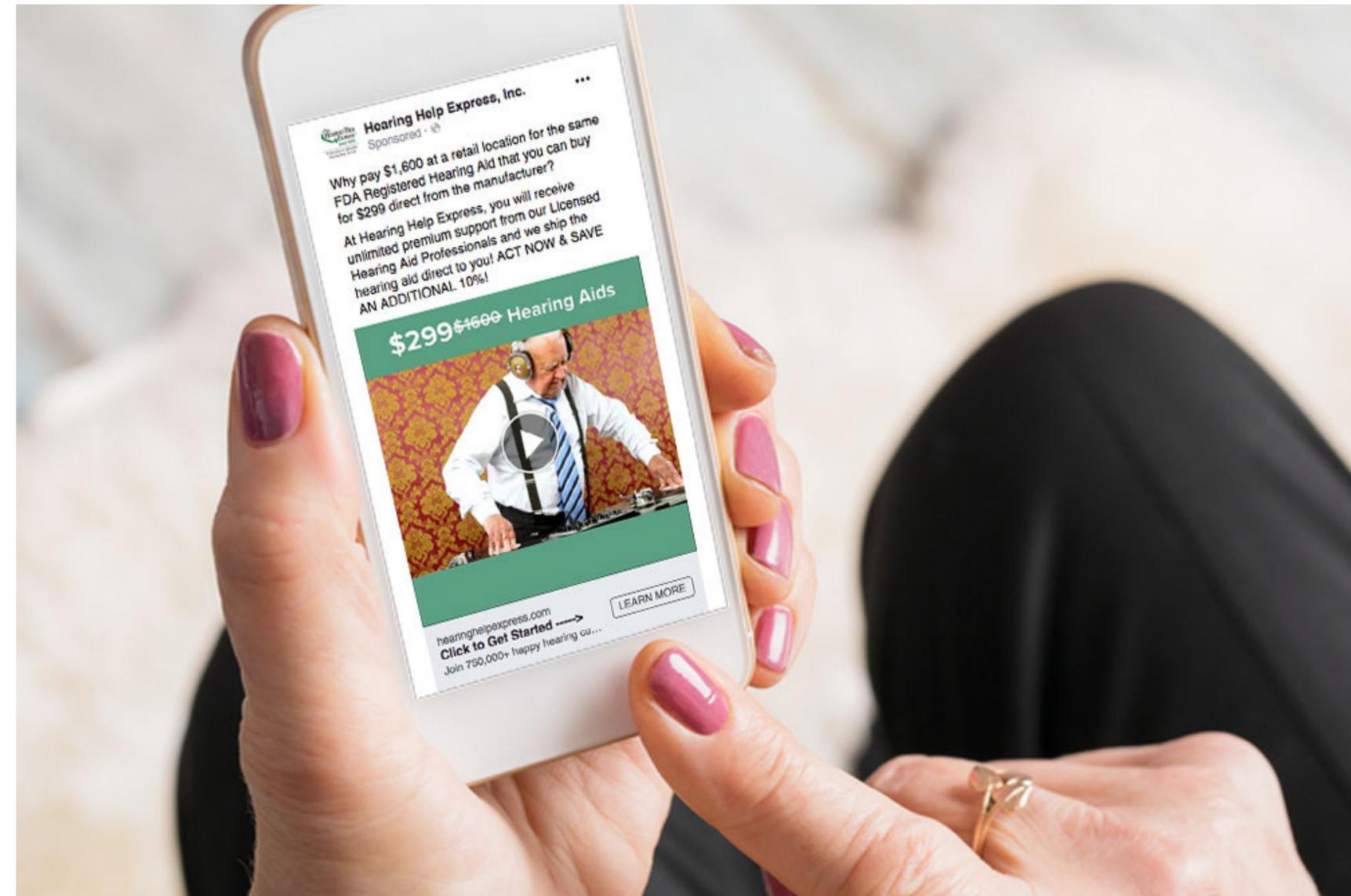
Income, net worth, credit score, home value, vehicle ownership, marital status, education, military service, ethnicity and more.

Best Practice: Combine custom audience lists with standard behavioral interest selects to lower lead cost and improve quality.



DID YOU KNOW?

Custom audiences are the only way to target business contacts on social media.



AD SPEND OPTIMIZATION

Generate Maximum Qualified Leads at the Lowest Cost-Per-Conversion

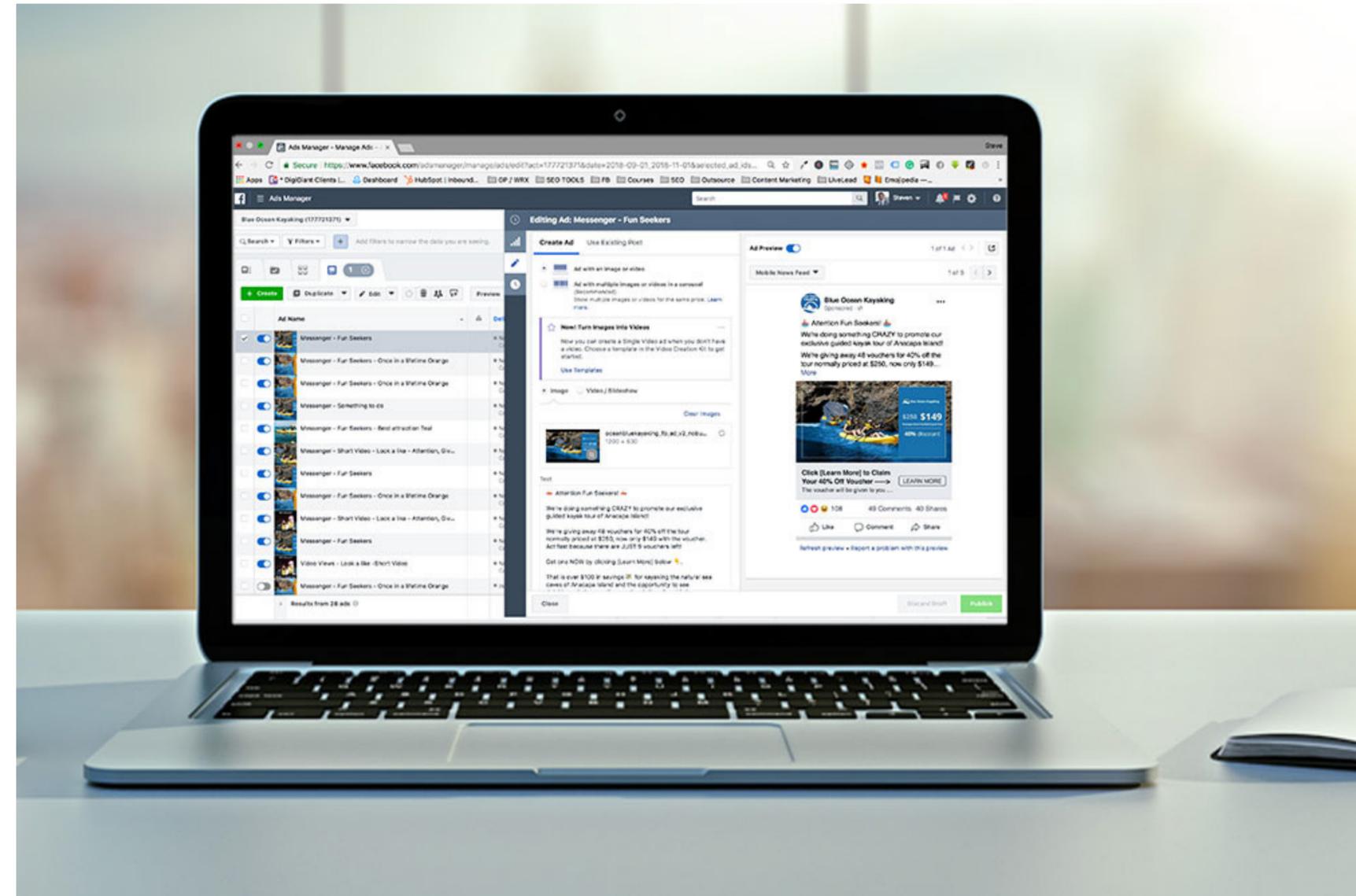
High performing social media advertising campaigns are achieved by making real-time adjustments to: **Budget Allocation, Content Mix, and Custom Audience Lists.**

Once your advertising campaign has been optimized it can be gradually scaled up or down to generate the leads you need with the marketing budgets you have.

Best Practice: Set a CPL goal and give your team a time frame to achieve that goal. Once the goal is reached, have a plan to scale your ad spend over the following weeks and months.



For B2B campaigns... custom audience list uploads typically decrease cost-per-lead 50% after 90 days.



CHAT INTEGRATION

Facebook Messenger is the Fastest Growing Lead Channel

Amazingly, Messenger touts an incredible 80% open rate and 40% click thru rate. Facebook and Instagram users can get messages by: **clicking a link, commenting on a post, or submitting a form.**

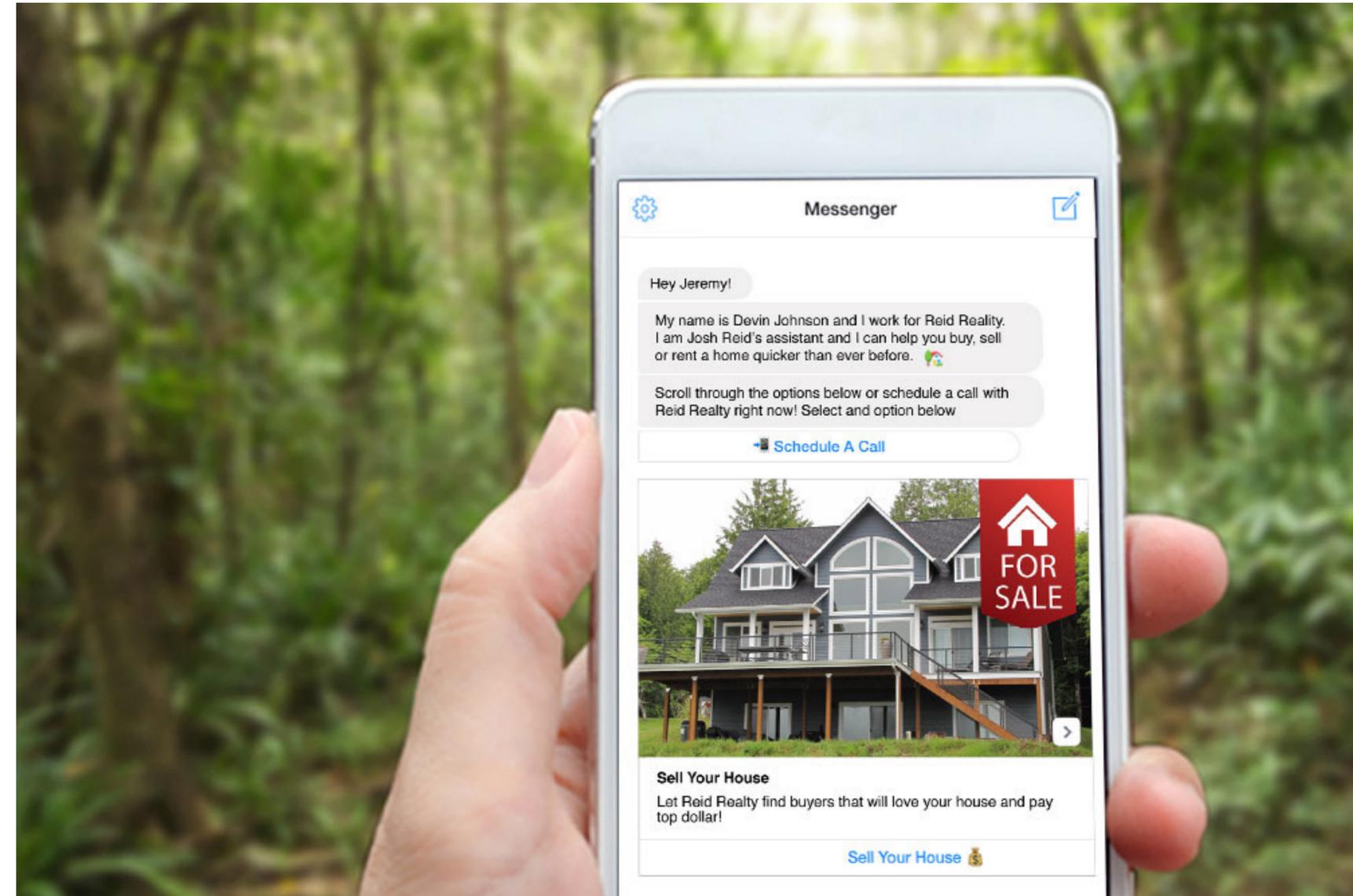
Once a user enters a chat thread, that individual can be sent text messages that push to the lock screen of their phone.

Best Practice: Configure a Facebook Messenger chatbot to answer frequently asked questions, gather information, promote products, and book appointments.



DID YOU KNOW?

50-80% of online leads are generated via chat (and that number is on the rise).



SOCIAL ADVERTISING PACKAGE

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SOCIAL MEDIA ADVERTISING DETAILS

Facebook Ad Manager configuration
Social media company page setup (if applicable)
Messenger chatbot development
Custom audience discovery and upload**
Image ads (Up to 6)*
Video ads (Up to 3)*
Ad spend budget management
Ad spend optimization (budget, content, data)

Twitter/LinkedIn/other ad manager configuration available
Landing page development available

*Max 3 rounds of ad iteration. Stock video and photography included.

**Data not included but is available for purchase

STANDARD TIMELINE

1-2 weeks design comps and audience iterations
1-2 weeks ad setup and deployment

WEB SEARCH ADVERTISING

**REACH QUALIFIED LEADS WITH CUSTOM AUDIENCE SELECTS ACROSS
GOOGLE AND BING PPC, DISPLAY BANNERS, AND YOUTUBE COMMERCIALS**

PAY-PER-CLICK ADVERTISING

Lower PPC Costs while Dramatically Increasing Lead Quality

Google enables businesses to pay to be listed at the top search results. Each keyword/search term has a different cost based on: search volume, geographical range, and competition.

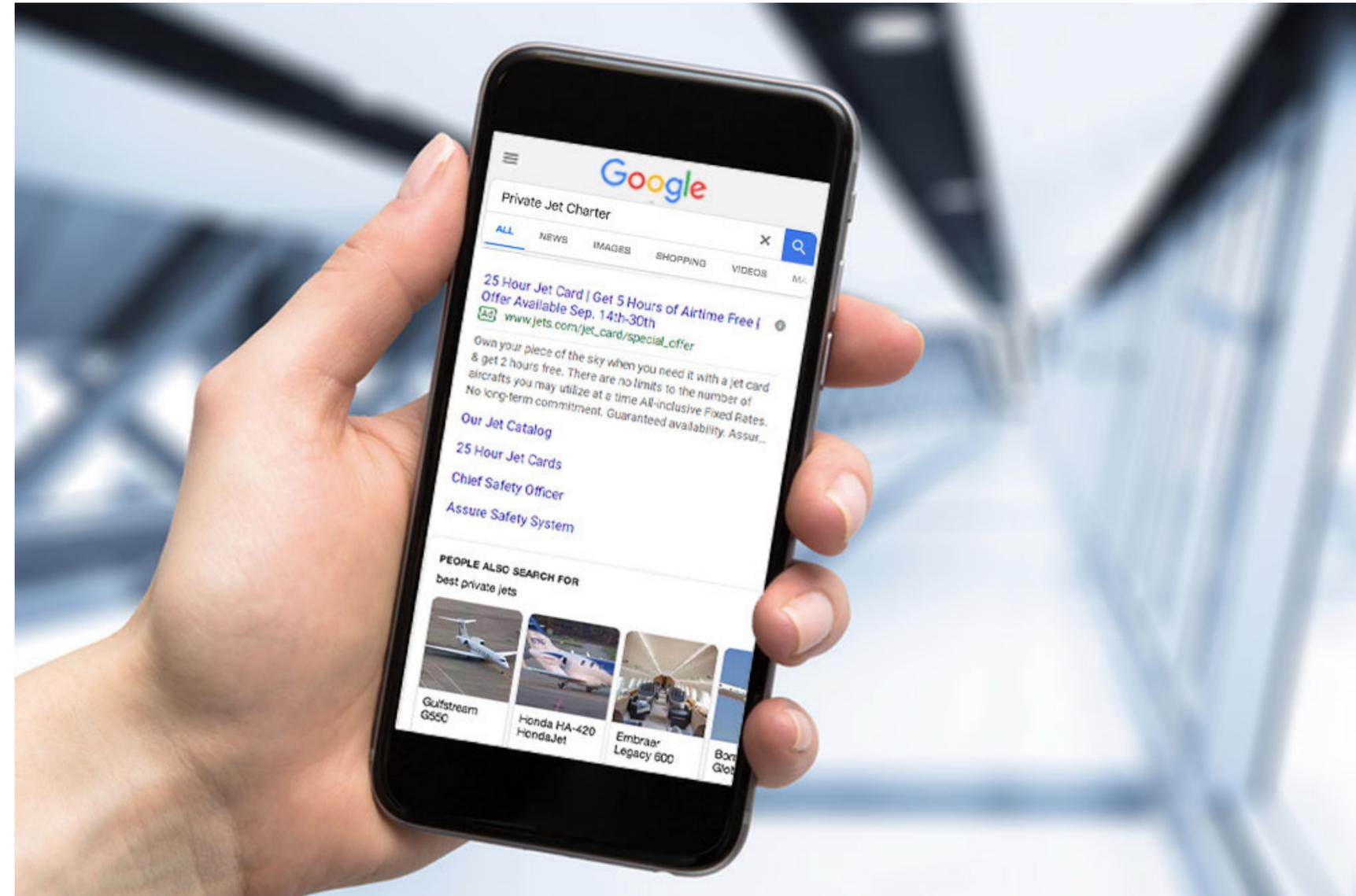
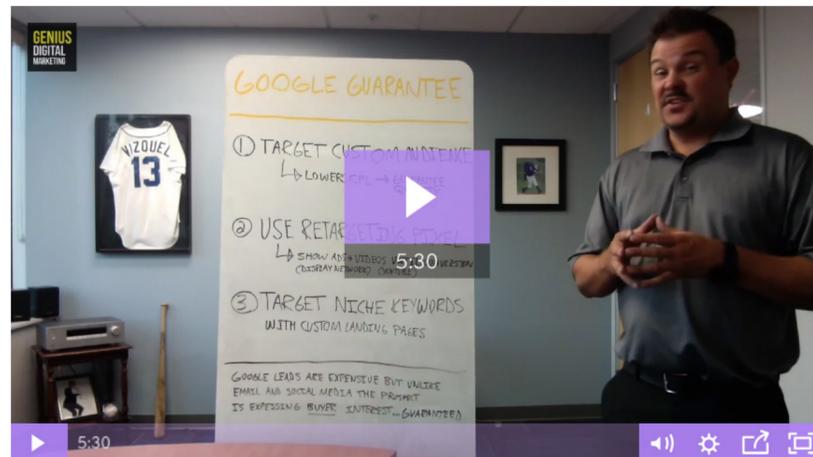
The most skilled Google Ad Managers:

Identify the best keywords and properly target audiences
Capture search intentions and run effective experiments
Optimize conversion rates with strategic bidding strategies

Best Practice: Set a percentage goal to lower cost-per-conversion. Then gradually scale your ad budget over weeks and months.



DID YOU KNOW? Google requires \$50,000 in all-time ad spend to upload custom audience lists.



AD SPEND OPTIMIZATION

Optimize Google Budgets for Impressions, Clicks and Conversions

Once Google Ad Manager and Google Analytics have been properly configured your company can optimize daily, weekly, and monthly ad spend budgets to maximize:

- Leads who see your ads (impressions)
- Leads who click your ads (clicks)
- Leads who fill out your forms (conversions)

Best Practice: Ensure that tracking pixels are properly installed and conversions are being accurately measured. Then create performance goals for each campaign.



The best ad managers decrease lead costs from month-to-month while increasing conversion rates.



YOUTUBE AND BANNER RETARGETING

Retargeting is the Most Cost Effective Way to Spend Your Google Advertising Budget

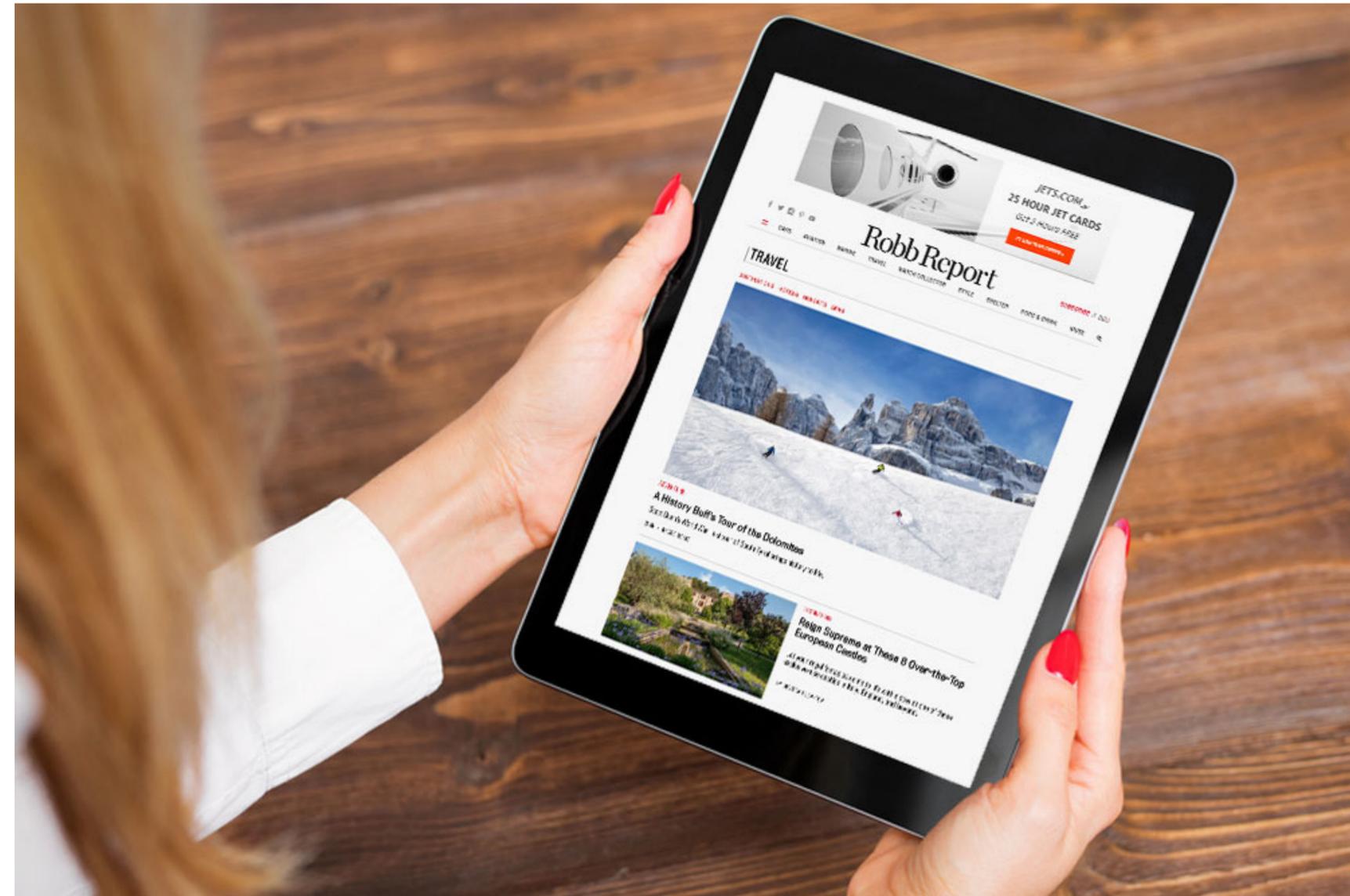
Once you've installed the **Google tracking pixel**, you can retarget anyone who visits your website with Google banner ads and YouTube commercials.

If you've ever noticed online advertisements across the internet for websites that you've recently visited, you've been retargeted.

Best Practice: If someone visits your pricing page and does not make a purchase within a week, show ads promoting a limited time discount code. Similarly, if someone visits a landing page and does not fill out the form, show banner and video ads that reinforce the importance of your call-to-action.



YouTube is owned by Google and all YouTube advertising is managed within the Google Ad Manager.



GOOGLE ADVERTISING PACKAGE

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GOOGLE ADVERTISING DETAILS

Google Ad Manager configuration
Google Analytics configuration
Google company profile and YouTube channel setup (if applicable)
Keyword/search term discovery
Website structure audit
Competitor analysis
Custom audience discovery and upload**
Landing page development (Up to 3)
PPC Text ads (Up to 12)
Retargeting display banners (Up to 6***)
Retargeting YouTube commercials (Up to 3***)
Ad spend budget management
Ad spend optimization (budget, content, data)

*Max 3 rounds of ad iteration. Landing page development available.

**Google requires minimum of 50K all time ad spend

**Data not included but is available for purchase

***Stock video and photography included

STANDARD TIMELINE

1-2 weeks ad comps and audience iterations

1-2 weeks ad setup and deployment

LEAD GENERATION

GENERATE YOUR OWN SOURCES OF QUALITY LEADS FROM INTERESTED PROSPECTS AND ENSURE A SUCCESSFUL HAND OFF FROM MARKETING TO SALES

CHAT, CALL OR WEB FORM CONVERSIONS

Make It Easy for Leads to Respond to Your Call-to-Action

Website and social media visitors should be able to easily convert into leads via chat, phone call or landing page form submission. All conversion data should pass directly (zap) into your CRM from each marketing software that you deploy. This allows companies to measure lead quality and monitor sales rep follow up performance in real-time.

Best Practice: 50-80% of inbound leads to sales teams are in the form of web chats. If you do not have a chatbot (which qualifies leads) and live chat system (which connects leads to reps in real-time) you are missing out.



Every additional step (or click) you require reduces conversions by 30%



SALES REP FOLLOW UP

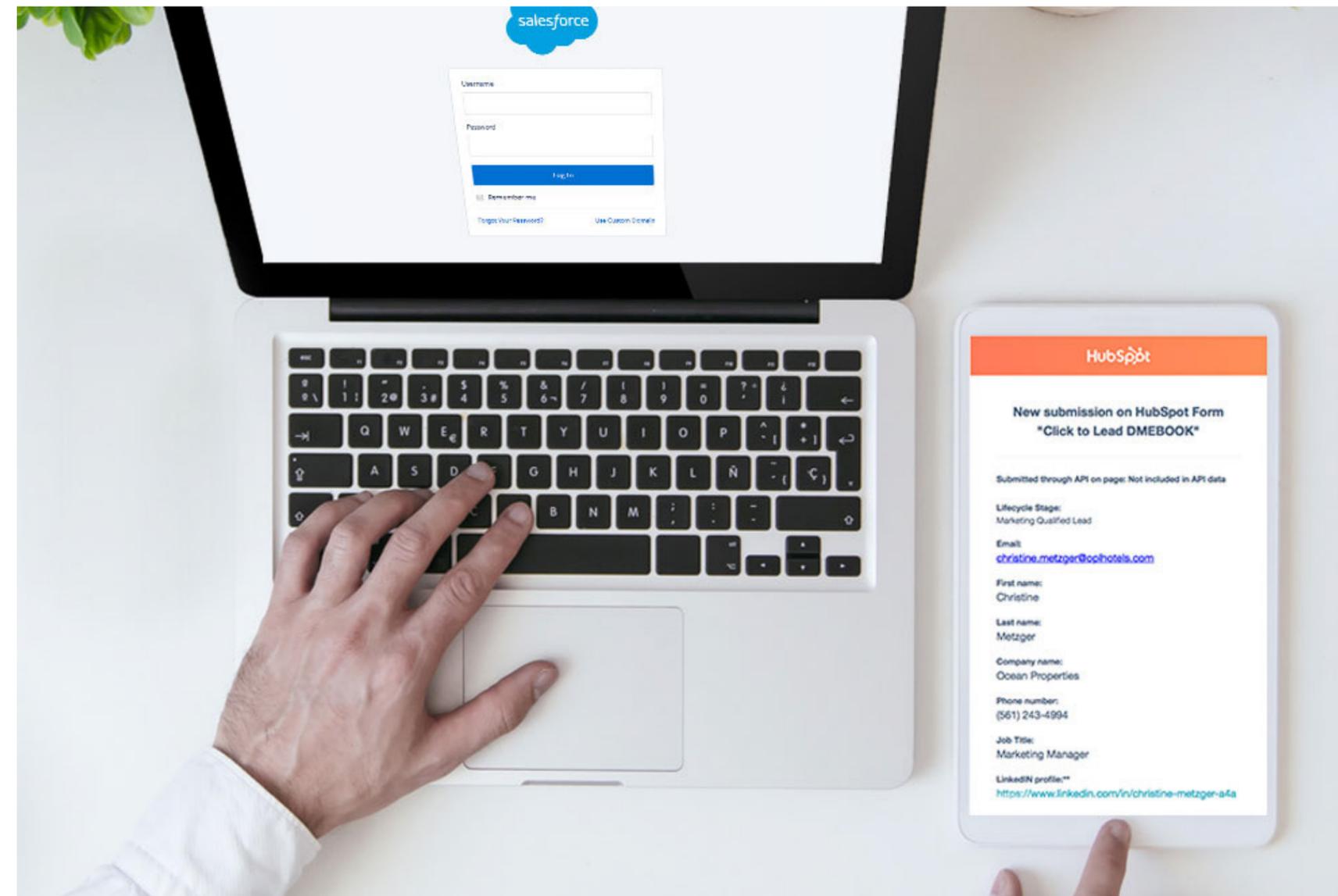
Leads Contacted within 5 Minutes are 90% More Likely to Close

Speed-to-lead is essential for sales. This is why live web chat and inbound call routing is so important. Lead notifications from chats, calls and forms can easily be configured to push to email, web browser and mobile app.

Once a lead is generated, contact information should be immediately passed into your CRM and assigned to a sales rep for follow up.

Best Practice: As leads move through the sales pipeline make performance adjustments to marketing content, advertising budgets, and targeted data.

DID YOU KNOW? Intercom and Drift make it easy to qualify and assign leads via chat on your website and push leads directly into your CRM.



LEAD SCORING AND DISTRIBUTION

Assign leads and automate follow up tasks based on lead scoring and performance metrics

All leads are not created equal. As a business owner, or marketing professional, your responsibility is to generate revenues. The days of blind round robin lead distribution are a thing of the past. Leads should be distributed and followed up with based on company best practices, rep expertise, and sales manager goals.

Once a lead is connected with the right sales rep, follow up communications should be templated to answer frequently asked questions, share important case studies, and send price quotes.

Best Practice: Provide each of your sales reps a unique calendar link that they can give out to leads to book meetings based on availability.



DID YOU KNOW?

Upgrading your CRM and marketing software can have more of a positive effect on overall sales than any other variable.



LEAD GENERATION PACKAGE

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LEAD MANAGEMENT DETAILS

Platform configuration (Hubspot, Active Campaign, Klavio)

Customer data import

Lead, opportunity and company views setup

Dashboard views (up to 3)

Lead forms with tracking (up to 10)

Landing pages (up to 5) (WP DIVI, Unbounce)

Workflows for contact management (Up to 3)

Automated email follow ups

Automated text message follow ups (Active Campaign only)

Email nurture track (up to 3 tracks - up to 5 emails each)

Facebook lead form integration

Zapier integration

* Max 3 rounds of revisions

STANDARD TIMELINE

1-2 weeks setup

1-2 weeks testing

* Platform fees paid directly to software provider

FEATURED FREE RESOURCES

GIANTPARTNERS®

DATA DRIVEN MARKETING

Five strategic steps to acquire customers in 2021

DATA DRIVEN MARKETING INFOGRAPHIC

<https://giantpartners.com/data-driven-marketing/>

GIANT PARTNERS

PERSONA 1: LUXURY SPORTS CAR BUYERS

Segment	Count	Criteria
bmna2	1,062,263	*Consumer 2020
Scf	001-999	1,062,263
VNC Select	1,062,263	PRIMARY SELECT= NEW CAR BUYER
VNC A	1,062,263	SECONDARY SELECT= LUXURY SPORTS CAR BUYER
INC O	353,300	INCOME= \$100,000 - \$149,999
INC P-Q	220,091	INCOME= \$150,000 - \$199,999
INC R	171,590	INCOME= \$200,000 - \$249,999
INC S	317,282	INCOME= 250,000 +
NTW H	199,328	NET WORTH= \$250,000 - \$499,999
NTW I	862,935	NET WORTH= Greater than \$499,999
IAG 18-27	59,534	AGE (18-27)
IAG 28-37	108,983	AGE (28-37)
IAG 38-47	85,377	AGE (38-47)
IAG 48-57	145,044	AGE (48-57)
IAG 58-67	287,316	AGE (58-67)
IAG 68-77	249,136	AGE (68-77)
IAG 78-99	146,873	AGE (78-99)
DUP IND	Omit	Select 1 Per Individual

DID YOU KNOW? Professionals can be targeted at both their work and personal emails. Mobile number and date of birth are the most important fields for social media and web search profile matching.

GIANTPARTNERS.COM | (800) 882-1500

TAM DATABASE VISUALIZATION

<https://giantpartners.com/data-visualization/>

GIANTPARTNERS

1461-1471
LAWRENCE DR

Visit giantpartners.com or call (800) 547-8080
to connect with a database marketing advisor