

Holiday Bright Lights® Roadshow



Marketing Has an Expectation Problem



Have you ever said?

- "Facebook doesn't work."
- "SEO/ AEO is a scam."
- "Google Ads are too expensive."
- "I have tried marketing."
- "I was promised leads."
- "I can do it myself."

But here's the question:

Were those tools actually failing?
Or were they being asked to do the wrong
job?

Krystalanne Curwood

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Avenueъэч.net

About us

Avenue 360 Digital Marketing is a community-focused media and marketing company dedicated to helping local businesses grow through visibility, connection, and long-term impact. Our mission is to strengthen the communities we serve by creating meaningful opportunities for businesses to be seen, recognized, and supported where people live, work, and gather.

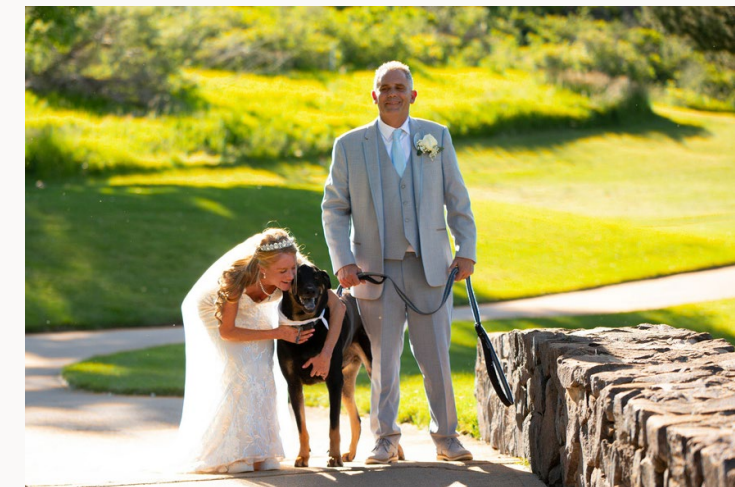
Avenue 360 is built on both strategy and heart.

We are a husband-and-wife team who recently moved back to Florida from Colorado, bringing with us years of experience, a passion for building relationships, and a deep appreciation for community-driven business. Ky is originally from Florida, and while Colorado has been home, Florida has always held a special place in our lives.

Outside of work, we're most at home by the beach, exploring new places, and spending time with our dog, Zeke. Those moments of travel, connection, and simplicity shape how we approach everything we do, intentional, grounded, and people-first.

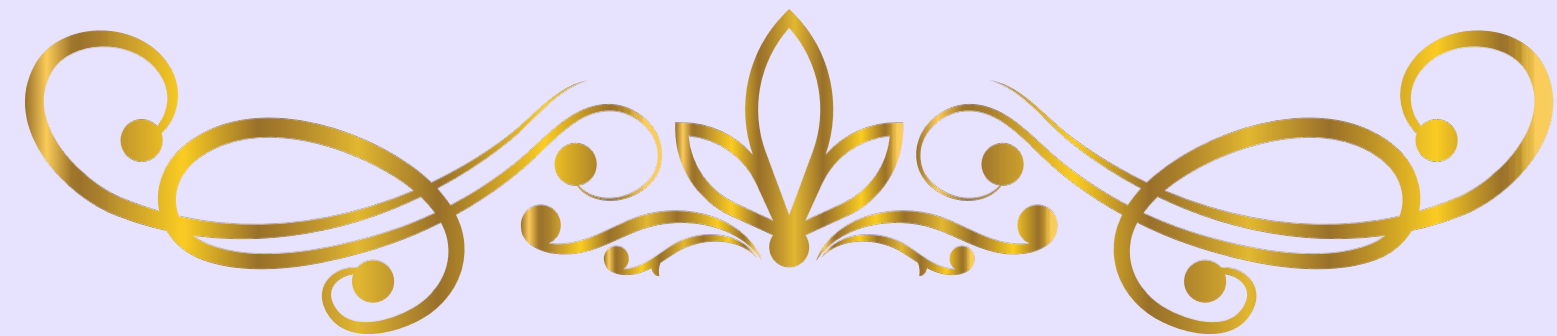
At the core of it all is a simple belief: when local businesses grow, communities thrive.





True success is not what you achieve, but how faithfully you live, how deeply you love, & how fully you walk with God in every moment.

Now Imagine You Have A Lemonade Stand



You wouldn't build a house and invite people in before the foundation was complete.

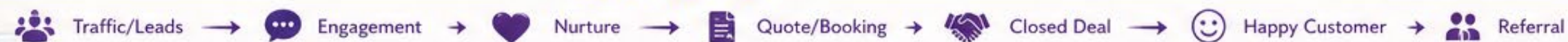
The Avenue 360 Method™

FROM AWARENESS TO REVENUE

Just like a lemonade stand... customers must first know you're there before they can buy from you.



6. CONVERSION



ANALYTICS & TRACKING
Data-Driven Decisions

CRM & AUTOMATION
Follow-Up & Nurture

REPUTATION MANAGEMENT
Reviews & Testimonials

REPORTING & OPTIMIZATION
Improve, Scale, Grow

EVERY CHANNEL WORKS TOGETHER TO BUILD TRUST, GENERATE LEADS & GROW YOUR BUSINESS.

Brand & Website Marketing

🍋 Your branding is the sign. Your website is the lemonade stand.

What it Does

- Creates a strong first impression
- Builds trust and credibility
- Converts visitors into customers

Why It Matters

- Your website is often the first interaction a customer has with your business.
- Before someone calls, they are deciding whether they trust you, whether you look professional, and whether you are the right choice.

What it Doesn't Do

- Doesn't create traffic on its own
- Doesn't replace good marketing

What to Expect

Short-Term: Builds immediate trust

Long-Term: Improves conversion across every marketing channel

💡 Takeaway: People judge your business before they contact you.

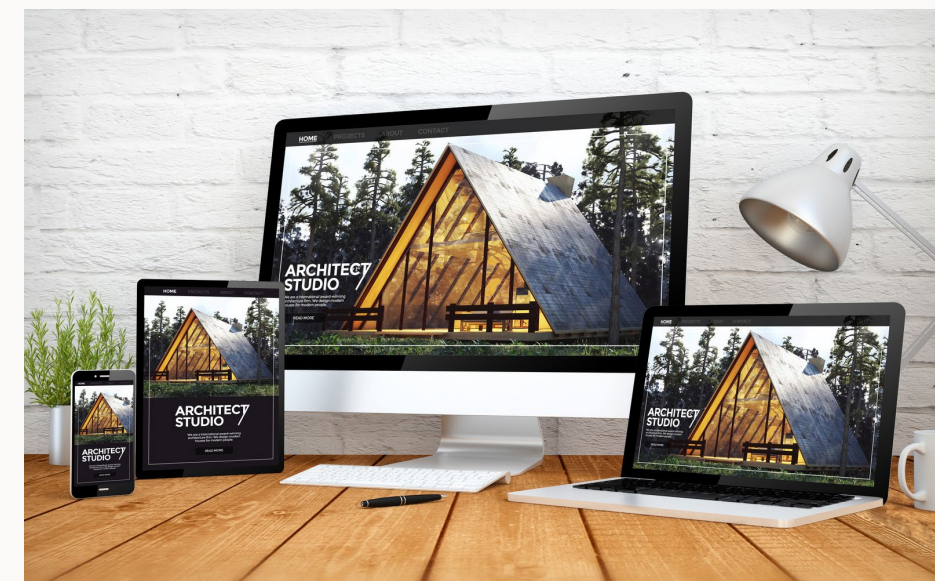
Flyers/Pamphlets



Business Card



Swag & Materials

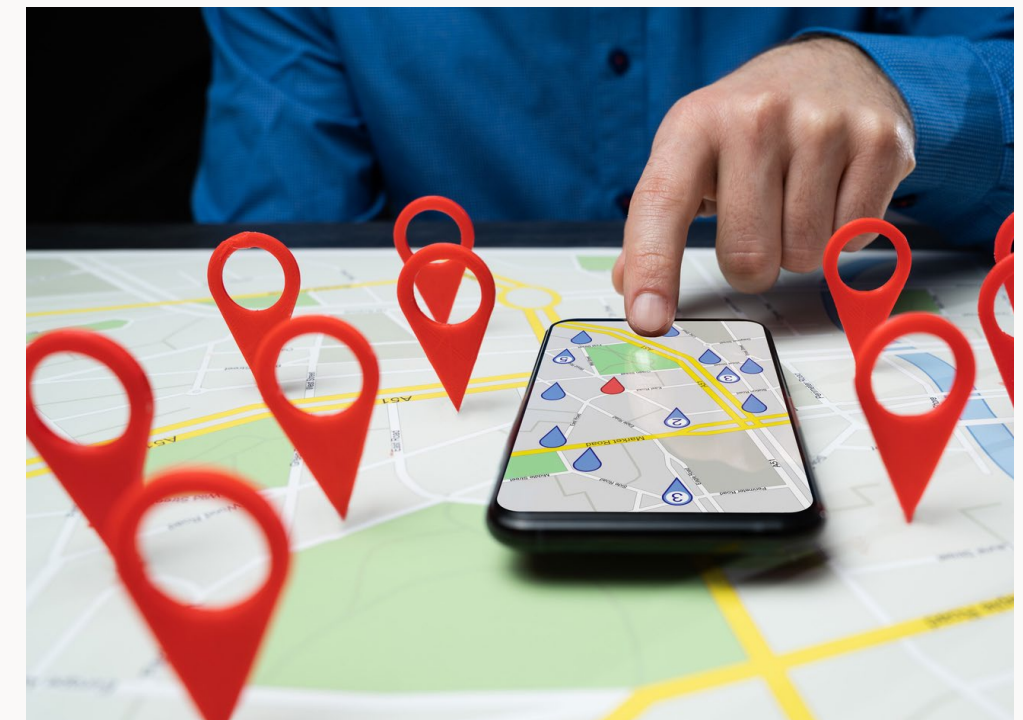


Awareness Marketing

Indoor Billboards • Geofencing • OTT/CTV

🍋 Making sure people know your lemonade stand exists before they're thirsty.

- What it Does
 - Builds local awareness
 - Keeps your business top of mind
 - Introduces your brand to new audiences
- Why It Matters
 - Most customers don't need your service every day but when they do, they choose businesses they recognize.
 - Awareness marketing keeps your business visible before the moment someone is ready to buy.
- What it Doesn't Do
 - Doesn't guarantee immediate sales
 - Doesn't replace your overall marketing strategy
- What to Expect
 - Short-Term: More visibility
 - Long-Term: Stronger brand recognition and trust



💡 Takeaway: People buy from businesses they remember.

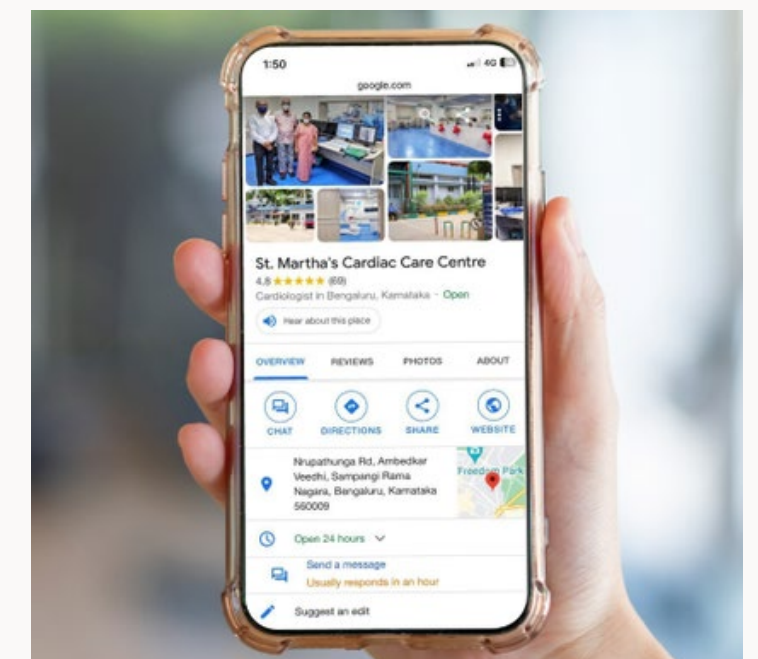
Search Marketing

Google Business Profile • SEO • AEO

🍋 When people look for lemonade, your stand should be easy to find.

- What it Does
 - Helps customers discover your business
 - Increases online visibility
 - Builds long-term authority
- Why It Matters
 - Search captures customers who already have intent.
 - When someone is actively looking for your service, being visible at that moment can determine whether they call you or your competitor.
- What it Doesn't Do
 - Doesn't work overnight
 - Doesn't guarantee permanent rankings
- What to Expect
 - Short-Term : Gradual improvement
 - Long-Term : Sustainable traffic and qualified leads

💡 Takeaway: If customers can't find you, they can't hire you.



Content Marketing

Blogs • FAQs • Educational Content Profile

🍋 Answering questions before customers even ask them.

- What it Does
 - Educates potential customers
 - Builds credibility and trust
 - Supports SEO, AEO, and your website
- Why It Matters
 - Customers research before they buy.
 - Educational content answers their questions, builds confidence, & positions your business as the trusted expert before the first conversation happens.
- What it Doesn't Do
 - Doesn't create instant sales
 - Doesn't replace a strong website or marketing strategy
- What to Expect
 - Short-Term : Answers common customer questions
 - Long-Term : Builds authority and earns trust over time



 Takeaway: The business that teaches often becomes the business that gets hired.

Social Media

🍋 Showing people your lemonade stand every day, not just when you're selling.

- What it Does
 - Builds familiarity and relationships
 - Keeps your business visible
 - Reinforces your brand personality
- Why It Matters
 - People want to know who they are hiring.
 - Social media gives customers a window into your business, your work, & your reputation.
- What it Doesn't Do
 - Doesn't guarantee sales
 - Doesn't replace customer service or reputation
- What to Expect
 - Short-Term: Increased visibility and engagement
 - Long-Term: Stronger brand recognition and customer loyalty



💡 Takeaway: People don't buy from strangers, they buy from businesses they know and trust.

Pay-Per-Click (Google Ads) & Social Media Ads

🍊 Paying for the busiest corner in town and reminding people to come back.



- What it Does
 - Generates immediate visibility
 - Reaches customers ready to buy
 - Re-engages interested prospects
- Why It Matters
 - Paid advertising allows businesses to increase visibility quickly and reach specific audiences.
 - It is powerful for generating opportunities, but works best when the rest of your marketing foundation is strong.
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 - Paid advertising allows businesses to increase visibility quickly and reach specific audiences.
 - It is powerful for generating opportunities, but works best when the rest of your marketing foundation is strong.
- What it Doesn't Do
 - Doesn't build long-term visibility by itself
 - Doesn't fix a weak website or poor customer experience
- What to Expect
 - Short-Term: Immediate traffic and leads
 - Long-Term: Best results when paired with organic marketing



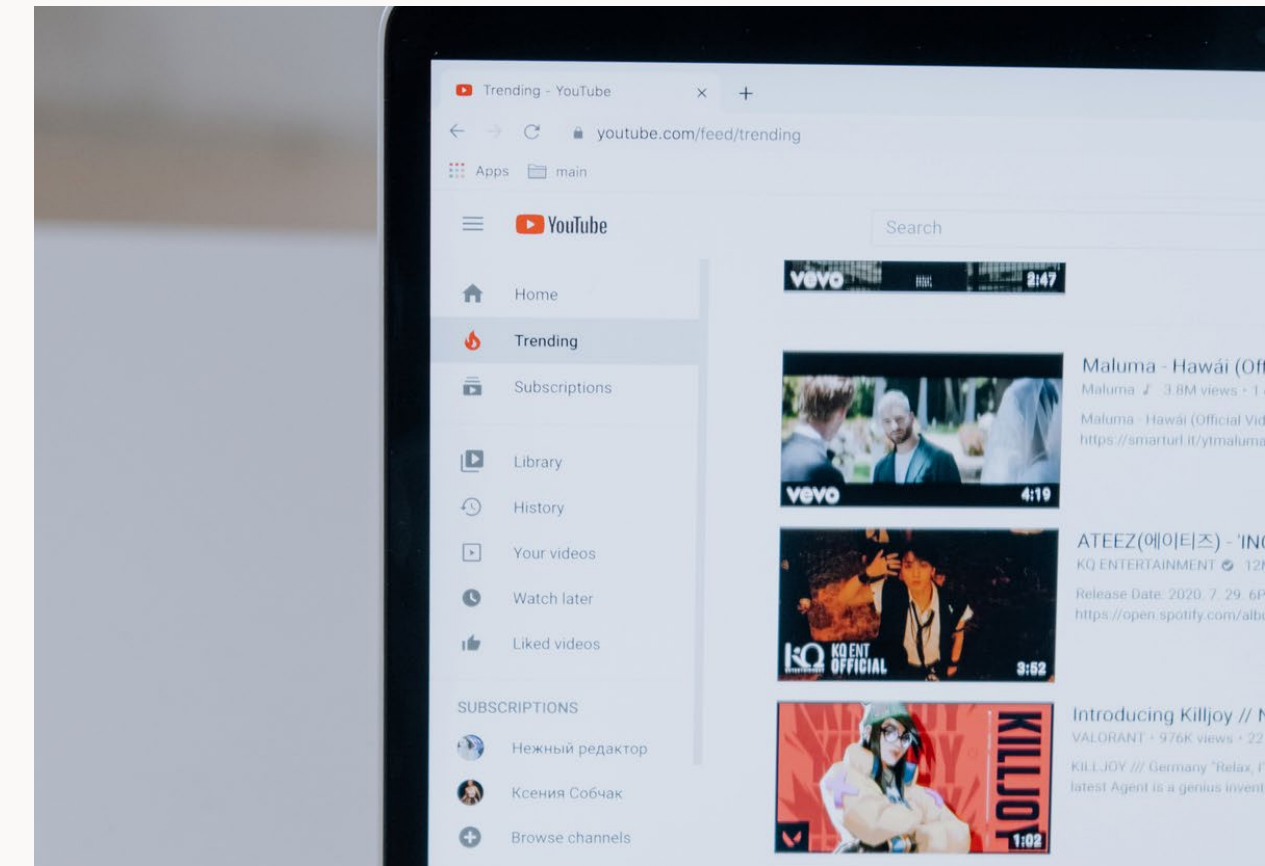
💡 Takeaway: Paid ads rent attention. Great marketing earns it.

Video Marketing

YouTube • Pre-Roll Video

🍋 Introducing your lemonade stand before someone watches what they came to see.

- What it Does
 - Expands brand awareness
 - Creates memorable first impressions
 - Builds recognition through video
- Why It Matters
 - People connect with people.
 - Video allows potential customers to see your expertise, personality, and work before they make a buying decision.
- What it Doesn't Do
 - Doesn't guarantee viewers will become customers
 - Doesn't replace consistent marketing
- What to Expect
 - Short-Term : Fast exposure to new audiences
 - Long-Term : Stronger brand recall and recognition



💡 Takeaway: If people remember your story, they're more likely to remember your business.

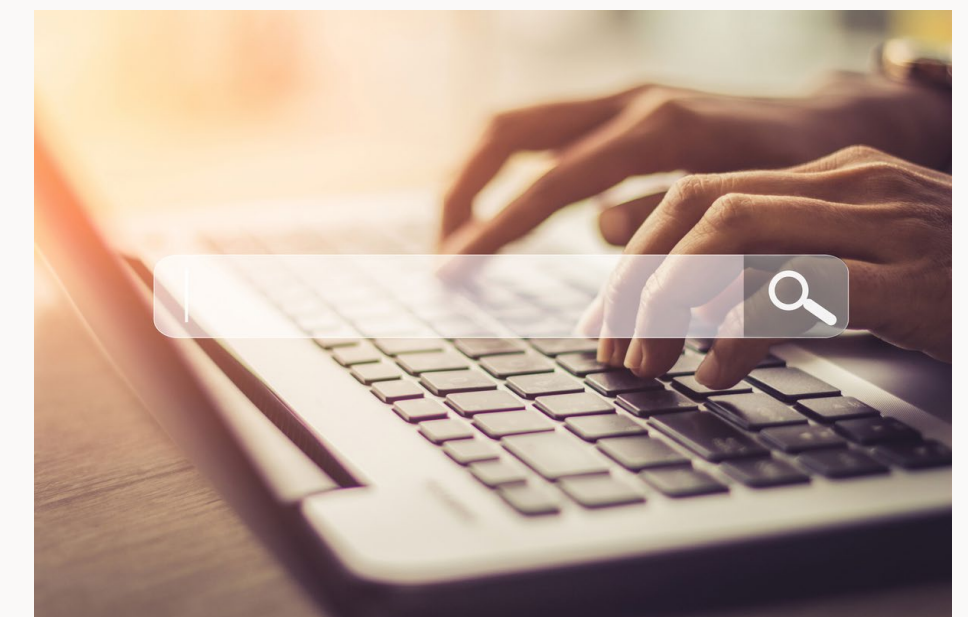
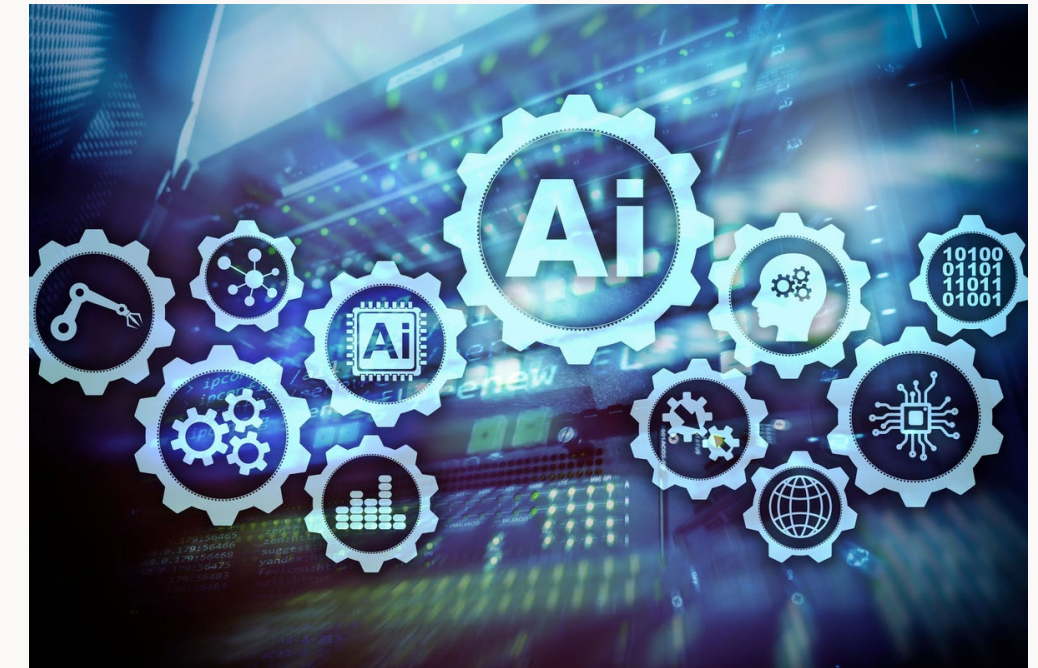
AI & The Future of Discovery

AI & The Future of Discovery

🍋 When someone asks AI who has the best lemonade, you want your stand to be the answer.

- What it Does
 - Helps AI understand your business
 - Improves visibility in AI-powered search
 - Strengthens your digital authority
- Why It Matters
 - The way customers find businesses is changing.
 - A strong digital presence helps AI understand your business, recognize your authority, and recommend you when people ask for solutions.
- What it Doesn't Do
 - Doesn't replace the fundamentals of good marketing
 - Doesn't work if your online presence is incomplete or inconsistent
- What to Expect
 - Short-Term : Better organization of your digital presence
 - Long-Term : Greater visibility as AI becomes a primary way people search

💡 Takeaway: AI doesn't create your reputation, it recognizes it.



Thank you!

Great businesses aren't built on one tool. They're built on the right tools working together.

A successful trade business requires more than great workmanship.

It requires:

- A reputation people trust.
- A presence people can find.
- A system that turns opportunities into customers.

Marketing works the same way.

Your craftsmanship is what earns the customer. Your marketing is what helps the customer find you.

You know how to build the things that matter.

We help build the system that helps more people discover, trust, and choose your business.

Because the best businesses shouldn't be the best-kept secrets.



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