

Beeotto

Advertising Agency

America's First Subscription-Based Digital Marketing Service For Small Businesses Only

Who Are We?

Beeotto, LLC, is a new concept: not merely an ad agency, but a Subscription-Based *Membership-Only* Digital Advertising and Cross-Marketing Platform designed exclusively for independent Main Street businesses.

Who Are Our Target Clients?

30 million small business owners throughout the United States—ignored, at a loss, unassisted, and untapped.

But We Don't Have "Clients," per se

We have *Members*, with shared challenges and concerns for which we'll provide solutions. To us it's not a semantic distinction—it's how we define our business model and view the manner in which everyone within the Beeotto Community will interact, as equals.

Our intention *indeed* is to build a nationwide community: the Beeotto Family of Small Businesses. A cooperative to lift America's small business owners that they may be seen above the heads of America's corporate giants.

What's Their Predicament?

- Small business is the backbone of American jobs. 90% come from our Mom & Pops.
- Small business owners live in the digital world.
- Yet few know how to advertise in it or have time to learn.
- Big Business is at home in the digital world. It has the upper hand.
- The result: 30 MILLION AMERICAN MERCHANTS are *alone* and looking for answers.
- In small towns and urban neighborhoods, Main Streets are neglected.

How Do We Help?

By letting them do *their* jobs while we do ours.

- Our job is to give them visibility—affordably, effectively, and with consistency.
- Our job is to level the playing field with corporate giants.
- Our job is to dispel any sense of isolation among America's independent business owners and offer them Membership in the Beeotto Community of Small Businesses.

There *is* strength in numbers. Individuals are often swept aside, but a cooperative of 30 million members is a force that will *never* be ignored.

What Do We Do?

We are a Full-Spectrum Cross-Media Marketing Platform, offering

- 3 Subscription Levels, each providing Main Street America with 1-Stop Shopping to cut through the digital fog;
- Membership in a National Marketing Community of *millions*;
- Customized spot production for both streaming and cable TV;
- “Power-10-Second” cable spots, plus mp4 spots for digital-streaming;
- Filtering and selection of popular broadcast TV channels, as well as high-trafficked streaming services and websites;
- Spot placement on the designated channels, plus placement on selected digital streaming services (Roku, Hulu, Firestick, etc.) and mainstream websites—thus guaranteeing maximum reach through the employment of cross-marketing .
- Digital promotions with proprietary software to pinpoint a Member’s customer base and track individual results, plus:
- Visibility on the web based Beeotto Digital Marketplace;

The intertwined relationship between Beeotto and its Members will be one of ongoing mutual benefit. For Beeotto: the more Members, the greater the exposure of the Beeotto brand. For our Members: as the Beeotto brand grows in national visibility, the more trusted and sought-out our Members’ businesses become.

Our design is that Beeotto becomes the AARP of small businesses, with the Beeotto name and logo no less recognizable (& trusted) than the old-school Good Housekeeping Seal.

What About Cost to Members?

Every service we provide will be at a low cost unavailable to small businesses outside the Beeotto Community. Were it otherwise, we wouldn’t be of much value to our Members.

Why Are We Doing This?

Because at one time we were among the neglected.

Each founding member of Beeotto was a small business owner. We’ve been fortunate. Our businesses were successful. But we know from experience what it’s like to feel invisible when competing with corporate America.

Today, years later, we see an opportunity to provide a service that simply didn’t exist

when we began our business careers.

So for us it's the perfect project. It feels right to share our years of experience; plus the business itself is efficient, scales quickly, and is extremely lucrative.

And suddenly, it's exceedingly timely.

The Corona virus . . .

No sooner had we launched Round 1 of our capital raise than Covid swept the nation. Shortly thereafter, lockdowns were in place.

As did most of the country, we put our project on hold.
Now that the nation is reopening, so are we.

The painful irony is that because of the Corona virus, small businesses need Beeotto now more than ever. Our target is to begin rolling-out the company this fall.

We have no idea when the pandemic will be over. But we do know that life goes on. Beeotto, through affordable and strategic marketing, has the potential to be a lifesaver for millions of small businesses that will need to be seen, and seen quickly.