



# IS YOUR INTERNET PRESENCE COSTING YOU BUSINESS?

DIGITAL MARKETING 201  
FOR MEDICAL AND LEGAL PRACTICES

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When something bad happens, you have three choices. You can either let it define you, let it destroy you, or let it strengthen you.

THEODOR GEISEL (DR. SEUSS)

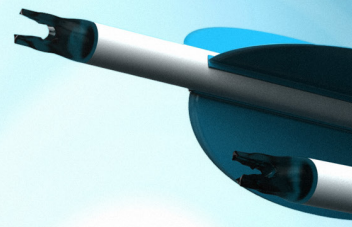
# CAN YOU AFFORD

## to Neglect Marketing in a Slower Economy?



Market fluctuations always present opportunities. While downturns do come with a myriad of challenges, they also offer unique possibilities for growth at a discounted price. When asked, *“What do you think about the recession?”* Sam Walton, the founder of Walmart, responded:

“I thought about it and decided not to participate.”



So you may wonder, what is the single worst thing you can do today to stall your long-term growth?

- Simply doing nothing may turn out to be your most costly option.

# TOP 5 REASONS

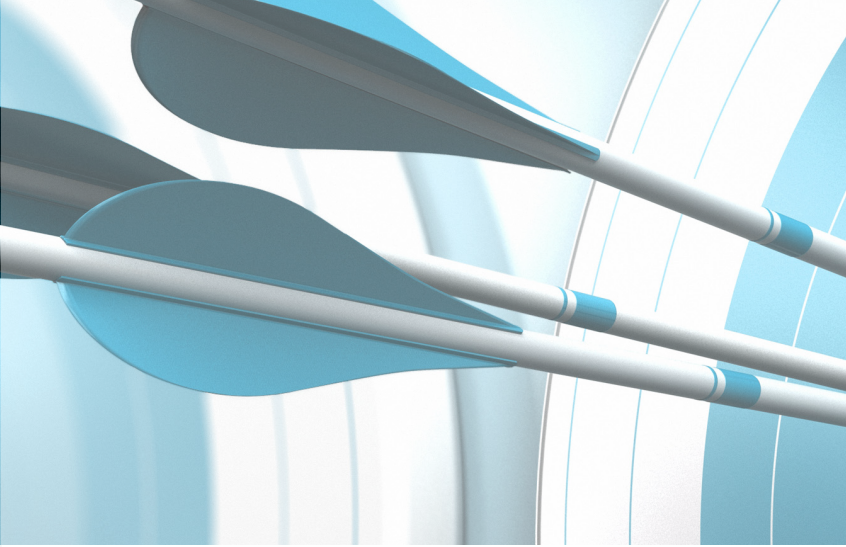
## to Boost Your Marketing Efforts in an Economic Slowdown

### 1 You need business to stay in business.

Even for very rare referral-based only practices, new clients referred to you will still look you up before initiating that first contact.

### 2 Cost per lead drops in weaker markets as competition temporarily decreases.

A lot of practices will turn off their digital advertising during a recession. However, some experts consider economic downturns the best time to invest in digital marketing. This is because while your actual spending remains the same, your relative spending



LESS COMPETITION  
ENHANCES THE  
EFFECTIVENESS OF  
YOUR MESSAGE.  
IN ESSENCE,  
YOU ARE IN A  
“BUYER’S MARKET”  
FOR BRANDS.

power will increase. This more affordable cost per lead is effectively market share purchased at a discount. Less competition also enhances the effectiveness of your message. In essence, you are in a “buyer’s market” for brands.

### 3 Internet marketing in particular is highly targeted and comparatively affordable.

Its performance is easily measured. In 2008, despite a deepening recession, marketers spent 14% more on online ads over the first three quarters of the year than they did over the same time frame in the previous year. Those that continued advertising came out stronger than those that didn’t.<sup>1</sup>

### 4 Google is always looking. And so are people.

Search engine algorithms are actively assessing the best resources for search results, 24/7. And now more than ever,

people are searching online. If they don’t find you, they will call your competitor.


### 5 Consistent marketing efforts increase brand awareness, loyalty, and search rankings.

These are critical drivers of business growth and reliable ways to mitigate long-term risk. They are time-consuming and expensive to build — and even more expensive to lose. People favor familiar brands as trusted and safe choices during a time of uncertainty.

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1 | Harvard Business Review, *How to Market in a Downturn*, John Quelch and Katherine E. Jocz

# POST VS. KELLOGG'S

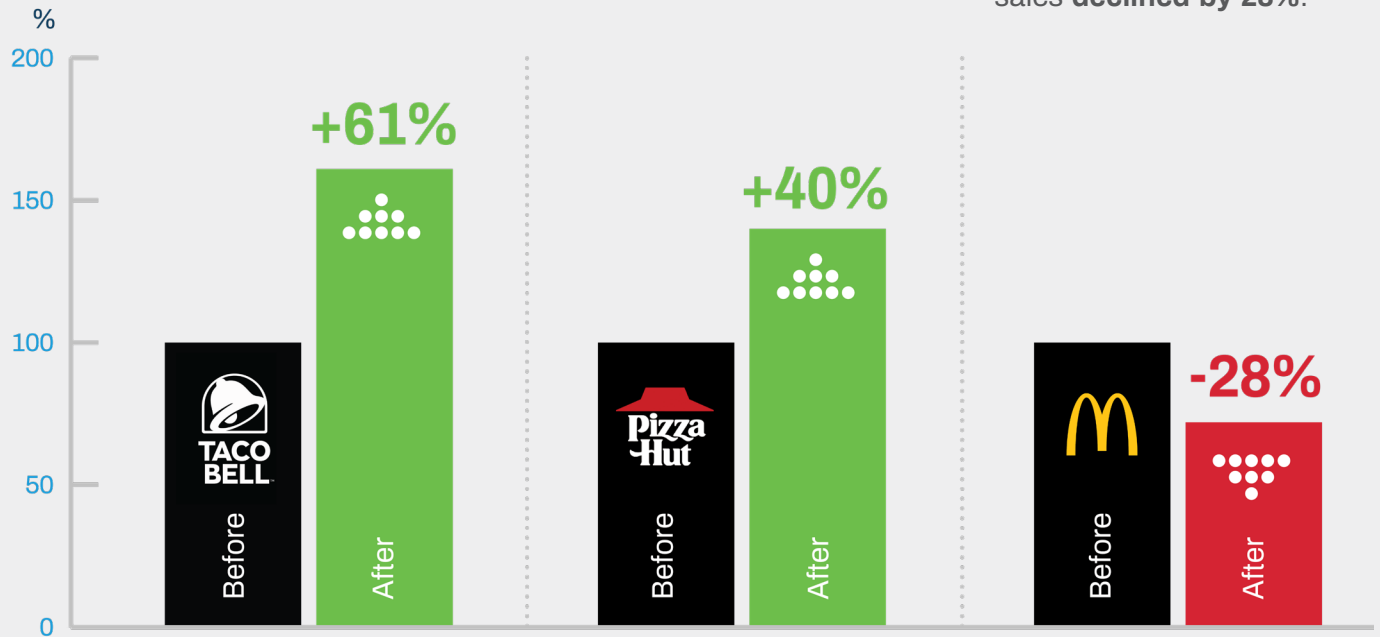


In the 1920's, Post was the category leader in the ready-to-eat cereal category. During the Great Depression, Post cut back its advertising budget significantly while rival Kellogg's doubled its advertising spend and introduced a new cereal called *Rice Krispies*, featuring several varieties. **Kellogg's profits grew by 30% and the company became the category leader, a position it has maintained for decades.<sup>2</sup>**

2, 3 | Forbes,  
*When a Recession Comes,  
Don't Stop Advertising*,  
Brad Adgate

In the 1990-91 recession, Pizza Hut and Taco Bell took advantage of McDonald's decision to drop its advertising and promotion budget.

As a result, Pizza Hut **increased sales by 61%**, Taco Bell **sales grew by 40%** and McDonald's sales **declined by 28%**.<sup>3</sup>



# QUICK SERVICE RESTAURANTS

In essence, businesses that choose to sabotage their revenue by failing to take advantage of the wealth of accessible and affordable digital marketing opportunities will likely find themselves trying to recover **with less funds** and **against stronger competition** once the economy takes an upturn.

• AT THAT POINT, THEY WILL EFFECTIVELY  
• BE AT THE MERCY OF THOSE  
• BETTER PREPARED COMPETITORS.

# TO RECAP...

Simply not knowing where your internet presence may be lacking today is the first step towards doing nothing for the prosperity of your business. In just a few minutes, we can help you identify potential revenue growth opportunities and highlight gaps in your current strategy.

We have been around as long as Google and have successfully steered thousands of our clients through previous economic challenges. Request your [free marketing evaluation](#) now.





When times are good, you

**SHOULD**

advertise.

When times are bad, you

**MUST**

advertise.

BRUCE BARTON

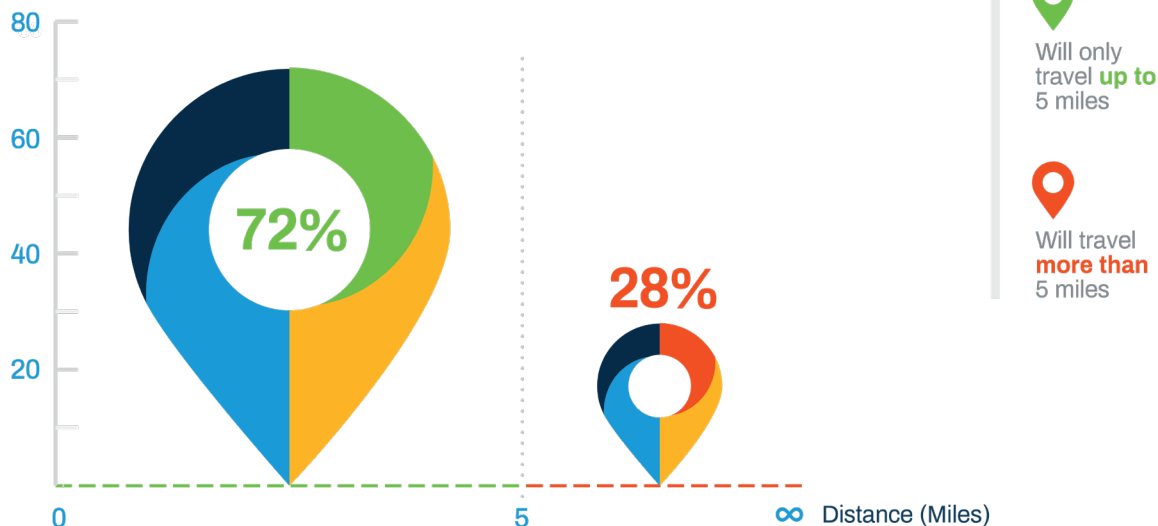
# 1

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## GET ON THE MAP

Mastering the local search game is winning half of the battle.

Probability of Traveling 5+ Miles (%)



Did you know that 72% of consumers who did a local search ultimately chose a business within a 5-mile radius?<sup>4</sup>

When referring to local SEO, “local” truly means “local” in terms of the user’s geographic coordinates. Google knows that people will look closer to home if there are a number of choices priced within their budget. This relevance of local results was therefore a huge driving factor behind some fairly recent updates to Google’s algorithm.

In other words, this initial search will largely determine the pool of available choices for a local business.

Thus, failure to prioritize and optimize your local SEO practices will likely prevent you from appearing in local results, which in turn will directly translate into a significant, measurable impact on your bottom line.

4 | Hubspot, *State of Marketing Report 2020*



## FUN FACTS

Google doesn't disclose their search volume data but according to unofficial estimates they now process **over 40,000 search queries every second** on average, which translates to **over 3.5 billion searches per day** and **1.2 trillion searches per year**. Almost 1 in 2 of all these searches is specifically looking for a business or service near them.<sup>5</sup>



# 46%

of all Google searches seek local information<sup>5</sup>



# 88%

After making a local business search on a mobile device, 9 out of 10 will then call or visit the business within 24 hours<sup>6</sup>



# 78%

of local-based mobile searches result in offline purchases<sup>7</sup>

5 | GoGulf

6 | Nectafy

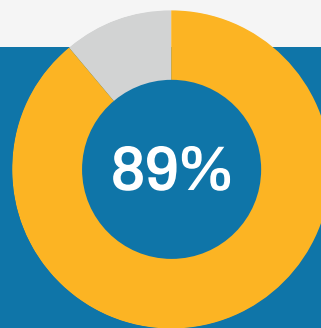
7 | Search Engine Land

Users who conduct local searches generally have a high purchase intent.

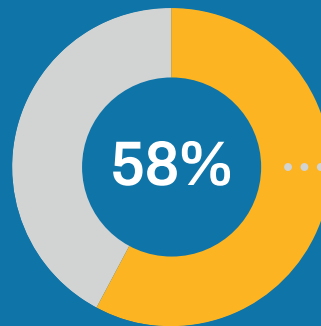
Mobile users specifically tend to be very goal-oriented, as they know the product or service they are looking for is available nearby. They would be unlikely to factor in the business location if they were not serious about purchasing.

Consumers rely very heavily on the Internet to find businesses near them.

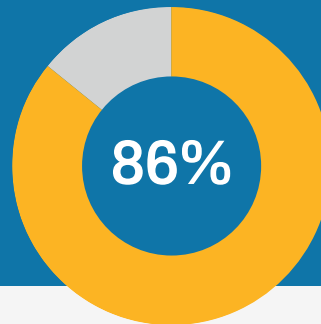
Local search statistics reveal that...



.....  
... almost 9 out of 10 perform a local search at least **once a week** <sup>8</sup>



.....  
... more than 1 in 2 search for a local business **every day** <sup>9</sup>



.....  
... and the vast majority of the above use **Google Maps** <sup>10</sup>  
.....

8, 9 | Adaptive Marketing 10 | Boost Medical



According to Moz, **Google My Business signals make up 19% of local ranking factors.** Google My Business is essential for local SEO as it enables your business listing to appear in local search results for queries that match your products or services.

It is **absolutely critical** for your contact information to be consistent. **Any** variations will cause problems with **both** search engines and human users.

# WHAT problems exactly?

**73% of people lose trust in brands due to inaccurate local business listings.<sup>11</sup>**

To make matters worse, search engines are also easily confused by conflicting data and that results in a negative impact on traffic to your website. After years of being in business, you may have inadvertently generated a number of incorrect and duplicate listings — even if you've been careful. Automated bots create these listings for you without your permission or knowledge simply by scraping information from the Internet.

# Industry-Specific INSIGHTS

## MEDICAL



2 out of 3

healthcare searches  
are not branded.<sup>12</sup>

A non-branded search is one on a general topic or intent — for example, “*cosmetic dentist near me*”, as opposed to “*Ocean View Cosmetic Dentistry*” (a branded search). Non-branded keyword traffic often represents the majority of new and unique visitors and, unlike branded searches, requires deliberate and often substantial optimization efforts.

## LEGAL



More than

2 out of 3

people start their initial search  
for an attorney online.<sup>13</sup>

11 | Placeable  
12, 13 | Yext

# 2

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## THE NEW 'WORD OF MOUTH'

Discover how online reviews drive  
consumer decision making.





# 84%

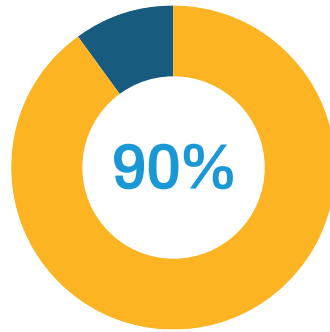
of people trust  
online reviews as  
much as a personal  
recommendation.<sup>14</sup>

Online reviews are the new word of mouth. Your online reputation requires constant vigilance, as it can potentially make or break your business.

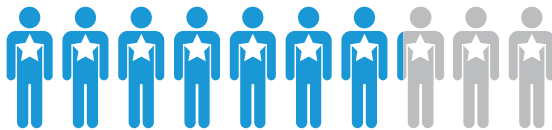
The quantity, quality, velocity, and diversity of reviews drive consumer behavior in ways that are way more profound than you might expect.

To appreciate the full extent of the impact of customer reviews on your bottom line, consider what the following studies found.

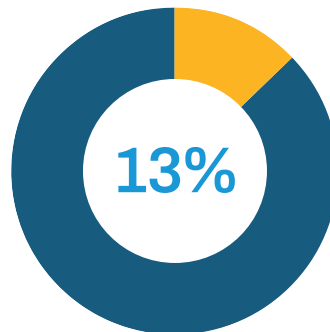
— 14 | Search Engine Land



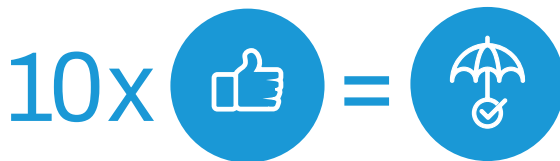
According to Search Engine Watch, **9 out of 10** people read reviews before visiting a business.<sup>15</sup>



More than **7 in 10** will take action only after reading a positive review.<sup>15</sup>



**Review signals** make up 13% of local ranking factors.<sup>16</sup>



The average person reads **10 reviews** before feeling able to trust a business.<sup>17</sup>

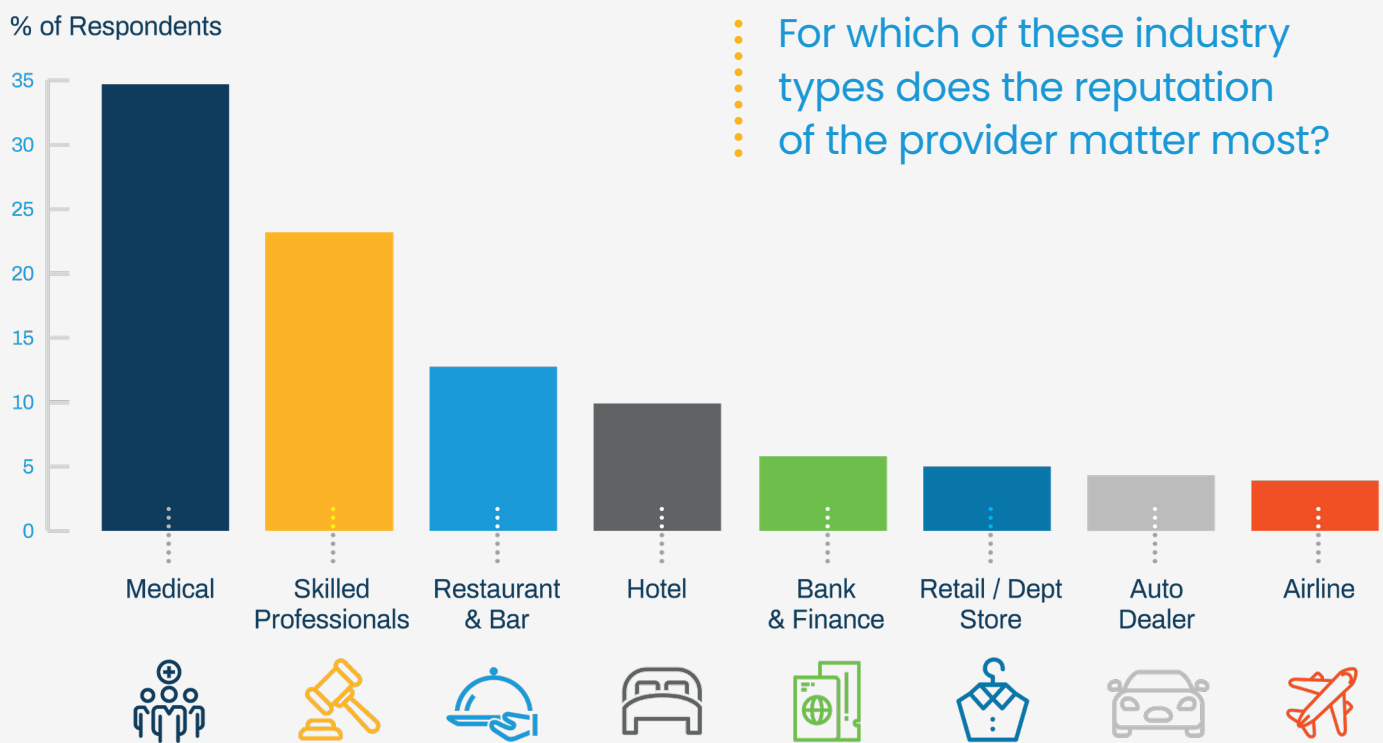
Convergys estimates that **one single negative review** can cost you 30 clients and 80% of people will change their mind about a brand after reading a **single bad review**. That being said, bad reviews happen; responding promptly and politely can potentially get someone to change their viewpoint and help demonstrate your values to prospective clients.

15 | Search Engine Watch

16 | Moz

17 | BrightLocal

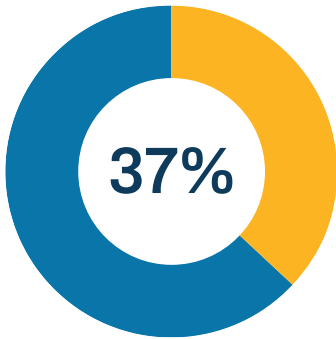
ACCORDING TO NRC MARKET INSIGHTS, THE TWO BUSINESS CATEGORIES THAT EXPERIENCE THE HIGHEST IMPACT OF CUSTOMER REVIEWS ARE MEDICAL AND SKILLED PROFESSIONALS.



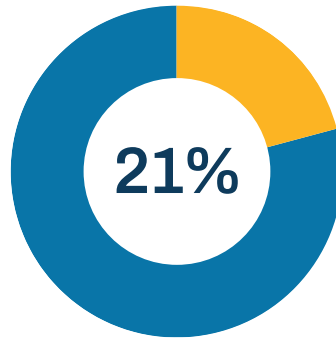
Considering the above, it is hardly surprising that only **2% of consumers are likely to select a medical or legal practice with no reviews or ratings**, as compared to practices with positive reviews. The latter can convert **183% more** new business than the former (practices with negative or no reviews).<sup>18</sup>

**Having no reviews at all can be just as detrimental** to you as having bad reviews because no one wants to trust their health to — or be represented in a court of law by — someone they perceive as inexperienced.

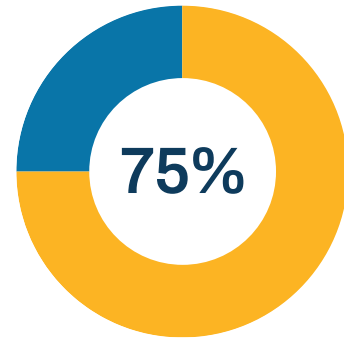
18 | VentureBeat



Over one third of patients used online reviews as their very first step in searching for a new doctor—**before even asking a family member!**



And even when getting a recommendation from a trusted person, approximately **1 out of 5** (20.8%) then used online reviews **to verify what they were told.**



**74.7%** of patients want to see at least 7 ratings before they'll trust them. **77.6%** need to see 7 similar comments before they'll believe that there's a trend.

## However, not just any ratings and reviews will do.

Patients need to see a certain level of quality in an online rating before they'll give it their **vote of confidence.** Freshness is important in this respect. If reviews are older than 18 months, 66.1% of healthcare consumers consider them out of date. 19.8% draw the line at just six months.

Furthermore, six out of ten (59.9%) patients say they've **selected** a doctor based on positive reviews, and nearly the same percentage (60.8%) of patients say they've **avoided** doctors based on negative reviews.<sup>19</sup>

# Review quality is the single most critical attribute that can make or break your practice.

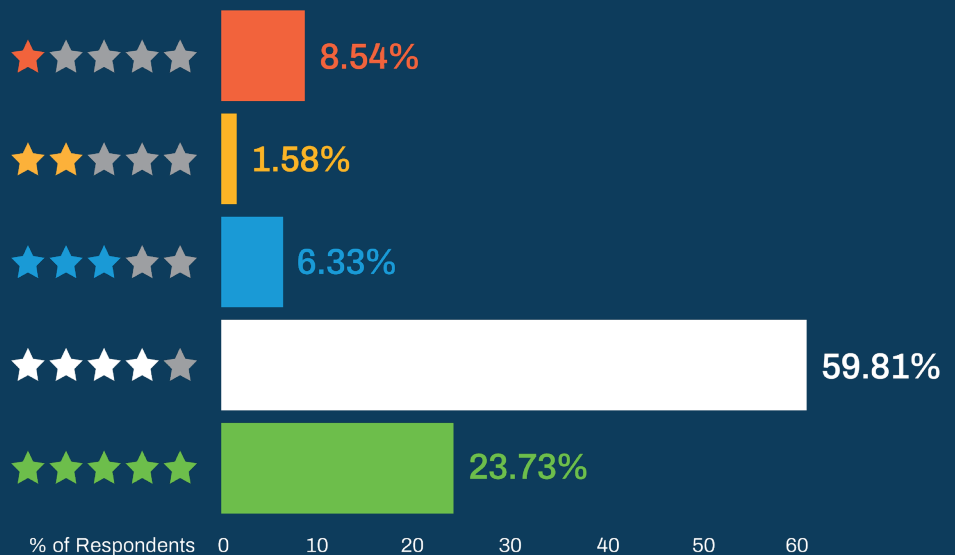


75% of consumers seeking an attorney use online resources to find one.<sup>20</sup>

65% of people said online reviews greatly influenced their decision in selecting an attorney.<sup>21</sup>

70% are willing to go to an attorney's office in a less convenient location if they have better reviews than a closer legal professional.<sup>22</sup>

What is the minimum average review score a law firm would need to have before you hired them?



20, 21 | Broadly

22 | Virayo

23 | iLawyerMarketing

The study above found that nearly **84%** of respondents would only hire a law firm with average review scores of **4 stars or higher**.<sup>23</sup>

# 3

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# SOCIAL PROOF:

An indispensable tactic for both conversion rate and search engine optimization.



# 72%

of all internet users are active on social media. In essence, failure to utilize social media translates into a wasted opportunity to attract 7 out of 10 potential prospects.<sup>24</sup>

Social media efforts can be leveraged to produce truly stunning levels of influence on your audience.

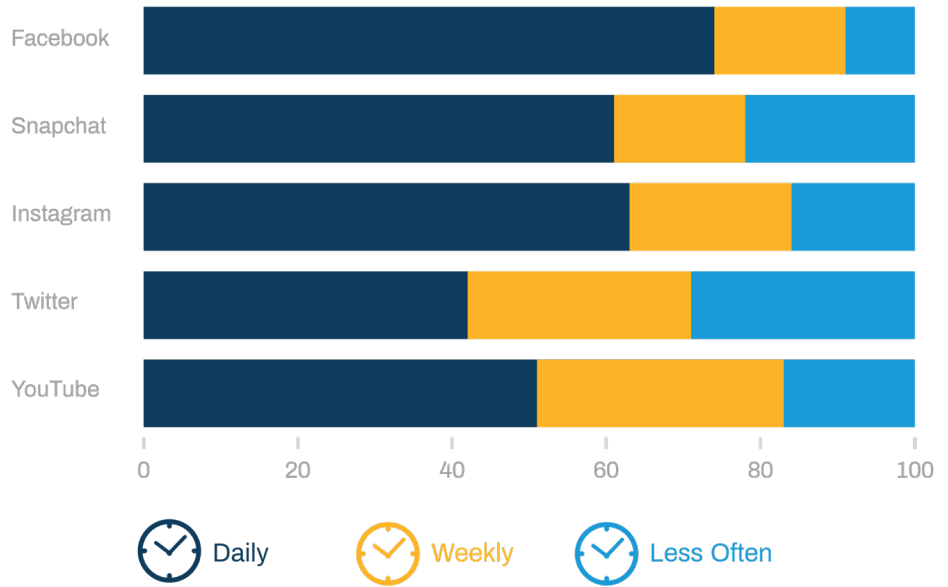
Effective social media engagement communicates authority and offers social proof. Furthermore, it is a vote of confidence that search engines factor into website rankings.

Your social presence helps your practice build the kind of credibility Google seeks and rewards. Fortunately, social media is one of the most affordable and easily measurable components of a comprehensive marketing strategy.

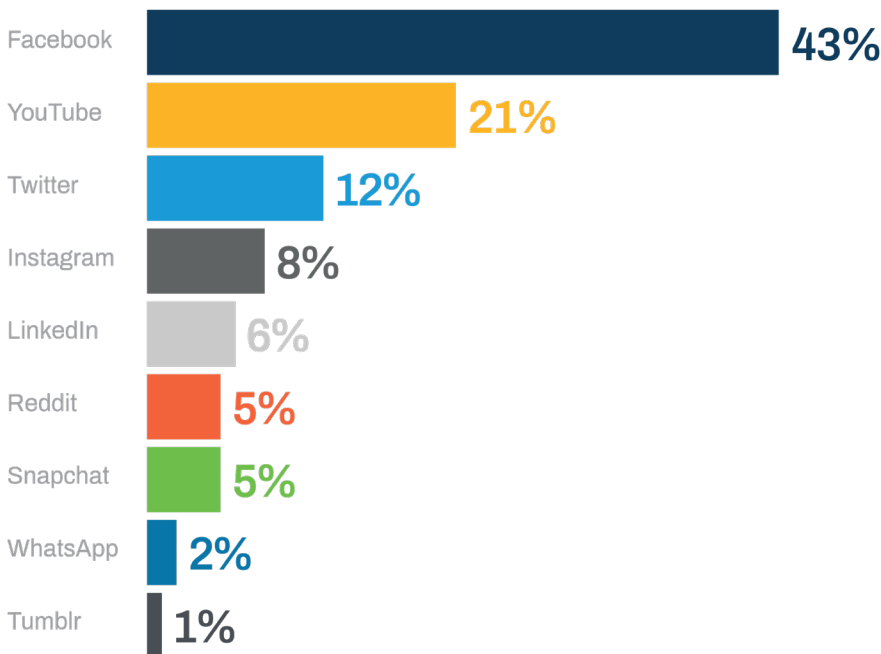
# How Often Americans Use Social Media Sites

## FREQUENCY OF USE BY PLATFORM (%)

For many users, social media is part of their **daily routine**. Roughly **three-quarters of all Facebook users** – and around **6 in 10 Instagram users** – visit these sites **at least once a day**.<sup>25</sup>



## % OF AMERICAN ADULTS WHO RELY ON SOCIAL MEDIA FOR NEWS, BY PLATFORM



Facebook is a pathway to news for about 4 out of every 10 American adults.<sup>26</sup>

25, 26 | Pew Research Center;  
 Note: Numbers may not add to 100 due to rounding.



# How Social Engagement Improves Your SEO and Conversions



**There is a connection between social media and search engine optimization.**

Google takes “social signals” into consideration when ranking a page.



**Today, search is no longer limited to search engines.**

You have an opportunity to expand your audience via social media search. When people need to connect to something or someone, they increasingly turn to popular social media platforms.

Have you noticed that when searching for a company in Facebook, you get results eerily similar to the top 3 local results on Google (also referred to as the “local 3-pack”)? There is an algorithm behind local 3-packs that determines which businesses get to show up and in what order.



**It helps increase conversion rates.**

Unless your new leads are converted into sales, they are ultimately useless to you.

A reliable way of boosting conversions is to offer social proof — and social media by definition is the prime tool for that. User-generated content (e.g. reviews) and follower count, for example, have a tremendous ability to drive human action by building confidence with prospects who don’t know you. That works because people have a tendency to follow the crowd — when they see a large group doing something, they feel safer joining in.

Facebook is a local search engine. Are you treating it like one?

Over **600 million users** visit Facebook business pages every day. **52% of consumers** have discovered a brand there.

Last year, Facebook reported seeing

# 1.5 BILLION SEARCHES PER DAY

Compare that to Google's claim of **3.5 billion** searches per day.<sup>27</sup>

27 | Search Engine Watch

# Industry Insights



## MEDICAL

Recent studies show that audiences are **60% more likely to trust doctors who are online** than those who aren't!

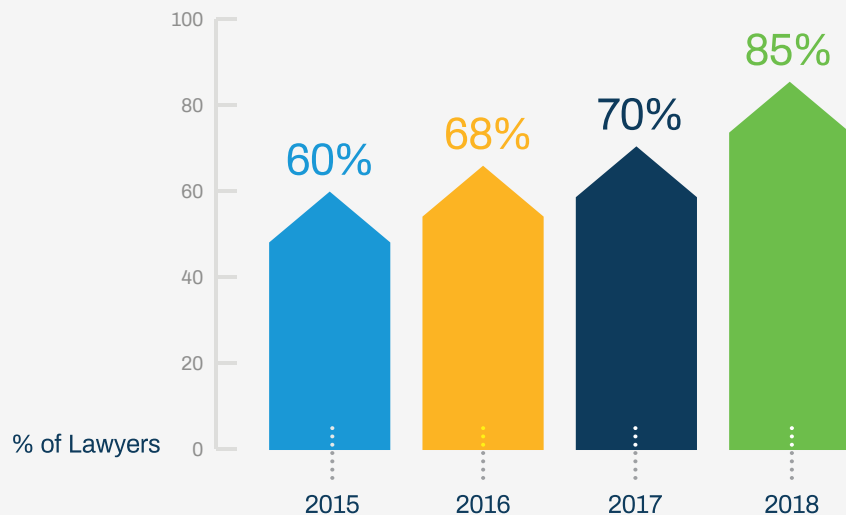
And yet, only **53%** of physician practices in the United States currently have a Facebook page. This means that **1 in 2 practices** are not expanding their reach beyond its localities.<sup>27</sup>



## LEGAL

Over the past few years, a steadily increasing number of lawyers have started utilizing social media as part of their marketing strategy.<sup>28</sup> The overall trend is clear:

### Percentage of Lawyers Who Utilize Social Media in Marketing Strategy



**Facebook** is the platform of choice for solo practitioners and firms of five or fewer attorneys. The primary goal of this group's social marketing efforts is to build a personal brand. **80% of solos** manage their own social media, which is a 24/7 endeavor — at home, at work, on weekends. **27%** of lawyers reported that it consumes **5 to 10 hours of their week**, and **8%** spend **10+ hours per week** managing their social presence.<sup>29</sup>

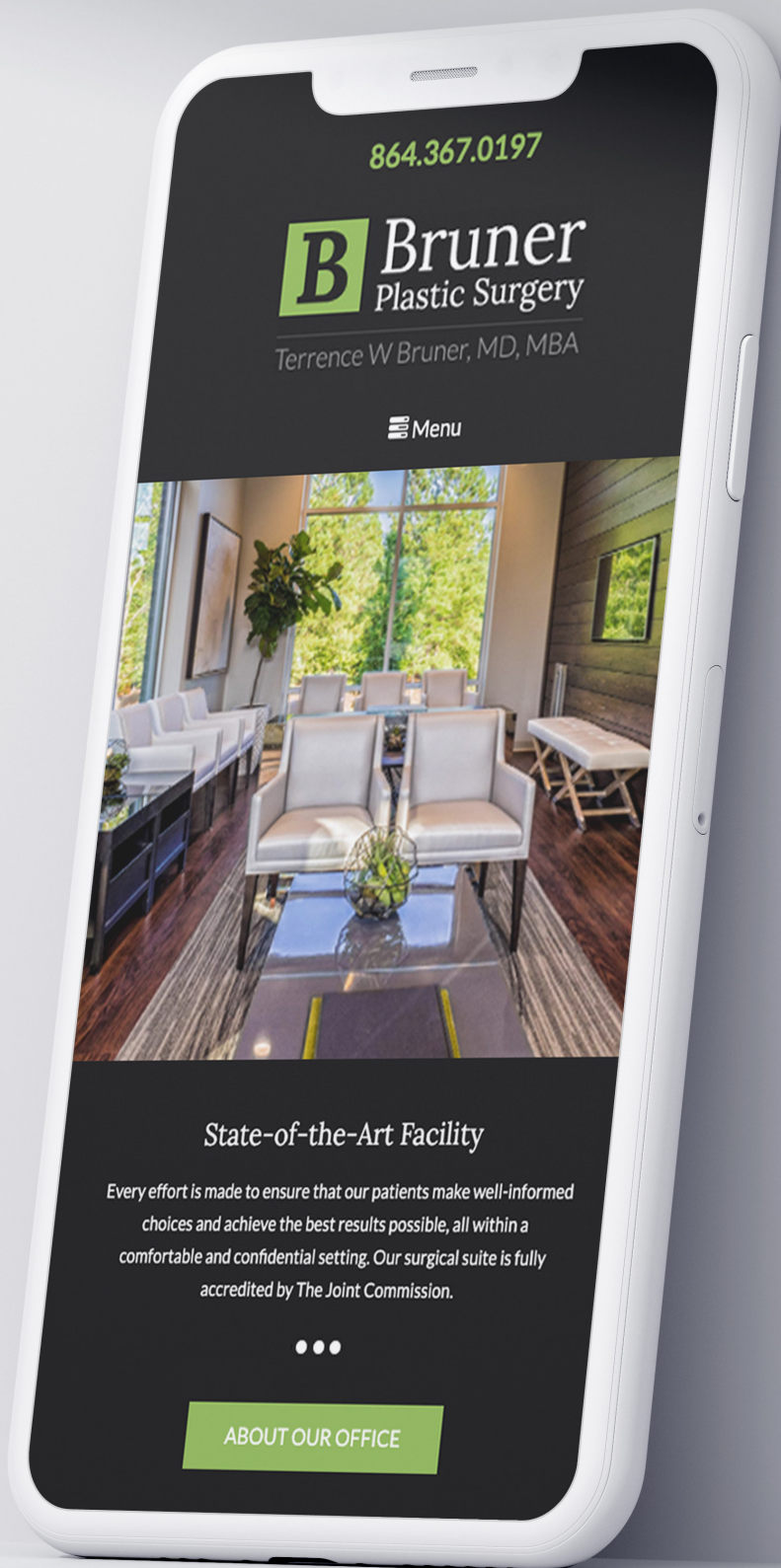
27 | CDW  
28, 29 | Attorney at Work,  
4th Annual Social Media  
Marketing Survey

# 4

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## THE FACE OF YOUR BUSINESS

Yes, that is your website.  
But are all websites created equal?



864.367.0197

**B** Bruner  
Plastic Surgery

Terrence W Bruner, MD, MBA

Menu



### State-of-the-Art Facility

Every effort is made to ensure that our patients make well-informed choices and achieve the best results possible, all within a comfortable and confidential setting. Our surgical suite is fully accredited by The Joint Commission.



ABOUT OUR OFFICE

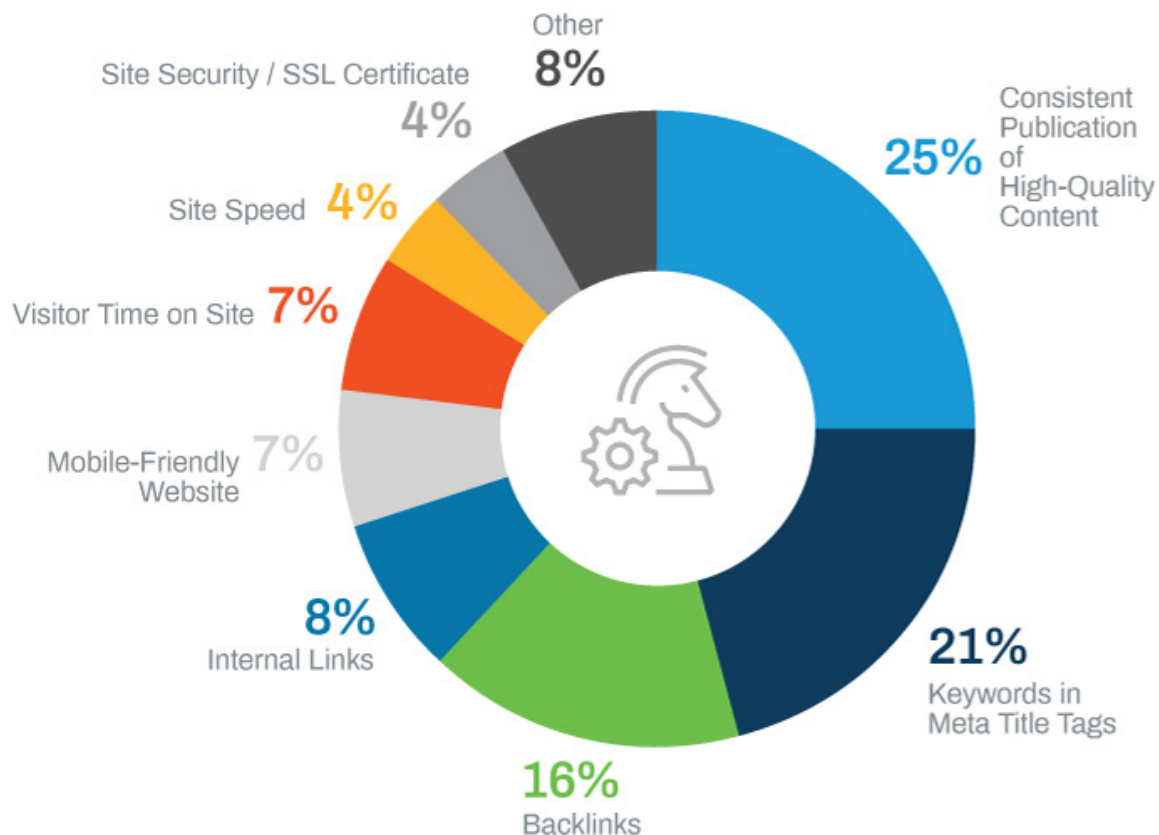
To be effective, your website must 1) **rank high** and 2) **convert visitors** to clients. Google uses hundreds of ranking factors in their algorithm — and then there are hundreds of *other* factors that

influence the choices of human users.

Let's take a quick look at a few of these that drive *both* ranking and conversions.

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## The 2020 Google Algorithm Ranking Factors<sup>30</sup>



Performance in each one of these areas is critical to ensure your website is working for you.

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30 | First Page Sage,  
The 2020 Google  
Algorithm Ranking Factors

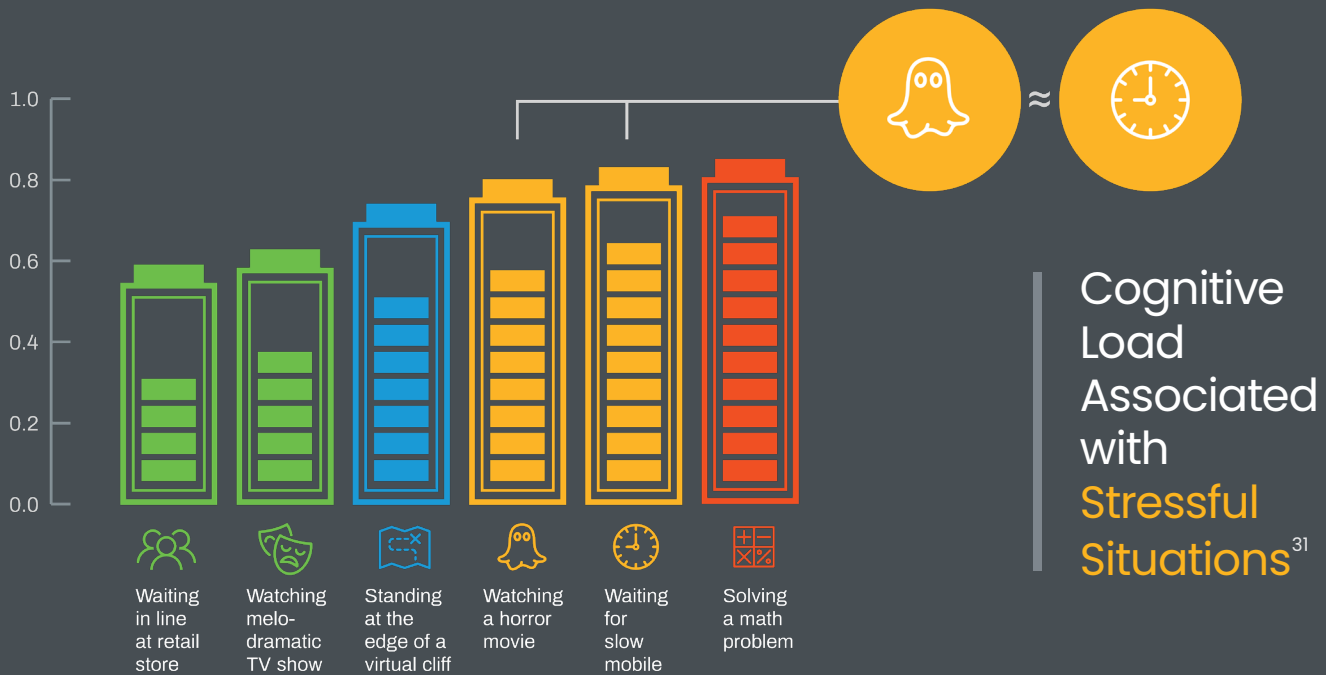


## Mobile Site Speed

In addition to influencing search results, site speed directly impacts conversions as a result of its dramatic influence on user experience.

The level of stress caused by mobile load delays can be higher than watching a

# HORROR MOVIE



31 | Ericsson ConsumerLab Neuro Research, *Streaming Delays Mentally Taxing for Smartphone Users*

If your website is inadvertently imposing a high cognitive load on your visitors, that will directly translate into a lower conversion rate for you.

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## In other words, you may be found online but those visitors will never become your customers.

In fact, as we shall see shortly, if your site is too slow, it may not even be found in the first place.



### FUN FACTS

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**53%** of mobile visitors leave a site that takes longer than 3 seconds to load.<sup>32</sup>

Conversion rates fall by **12%** for every extra second that it takes your website to load.<sup>33</sup>

A **100-millisecond delay** in load time can decrease your conversions by **7%**.<sup>34</sup>

**48 percent** of users say that if a website is not mobile-friendly, they'll take it as an indication that the business simply doesn't care.<sup>35</sup>

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32, 33 | Google

34 | Unbounce

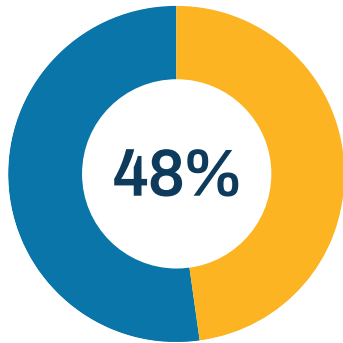
35 | SAG IPL



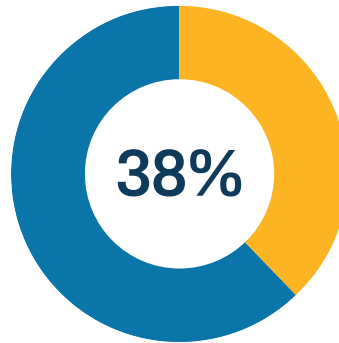


## Other Design Considerations

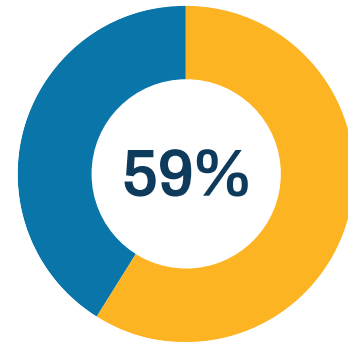
The design of your website affects both your conversion rate and SEO.



of people cited a website's design as the **number 1** factor in determining **the credibility of a business**.<sup>36</sup>



of visitors **will leave** a website if they find the content or layout **unattractive**.<sup>37</sup>



Given 15 minutes to browse, **6 in 10** people will read through something **beautifully designed** rather than something boring.<sup>38</sup>

Did you know that if you make the wrong web design choices, you can accidentally damage your SEO ranking by making it difficult for crawlers to index your site?

There are best practices on how to format images, content, and URLs so they can be indexed more easily and help boost your ranking.

Overall, the goal of search engines is to try and mimic the human user experience, so they will punish you for having a poor site. This works as follows. Slow load times, readability issues, or an outdated website design create barriers for people to engage with your site. A user-unfriendly or mobile-unfriendly site thus drives your human visitors away. Search engines then pick up on this behavior and drop your rankings accordingly.

36, 37 | Blue Corona  
38 | Adobe

## Site Security

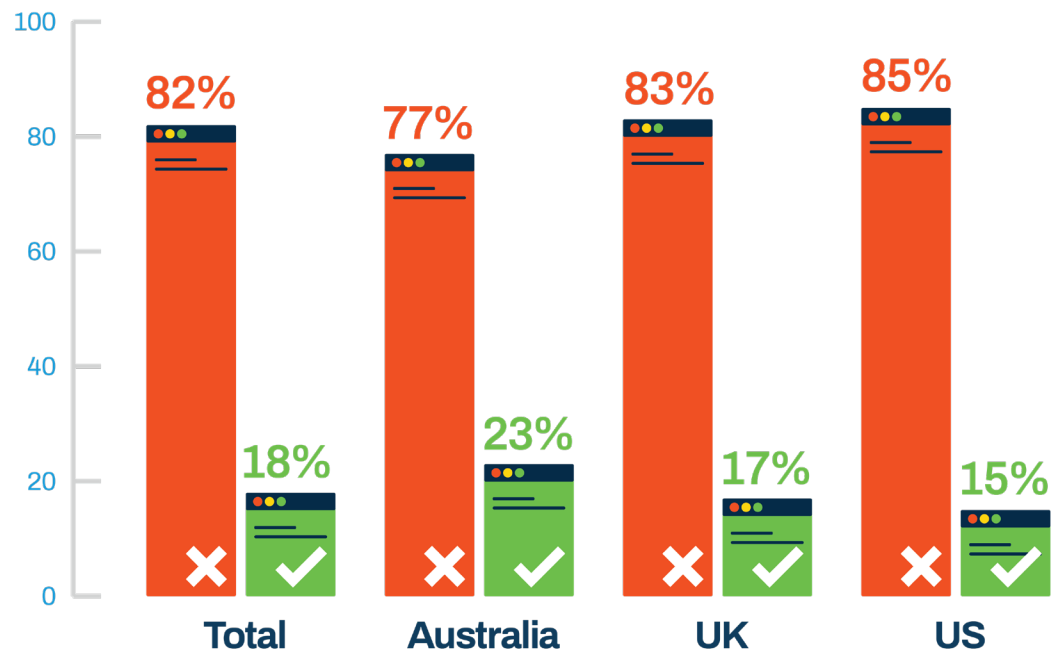
A not very well-known fact is that site security is not only a **conversion factor** (as it affects trust) but also part of Google's **search ranking algorithm**. If two websites have similar content and are otherwise comparable but one is secure

and one is not, **the secure one may receive a slight rank boost**. And since Google Chrome holds about 67% of the browser market share<sup>39</sup>, that translates into a pretty sizable difference with a material impact on your bottom line.

### There's damage on the human end of the spectrum as well.



According to research carried out by Hubspot, 82% of their consumer survey respondents stated that **they would leave a website that is not secure**.<sup>40</sup>

Would you continue browsing a site that your browser indicates as not secure?



39 | NetApplications.com

40 | Hubspot; Base: 1,506 consumers in the US, UK, and Australia.

-  No, I would not browse the site
-  Yes, I would browse the site



## High-Quality Content

Another variable that affects both ranking and conversions is **content**. The type, length, relevance, and freshness of content are just some of the major contributing quality factors.

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HIGH-QUALITY  
CONTENT IS

# THE SINGLE MOST IMPORTANT

SIGNAL USED BY GOOGLE  
TO RANK YOUR WEBSITE  
FOR SEARCH.<sup>41</sup>

There is an **almost infinite number** of decisions to be made when creating and organizing website content for **optimal performance**. Moreover, Google holds certain types of pages to a higher standard of accuracy and quality. For example, they consider *About* and *Contact* pages necessary components of a quality website. Some content is rewarded, while other types are penalized. At MyAdvice, we have experts who are solely focused on staying on the cutting edge of such best practices.

Are you prepared to handle the myriad of challenges involved in creating and maintaining a **high ranking, well-converting** website?

[Request your free evaluation](#) now.

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41 | Google

# 5

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## MOVE UP IN SEARCH

It's anything but lonely at the top. In fact, that's the only place online where you actually exist.



The online ad network Chitika conducted a study of tens of millions of online ad impressions where the user was referred to the page via a Google search.

In a nutshell, they found that ranking beyond page 2 has practically no business value.

So if your beautiful new website is on page 3, you're essentially invisible. Your chances of being noticed are approximately 1.1%.

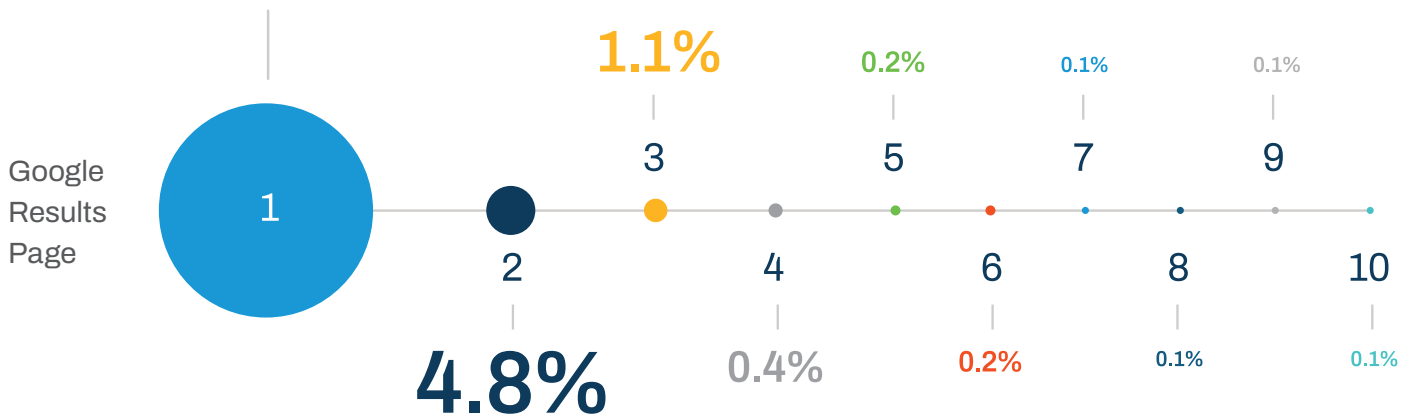
Let's look at some specifics.

Page 1 results garnered **91.5 percent** of all traffic from the average search, with traffic dropping off by **95 percent** for page 2.

Only **4.8%** of Google searchers **proceeded to the second page**, and **1.1%** ever reached the third.<sup>42</sup>

## Google Traffic Volume by Results Page

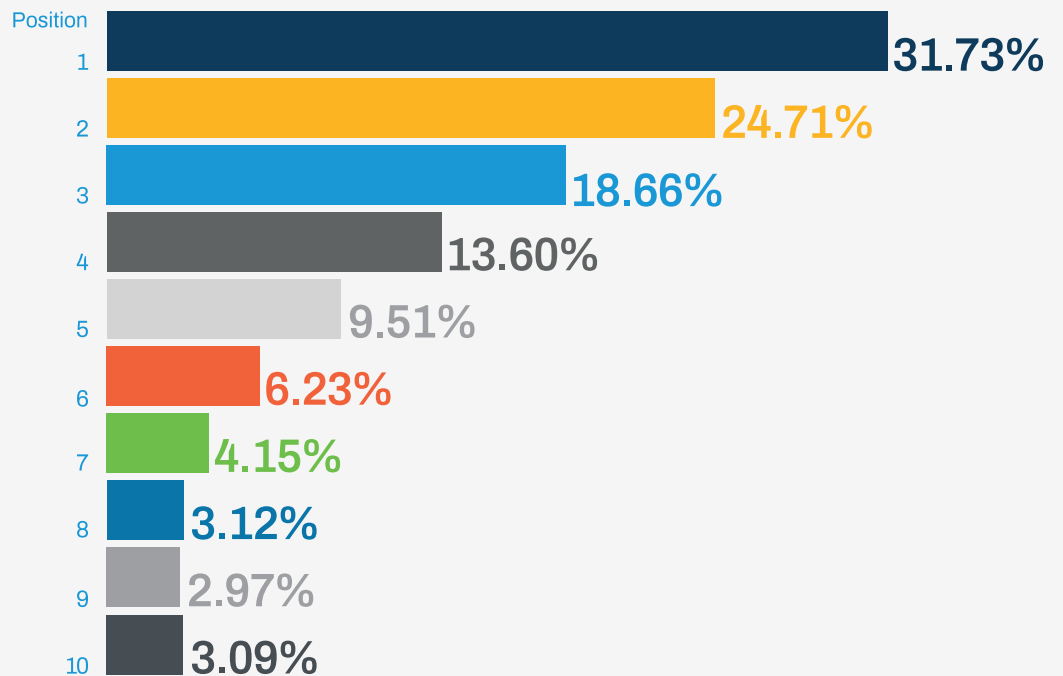
# 91.5%



The best place to hide a dead body is page two of Google results.



## Google Organic Click Through Rate Breakdown by Position



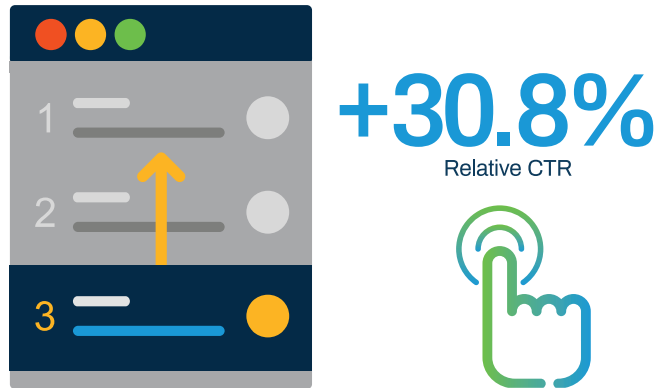
Websites ranked number one received almost **a third** of all clicks; number two almost **a quarter**; and number three got less than **one in five**. Also note that the #1 organic result is **10 times more likely** to receive a click compared to a page in **#10 spot**.<sup>43</sup>

## What precisely is the practical benefit of moving up in search results?

Backlinko then analyzed **5 million Google search results** to better understand **organic click through rate (CTR)**. They used CTR data across 874,929 pages and 5,079,491 search queries. Here's what they found.

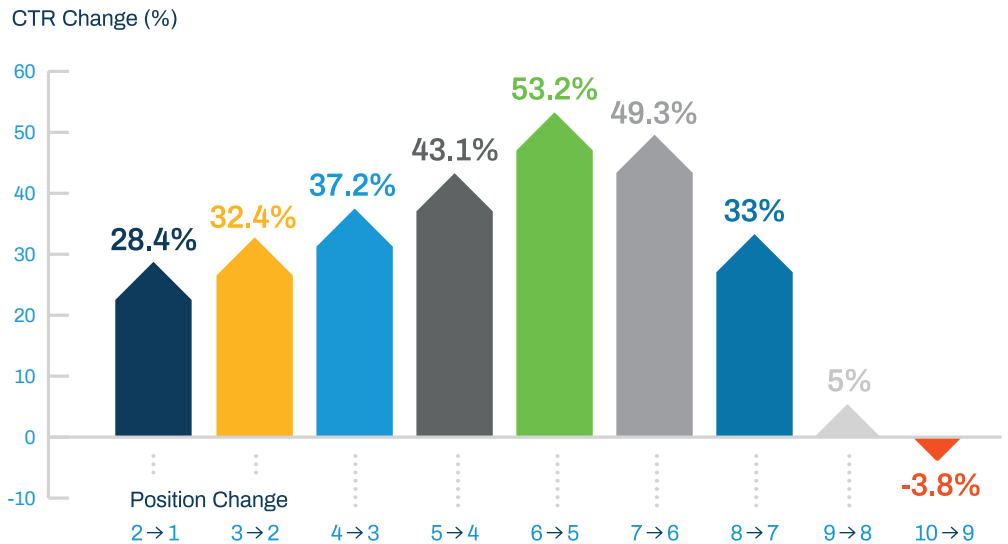
42, 43 | Search Engine Watch / Chitika

On average (all other things being equal) **moving up 1 spot** in the search results will increase your click-through rate **by 30.8%**.<sup>44</sup>



However, this CTR boost is not even close to being evenly distributed. It depends on what position you're moving from and to. Moving up **from #3 to #2** will usually result in a significant CTR boost. However, moving **from #9 to #8** doesn't make a statistically significant difference -- and, curiously, moving **from #10 to #9** actually has a *negative impact*.<sup>45</sup> To illustrate this visually:

Increase in Expected Click Through Rate (CTR) from Moving Up One Position in Google



44, 45 | BackLinkO





We're on  
**PAGE THREE**  
of Google results

and we're  
**HAPPY**  
with our business growth.

- NO ONE, EVER

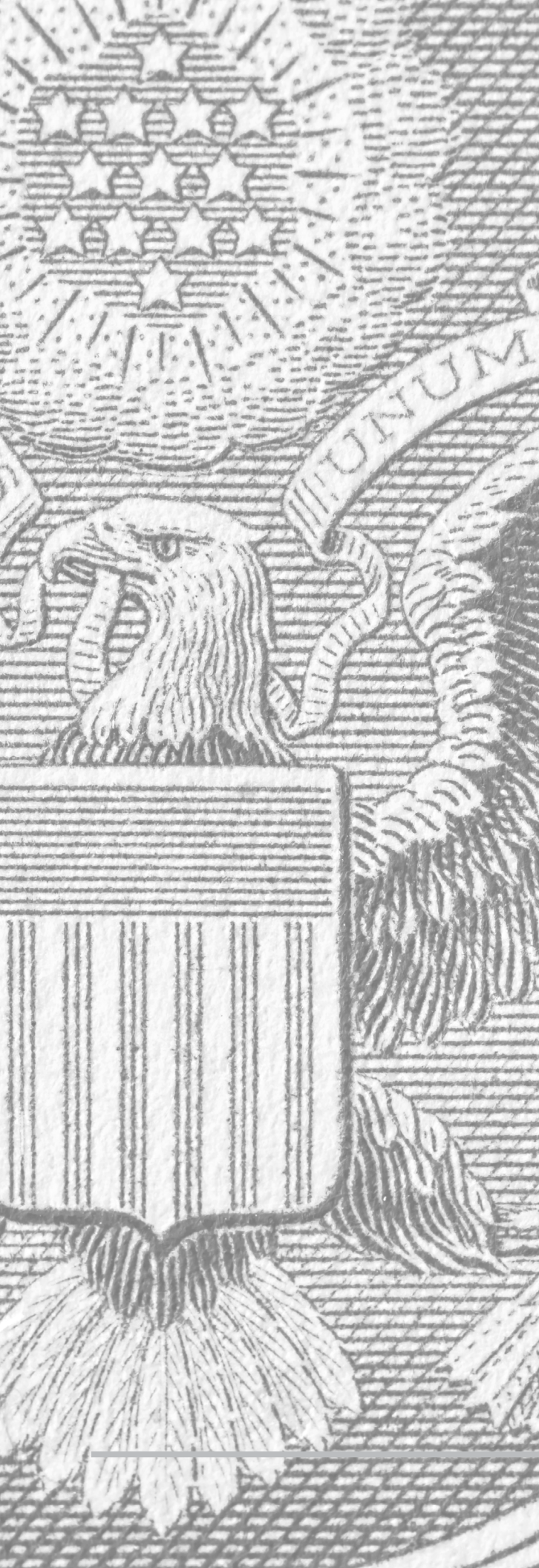


# 6

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# DOUBLE YOUR EXPOSURE

Think nobody clicks on  
Google ads? Think again.



# 2x

For every \$1 spent on Google Adwords, businesses earn an average revenue of \$2.<sup>46</sup>

Content marketing and SEO are both great ways to attract visitors to your site. However, it can take several months, even years, to build a solid amount of traffic organically. If you want a faster track to success or simply have a more ambitious growth plan, then paid search may be for you.

PPC is proven to grow site traffic. When a practice shows up as the top spot in organic search—and also has a PPC campaign running for that same keyword—this upgrade in real estate above “the fold” is a powerful growth catalyst.

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46 | Google

Paid advertising allows you to extend your reach to parts of your target audience that were previously unreachable. In fact, pay-per-click (PPC) is one of the best marketing channels with the highest return on investment (ROI).

One of the main factors that contribute to a high ROI with paid search is the opportunity to target ad copy keywords with high buyer intent. This improves ad rank and even your quality score.

TOP

# 3

REASONS  
TO TRY PPC



## You want results fast.

Perhaps you're in a rush to get your new business off the ground — or simply have more ambitious growth plans. Pay-per-click can drive visitors to your website in *hours*, not *months*.



## You get what you pay for. No budget surprises.

There is a popular myth that PPC is expensive. The reality is that with a PPC campaign your spending limit directly determines how many visitors you get and the search engine algorithm is less of a factor.



## Top ad spots generate clicks.

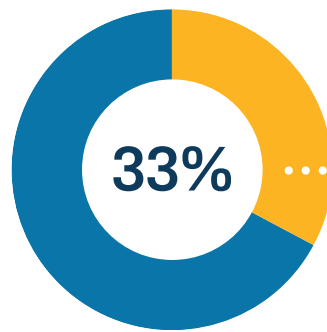
PPC ads receive 65% of clicks from people searching with the specific intent of buying.<sup>47</sup> This high conversion rate is due to the fact that potential buyers are being targeted *at the exact time* they are interested in making a purchase. Even if your SEO strategy is performing at its best and you rank well organically for particular keywords, paid search clicks will often outnumber your organic clicks.

<sup>47</sup> | Wordstream

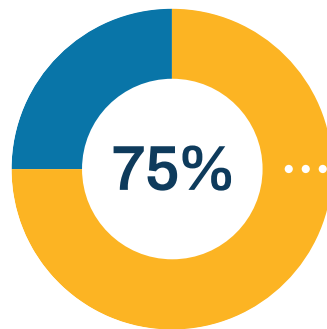
# What Makes People Click and Convert

According to Unbounce, PPC visitors are **50% more likely to make a purchase** than organic visitors. Wordstream estimates that **2 out of 3 clicks** go to sponsored results, and **more than 40 percent** go to the **top three paid ads** in search results.

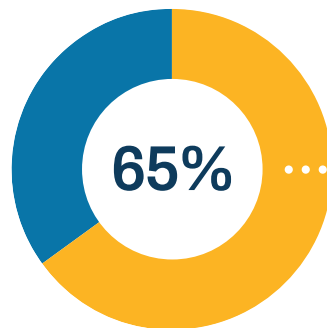
Let's take a look at this phenomenon from a human perspective:



One-third of people will click on a paid search ad because it **directly answers their search query**.<sup>48</sup>



3 in 4 people say paid search ads make it **easier to find the information** they are seeking on a website or search engine.<sup>49</sup>



64.6% of people click on **Google Ads** when they are looking to buy an item online.<sup>50</sup>

48, 49 | Search Engine Land  
50 | Wordstream

To sum up, PPC ads reach *the people* you want to reach *where and when* you want to reach them.



# THE TOP 3

paid ad spots  
for each keyword get

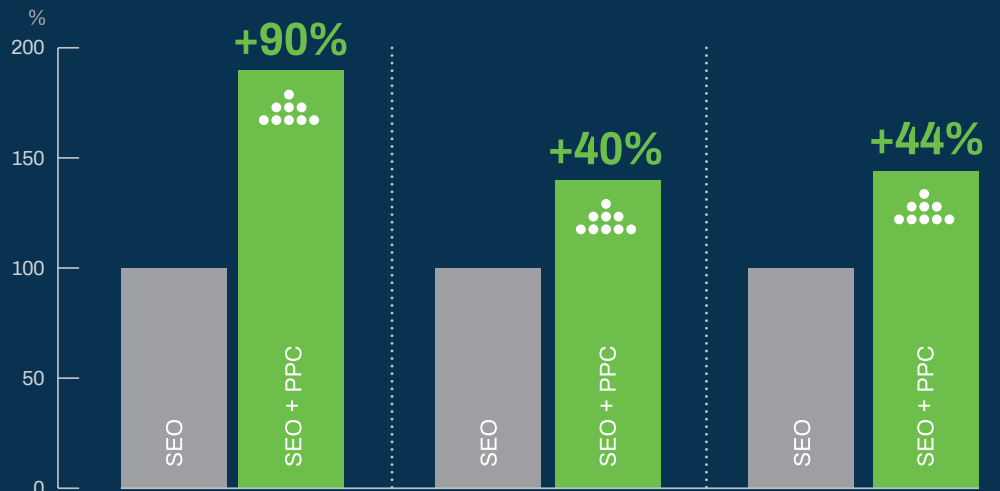
# 4 OUT OF 10

of all clicks on the page.

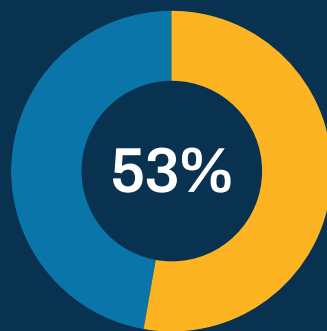
WORDSTREAM

# Give your strategy a turbo boost.

Recent studies suggest that a brand name appearing in *both* organic and paid results receives a substantial boost in clicks: <sup>51</sup>



# 53% of PPC ad clicks come from mobile devices. <sup>52</sup>



Clearly, the importance of a mobile-optimized website cannot be overstated, since more than half of all ad clicks come from mobile. If this is where your strategy is lacking, you're missing out on a lot of opportunities.

51 | *How to Achieve Multi-Channel Success by Integrating SEO and PPC* by Neil Patel 52 | Power Traffic

# EPILOGUE

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97% of people learn more about a local company online than anywhere else.<sup>53</sup>

A comprehensive, integrated marketing approach is the best way to get **the most value** from your digital efforts. Visibility for local businesses isn't accomplished with any one particular, isolated strategy. The reality is that a complete and effective digital marketing campaign is **a precision-tailored mix of a number of components**: Google MyBusiness, links, reviews, website signals, social signals, online mentions, paid search, customer engagement, traditional SEO tactics, to name a few.

To improve their rankings and grow lead volume, local businesses must be **highly visible on the internet**. People use social media, directories, and reviews to learn as much as they can about a local company before making contact. Having a website that is not optimized correctly—or one that's missing the correct information—will simply mean that potential customers will scroll past you to your competitor.





86% of senior-level marketers agree that it's important to create a **cohesive customer journey across all touchpoints and channels.**<sup>54</sup>



Companies with extremely strong omnichannel customer engagement see a **9.5% year-over-year increase in annual revenue**, compared to 3.4% for weak omnichannel companies. Similarly, strong omnichannel companies see a **7.5% year-over-year decrease in cost per contact**, compared to a 0.2% year-over-year decrease for weak companies.<sup>55</sup>



Businesses that successfully employ a consistent cross-channel marketing strategy enjoy a **14.6% year-over-year increase in annual revenue.**<sup>56</sup>



⋮ **Campaigns integrating four or more digital channels will outperform single- or dual-channel campaigns by 300%.**<sup>57</sup>

53 | SEO Tribunal

54 | *The State of Marketing Leadership*, Salesforce + LinkedIn

55 | Aberdeen Group

56 | *Customer Engagement: From Interactions to Relationships*, Omer Minkara

57 | Gartner Research

For **over 20 years**, MyAdvice has helped thousands of clients with their integrated marketing approach. Whether you need a complete makeover of all your digital channels or feel that only individual components need a revamp, our team is here to help. We will provide you with a **complimentary, 360-degree analysis of your current marketing campaigns** and offer actionable insights to help you improve your ROI and grow your lead volume.

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**SUCCESS  
STORY**



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