



**Presented by Triangle Digital Partners**

Search

SEO

Analytics

Strategy

Digital Trends



# Agenda

**9-10:15**

**Demystifying Digital**

**10:30-11:30**

**The Future of Digital Marketing**

**11:30-noon**

**Q&A Session**



# About Triangle Digital Partners

- Local focus with Madison Avenue technology
- Our parent company is Triangle Media Partners
- We serve 600+ Triangle-based businesses

**We're on a mission to make digital marketing simpler.**

9-10:15

# Demystifying Digital



## Demystifying Digital

# Digital Marketing isn't *just a phase*...

- There are 320 million active internet users in the US, and many of them are potential customers that you can target.
- Working with TDP offers Local focus with Madison Avenue technology - what does that mean?
- You can take out the guesswork of how to reach your target audience and rely on tried and tested products.



# What is the “Customer Journey”?

- A customer journey is a story about understanding your users, how they behave while they visit your website, and what you can do to improve their trip, so they keep coming back.
- A few questions to ask yourself:
  - How user-friendly is my website?
  - Is my Call to Action (CTA) Clear?
  - If I was a consumer, would I come back?
  - Am I tracking accordingly?

# Mapping the Customer Journey

- With the help of pixels, or small pieces of code that are placed on your website, we can see if and when people are returning.
- Ways to map the customer journey:
  - RESEARCH!
  - RESEARCH!
  - RESEARCH!

# Researching the Customer Journey

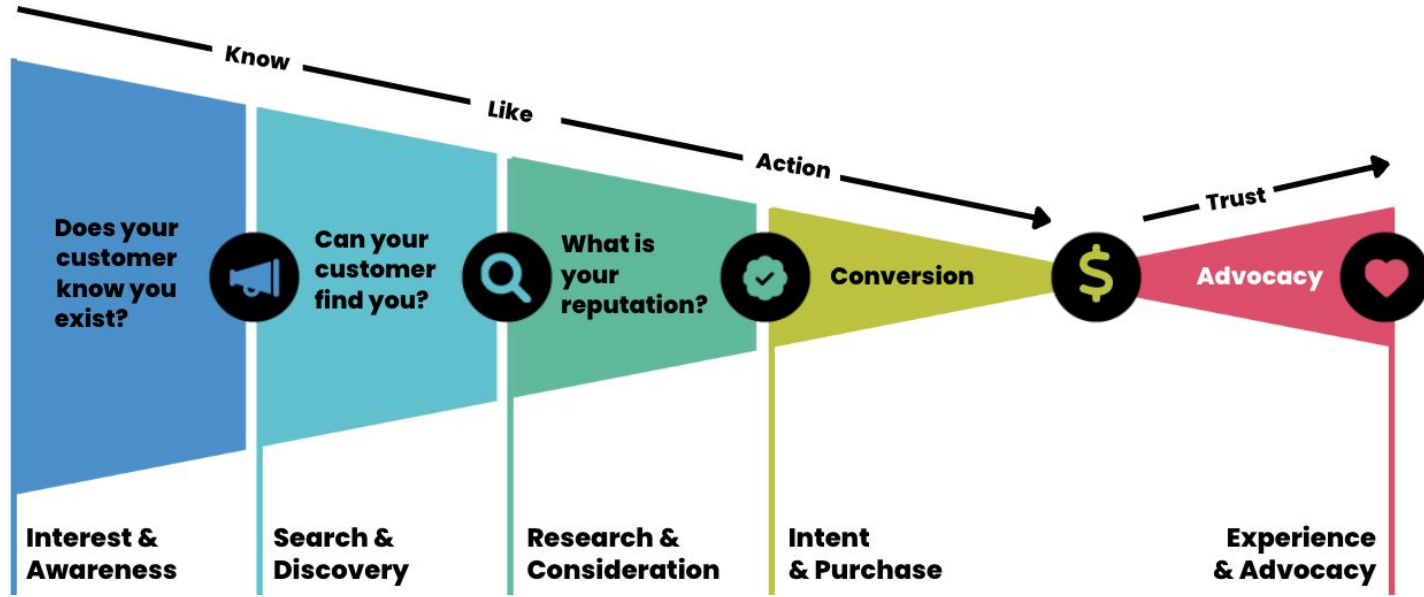
**Analytical Research** – Using your website's analytics will tell you exactly where the customers are, how much time they spend with you, and when they leave.

**Anecdotal Research** – Social media is useful for gauging how customers feel or think. When someone is satisfied or upset about his or her experience with a company, they could feel compelled to notify you on Facebook or Twitter.

Asking customers to fill out surveys about their experience can also help you collect anecdotal research.

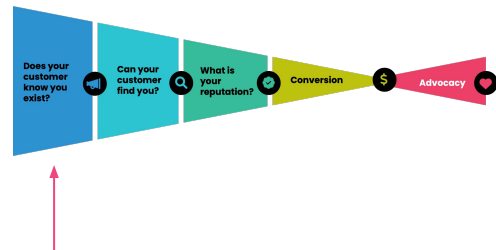
## Demystifying Digital

# Customer Journey



Demystifying Digital

# Customer Journey



**Does your  
customer  
know you  
exist?**



## Interest & Awareness

TV/Radio  
Billboards  
Online Display Ads  
Magazines  
Content Marketing  
Email

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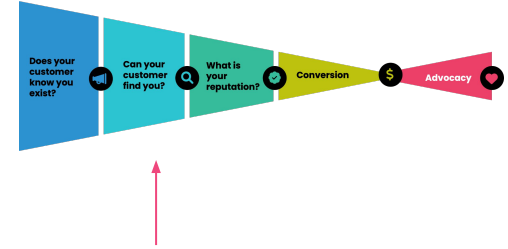
# Customer Journey

Can your  
customer  
find you?



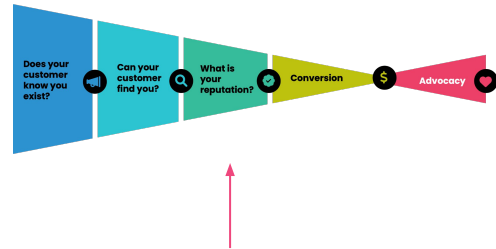
## Search & Discovery

Organic search  
Maps  
Directories  
Google Business Profile  
Social Media Accounts  
Geofencing



Demystifying Digital

# Customer Journey



What is  
your  
reputation?

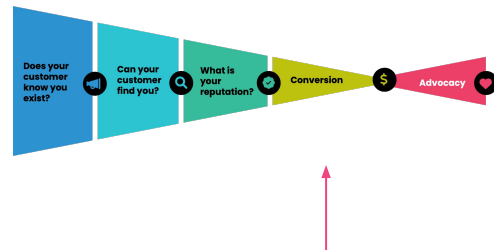


## Research & Consideration

Articles & Blogs  
Reviews  
Social Media  
Word of Mouth  
Retargeting  
Email  
Organic Search

Demystifying Digital

# Customer Journey

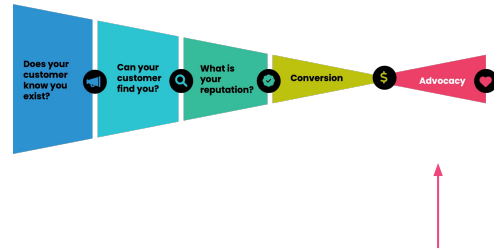


## Intent & Purchase

Website  
Online booking  
Purchase via an app  
In-store purchase  
Salesperson  
Marketing materials  
SEM & SEO  
Email

Demystifying Digital

# Customer Journey



## Experience & Advocacy



Expectations v Reality

Social Post

Write a Review

Loyalty/Repurchase

Word of Mouth

Post-purchase follow up

Email Newsletters

Events

## Demystifying Digital

# Reporting

- This is where agencies, like ourselves, get to prove success
- Are you currently receiving regular reports?
- How frequently do you meet to ask questions?
- What do you do with the reports?
- Turn to us for reporting questions! We'll even look at other agencies reports to see if there's room for improvement.

## Demystifying Digital

# Silver Bullet Products

- If anyone pitches you a product that will solve all of of your problems, RUN AWAY!
- It's important to take a step back and understand HOW to get to your goal.
  - More in-store sales = aggressive brand awareness and Local SEO work
  - More online traffic = display and direct web traffic efforts
  - More phone calls = Google AdWords (SEM) bidding techniques coupled with site optimization (SEO)



# Improving Campaign Success

- What **ACTION** are you asking people to take in your ads?
- How **EASY** is it for your prospective customers to take that action?
- **Your website can facilitate that easy next action.**



# Websites that Convert

- **Useful** – Content should fulfill a need
- **Usable** – Easy to find information
- **Desirable** – Brand alignment, visual experience
- **Findable** – Technical SEO – connected to search
- **Credible** – Users must believe and trust
- **Accessible** – Be accessible to people with disabilities

Demystifying Digital

# Websites that Convert

**Useful** – Content should fulfill a need

What are the top 3 questions your prospective customers would ask your reception desk (whether you have one or not.)

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# Websites that Convert

**Usable** – Easy to find information

The more clicks it takes for a customer to find the answers, the higher chance that they are going to bounce or leave your website.



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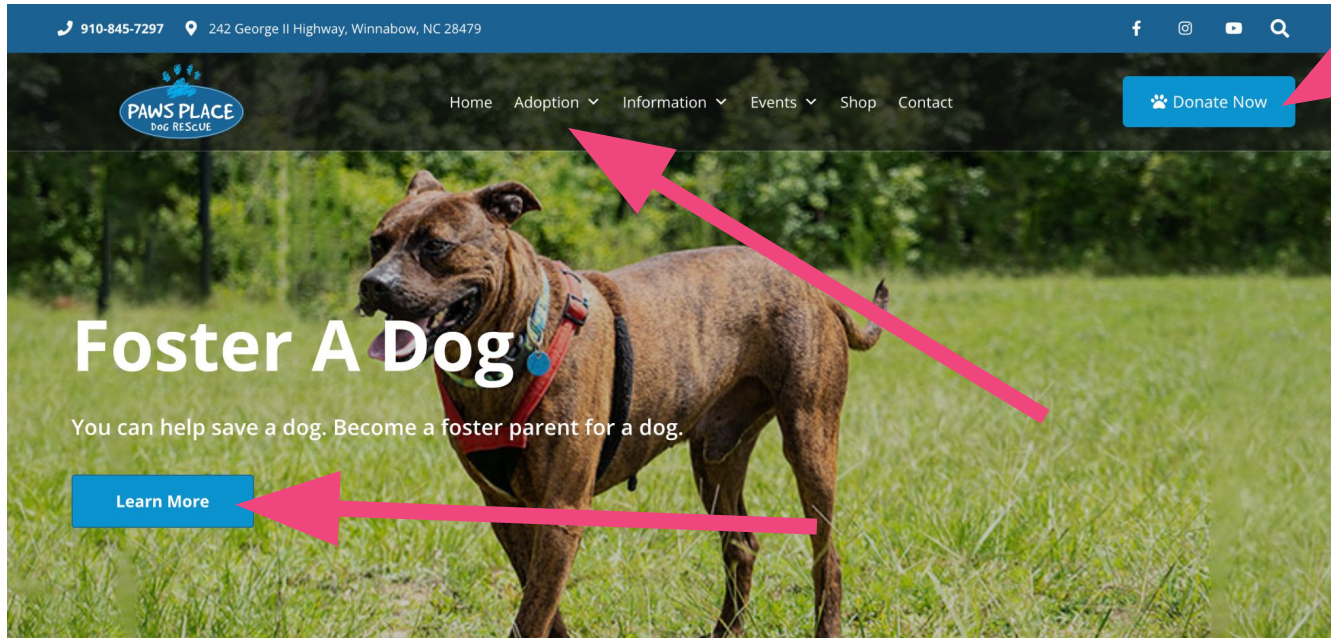
# Websites that Convert

An Example...



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# Websites that Convert



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# Websites that Convert



Brunswick Forest  
Veterinary Hospital

[HOME](#)

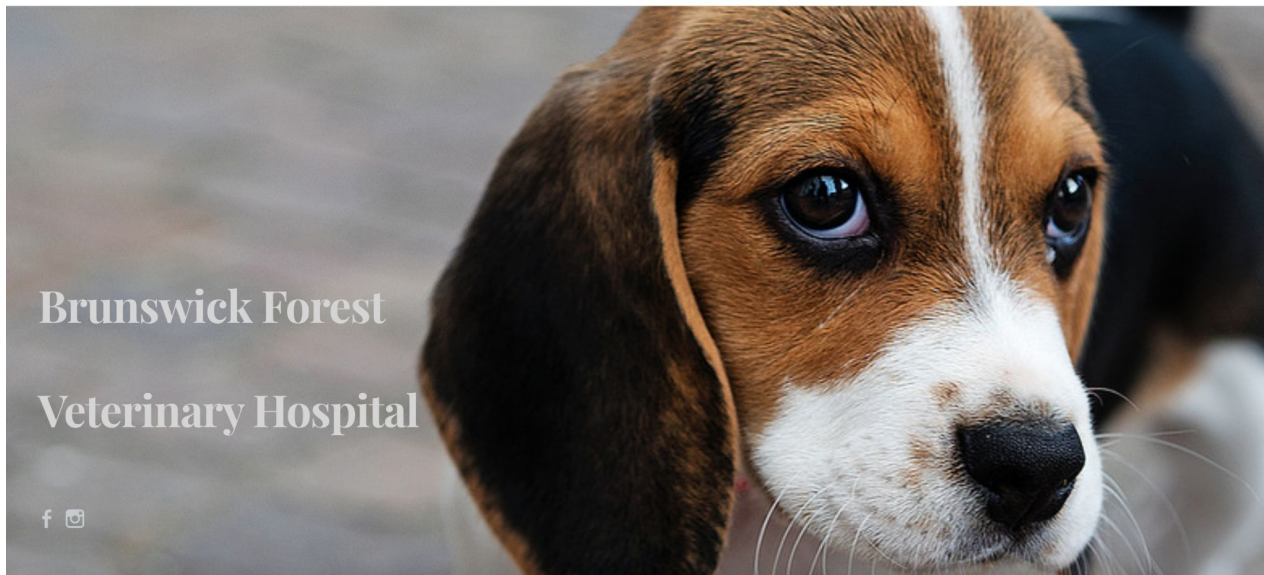
[ABOUT](#)

[SERVICES](#)

[CONTACT](#)

[MORE](#)

BOOMERANG ANIMAL REHABILITATION CENTER



Brunswick Forest

Veterinary Hospital



What am I  
supposed  
to do?



## Demystifying Digital

# Websites that Convert

I can't get  
contact info  
or request an  
appointment  
until the  
footer

### Our Hours

Monday- Friday: 8am-6pm  
Saturday: Closed until further notice  
Sunday: Closed  
Check Google for holiday hours

After Hours Emergency? Contact Animal  
Emergency and Trauma Hospital at 910-  
791-7387 located at 50 Greenville Ave in  
Wilmington

### Contact Us

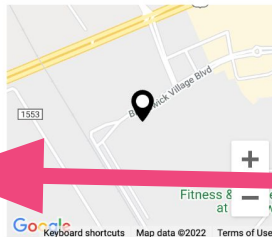
Phone: 910-777-2107  
Fax: 910-777-2837  
[brunswickforestvetinfo@gmail.com](mailto:brunswickforestvetinfo@gmail.com)

Refer a Friend

Request Appointment

New clients/patients: please call our office to set up  
an account.  
Emergencies: please call our office. Emails are only  
checked once daily.

1513 Brunswick Village Blvd  
Leland, NC 28451



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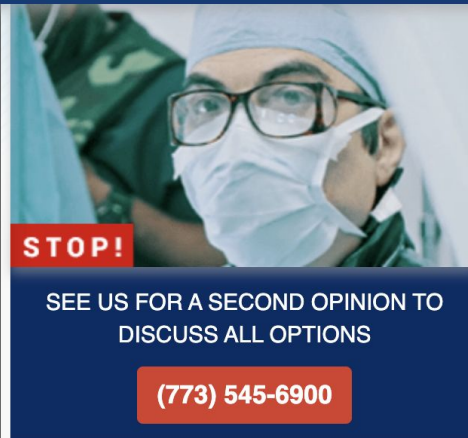
# Websites that Convert

**Desirable** – Brand alignment, visual experience



HOME

CONTACT US



## SCOPE OF CARE

- > Spinal Conditions
- > Hand Conditions
- > Joint Conditions
- > Herniated Disc
- > Personal Injury
- > Torn Tendons
- > Athletic Injuries
- > Torn Muscle
- > Work Injuries
- > Bony Conditions
- > Stem Cells
- > Ketamine Infusion
- > Gout Clinic
- > Telemedicine Telehealth
- > Covid - 19 testing and treatment
- > Body Sculpting Cryolipolysis
- > Home pain management and Infusion
- > Stem Cell Treatment and Infusion

**Treatment Options**

## CONTACT REQUEST

First Name:

Last Name:

Phone:

Email:

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# Websites that Convert

**Findable** – Technical SEO, connected to search



# Websites that Convert

**Credible** – Users must believe and trust

**SSL certificate** (the padlock)

**Social proof** (testimonials)

**Real photos** (not just stock) and of your **people**

**Natural language**

**Benefit** statements

# Websites that Convert

**Accessibility** – Be accessible to people with disabilities (both long and short term)

# Websites that Convert

## Final Thoughts on Websites

- Have a clear **call to action**
- **Standard placements** for interactive components
- **Visual hierarchy** and proper use of H1, H2, H3
- Write for your customers, AND write for Google
  - **People:** Clarity and Simplicity
  - **Google:** Keywords, search terms

## Demystifying Digital

**If you're feeling overwhelmed...**



Demystifying Digital

# Landing Pages

**Never send someone directly from your ad to your homepage.**

- Have a **single action** for your visitors to take
- Provide a **clear path to conversion**



# Landing Pages

**Similar to a website, a landing page should:**

1. Begin with a benefit-oriented headline.
2. Use clear, relevant, and concise copy.
3. Focus on getting visitors to take *one* specific action.
4. Remove distracting navigational links.
5. Make the form or checkout option prominent.
6. Maintain your brand

# Landing Pages

### What to include on a landing page:

1. A compelling offer
2. No navigation
3. Engaging Headline
4. Company Logo + Brand
5. Quick explanation ABOVE the fold
6. Longer explanation BELOW the fold
7. Image of the product or service
8. A simple form with 1-3 fields

# Final Thoughts

## Keep Customer Questions in mind:

- Does this business have what I am looking for?
- Is there enough information?
- Can I trust this site?
- How long will this take?

10:30–11:30

# The Future of Digital Marketing



## The Future of Digital Marketing

# Google Analytics 4

- Universal Analytics to sunset on July 1st, 2023
- Privacy-focused for the cookieless future
- Heavy reliance on machine learning for cross-device attribution
- Designed to drive greater marketing ROI

Privacy-driven changes in the digital space, and greater emphasis on tracking ROI, lead Google to create GA4 which is designed to give marketers a more complete understanding of how customers interact with your business.



## The Future of Digital Marketing

# Deprecation of the Cookie

- Third-party cookie depreciation by the end of 2023
- First-party data that track basic information are NOT going anywhere
- Many of the current digital solutions will still be viable including Geofencing, Native, Streaming TV (w/o audience targeting), Streaming Audio, and Search Engine Optimization (SEO)

However, we see this challenge as an opportunity to come up with alternative solutions and ads that identify with the masses. We will continue to provide updates, training, and information related to this change so you can focus on your business.



## The Future of Digital Marketing

# Importance of Organic

- Organic SEO is perfect for any business with a website that is looking to compete for online visibility in search engine results to drive new website traffic and conversions
- 91.5% is the average traffic share by sites on the first page of Google SERPs
- 60% of Google searches are done via mobile devices

# Streaming TV

- Streaming TV allows your commercial to be served across ALL DEVICES and is broken down into the following two categories:
  - Large Screens: these are Smart TVs or TVs that are connected to the internet via a gaming console, puck, stick or dongle (Xbox, AppleTV, Amazon's FireStick, Roku, and others).
  - Small Screens: these are all other devices (mobile, tablet, and desktop) where a user is watching TV programming.

**11:30–noon**

# Questions & Answers