

Digital Marketing Action Plan Steps for 2019

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Website Development

Website Design & Layout

Graphic Design

If you are reading this article, it means you know that you have to consider seriously how to portray your brand online. Whether it's your website or your different social media channels, how your site looks, what it says, and how easy it is to use are the 3 most important factors that will dictate the success of your website.

To attract more clients and grow your business, your brand must look visually appealing and be more compelling than your competitors.

Some of the tricks of the trade include creating and editing high quality photos graphics which can make all the difference between a modest looking website and one that is cutting-edge and high-performance.

The most well-known graphics program used by website design companies and graphic artists is the Adobe Creative Suite which includes three formidable industry standard components: Illustrator, Photoshop and InDesign.

For budget conscious businesses with more modest content creation and usage expectations, there is an alternative web-based graphic design tool called Canva, which is a cloud-based suite of tools that utilizes more of a drag and drop format with lots of pre-defined templates and a friendly user interface – even for a novice website designer.

Visual branding is just a critical weapon in your tool chest.

Your typography, shapes, colors, composition and logo should align with your brand while at the same time communicating your business values and competitive edge.



Andrea Castelo: Graphic Designer

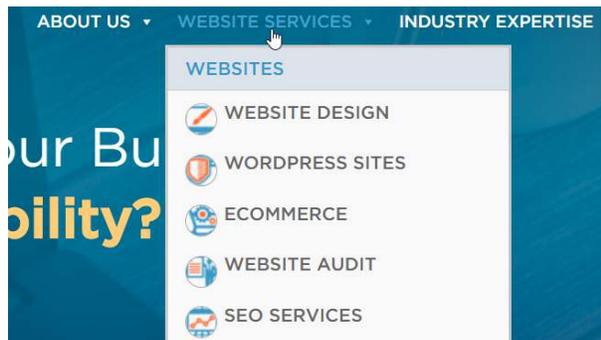
Andrea's responsibility is to coordinate and maintain our client's brand identities visually among user generated content. She takes pride in having an eye for design and detail to ensure our clients' brand identities are consistent across multiple consumer generated channels. She works alongside various teams curating content and thoroughly enjoys bringing ideas to life in an aesthetically pleasing manner.



Menu Navigation & User Experience

Most business websites have similar navigation menus which include the same ubiquitous four or five pages:

- a homepage,
- an about page,
- a contact page, and
- a product/service section.



If you want to separate your website from the pack, and stand out as a noteworthy industry leader, the first step is to get inside the mind of your prospects and customers.

You need to figure out what menu items and other pages can be used to attract their attention and move them through your website sales funnels.

You can design a more positive and intuitive user experience when your menu navigation choices focus less on your company's agenda, and instead focus more on your customer's needs.

The best types of pages that add value to the user's experience often include resource pages that educate the prospective customer about your industry experience and assist them with their decision-making process.

These resources can be in the form of:

- blog posts,
- videos,
- how-to guides, and
- extended services pages.

This is the time to get creative with your content!

Some awesome examples of menu items that provide the user with value and a great experience include:

- [Glossary Page](#)
- [FAQ Page](#)
- [Podcasts](#)

Improve Your Website's User Experience

Conversion Rate Optimization (CRO)

One of the most important design considerations for your website is to include and prioritize various elements that will improve the odds of a visitor “converting” into a lead or a sale.

We refer to these design improvements as Conversion Rate Optimization or CRO choices.

The idea is to optimize your website, so it has the highest possible chance of converting visitors.

Here are some tips to help improve the conversion rates of your website.

Contact Us Options

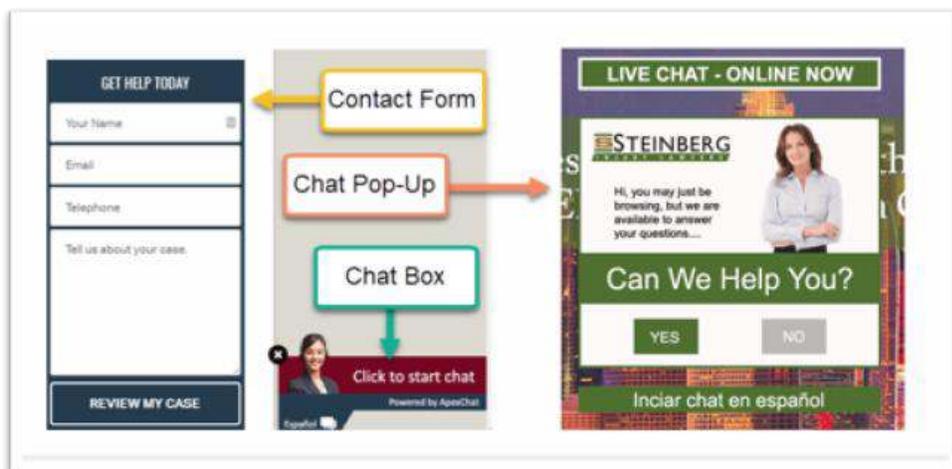
If you're a service business that relies on prospects calling a phone number to place an order or to hire you, then you need to do more than just add a phone number at the top of each of your web pages.

Even if you prefer phone calls, you need to put yourself in your customers' shoes.

What if the timing isn't right for a phone call because they are visiting your website at midnight or they don't have time for a phone call at that moment?

There are a series of options you can implement that go beyond displaying a simple phone number:

- Add a contact form that enables users to timeshift and request a call or email at a later time.
- Consider adding a live chat representative or an answer bot.
- What if a visitor is too shy for a call or doesn't want to wait around from a contact form submission? They can speak with a chat represented to get their questions answered immediately.



By the way, I don't mean to dismiss the value of displaying a phone number. Having an easy way for people to contact you is part of the overall user experience. One of the things you should be doing is tracking all your phone calls.

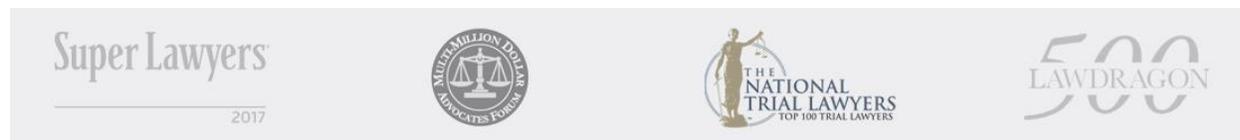
There are software applications like WhatConverts.com that not only track your calls, but they also tell you what pages people visited before calling you, and what pages they landed on when arriving to your website. Here's a link to check out [WhatConverts](http://WhatConverts.com).

Trust Signals

You may believe that your business provides the best service in town and that your clients can depend on you for anything. To someone who has never heard of your brand or visited your website before, they may not be so trusting of your company. To help overcome this unintentional bias, we suggest including "trust signals" that help establish your trustworthiness as both a legitimate business and as an authority and an expert within your niche.

Here are some examples of trust signals that are likely to improve leads and sales conversions:

- Reviews and testimonials from customers and business partners
- Association logos like BBB (Better Business Bureau) or Super Lawyers
- Social media icons linking to Facebook, YouTube, Twitter, Instagram ...
- Security assurances that evidence the security of your site
- Years of experience
- Business license number



Compelling Call-to-Actions

It's easy for a website visitor to get lost and bounce from your site (which hurts search engine rankings too) if there's no clear sense of direction.

Ideally, each visitor should land on your website, read more about what he or she is interested in, and either fill out a lead form, call your office or purchase your product.

To help reduce the possibility of negative outcomes where people just leave your site, you can increase the potential for website conversions by adding strong "call-to-action" options which can make it easier for your visitors to more tangibly connect with you. Here are some examples:

- "Call for a Free Quote/Consultation" to give them additional incentive and encouragement to call. Not only does it give them incentive but it gives them with a clear sense of direction.

Get A Free Conversion Rate Analysis

- Try a popup or other interactive call-to-action feature.
 - For example, if you want to sell a featured product, you can have a popup that offers 10% off if they click the link.
 - If you want visitors to chat with you, you can include a chat box that alerts people that there are representatives standing by to chat with them.



Anne Nauber: Head of Web Design

As the leading member of our creative design team, Anne is an expert when it comes to creating new websites and overhauling failed and poor performing websites. Anne has created sophisticated and advanced websites for many different clients ranging from the estate of Marlon Brando to local and national law firms.



Backend Technology

Page Speed & Browser Compatibility

Regardless of your industry, you need to make sure your website is **accessible** across all browsers and devices and that your pages load quickly.

The name of the game for successful website conversion is user experience.

Even if you have the coolest website design in the world but it takes ten seconds for a page to load, or your pages are not aligned correctly on their smartphone or tablet, your website visitor will not have an enjoyable experience and that means higher bounce rates.

Page Speed

One of the best ways to check your website's page speed is a free cloud-based diagnostic tool called [GTmetrix](#) which uses a report card to grade your website's speed performance. It provides a letter grade based on a number of technical factors including:

- Image optimization
- HTML, CSS & JS coding optimization
- Server response time
- Redirection setup
- And much more

The goal is to get your website "up to speed" with a letter grade of A or B.

A faster website will improve your overall user experience and contribute to higher website rankings on Google and Bing!

Get Your Free Page Speed Checklist

Browser Compatibility

In addition to optimizing your website for speed, you will also need to make sure your website renders correctly on all browsers on all devices including desktop, mobile, and tablet.

You need to ensure that your web developer code your website to be fully responsive.

A responsive website design means that the website layout and alignment will automatically adjust to the type and size of the screen being used.

An easy way to see if your website is fully responsive for mobile device, is to check Google's [Mobile-Friendly Test Tool](#).

This will tell you if your website is responding correctly to smaller devices, or if there are any errors that will result in a poor user experience.



In addition to making sure the design is responsive, it's important to ensure that the website is rendering correctly on all browsers, especially Chrome, Safari, Firefox, Edge, and Internet Explorer.

Sometimes, there can be rendering issues that show up on one browser but not another.

Get A Free Mobile-Friendly Browser Test

Plugins & Security

When it comes to choosing a backend technology to manage the administration of your website, there are a plethora of choices.

The most popular backend technology is a Content Management System called WordPress.

WordPress enables website developers to easily build the core of the website either from scratch or with templates that shorten the development process.

Once a site is live, the website owner can also participate in managing the website by using the Wordpress administration interface to add content pages and blog posts, and optimize the website performance using plugins.

There are 3rd party plugins (software apps) that extend the power and capability of your website.

You can use free and paid plugins to do things like:

- improve page loading speed,
- increase website security to stop hackers,
- expand your search engine visibility

Here are our top 5 plugin picks that we recommend for WordPress websites, regardless of industry:

[WP Smush](#)

Remember how we were saying page speed is critical? WP Smush is a great way to optimize your website's image file sizes quickly and easily. Images with large file sizes can be compressed automatically to reduced file sizes, so they load much more quickly in a web browser.

[Yoast SEO](#)

Yoast SEO is a must if you want to show up higher on the search engine rankings. It includes many different backend functionalities that all help boost your website in the search rankings, including XML sitemaps, meta tags, robot files, and more.

[W3 Total Cache](#)

Another great way to improve site speed is by enabling caching in WordPress. Using a caching plugin such as W3 Total Cache can reduce page loading time and optimize overall site performance, which is critical for user experience and SEO.

[Sucuri](#)

If you're concerned about securing your website (which you should be) a great solution is configuring a security plugin for WordPress, such as Sucuri. Sucuri helps detect and protect against future website hacks, it removes malware, and it can restore your website using secure backups.

[Redirection](#)

A powerful SEO tactic is redirecting URLs to one another. Let's say you want to delete a page because you have a new one that's new and improved. You can definitely replace the page in your menu navigation but what if someone saved the old page in their bookmarks? What if you have dozens of other websites linking to that page? Rather than sending them to a "Not Found" error page, you can redirect the old page to the new page easily using the Redirection plugin.

Get A Free Backend Inspection

Traffic & Performance Tracking

Okay, so you feel like your website is totally built for success and optimized to the max, but how do you know for sure?

How do you test your performance after adding a BBB logo or an extra phone number on your homepage?

Sure, you can record the number of calls you're getting each month, but you wouldn't be able to know how your customers found you.

The most basic solution to tracking your website's traffic and performance is through a free and specialized tracking software called Google Analytics.

Google Analytics helps you determine

- how much traffic your site is getting and
- where the visits are coming from.

It shows you if visitors are going directly to www.yourwebsite.com from their browser or if they found you through an unbranded keyword on Google or Bing.



With proper tracking installed, you'll also be able to understand how users are interacting with your website. You'll be able to gain more insights into:

- how long users are spending on your website,
- how many pages they are visiting, and
- which pages they are on when they fill out a lead form or buy something.

Most importantly, you'll be able to see the number of conversions from each of your traffic channels.

This valuable data will help guide you with your marketing decisions both at a micro and a macro level.

Before initiating any marketing efforts, make sure that all tracking is enabled and set up correctly so you can properly measure results and make more educated decisions moving forward.

Get A Free Web Traffic Analysis

How Are You Really, Really Doing?

Let's review what we've tried to accomplish so far:

1. Your analytics tracking is set up properly
2. Your analytics goal tracking is all in place
3. You've started to do some SEO on Google yourself to get ranked

These are all the elements of a great start but how do you know how you're really, *really* doing? More specifically, how do you know how you're doing within the context of your industry's marketplace?

It's one thing to look at your analytics report and see you've gotten 100 website visitors this week, but how do you know if that's a good result in your industry?

But what if your long-time competitor gets *1,000* searches a week?

All of a sudden, 100 website visitors and a couple of calls each week doesn't sound so great, does it?

The point is, there's no way of knowing how you're *really* doing unless you expand your scope and take an in-depth look at your marketplace as a whole.

One of the most crucial things you can do for your website's success is to perform a comprehensive **competitor analysis**. This process can give you incredibly valuable insights into:

- what your competitors are doing right,
- what they're doing wrong,
- who they're targeting,
- what keywords they're ranking for, and ultimately
- what opportunities **you** can take advantage of for your website marketing activities.

Here are just a few top takeaways you can find from analyzing your competitors:

- Popular searches they're ranking for on Google and Bing
- How much they're spending on PPC ads
- What on-page tactics they're using to obtain organic rankings
- What websites are linking to their website (that you can contact)

For a free analysis of the top competitors in your marketplace, click the button below.

[Get A Free Competitor Analysis](#)



Alex Gambino: SEO Specialist

As an SEO specialist, Alex's responsibility is to increase or maintain the rankings of each of our clients' websites. He specializes in ensuring that their sites continue to maintain top rankings on Google and Bing search engine results pages for targeted keywords. The majority of his efforts are focused on managing the complex orchestration of content topic strategizing, link building, and other



Search Engine Marketing

Keyword Research

Finding the right keywords to target for your business is a fundamental part of both advertising on Google and ranking organically in search results.

To attract the right traffic to your website, you need to understand what your potential customers are searching for.

Your keywords will likely include words that describe your product or service, your location if you have a local business, and even your own brand name.

Tools such as Google's Keyword Planner allow you to discover potential keywords and see data such as:

- how many people are searching for that keyword every month,
- how much it would cost to bid on the keyword, and
- how competitive it is.

You can select the keywords you would like to use based on this information and create a keyword plan which will give you an idea of how much traffic you can expect to see and an estimated cost to advertise on Google.

You can also use these keywords to determine the type of content, such as blog posts and service pages, that you should include on your website to help you rank organically in search results.

Get Your Free Keyword Research

On-Page Optimization

On-page optimization remains one of the most valuable tools for ranking on Google going into 2019.

First, you want to examine your content.

Does your page accurately and fully describe the topic in question?

Google has shifted its focus heavily towards content that is relevant, unique and answers the user's query, favoring the pages that do so.

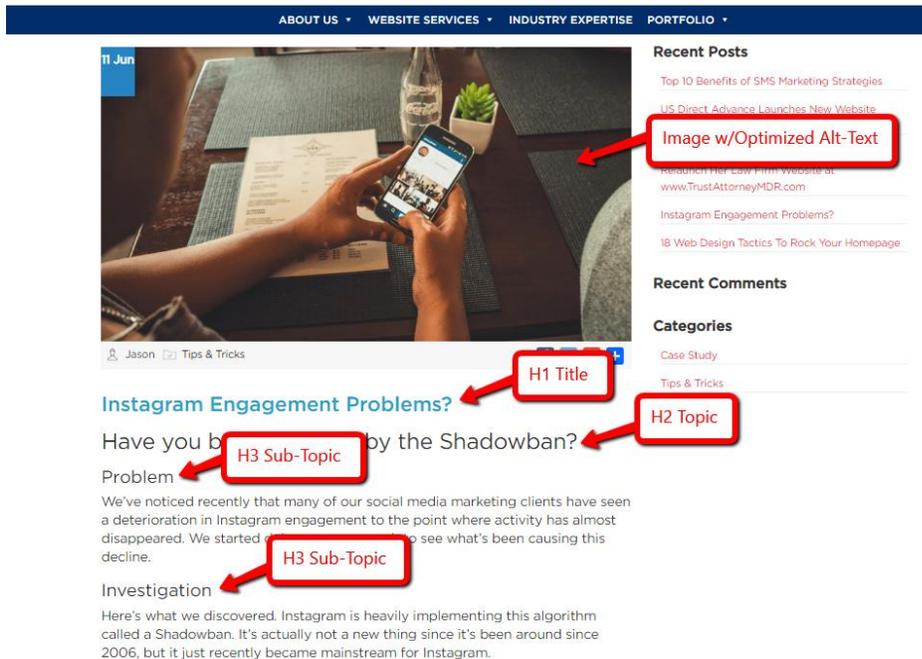
Don't just include your target keyword, but variations and related terms as well.

For instance, if you are writing content about Botox, it will help Google to recognize your content by also mentioning how it relates to fillers, skin care, the conditions it is helping, etc.

Once you have great, unique content, make sure that the on-page elements of your page are optimized.

Include your target keywords and secondary keywords in these fields, but do not keyword stuff or force them in where they do not make sense.

- **Title Tag:** The Meta title will appear in the SERP, the tab of your browser, and often the top of the page itself. This is one of the most important fields to optimize on your page.
- **H-Tags:** The headers on your page. There should be one H1 tag introducing the overall page, with H2's, H3's, and H4's introducing the secondary, tertiary, etc. topics.
- **Images:** Google cannot 'see' the images you put onto your site, it understands them through their Titles, Alternative Text, and the image's file name itself. Options for editing Title and Alternative Text are available on most website builders.



Get Your Free On-Page SEO Audit

Schema

This is a form of markup for web pages that can be found on <https://schema.org/>.

This markup, usually placed as additional code snippets in the header or footer on a page, identifies and labels certain elements on a page making it easier for Google's engine to identify:

- images
- addresses
- names
- reviews

When you see the little golden stars on the Google results page, it is pulling those ratings numbers from the schema markup on your pages.

Most websites can utilize 'Localbusiness' or 'Organization' schema, while many more can utilize industry specific schema choices such as 'physician' or 'attorney'.

```

https://www.getvisible.com/
1 <style type="text/css">
2   .navbar .navbar-nav li:last-child{
3     color: white !important;
4     border: 1px solid white !important;
5     padding: 0px 0px;
6     border-radius: 10px;
7   .navbar .dropdown-menu li:last-child{
8     border: none !important;
9   }
10  .url a span{color: #0066b3};
11  .url a:hoover span{color: #ff7300; text-decoration: none;}
12  .url a:hoover {
13    text-decoration: none;
14  }
15  .whit-ico {display: none;}
16  .web-dehoover .whit-ico, .ppt-colhoover .whit-ico{
17    display: block;
18  }
19 </style>
20 <div class="banner-sec">
21 <!--DOCTYPE html-->
22 <html lang="en-US" prefix="og: http://ogp.me/ns#">
23 <head>
24 <meta charset="UTF-8">
25 <meta name="viewport" content="width=device-width, initial-scale=1">
26 <meta name="google-site-verification" content="BsqQhYwV6xvKum9H05I0K2v4Euz2M6dCR1S9QK1Q" />
27 <meta name="google-site-verification" content="ygg0tbalYroXWUL-0e5r257hr0Xct_1g0TsyJg2VE" />
28 <link rel="profile" href="http://gmpg.org/xfn/11">
29 <link rel="stylesheet" type="text/css" href="https://www.getvisible.com/wp-content/themes/getvisible/css/web-
font/stylesheet.css">
30 <link rel="stylesheet" type="text/css" href="https://www.getvisible.com/wp-content/themes/getvisible/css/font-
awesome/css/font-awesome.css">
31 <script type="text/javascript" src="https://cdnjs.cloudflare.com/ajax/libs/jquery/3.2.1/jquery.min.js"></script>
32 <script type="application/javascript">
33 (function(b, o, n, g, s, r, c) {
34   if ([s]).return;
35   b[o] = [s];
36   b[o].scriptToken = "Kxcbltg200ThyM";
37   r = o.createElement(n);
38   c = o.getElementsByTagName(n)[0];
39   r.async = 1;
40   r.src = s;

```

WebSite

ID: https://www.getvisible.com/#website

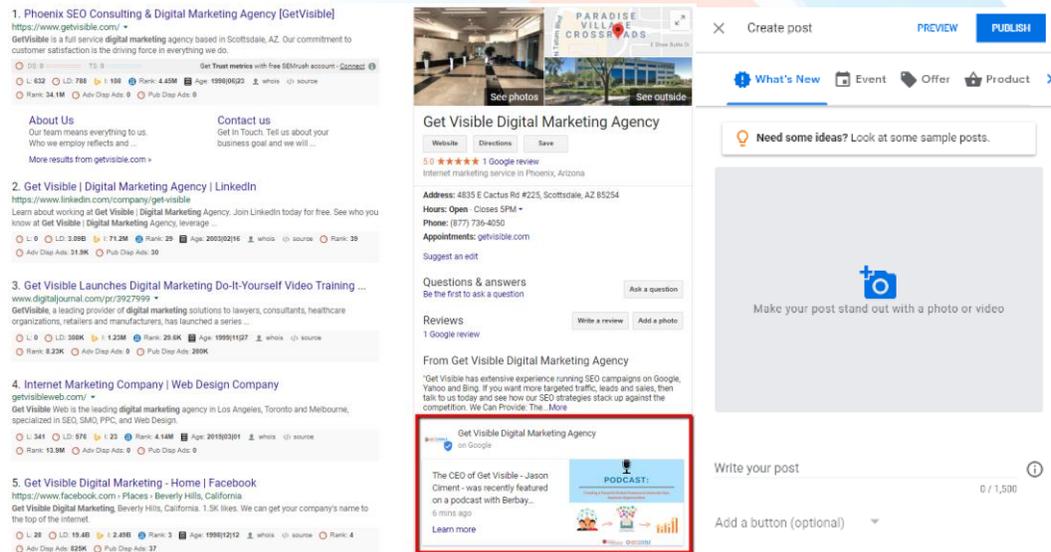
@type	WebSite
@id	https://www.getvisible.com/#website
url	https://www.getvisible.com/
name	Get Visible
potentialAction	
@type	SearchAction
target	
@type	EntryPoint
urlTemplate	https://www.getvisible.com/?s={search_term_string}
query-input	
@type	PropertyValueSpecification
valueRequired	http://schema.org/True
valueName	search_term_string

Google Posts

Although not the most widely known or utilized feature of Google My Business, Google Posts offer a fantastic way to connect with potential clients and create a first touch directly in the SERP (Search Engine Results Page).

Google Posts can include:

- Announcements about a new offer
- an update about your business
- New blog post
- anything else a business wants to communicate.



The screenshot shows a Google My Business search results page. On the left, there are search results for 'Phoenix SEO Consulting & Digital Marketing Agency [GetVisible]', 'Get Visible | Digital Marketing Agency | LinkedIn', 'Get Visible Launches Digital Marketing Do-It-Yourself Video Training ...', 'Internet Marketing Company | Web Design Company', and 'Get Visible Digital Marketing - Home | Facebook'. On the right, the 'Create post' dialog box is open, showing a preview of a post for 'Get Visible Digital Marketing Agency'. The dialog includes options for 'What's New', 'Event', 'Offer', and 'Product', and a section for 'Need some ideas? Look at some sample posts.' The 'Write your post' field is empty, and there is a 'Publish' button.

How Do You Create a Google Post in your GMB account?

Log into your Google My Business Dashboard and look for the “Posts” underneath “Home” on the options bar.

- Select “Write Your Post” and you will be prompted with options: What’s New, Event, Offer, & Product.
- Each of these options will give you different fields to complete, including: images, update description,
- Scheduled dates that an event or promotion will run through, the details of a product promotion & more.
- Make sure to write a strong call to action in each post and remember each post will only stay live for **7 days**.
- Important Note: Google has yet to allow users to schedule posts in advance or post to multiple Google My Business locations at the same time without the aid of outside software. (ex:<https://wordpress.org/support/plugin/wp-google-my-business-auto-publish>)
- When posting to multiple locations it saves time to copy all relevant information including urls, descriptions, dates, etc. into a notepad to easily copy and paste into each location.



Mike Svetik: Digital Marketing Specialist

As a Digital Marketing Specialist, Michael works closely with clients on Search Engine Optimization-specifically on new blog posts, content, and local search listings. He enjoys coming up with new strategies for on page optimization and works to improve traffic on client's websites, achieving measurable results.



Google Ads

If you’ve ever searched for anything on Google, then you’ve likely seen text advertisements at the top and bottom of the search results page.

It’s no secret that these ads are extremely powerful because

- they can bring highly targeted traffic to your website,
- generate leads at a relatively low cost, and
- keep current customers coming back

However, there are quite a few features that not many people know about, which can give you a leg up on the competition.

Get A Free Budget Estimate For Google Ads

What is Google Customer Match for Google Ads Adwords Program?

If you have a list of your customers' email addresses, you can input them into Google Ads and target these customers across Google's networks. You can use the Customer Match feature to remarket to your past customers directly with banner ads that they will see while browsing the web.

Audience	Type		Bid adj.	Conv. rate
Visited Blueberry Collection Pa...	Website visitors	Eligible	+25%	1.74%
Shopping cart abandoners (Re...	Website visitors	Eligible	+40%	8.97%

Note: Red callouts in the original image point to the Audience, Bid adj., and Conv. rate columns.

You can also use this feature to supplement your search campaigns (text ads).

When someone from your email list searches for a particular keyword of your choosing, you can tell Google to increase the bid for that person, so they are more likely to see and click on your ad (compared to someone not on your email list). You can even tailor your ad copy to be more highly relevant to the people on your list. Customer Match is a great way to generate business efficiently and cost-effectively.

You've already done the hard work of bringing people to your website for the first time, so why let them go without trying to bring them back? Just like in the real world, it's important to follow up with business contacts and make sure you're always on their radar. These users are more likely to make a purchase or contact you because they are already familiar with who you are. Bidding higher on them increases the chances of getting your ads in front of them when they are browsing Google or a Google wholesale ad network property.



Kelly Roberts: PPC Marketing Manager

As a PPC Marketing Manager, Kelly aims to tackle her client's ad campaigns with an innovative approach. She enjoys the creative process of writing ad copy as well as the analytical side of optimizing campaigns to achieve the highest possible ROI for her clients. She draws on her prior experience managing content and local search to get a full picture of the overall marketing strategy for a client and takes these aspects into account when creating ad campaigns and landing pages.

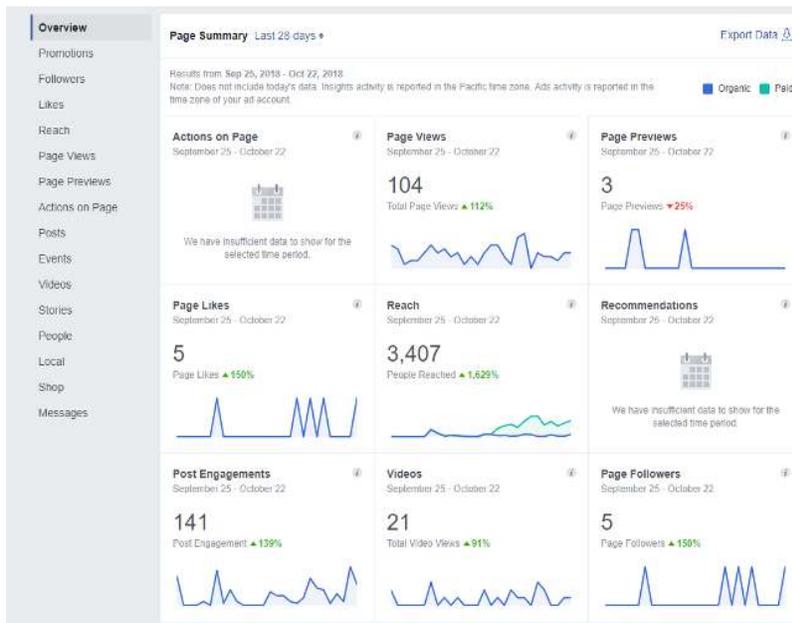


Social Media Marketing

What are Facebook Page Insights?

There are many benefits to using Facebook Page Insights to help you decide on what to post and when to post it.

You can find demographic data about the people who like your Page, how your content resonated with your audience and the best days or times to post based on user behavior.

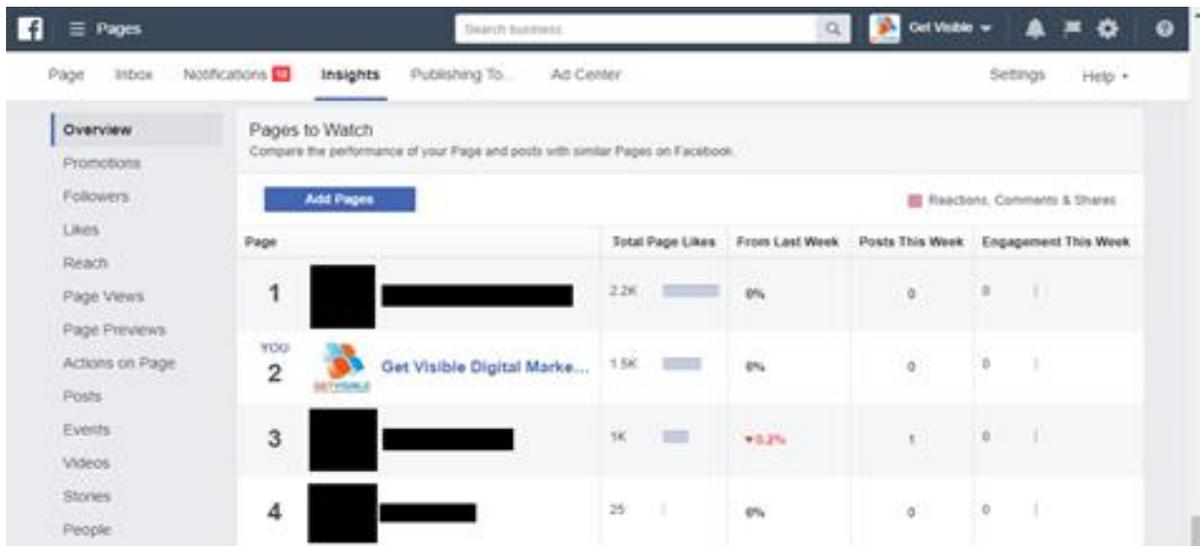


Another thing you can learn with Facebook Page Insights is how you're doing on Facebook compared to your competitors!

You can select a few Pages to "watch" and see:

- Your Facebook Page stats
- Your Facebook page likes and
- Your Facebook engagement overall

This is a great way to see how you are doing compared to other similar Pages.



What are the Different Types of Facebook Advertising Campaigns?

Depending on your goals, there are different types of Facebook Ads campaigns you can run.

If you are a new business, or even just brand new to Facebook, you can run a Brand Awareness campaign for a week or so to get people to your Page and get more likes.

If you are trying to get traffic to your website or landing page, a Traffic campaign can help send people outside of Facebook to your page.

Do you have an engaging post that you want to get people liking and commenting on?

An Engagement campaign can help.

For new videos or apps, you can run a campaign to get views or installations – just select the Campaign Objective that fits your goal.

Improve Your Visibility On Social Media

There are other objectives that can help drive leads or conversions.

If you want leads for your services, a Lead Generation campaign can help get people’s information for you to reach out to with further details.

What if you are selling something in your online store?

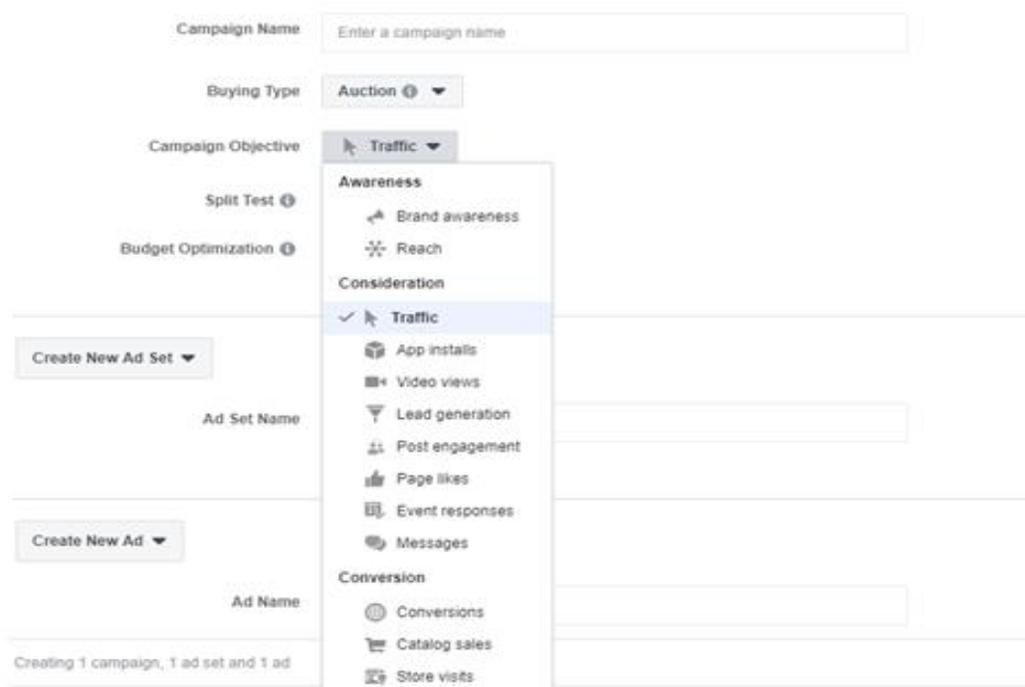
A Conversion campaign can help track those purchases from the ad.

If you run one of these campaigns, you'll need to install Facebook Pixel to be able to track your results.

What is a Facebook Pixel?

The Pixel tells Facebook Ads Manager what is happening on your website.

There are standard event codes you can install so that Facebook can track leads, purchases and more.



Jennifer Klemmetson: Social Media Director

As a Content Marketing Manager, Jennifer develops blog and digital content ideas for a wide array of clients. She works closely with our clients to deliver an effective content marketing strategy and editorial plan to meet their objectives. She enjoys the cross collaboration with writers, designers and clients to bring informative content to their customers.



Content Marketing

How to Write Better Blogs With Longer, Themed “Power Pages”

Longer blog articles will continue to be relevant and important in improving Google results, as long as the content is useful and informative.

In order for blogs to be successful, especially longer blogs, the content needs to answer questions with a more comprehensive approach. Video content can also be added within blogs to increase content length and time spent on a page.

If your longer article is well written and filled with everything a user needs to know about a specific topic:

- your bounce rates will remain low,
- your time spent on the page will increase, and
- readers will not go back to Google’s search results to look for other blog posts.

“Cornerstone content” pieces can be a key content marketing tool. These longer pieces are based on meaningful or important content that is a well-research and comprehensive. This purpose of cornerstone content is to stay relevant and useful over time.

It can be edited with new information or updated with links.

This content performs well to establish credibility and when used in backlinks in new content, it shows Google the page is reader-worthy and strong.

Topic Development

Using Quora to find blog topics can help you better target an industry with keyword rich content.

Quora allows subject matter experts in any industry to answer questions. We can search for topics that match a specific audience interest and see what questions they are asking.

These questions can easily be turned into content topics for articles, blog posts, videos or infographics. Along this line, we can also benefit from social media comments and product reviews to connect social feeds to audience questions.

This helps us determine what an existing or loyal audience is thinking about. Additionally, timeliness and news-oriented content still has a place. Setting alerts, subscribing to newsletters and referring to industry experts’ content can provide fresh, industry-specific content.

By Type Results for **how to find an immigration attorney**

All Types Questions Answers Posts Profiles Topics Blogs

What are some good ways to find a good immigration attorney?
Answer 1 of 12 · View All
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Video Marketing

The importance of video marketing will continue to grow and become crucial for businesses to stay relevant. Consumers prefer watching videos to reading. Video content enables businesses to convey messages for a variety of purposes. They can entice or entertain to build excitement for their brand, or educate and provide how-to's in order to make more complex topics digestible and easier to learn.

Most importantly, buyers use video to make purchase decisions and businesses have an opportunity to showcase video content that can pivot or convert buyers. Unlike content, videos can also better be used to see how content is performing. Clicks and views can be measured, but also you can better track when a viewer loses interest - like clicking through parts of the video, skipping the introduction or seeing how many people watch the video entirely. This helps a business easily hone in on content marketing methods that do and do not perform well with their audience.



Abby Breeden: Content Manager

As a Content Marketing Manager, Jennifer develops blog and digital content ideas for a wide array of clients. She works closely with our clients to deliver an effective content marketing strategy and editorial plan to meet their objectives. She enjoys the cross collaboration with writers, designers and clients to bring informative content to their customers.

