

DIGITAL MARKETING



GOOGLE SEARCH, DISPLAY & VIDEO



If you want to be found in Google searches, on related websites, in apps, or on YouTube, dynamic campaigns are a necessity. Ads include dynamic text, banners, gifs and videos.



Google campaigns can include one or more of these targeting options: keywords, topics, custom audiences, life events, retargeting and lookalikes.



You are charged based on the goal of the campaign (CPC, Cost/Lead, or CPM). The budget is typically a monthly rate.

SEARCH INTENT

Search Intent (also known as “User Intent”) is the main goal a user has when typing a query into a search engine. Common types of Search Intent include informational, commercial, navigational and transactional.

By formulating keywords with intent-specific words you can increase your chances of being seen by people with matching search intent.

Satisfying search intent is a primary goal for Google, which in turn makes it a primary goal for SEM & SEO. Our team keeps search intent top of mind when building out campaigns.



In the modern day, the first thing an individual does when looking for a product or service is search on the internet. There are close to 63,000 Google searches made every second! The internet is packed with information though, and studies have also shown that 75% of users never scroll past the first page of results. That's why it's so important that you have a plan for your business to navigate the complex ranking and bidding system that organizes the search results.

INCREASE YOUR ORGANIC TRAFFIC

Being found on the first page of Google for your products and/or services is critical. People do their own research before buying and if they find you first, they are more likely to buy from you. Organic ranking is a long term investment in the content and user experience on your website. There are over 200 guidelines for SEO. Our experts will help you focus on the ones that matter.



KNOWING WHERE TO START

It's easy to get lost when deciding what needs to be done in order to optimize your website. Site health is always going to be number one. Mobile experience

and speed are key components of your site health. Next in line is user experience, content quality and engagement. Your website should always put "humans" first over

bots...including Googlebot. OpGo's approach to content is to focus on your key stakeholders. Your site should meet their needs first--then Google's.

SEARCH ENGINE OPTIMIZATION



Optimizing your website increases organic traffic. Your main goal is to build authority by sharing your expertise and proving that you're not just in the industry to make money, but you actually know what you're talking about.



Organic traffic typically brings in the most relevant and highest converting audience. The traffic is from individuals actively searching for information about your product or services.



The cost is typically retainer-based and runs anywhere from \$500 - \$5000 per month. It depends on the size of the site and the pace of adding additional content.

RETARGETING



Retargeting is digital marketing to an audience that has already been to your website, visited a specific geo location or watched a video (CTV or YouTube).



The audience can be narrowed in many ways, such as retargeting to people who came to your site through certain channels, had specific behaviors, or visited specific pages.



The cost of retargeting is oftentimes much lower than any other digital spend because the audience is smaller.





KEEP YOUR CUSTOMERS INFORMED

Your customers appreciate hearing updates that can benefit them. Email is one of the best ways to reach them. People like to be informed of "news and offers" from your business. Becoming

a thought leader can build loyalty and advocacy.

Keep in touch with your customers with email campaigns.

EMAIL



There are various types of email campaigns. Some are prospecting / lead generating while others are focused on building and nurturing new or existing relationships.



Email lists should not be bought. Laws require people to opt in. We can help you build your own list over time through campaigns.



The costs involve paying for an ESP (email service provider i.e.. MailChimp) and costs to design and build content for the mail.

MARKETING AUTOMATION



Marketing automation is one of the best assets for a company with a sales team. The marketing funnels only the quality leads into the platform through a set of rules. Once leads reach a specific score, they are automatically assigned to a sales person to take action. With the MA platform, you are able to see all campaign and lead insights in one place.



Automation gives businesses the ability to evaluate anonymous people and serve them specific messaging based on their behavior. By implementing scoring on anonymous profiles, you can create custom nurture campaigns.



The cost varies depending on what platform you choose for automation. We have used HubSpot, SharpSpring, and MailChimp in various ways over the years, and are constantly searching for and trying out new services to find what works best.

AUTOMATICALLY FILTER HIGH QUALITY LEADS INTO YOUR CRM

Marketing automation brings marketing and sales together. Using the right funnels, you can pre-qualify leads before they come in and you can send automatic notifications to your sales team. You can also learn which ad campaigns brought in the most sales.

Marketing automation can give a lot of time back to both your sales and marketing teams. It brings in all levels of the funnel into one easy-to-view platform and allows you to track sales from first touch to close. The automation filters legit leads from those not as qualified and sends each down a different path: one to a sales person and the other into a drip campaign. And that's just the basic function; there are a lot more features that can be enhanced to provide more insight and save your team even more time.



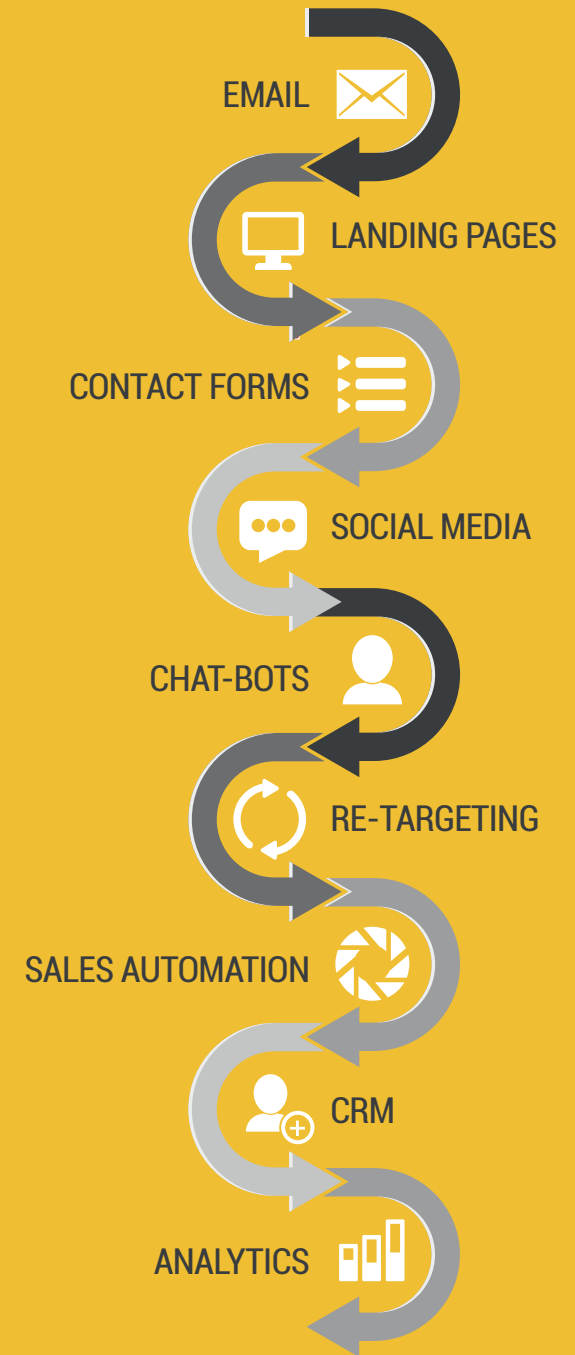
**DRIVE MORE
QUALIFIED
LEADS**



**CONVERT
LEADS
TO SALES**



**OPTIMIZE
YOUR
ENTIRE
FUNNEL**





CTV GREW 60% YOY IN 2021

Connected TV is one of the most rapidly growing channels. A big part of the boost is tied to the COVID-19 pandemic. Connected TV (CTV) ad spend will reach \$14.44 billion this year, up 59.9% from 2020. Broadcast and cable are losing while CTV is gaining.

Source: eMarketer

CTV



Connected TV (CTV) allows you to serve ads on a network of TVs that pull content directly from the internet.



Ads are bought programmatically and are shown on streaming devices such as consoles, computers and Smart TVs. Programmatic refers to bidding on digital ad inventory in real-time. You can set your targeting similar to other digital platforms (geography and interests).



Individuals that have been served your ads can then be retargeted through other channels, creating a memorable impression of your brand.

SOCIAL MEDIA



Social platforms have two main components: organic communities and ad accounts. The ad accounts have different targeting options, but allow you to layer on targeting to be relevant to your audience.



On Facebook, for example, you can choose people to target based on location, gender, age, interests and job title. You can combine them using different combinations. A/B testing is the best way to optimize.



Social media is a great way to get a large number of eyes on your content for a relatively low cost. There are plenty of options and lots of opportunity including working with influencers, launching giveaways, and sharing customer testimonials. We can help you decide which strategy works best for

ENGAGE WITH YOUR COMMUNITY

Social Media is one of the more difficult marketing initiatives to navigate. The authenticity of social media is critical. People recognize fake messaging. We offer multiple levels of social media across the board. We offer light services for businesses that have capacity to do some of the social in conjunction with our team. The heavy social is for clients that have a large customer base and work with OpGo on several fronts. OpGo can only be an authentic voice of the brand if we are completely integrated with your team.

To build an audience, you need to understand your brand inside and out. For startups, this is more difficult because they are just learning and a brand evolves quite a bit in the early days. When you commit to social media, you are able to build an audience that appreciates the connection with your brand. It's unlike any other channel because the equity in it is more about the authentic voice and less about "ads".



OPTIMIZE YOUR GMB PAGE

Google My Business is a free service that gives businesses a free listing on Google's SERP (Search Engine Rank Page). With this tool, businesses can manage their information and get instant visibility. All accounts are verified by Google.

YOUR BUSINESS INFORMATION INCLUDES

- Name, Address, Phone Number
- Reviews
- Products and Services
- Hours of Operation
- News and information
- Social media information

GET LOCAL TRAFFIC TO YOUR SITE



GET GOOGLE REVIEWS

As awkward as it might sound for some businesses to ask for reviews, it's a big key factor in Google search results. Why? Because Google has evidence that proves sites (brands) with great reviews are better than those that don't have great reviews. And if you are a search engine that wants to create a great experience for your users, you are only going to serve up the sites that provide the best user experience. (Aka – best reviews.)

LOCAL SEARCH



Google My Business is considered to be the number one local ranking factor. It means that GMB has the most impact where your business appears in results for local business searches.



Local search helps you rank higher in the community where your business is located. When your GMB page is set up properly with your services listed, your business will show up for searches related your product or services.



A Google My Business Page is free. You can also set up a Google Ads campaign that is optimized for local searches. The cost is typically tied to CPC (cost-per-click). The CPC is higher when other businesses use the same keywords in their campaigns.

PODCAST



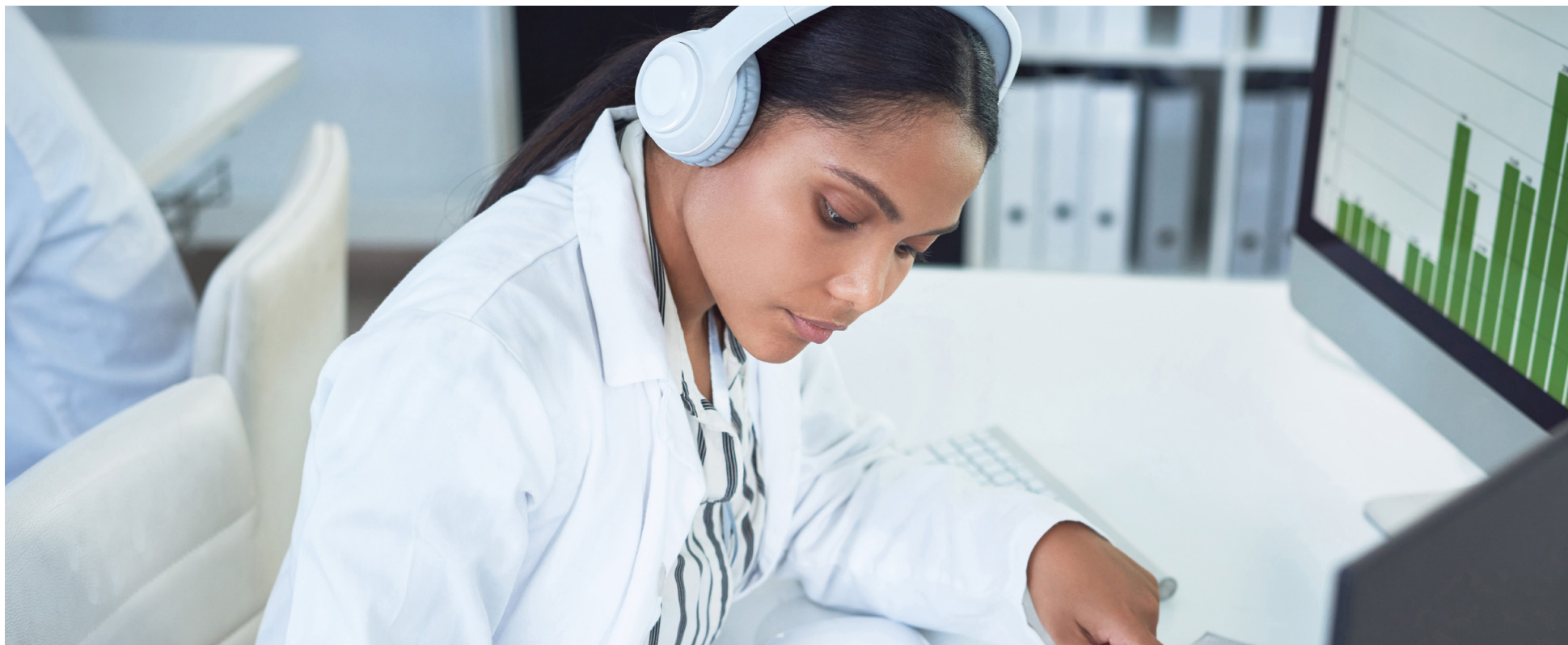
Podcast listeners are served a targeted ad while they are listening. Often times retargeting with banners is incorporated into the campaigns. Once an individual has heard an audio ad, they are then served display ads.



You are able to station listeners, digital streamers, podcasters and concert goers down to the zip code. Select standard demographics (gender, age) and advanced demographics (education, employment, ethnicity, HH income, Housing, Home Value, Credit Level).



The CPM for podcast targeting is right around \$20 CPM. CPM is the cost per thousand impressions.



PODCAST AUDIENCES ARE GROWING

Podcast listeners tend to be young, affluent, and educated. Audiences are growing across all industries including agriculture. Spending on podcast targeting is expected to increase 38% YOY in 2021. This means it would have doubled since 2019.

Research has shown that close to 70% of listeners consider a product after hearing about it on their favorite podcast.



MARKETING

PLAN. MEASURE. OPTIMIZE.

At OpGo, we build digital marketing strategies that drive results. We become an extension of your team to help you reach your goals.

opgomarketing.com