



AGENDA

- Introduction
- The Importance of being online
- Digital vs. Traditional
 - Websites & why mobile is important
 - Using Video for Business
- Google my business
 - SEO vs. PPC
- Google & Bing PPC
 - Social Media
- Questions – Open discussion





VS



LIKE

TWEET

MESSAGE

BUY

POST

SEND

RECEIVE



70% compared prices or read reviews

88% have been influenced by an online review

91% have visited a store because of an online experience

37% use the internet to find a store at least 1x/month

WHY YOU NEED A WEBSITE



A hand is pointing at a laptop screen. The screen shows a website with a woman's photo and a gold and maroon color scheme. The background is a blurred desk with a pen and papers.

HOW DO YOU KNOW WHEN YOU NEED A NEW WEBSITE?

You may need a new website if your current site:

- ✓ Has Flash
- ✓ Doesn't have a mobile solution
- ✓ Is slow to load
- ✓ Conversion rate is decreasing
- ✓ Bounce rate is increasing
- ✓ Time-on-site is decreasing
- ✓ Your site is four years or older



What Are the Advantages of a Mobile Website?

Regular Site



Mobile Version



Benefits

- Loads Faster
- User Friendly
- Easy to Navigate
- Easy to Read
- Tap to Call

Global Mobile Data Traffic Drivers

Mobile Momentum Metrics



More Mobile Users



2016

4.9 Billion

2021

5.5 Billion

More Mobile Connections



8 Billion

12 Billion

Faster Mobile Speeds



6.8 Mbps

20.4 Mbps

More Mobile Video



60% of Traffic

78% of Traffic

Source: Cisco VNI Global Mobile Data Traffic Forecast, 2016–2021



**Stand Out On
Google**



**Boost Your Online
Presence**



**Appear On All
Devices**



**Appear On The
Google Maps**



GROW YOUR
BUSINESS
WITH

**VIDEO
MARKETING**

VIDEO MARKETING STATISTICS



76%
of professional marketers and
business owners report positive
results with video



90%
of users say that product videos
are helpful in the decision
making process



75%
of executives watch work-related
videos on business websites at
least once a week



80%
of online viewers recall a
video ad they viewed in the
past 30 days



92%
of mobile video consumers
share videos with others



46%
of marketers plan to add
Facebook or YouTube videos to
their content strategy this year.




50%
of internet users look for videos
related to a product or service
before visiting a store

SEO

- You can affect standard organic, media and shopping results
- Takes time for results of the work to take effect
- Gradual process of improvement
- Requires ongoing work
- Residual benefit will be seen even when your budget has stopped.

PPC

- After setup, results are almost instant
- Requires management to ensure budget is not wasted
- Once budget has stopped, results also stop



**UNDERSTANDING PAY-PER-CLICK MARKETING:
WHY PPC SHOULD BE PART OF YOUR
ONLINE MARKETING STRATEGY**

Pay Per Click

CLICK



COST PER CLICK - CPC



Google AdWords

Google

Everything

Images

Videos

News

Maps

Books

More

Google Tools

Feeling

Change location

The web

Pages from Internet

Any time

1 year

1 week

1 month

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year

1 year



✓ More Targeted Clicks

✓ Lower Cost Per Click

✓ Better Conversion



accounting software florida

Search

Instant is off

About 667,500 results (0.28 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- More

Miami, FL 33180

Change location

All results

Related searches

Wonder wheel

More search tools

Accounting Software

Which accounting software is right for your business? Find out here. www.FindAccountingSoftware.com

Accounting Software

Best Financial Software Solution Web-based. View the Demo Intacct.com/Accounting+Software

Accounting Software Florida

Try Free! Manage Finances Anywhere. Easy Online Accounting Software www.QuickBooksOnline.com

Accounting Software Accounting Software Florida Accounting ...

Accounting Software: For Account Software in Florida, Accounting Software in Texas, Account Software Visit South East Computers. Based in Texas /Florida ... www.southeastcomputers.com/ - Cached - Similar

SalesLogix Florida SalesLogix Miami CRM Software Florida CRM ...

Based in Florida/Miami/Texas South East Computers specializes in building ... www.southeastcomputers.com/.../sage/Sage_CRMSalesLogix.php - Cached

Show more results from southeastcomputers.com

Ideal Consulting - Home

Fixed Asset Software Accounting Software Ideal Consulting Has Been Acquired. Ideal Consulting has been acquired by TruEdge. www.idealconsulting.com/ - Cached

Human Resources Management Software Payroll Accounting Software

Perryman & Associates provides human resources, payroll, accounting, and fixed assets software to businesses in Florida and the Caribbean. www.perryman-sw.com/ - Cached - Similar

Payroll Accounting Software Florida Withholding

Florida Withholding and Payroll Taxes support inside ezPaycheck Payroll Accounting software. www.halfpricesoft.com/Florida-payroll-software.asp - Cached

Vertical Market Software Pensacola Florida

Home page of Vertical Market Software, a developer of a unique set of applications ... From our core accounting applications such as Accounts Payable ...

20%

SYSPRO Accounting System

Online Win32 Business Accounting Software. Download our Brochure! www.syspro.com/Accounting-Software

XERO Accounting Software

Away From Accounting Software Plans From \$19/month. Free Trial www.Xero.com/AccountingSoftware

Accounting Software info

Find your Local Mas 90 Specialist And receive Free Demo CD. AccountingSoftwareConsultants.net

Google Apps Accounting

Find Accounting & Finance apps that integrate with Google. Free trials. google.com/appsmarketplace

Accounting Software

ERP Software For Manufacturers & Distributors By SYSPRO: Free Demo www.2020Software.com

RMS Accounting

Complete Accounting, Bookkeeping and Tax Services you can count on. 2319 N Andrews Ave, Wilton Manors, FL www.rmsaccounting.com

Basic Accounting Software

Custom Mfg / Distribution Software No charge for Source Code - RLA www.ra-assist.com

Top15 Accounting Software

2010 Top Accounting Software Ranked Don't decide on a vendor without it BusinessSoftware.com/Top15Report

80%

Search

Ads are triggered by a **proactive search query** inputted by the user

Users are **proactively looking for ads** related to services/products



Display Network

Ads are triggered when **matched to relevant page content** or **specifically targeted** by advertisers

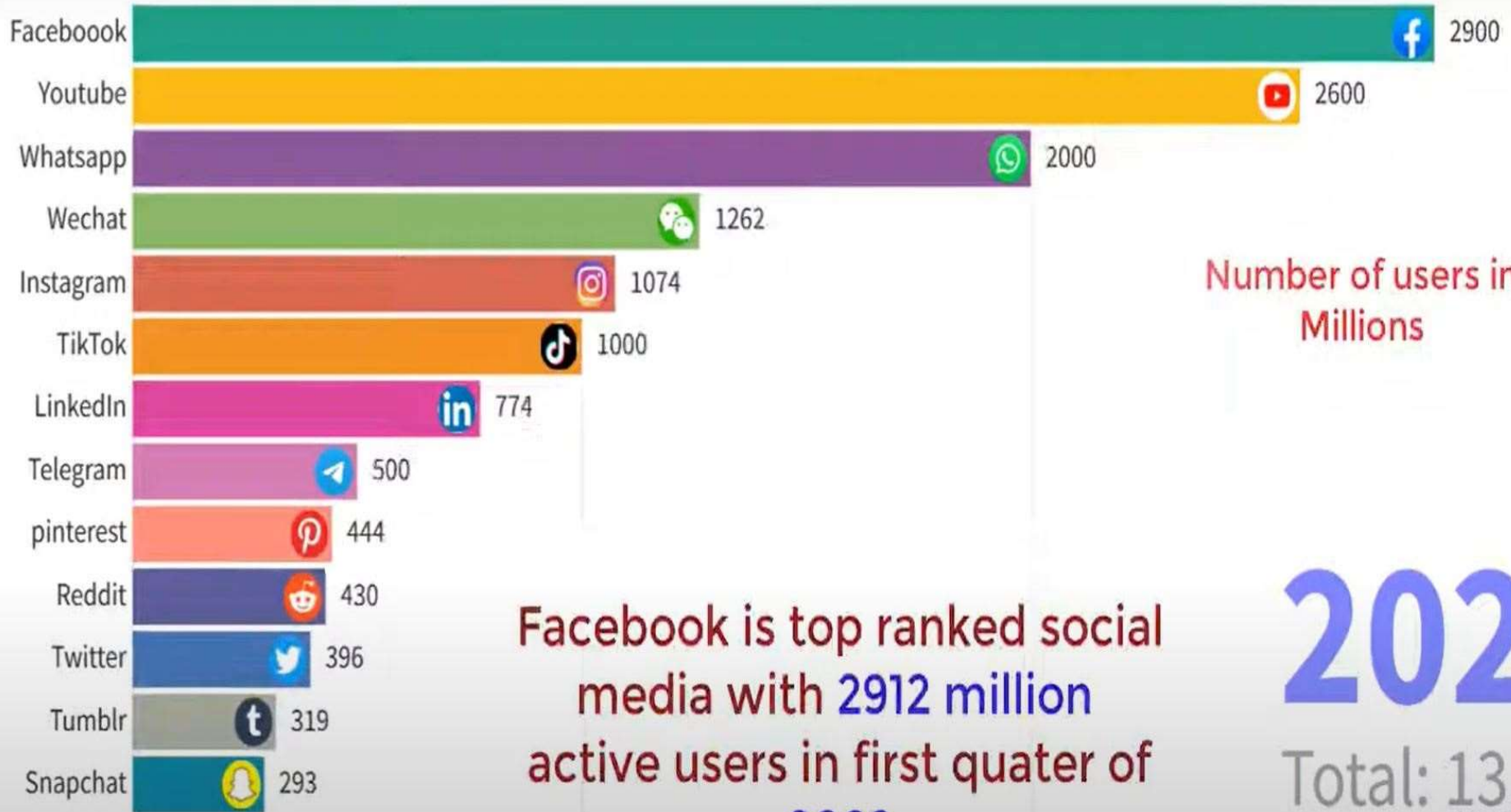
Users are **visiting pages** that relate to their needs, interests, or profile and are **not proactively looking for ads**



Bing Ads

Campaign Tutorial



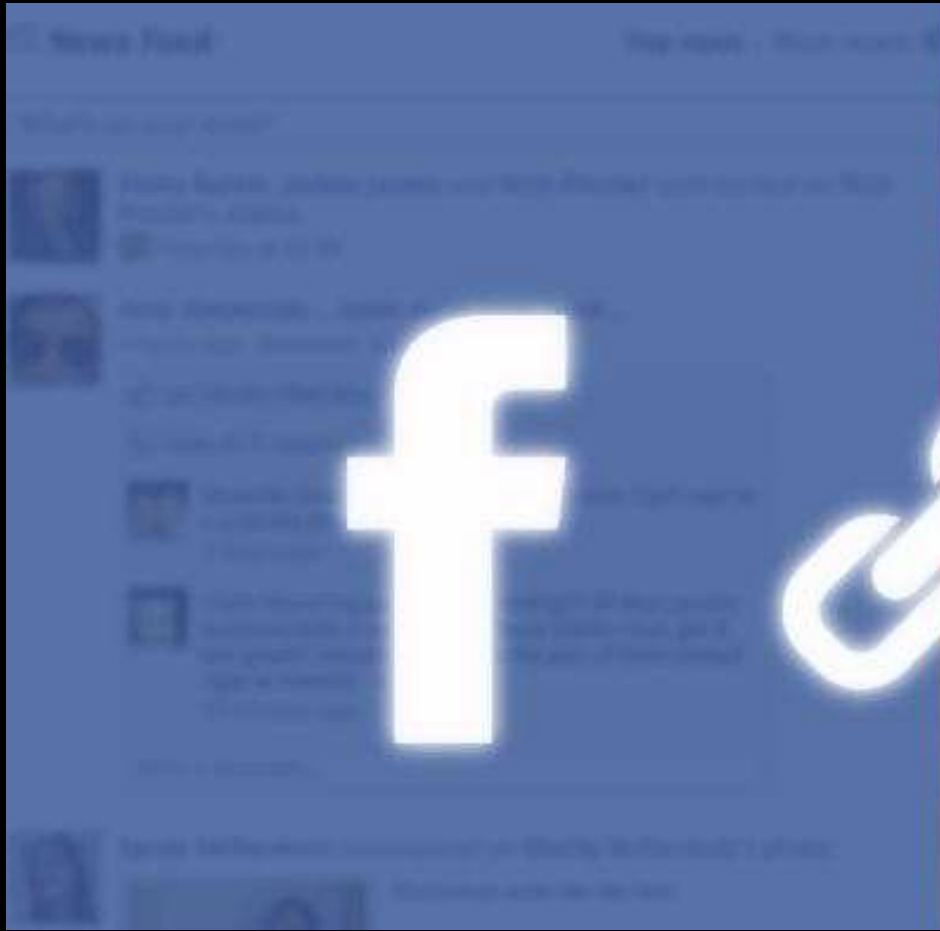


Number of users in Millions

Facebook is top ranked social media with 2912 million active users in first quater of 2022

2021

Total: 13,992 (Millions)



How Facebook Ads Can
Play a Vital Role in

● **GROWING**
YOUR BUSINESS





LinkedIn for business marketing



LinkedIn Company Pages

Build trust & awareness

ANY
QUESTIONS?

