

WEBINAR

Increase ROI With a Holistic Digital Advertising Approach

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Developing a comprehensive and integrated digital marketing strategy involves the consideration and understanding of all aspects of the consumer funnel and the role they play throughout. Each digital marketing channel and tactic provides unique benefits to your organization at different points of the conversion funnel as well as the overall user journey. Paid search, search engine optimization and business listings exist within the same ecosystem, providing a rare opportunity to own all aspects of a search engine results page when all are considered equally.

1 A 360° approach means understanding and owning every aspect of digital marketing

Reaching as many consumers as possible requires a comprehensive understanding of how each channel and tactic involved in digital marketing can benefit initiatives and assist in reaching organizational goals. When each channel and tactic are taken into holistic consideration, your digital marketing efforts start to work in tandem increasing ROI, versus against each other.

2 An integrated strategy maximizes your digital marketing budget

Investing in search engine optimization and business listing management to raise the baseline traffic of a website allows for targeted, meaningful paid advertising campaigns. Reducing the dependency on ad campaigns to drive meaningful traffic also builds organic brand equity.

3 Knowledge gained from one aspect of your strategy empowers the others

Utilizing the benefits of each digital marketing channel creates opportunities for deeper analysis, refinement of efforts, along with optional levers to pull. Related keywords discovered during ad campaigns can inform search engine optimization, for example.

4 Each aspect of digital marketing provides different benefits

When considering the digital marketing toolset that works best, each has its own strengths and timelines. Search engine optimization may take longer, ad campaigns may be a quick solution, and discarding any diminishes the efficacy of all.

5 Getting started

If you're ready to get started with your digital marketing strategy, looking for a conversation to determine if your organization is ready, or have started but aren't getting the results you are looking for, Geonetric can help you to:

- Conduct discovery and key stakeholder interview sessions to better understand your current business and digital initiatives along with understanding the competitive landscape.
- Assess current digital marketing strategy and efforts along with those of your competition; including local competitors and organizations that might be in indirect competition.
- Develop an integrated digital marketing strategy across paid and organic efforts, or outline specific channel strategies that support existing efforts.
- Deliver digital marketing strategy findings and recommendations.