The Ultimate Paid Media Blueprint

FOR GROWING YOUR MEDICAL PRACTICE
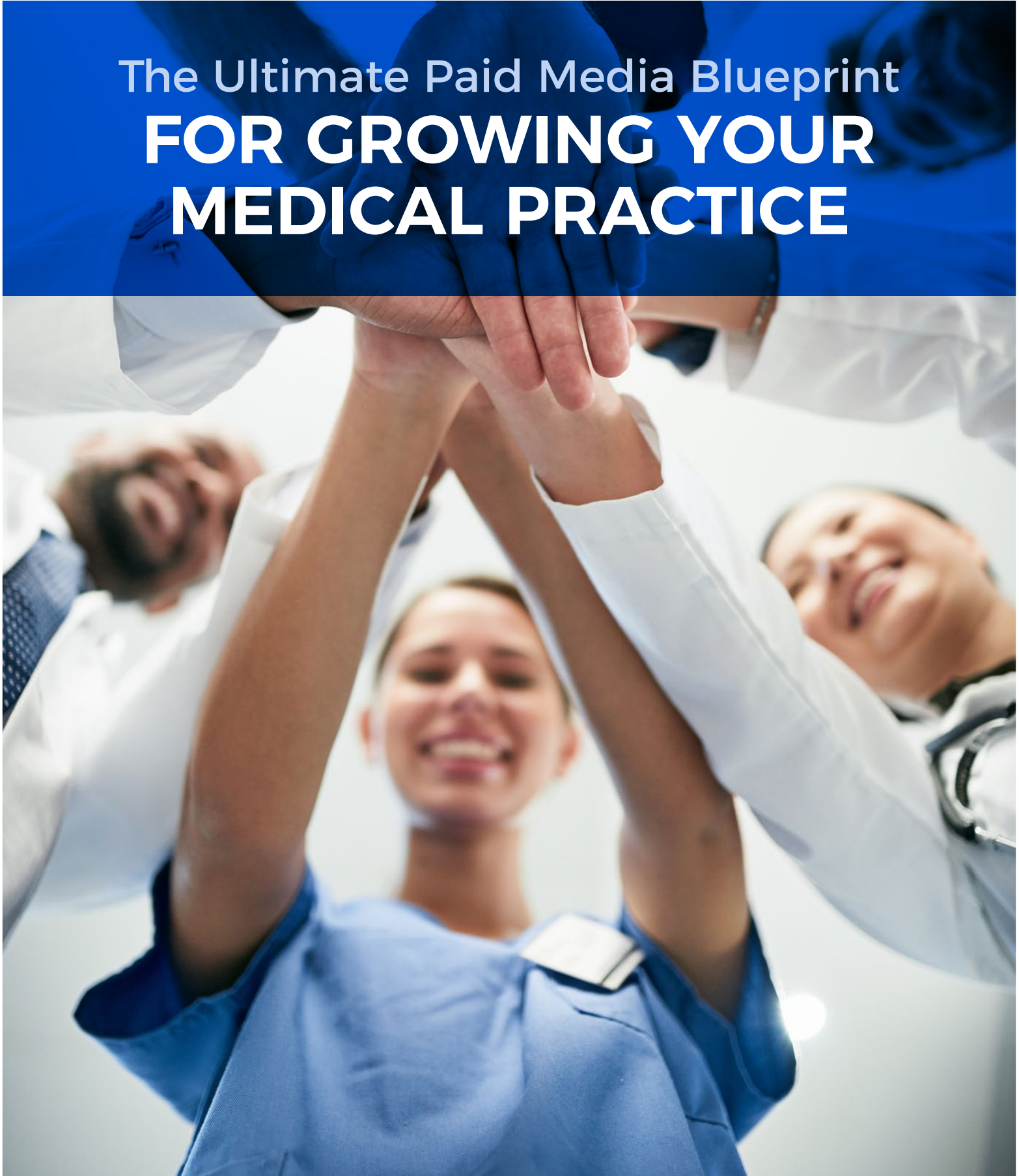
While there are many ways for the modern day medical practice to market their business, the most effective, and quickest way to build an audience is through paid media.

Paid media includes such strategies as PPC advertising, display advertising, retargeting/remarketing and social media advertising. Each of these strategies are effective, and have a time and place for your medical marketing mix; however, before you dive deep into your paid media journey, it's important to know when it's best to implement each paid strategy. ❖

While there are many ways for the modern day medical practice to market their business, **the most effective, and quickest way to build an audience is through paid media.**

TABLE OF CONTENTS

WHEN YOU SHOULD USE A PAID MEDIA STRATEGY

PPC (PAY-PER-CLICK)

PPC ads are a type of advertising in which **advertisers pay a fee only when someone clicks on their ads**. Search engine advertising, like Google AdWords, is one of the most popular types of PPC ads.

Affordable Dentistry - Free New Patient Exam & X-Ray.
[Ad] www.aspendental.com/ ▼
For New Patients Without Insurance. Book an Appt Online or Call Now.
Services: Emergency Dental Care, Root Canal, Tooth Extraction, Fillings, Oral Surgery
Deal: 20% off General Dentistry
📍 3737 Merle Hay Rd - (515) 650-9480 - Open today · 11:00 AM – 8:00 PM ▼

Schedule an Appointment   Find an Office Near Me
Dental Services   Pricing & Offers

Des Moines Emergency Dentist - Open Seven Days a Week
[Ad] www.emergencydental.com/DesMoines ▼ (515) 318-7248
Same-day appointments available for emergency and non-emergency patients.
Open 7 days a week · Non-emergency appts · Walk-ins Welcome
Services: Dental Exam & X-rays, Cavity Fillings, Root Canal Therapy, Toothache Relief, Bridges & Crowns...
Insurance & Payment · Schedule Online · Contact Us · Dental Services

Family Dental Care - Plum Drive Dental
[Ad] www.plumdrivedental.com/ ▼
$59 Cleaning, Exam & X-Rays! Schedule In Urbandale, **IA**.
Professional · Passionate · Comfortable Dental Care
Special Offers · Patient Finance Options · Visit Our Office · Schedule An Appointment

When to use PPC

If your practice doesn't rank high in Google search engine results, PPC ads can help close the gap.
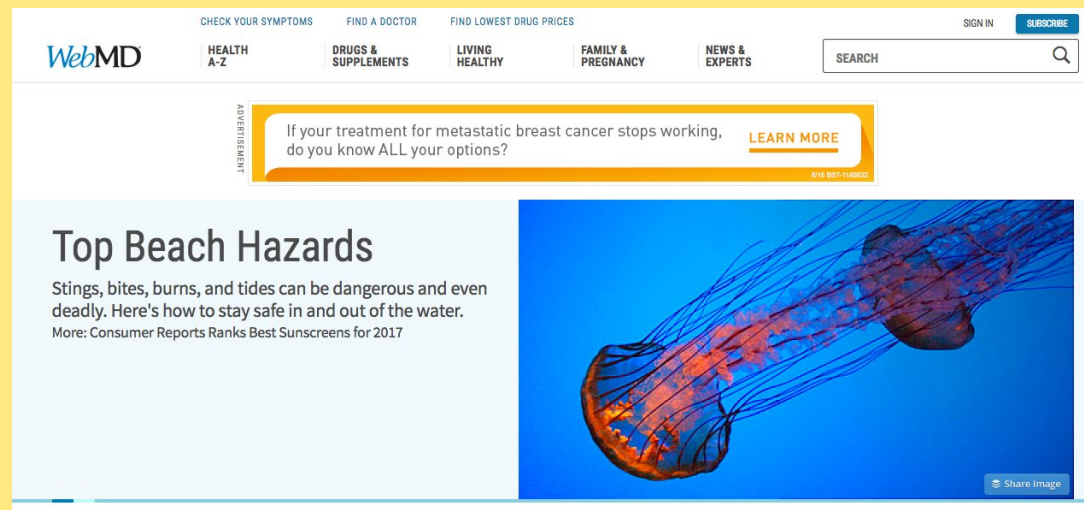
Organic search engine optimization takes time. PPC ads provide immediate results. PPC ads, like Google AdWords, also provide a plethora of digital data about the ad's performance and keyword success.

You can use this feedback to adjust your ad's message, the time of day the ad is shown, and narrow down the geographic region. For example, let's say your urgent care practice wants to reach more mothers searching for urgent care for their children.

Using feedback from the campaign you'll be able to narrow down which keyword phrases are most popular with your target audience (e.g., "urgent care children" versus "urgent care "pediatrician") and adjust your campaign accordingly for maximum ROI.

DISPLAY

Display advertising is unlike text-based PPC ads, in that display advertising (which comes in forms such as banner ads) rely on images, audio, and video to help communicate your messaging (as seen in the orange display ad below, featured on the Web MD website):

When to use Display

If you have a limited ad budget, we'd recommend maxing out your paid search before delving into display. Even with a budget dedicated to display, it's best to approach this tactic strategically. The most successful campaigns we've been a part of use display's targeting capabilities to address and target very specific groups of prospects.

Like text-based PPC, display features targeting options such as geography and timing; however, it also has the ability to target via remarketing, topic, and demographics.

RETARGETING

Retargeting is a type of advertising that utilizes "cookie-based technology" to track target customers who click on one of your paid ads or visits a specific page on your website.

You place a piece of code on your website that drops an anonymous browser cookie. Later, when your visitor browses other websites, the cookie will tell your retargeting provider to show an ad for your medical practice.

Retargeting is highly effective since it focuses your advertising spend on potential patients who have already demonstrated an interest in your practice.

When to use Retargeting

For most websites, only 2 percent of visitors convert into customers, clients or patients; retargeting allows you to stay in touch with the other 98 percent. Retargeting is great for advertising campaigns with KPIs like new patient online appointments or sign-ups for a blood drive event.

If a potential patient visits the sign-up page but fails to submit the form, you can use retargeting to continue advertising to the prospective patient in an effort to bring him or her back to your website to complete the sign-up form.

SOCIAL NETWORK ADVERTISING

With Facebook's estimated social media advertising predicted to top $11 billion in revenue by 2017, according to the Marketing Tech Blog, social network advertising is big business. That's in part because social network advertising allows businesses, including medical practitioners, to find new potential clients, customers, and patients by using the social network user's own information to identify possible interest.

Medical City Denton
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Don't fry this summer. Remember that shade and sunscreen are your friend.

FASTERTX.COM | *Life*Signs

Made in the Shade: How to Avoid Sunburn, Aging and Skin Cancer
Each year, more than 3.5 million new cases of skin cancer are diagnosed in the U.S. more than the combined number of new breast, prostate, lung and colon

Rather than relying on keyword searches to identify user intent, social media advertising can build your brand awareness with prospective patients before they even begin to search.
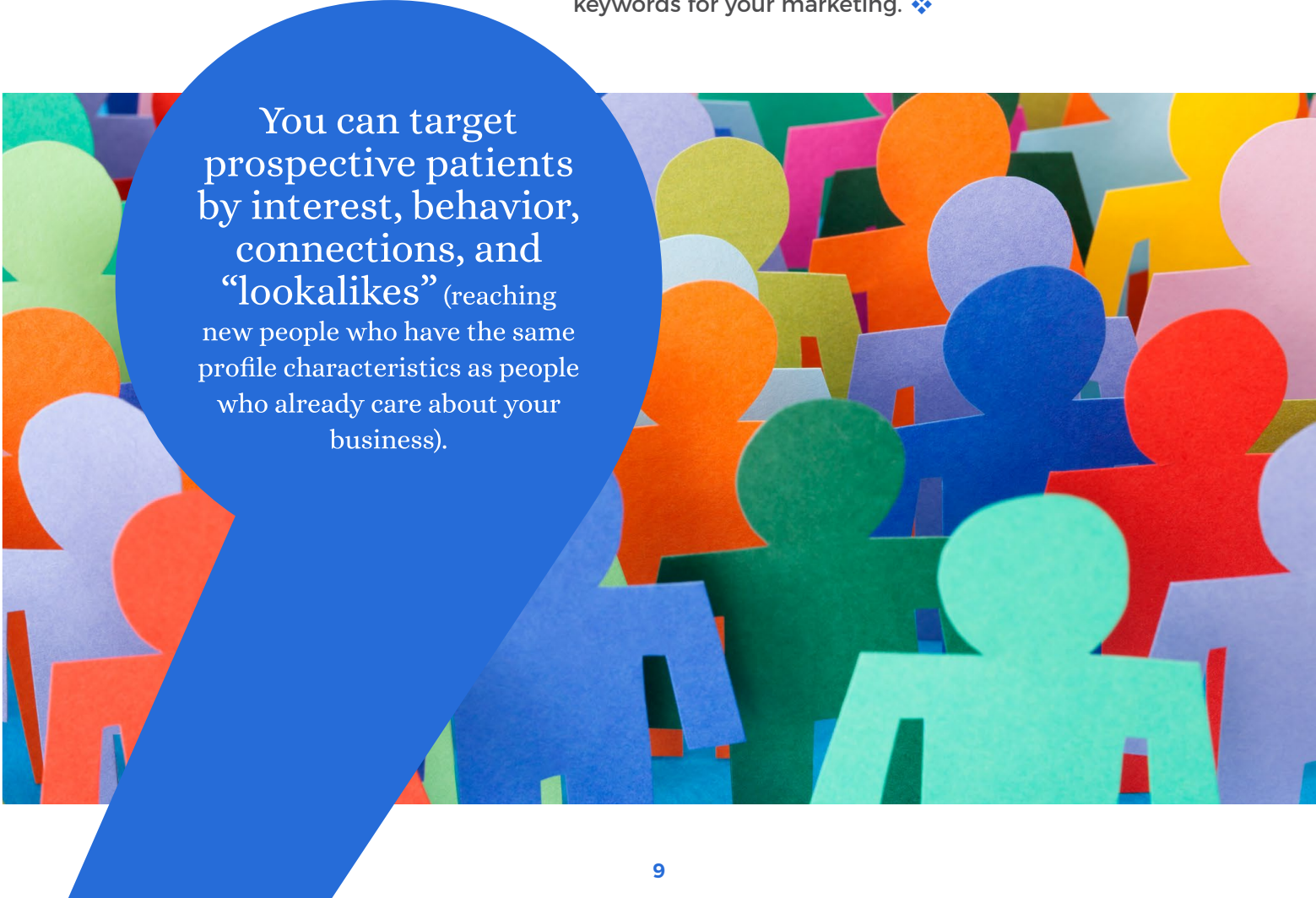
When to use Social Network Advertising

While paid search (e.g., PPC ads) is great for driving visitors to your website based on search intent, what if no one ever searches for your search terms, or if the most effective search terms are too expensive for your practice to bid upon?

What if you just want to build brand awareness around your medical practice? In both cases, social network advertising is the best option since it allows for advanced targeting, provides reliable conversion tracking, and works equally great on mobile devices and desktops.

You can target prospective patients by interest, behavior, connections, and "lookalikes" (reaching new people who have the same profile characteristics as people who already care about your business).

With a better understanding of the what and the when, let's delve deeper into your paid media options. At the forefront of any paid media strategy is your keywords. It's time to discover how to pick the right keywords for your marketing. ❖

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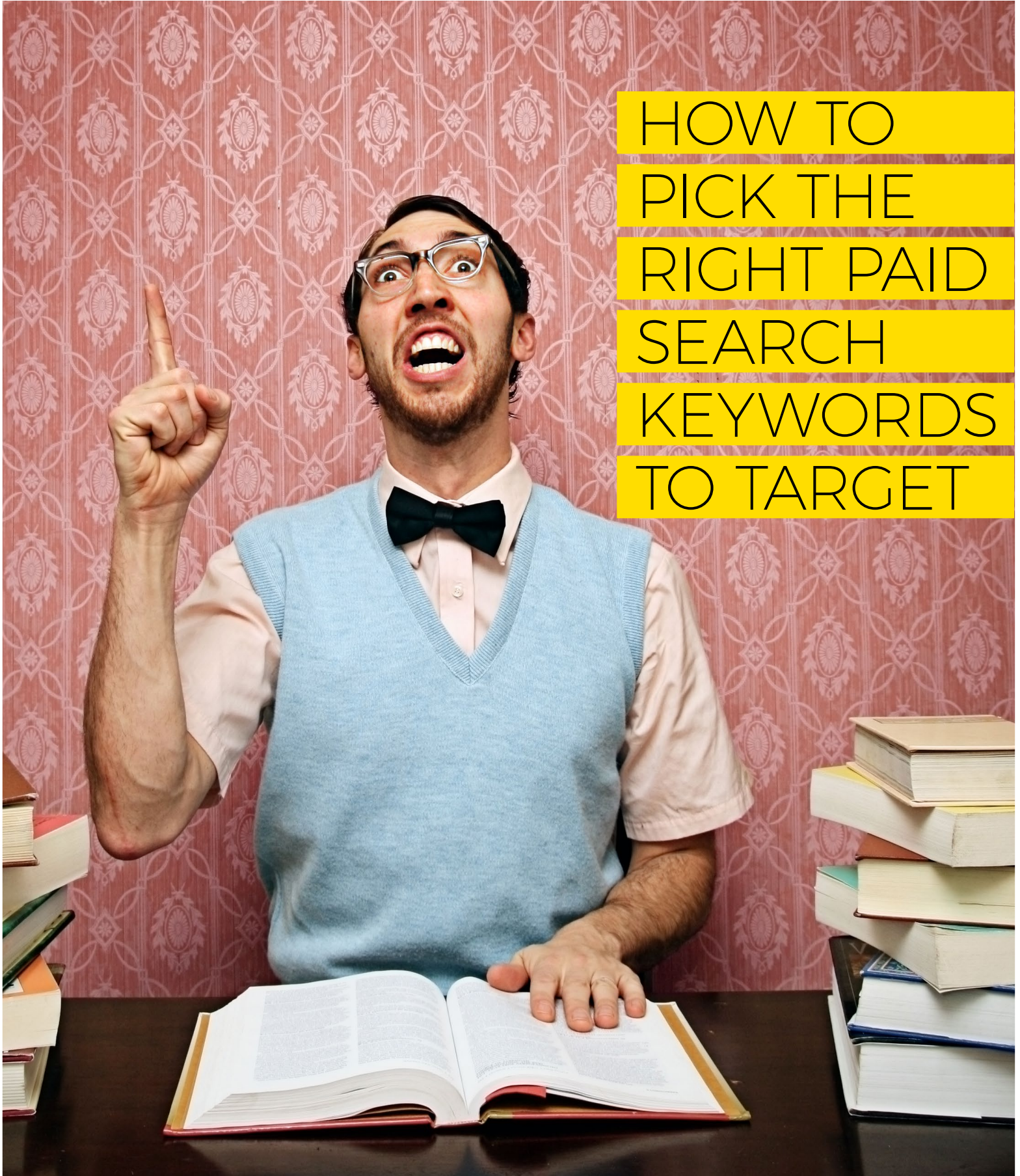
HOW TO PICK THE RIGHT PAID SEARCH KEYWORDS TO TARGET

When it comes to marketing, your ideal patients are at the center of everything you do.

As such, you need to first identify and define your ideal patient. We typically call this your "patient personas" in marketing.

Once you know who you're trying to target (say, for example, you're a plastic surgeon who knows women are far more likely to look for your services online), you can create a visual map or list for terms related to what your ideal patient searches for online.

We recommend writing down the main categories (services) of your practice, and then writing down the terms or phrases that might fall under each service area. Also, now that you know your ideal patient, you can include terms and phrases that they would most likely use to find your services online.

For example, a plastic surgeon might have services that include:

- Rhinoplasty
- Reconstruction
- Facelifts
- Weight Loss

For Weight Loss, that surgeon's ideal patient might use terms such as:

- Tummy tuck or
- Liposuction

Break down each of your services into these patient-centric terms so that you can humanize your keywords and relate them back to your ideal patient.

Now it's time to research your keywords, to personalize them even further.

When looking to build ads, going after terms like "liposuction" won't give you the biggest return on your investment. That's because these main terms are incredibly competitive and pretty vague.
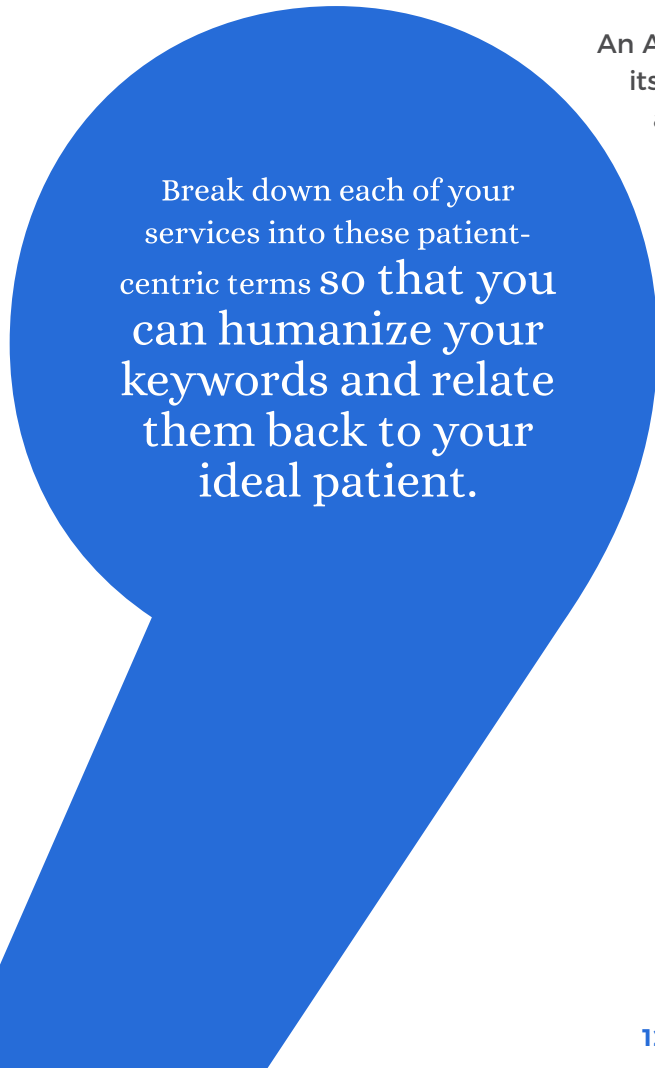
But these types of general keywords do have their place. If your goal is to reach as many people as possible, then generic keywords are great. Except, you should keep in mind that these generic keywords might make your ad appear for searches that aren't always related to your business.

That's why it's a good idea to use specific keywords to target specific customers. In fact, we strongly recommend you focus on long-tail keywords for your ad strategies.

Long-tail keywords are phrases usually made up of 3 or more words, which are very specific to your service offering.

An Atlanta-based medical practice looking to market its pediatrics services might be better off crafting ad copy around search terms like "child and family therapy in Atlanta", rather than just "pediatric therapy."

These long-tail keyword phrases tend to attract prospects who are ready to convert and make for an effective foundation for your paid campaigns. Depending on the keyword's popularity, you may still pay a lot for ad spend, but you'll also likely see a greater ROI.

Break down each of your services into these patient-centric terms so that you can humanize your keywords and relate them back to your ideal patient.

But how do you go about finding these coveted long-tail phrases?

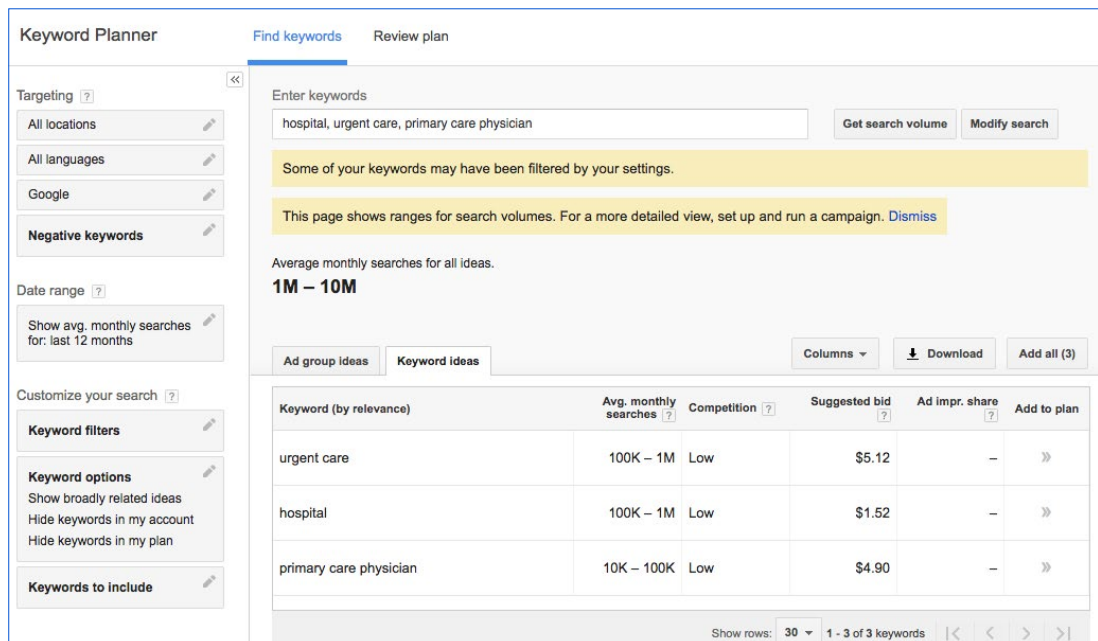While there are agencies (and programs) that can help you, you can also rely on these free channels:

1. **Use Google's autocomplete behavior to see what Google determines as related search terms:**
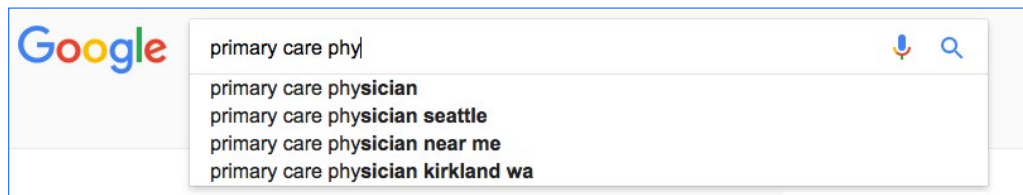
2. **Enter your word or term into Google, scroll to the bottom, and take a look at those related search terms:**

3. **Use Google AdWords' keyword tool (it isn't perfect, nor straightforward to use, but it can help):**

USING THESE KEYWORDS IN ACTION

Once you have your targeted keywords, it's time to put them into use.

You want to make sure you break down your keywords based on their match type:

Broad

Google's default setting. Your ad will show whenever someone searches anything that includes one of your keywords.

Phrase

This is a bit more targeted than Broad. It'll show your ads when your entire keyword or phrase is entered – even if it's not the only phrase in the search entry.

Exact

The most targeted option you have. This will only show ads when your exact keyword or phrase is entered.

So, if your keyword is "urgent care", then depending on your match type settings, your ads will appear when people type the following phrases:

- **Broad: urgent and friendly health care**
- **Phrase: urgent care in Atlanta**
- **Exact: urgent care**

Here's why match types are so important. You don't want to overspend your budget in a week. Your campaign manager will help you determine how best to segregate your keywords so that you get the most bang for your buck.

UNDERSTANDING AD GROUPS

In order to show more relevant ads to your ideal patients, you'll want to group your keywords and ads into ad groups, based on your specific services/offerings. If you don't, then someone searching for "plastic surgery" might see your ad for "primary care physician."

Google recommends you use anywhere between 5-20 keywords per ad group, but you can feel free to add as many keywords as you want per group. Most importantly, each of your ad groups should contain keywords that directly relate to that group's theme.

And, as an added bonus, your keywords will automatically match variations (such as plural versions) as well as potential misspellings, so there's no need to add those.

DEVELOPING YOUR MEDICAL KEYWORDS – IT'S WORTH THE EFFORT

The more research and time you put into developing patient-centric, long-tail keywords, the far more effective your paid campaigns will be.

Make sure to keep your ideal patient in mind as you develop your lists, and turn to tools such as Google to help you determine the relevancy and popularity of your chosen phrases.

Lastly, keyword research is not a set-it-forget-it type of approach. Search habits are constantly changing, especially as more and more of your ideal patients are using mobile devices – and their voices – to conduct online searches.

We can't stress enough how important it is to monitor the performances of your keywords and ad campaigns and make changes as needed so that your medical practice remains top-of-mind of all your prospects and ideal patients. ❖

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NEGATIVE KEYWORDS: HOW TO PICK THE RIGHT PAID SEARCH KEYWORDS TO AVOID

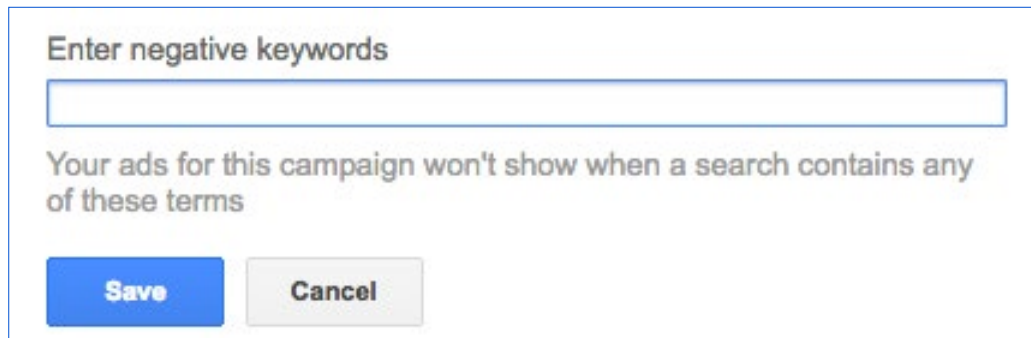How much thought have you given to building a negative keyword list?

If you're like most medical professionals, you likely haven't given it much thought at all, despite the crucial role negative keywords play in maximizing the ROI of your AdWords' campaign.

UNDERSTANDING THE BASICS OF NEGATIVE KEYWORDS

First, let's break down how AdWords works. It operates a lot like an auction. In order to get your ad in front of your targeted audiences, you bid on certain keywords. If your bid is right, and your ad is relevant, you stand a pretty good chance of having your ad show up in search results.

But what if you want to prevent your ad from showing up for audiences whom you know are likely not going to be interested in your service?

That's where a negative keyword list comes in.

Let's say, for example, that you're creating an ad around your primary care service. While you may want your ad to appear for "primary care doctors near me" or "[Location] primary care doctors" you probably don't want your ad to appear for searches such as: how to become a primary care doctor.

That's why you should exclude them from your campaign as negative keywords.

Negative keywords tell Google which search queries aren't relevant to your business, so you don't end up paying for ad impressions that won't lead to conversions.

Our primary care doctor phrase is just one example, but in reality, you'd build out a pretty substantial negative keyword list for all of your ad campaigns.

HOW TO FIND NEGATIVE KEYWORDS

One of the most effective ways to find negative keywords is to take a look at the search habits of your patients and ideal patients.

You can do this through AdWords Keyword Planner, as well as a few other tools.

The AdWords Keyword Planner is actually designed to help you find keywords to bid on, not to exclude. But, that doesn't mean you can't finagle it to work as you want it to.

For example, when you search for a term like "primary care physician" you'll see a list of related keyword searches, as well as some data on their search volume and competition.

If you find any terms that aren't relative to your medical practice, or not in line with whom you're trying to target, then consider adding them to your negative keyword list.

But don't just stop there. It pays to consider all of the potential search terms that may not have anything to do with your service offering.

For example, a medical practice in Illinois likely wouldn't want to invest a ton of money into the clicks associated with Chicago Med, seeing as that's the name of a TV show. More often than not, folks searching that term aren't looking for a doctor or medical facility.

One tip we often employ and recommend for our clients is to perform a Google search on your primary keywords. Anything that shows up on the first couple of pages is information Google deems relevant to your search. If you see results that aren't in line with your campaign, add those terms to your list. ❖

TAKING YOUR ADS EVEN FURTHER WITH SITELINK EXTENSIONS IN GOOGLE ADWORDS

If you aren't using sitelink extensions with your Google ads, then your medical practice is missing out on attracting qualified prospects to your website.

While AdWords boasts a few types of ad extensions, the most versatile of these extensions are sitelinks, which show links to specific pages of your website under your ad text, as you can see with the ad below for CHI Franciscan Health:

Thanks to sitelinks, you can consume more real estate on the search engine results pages and share more relevant information with your audience.

These sitelinks appear across any device, can be used for virtually anything, and have proven to be a great and simple way to increase click-through-rates (CTRs).

To build a sitelink ad extension, you:

- **Sign into your AdWords account**
- **In the Campaigns tab, click the campaign you want to add sitelinks to, then click the Ad Extensions tab**
- **In the View drop-down menu, choose Sitelinks Extensions**
- **Click the red +Extension button, then click the +New sitelink button**
- **Fill out the information for your sitelink and click Save. Then click Save again.**

Voila.

But while these five steps above demonstrate how simple it is to create a sitelink ad extension, it's just as important to know how to optimize these extensions to increase their performance.

HERE ARE A FEW TIPS TO ENSURE YOUR SITELINKS GIVE YOUR MEDICAL PRACTICE THE ROI YOU'RE LOOKING FOR.

Be succinct and smart with your content

When you build out your sitelink descriptions, you'll discover that Google allows up to 25 characters; however, you should try to be as concise as possible. For desktop links, 18-20 characters is the sweet spot, while 12-15 characters is ideal for mobile links. That way, your messaging won't get cut short on search engine results pages.

Also, avoid redundancy. Sitelinks aren't your only possible extension. As you build out your ads, make sure that your extensions aren't duplicating the same value proposition. Repeating "Free Consultation" more than once won't do you any good.

This can get tricky, because more often than not, all of your extensions won't show at the same time; however, Google could display virtually any combination. Prepare accordingly.

Constantly monitor your sitelinks

One of the most attractive components of sitelinks is that they require little maintenance. But that doesn't mean you shouldn't check on them now and again. Every once in a while, go into your ad extensions tab and monitor key metrics, including:

- **IMPRESSIONS:** If you notice your impressions are low for a specific sitelink, then Google might be passing it over. Edit the link and check back again.
- **CTR:** If your CTR is low, then your copy simply isn't connecting with your audiences. Think of ways to make your copy more appealing.
- **CONVERSION RATE:** If your conversion rates are low, then chances are your landing page isn't hitting home with your audiences. Look at the design, relevancy, and content of that page.

It's also a good idea to check your links every once in a while to make sure they aren't broken. Over the course of the year, you may have updated or changed your landing pages, which could break a sitelink. Monitor these links to make sure you're not giving your prospects a bad user experience.

Stick with campaigns and ad group levels

Recently, Google released account-level sitelinks, which gives advertisers the opportunity to create a single set of sitelinks to be applied across the board.

This makes it quick and easy for anybody to launch their sitelinks extensions without having to invest much strategy into the process. But don't do it.

You're far better off investing the time and effort into creating your sitelinks on the campaign and ad group level. That way, you can customize the links so they accurately reflect the topic that your audience is looking for.

Check out enhanced sitelinks

Enhanced sitelinks allow you to include two lines of description text for each link, which, in the end, helps you consume even more real estate on search engine results pages, while giving your prospects more information that they value. Google has actually reported that advertisers who use enhanced sitelinks enjoy a 30% increase in CTR.

Schedule start and end dates as applicable

Many medical practices promote seasonal offerings or special deals; but many of these offers have a shelf life. You can create time-sensitive sitelinks by using the scheduling options available. You'll be able to set up a specific time of day, or days of week, to serve a particular link.

As you build your extensions, keep in mind...

Even if you take great care when developing your sitelink extensions, that doesn't mean that they'll always be displayed with your ads. Google decides if and when to show your extensions, and makes this decision based on the needs of the user.

Our research does show that Google is far more likely to display ad extensions for ads that appear in top positions, so doing due diligence with your keyword research and bidding best practices is important.

Lastly, be sure to adhere to AdWords' policies on sitelinks, which isn't so different from headlines: no emojis, no exclamation points, and no symbols.

Do all this, and your ads will almost surely improve in performance and effectiveness, and will attract more qualified leads to your medical practice. ❖

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DISPLAY
ADVERTISING

Display advertising isn't going to work for every type of business, but it has proven to be effective for medical professionals. Here's why.

First and foremost, it's a visual medium that jumps off the page, unlike its text-heavy cousin, the paid-search ad. Just look at the display ad below:


Both the image (the sick man), the color (orange) and the text speak to viewers.

The beauty of this type of ad is that while a click for conversion would be great, the ad exposure alone is effective. Here, our client MedPost has its branding clearly displayed on the ad. Through exhaustive audience, site placement and keyword research, all focused on our client's target objective, we created campaigns designed to show MedPost ads on webpages related to top-of-the-funnel search and in front of users who would eventually need their services.

We chose WebMD as one of our display sites on purpose: it's the perfect example of a website searchers browse to gather information. Through this ad, our client was able to establish a relationship between the symptom "fever", the need for "urgent care" and the brand name "MedPost."

Here's another example of one of our display ads, shown on a different site:
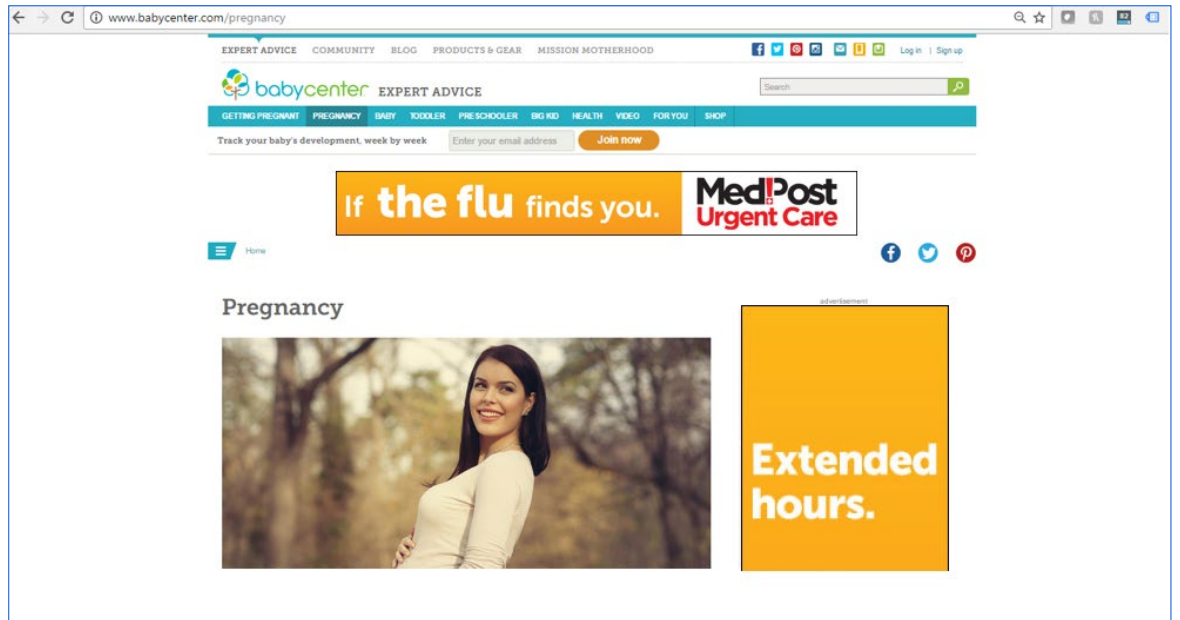
These display ads have boosted our client's brand recognition among prospects who are clearly interested in the type of service MedPost offers, based on the sites they're browsing at that time.

In addition, Google has begun to integrate display ads into its search results, meaning when it comes to advertising your practice, display is the future. ❖

HOW TO USE REMARKETING LIKE A PRO

As of right now, hospitals, treatment centers and medical facilities will have a hard time using remarketing/retargeting, particularly if they try to go it alone, without the guidance of a professional.

That's because Google, in an effort to avoid violating any HIPAA rules and regulations, makes it extremely difficult for folks in the medical industry to use retargeting.

In fact, in its current state, Google is a bit too strict with their rules, which is why we believe there'll eventually be a shift. Here's what we mean:

As it stands, Google argues that if someone else uses your computer, and they see ads about a specific service line (such as bariatric surgery) or a condition (such as obesity), then that user would know that the computer owner (you) were looking at a specific type of surgery (bariatric), which is a violation of privacy.

But, a closer look reveals that this isn't true. Google allows you to use display targeting (keyword, placement, interest targeting, and topic targeting) based around service lines and conditions/treatments. It'd be difficult for a user to really distinguish how he or she is being targeted.

Regardless, it is an uphill struggle for folks in the medical industry – at least for now. If your website has any mention of conditions or treatments (even just in the main navigation) then you're left without remarketing as a marketing tool.

But there are workarounds, which we'll talk about now.

FIND WAYS TO USE REMARKETING: WORK AROUND GOOGLE ADWORDS

Chances are very likely that if you're in the medical field and you try to use Google AdWords for your remarketing, then your lists will be entirely disabled. A pop-up box will tell you that your list has been disabled due to a "violation of Google's policy for advertising..."

What's the solution? Don't use Google for your hospital remarketing efforts.

There is a way to work around AdWords so that you can use remarketing for your practice. Services like AdRoll are popular for this very reason. In fact, we employ workaround solutions here at Cardinal. When we work with medical clients interested in remarketing, we develop one of two options for them:

Option 1

Segment users into specific lists, depending on what pages they visit (such as the bariatric surgery section of your site).

In this instance, your messaging and ad have to be general in scope (such as promoting information about your facility or a department within your practice, but not a treatment or condition).

However, your landing pages can be specific to a service line, treatment, or condition.

Option 2

You can target the entire website (in other words, create a main list that includes all visitors). You create an ad that mentions your expertise in a particular service line.

Again, the landing page can get specific toward a service line, treatment or condition.

Either of these options, when developed by folks with expertise in remarketing, can make it possible for you to target your past visitors while still remaining in compliance with Google.

Once you do master the art of remarketing for medical, you can then start to test out unique ways to make this ad strategy work best for your practice.

DIVE INTO DYNAMIC REMARKETING ADS

Retail sites can't say enough about the benefits they've seen from dynamic remarketing ads, but your medical practice can benefit as well.

These dynamic ads have been called the future of remarketing, and for good reason. When you create a dynamic ad, Google will create an ad for you that includes your price, image, and text of your choice, all based on the behavior of your website visitors.

In other words, not only will your ad show up online for folks who've visited your site, but you can make sure the ad they see is specific to the actions they took on your site.

For example, let's say you run a dermatology center, and a prospect visited a page specific to Mohs Micrographic Surgery. You, then, can create a dynamic ad that features that service, and shows it to your page's visitors.

Yes, you'll have to be careful how you word your ad, to remain in compliance, which is why we always recommend medical professionals work with folks who are experts in this area of marketing.

Most folks don't convert when they visit your site for the first time. And the only way to ensure you stay top-of-mind is to follow these past visitors across the web as they frequent other sites.
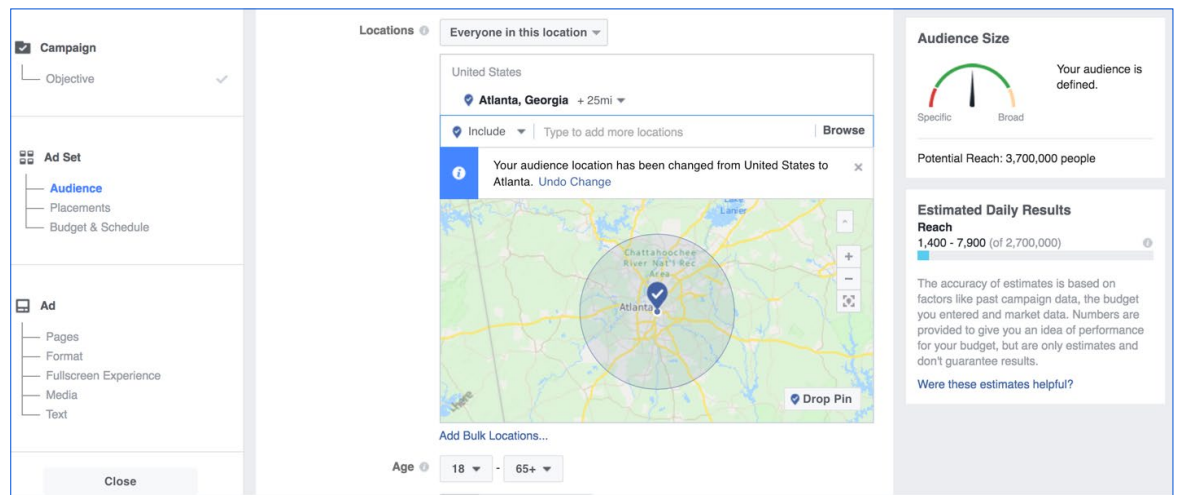
Remarketing makes this possible. ❖

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FACEBOOK ADVERTISING – GET HYPER-LOCAL

Location plays a huge role in whether a prospect chooses your practice. That's why it's time to turn to Facebook advertising.

Facebook gives you tremendous access to hyperlocal prospects based on very specific demographics and actions.

For example, let's say you run a dental practice. You could target your paid Facebook ads to prospective patients within a defined radius around your practice who recently clicked on a post about popular cosmetic dentistry procedures. You could then target those patients with a very specific ad that speaks directly to their mindset.

And there is no shortage of the type of targeting you can do. Do you have a list of contacts and their emails? Upload that list into Facebook and create ads that target these contacts based on certain demographics.
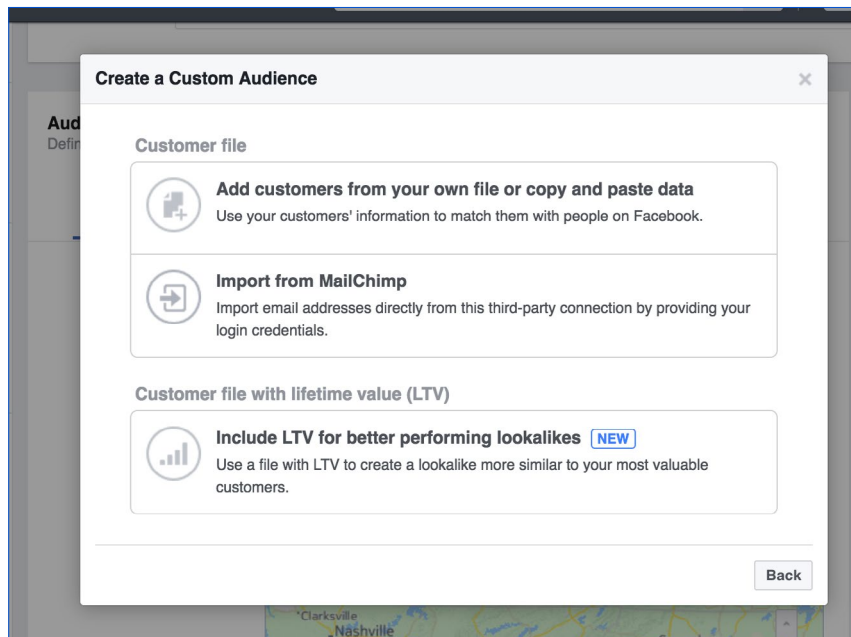
For example, let's say you're a physical therapist. Your list of contacts could be segmented into:

- Leads who haven't converted
- Past patients who are no longer receiving treatment
- Current patients

By uploading each segmented list into Facebook as its own custom audience, you'll then be able to tailor ads with tremendous accuracy.

You can take this even further. Let's say, for example, you upload your list of contacts into Facebook and created custom audiences for these contacts.

Now it's time to turn to Lookalike audiences:

Create a Lookalike Audience ✕

Find new people on Facebook who are similar to your existing audiences. Learn More

Source ⓘ | Choose a Custom Audience or a Page. |

Create new ▾

$$$ **New! Create a Custom Audience With LTV for Value-Based Lookalikes** ✕

Now you can reach people similar to your most valuable customers by including customer lifetime value (LTV) in Custom Audiences from your customer file.

$ Learn More

Location ⓘ | Search for countries or regions to target | Browse |

Audience Size ⓘ

0   1   2   3   4   5   6   7   8   9   10   % of countries

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options ▾

You can create a Lookalike audience based on other custom audiences you've created (like your email contacts), as well as based on people who currently like your page.

These Lookalike audiences are a tremendous way to grow the reach of your practice by targeting people who are most likely to be interested in your services.

In the end, so long as you pair your Facebook ads with some type of personalized messaging, based on the audience you're targeting, you're sure to have a winning strategy.

A word to the wise, however. Every time you publish a post on your Page you'll see that nifty Boost Post button, right?

100 people reached	Boost Post

Boosting posts is certainly effective, and you can use all that ad-targeting we talked about above to extend the reach of that post.

However, there'll be many times when you won't want to use "Boost Post." Rather, you should just create an ad. Here's why:

The most effective ads are highly targeted toward specific audiences (moms, empty nesters, college grads, etc.). But this type of targeting doesn't make for a good post in your feed – it's too narrowed. Here's a good rule of thumb: If your content is relevant to your entire audience, then publish it as a post and feel free to boost that post to your preferred custom audiences for added impact.

If, however, your content isn't appropriate for your entire audience, create an ad in lieu of a Facebook post. That way, your content will only appear to the custom audiences you chose to target, rather than to your entire Page audience.

The most effective ads are highly targeted toward specific audiences (moms, empty nesters, college grads, etc.).

MAKE NO MISTAKE – IT'S A PAY-TO-PLAY WORLD

There is a tremendous amount of value in actively blogging and posting organically to social media. This type of content establishes your expertise, connects you with your audiences, and provides a level of "social proof" for anyone who decides to research your practice a little further.

But when it comes to reaching your prospective patients at the right time, with the right message, paid media is the only way to go.

Not only do the paid media strategies outlined above provide a faster return on investment, but they also deliver unprecedented insights into data and analytics that will help you improve both your paid –and organic – campaigns moving forward. ❖

For more information please call 404-585-2096 or visit us at www.cardinalwebsolutions.com