

netbiz

Your Digital Marketing Partner

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nb Your Digital Marketing Partner

Being *“Your Digital Marketing Partner”* is the guiding principal of our company. It’s what sets us apart from other digital marketing agencies. It’s not just a tagline, it’s not fluff; it came from the recognition of the uniquely strong connections we make with people. It came from our ability to understand our client’s needs, and translate that understanding into tangible growth for their business.

So what does it mean to be your partner?

It means helping you articulate your goals for your business. It means integrating our efforts fully with achieving these goals. It means we become vested in your success and share in the wins and losses. And it means that **we genuinely care about your success** in achieving your goals.



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Why NetBiz?

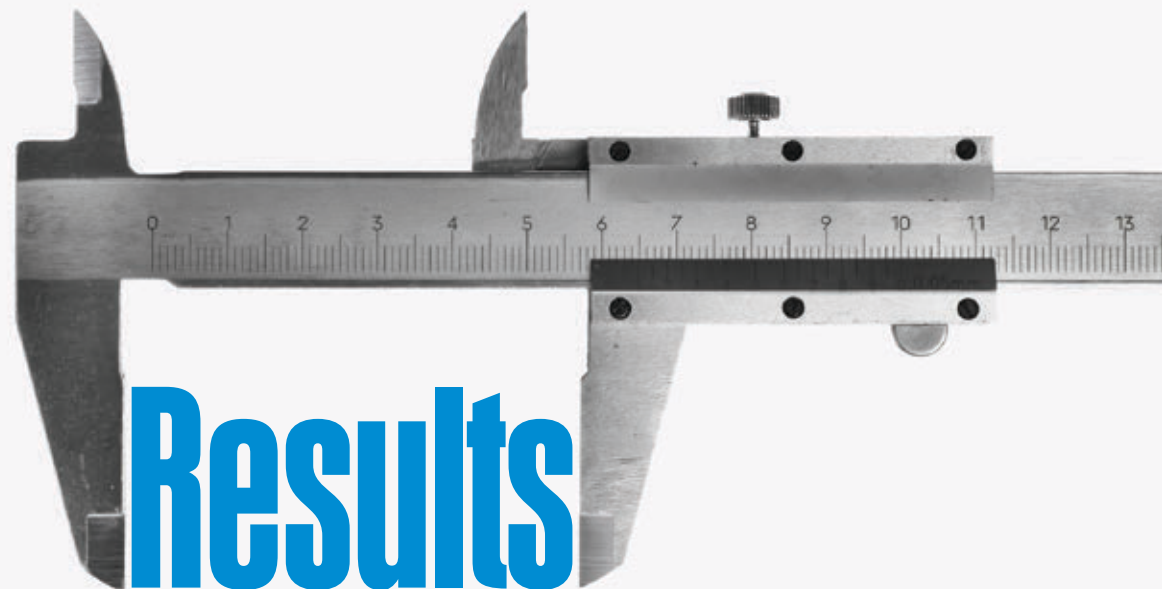
Our Partnership begins and ends with Trust. We are a team of marketers that love what we do for our client-partners; it shows in the care that we take with onboarding new partners, the work that we do, and the results that we achieve.

Before bringing you on as a client-partner we'll do an **in-depth needs analysis**. As a starting point we'll discover what you're trying to achieve. We'll then dissect your current and previous campaign strategies, and take a look at your overall digital footprint to learn more about the strengths and weaknesses of your digital marketing efforts. This evaluation will show you where your key areas of opportunity lie, how you measure up to your competition, and how you can leverage these insights to **achieve your goals**.

Lastly, we'll make recommendations about retaining what works, eliminating what doesn't, and adding key goal-oriented strategic solutions.

A **complete commitment** to immersing ourselves in your brand helps us discover, articulate, plan for, and ultimately achieve tangible success for your business. We make these efforts before bringing you on as a client-partner because we want you to be involved in creating the vision for achieving your goals. Your goals and vision drive our efforts. By thoroughly understanding your vision for growth, we'll find the custom solutions that will get you there.

By knowing how we'll deliver on our promise, and by showing you **tangible results**, we'll develop trust; the essential foundation for a strong and lasting partnership.



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Ready to get started?

If you're ready to set up your needs analysis now, reach out to me directly and I'll get you in touch with one of our account managers. If you'd still like to *learn a little more* about what's included in an evaluation, continue on to the Partnership Study.



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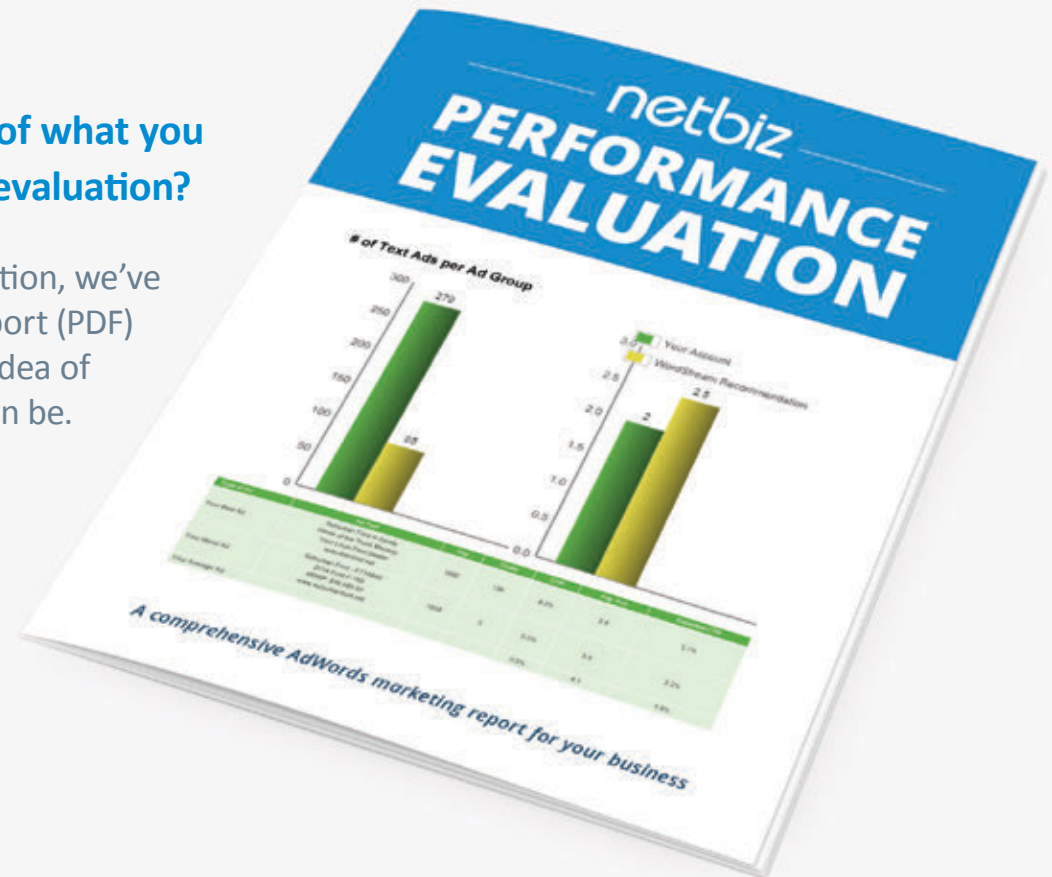
What can you expect from an evaluation?

With our full-scale evaluations, we cover a broad range of factors that are important to the health of a business' digital marketing efforts. Within this evaluation we'll provide you with reports showing how well your business is doing in local directories, provide SEO insights, perform a competitive analysis, do a social media audit, and run a search PPC performance grader for your existing campaigns.

These reports give you the information necessary to determine which directions will have the greatest positive impact on your business goals. To give you an idea of how that evaluation might go, here's an example of an interaction we had with one of our prospects in early 2019:

Would you like a better idea of what you should expect from a NetBiz evaluation?

As part of this flash drive presentation, we've included a supporting example report (PDF) which will give you a pretty good idea of how comprehensive our reports can be.



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Providing Actionable Insights

Meghan, a Senior Digital Marketing Manager here at NetBiz, reached out to David, an Internet marketing manager at a local auto dealership. David was happy with what he was currently doing with his search campaign, and enjoyed creating and managing their branch's advertising. It was discovered early on that he was very engaged in creating search campaigns (18), ad groups (126), and active keywords (9,061).

His passion and dedication were clear and unquestioned.

David was intrigued about our PPC performance grader however, as he wanted to learn more about how he could improve his search campaigns. He was upfront about not being very interested in having us manage the strategy for him, but he was however very cooperative. So, he decided to give us the opportunity to evaluate what he was currently doing. By providing us with the necessary permissions to his account he allowed us to delve further into his campaign strategy to give him some actionable insights.



Hi. I'm Meghan.

I'm a NetBiz Senior Digital Marketing Manager with over 4 years of experience evaluating and fulfilling the digital marketing needs of our client-partners. I take a great deal of pride in what I do and thoroughly enjoy developing creative, results-focused solutions for every business and individual I have the opportunity to work with.

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The Evaluation

Using over 60 different factors including ad spend data, Quality Score, ranking, impressions, etc. we evaluated his account and found that he had an **efficiency rating of around 34%**.

David was understandably a little surprised and concerned. He wanted to know more about what was affecting his score and what he could do to make improvements.

First we started with showing David the things he was doing an excellent job with:

- ✓ Utilizing various different landing pages
- ✓ Being highly engaged with his account
- ✓ Geo targeting his ads
- ✓ Language targeting his ads
- ✓ Frequently creating new ads

On most of these factors he was at a 74% or better, which is great. There were some minor adjustments to be made, but this was a good foundation. Of course, they didn't get a 34% overall rating on their report for nothing. Here are the key areas where he was struggling:

- ✗ Not using negative keywords
- ✗ Low Quality Scores
- ✗ Low Click-Through-Rates (CTR's)
- ✗ Broad keyword targeting
- ✗ Lack of diversity in ad text
- ✗ Not using relevant long-tailed keywords
- ✗ No optimization for mobile text ads
- ✗ No mobile site link extensions
- ✗ No mobile call extensions
- ✗ Not set up for conversion tracking
- ✗ Insufficient ad text variations
- ✗ Ads not customized for specific networks
(*search vs. display*)



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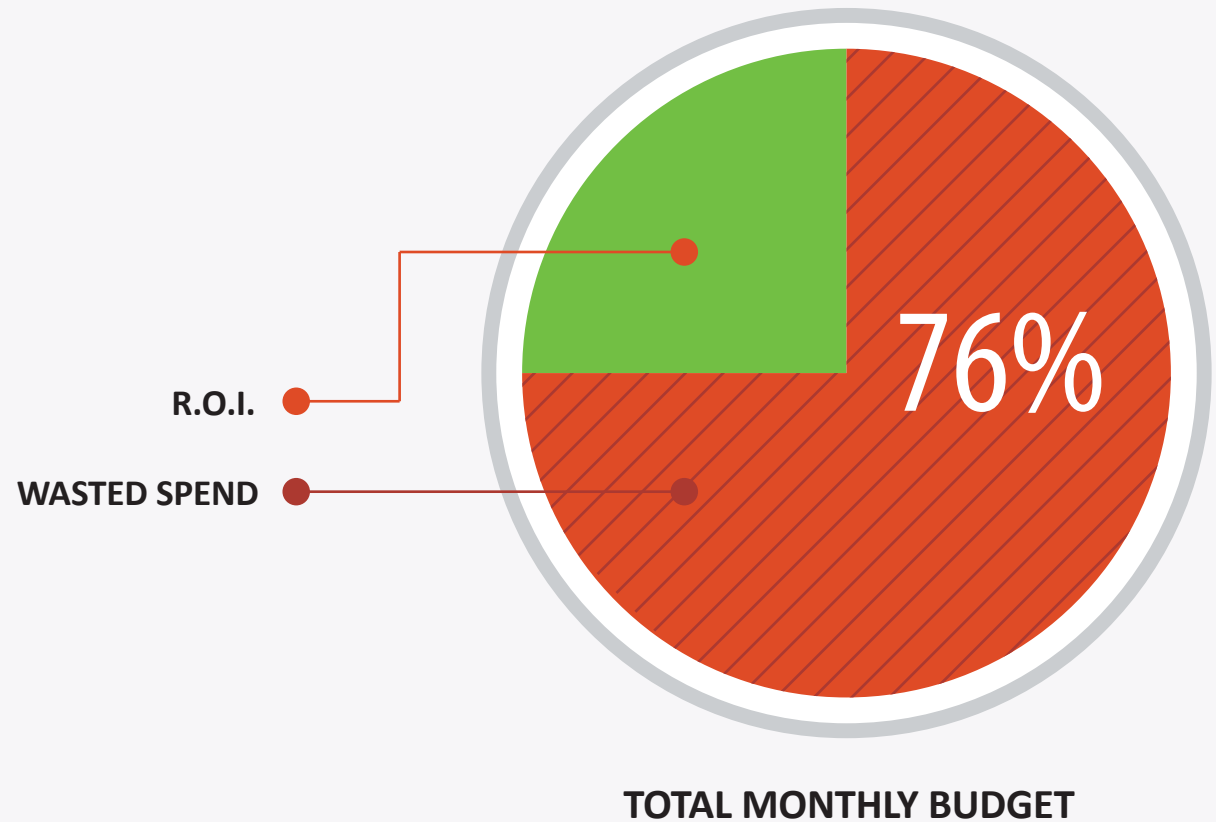
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The Evaluation

Combined, all of these inefficiencies, oversights, and errors were **wasting about 76%** of his budget every month. That's a tough pill to swallow for anyone. By fixing these inefficiencies David could either be spending considerably less on, or getting significantly more from his advertising. Worried that his boss might find out he had been wasting advertising money, David was definitely interested in hearing how he could resolve some of his account inefficiencies and turn things around.



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There was a lot on the line, and a lot to fix. David wanted a better understanding of what he needed to do and where to start. He took down a lot of notes, strategic suggestions, recommendations, and direction from Meghan and her analyst. A brief summary of his action items looks like this:



Refine targeting with more negative keywords to decrease irrelevant keywords and waste less spend



Frequently replace weakest ads with new variations to increase his CTR's and improve his Quality Score



Optimize campaigns with the addition of highly relevant long tail keywords to increase CTR's and increase number of clicks



Test landing page elements for increased conversion rates



Refine keywords for relevancy to increase impression share in a more relevant market, increase Quality Score, and increase number of clicks



Optimize for mobile with mobile specific text ads, site link extensions, and call extensions for greatly increased mobile performance (*accounting for 1/3 of his overall ad spend*)

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All this potential for savings and growth came from **only one of the many reports** that we could provide for him. The performance grader report was all he was currently interested in, but it just goes to show how much opportunity there is online, and how difficult it can be to capitalize on that opportunity.

David was very grateful for all of the information we were able to provide. His account was complex, and his action items were numerous. Despite the complexity of this aspect of his digital marketing, David was still committed to handling this on his own. From our conversation with David before going into this evaluation we understood there wasn't much of a chance that he would onboard with us to take over the management of his advertising. And ultimately, that's how it went, so we returned the keys to their strategy.



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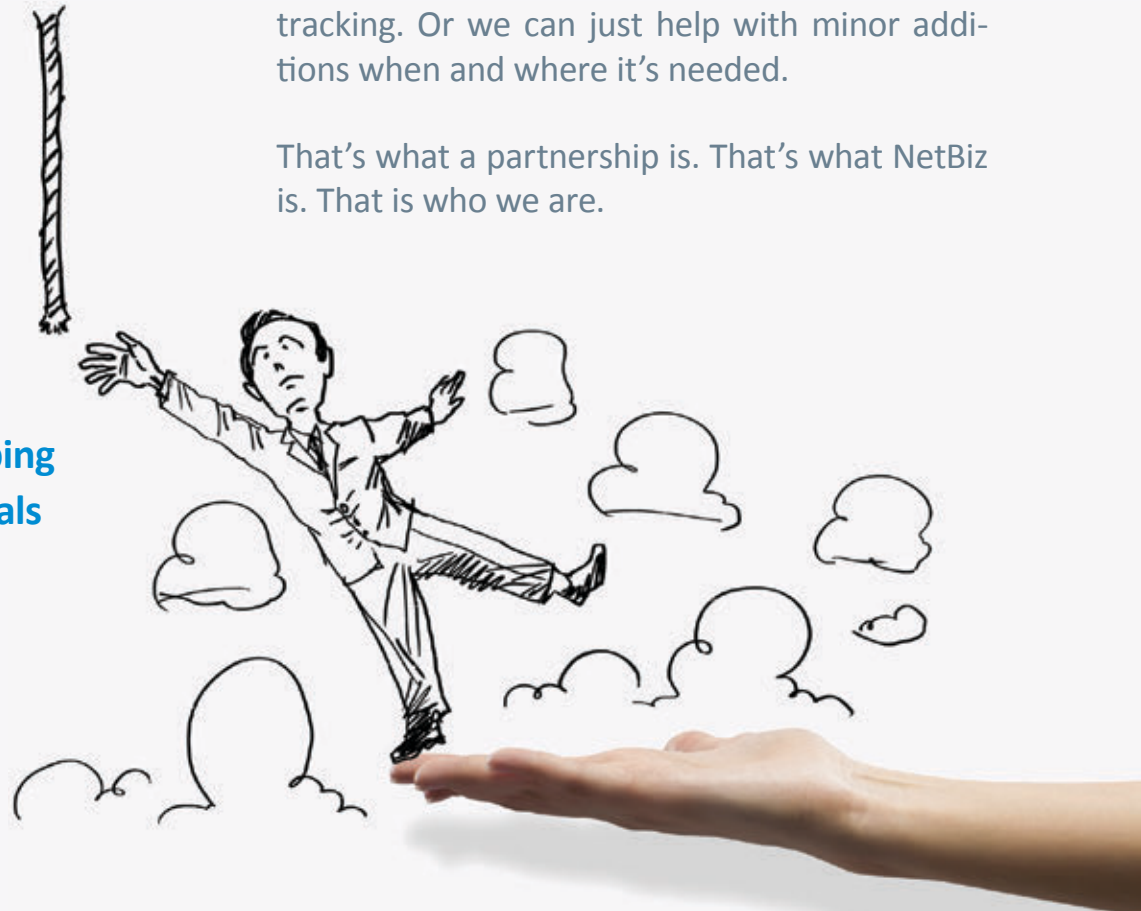
Empowering Success

David was excited to invest the time to expand his own skills and continue the management of their advertising in-house. Managing his account was something he enjoyed, and we were very happy to be able to help give him the tools he needed to succeed, even though he didn't decide to partner with us. From our brief relationship with David, we're confident that when he comes across something he needs help with, he'll come to us.

Ultimately we're looking to help empower businesses like yours and David's to succeed. We're here to help businesses and people like you achieve their business goals through digital marketing when that makes the most sense. When the strategy becomes complex and is too much to handle internally, we take on more of the burden. We can be fully immersed in your brand, taking over the majority of strategic development, implementation, and results tracking. Or we can just help with minor additions when and where it's needed.

That's what a partnership is. That's what NetBiz is. That is who we are.

Our partnership is about helping you achieve your business goals through digital marketing.



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Schedule your courtesy evaluation

If you'd like to set up a courtesy evaluation for your business to discover what inefficiencies you may have in your current strategy, or what untapped opportunities might be available to you, reach out to us, and we'll get to work. Call or email us today.

Not quite convinced? Continue on and learn more about how we leverage your vision to produce tangible results.



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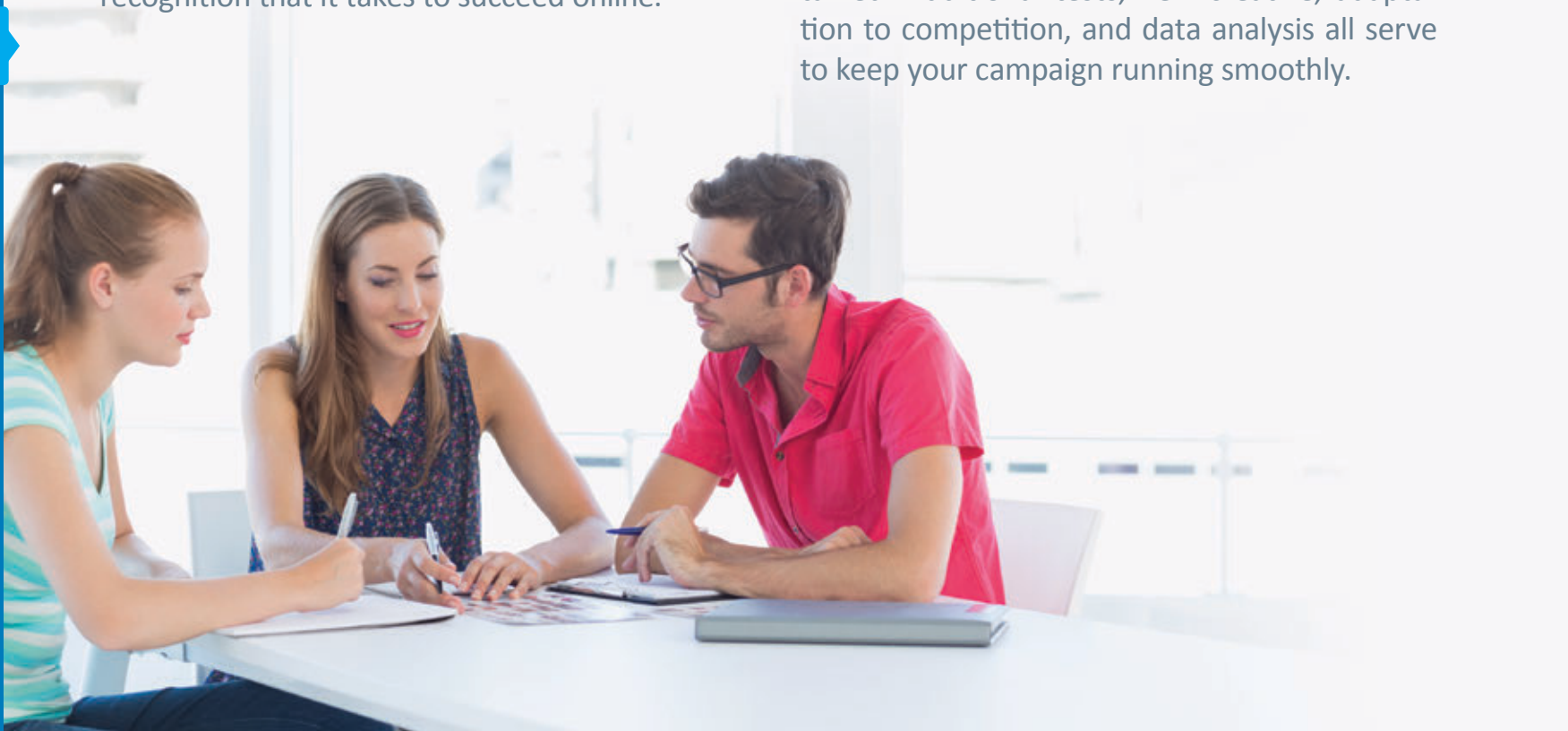
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Achieving Your Vision

If you decide to move beyond your courtesy evaluation we'll work with you to develop a vision plan. Your custom digital marketing vision plan will be comprehensive and holistic, but your budget will dictate your starting point. We want to offer you the vision of where we can take you, but to grow your business in a sustainable way. By determining a manageable starting point, and making incremental strategic improvements, we can offer the improved customer conversion rates, consistent revenue growth, market share gains, and increased brand recognition that it takes to succeed online.

To ensure peak performance, your strategy will be refined and optimized on an ongoing basis in alignment with NetBiz and industry best practices. By building the necessary assets, providing paid media management, and continual support for your earned and shared media, we can ensure that your goals are met and your expectations are exceeded.

The work never stops. Once your campaign is running smoothly, we will set periodic checks in place to ensure high performance levels are sustained. Additional tests, new creative, adaptation to competition, and data analysis all serve to keep your campaign running smoothly.



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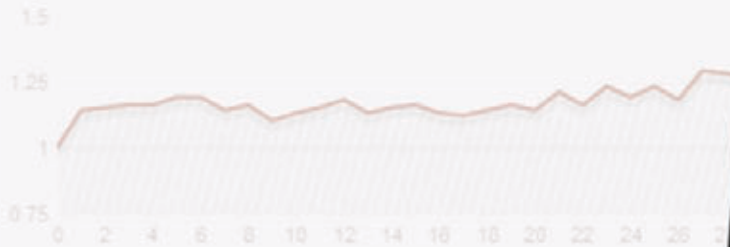
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Proper data tracking is the backbone to continual improvement. We are committed to tracking as many elements of your customer buying cycle as possible, from awareness, to conversion, and beyond. This data will ensure we have what we need to analyze the effectiveness of your digital marketing campaign and to maximize ROI with frequent optimizations. You'll even have easy access to real-time results tracking via our client-partner dashboard.

With a strong foundation built on trust, clear deliverables, and transparent success tracking we can deliver you the digital marketing experience that fosters long-term success and growth for your business online.



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Start building a relationship

Deciding to trust a digital marketing agency to help you achieve your goals is a big decision. That's why we put such a strong emphasis on adding value for you and your business before you decide to come on-board with us as a client-partner.

Reach out to me today and let's start a conversation.

netbiz
Your Digital Marketing Partner

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