



DIGITAL MARKETING

USING PAID SEARCH AND SOCIAL MEDIA PLATFORMS TO GET MORE CUSTOMERS ON THE PHONE, ON YOUR SITE, AND IN THE DOOR!





PPC • Pay-Per-Click • SEM • Search Engine Marketing

Google AdWords is one of the easiest online advertising platforms, making it a perfect candidate to start your marketplace advertising.

GOOGLE AD WORDS

Google

pediatric dentist kansas city

Web

Maps

News

Shopping

Images

More

Search tools

About 270,000 results (0.59 seconds)

Pediatric Dentist - drcobbthekidsdentist.com

Ad [www.drcobbthekidsdentist.com/](#)

Exclusively Pediatric Dentistry. Serving KC Area Kids for 24 Yrs

Pediatric Dental Care - mykidsdentistonline.com

Ad [www.mykidsdentistonline.com/](#)

Safe, Fun, Kid-Friendly Environment. Call Now!
Who We Are - Parent Tools - Request an Appointment - Locations
13541 Madison Ave, Kansas City, MO - (816) 595-8669

Pediatric dentist kansas city - dinokidsdds.com

Ad [www.dinokidsdds.com/](#)

Pediatric Dentist Kansas City. We Make Going To The Dentist Fun!
Locations - Meet Us - Services

Pediatric Dental Specialists PA

[www.dinokidsdds.com](#)

2 Google reviews

209 NE Barry Rd

Kansas City, MO

(816) 468-5437

Dentistry for Children: Pediatric Denti...

[www.kidsdentistkc.com](#)

4.9 ★★★★★ 9 Google reviews · Google+ page

7001 N Cherry St #100

Kansas City, MO

(816) 548-3400

Pediatric Dental Specialists: Kids Dentist in Kansas City

[www.dinokidsdds.com/](#)

Pediatric Dentists Drs. Thomas, Hawkinson & Lopez provide children's dentistry to the four office locations of Leawood, Lee's Summit, Kansas City and Country ...
Locations - Forms - Lee's Summit - Meet the Team

Map for pediatric dentist kansas city

Organic Search Result

Pediatric Dentistry

Ad [www.smilemakerskc.net/](#)

(913) 732-0885
Child Friendly Pediatric Dentists.
Call Us for an Appointment Today!

Dr. Watts DDS

[www.wattsfamilydental.com/](#)

Voted Top Overland Park Dentist.
Book Your Appointment Today!

Pediatric Dentist

[www.feldhausdentistry.com/](#)

(816) 454-0377
schedule your child's apointment
with Dr. Feldhaus today!

White Marsh Child Dentist

[www.whitemarshchilddentist.net/](#)

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Map for pediatric dentist kansas city

Paid Search Result

To create your PPC campaign, Our analysts will:



Identify keywords and keyword phrases that match your products, services and business goals.



Develop a comprehensive list of all the terms people use to find your products and services.



Create a thorough list of negative keywords to eliminate unsolicited clicks that can drain your budget.

Broad Match
Surgeon

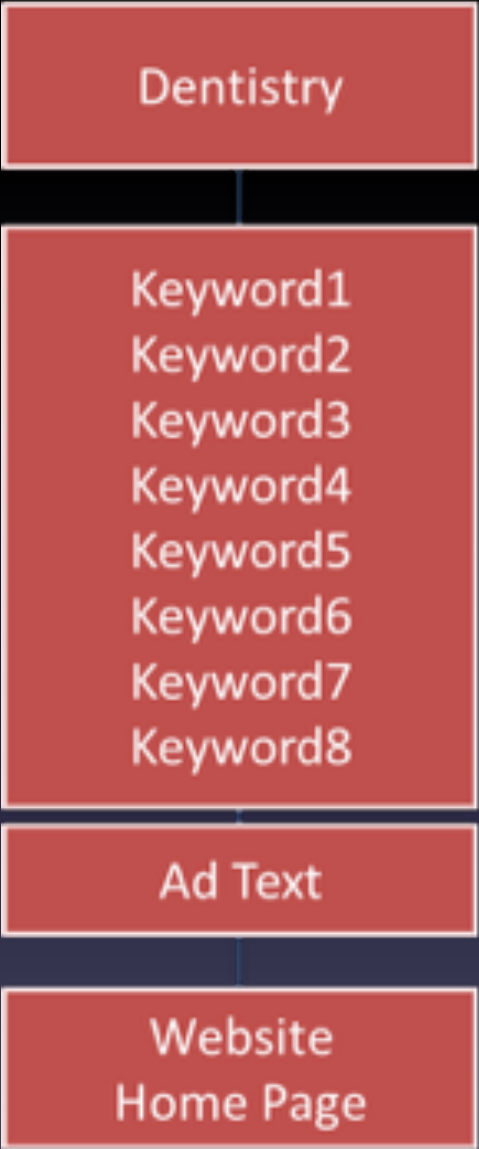
Phrase Match
Surgeons Near Me

Exact Match
Oral Surgeon

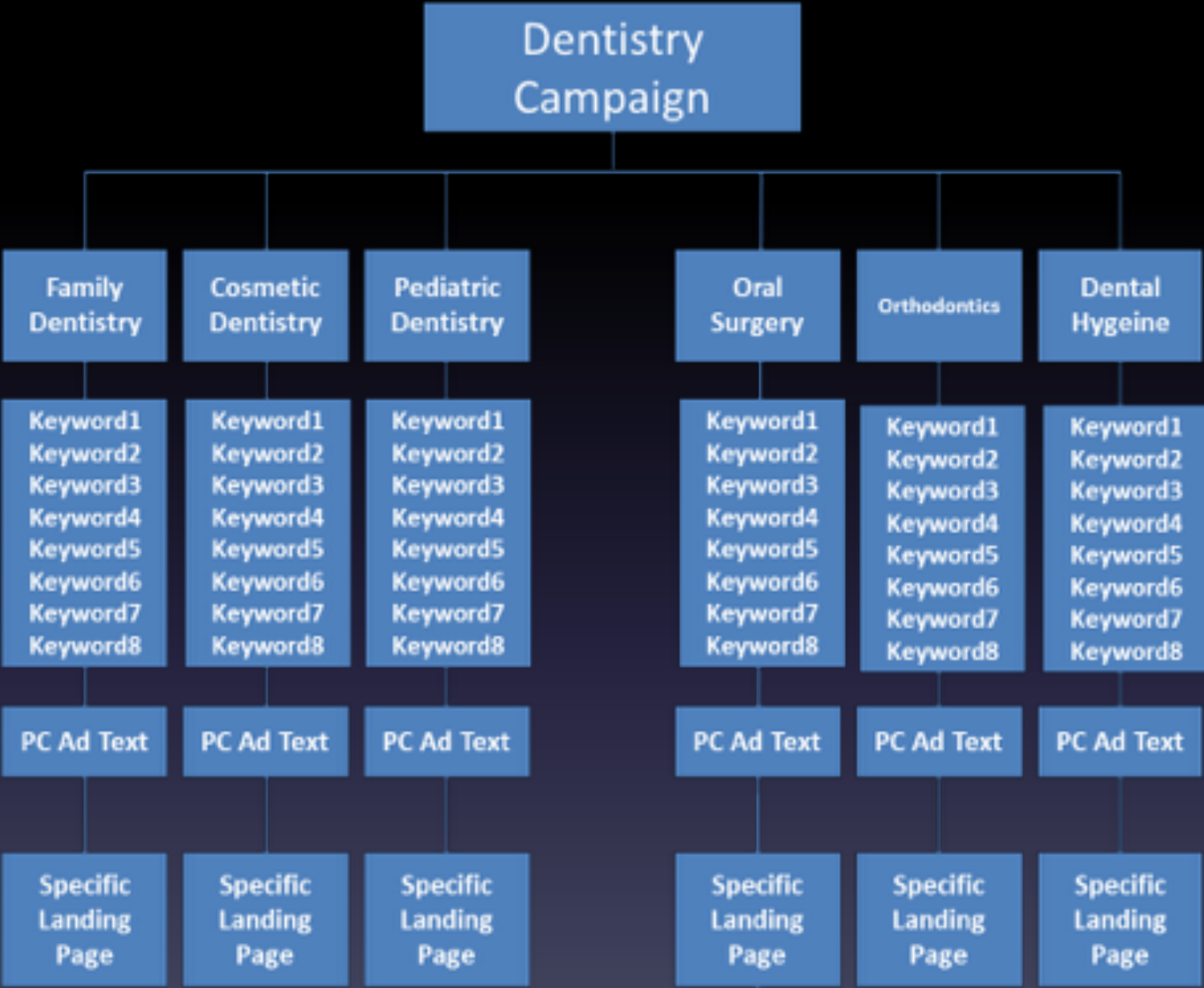
Negative Match
Plastic Surgeon

What we offer – Search Pay-Per-Click

Typical Approach



Our Approach



GOOGLE AD WORDS

Google

ENT specialist

ALL MAPS NEWS IMAGES VIDEOS

Ear, Nose & Throat Doctors | ENT & Allergy Specialists
Ad www.entofsouthgeorgia.com/Services/ENT

We Handle Everything from Hearing Aids to Sore Throats in Greater Valdosta Area.

Ent Specialists
near Valdosta, GA [Refresh location](#)

Map showing ENT and Allergy Associates of South Georgia and ENT Specialists of North Florida locations in the Valdosta area.

Open now Top rated MORE FILTERS

Google

Otolaryngology ENT doctor

ALL MAPS NEWS SHOPPING IMAGE

Otolaryngology Specialists | ENT & Allergy in S. Georgia
Ad www.entofsouthgeorgia.com/Otolaryngology

ENT, Head & Neck Surgery Specialists Serving Greater Valdosta Area. Call Now!

Call (229) 232-8569

Google

hearing care clinic

ALL MAPS IMAGES NEWS VIDEOS

Hearing Care Clinic - Valdosta | Schedule an Appointment Today
Ad www.entofsouthgeorgia.com/HearingCenter

Local ENT Doctors & On-Site Audiologist is Most Experienced in Valdosta Area. Custom-Fit Earpieces. All Ages.

Call (229) 232-8569

Pediatric ENT Specialist - Schedule an Appointment Today
Ad www.entofsouthgeorgia.com/Services/PediatricENT ▼
Hear, Breathe, and Sleep Better. Highly Specialized Care for Ears, Nose & Throat

Otolaryngology Specialists | ENT & Allergy in S. Georgia
Ad www.entofsouthgeorgia.com/Otolaryngology ▼ (229) 232-8569
ENT, Head & Neck Surgery Specialists Serving Greater Valdosta Area. Call Now!

ENT & Allergy Specialists | Schedule an Appointment Today
Ad www.entofsouthgeorgia.com/Services/Allergy ▼ (229) 232-8569
We Handle Everything from Sinusitis to Gluten/Food Allergies, in Valdosta Area. Specialized Medical Mgmt. Informative Care & Relief.



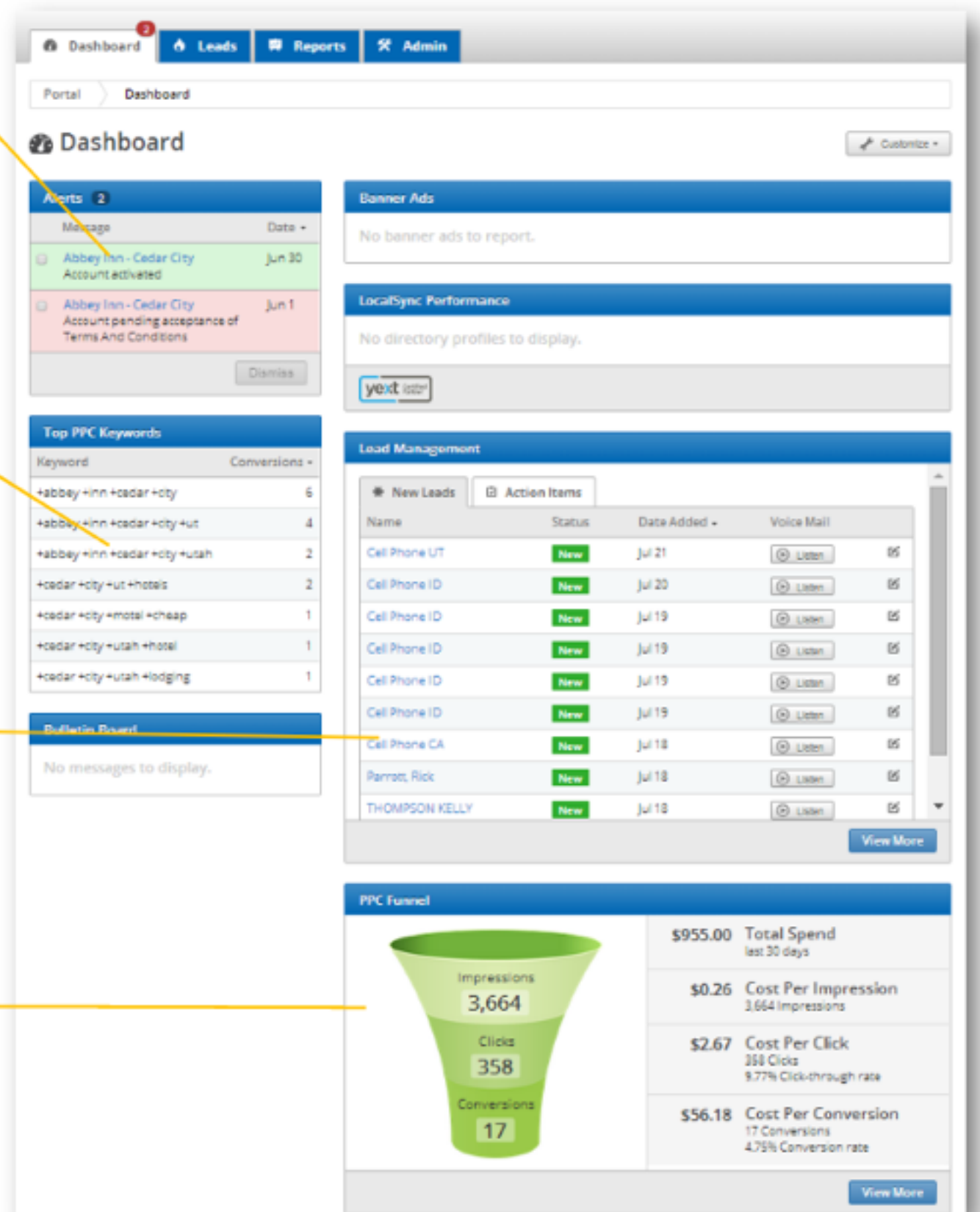
HOW DO I TRACK MY SUCCESS?

Alerts give you up to the minute details on your account

Always know which keywords are driving success

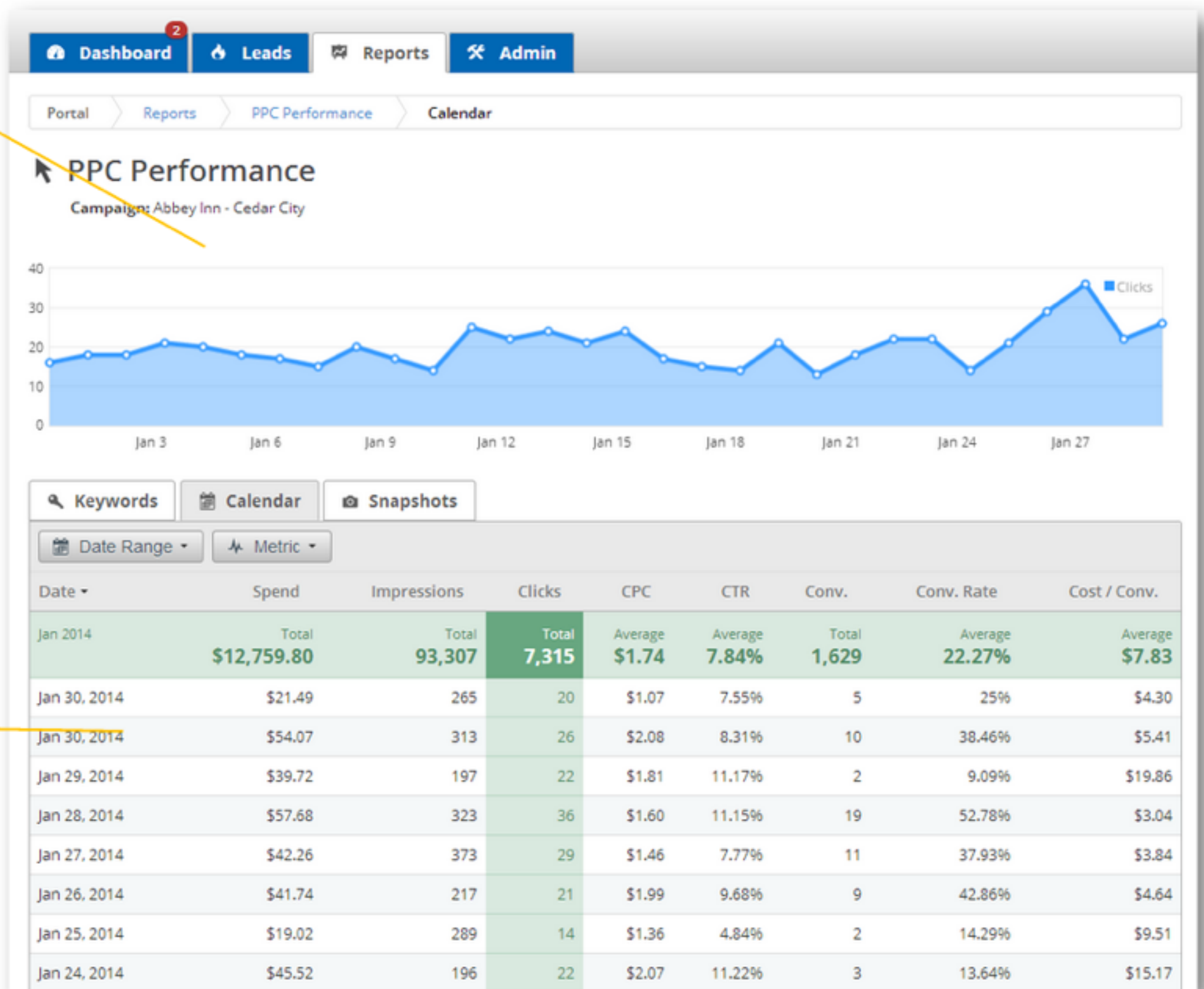
View all leads in one place

Return On Ad Spend (ROAS) funnel helps you understand and control your costs



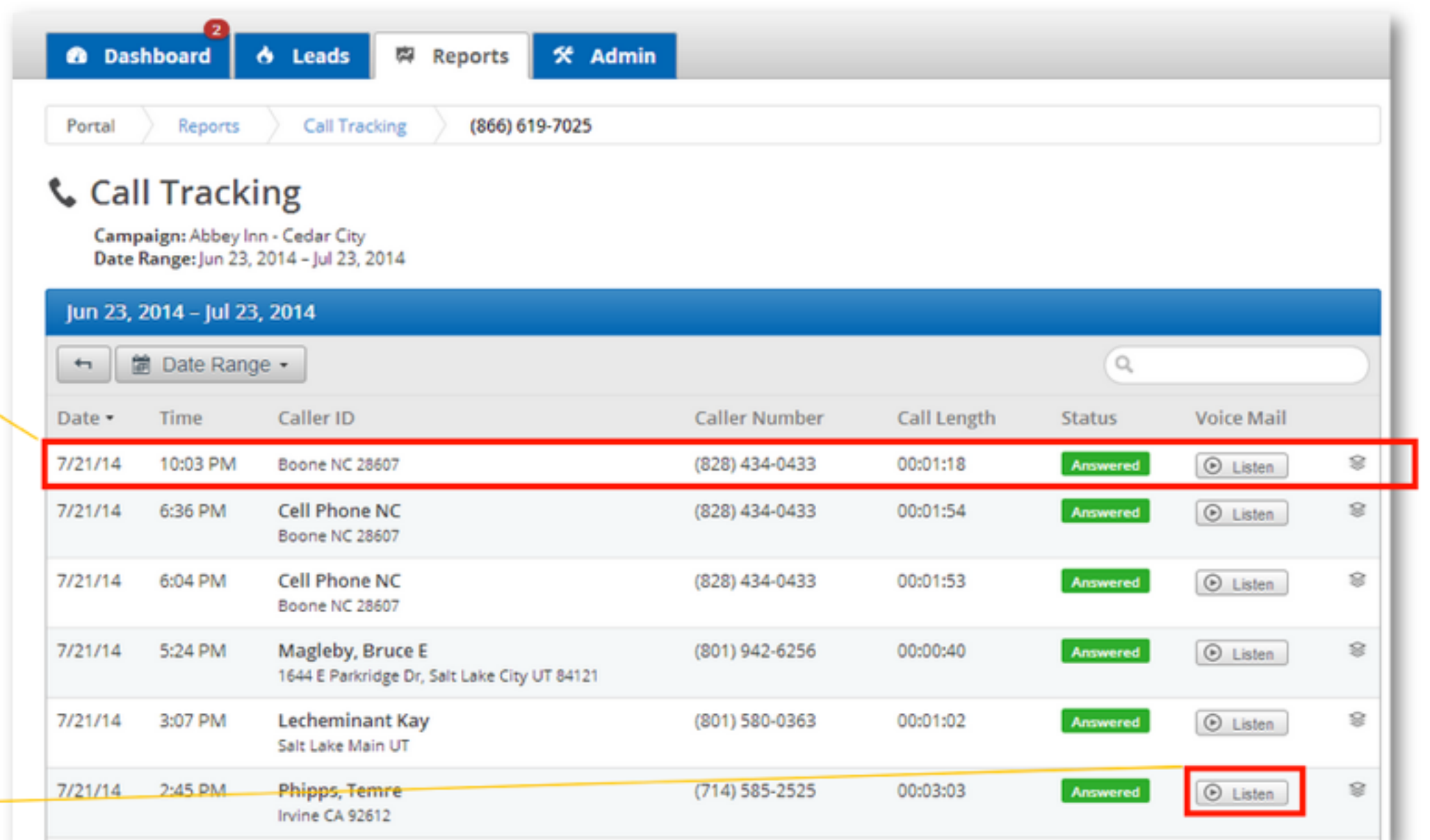
GOOGLE AD WORDS

Traffic Graph gives you a quick visual so you can make sure your campaign is on track.



Daily traffic and campaign statistics show you exactly how well your campaign is performing

GOOGLE AD WORDS



Call Tracking
Campaign: Abbey Inn - Cedar City
Date Range: Jun 23, 2014 - Jul 23, 2014

Jun 23, 2014 - Jul 23, 2014

Date	Time	Caller ID	Caller Number	Call Length	Status	Voice Mail
7/21/14	10:03 PM	Boone NC 28607	(828) 434-0433	00:01:18	Answered	Listen
7/21/14	6:36 PM	Cell Phone NC Boone NC 28607	(828) 434-0433	00:01:54	Answered	Listen
7/21/14	6:04 PM	Cell Phone NC Boone NC 28607	(828) 434-0433	00:01:53	Answered	Listen
7/21/14	5:24 PM	Magleby, Bruce E 1644 E Parkridge Dr, Salt Lake City UT 84121	(801) 942-6256	00:00:40	Answered	Listen
7/21/14	3:07 PM	Lecheminant Kay Salt Lake Main UT	(801) 580-0363	00:01:02	Answered	Listen
7/21/14	2:45 PM	Phipps, Temre Irvine CA 92612	(714) 585-2525	00:03:03	Answered	Listen

Detailed metrics for every call.

Are your employees properly handling all incoming leads? Listen to the calls to make sure.

Y'all tell Donna not to worry!!

Our Call Tracking Service is **HIPAA Compliant** in addition to providing many other security and privacy measures.

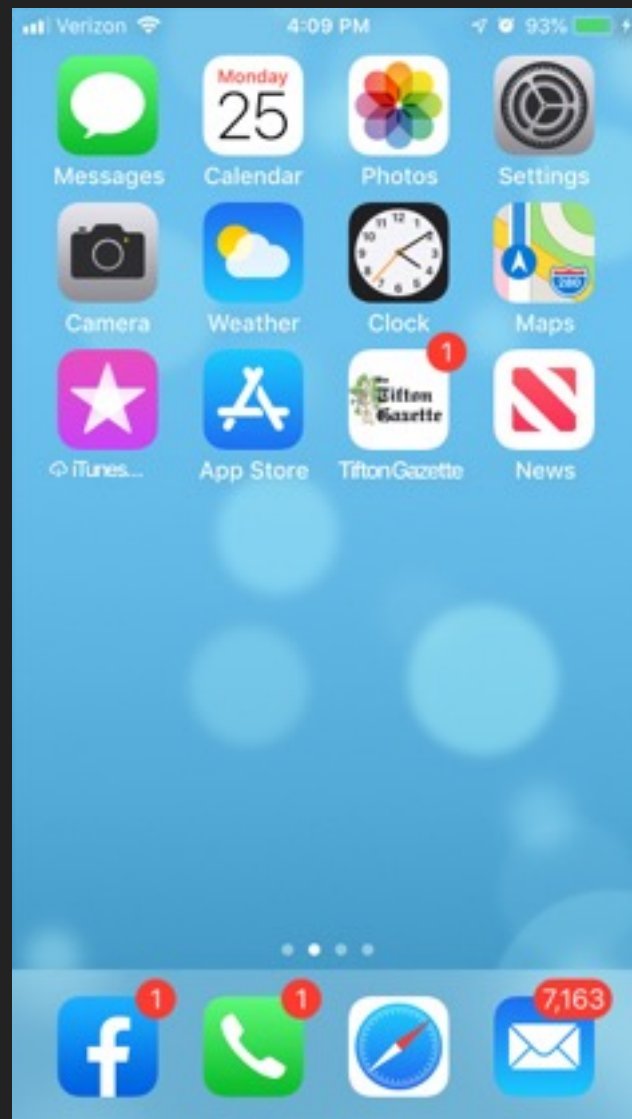
STILL CONFUSED?



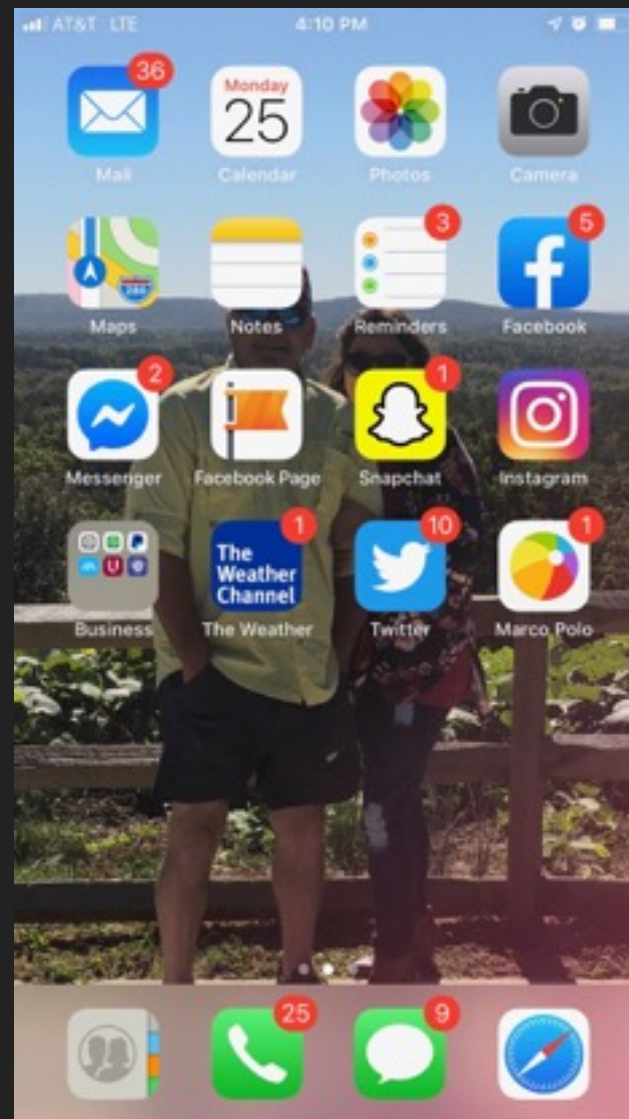


Advertising

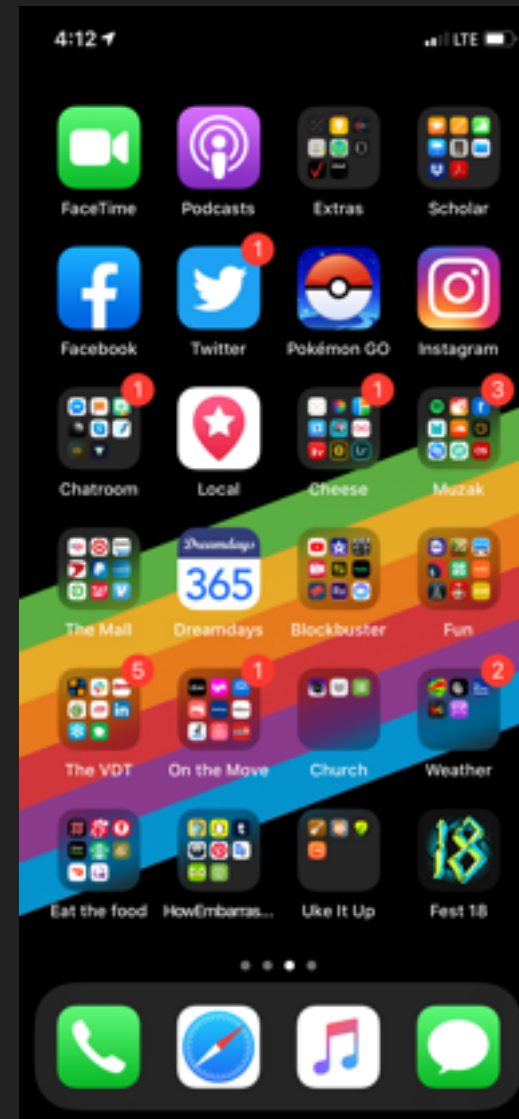
SOCIAL MEDIA



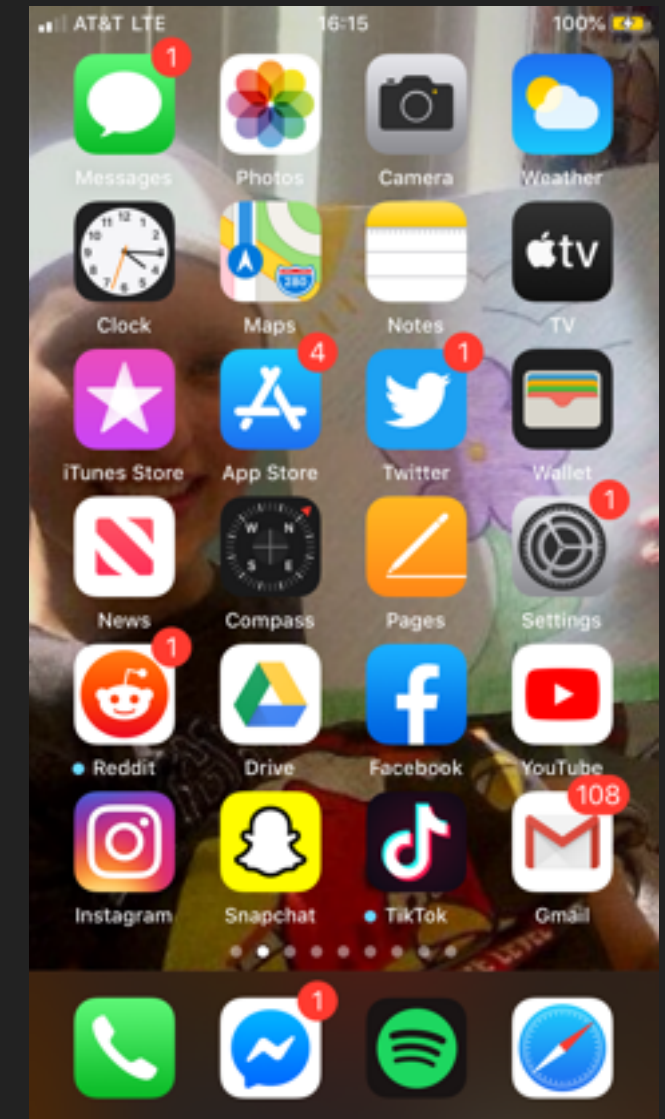
66 Year Old



53 Year Old



36 Year Old



23 Year Old

Facebook is the world's third-most visited website.
Outranked only by Google and YouTube.

Boosted Posts

ONLY TWO OBJECTIVES:
WEBSITE VISITS & ENGAGEMENT

AMPLIFIES THE REACH OF YOUR
CONTENT TO THOSE WHO
ALREADY FOLLOW YOUR PAGE

BEST PRACTICE: **ANYTHING THAT
DRIVES TRAFFIC TO YOUR
WEBSITE OR EMAIL LIST** –
INCLUDES GIVEAWAYS, FREE
WEBINARS/CLASSES, AND ANY
OTHER TYPE OF FREEBIE.

Facebook Ads

OBJECTIVES:
SO MANY!

AMPLIFIES THE REACH OF YOUR
CONTENT TO EXACTLY WHO
YOU WANT THROUGH PRECISE
TARGETING

BEST PRACTICE: **ENDLESS
POSSIBILITIES!** –
INCLUDES BRAND AWARENESS,
REACH, ENGAGEMENTS, APP
INSTALLS, LEAD GENERATION,
CONVERSIONS

SOCIAL MEDIA

Placements

Show your ads to the right people in the right places.

☐ Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☒ Edit Placements

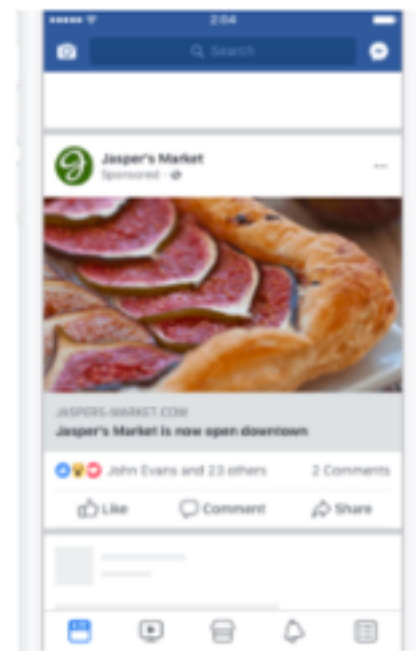
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▾

Platforms

Facebook	☒
Feeds	☒
Instant Articles	☒
In-Stream Videos	☐
Right Column	☐
Suggested Videos	☐
Instagram	☒
Feed	☒
Stories	☐
Audience Network	☐
Native, Banner and Interstitial	☐
In-Stream Videos	☐
Rewarded Videos	☐
Messenger	☐
Home	☐
Sponsored Messages	☐



Facebook Feeds

[View Media Requirement](#)

Split your placements so
you control the delivery,
not Facebook

This includes:

Desktop and/or Mobile
News Feed

Instagram

Instant Articles

& More!

SOCIAL MEDIA

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 ⓘ



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 ▾](#)

Cancel

Create Audience

Look-a-like Audiences

Create your own custom audiences based off of website engagement, email lists, Facebook Page engagement and Instagram.

Super-Duper Custom Audiences

What if you want to serve an ad to an audience who has read a specific blog and viewed one of your service pages...twice?

Create a Custom Audience

Include people who meet ANY of the following criteria:

THINK Default Pixel

People who visited specific web pages

in the past 30 days

URL contains

https://www.thinkcreativegroup.com/blog/why-product-catalogs-are-critical-for-ecomm...

https://www.thinkcreativegroup.com/blog/why-you-need-email-automation-for-faceboo...

https://www.thinkcreativegroup.com/blog/how-facebook-ads-can-supercharge-your-inb...

https://www.thinkcreativegroup.com/blog/how-growing-your-email-database-can-help-...

https://www.thinkcreativegroup.com/blog/the-what-why-and-how-of-facebook-messen...

https://www.thinkcreativegroup.com/blog/the-top-facebook-advertising-benchmarks-yo...

https://www.thinkcreativegroup.com/blog/why-facebook-ads-are-wasting-your-money

https://www.thinkcreativegroup.com/blog/how-facebook-ads-let-you-retarget-for-stron...

https://www.thinkcreativegroup.com/blog/is-your-business-a-good-fit-for-facebook-adv...

https://www.thinkcreativegroup.com/blog/how-effective-is-facebook-advertising-the-trut...

or

And the same URL must ALSO match

URL contains

https://www.thinkcreativegroup.com/facebook-ads

or

+ And also

Refine By:

Frequency

is greater than or equal to (≥)

2

Further refine by

Include More

Exclude

☒ I agree to the Facebook pixel terms

Audience name

FB Ads Interest - 30 days (blog + services page)

2

Show description

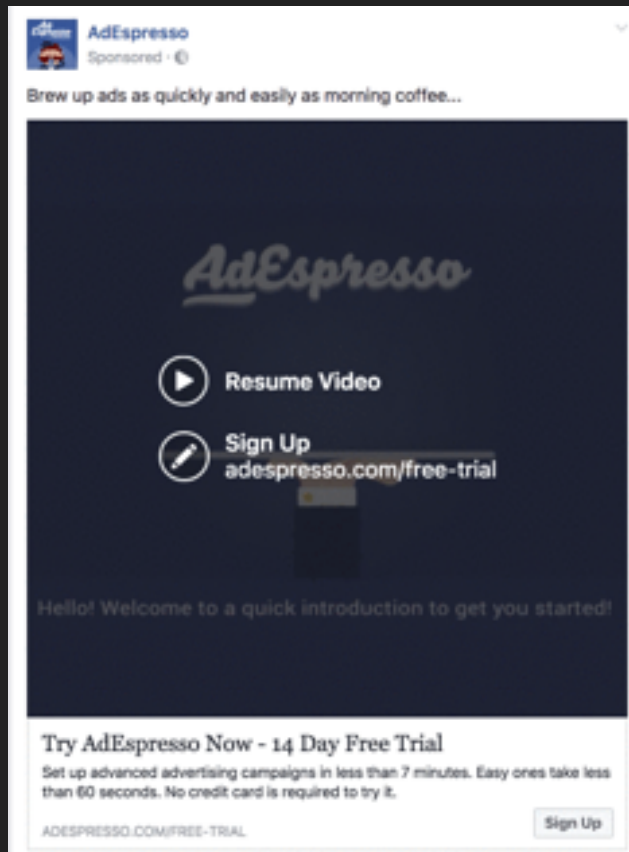
Cancel

Back

Create Audience

SOCIAL MEDIA

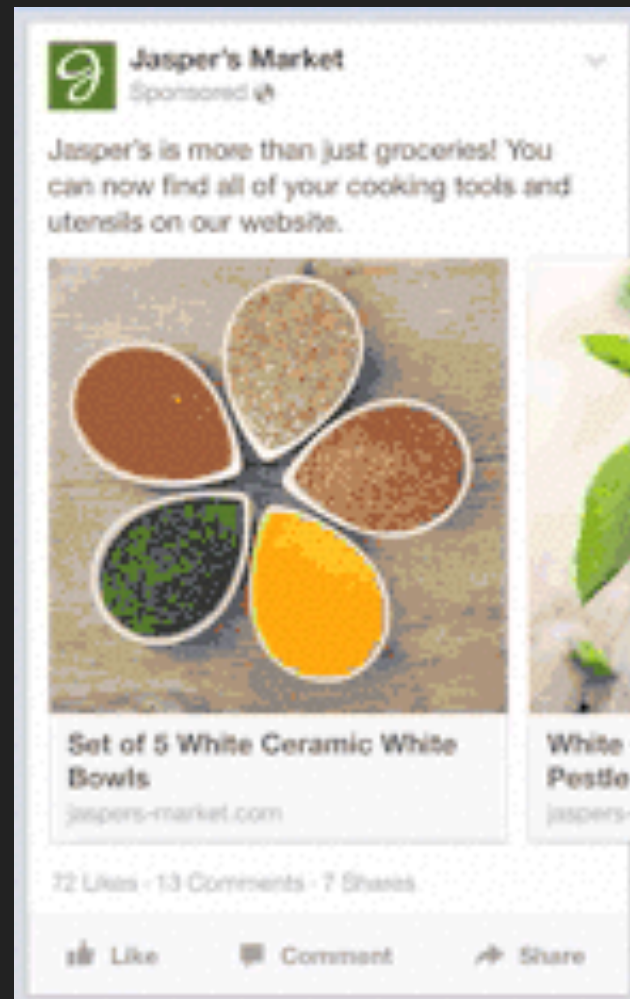
Video Ads



86% HIGHER reach with video content.

TWICE has high of an engagement level!

Carousel Ads



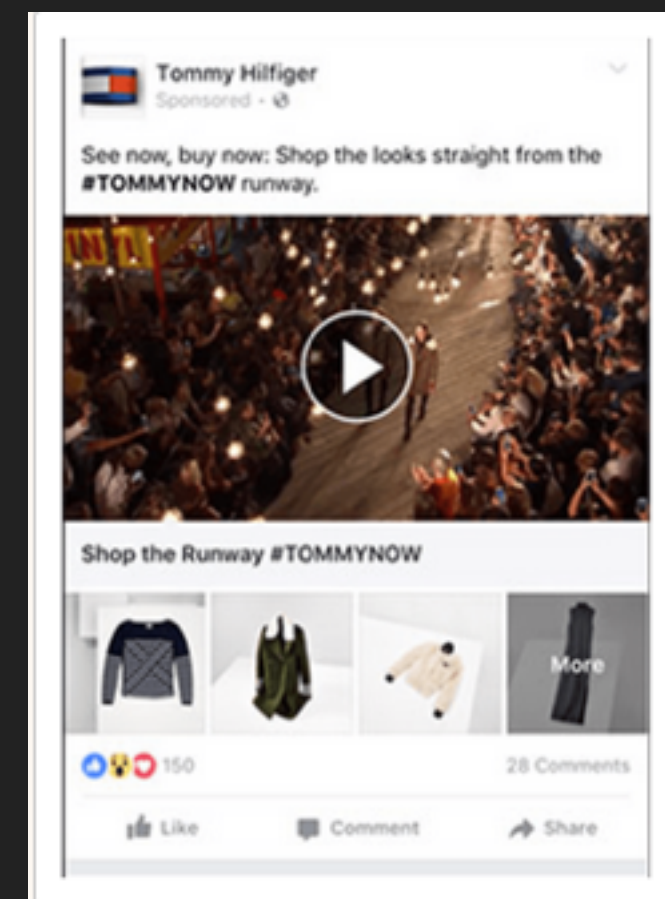
Link Click Ads



Several CTA Options:

Sign Up • Apply Now •
Contact Us • Request
Time • Learn More •
Donate Now

Collection Ads



HOW DO I TRACK MY SUCCESS?

To calculate the ROI, usually expressed as a percentage, use the following equation:

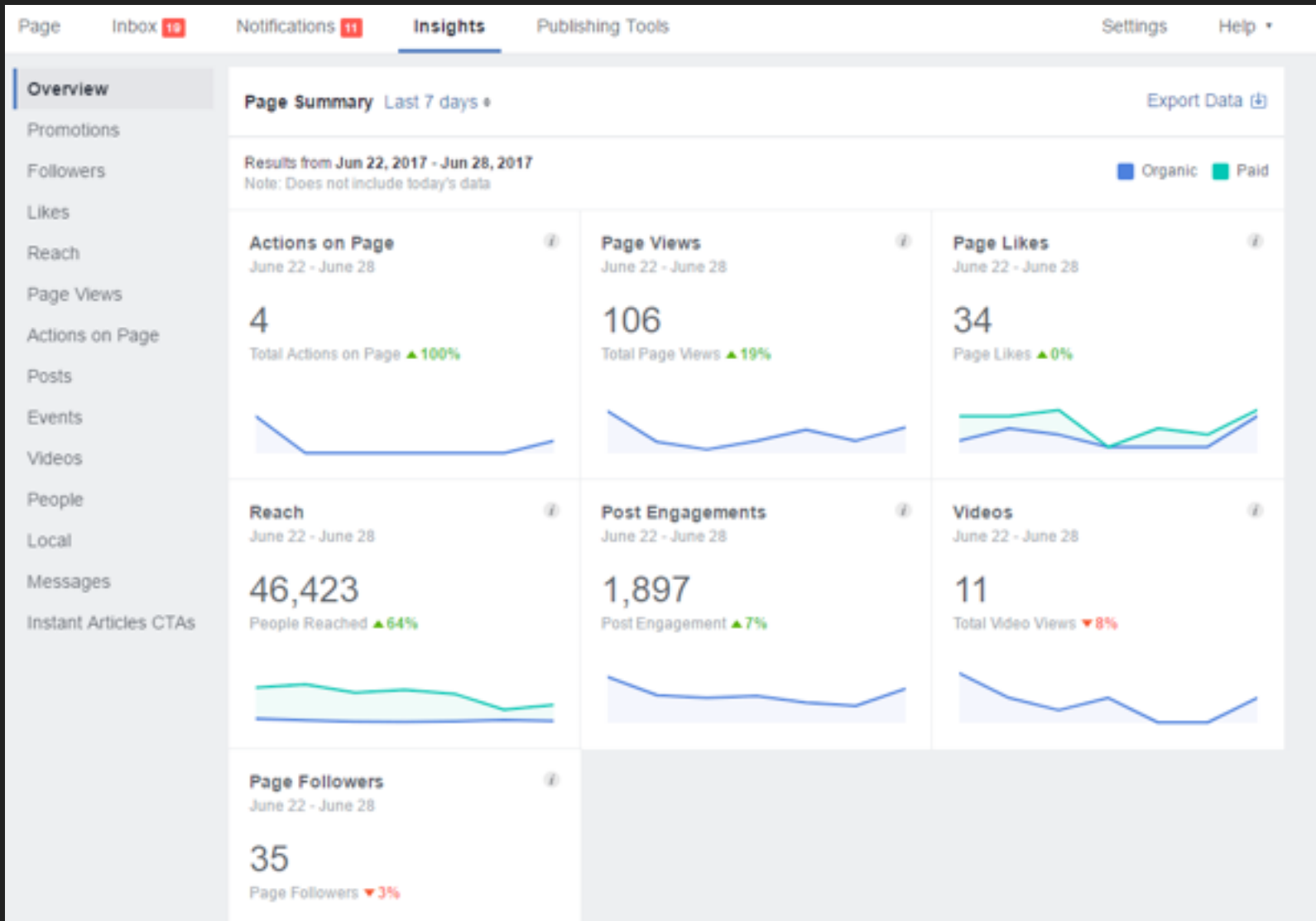
$$\frac{(\text{Money Received} - \text{Money Spent})}{\text{Money Spent}}$$

Spent \$500 on ads
Generated \$2,000 sales
 $2,000 - 500 = 1,500 / \$500 = 3\%$



SOCIAL MEDIA

How do you track SOCIAL ROI?



The image shows a Facebook post from the South Georgia Medical Center. The post is a sponsored advertisement for their Urgent Care services. The text of the post reads: "Why wait at the ER when Urgent Care is more than capable of handling your minor medical needs!". Below the text is an illustration of a doctor and the SGMU logo. The post has 98 reactions (likes, loves, wow) and 32 shares, which are circled in red. The post also includes a "Learn More" button and a "Share" button.

facebook.



Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	4,277 % of Total: 100.00% (4,277)	66.71% Site Avg: 66.71% (0.00%)	2,853 % of Total: 100.00% (2,853)	73.46% Site Avg: 73.46% (0.00%)	1.55 Site Avg: 1.55 (0.00%)	00:01:53 Site Avg: 00:01:53 (0.00%)
1. google / organic	1,332 (31.14%)	81.31%	1,083 (37.96%)	74.77%	1.49	00:01:41
2. (direct) / (none)	1,259 (29.44%)	67.12%	845 (29.62%)	68.78%	1.61	00:02:13
3. facebook.com / referral	336 (7.86%)	33.33%	112 (3.93%)	70.83%	1.69	00:02:42
4. facebook.com / social	243 (5.68%)	29.22%	71 (2.49%)	66.26%	2.26	00:02:52
5. fb / cpc	157 (3.67%)	78.98%	124 (4.35%)	85.35%	1.29	00:00:49





WANT MORE INFO?!

Our fulfillment teams specialize in creating custom digital campaigns tailor-made to meet your business' goals & needs.

Keyword Retargeting

Targeting based on keyword searches



Contextual Retargeting

Targeting based on keywords embedded in articles & blogs



Site Retargeting

Targeting users who have visited your website



GeoFence & Follow

Targeting based on consumer's physical locations



Event Targeting

GeoFence & Follow during a specific date & time



OTT/CTV

TV-like video content displayed on a TV or mobile device via a streaming device



Pay Per Click

Paid web placement based on keyword searches



Search Engine Optimization

Enhancement of your website to increase organic traffic



Social Media Marketing

Page management & promotion on social platforms



GMB Essentials

Search Optimized Business Listings & GMB Marketing Posts

