



Maximizing Your Online Potential

April 2023



Agenda

- Introduction to Slideckly
- ABC Paid Search Audit
- Recommendations
- Omni Channel Opportunity
- Questions/Discussion
- Next Steps



Introduction to Slideckly Team



Who We Are

100% Lead Generation Focus.

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Expertise

- Paid Search
- Outstanding SEO
- Page Design
- Paid Social
- Content Creation
- Data Analysis

Core Values

- Pure Results
- Responsiveness
- Great Service



Meet the Team



Joel Minski
Founder
CEO

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Jennifer Lee
Account
Manager

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Dilbert Nuckles
Paid
Media Specialist

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Tracy Melts
Paid
Media Specialist

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Sandra Horry
Senior
Developer

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Robert Myers
Email
Marketing

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Mike Jonsty
Paid
Social Expert

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Catherine Dolls
Creative
Strategy

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Nick Atoms
SEO
Specialist

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Jamal Noels
Tik Tok Ads &
Content Expert

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Our Clients



Collaborative Approach



Marketing
Partner

Google
Partner



TikTok:
Marketing Partners



Digital Experience

Your Trusted Partner in Digital Marketing

Google

Adobe

NVIDIA.

COSTCO
WHOLESALE

NETFLIX



We currently manage over

\$57M+

in yearly ad spend for our clients.

— Google Ads Audit

Date Range
January - July 2022

Top Findings

Keyword mismatched

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Budget optimization

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Data contamination

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Salesforce-Google integration

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Conversion Rate Severely Lowered

(~40% of Account Searches Mismatched)



- Ads are Imprecise to Searcher's Intent
- Landing Page Mismatches User
- Information is Irrelevant
- Conversion Rate Plummets

Tricare Campaign Example



57.2%

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12.1%

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<18%

Campaign Efficiency

Current Bidding Strategies are Causing Significant Overspending



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Opportunity

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Example Cost of 100% Top of Page

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Gaining Qualified Leads via Salesforce

Google Ads

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Cross Contamination

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Why this matters

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Example

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Cross Contamination on Reports



Google Ads

Text
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Projected Impact



- | We estimate approximately 7-15% more leads with the same ad spend (add stats)
- | We will know how much to spend per platform
- | The best CPA for each keyword based on lead -> admit rate
- | Know the average timeline from click -> lead -> admit



Omni Channel Opportunity



Opportunity



Microsoft Ad



Facebook & Instagram Ads



TikTok Ads



SEO



Projected Impact

Omnichannel Strategy

- Increase Google Ads Lead Efficiency by 15%

\$XXM

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X.X%

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\$123,456

Monthly Impact

- Reallocate Budget Into Bing Search Ads

\$XXX

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X.X%

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\$12,345

Monthly Impact

- Reallocate Budget Into Paid Social Media On Meta & TikTok

\$XXX

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X.X%

Lorem ipsum

\$12,345

Monthly Impact

\$123,456

Total Monthly
Profit Growth

\$1,234,567

Total Yearly
Profit Growth



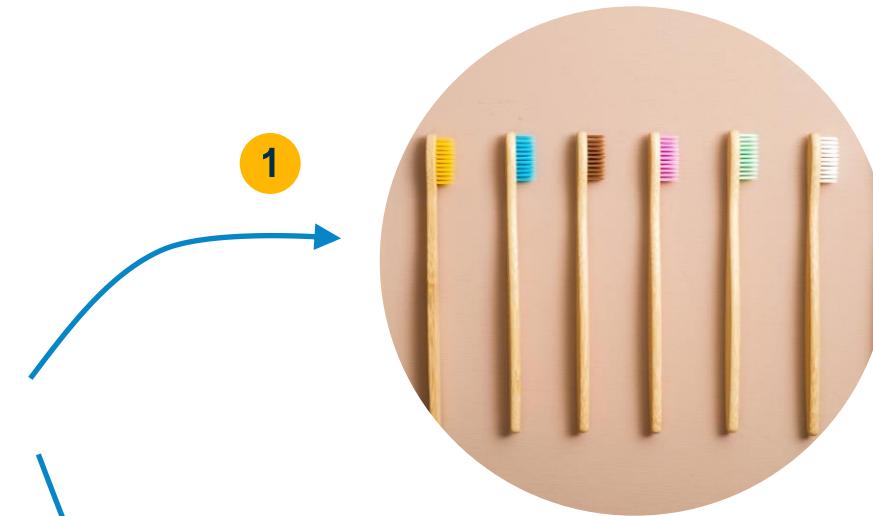
Deep Technical SEO Review

SEO

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Target Performing Keywords Locally

SEO

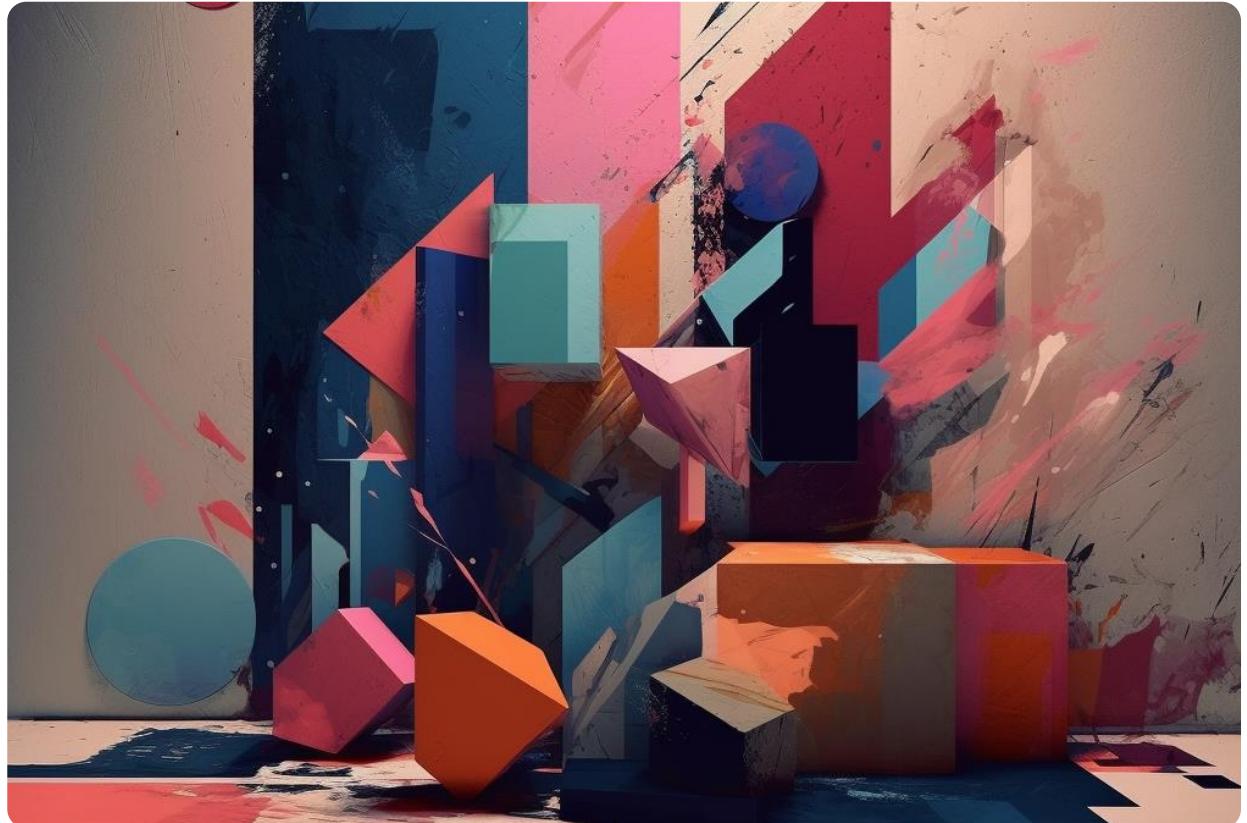
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Technical SEO Process

Maximizing Site Performance through Technical SEO

Audit

- The crisp autumn air filled my lungs with freshness.
- The neon lights illuminated the city streets like stars.
- She sipped her coffee and watched the world go by.
- The thunderstorm raged on, lashing the trees and rooftops.
- The scent of lavender filled the room, calming my nerves.

Review

- The crisp autumn air filled my lungs with freshness.
- The neon lights illuminated the city streets like stars.
- She sipped her coffee and watched the world go by.
- The thunderstorm raged on, lashing the trees and rooftops.
- The scent of lavender filled the room, calming my nerves.

Implementation

- The crisp autumn air filled my lungs with freshness.
- The neon lights illuminated the city streets like stars.
- She sipped her coffee and watched the world go by.
- The thunderstorm raged on, lashing the trees and rooftops.
- The scent of lavender filled the room, calming my nerves.

Enhancement

- The crisp autumn air filled my lungs with freshness.
- The neon lights illuminated the city streets like stars.
- She sipped her coffee and watched the world go by.
- The thunderstorm raged on, lashing the trees and rooftops.
- The scent of lavender filled the room, calming my nerves.

The start of something new

As the sun began to set, casting a warm orange glow across the sky, the small town of Millfield came to life. Children ran and played in the streets, while parents sat on porches chatting and enjoying the cool breeze. In the distance, a dog barked, adding to the sounds of laughter and music that filled the air. The smell of barbecue wafted through the town, as families prepared their dinners and gathered around picnic tables.



— Next Steps

- Highlight key benefits
- Share customer success stories
- Present competitive analysis
- Outline future growth plans
- Close with strong call-to-action

Thank You

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🌐 Slideckly.com