7 Steps to Getting Started with Digital Advertising

1. Set Goals
   - What do you want your Prospects to do? Phone Call? Contact Form?

2. Research Behavior
   - What are Your Prospects Looking For?
   - What Search Terms are they using?

3. Create a Search Campaign
   - Google Ads
   - Small & Targeted
   - Search Only

4. Write Compelling Ads
   - Target Ideal Prospects
   - Match the Search Intent
   - Stand Out

5. Setup Tracking
   - Track Forms
   - Track & Record Calls
   - Google Analytics

6. Launch
   - Set a Test Budget
   - Manage Bids & Search Terms

7. Evaluate & Refine
   - Are People Searching? Indicator = Search Impressions
   - Is Your Message & Offer Hitting the Mark? Indicator = Click Through Rate
   - Does Your Website have Hurdles? Indicator = Conversion Rate

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info@CareMarketer.com 800-964-4472