

WEBINAR SERIES

Digital Marketing in a Post-Pandemic World

July 21, 2021



PrestigePEO Webinar

Today's Presenters



Melissa Yannalfo

Melissa Yannalfo, Client Success Specialist - Host

Melissa Yannalfo is the Client Success Specialist at PrestigePEO. Melissa has an extensive background in account management with a focus on Human Resources and has a dedicated focus on the client experience through a holistic approach to the PEO Service Model. Melissa has been with Prestige for 3 years.



Larry Bailin

Larry Bailin, CEO, Single Throw Marketing- Presenter

Larry Bailin is the founder, President, CEO and thought leader of the company. Providing direction and leadership are his primary responsibilities. Larry directs the thought leadership, company vision, product direction, as well as sales and marketing activities for the company..

Today's Agenda

Top conversion elements that every website must have

Webinar Forum

All participants are muted.

Please type questions in the side navigation panel and we will try to address most questions during today's session.

Today's presentation will be posted online at prestigepeo.com/blogs/

The background features a speedometer with a teal overlay and an orange diagonal bar. The speedometer has a needle pointing towards the 400 km/h mark. The numbers on the speedometer are 0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200, 220, 240, 260, 280, 300, 320, 340, 360, 380, and 400. The unit 'km/h' is visible in the center of the speedometer.

SPEED

0%
SECONDS

53%

of visits are abandoned if
a mobile site takes longer
than 3 seconds to load.



EARLY CONNECTION

50%
ZERO CLICKS



Google
My Business

Single Throw Marketing

Website Directions Save Call

5.0 ★★★★★ 11 Google reviews

Marketing agency in Monmouth County, New Jersey

Service options: Online appointments · Onsite services not available

Address: 1800 NJ-34 Bldg 4, Wall Township, NJ 07719

Hours: Open · Closes 5PM

Updated by business 2 weeks ago

Health & safety: Appointment required · Mask required · Staff wear masks · Staff get temperature checks · [More details](#)

Phone: (888) 959-1066

Appointments: [singlethrow.com](#)

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"... I highly recommend them to anyone looking for a truly professional organization."

★★★★★

"I would strongly recommend Single Throw Marketing."

★★★★★

[View all Google reviews](#)

From Single Throw Marketing

"When you need a well-rounded, full-service Digital marketing company, you need Single Throw. Founded by bestselling Digital marketing author Larry Ballin, Single Throw's services go beyond marketing consulting...beyond search engine... [More](#)

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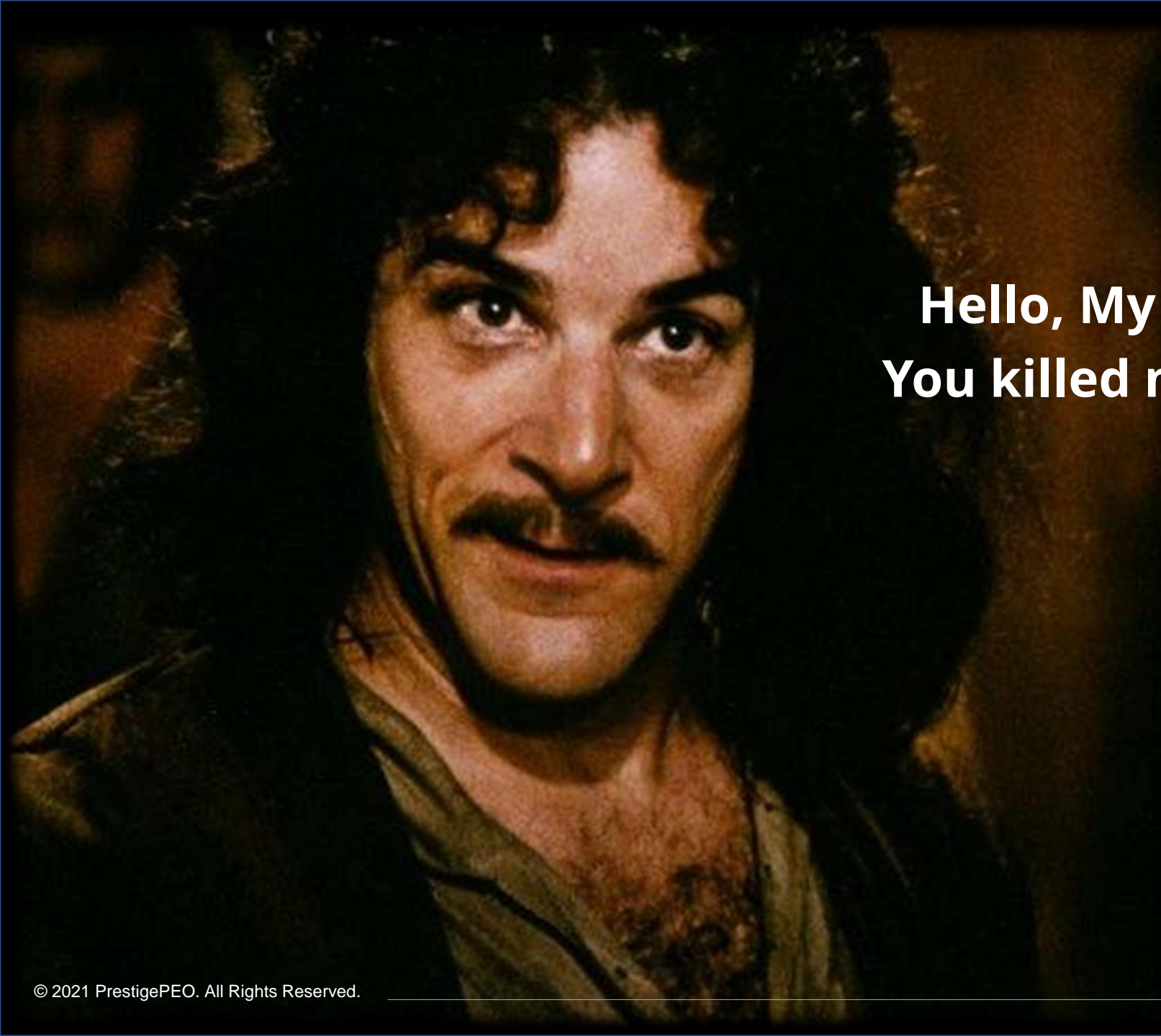
Profiles

Facebook

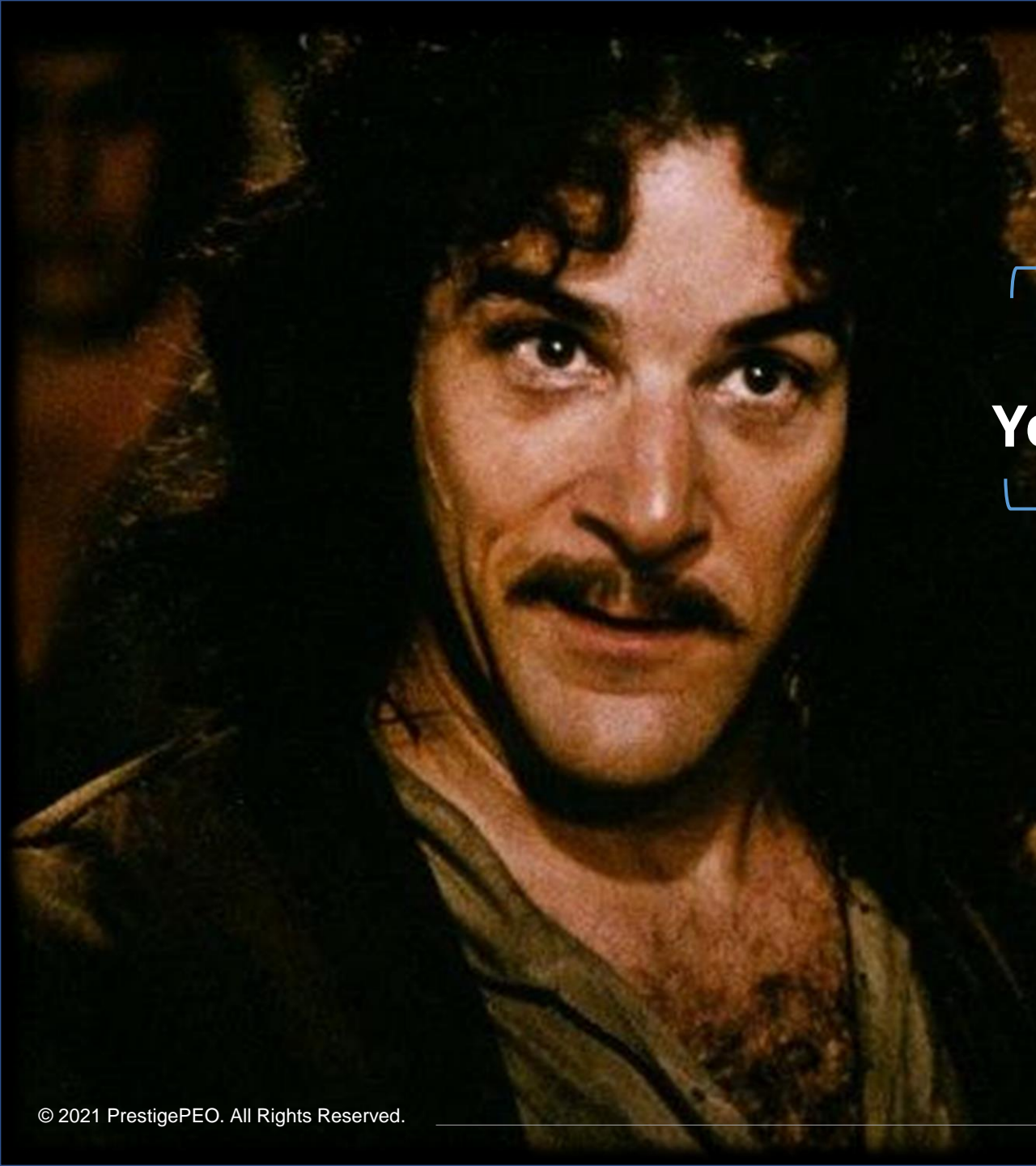
LinkedIn



CALLS TO ACTION



**Hello, My name is Inigo Montoya.
You killed my father. Prepare to die.**



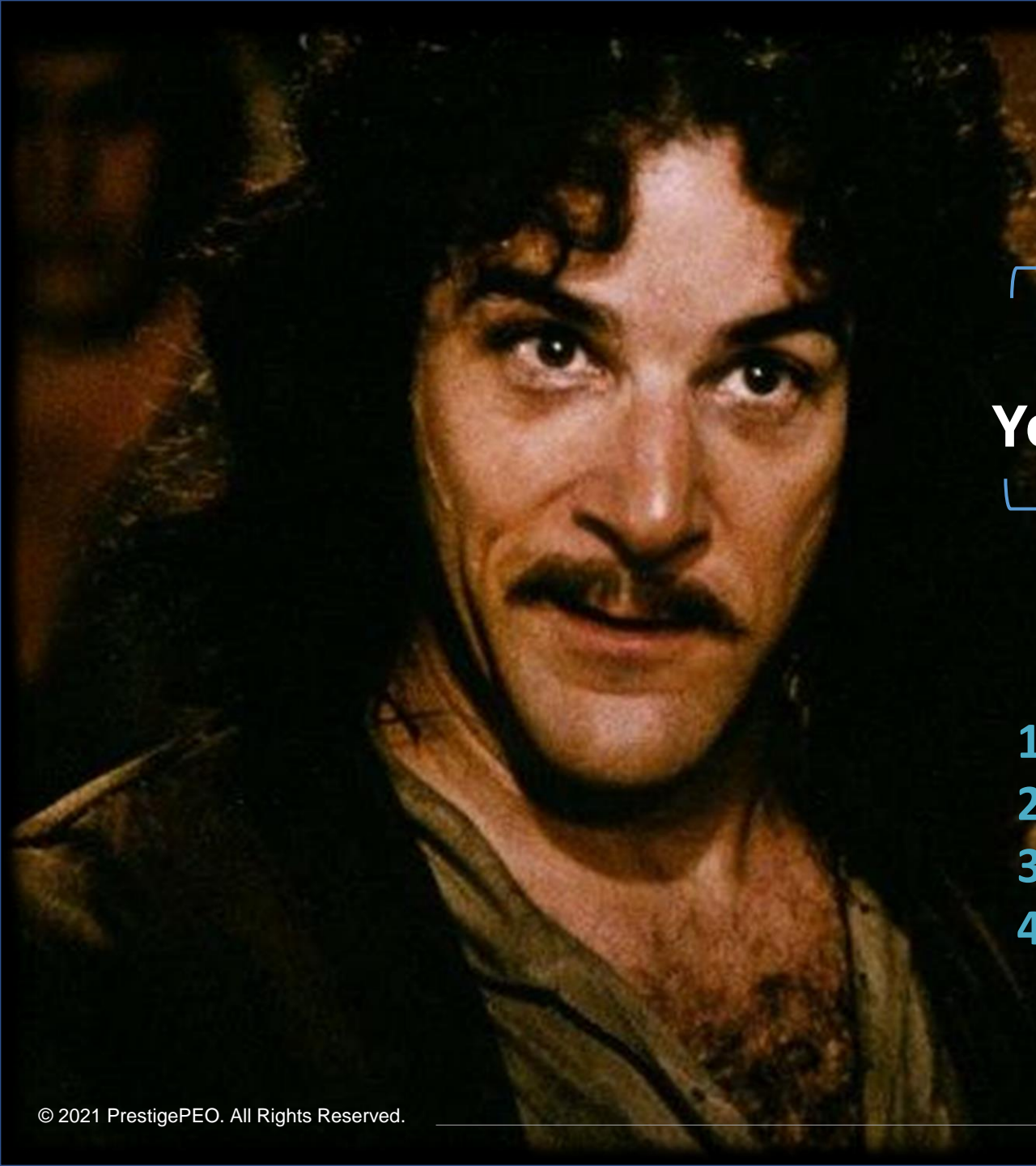
1

2

**Hello, My name is Inigo Montoya.
You killed my father. Prepare to die.**

3

4



1

2

**Hello, My name is Inigo Montoya.
You killed my father. Prepare to die.**

3

4

1. Greeting
2. Introduction
3. Situational Relevance
4. Expectations

CTA Rules

- Plentiful
- Hard to miss
- Clear and concise
- Aligned to next logical step
- Nothing asked that cannot be asked later

MEASUREMENTS

Goals & KPIs

Engagements Opt-Ins Conversions

Marketing Website Summary

Data From Google Analytics

Users

49,831

↓ -7.1%

Sessions

64,851

↓ -5.8%

Pageviews

328,715

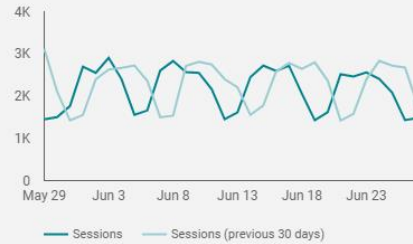
↓ -1.1%

Bounce Rate

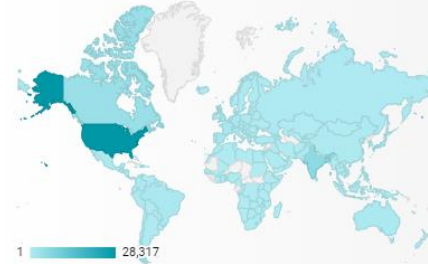
47.5%

↓ -2.2%

How are site sessions trending?

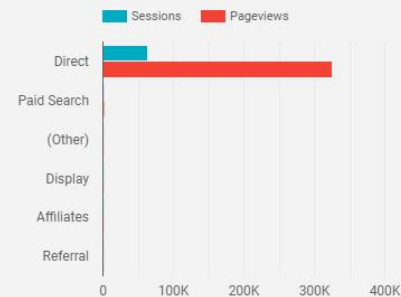


What are the top countries by sessions?

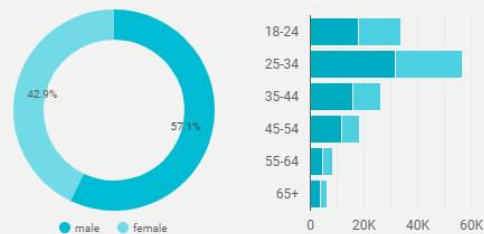


Which channels are driving engagement?

Goal: Engaged Users



Engagement by Age & Gender



Country	Sessions	Pageviews
1. United States	28,317	
2. India	5,492	
3. Canada	3,633	
4. United Kingdom	2,204	
5. Japan	1,521	
6. Spain	1,505	
7. South Korea	1,418	
8. Taiwan	1,324	
9. France	1,286	
1... Germany	1,196	
1... Singapore	995	
1... Indonesia	986	
1... Brazil	907	
1... Italy	745	
1... Australia	726	
1... Netherlands	683	
1... Mexico	614	
1... Russia	548	
1... Turkey	468	
2... Peru	467	

Ecommerce PPC Dashboard

May 17, 2021 - Jun 13, 2021

Ecommerce Metrics

Gross Sales

\$145.01K

↑ 16.0%

Orders

1,921

↑ 3.1%

Avg Order Value

\$75.49

↑ 12.5%

Users

48.7K

↓ -11.5%

Detail-to-Cart

No data

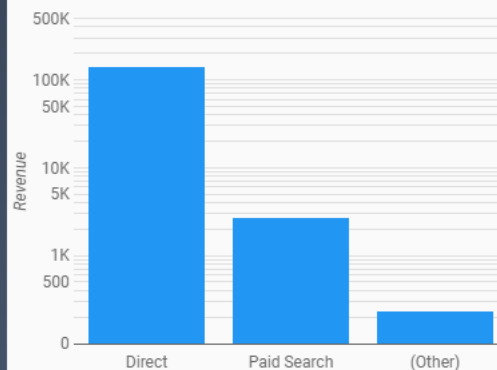
No data

Cart Conversion

No data

No data

Sales by Source



Google Ads Metrics

Spend

\$11.25K

↑ 95.8%

Impressions

1.6M

↑ 78.4%

Clicks

39,333

↑ 98.7%

CTR

2.5%

↑ 11.4%

Avg CPC

\$0.29

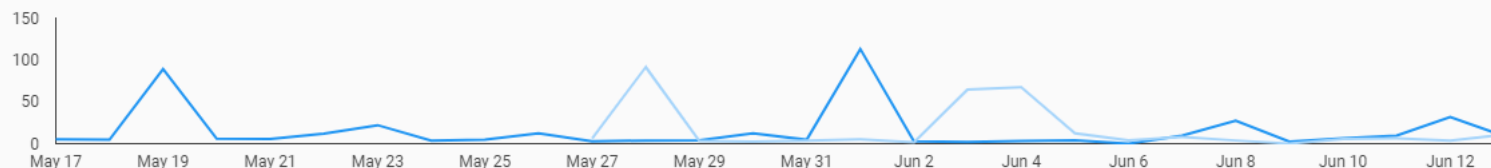
↓ -1.5%

ROAS (conv. value/cost)

\$23.92

↑ 73.3%

Google Ads Cost/Conversion (\$)



Top 5 Products - All Sources

	Product	Quantity	Product Revenue
1.	Google Zip Hoodie F/C	91	\$4,500
2.	Google Navy French Terry Zip Hoodie	82	\$3,652
3.	Google Vintage Navy Tee	158	\$3,569.4
4.	Gift Card- \$100.00	33	\$3,300
5.	Google Utility BackPack	28	\$3,144

Top 5 Campaigns - Google Ads

	Campaign	Impressions	Clicks	Avg. CPC	ROAS
1.	Campaign - T-Shirts	341,476	10,363	\$0.37	\$5.58
2.	Campaign - Access...	276,305	7,293	\$0.26	\$4.75
3.	Campaign - Dynami...	248,915	7,416	\$0.18	\$4.13
4.	Campaign - Fun	207,839	3,958	\$0.32	\$0.4
5.	Campaign - Jackets	156,988	1,527	\$0.23	\$1.59

Better, faster and
continuous connections
equals more **revenue**

CONTENT

No Wasted Words

Having a working garage door is important. A garage door is made up of several components that work together for smooth operating. If any of the components begins to malfunction then a repair is necessary.

A broken garage door can cause a safety concern that can become serious if not taken care of. That's where we come in, we are qualified and knowledgeable in diagnosing the issue quickly and working to fix it. We have many years experience and therefore know what to do and which parts are necessary to get the door back to good running condition in no time. Our technicians are friendly and Customer service is our priority.



Why Choose Us?

- * We Honest & Experienced*
- * We Licensed, Bonded & Insured*
- * Professional Technicians*
- * We Provide Same Day Service*
- * We Accept All Type Of Payments*
- * We Have Best Prices*

res • o • lute
adjective

Admirably purposeful, determined and unwavering.

ARCHITECTURAL FIRM SERVICES

THE ARCHITECTURE SERVICES YOU'RE LOOKING FOR, THE OUTCOME YOU DESIRE. WE'RE A PERFECT MATCH.

Since 1891, (yes, that's nearly a century and a half), our full-scope architectural firm has carefully honed our sustainable architecture services to serve the specific and complex needs of our clients.

Through our proprietary Flexible Project Methodology™ our responsive team of NJ based architects have developed budget aligned processes designed specifically to improve efficiencies, outcomes and expectations.

We realize that we are not the only [commercial architectural firm in NJ](#) that can provide you with the architectural services you're looking for, however, it just makes sense that the firm that has been setting the bar on which other commercial architects firms are judged, is a firm you would want to speak with.

We invite you to experience our experience.

Let's have a quick, no-risk, zero-commitment architectural services conversation today.

[Request a quick consultation](#)



JOURNEY CONTROL

This is the last thing you will read

**This is the first thing
you will read**

Then you will read this
and then this

EYE TRACKING

1

2

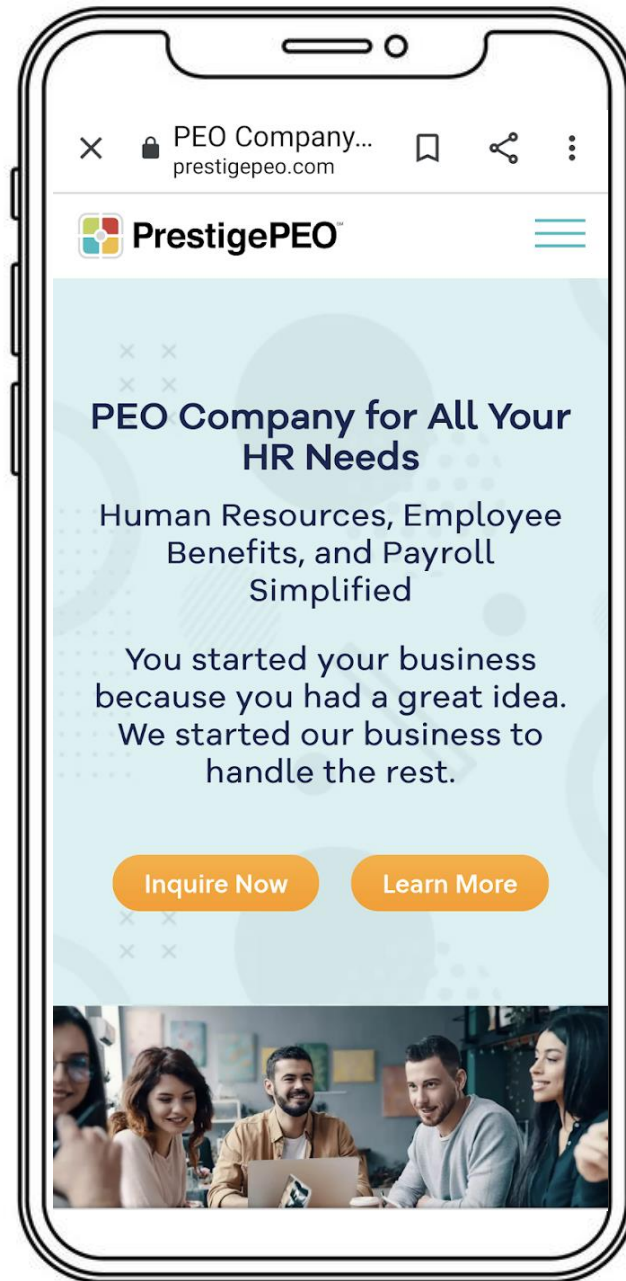
3

3

FIXED WIDTH



MOBILE



Clear and concise content with strong opening heading

Clear calls to action

EXPERIENCE ALIGNMENT

Increasing brand value
means creating better
customer **experiences**



CentraState
Healthcare System®



CentraState Now Offers 3D Mammography in its Newly Remodeled Women's Health Center

By CentraState Health | April 7th, 2015

Contact: Karen Lippai, Public Relations & Marketing (732) 294-7080

CentraState now offers 3D Mammography in its newly remodeled Women's Health Center

FREEHOLD TOWNSHIP—CentraState is pleased to announce that it now offers Genius 3D mammography by Hologic in its newly renovated Star and Barry Tobias Women's Health Center. While traditional digital mammography is still one of the most advanced technologies in breast cancer detection, it is only 2 dimensional. 3D mammography captures multiple slices of the breast from all different angles that creates a crystal-clear, 3D reconstruction of the breast. As a result, doctors can find abnormalities more easily, see breast tissue in much greater detail and find breast cancer at its earliest stages when it's most treatable.

Breast cancer is the second-leading cause of cancer death among women in the United States. In fact, in 2015, it is estimated that among U.S. women there will be 60,290 new cases of invasive breast cancer. Unfortunately, all women are at risk for breast cancer, and the risk of getting breast cancer increases as you age.

With significant advances in treatment and the widespread use of screenings in recent years, there have been significant reductions in breast cancer mortality. The American Cancer Society continues to recommend annual clinical breast examinations and screenings using mammography for all women beginning at age 40.

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Healthcare System

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What is a 3D Mammography?

Research shows that all breast types benefit from 3D mammography, though women with dense breast tissue or scar tissue, breast cancer survivors, and those with a genetic predisposition to breast cancer will benefit the most. Women with large breasts, implants, or post-surgical or post-biopsy clips are also candidates for 3D mammography.

For both 2D and 3D mammography, the patient experience is the same, and they are covered by most insurance companies.

The Star and Barry Tobias Women's Health Center


The Star and Barry Tobias Women's Health Center was the first in the area to be designated a Breast Imaging Center of Excellence (BICE) by the American College of Radiology. The newly remodeled, spa-like Center offers technical expertise, test results by the next business day, surgical consults, and customized health education and counseling services from an all-female staff—all in a comfortable and private environment. The Center also provides a breast health nurse specialist who is a public educator on breast diseases and cancer detection. In addition to mammography, the center offers stereotactic needle biopsy, breast needle localization, and bone densitometry.

To encourage women to recognize the benefit of an annual mammogram and the importance of routine breast exams, The Star and Barry Tobias Women's Health Center is offering a \$30-dollar gift certificate toward any one-hour, regularly priced service at the ABC Day Spa to any woman who gets a digital mammogram at the Women's Center. The purpose is to promote breast care and breast cancer awareness and encourage women to schedule a mammogram.


Schedule Your Mammogram

To schedule an appointment for a mammogram at The Star and Barry Tobias Women's Health Center at CentraState Medical Center, request an appointment online or call 732-294-2778.

CentraState Healthcare System is a nonprofit community health organization consisting of an acute-care hospital, a health and wellness campus, three senior living communities, a Family Medicine Residency Program, and a charitable foundation. CentraState's teaching program is sponsored by Rutgers Robert Wood Johnson Medical School.



Schedule Your Mammogram
Request an appt online



Schedule Your Mammogram
Call (732) 294-2778

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Healthcare System

CentraState Healthcare System is a private, not-for-profit health organization dedicated to excellence, offering the full circle of health and wellness for our community.

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Phone: 732-431-2000

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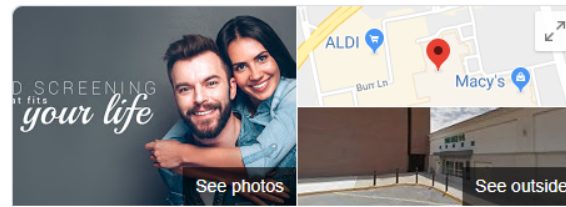
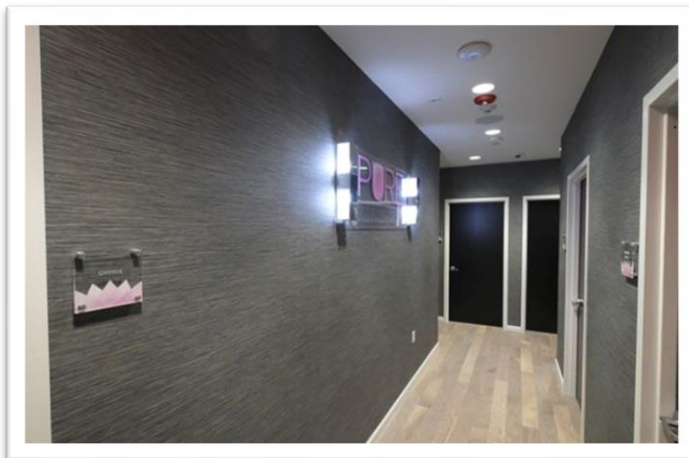
Audited Financial Statement

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PURE

M A M M O G R A P H Y





PURE Mammography

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 339 Google reviews

Mammography service in Lake Grove, New York

Located in: [Smith Haven Mall](#)

Address: 570 Smith Haven Mall, Lake Grove, NY 11755

Hours: [Open](#) · Closes 9PM ▾

Phone: (631) 652-3424

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People typically spend **20-45 min** here

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Reviews [?]

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C "I highly recommend this **facility** and enjoyed all the **staff**."

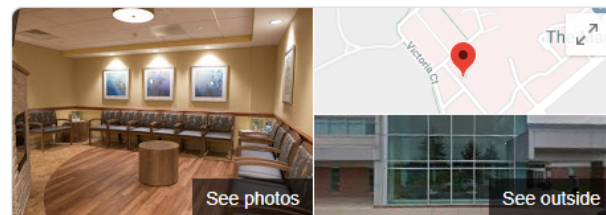
G "First experience the **employees** were so nice and the **place** made it so relaxing."

A "The free **coffee** in the comfy **waiting room**, priceless."

[View all Google reviews](#)



339 Reviews (4.8)
Closes at 9PM



Star and Barry Tobias Women's Health Center (Breast Center)

[Website](#)
[Directions](#)
[Save](#)

5.0 ★★★★★ 4 Google reviews

Women's health clinic in Freehold Township, New Jersey

Address: Star and Barry Tobias Women's Health Center 901 West Main Street, Freehold, NJ 07728

Hours: Open · Closes 5PM ▾

Phone: (732) 294-2626

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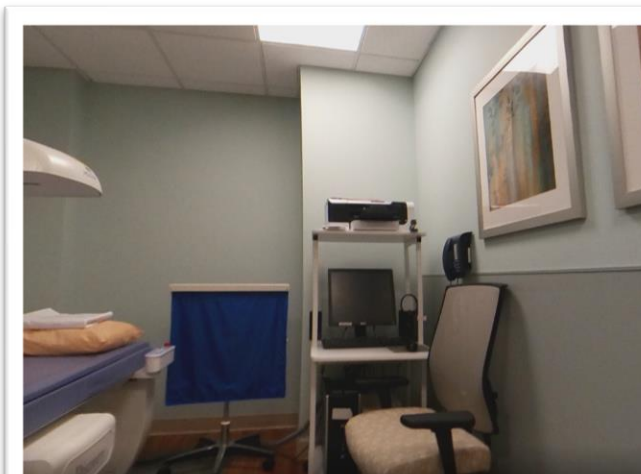
[Add a photo](#)

 "Very caring **group** of women work at this **facility**."

 "I like the ease of making the appointment, as well as their friendly **staff**."

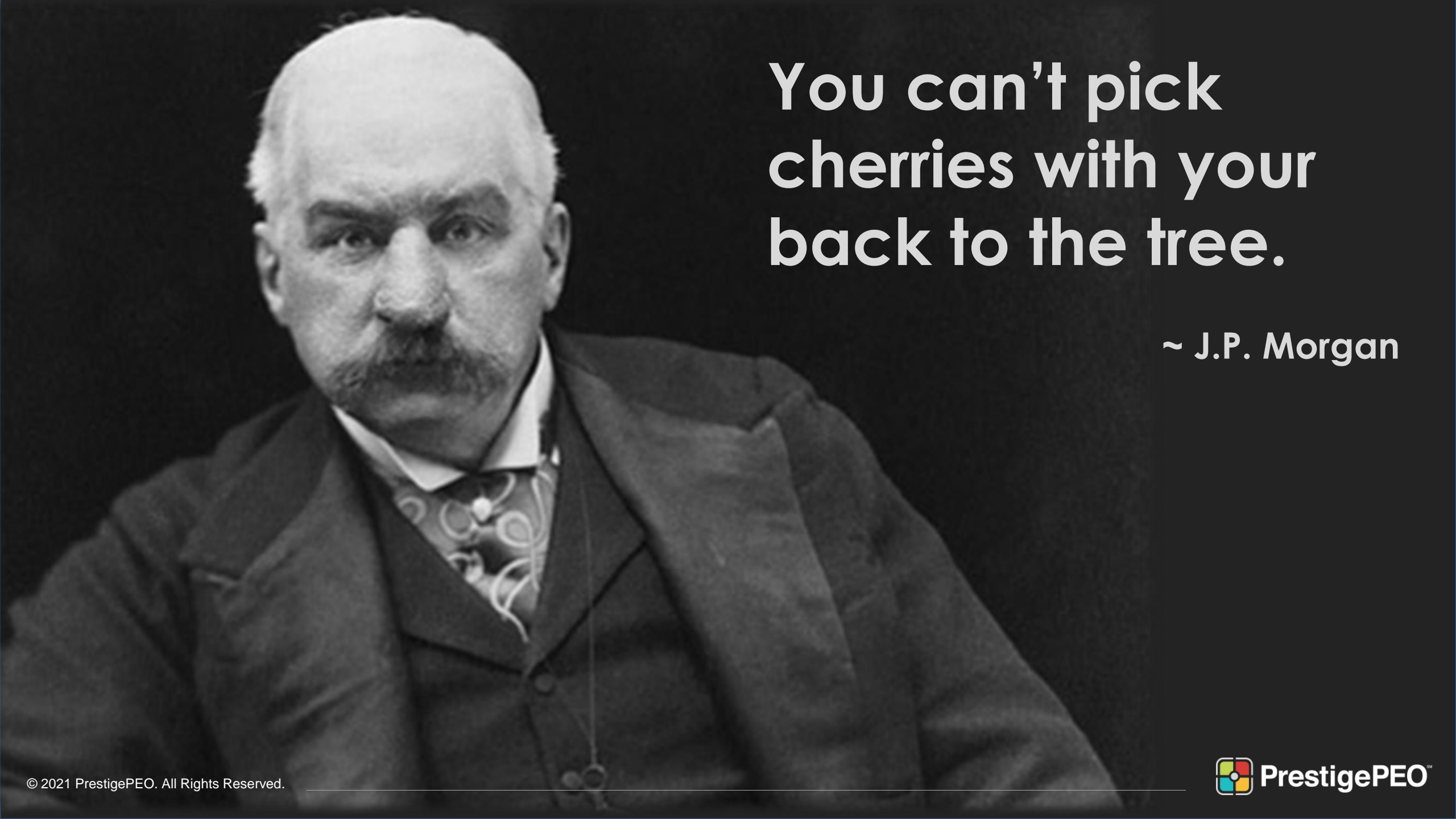
 "I immediately knew I was in great **hands**."

[View all Google reviews](#)



4 Reviews (5)
Closes at 5PM

You've got to give a little
more than you're asking for

A black and white portrait of J.P. Morgan, an elderly man with a mustache, wearing a suit and tie, looking directly at the camera. The background is dark.

**You can't pick
cherries with your
back to the tree.**

~ J.P. Morgan

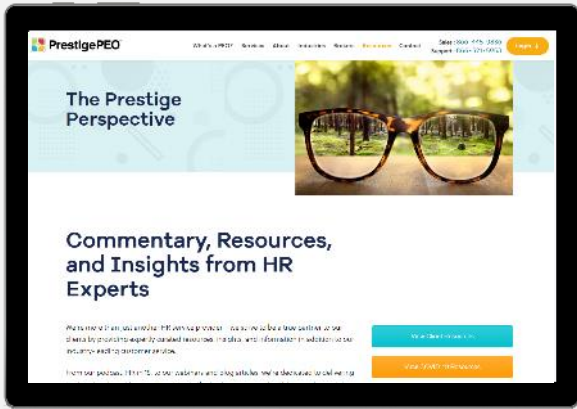
PRESTIGE PEO

THANK YOU

SINGLE THROW



PrestigePEO Communications



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- **The Prestige Perspective** prestigepeo.com/blogs
- **COVID-19** prestigepeo.com/covid-19/

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Tune-in to our latest **"HR in 15"**
podcast episode found on your
favorite podcast app or at
"HRin15.com"



Reach out to your support teams –
HR and Compliance, Employee
Benefits, and Payroll directly from our
PrestigeGO mobile app



We Are Here For You



Human Resources, Employee Benefits, and Payroll Simplified

You started your business because you had a great idea. We started our business to handle the rest.