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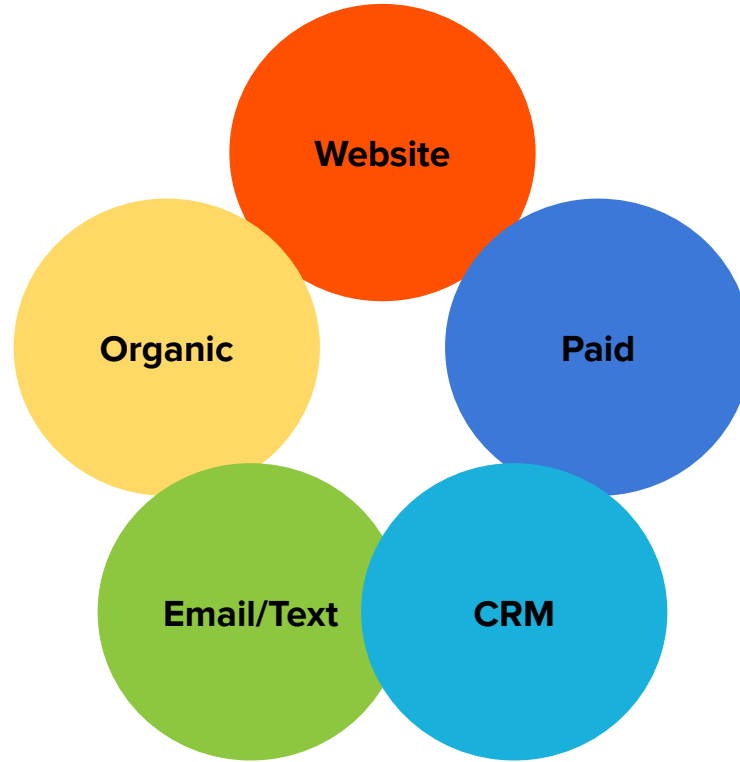
Digital Marketing Strategies, Trends, & Tactics for 2023

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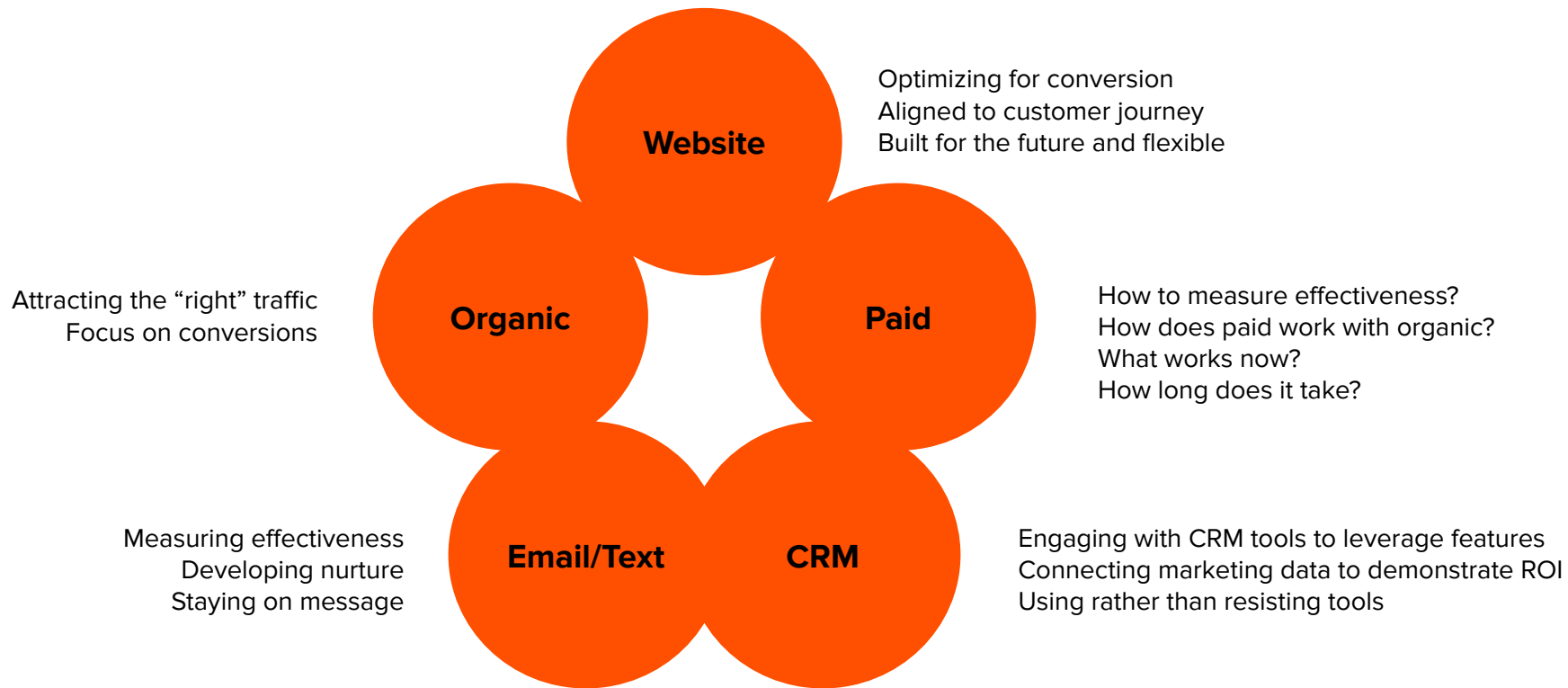
What do we see in the market?

Ongoing need for solid, integrated, digital strategy

We've All Been Working on All the Pieces ...



Integrating All of the Strategies towards Clear Goals



What do we see in the market?

Evolving Websites, Not Rebuilding Websites

Optimizing Website

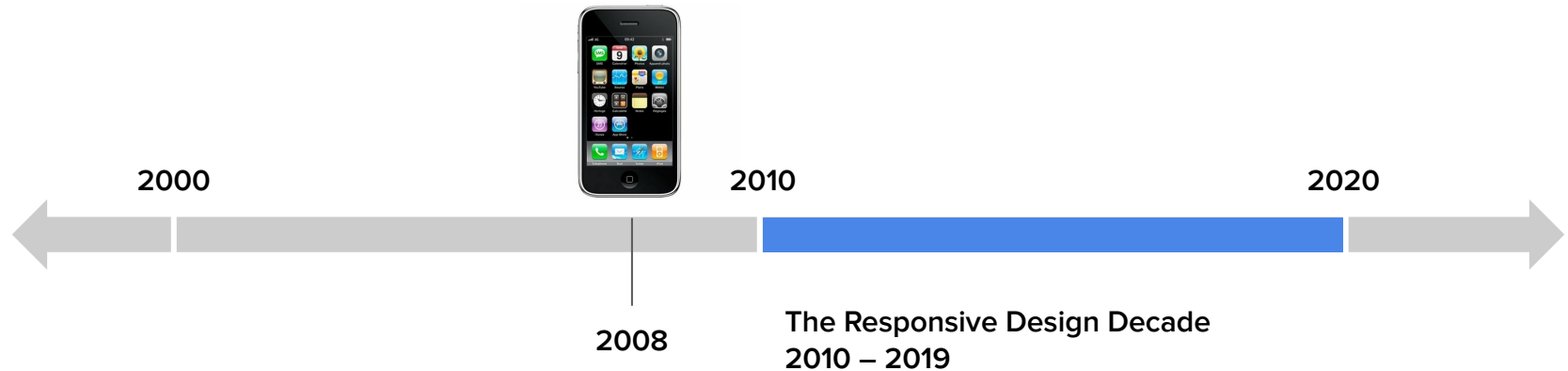
Finally! Rather than rebuilding websites every 5–7 years, teams can focus on evolving the existing website.

Why?

3 Main Reasons

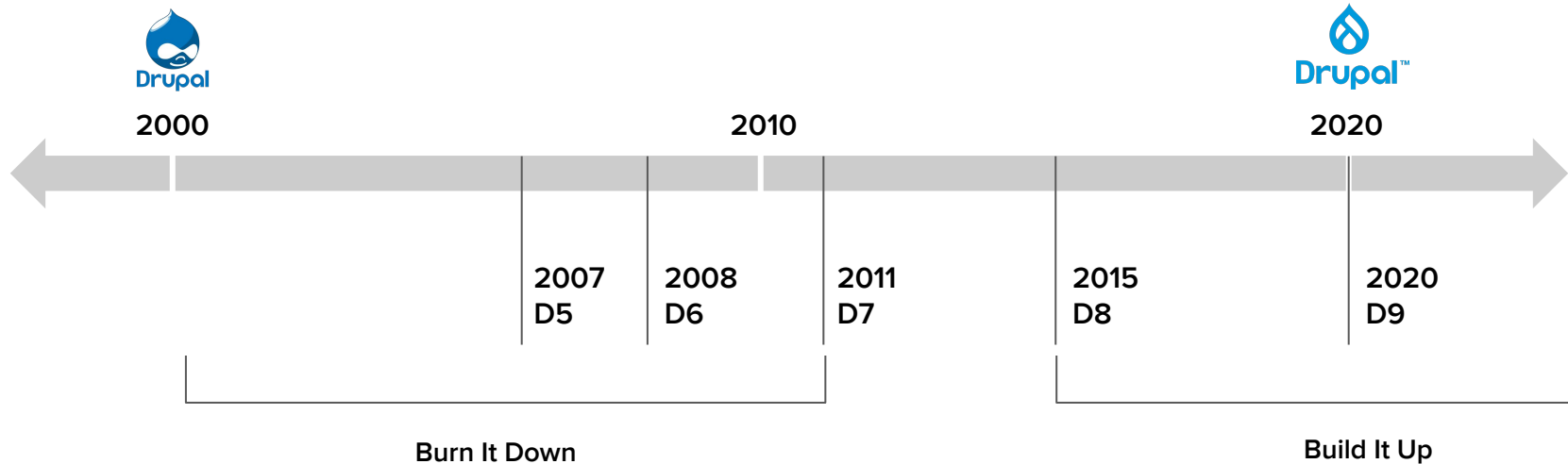
Mobile Design

2008 iPhone 3G launches, pushing the need for websites designed for the mobile web and forcing full-scale rethinking of web design and content presentation. Burn down those websites.



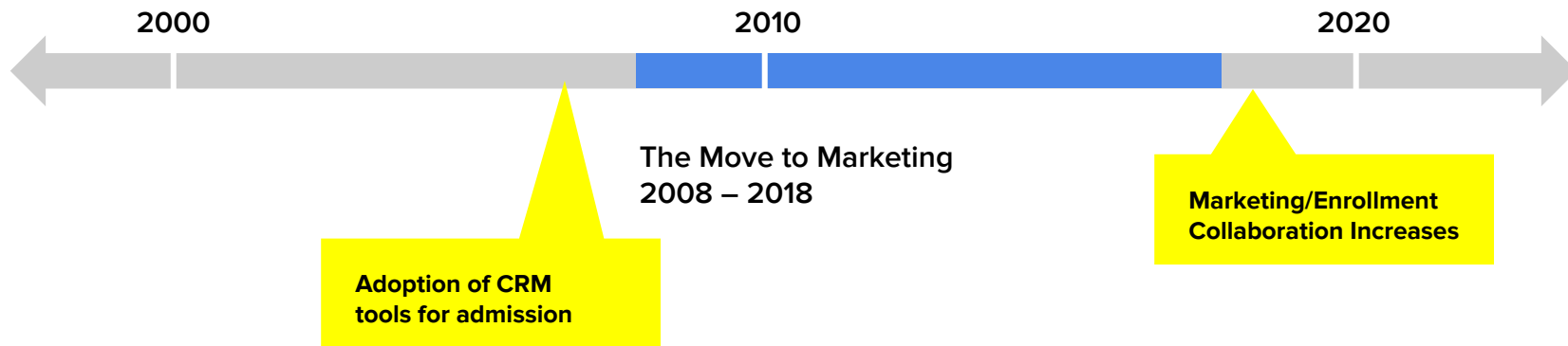
Evolving CMS Platforms

2015 Before 2015, all Drupal sites needed to be rebuilt with every redesign.
 After 2015, the core can be updated to maintain the content structures.

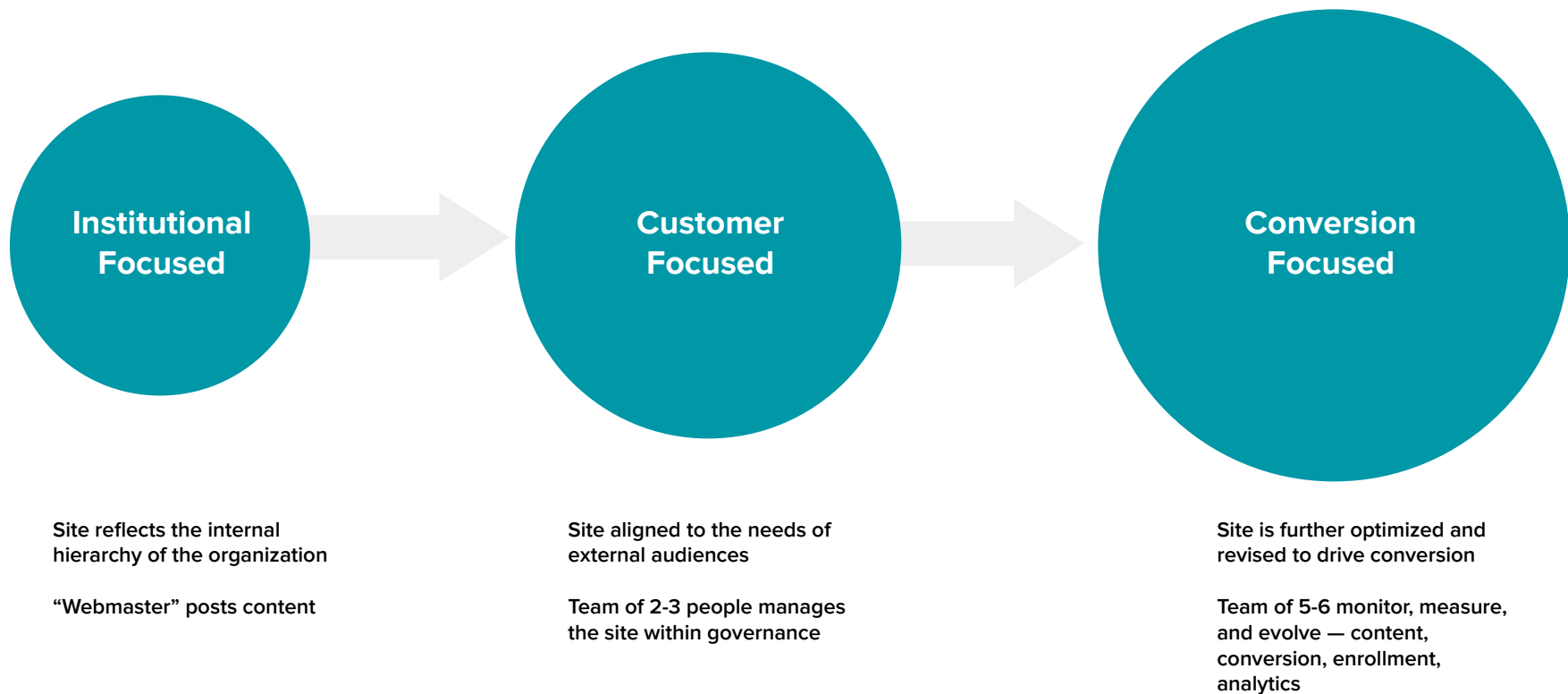


Website Moves from IT to Marketing

2008 The move from the website being a “technical” project to a “marketing” project occurs with the expansion of more specialized marketing tools.



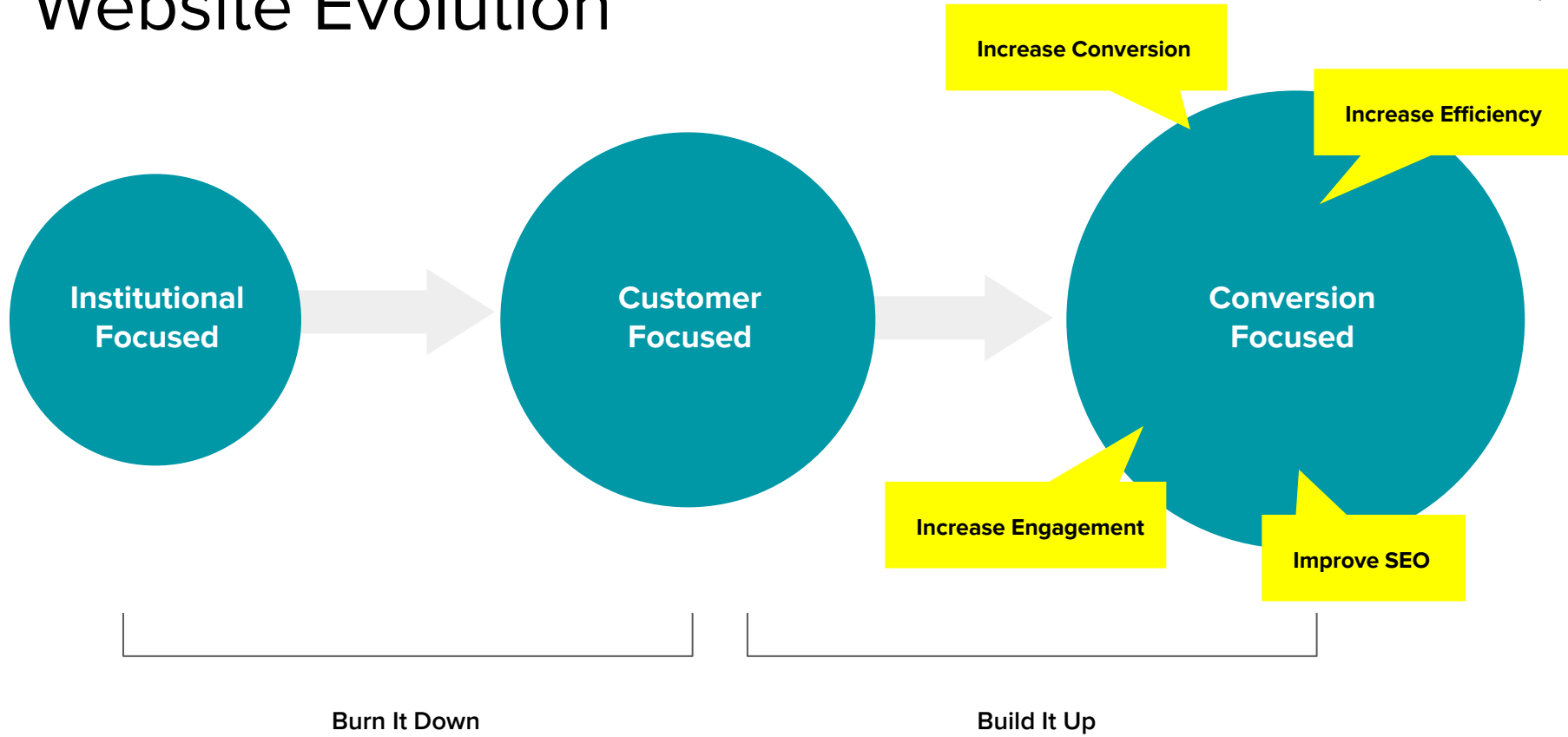
Website Evolution



Is Your Site Ready for Evolution?

- A user-centered website focused on audience needs (not institutional needs)
- A digital content strategy
- A governance strategy to maintain site quality
- Component-driven design
- CMS that is able to evolve and be upgraded without having to rebuild
- A site that you can edit and publish without the help of a developer
- The staff to support and execute on the strategy

Website Evolution



What should I be thinking about?

Google Analytics 4 Transition

An Opportunity to Rethink What's Important

Transition requires rethinking goals and being proactive about what to track.

Reduced number of standard reports –
78 in Universal Analytics to 19 in GA4.

GA4 focuses on events that are meaningful and important, with less default emphasis on views.

What to do now?

1. Start GA4 tracking today!
2. Develop a plan for archiving your old data.
3. Define what metrics are important and set up tracking in GA4.

What should I be thinking about?

Paid Campaigns

Some Trends

Digital advertising spend is about 65% of all media spends – highest ever.

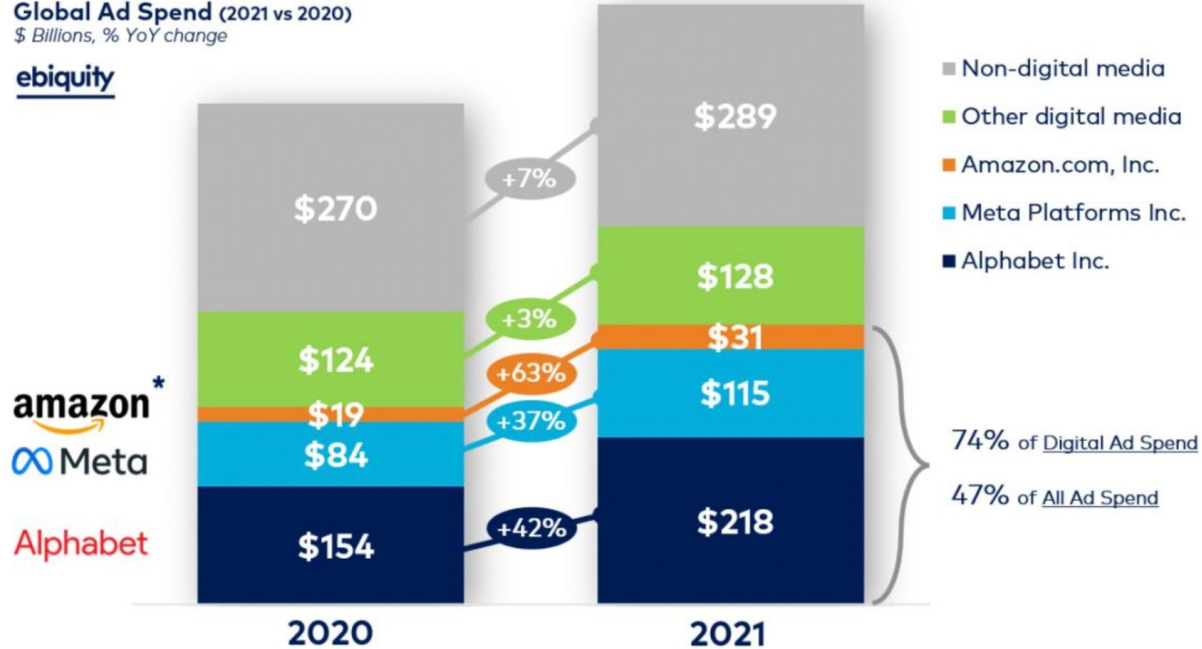
Meta advertising is decreasing due to reduced tracking on Apple devices.

Expanding video options (such as Netflix and Microsoft partnership) are coming, but still very nascent.

In 2021, 74% of Digital Spend on 3 Platforms

Global Ad Spend (2021 vs 2020)
\$ Billions, % YoY change

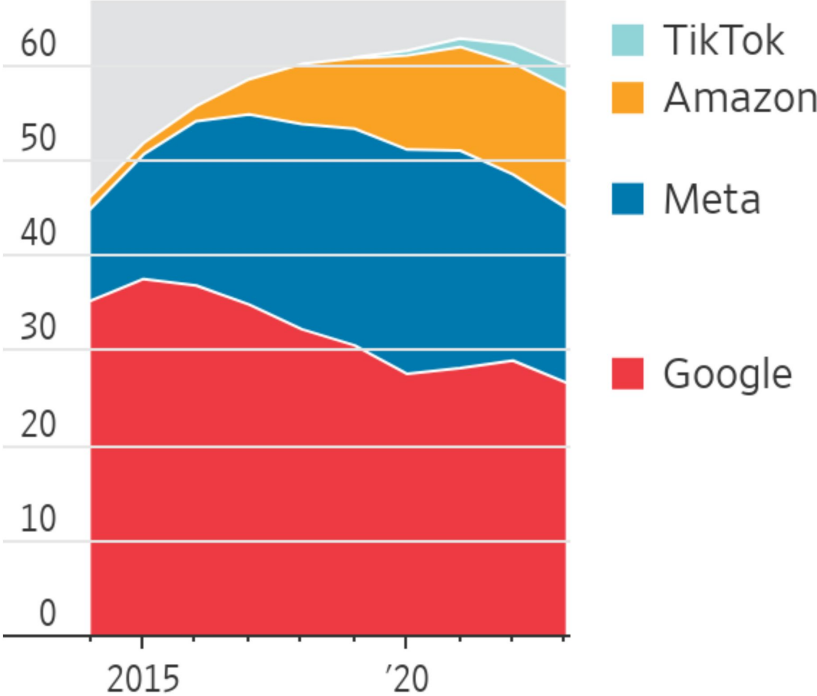
ebiquity



amazon*
Meta
Alphabet

* Amazon breaks down its earnings by 'Advertising Services' for the first time in Q4 2021, this was bundled in 'Other' before. Historical data is provided from Q3 2020, Q1 & Q2 revenues have been normalized using 6 quarter averages.

TikTok on the Rise in 2022



Google and Meta combined make up less than 50% of the digital spend.

The “Old” is New Again



Google is continually evolving the advertising offerings to improve quality and conversions.

- Keyword changes & negative keywords
- Custom Intent Audiences
- RLSA – Remarketing List Search Ad
(remarketing list + keywords)
- Performance Max
- Responsive ads

But, watch out for platform changes that can expand your campaigns and burn your budget.

Leverage Your Data

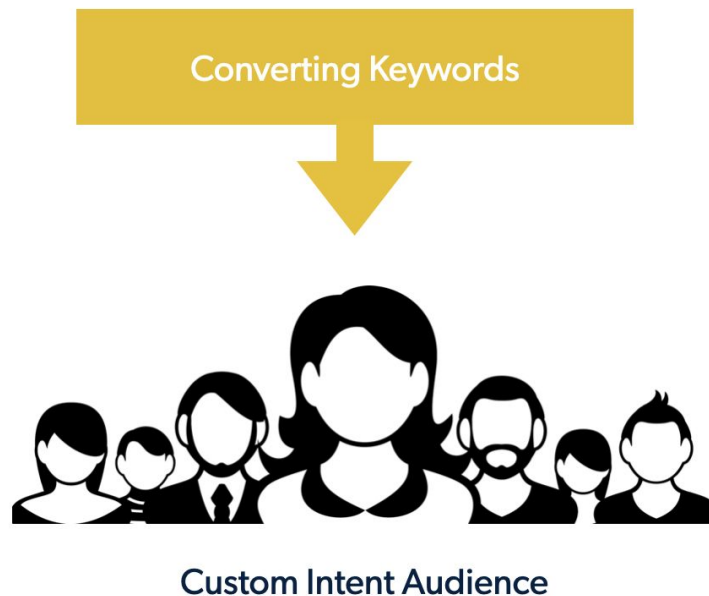
Focus on Building Audiences

Custom Intent



Google Ads

- With user tracking looking to be on the decline over the coming years, it's important to make a move towards leveraging “proprietary” data.
- This begins with using lists and re-targeting which are likely strategies you have in place.
- **Top Performing Keywords:** Using keywords that are leading to conversions and engagement and building an audience around this. We are placing ads in display and paid search.
- **Results:** For one large university client, this approach is performing better than paid search from a conversion perspective – more volume, more efficiency.



RLSA



Google Ads

Marry broad search with remarketing for a cost-effective solution.

- User has visited your website – so there's brand awareness
- User searches broad search term – “Best business schools” that shows some intent
- Result: display a more targeted remarketing result in Google Search

Remarketing
+
Broad Keyword

Performance Max



Let's go all in with Google automated targeting.

- Provide as much information as possible – conversion goals, landing pages, audiences, keywords, lists, videos, images
- Google users display, gmail, keywords to maximize the conversions
- Proving an effective way to scale, if you have good conversion data
- Need to closely monitor ongoing conversions for quality

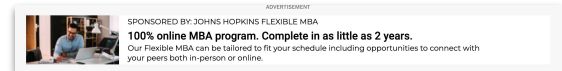
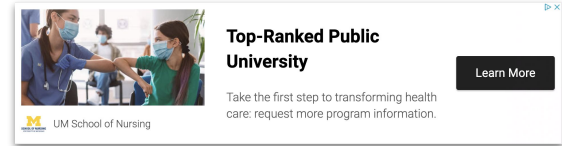
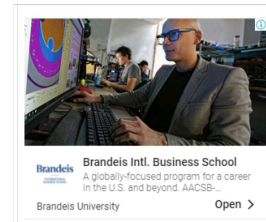
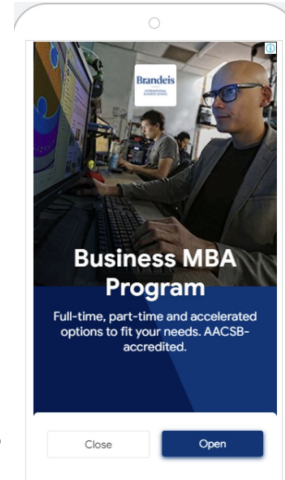
**Fully
Automated
Targeting**

Responsive Ads



Allow Google to optimize your campaign creative.

- Reach into a bigger inventory beyond the “standard four” sizes
- Dynamic optimization
- Leverage lower cost ad units
- Unusual format sizes reduces ad blindness



New Tactics, New Networks, New Formats, Oh My!

	Streaming Audio	Mobile Video	Social Video
Category Leader	Spotify	TikTok	YouTube
Alternative Provider	Pandora / Audio Go	Snapchat	Facebook & Instagram
Top of Funnel: Awareness	✓	✓	✓
Upper Middle Funnel: Engagement	Some Banner Opportunities	Some	Lead Gen Ads
Lower Middle Funnel: Traffic	n/a	Some	✓
Bottom of Funnel: Inquiry or Apply	n/a	Some	✓

Connected TV / OTT

Connected TV

- Comcast / Hulu
- Top of the full
- Self-serve
- Cost-per-impression
- No click-throughs

MNTN - traditional click ads

Bing + Netflix



What should I be thinking about?

Content Strategy and Content Marketing

First, Some Definitions

Content Strategy is a brand-amplification strategy to tell your organization's story more effectively.

Content Marketing is an inbound lead generation strategy that leverages expertise and SEO.

The Moat Around Your Marketing

Content marketing for lead generation are articles marry that your organization's expertise with high-volume keywords to drive traffic to your website.

Content marketing continues to pay benefits over the long-terms and **drives the cost of brand awareness and lead generation down.**

The Moat Around Your Marketing

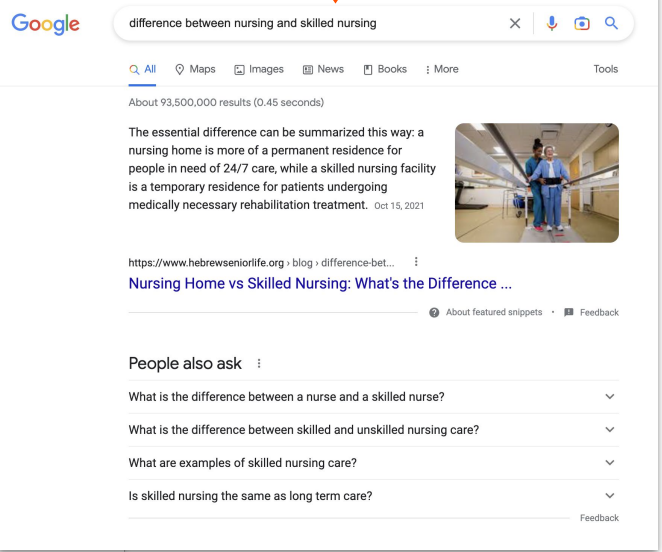
#1 Rank
Featured
Snippet



HEALTHCARE RESEARCH AND ANALYTICS (HRA) HAS IDENTIFIED A GAP IN THE CURRENT MARKET FOR SKILLED NURSING CARE. THE CURRENT MARKET IS OVERSATURATED WITH NURSING HOMES AND SKILLED NURSING FACILITIES. THIS LEAVES A GAP FOR A NEW TYPE OF SKILLED NURSING CARE THAT IS MORE AFFORDABLE AND PROVIDES A HIGHER QUALITY OF CARE. THIS TYPE OF CARE IS KNOWN AS SKILLED NURSING AT HOME (SNH). SNH PROVIDES THE SAME LEVEL OF CARE AS A NURSING HOME, BUT IN THE COMFORT OF THE PATIENT'S HOME. THIS TYPE OF CARE IS IDEALLY SUITED FOR PATIENTS WHO ARE NOT SEVERELY DISABLED AND DO NOT REQUIRE 24/7 CARE. SNH PROVIDES A RANGE OF SERVICES INCLUDING NURSING, THERAPY, AND MEDICAL MONITORING. THIS TYPE OF CARE IS A MORE AFFORDABLE AND HIGHER QUALITY OPTION FOR PATIENTS WHO ARE NOT SEVERELY DISABLED AND DO NOT REQUIRE 24/7 CARE.

What is skilled nursing and what are some examples of skilled nursing care?

Skilled nursing care is a type of care that is provided in a nursing home or a skilled nursing facility. It is a type of care that is provided to patients who are unable to care for themselves at home. Skilled nursing care is provided to patients who are unable to care for themselves at home. Skilled nursing care is provided to patients who are unable to care for themselves at home. Skilled nursing care is provided to patients who are unable to care for themselves at home.



OHO Interactive
55 DAVIS SQUARE | SOMERVILLE, MA 02144
WWW.OHO.COM

SEO Memo

Client	Hebrew SeniorLife
Topic	New blog topic: Nursing Home vs. Skilled Nursing
Date	June 2021
URL	https://www.hebrewseniorlife.org/blog/nursing-home-vs-skilled-nursing/ https://www.hebrewseniorlife.org/blog/difference-between-nursing-homes-and-skilled-nursing-facilities

Overview

The purpose of this memo is to provide general guidance on how to implement a new blog around the topic of "What are the differences between nursing homes and skilled nursing facilities?". This gives Hebrew SeniorLife a chance to rank for "nursing home" keywords, without depicting the idea that this is the type of service the organization provides.

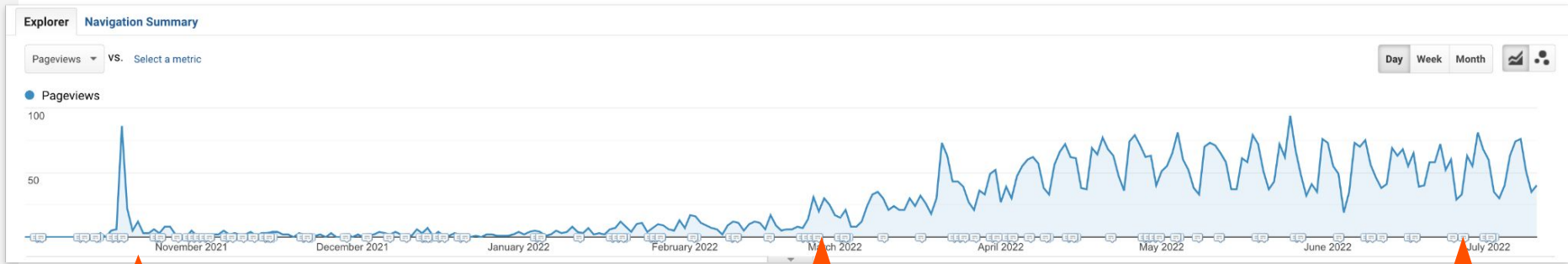
Note! In instances where keyword variations are provided that fall outside Hebrew SeniorLife's editorial guidelines, they are to be used for reference in understanding the types of phrases that are popular for the topic of the page. Synonyms (rather than exact-match phrasings) of these keywords are perfectly acceptable and will meet SEO needs.

Benchmark Analytics and Findings

In the last year:

- Hebrew SeniorLife has generated over 69,000 impressions related to nursing home related queries, however only 559 clicks have been recorded, which equals around an .8% click-through rate. The average position for Hebrew SeniorLife for these terms is 48 over the last year.
- Similarly, skilled nursing queries have generated almost 24,000 impressions, but resulted in only 200 clicks (.85% click-through rate). The average position for Hebrew SeniorLife for these terms is 54 over the last year.
- On average, there are "800 searches per month in the United States that are related to this query (difference between skilled nursing and nursing home), with queries on the rise in the last three months. This would be a great content marketing piece to give those that are very high in the funnel looking for answers the opportunity to learn about both, and then display the services Hebrew SeniorLife has to offer.

The Digital Marketing Moat



Launch
October

5 Months
March

On-going
value

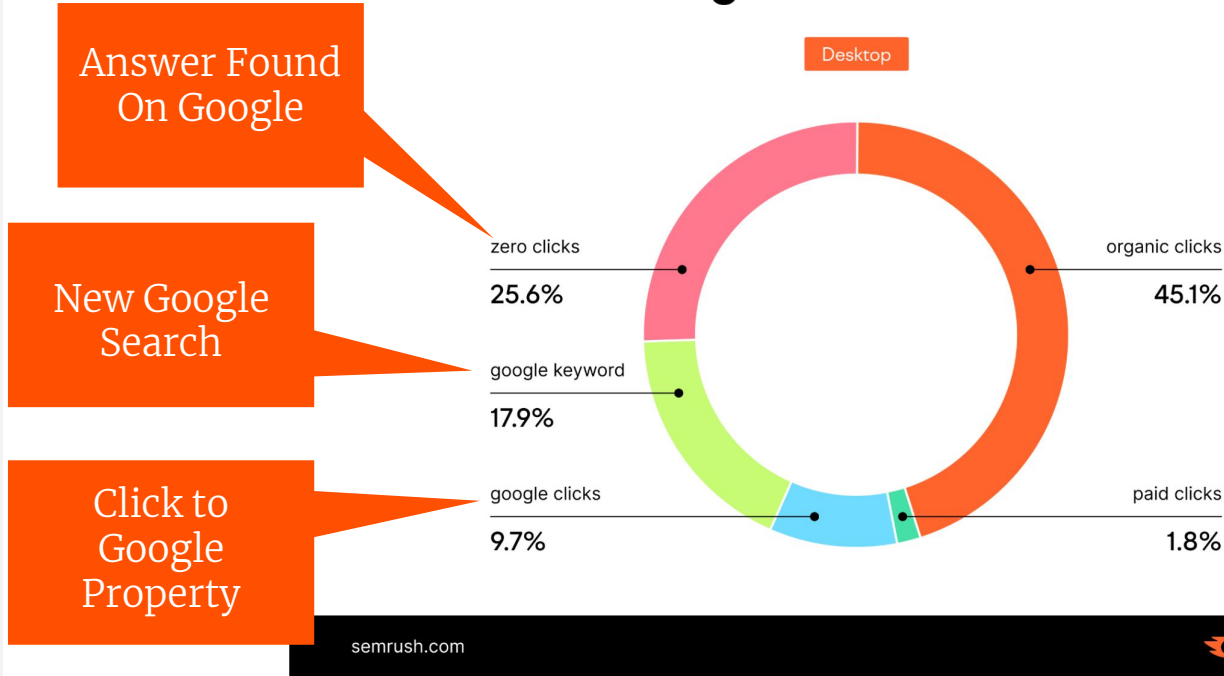
What should I be thinking about?

Changes in search behaviors

Only 45% of organic searches resolve at your website

Google Search CTRs

Desktop



YouTube & Image Search

YouTube is the number one search engine for teenagers.

Google Images is the second largest “search engine”

TikTok Is a Search Engine Too?



“At a conference in July 2022, a Google executive disclosed that their studies showed that almost **40% of young users used TikTok or Instagram to look for a place for lunch instead of Google Maps.** For now, Google is still the king of search, but TikTok is giving them a run for their money.”

TikTok Search Ad Platform?



Not live yet - but in beta testing.

“TikTok’s search ads platform will allow businesses **to bid on specific keywords and phrases** related to their products or services, just like they would on Google. However, TikTok’s platform will likely offer some unique features and targeting options that Google does not.

For example, TikTok’s platform may offer **more robust audience targeting options**, allowing advertisers to reach users based on their interests, behaviors, and demographics.”

Could Chatbots Replace Google?

“For more than 20 years, the Google search engine has served as the world’s primary gateway to the internet. But with a new kind of chatbot technology poised to reinvent or even replace traditional search engines, Google could face the first serious threat to its main search business. One Google executive described the efforts as make or break for Google’s future.”

Bing + Chatbots

Microsoft Bing | I just went fishing in Bighorn in Montana and I would like to go fish | Sign in 30

ALL CHAT IMAGES VIDEOS MAPS NEWS MORE

About 7,630,000 results Any time

Bighorn River in Montana - National Park ...
<https://www.nps.gov/.../bighorn-river-in-montana.htm>
 Web: Fisherman can float and wade the waters of the Bighorn, but are required to stay below the high water mark. The Bighorn is a gentle cool, clear water river. Though not a ...

Other content from nps.gov
 Basic Information - Bighorn Canyon National Recreation Area (U.S. Na...
 Contact Us (U.S. National Park Service)
 FAQ - Frequently Asked Questions (U.S. National Park Service)
 See more

Fishing The Bighorn River In Montana: The Ultimate Guide
<https://flyfishingfix.com/fly-fishing-the-bighorn-river-montana>
 Part 1 - Planning and Prepar... Part 2 -- on The Water Final Thoughts

When planning a fly fishing trip to the Bighorn River, it's helpful to have the pre-trip steps mapped out for you, so, here is a checklist of pre-trip essentials. (And, for the sake of efficiency, I'll assume you know who you're going with, how you're planning to get there (i.e. flights, ground transportation, directions), how long you're planning ...

See more on flyfishingfix.com
 Estimated Reading Time: 7 mins

The New 'Horn: Montana's Bighorn River
<https://www.flyfisherman.com/editorial/montanas...>
 Web Jun 23, 2021 - After several years of high flows, weeds, and warm, dirty water, Montana's Bighorn River showed in 2020 why it is still one of the country's finest tailwaters. (Barry ...

People also ask

Can you fish the Bighorn River in Montana?
 The state of Montana maintains the Bighorn Access thirteen miles downstream. Most anglers drift the river, stopping along the way and fishing likely spots. The river can b...

Is the Bighorn River good for winter fly fishing?
 So the motto for winter fly fishing in the Bighorn River is to come prepared for truly anything. In general, the Bighorn River fishes well for both wade anglers and floaters,...

Bing Chatbot:
 It sounds like you had a great fishing trip in Bighorn, Montana. Fishing in the Florida Keys will be a different experience, but also very enjoyable. Here are some things you might need to do differently to prepare.

- Check the fishing regulations and licenses for Florida. You may need a different permit or license than in Montana, depending on the type and location of fishing you plan to do ¹.
- Research the best fishing spots and seasons in the Keys. The Keys offer a variety of fishing opportunities, from flats fishing to deep sea fishing, and different species of fish are more active at different times of the year ².
- Choose the right equipment and bait for the fish you want to catch. The Keys have different water conditions and fish species than Bighorn, so you may need to adjust your fishing pole, line, hooks, lures and bait accordingly ³ ⁴ ⁵.
- Prepare for the weather and the water. The Keys are warmer and more humid than Montana, and the sun can be intense. You may need to pack sunscreen, sunglasses, hats, water, snacks and appropriate clothing for fishing in the tropics ⁶ ⁷.
- Have fun and be responsible. Fishing in the Keys can be a rewarding and exciting adventure, but also a responsibility. Follow the fishing regulations, respect the marine life and habitats, practice catch and release if possible, and clean up after yourself ⁸.

I hope this helps you plan your fishing trip in the Florida Keys. Have a wonderful time! 😊

Scarlet and Violet are Pokémon games for the Nintendo Switch system that were released on November 18, 2022 ¹. They are set in the Paldea region and feature over 100 new Pokémon ².

The games received mixed reviews from critics and players, mainly due to several gameplay bugs and performance issues. Some of these issues include visual clipping, invisible Pokémon, frame rate drops, lag, and game crashes ³ ⁴ ⁵.

Nintendo has released several patches to fix some of these issues since launch. The latest patch was released on February 15, 2023 and addressed a game-breaking bug that prevented players from progressing past a certain point ⁶. However, some players still report experiencing problems with the games.

Are you interested in buying Scarlet or Violet?

Ads

 Pokémon S... \$1 cash back \$59.99 Best Buy 1.8K+ viewed	 Official Pok Mon Scarlet... \$119.99 Pokémon C...	 Pokemon Scarlet &... \$4.99 eBay Brand: Ninte...	 Pokemon Trading Car... \$54.99 Target Free shipping	 Pokemon Trading Car... \$54.99 Target Free shipping	 Pokemo Scarlet &... \$118.94 Diamond ca...
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Learn more: [1. pokemon.com](https://1.pokemon.com) [2. pokemondeal.com](https://2.pokemondeal.com) [3. gamerant.com](https://3.gamerant.com) [4. msn.com](https://4.msn.com) +7 more

What should I be thinking about?

Suggested Actions

Summary and Suggested Actions



- Push to develop a long-term and integrated digital marketing strategy – be patient and communicate that this takes time.
- Use the GA4 transition to focus your digital efforts around metrics that achieve business goals.
- Invest in new paid media strategies and look to leverage video.
- Use content marketing to drive the cost of brand building and lead generation down.
- Audit and monitor your Google presence – and keep an eye on emerging search engines.