

A smartphone is shown at an angle, displaying a dark screen with a status bar at the top showing the time 9:43 and battery level. Overlaid on the phone and extending into the background are vibrant, glowing digital elements: concentric circles in red and blue, a network of dots and lines, and a satellite-like structure with solar panels in the upper right. The background is a gradient of dark blue to light blue.

# THAT AGENCY

Prepared for: AMB Performance Group Growth Club  
March 2022

**THAT**  
agency



SERVING IN  
WEST PALM BEACH, FL  
FOR 17 YEARS



## SERVICES OFFERED

Inbound Marketing  
Search Engine Marketing  
Social Media Marketing  
Web Design & Development  
Brand Development

Email Marketing  
Copywriting  
Print Production  
Video Production  
Photography

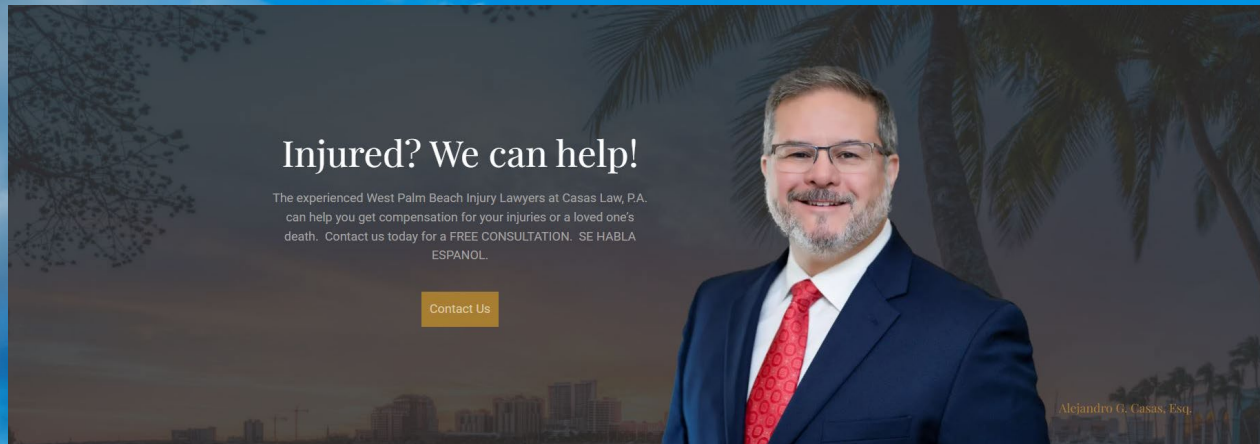






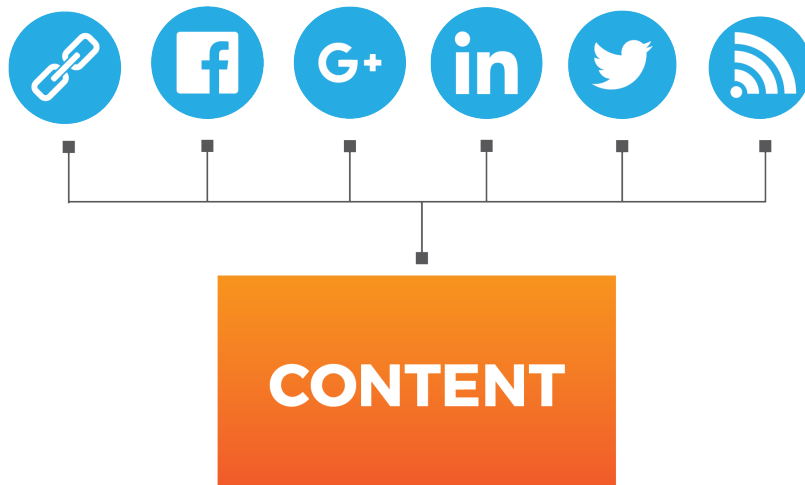
# INBOUND MARKETING

# TRADITIONAL MARKETING



- Billboards
- Radio
- TV
- Magazines
- News Papers

# ONLINE.



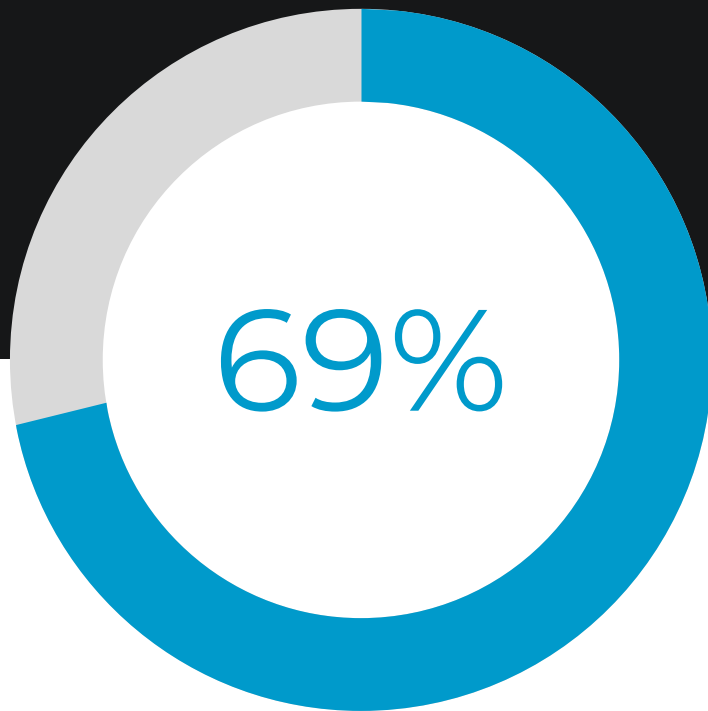
Inbound Helps You Get Found:

- Website pages
- Blog articles
- Social media messages
- Interactive tools
- Video and podcasts
- eBooks

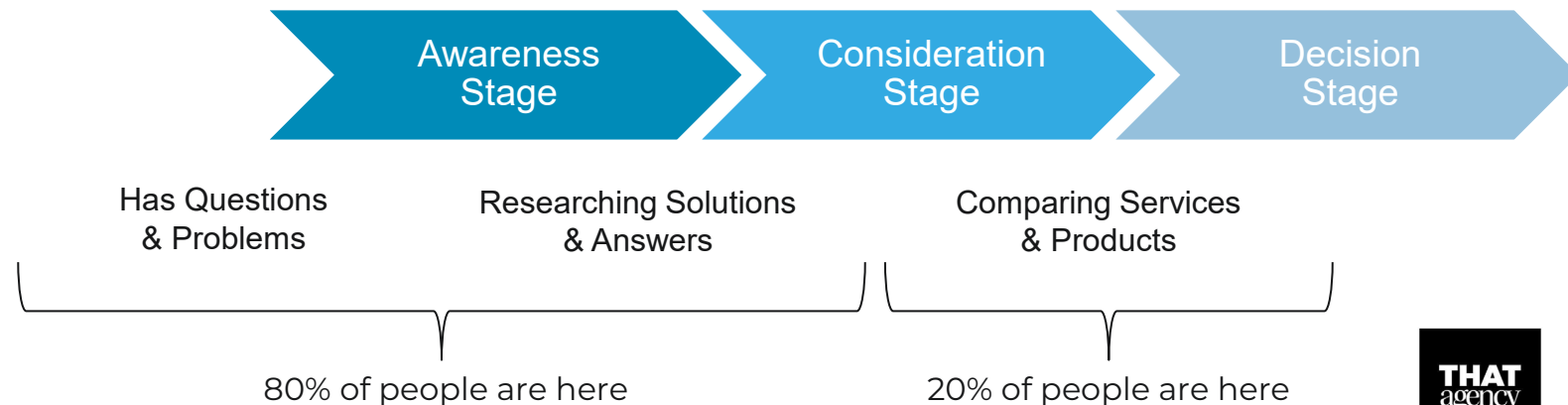
All optimized to drive qualified leads to your site.

69% of online consumers agree that the quality, timing, or relevance of a company's message influences their perception of a brand.

Source: Google



## THE BUYERS JOURNEY





# INBOUND METHODOLOGY & TOOLS

## 1. ATTRACT: GET TRAFFIC

Create blog content, search engine optimization (SEO) that content, and promote it on social media sites.

## 2. CONVERT: GET LEADS

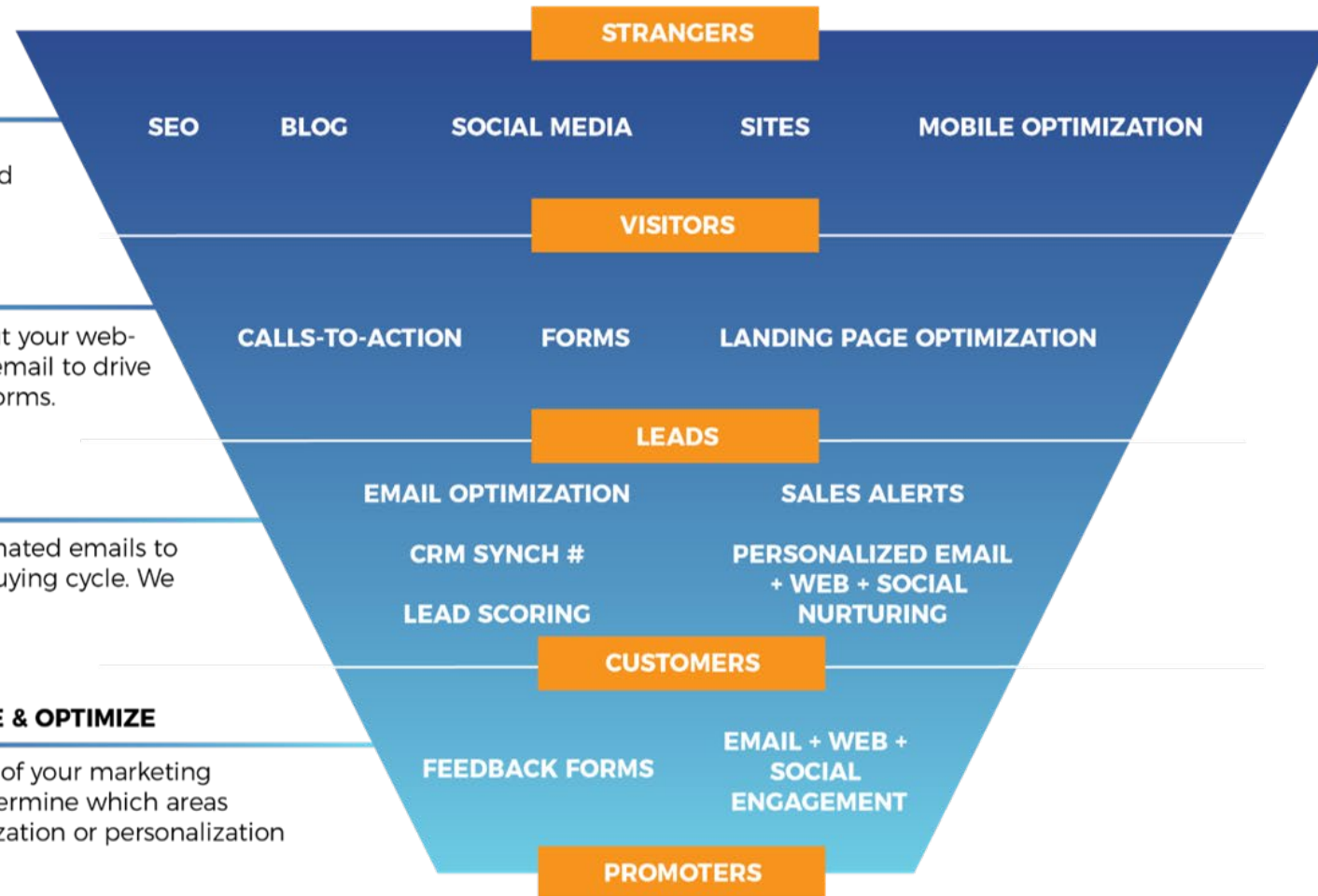
Place calls-to-action throughout your website, blog, social accounts and email to drive visitors to landing pages with forms.

## 3. CLOSE: GET CUSTOMERS

Send leads targeted, automated emails to drive them through your buying cycle. We do this using workflows.

## 4. DELIGHT: ANALYZE & OPTIMIZE

Analyze the success of your marketing campaigns, and determine which areas need further optimization or personalization for future success.

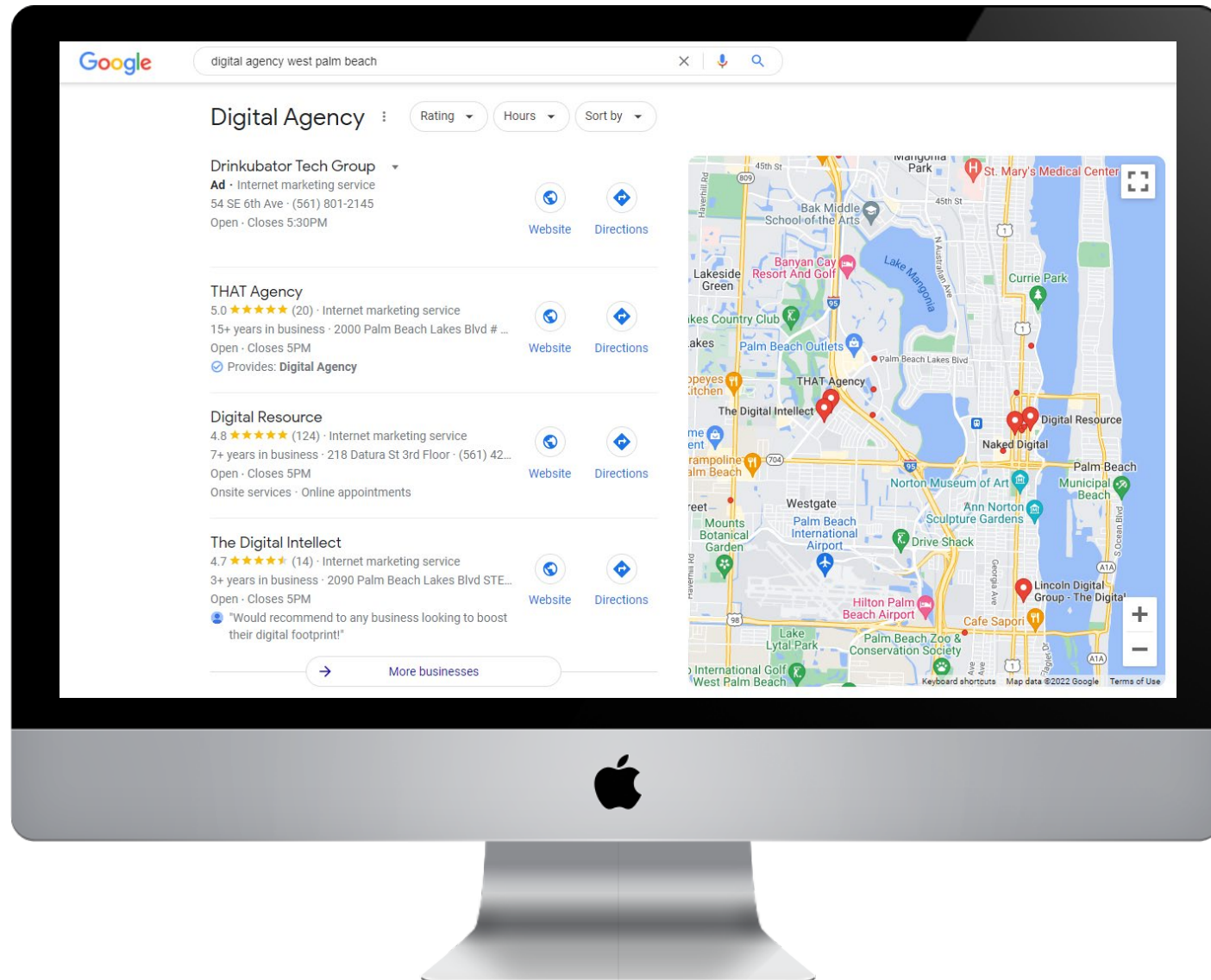




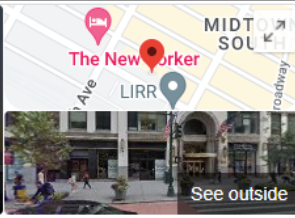

LOCAL SEO



# LOCAL SEO EXAMPLE



# GOOGLE LOCAL LISTING



## Warren Law Group

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

5.0 ★★★★★ 18 Google reviews  
Law firm in New York City, New York

**Service options:** Online appointments · Onsite services  
**Located in:** Regus - New York, New York - 112 W. 34th  
**Address:** 14 Pennsylvania Plaza 9th Floor, New York, NY 10122  
**Hours:** Open · Closes 6PM · [More hours](#)  
**Phone:** (866) 954-7687  
**Appointments:** [warren.law](#)

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

[Be the first to ask a question](#) [Ask a question](#)

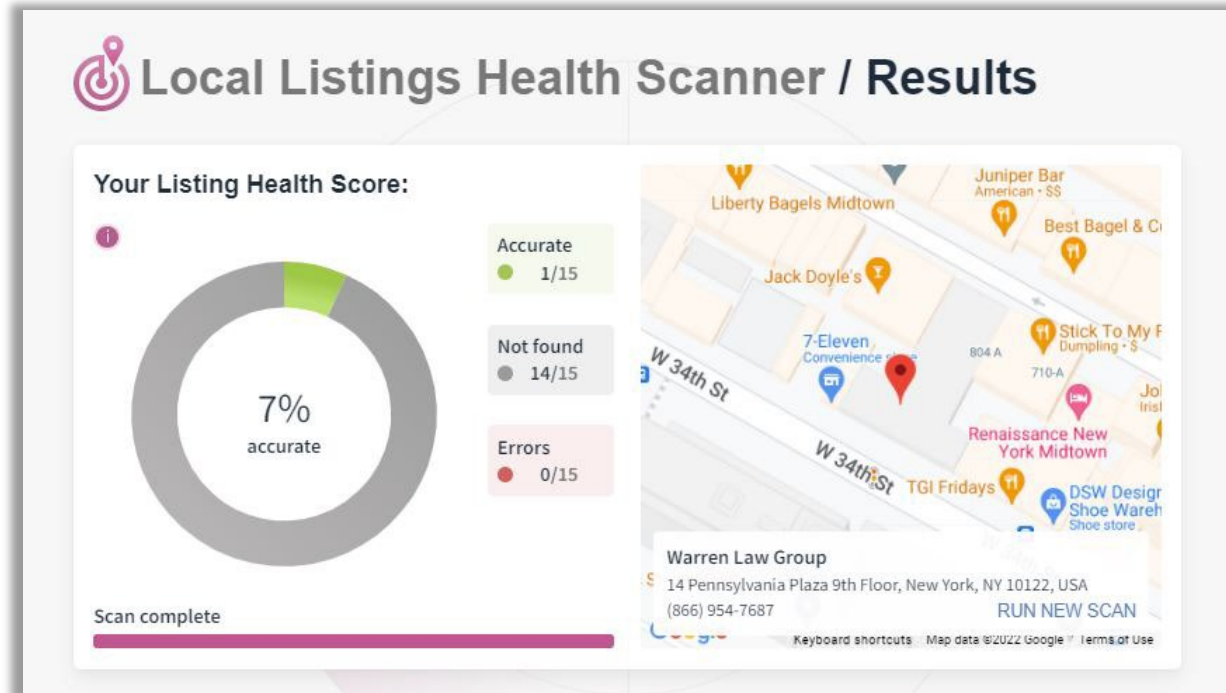
[Send to your phone](#) [Send](#)

### Reviews ?

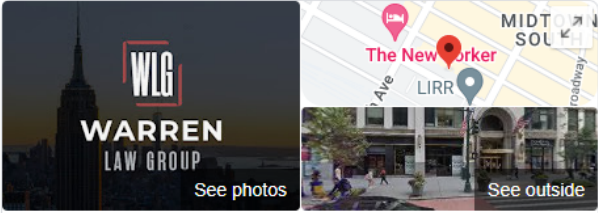
[Write a review](#) [Add a photo](#)

**B** "It was actually quite incredible watching him work."  
★★★★★

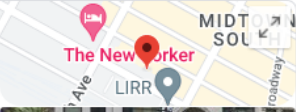
**J** "I would refer Warren Law Group to anyone of my friends, family or colleagues."  
★★★★★



# GOOGLE LOCAL LISTING



**WARREN LAW GROUP**  
See photos



See outside

## Warren Law Group

Website Directions Save Call

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[Send to your phone](#) [Send](#)

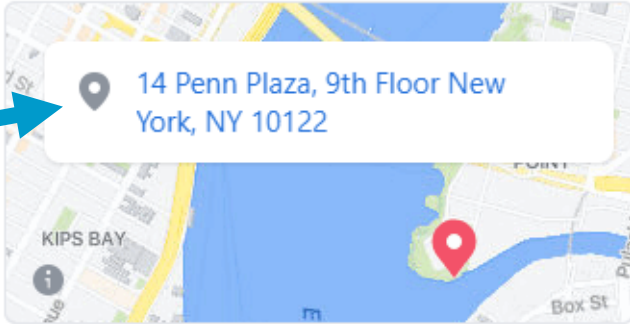
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★★★★★

## About

[See all](#)



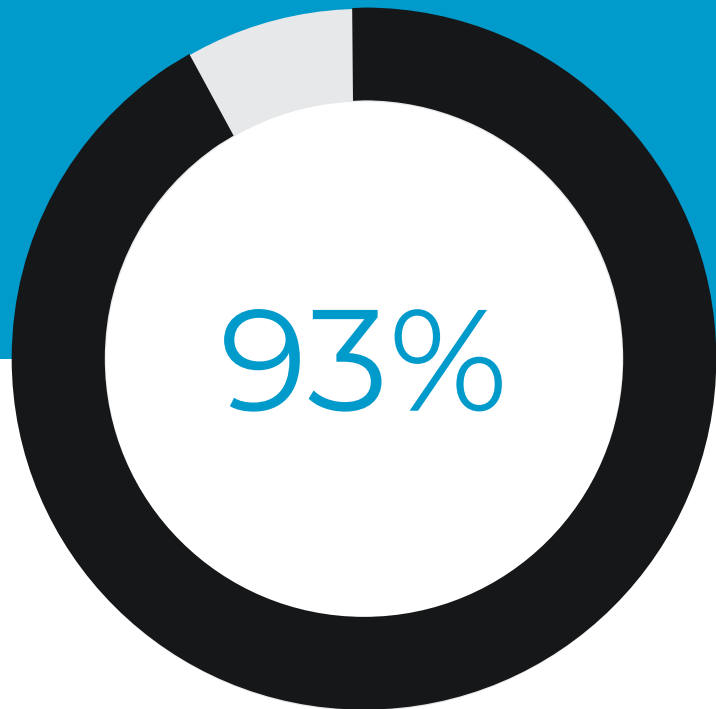
14 Penn Plaza, 9th Floor New York, NY 10122

**i** Representing Financial Advisors, Registered Investment Advisors and Advisory Firms, Private Equity Funds, Hedge Funds, Life Insurance Firms and busine... [See more](#)



**DID YOU KNOW:** The Google Map Pack, aka the Local 3-Pack, appears on **almost 93%** of all first pages for organic search results in 2021?

Source: Google

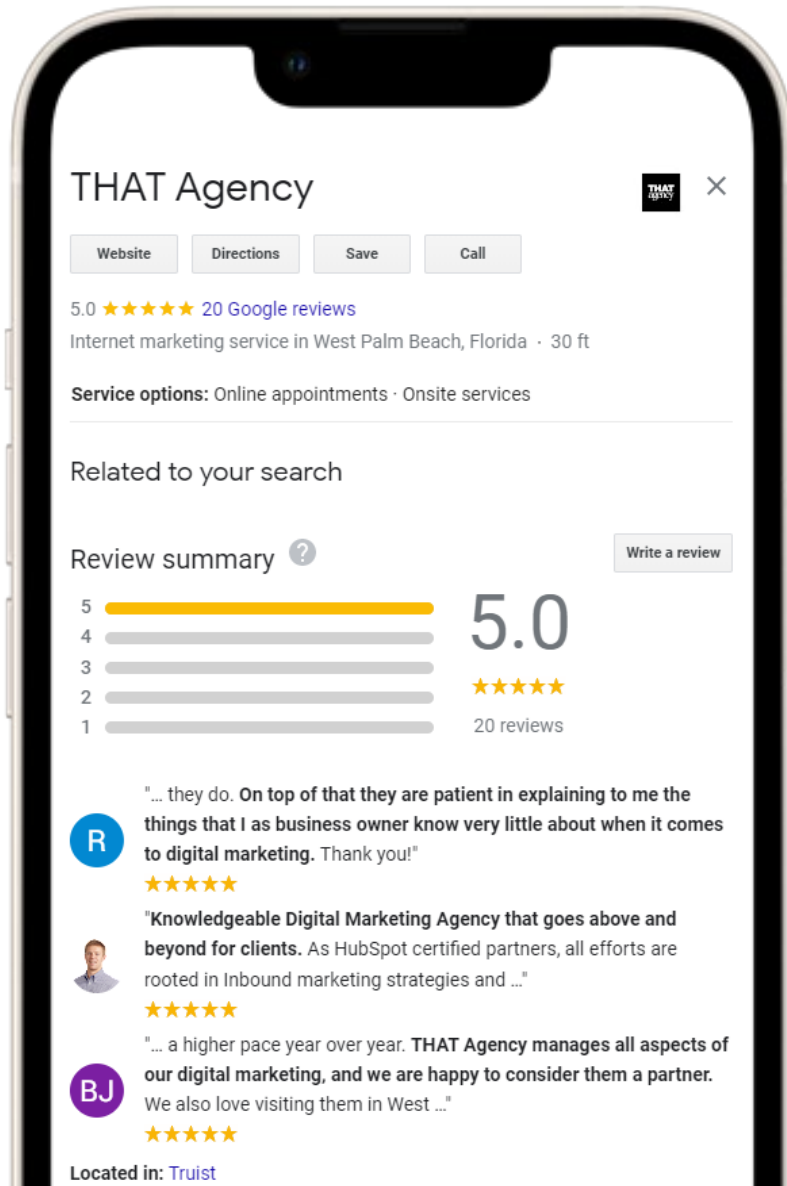


Local SEO is an integral part of localized business for producing new leads, reputation management and user experience.

Start Today With:

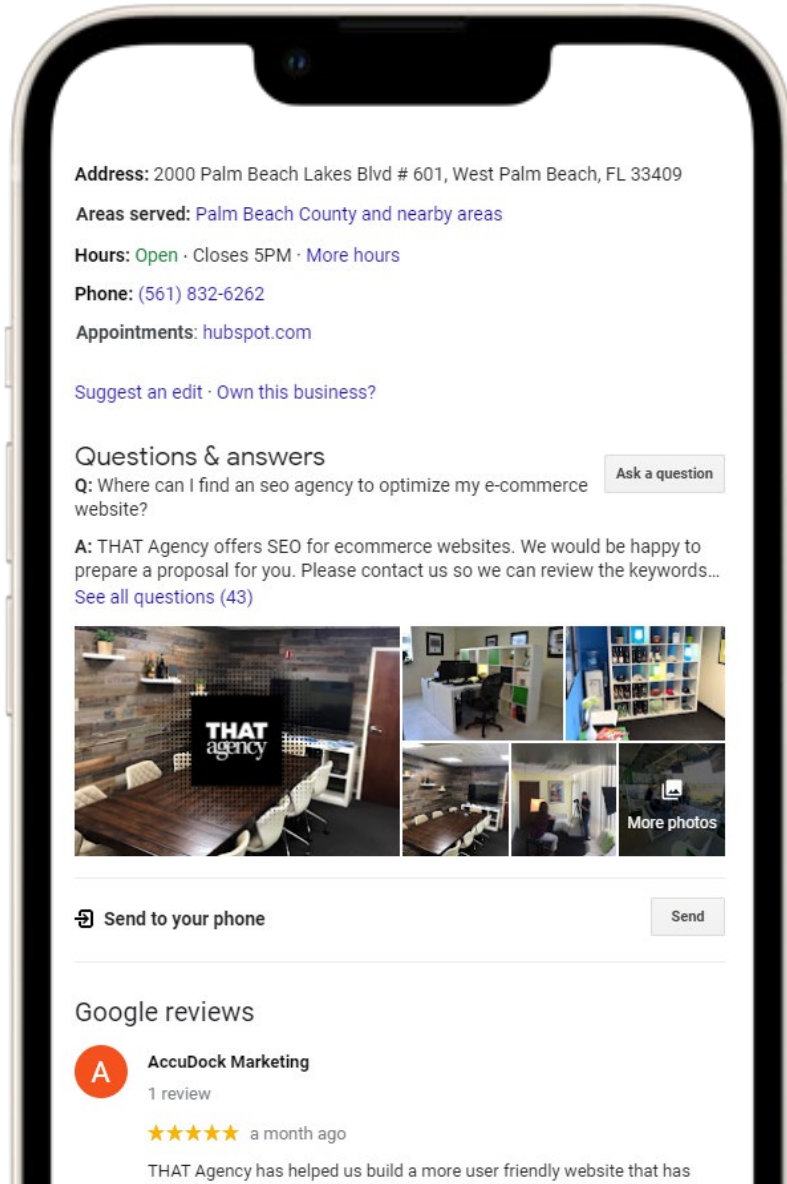
- Google My Business Listings Updates
- Google My Business Posting
- Citation Management & Duplication Suppression
- Competitor Analysis
- Localized Map Pack Keyword Rankings

# WHAT CAN YOU OPTIMIZE



- Company Name
- Category
- Website Address

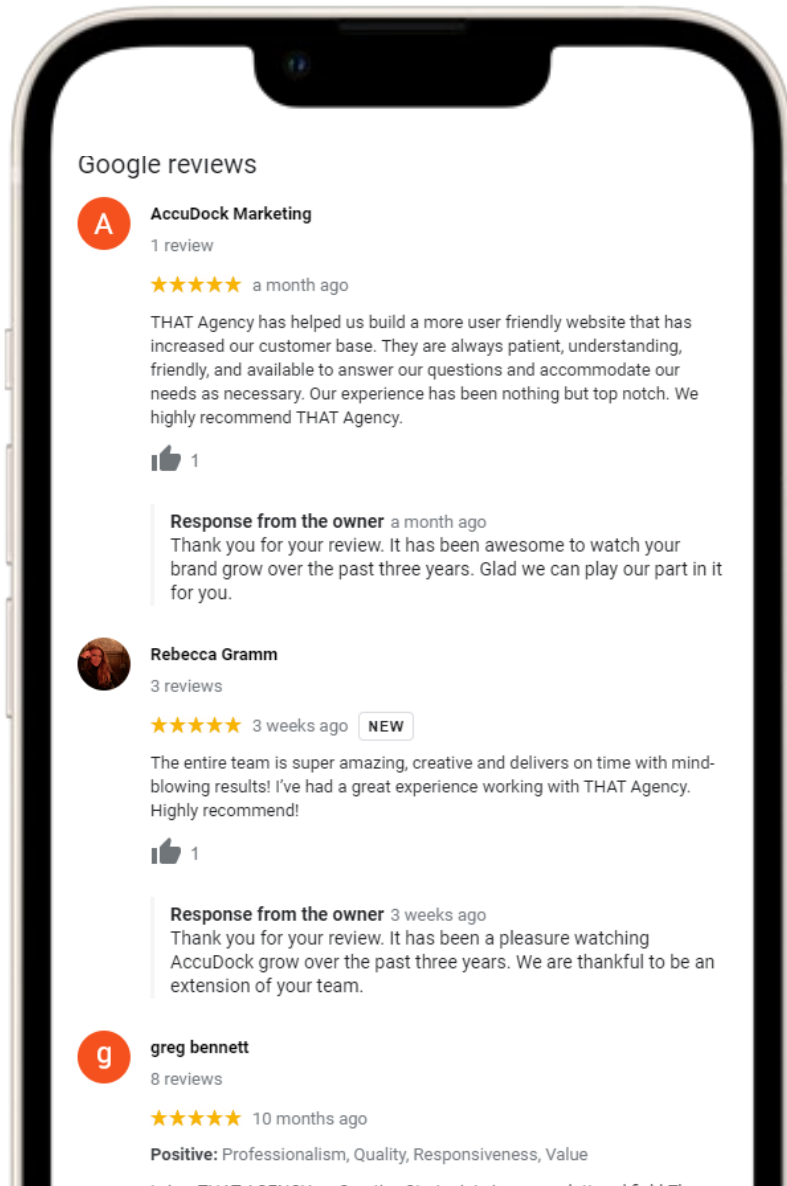
# WHAT CAN YOU OPTIMIZE



- Address
- Areas Served
- Hours of Operation
- Phone Number
- Questions & Answers

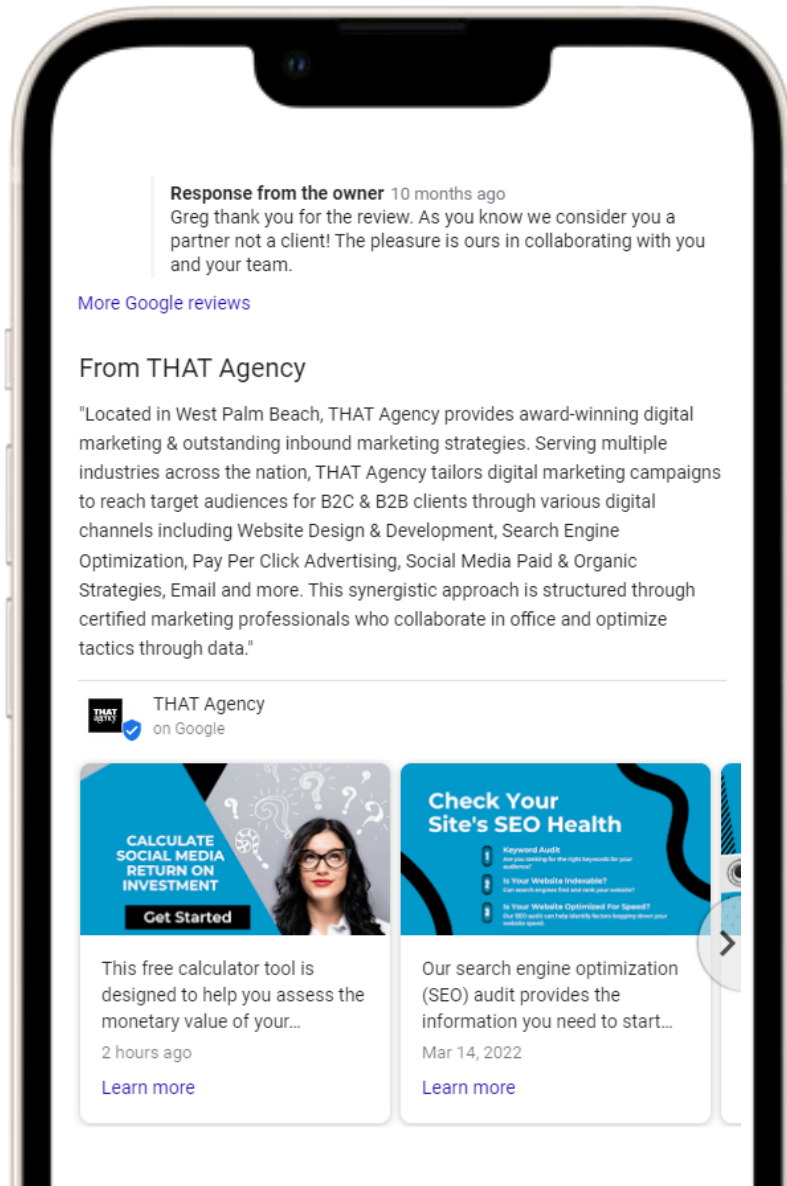


# WHAT CAN YOU OPTIMIZE



## ■ Review Management & Responses

# WHAT CAN YOU OPTIMIZE



**Response from the owner** 10 months ago  
Greg thank you for the review. As you know we consider you a partner not a client! The pleasure is ours in collaborating with you and your team.

[More Google reviews](#)

## From THAT Agency

"Located in West Palm Beach, THAT Agency provides award-winning digital marketing & outstanding inbound marketing strategies. Serving multiple industries across the nation, THAT Agency tailors digital marketing campaigns to reach target audiences for B2C & B2B clients through various digital channels including Website Design & Development, Search Engine Optimization, Pay Per Click Advertising, Social Media Paid & Organic Strategies, Email and more. This synergistic approach is structured through certified marketing professionals who collaborate in office and optimize tactics through data."

**THAT Agency**  
on Google



This free calculator tool is designed to help you assess the monetary value of your...  
2 hours ago  
[Learn more](#)



Our search engine optimization (SEO) audit provides the information you need to start...  
Mar 14, 2022  
[Learn more](#)

- Company Profile / Bio
- Posts / Offers

# TAKEAWAY

## BRICK & MORTAR LOCATION:

- GMB Monthly Management
  - Photos, Specials Hours, & Service Updates
  - Google Posts (4 Per Month)
  - Profile Updates On Core Settings
  - Ask For Reviews
- Citation Management
  - Clean & Update Citations Monthly
  - Duplicate Suppression
- Competitor Analysis
  - Reviews
  - Category Reports
  - Post Topics
  - Rankings (Per dictated keywords)



# ADDITIONAL RESOURCES



Scan this QR code to download today's presentation, and access additional resources! Or, jot down and visit <https://thatagency.com/amb/>.

# CONTACT



[www.thatagency.com](http://www.thatagency.com)



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West Palm Beach, FL 33409



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[bteubner@thatagency.com](mailto:bteubner@thatagency.com)



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