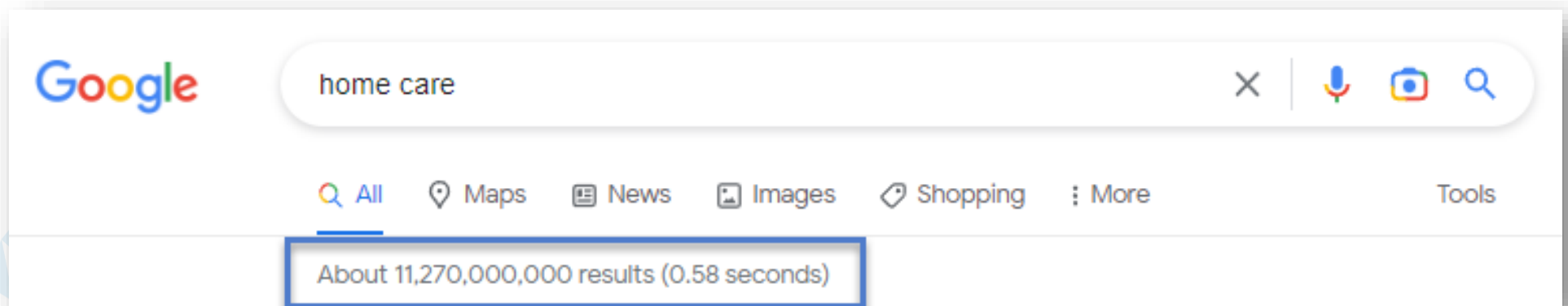


**11.27**  
**Billion**



11.27  
Billion



# Major Digital Trends

## How You Can Harness Them

April 2023



# Who Are We?



## Transforming Businesses Online, Amplifying their Success

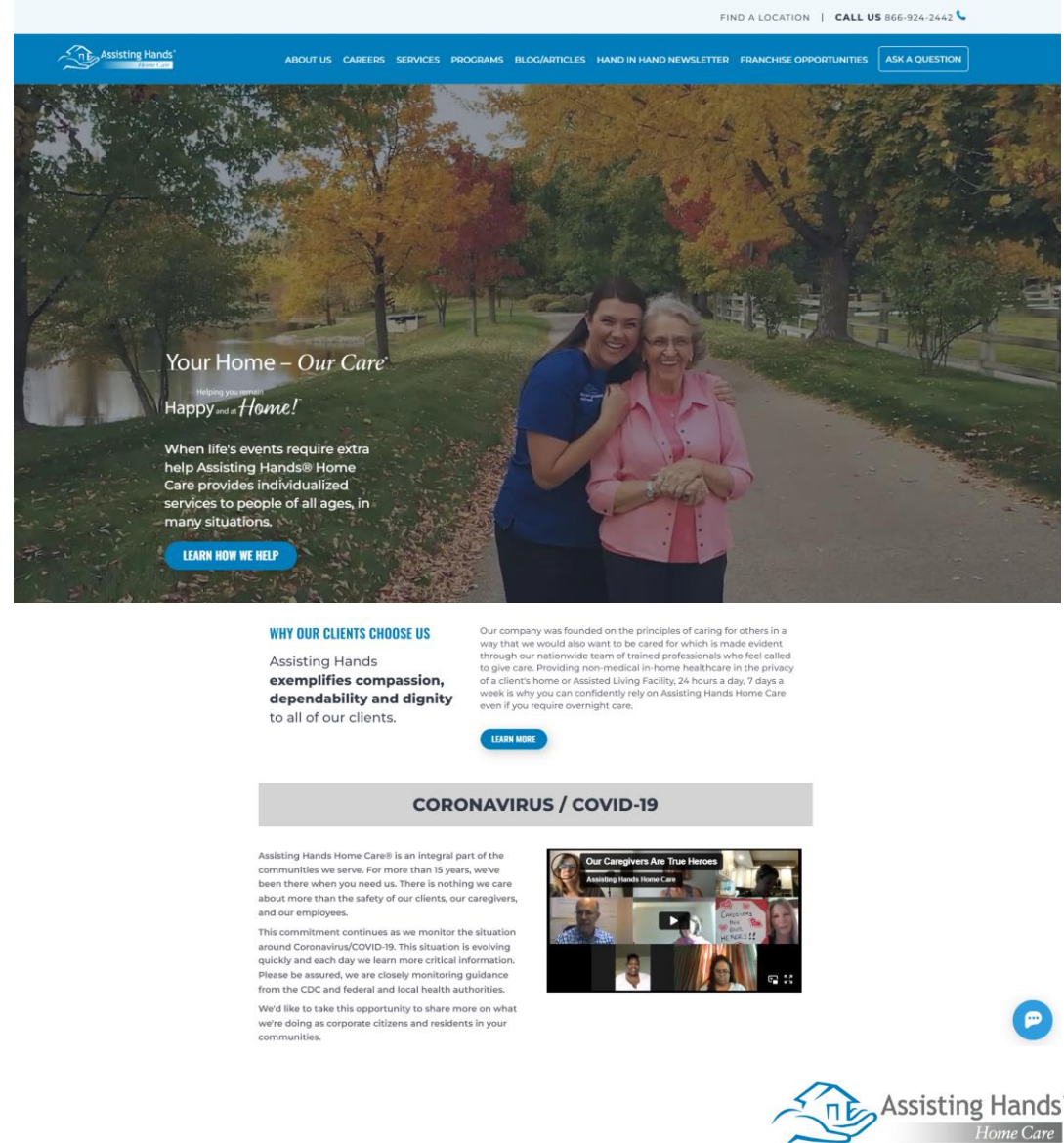
### Proceed Innovative

1. Working with **150** companies on their digital marketing strategy
2. Celebrating **15** years
3. Managing Partner co-owner of Assisting Hands Franchise
4. Started working with Assisting Hands 6 years ago
5. Currently working with **18** Assisting Hands franchise owners



# The Trends

1. Quality over Quantity
2. Mobile Friendliness
3. Google Analytics 4
4. Artificial Intelligence



FIND A LOCATION | CALL US 866-924-2442

ABOUT US CAREERS SERVICES PROGRAMS BLOG/ARTICLES HAND IN HAND NEWSLETTER FRANCHISE OPPORTUNITIES ASK A QUESTION

**Your Home - Our Care**  
Helping you stay  
Happy and at Home!

When life's events require extra help Assisting Hands® Home Care provides individualized services to people of all ages, in many situations.

[LEARN HOW WE HELP](#)

**WHY OUR CLIENTS CHOOSE US**

Assisting Hands **exemplifies compassion, dependability and dignity** to all of our clients.

[LEARN MORE](#)

**CORONAVIRUS / COVID-19**

Assisting Hands Home Care® is an integral part of the communities we serve. For more than 15 years, we've been there when you need us. There is nothing we care about more than the safety of our clients, our caregivers, and our employees.

This commitment continues as we monitor the situation around Coronavirus/COVID-19. This situation is evolving quickly and each day we learn more critical information. Please be assured, we are closely monitoring guidance from the CDC and federal and local health authorities.

We'd like to take this opportunity to share more on what we're doing as corporate citizens and residents in your communities.

**Our Caregivers Are True Heroes**

Assisting Hands Home Care

Assisting Hands Home Care

**2 Minutes  
40 Seconds**



**2 Minutes  
40 Seconds**

**Average Time  
on Page**



# Quality > Quantity

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Google is placing more value on quality of content than ever before. Content that is longer and in-depth will be more visible online.

Average Time on Page Trends:

- 7% YoY Growth vs 2022
- Users that converted stayed 3 minutes and 50 seconds on avg.

Strategies:

- Personalization: Tailor your messaging to specific audiences in specific areas, with the goal of connecting with them on a more meaningful level.
- Reviews and Reputation Management: Focus on testimonials and reviews that highlight your business and the work you do! This will help establish credibility, build trust, and attract new clients.



# Bonus: Video Content

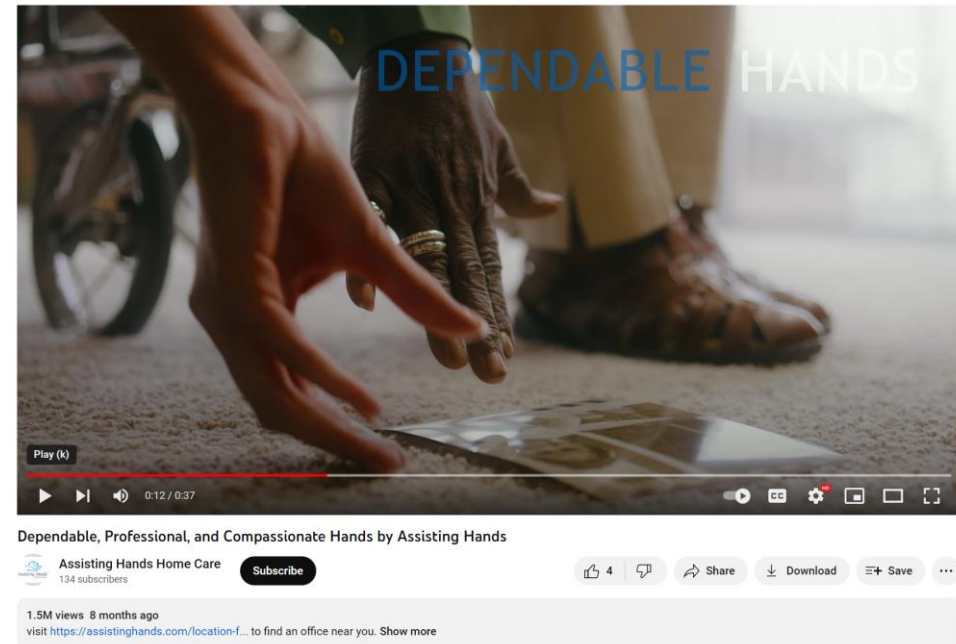
Stand out with video marketing content specific to your business. Videos for home care providers help establish their expertise, educate potential clients, and build trust.

## Opportunities:

- Videos found on Google Search
- Grow your YouTube visibility
- Keeps users engaged longer on your website

## Ideas for Quick and Simple Videos:

- Use Franchise available content
- Record yourself giving a presentation
- Animoto.com (Voiceover with Images)



# Digital Marketing Success

How to measure success in the Digital Marketing Field



59%



59%

**Percent of Users visit  
on a Mobile Device**



# Mobile Friendliness

More than ever before, your potential clients are comfortable making buying decisions exclusively over their mobile phone. This includes mobile adjacent devices, such as iPads and tablets.

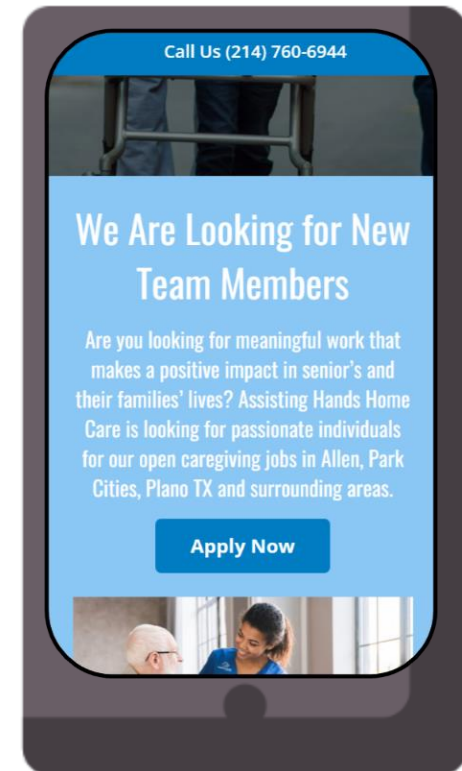
## Mobile User Trends:

- 12% YoY Growth vs 2022
- From users that converted, 68% were on a mobile device

## Strategies:

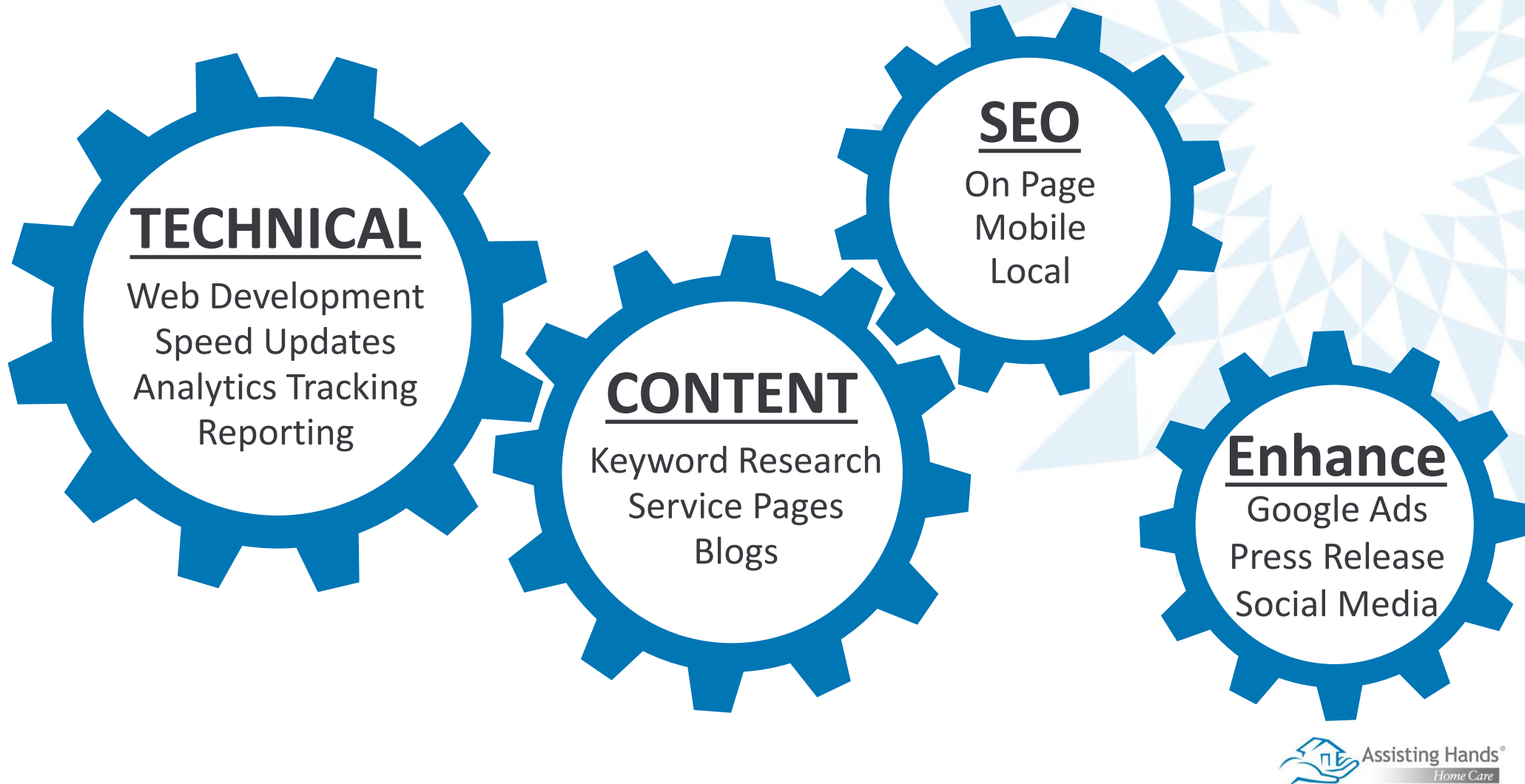
- Check your website on a mobile device
- Google Page Speed Insights

<https://pagespeed.web.dev/>



# Dynamics of Digital Marketing

A dynamic combination of related moving parts



**July, 1<sup>st</sup>**



**July, 1<sup>st</sup>**

**Universal  
Analytics will stop  
processing data**





# Google Analytics 4

Consistent tracking and reporting is the only true way to determine what works and what doesn't. With GA4, you will be able to continue collecting information on your website to drive informed decisions.

Keep in Mind:

- GA4 only collects going forward
  - Be proactive, not reactive
- One time action for long term insights







# Chat GPT



# Artificial Intelligence

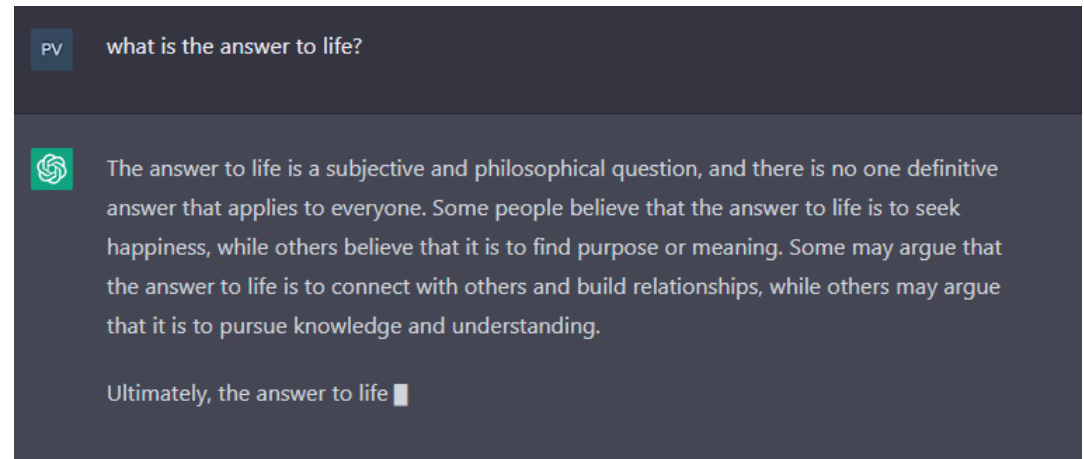
The use of chatbots and other AI technologies can help home care providers improve customer service, respond to inquiries more quickly, and streamline operations.

## Good For:

- Research
- Idea Generation
- Social Media Captions
- Summarization
  - Blog, Video, LinkedIn

## Bad For:

- Quality Long Form Content
- Recent Industry Changes
- Copyright Infringement
- General Topic Content Writing



# Actions

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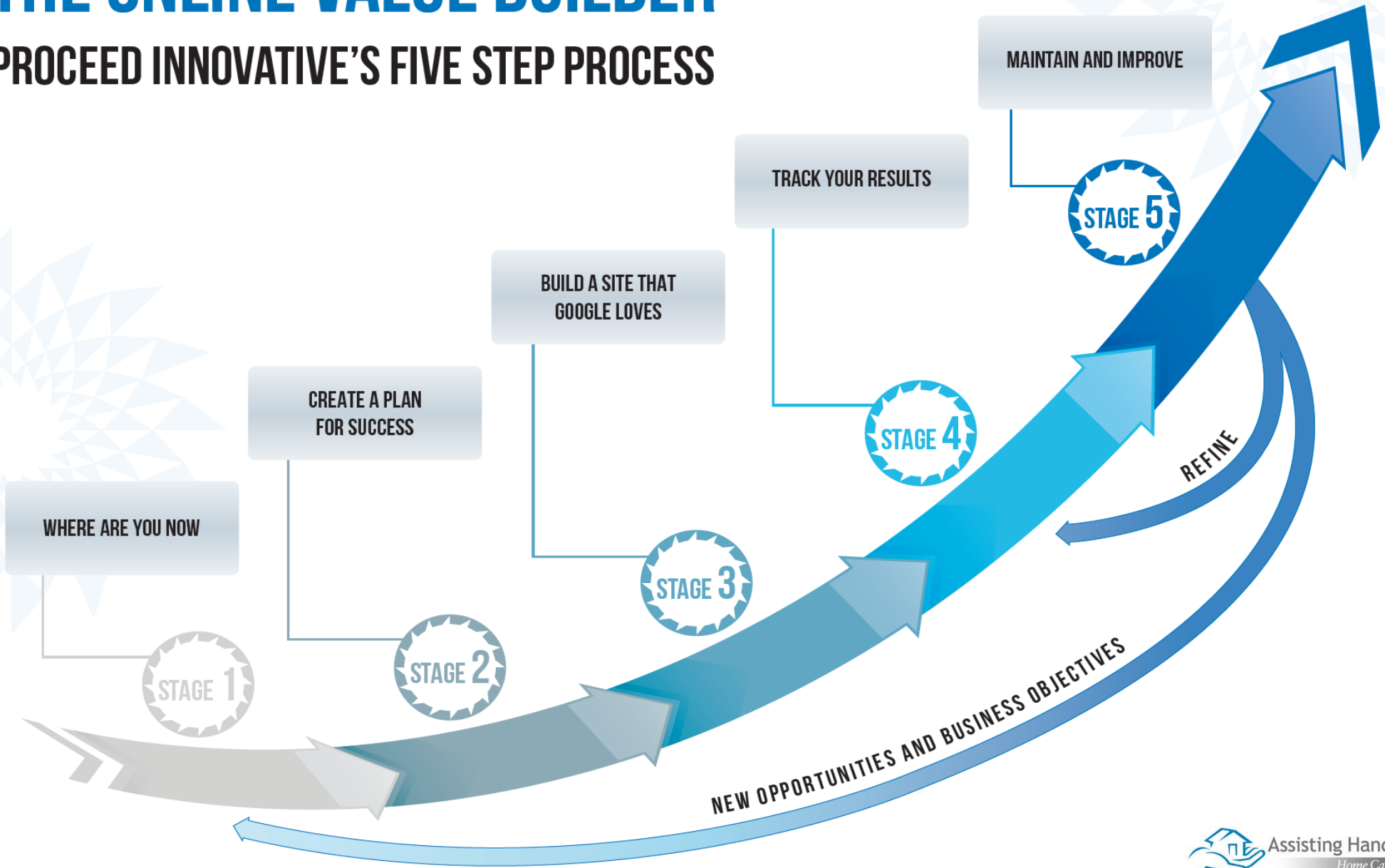
Three things you can do today:

1. Google yourself, Google your Competition
2. Review your website and ask yourself:
  - Do your pages have enough content to keep someone entertained for 2+ minutes?
  - Is it personalized, or can this content apply to any business in any area?
  - Is your About Us page unique to you?
3. Get Google Reviews
  - Focus on reviews that provide insights into your work and the benefits you have provided.



# THE ONLINE VALUE BUILDER

## PROCEED INNOVATIVE'S FIVE STEP PROCESS



Thank you!  
Questions?

Learn more at:

<https://www.proceedinnovative.com/AHHC>

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