

# Major Digital Trends

## How You Can Harness Them

October 2023



# Who Are We?



## Transforming Businesses Online, Amplifying their Success

### **Our mission:**

Create new sales opportunities for our clients

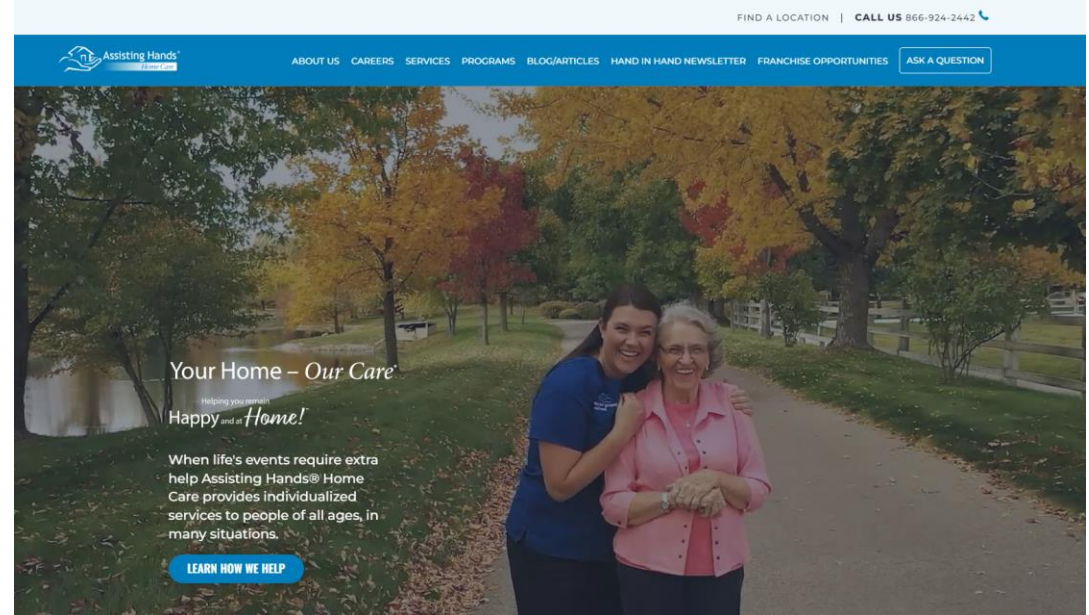
**Proceed Innovative is an online marketing agency focused on results-based digital marketing**

- Established in 2008 in Schaumburg, IL
- More than 150 clients – local, nationwide, and franchise businesses
- More than 60,000 phone calls and web leads for 2022



# The Trends

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



#### WHY OUR CLIENTS CHOOSE US

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

Our company was founded on the principles of caring for others in a way that we would also want to be cared for which is made evident through our nationwide team of trained professionals who feel called to give care. Providing non-medical in-home healthcare in the privacy of a client's home or Assisted Living Facility, 24 hours a day, 7 days a week is why you can confidently rely on Assisting Hands Home Care even if you require overnight care.

[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.



# 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

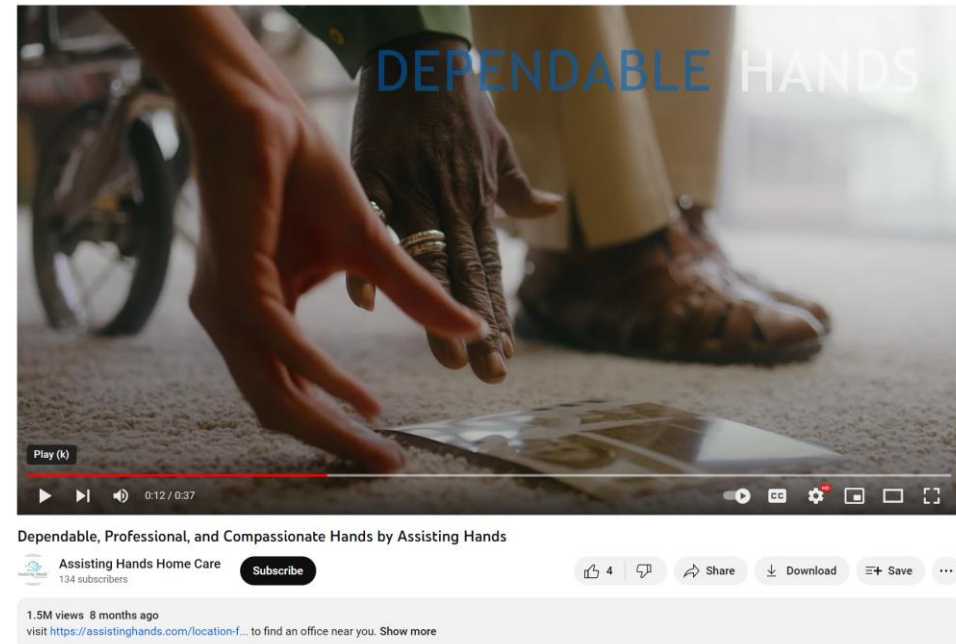
Stand out with video marketing content specific to your business. Videos for home care providers help establish their expertise, educate potential clients, and build trust.

## 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

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How to measure success in the Digital Marketing Field

Increase  
Visibility

New  
Quality  
Traffic

Convert  
into  
Leads

# Mobile Friendliness

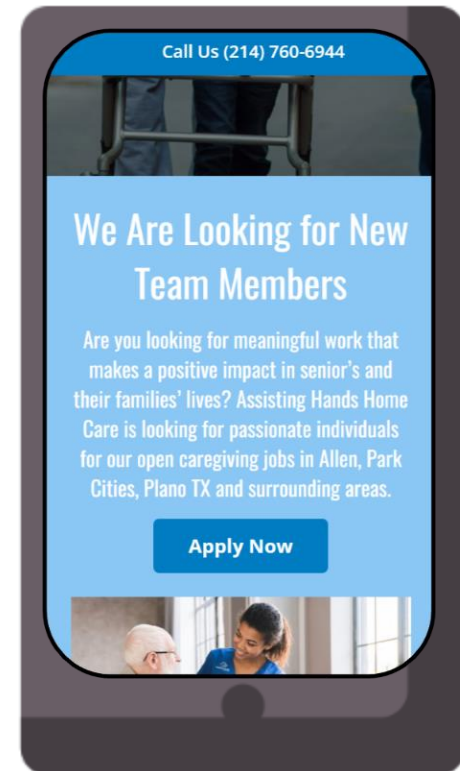
More than ever before, your potential clients are comfortable making buying decisions exclusively over their mobile phone. This includes mobile adjacent devices, such as iPads and tablets.

## Mobile User Trends:

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

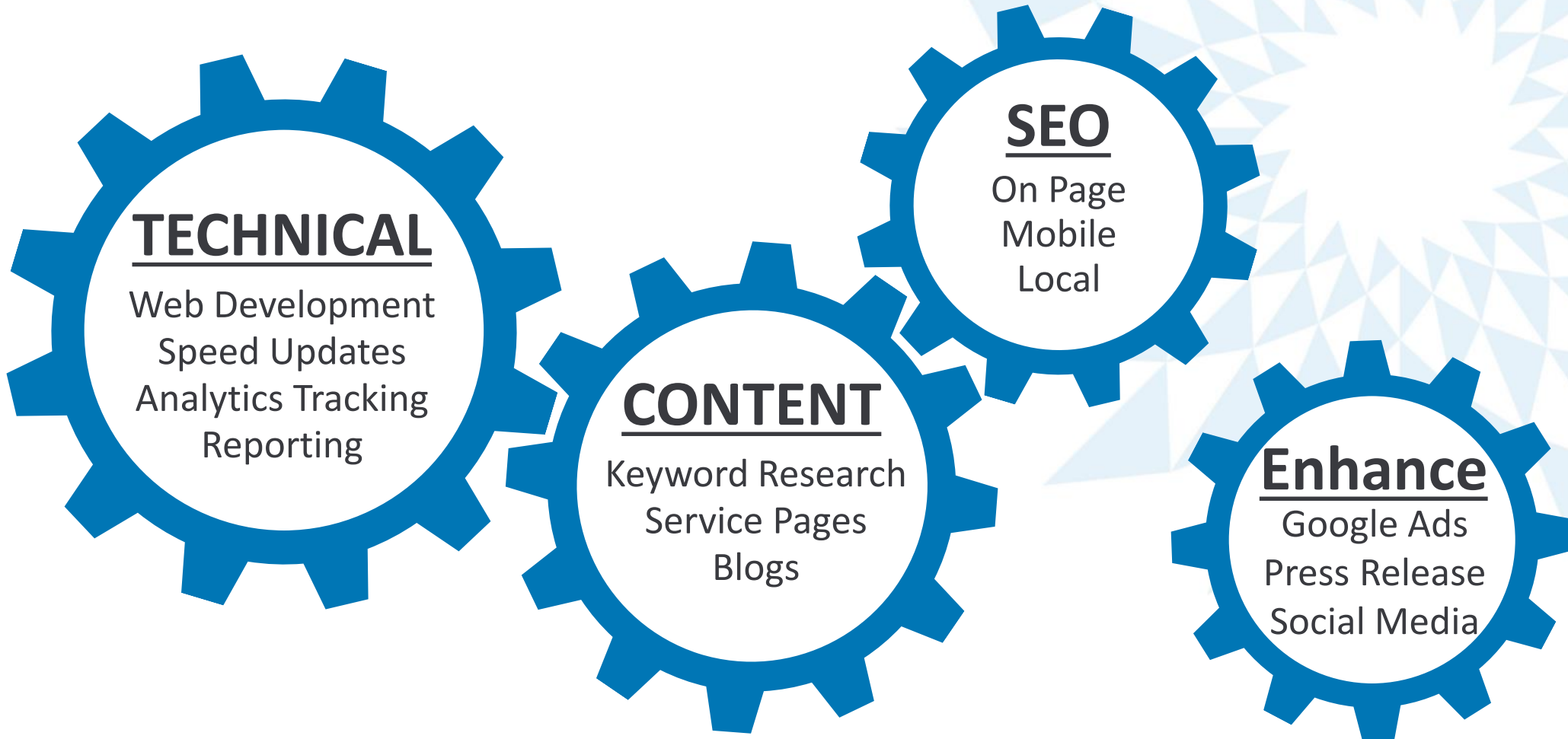
## Strategies:

- 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





# Artificial Intelligence

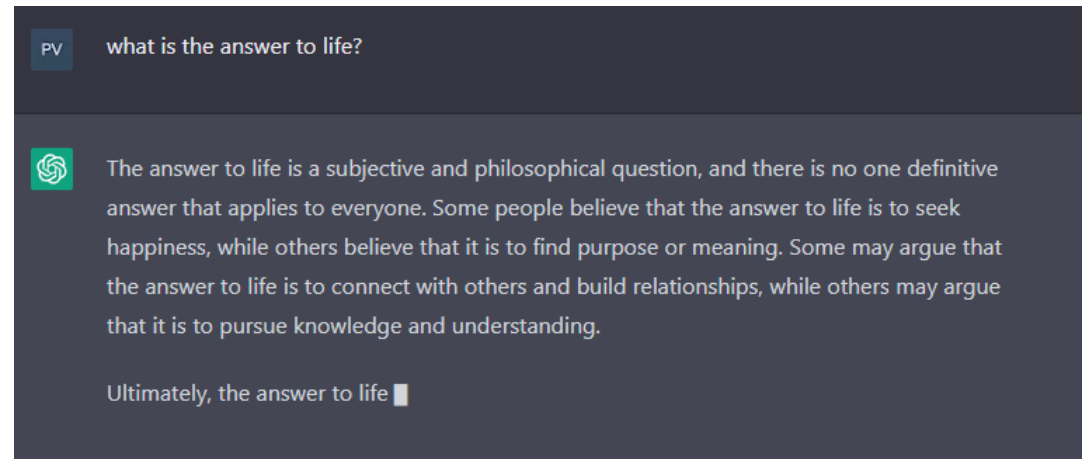
The use of chatbots and other AI technologies can help home care providers improve customer service, respond to inquiries more quickly, and streamline operations.

## 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?

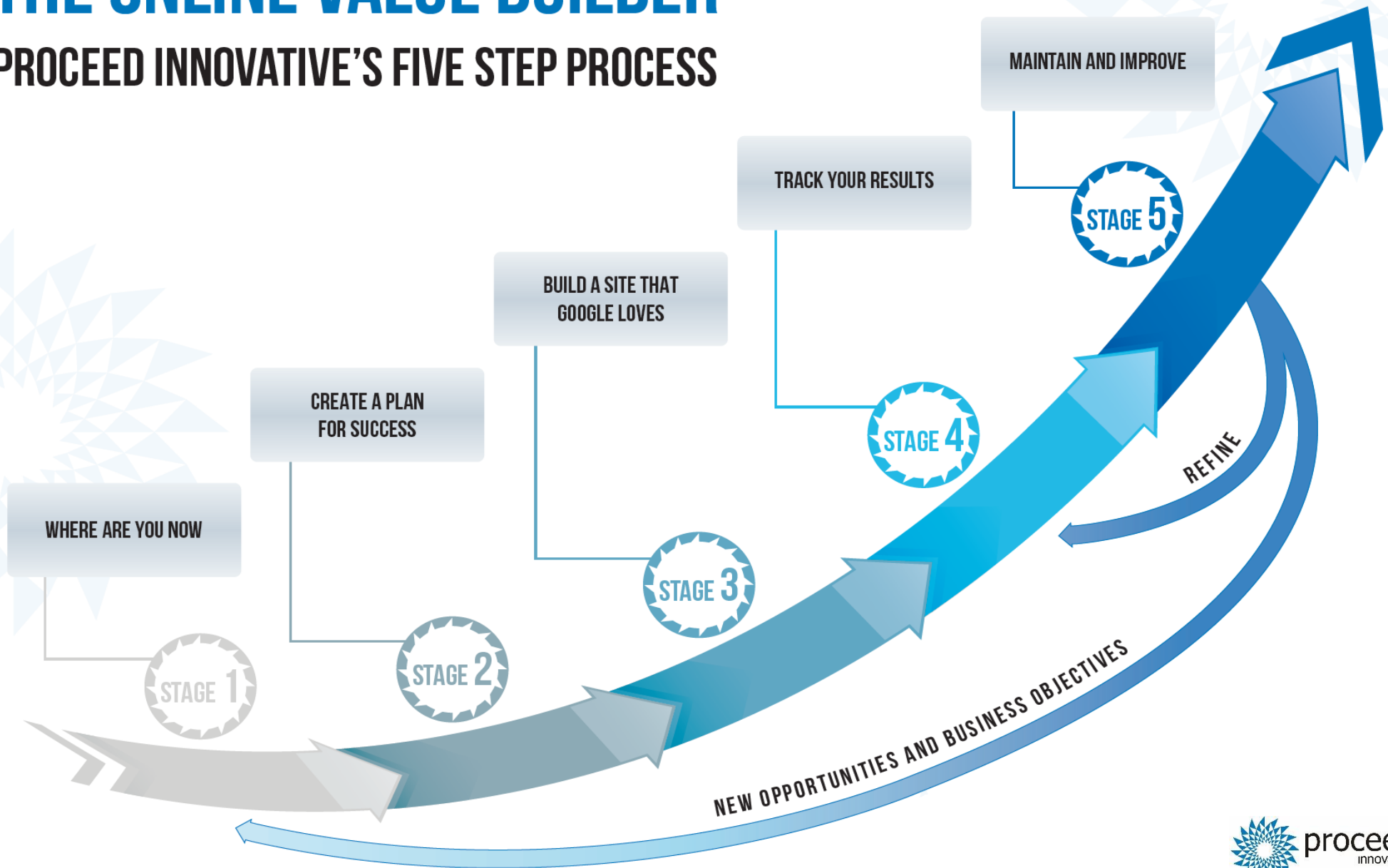
**3. Get Google Reviews**

- 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:

[www.proceedinnovative.com/HCAOA](http://www.proceedinnovative.com/HCAOA)

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