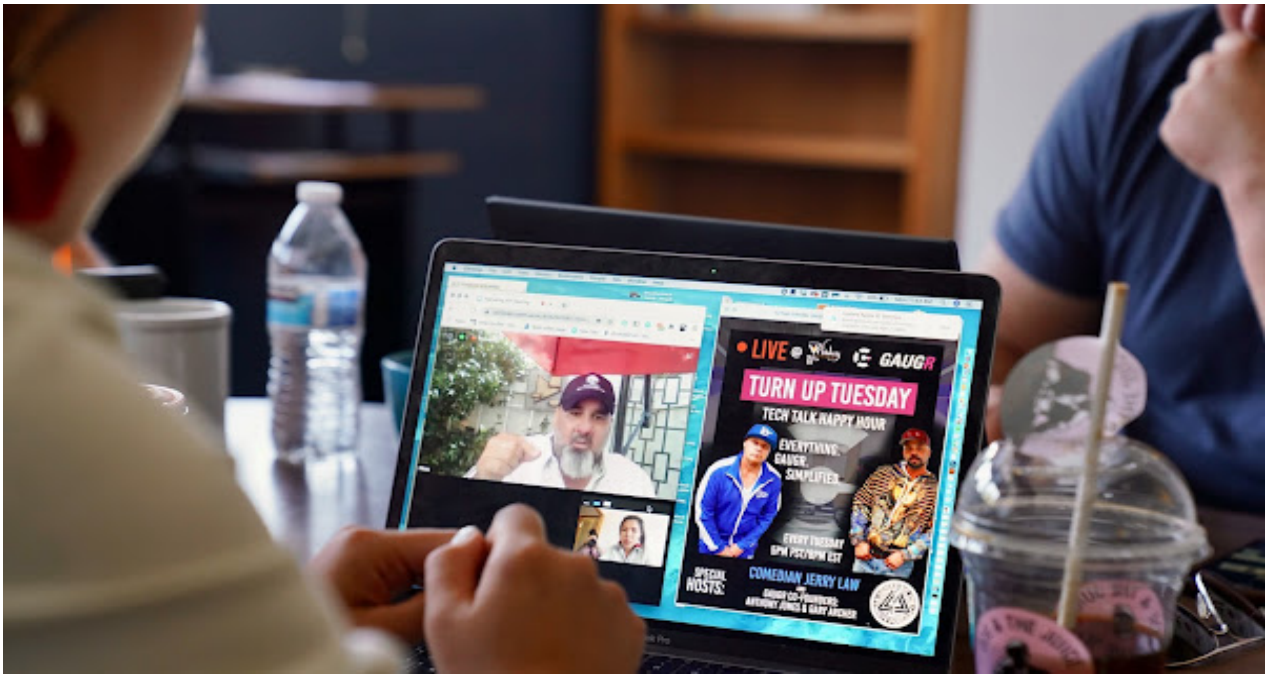




Santa Rosa PPC Agency Drives Customers? Into The Arms Of Local Business

June 06, 2022

June 06, 2022 - PRESSADVANTAGE -

Santa Rosa, CA based Bonsai Marketing is reaching out to help local businesses reinvigorate their online presence and drive up interest among their target audience. The agency utilizes the latest advancements in online and digital marketing to help their clients establish a connection with those who are looking for their products or services. Their team regularly executes strategies that touch on PPC, web design, SEO and more.

PPC, or Pay-Per-Click ads, can be implemented on a variety of platforms, but it is generally recommended that businesses run such campaigns on Facebook, Instagram and so on. Bonsai Marketing can help clients run effective marketing campaigns with the goal of increasing sales and inquiries. Google Ads is the most popular PPC advertising system in the world, and the agency has a wealth of experience taking advantage of the tools it provides. However, this is only the beginning. The vast array of tools and expertise at their disposal has helped them build a reputation for being the best PPC agency in Santa Rosa.

Similarly, while each business has different needs, Bonsai Marketing explains that a productive marketing campaign has to be built on a great foundation. This means that any attempt to reach out to customers must be preceded (or accompanied) by ensuring their eventual experience with the company will be positive. For instance, a customer seeing an ad for a product they are interested in is likely to visit a landing page on the associated business' website. This landing page, and the website as a whole, has to be built to exacting standards ? it has to be attractive, functional, entice the customer to explore further and so on.

Bonsai Marketing adds that a great deal of a website's value will often lie beneath the surface. Their team, for instance, always builds customized websites or landing pages with the intention of optimizing them for speed and security as well as accommodating the requirements of search engine algorithms (though agencies typically focus exclusively on Google as it has the largest share of search traffic).

Designing a website to bring it in line with search engine algorithms is known as search engine optimization (SEO), and this is a crucial aspect of Bonsai Marketing's work. SEO can be used to push a business to the top of search results for certain phrases (known as keywords), allowing it to organically draw in customers over time since the top results usually see the heaviest traffic. Seeing a business at the top of a results page also builds a sense of trust in the customer, making them more likely to engage with the services it offers. This is especially vital if the business seeks to attract customers in their immediate vicinity.

A recent review from Paul B. offers insight into the agency's approach to customer service and the overall value of their efforts. The client in question has only been working with the agency for half a year, but they report already being impressed with how Bonsai sets themselves apart from their peers.

'We've been working with Bryan and Bonsai Marketing for a little over six months now,' explains the review. 'We interviewed several internet marketing agencies prior to chatting with Bonsai. It was clear after getting a proposal and his strategy that he had the chops to really help us grow. None of the other agencies even talked about all the Local SEO tactics and campaigns he has built for us. The local listing optimization and the process of getting our Google Maps listing to the top of the page has been a huge revenue source. Thank you, Bryan and the team at Bonsai.'

Bonsai Marketing understands that there are many businesses out there that have much to offer their respective communities but are drowned out by the sheer amount of competition in their vicinity, even from those which do not sell precisely the same services or products. The trick, the agency says, is to uncover what these businesses offer that is unique to them ? and then make sure this fact can be observed by the right audience. In some cases, this unique factor lies in the product itself. In others, however, the business' brand, mission and so on may be a large part of what attracts customers to their doors.

The agency warmly invites interested parties to contact Bryan Fikes of Bonsai Marketing if they wish to consult with an expert. More details regarding the agency's areas of expertise can also be found on their website.

###

For more information about Bonsai Marketing, contact the company here: Bonsai Marketing Bryan Fikes (707) 595-0312 hello@bonsaimarketingcompany.com Bonsai Marketing 852 Shady Oak Dr Santa Rosa, CA 95404

Bonsai Marketing

Full-service digital marketing agency offering web design, search engine optimization (SEO), paid marketing management, and lead generation services.

Website: <https://bonsaimarketing.business.site>

Email: hello@bonsaimarketingcompany.com

Phone: (707) 595-0312



Powered by PressAdvantage.com