

Search Influence Wins Silver Award at the 2023 U.S. Agency Awards for its Transformative Digital Advertising Campaign

December 22, 2023

NEW ORLEANS, LA - December 22, 2023 - PRESSADVANTAGE -

Search Influence, a New Orleans-based digital advertising agency, won the Silver Award at the 2023 U.S. Agency Awards in the "Best Integrated Campaign" category. This recognition celebrates the agency's partnership with the Center for Restorative Breast Surgery (CRBS) on the "Helping Women Find Care Through Meta Display and Google Paid Search" 2022-2023 campaign.

Hosted annually, the U.S. Agency Awards honor marketing and advertising industry leaders across the nation who continuously push boundaries, demonstrate excellence, and deliver transformative results in their work. All 25 of the event's award categories are rigorously judged by a panel of in-house industry professionals following a two-step judging process. Earning recognition at the prestigious event is not just an opportunity for agencies to showcase their success but also to celebrate their team's contribution to the industry as a whole.

For over a decade, Search Influence partnered with CRBS to enhance the treatment center's online presence. CRBS, at the forefront of breast cancer care, operates St. Charles Surgical Hospital, the world's only hospital dedicated to breast reconstruction. Renowned for its advanced surgical techniques, including flap procedures and nipple-sparing mastectomies, CRBS is a global leader in comprehensive breast reconstruction, attracting patients from all over the world.

The 2022-2023 Meta Display and Google Paid Search campaign combined creativity, strategy, and technology to surpass the campaign goal: national and local qualified inquiries and inquiries leading to education calls. Aimed at reaching breast cancer patients both nationally and locally, the campaign markedly increased CRBS's number of qualified inquiries and inquiries leading to education calls.

The award-winning campaign's innovative approach elevated CRBS's visibility across the U.S. and played a

pivotal role in supporting women on their journey through breast cancer treatment. These efforts empowered women with vital care knowledge, helping them make informed decisions about breast cancer reconstruction.

Search Influence CEO Will Scott expressed his gratitude for the recognition in the 2023 U.S. Search Awards, saying, "This award is a tribute to our team's hard work and our fruitful collaboration with the Center for Restorative Breast Surgery. It highlights our dedication to creating digital marketing campaigns that not only achieve but exceed our clients' objectives and make a positive impact in the community."

Search Influence is committed to delivering results-driven work for clients in industries ranging from medical and healthcare to higher education and tourism. With each campaign, the New Orleans marketing agency brings a wealth of experience, industry insight, and innovation to produce strategies that meet and exceed expectations.

For more information about Search Influence and the agency's digital marketing services, visit <https://www.searchinfluence.com> or call (504) 208-3900.

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About Search Influence:

Search Influence is a women-owned, ROI-focused digital marketing agency that helps drive prospects into and through the marketing funnel with analytics-backed search engine optimization and paid digital advertising.

Founded in 2006, Search Influence's core purpose is to optimize potential. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include Tulane University School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

Search Influence is a Women's Business Enterprise National Council (WBENC)-certified woman-owned business and has a dedicated team of 30 in-house employees. Their experts, systems, and technologies for optimizing digital marketing have them ranked among the top local search companies in the United States.

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For more information about Search Influence, contact the company here: Search Influence Angie Scott (504) 208-3900 info@searchinfluence.com 1423 Pine St New Orleans, LA 70118

Search Influence

Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.

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