



Search Influence, SEO and Digital Marketing Agency, Sponsors Zoo-to-Do at Audubon Nature Institute

April 30, 2024

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New Orleans SEO and digital marketing agency Search Influence is a Keeper Sponsor of the 46th annual Hancock Whitney Zoo-to-Do and 35th annual Zoo-to-Do for Kids presented by Children's Hospital of New Orleans. Search Influence has helped Audubon Nature Institute develop innovative digital marketing solutions for over ten years, and this is their 13th year sponsoring Zoo-to-Do and Zoo-to-Do for Kids.

"We are excited to once again support our client of over ten years, the iconic Audubon Nature Institute. Not only is Zoo-to-Do a great fundraiser, but it is also a great time," said Search Influence CEO and Co-Founder Will Scott.

The Hancock Whitney Zoo-to-Do is a one-of-a-kind wildlife conservation fundraiser held annually at Audubon Zoo. Chaired by Helen Nalty Butcher, this year's Zoo-to-Do is fundraising to renovate Audubon Zoo's historic Odenheimer Complex and support Audubon Nature Institute's Louisiana pine snake conservation efforts.

This year marks the 100th anniversary of Audubon Zoo's historic Odenheimer Complex. Opening its doors in 1924, the Odenheimer Complex was the original home of the Audubon Aquarium. The Complex is named after local philanthropist Sigmund Odenheimer, whose years of generous support helped to grow Audubon Zoo into the national attraction it is today. With help from funds raised at this year's Zoo-to-Do, Audubon Nature Institute plans to renovate the Odenheimer Complex's rotunda in late 2024.

Fundraising from the 2024 Hancock Whitney Zoo-to-Do will also be used to help Audubon Nature Institute save Louisiana's dwindling pine snake population. Over the years, Audubon Nature Institute's Louisiana Pine Snake Conservation and Recovery Program has hatched hundreds of endangered snakes and released them back into their natural habitat. As one of the rarest snakes in the country, the importance of Louisiana pine snake conservation can not be understated.

In true New Orleans fashion, Zoo-to-Do features live entertainment, an exceptional cocktail menu, and remarkable cuisine from some of the best restaurants across the city. This year's entertainment includes live performances from the Phunkey Monkeys, Sierra Green and the Giants, and Casa Samba. Other forms of entertainment include a Lexus luxury car raffle, Lee Michaels Fine Jewelry Pick-A-Present, and an online silent auction.

Presented by the Children's Hospital of New Orleans, Zoo-to-Do for Kids is a family event filled with live entertainment, giant inflatables, games, food, and fun.

Search Influence is an award-winning digital marketing agency in New Orleans that helps local and national businesses grow their reach online. Through digital marketing services, including search engine optimization (SEO), paid advertising, and analytics and lead tracking, the Search Influence team offers clients a measurable way to optimize their potential.

Since opening its doors in 2006, Search Influence has been passionate about volunteering and community involvement. Along with sponsoring Zoo-to-Do for over a decade, Search Influence has been involved in countless other causes, including Breastoration, Audubon Scales & Ales, PowerMoves NOLA, and YouthForce NOLA, to name a few.

Since 2010, Search Influence has created innovative digital marketing strategies to support Audubon Nature Institute's local attractions and promote its conservation efforts. To learn more about Search Influence's digital advertising for tourism, visit their website at <https://www.searchinfluence.com> or contact them by phone.

Search Influence

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About Search Influence:

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

Founded in 2006, Search Influence's core purpose is to optimize potential. They collaborate with well-regarded institutions both nationally and locally in New Orleans. Clients include Audubon Nature Institute, Center for Restorative Breast Surgery, and the Tulane School of Professional Advancement.

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For more information about Search Influence, contact the company here: Search Influence Angie Scott (504) 208-3900
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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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