Emet Digital Is Now A Yelp Advertising Partner

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Los Angeles, California, based Emet Digital, a digital marketing agency, has recently become a Yelp advertising partner. This allows them to offer enhanced profiles for clients as well as other benefits. ?Recently, the platform launched this partnership program to offer unique benefits to its participating members. As program members, we can take advantage of new opportunities to help our clients connect with local customers,? said Maytal Gilboa, CEO of Emet Digital.

Founded in 2015, Emet Digital is an online marketing agency based in Southern Carolina that works to create holistic and data-driven marketing strategies for businesses of every size and help them achieve sustainable, scalable growth. The agency shows a commitment to turning a client?s vision for their company to reality. ?Unlike other lead generation agencies,? said Gilboa, ?we?re not interested in the same old, expected strategies that produce low-quality leads. Instead, we?re committed to pushing boundaries and helping our clients see a real ROI.?

Co-founder and COO of Emet Digital Micky Shulman stated that ?Emet Digital was founded on our desire to help local businesses thrive in the quickly changing digital landscape.? He continued that each member of the company?s executive team has experience running a small business and is thus aware of, ?the importance of effective, ethical, and transparent digital marketing services.?

Emet Digital, as a full-service lead generation agency, creates customized service packages to maximize their clients? online presence. The agency?s approach to dealing with each client is different, with each of them having different requirements and goals. ?Our services aren?t a fixed menu,? said Shulman. ?Instead, they?re more like a sundae bar. While your basic needs may be similar to another company, we?ll work with you to choose the exact toppings you need to help you reach your goals.?

Yelp is one of the largest online review platforms, with over 177 million reviews posted by the end of 2018. The site offers its users, referred to as ?Yelpers,? the ability to leave reviews of places they?ve visited, communicate with other Yelpers and find events?while offering business owners the opportunity to set up accounts, post photos, and message clients.

Being a Yelp partner allows an advertising agency certain privileges that non-partner agencies may not have. Gilboa stated, ?As Yelp Advertising Partners, we can create enhanced profiles for our clients. For example, an updated profile might feature a prominent call-to-action, an informational video, or a compelling photo slideshow.?

Ordinarily, a business listing may feature competitor ads. However, with enhanced profiles such as those Emet will now be able to create for its clients, it is possible to remove competitor ads, allowing customers to focus on the business they are currently viewing without the distraction of competitor ads.

?Businesses that invest in enhanced profiles and professional review management routinely attract more clients than standard, unoptimized listings,? noted Gilboa. ?In addition to profile enhancements and listing management upgrades, as Yelp Advertising Partners, we have access to valuable tools to track user behavior. These tools help us evaluate the traffic to your Yelp Business Page and determine how users respond to specific information. Collecting this data allows us to make consistent improvements to your listing, resulting in more conversions.?

Emet?s new Partnership with Yelp, while not obligating the agency?s clients to advertise on the platform, creates opportunities for, ?more precise customer targeting and flexible advertising options.? Emet makes no commissions from Yelp and is willing to work with each client to determine whether or not advertising on Yelp would be beneficial to a particular client?s marketing campaign.

Emet Digital is also invested in its other partnerships. This includes the Better Business Bureau of Los Angeles and Silicon Valley, which is a non-profit organization that has actively worked for over a century to help people find trustworthy businesses, brands, and charities. Emet Digital is accredited by the organization.

Those looking to avail themselves of a marketing agency?s expertise may contact Maytal Gilboa of Emet

Digital, or visit their website. The company may also be reached via their social media platforms.

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For more information about Emet Digital, contact the company here:Emet DigitalMaytal Gilboa(818) 616-6215info@emetdigital.com11022 Santa Monica Blvd #430, Los Angeles, CA 90025

Emet Digital

At Emet Digital, lead generation is the heart of what we do. Every business faces unique challenges along the path to sustainable, scalable growth. We utilize both paid and organic techniques to help you meet those challenges, head on.

Website: https://emetdigital.com/

Email: info@emetdigital.com

Phone: (818) 616-6215