

# **New Orleans Digital Marketing Agency Search Influence Named a Finalist in the 2023 US Search Awards and 2023 US Agency Awards**

*November 09, 2023*

NEW ORLEANS, LA - November 09, 2023 - PRESSADVANTAGE -

In a remarkable demonstration of expertise and innovation, Search Influence, a New Orleans digital marketing agency, earned finalist nominations from both the 2023 US Search Awards and the 2023 US Agency Awards.

The 2023 US Search Awards recognized Search Influence as a standout in the "Best Use of Search" B2C (PPC) category, spotlighting their strategic collaboration with the Tulane School of Professional Advancement (SoPA) on the 2022-2023 Google Paid Search for Graduate Certificates campaign. Through industry insight, thoughtfully crafted creative, and niche audience targeting, the campaign significantly increased Tulane SoPA's graduate certificate inquiries and conversion rates.

Tulane SoPA offers high-quality education tailored to adult learners and working professionals. Search Influence has been a trusted partner of the New Orleans university for over six years, consistently delivering results-driven higher education digital marketing strategies to promote their programs.

"It's a pleasure to have a long-standing partnership with Tulane SoPA. The team at Tulane SoPA really understands their audience - the modern adult learner - and the fact that digital marketing is a crucial part of their decision-making journey," said Alison Zeringue, Director of Account Management at Search Influence. "We're proud of the results achieved by this campaign and look forward to their continued growth!"

Search Influence's second recognition, the 2023 U.S. Agency Awards, highlights their work with the Center for Restorative Breast Surgery's (CRBS) 2022-2023 Meta Display and Google Paid Search campaign. With expert funnel targeting and compassionate creative, this nominated campaign helped CRBS boost the number of annual qualified inquiries and inquiries-to-education calls - a key conversion factor.

The Center for Restorative Breast Surgery is dedicated to providing the most advanced breast restoration procedures to women worldwide. For over 10 years, Search Influence has worked with the Center, implementing targeted digital marketing initiatives to connect with and empower women throughout their breast cancer recovery journey.

Both the US Search Awards and the US Agency Awards celebrate the key players in today's digital marketing game.

The US Search Awards are renowned for recognizing the very best in SEO, PPC, and digital content marketing across the United States. Each year, the awards attract hundreds of entries from some of the leading search and digital professionals in the field.

The US Agency Awards commend digital marketing agencies of all sizes, recognizing outstanding work, innovative approaches, and exceptional talent within the industry. Being named a finalist in these awards places Search Influence in the elite group of the industry's best, highlighting their utmost dedication to digital marketing excellence.

To learn more about Search Influence's marketing services and award-recognized results, meet them online at <https://www.searchinfluence.com>, call (504) 208-3900, or visit:

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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 4x winner of the New Orleans CityBusiness Best Places to Work list and has a tenured history of driving visibility, leads, and sales to support its clients' growth.

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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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