

# Webinar

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ESSENTIAL PAID MEDIA STRATEGIES

# Our Team



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ESSENTIAL PAID MEDIA STRATEGIES

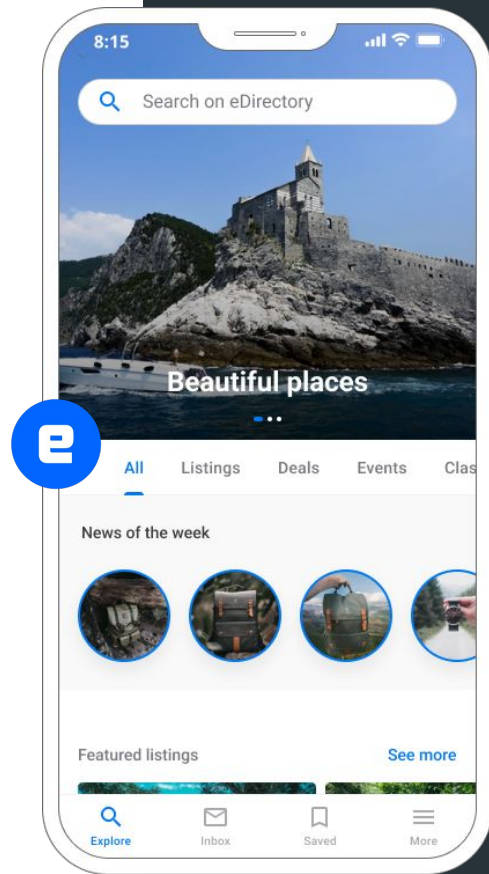
## Background on the eDirectory platform

Fits any industry or purpose

Highly customizable

Integrated apps

Source code available



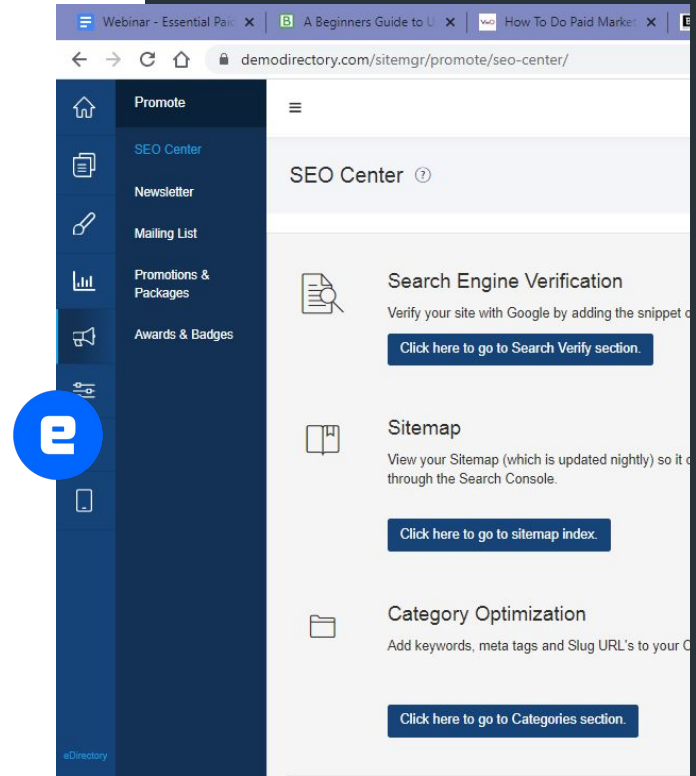
# Essential Paid Media Strategies



# Organic and Paid Traffic

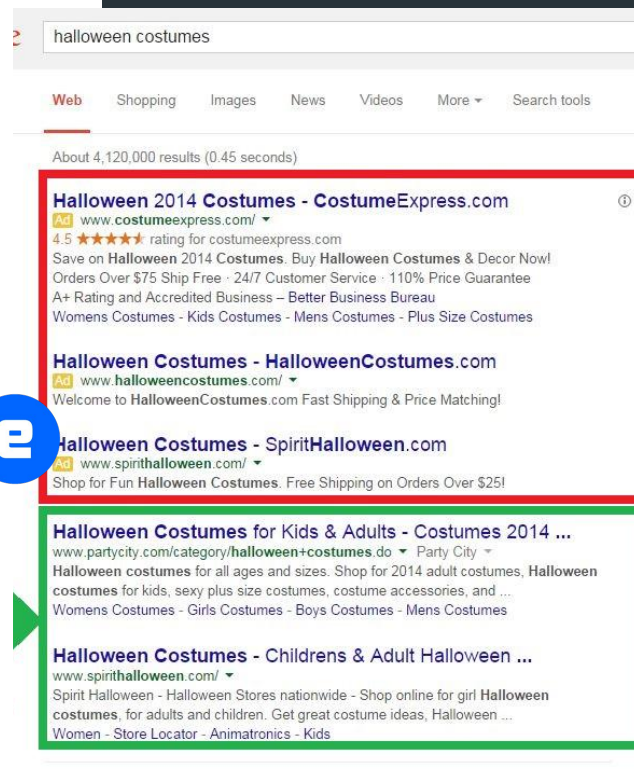
eDirectory's built-in SEO features are great for organic traffic;

Paid Traffic offers faster results;



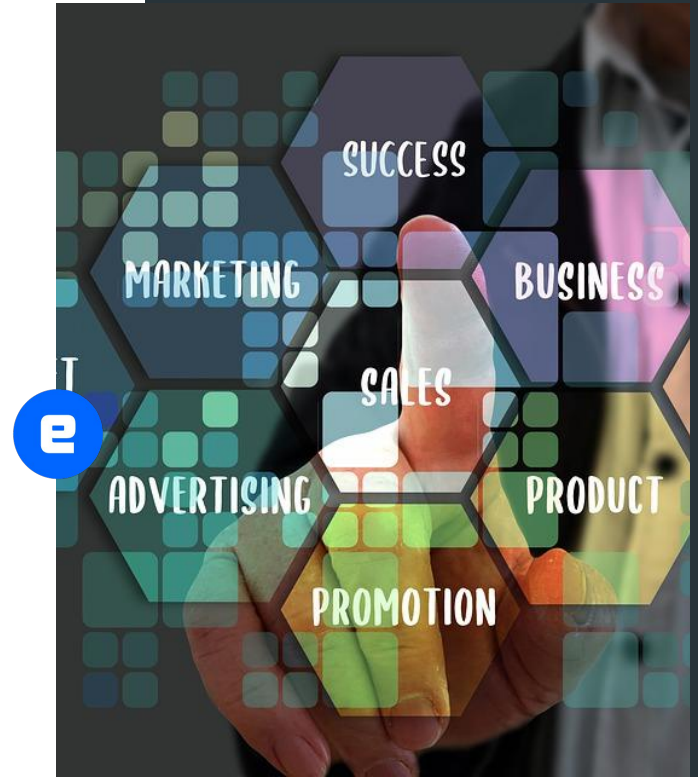
# Main Types of Paid Media

- Search Engine Ads
- Social Media Ads
- Influencers
- Other Websites/Networks



## 5 Steps of a Great Strategy

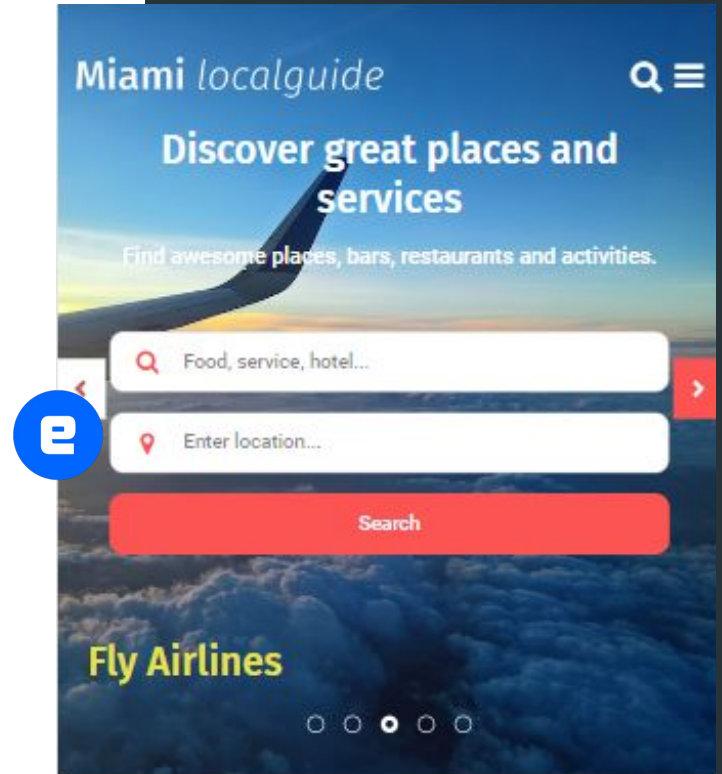
1. Discover
2. Offer
3. Spend
4. Measure
5. Optimize



## For Online Directories

Bet on the most important/valuable categories

Add SEM as part of the Premium Packages





**QUESTIONS?**



# Next Events

- Feb 22nd - Conversion Goals for Online Directories
- Mar 8th - The eDirectory Plugins



<https://www.edirectory.com/webinars>

