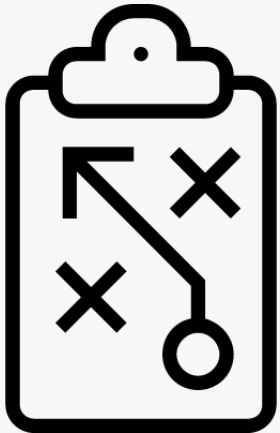




**RED ZONE DIGITAL  
MARKETING**

**SCOTT FISH – 32° DIGITAL  
CHUCK SALEM – UNIQUE VENUES**

**2017 UVAMC**



**Playbook & Kick Off:** create your own digital marketing plan from start to finish.

**Starting Line Up:** prioritize the new strategies in digital marketing versus the tried and true strategies.

**Red Zone:** marketing strategies for the more mature marketing campaign.



**End Zone:** how to define what your end zone looks like and know that you're winning.

## **Brand Awareness**

**Top of the funnel** – they don't even know that they need your space yet, but they will!

## **Lead Generation**

**Consideration phase** – they know they need a space, but they're shopping price, timelines, features, ease of use, surrounding benefits.

## **Thought Leadership / Longer Term**

**Wide net of traffic and topics** – downloadable content, content, 3<sup>rd</sup> party website articles & PR outreach with local tourism associations.

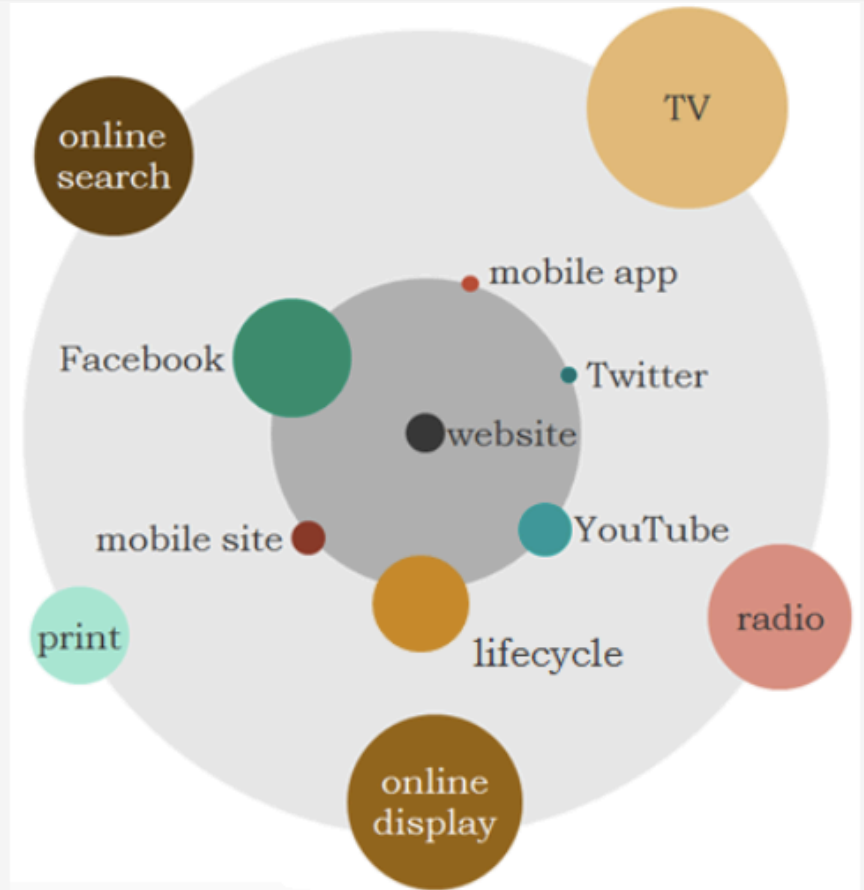


# PLAYBOOK & KICK OFF

## RED ZONE DIGITAL MARKETING

### Consumers are part of an Integrated Digital Ecosystem.

- ✧ Bottom-up, touch-point driven, strategy & planning.
- ✧ Content marketing that is focused.
- ✧ True digital integration with all channels.
- ✧ Full-circle brand planning & influencers empowered to share.



# RED ZONE DIGITAL MARKETING

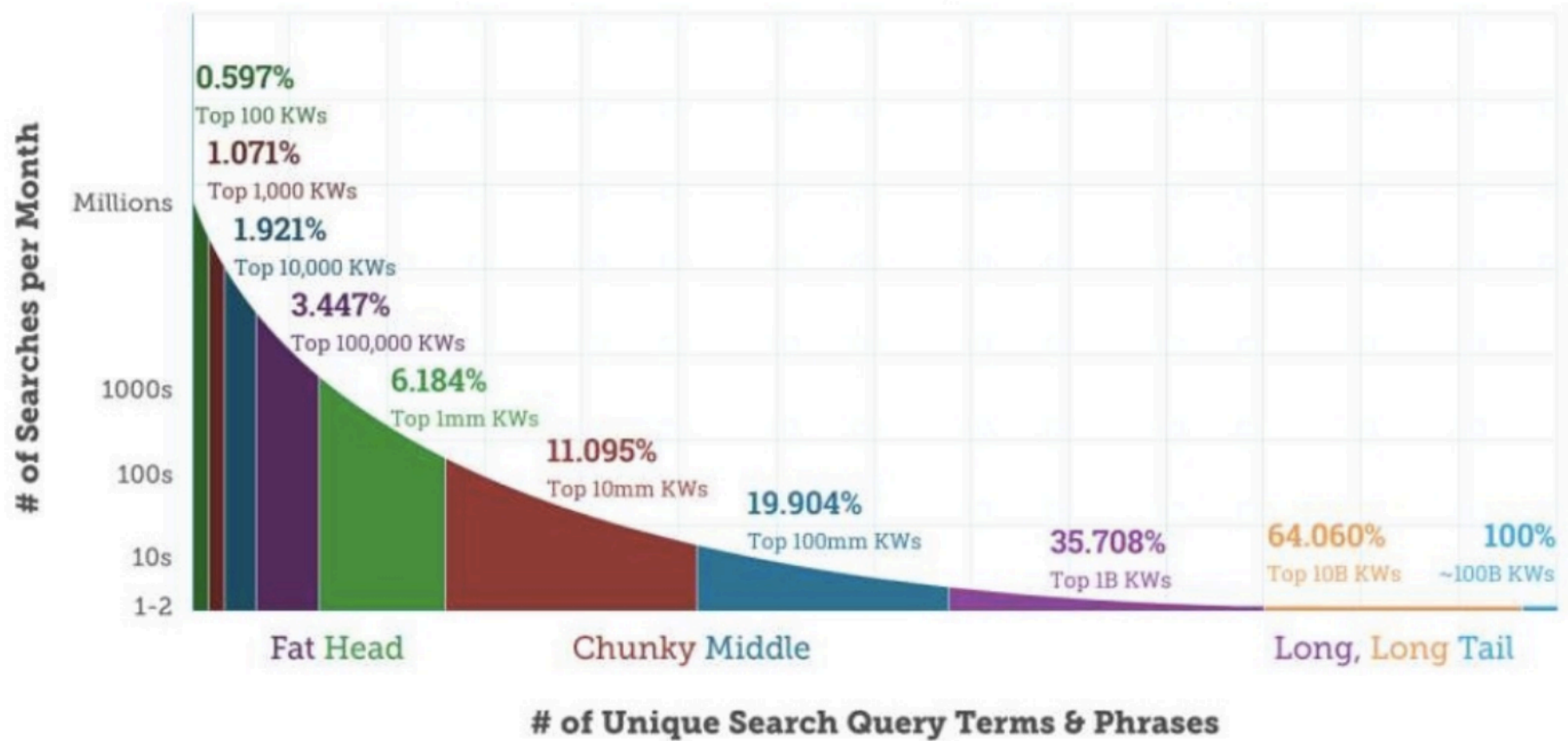
## MCF Channel Grouping Path ?



## Multi-Channel Environment.

It takes multiple impressions and touch-points to convert a visitor.

# RED ZONE DIGITAL MARKETING





millennials are

- millennials are **the worst**
- millennials are **stupid**
- millennials are **lazy**
- millennials are **broke**
- millennials are **poor**
- millennials are **not entitled**
- millennials are **what age**
- millennials are **selfish**
- millennials are **worthless**





generation x is



- generation x is **what years**
- generation x is **known for which of the following characteristics**
- generation x is **what type of culture**
- generation x is **what age group**
- generation x is **the best**
- generation x is **tired of your bullshit**
- generation x is **the demographic group born**
- generation x is **lazy**
- generation x is **screwed**
- generation x is **when**



[Advertising](#) [Business](#) [About](#)

[Privacy](#) [Terms](#) [Settings](#)

# RED ZONE DIGITAL MARKETING

oregon state university banq|



ucla conference

All

Images

Map

banquet hall

banquet

banquet center

More

Settings

Tools

ucla conference

ucla conference **center**

ucla conference **center hotel**

ucla conference **services**

ucla conference **center lake arrowhead**

harvard university event |



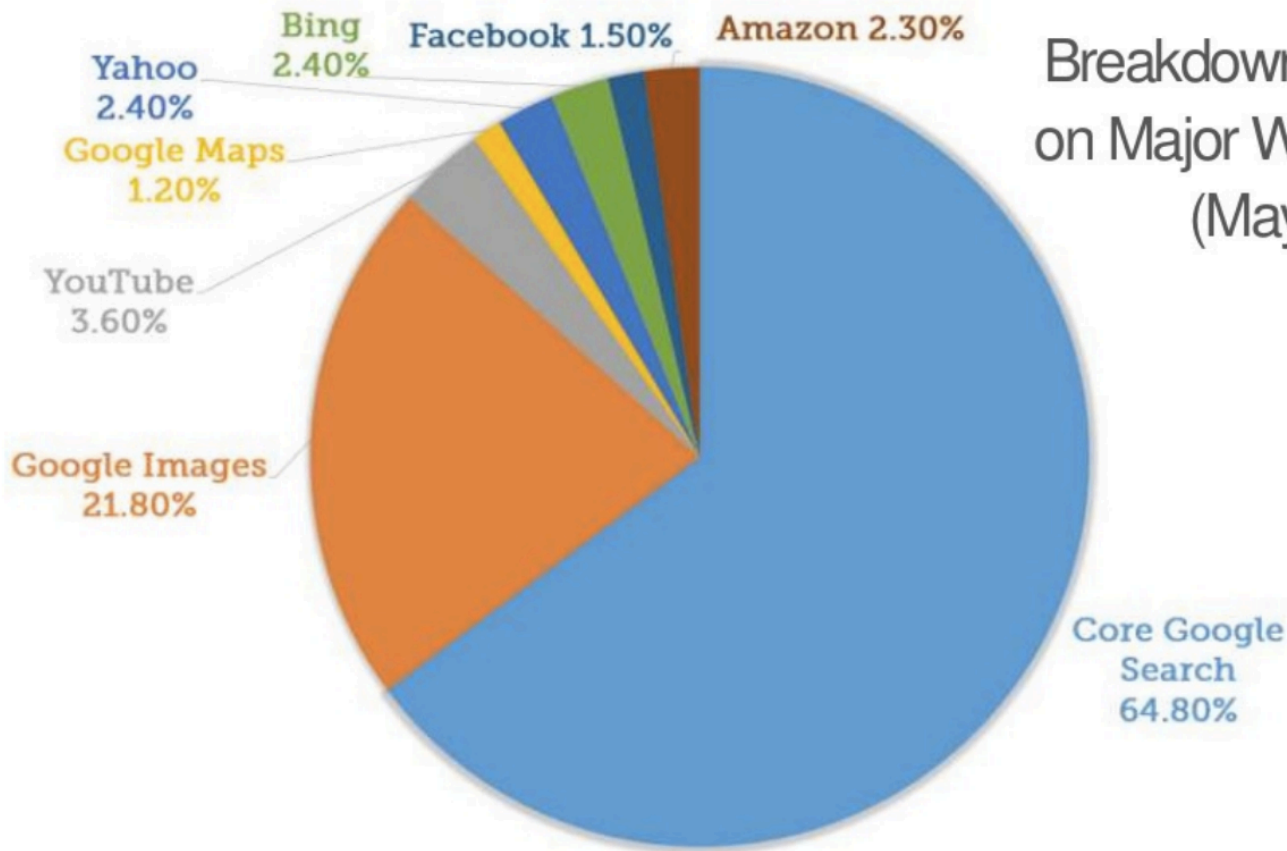
harvard university event **calendar**

harvard university event **space**

harvard university event

harvard university event **management**

harvard university event **services**

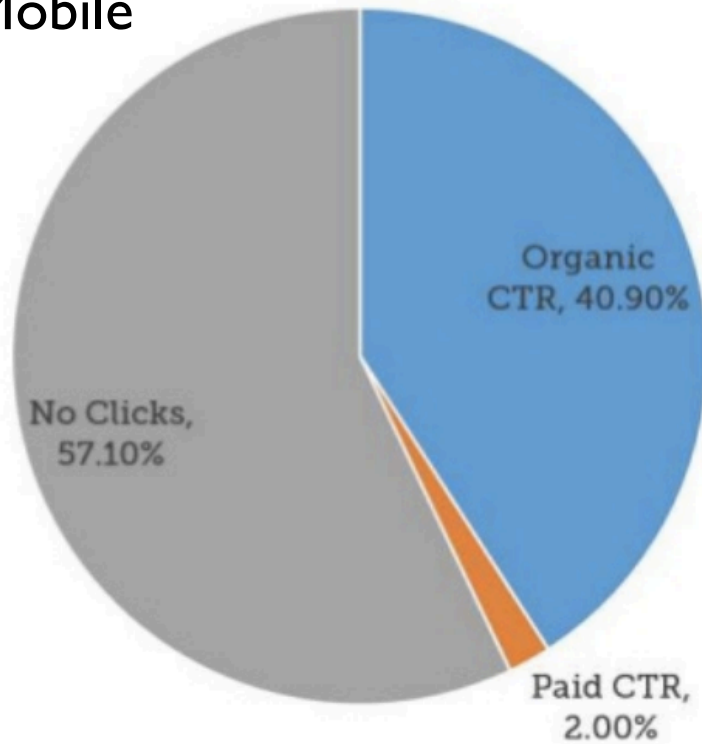


Breakdown of Searches on Major Web Properties (May 2017)

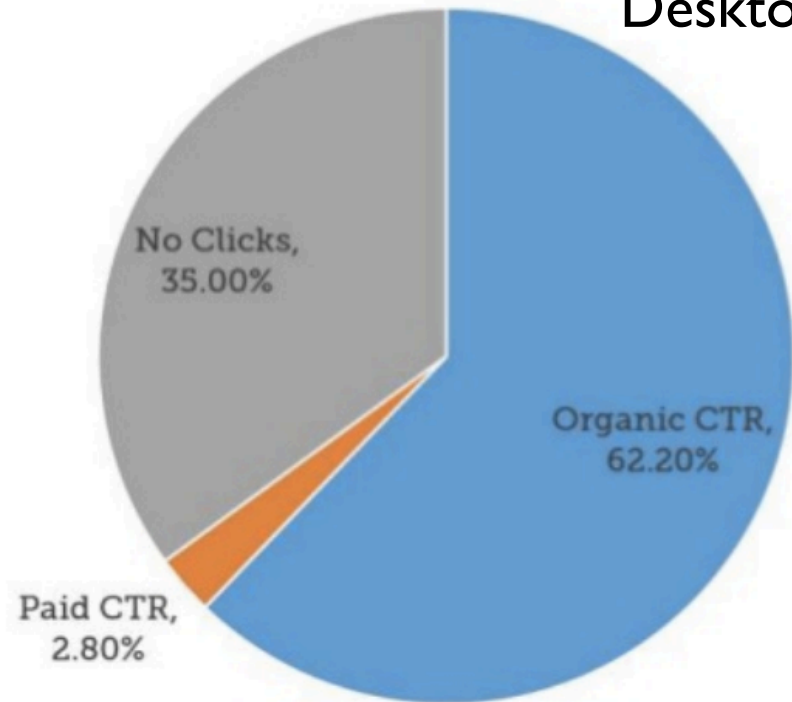
Where are people searching in the B2B search landscape?

## Click Through Rates

### Mobile



### Desktop



## Not All Referrers Send Traffic Equally

(data below from May 2017)

	Top 10	11-100	101-1K	1K-10K	10K+
Google	22.2%	14.9%	18.0%	18.7%	26.2%
Facebook	42.7%	17.7%	15.3%	12.9%	11.3%
Yahoo	39.2%	15.8%	15.6%	14.0%	15.4%
Reddit	75.2%	11.0%	7.2%	4.4%	2.2%
Youtube	80.1%	7.2%	5.4%	4.1%	3.2%

Larger sites (like universities) can take advantage of Facebook and Yahoo! Search results being more skewed to the top sites.

These factors matter for SEO (and maybe social media)

Content

Links &  
External

Keywords

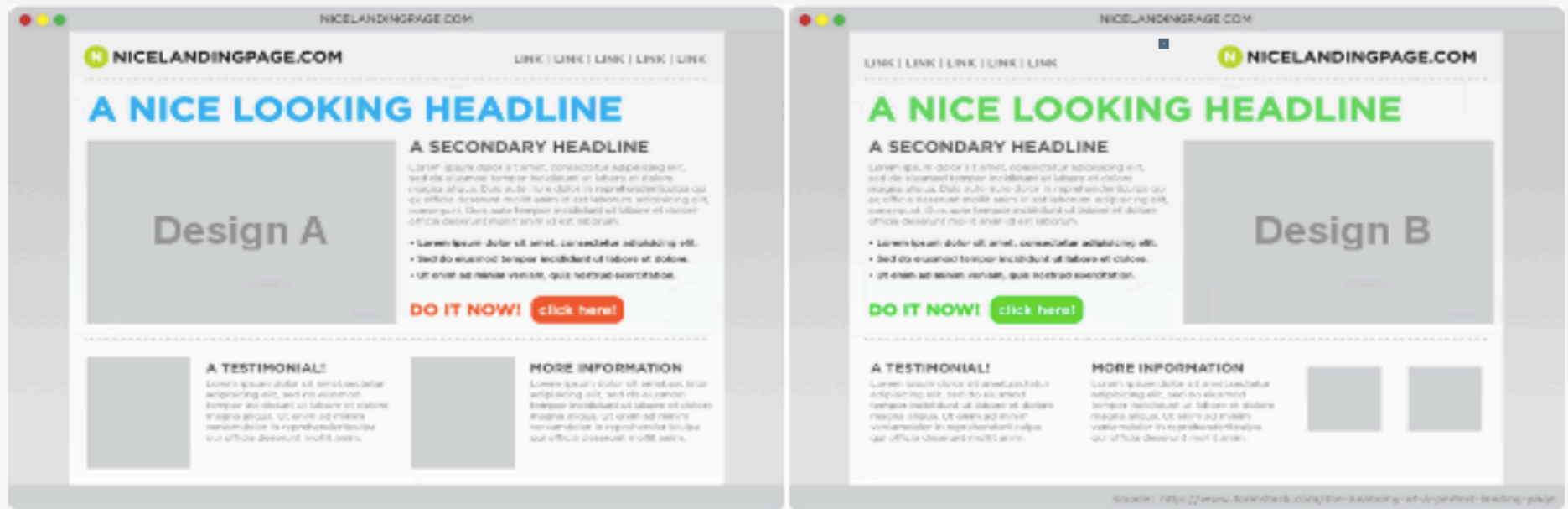
Search  
Query  
Success

Host  
Domain  
Quality

User  
Experience

Technical  
Data

Personal  
Experience



Landing Page Testing Can Spur New Website Design Ideas



# STARTING LINE UP



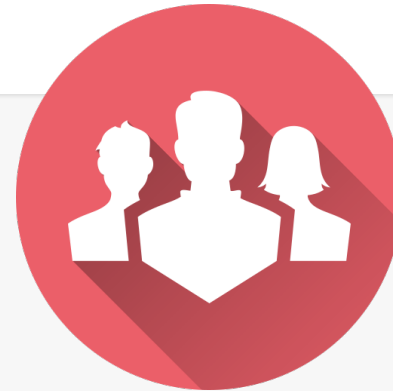
# RED ZONE DIGITAL MARKETING



Mobile, paid search,  
everything else!



Content Marketing



Social Media



SEO  
Optimization



Email Marketing



Local Search

## Big Projects

2018 Digital Marketing Plan  
New PPC Strategy or Channel  
Content Marketing implementation  
Video Production  
Site Migration (or upgrade)  
CMS Upgrade

## Small Projects

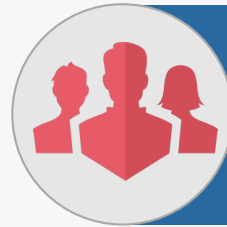
New Social Channel  
New PPC Landing Page  
Content Marketing plan  
Infographic Creation  
New Product/Service Page  
HTTPS Migration  
New Lead Channel Testing  
3<sup>rd</sup> Party Partnerships



# BUILDING DIGITAL MARKETING INTO YOUR ORGANIZATON'S CULTURE

Organizations have a need to develop SEO, PPC, and Social strategies into the **culture**.

This allows organic success can take hold and drive more traffic, leads, sales.



Create Structure & Identify Leaders

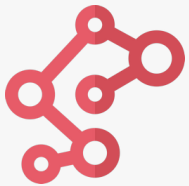


Share Data & Create Visibility

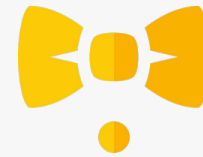


Educate & Motivate Team Members

## Create Structure & Identify Leaders



Creating a strong structure within your organization



Identify leaders within your organization

Create workflows for content ideas

Workflows for content creation

Content implementation & Promotion

Work with key department managers

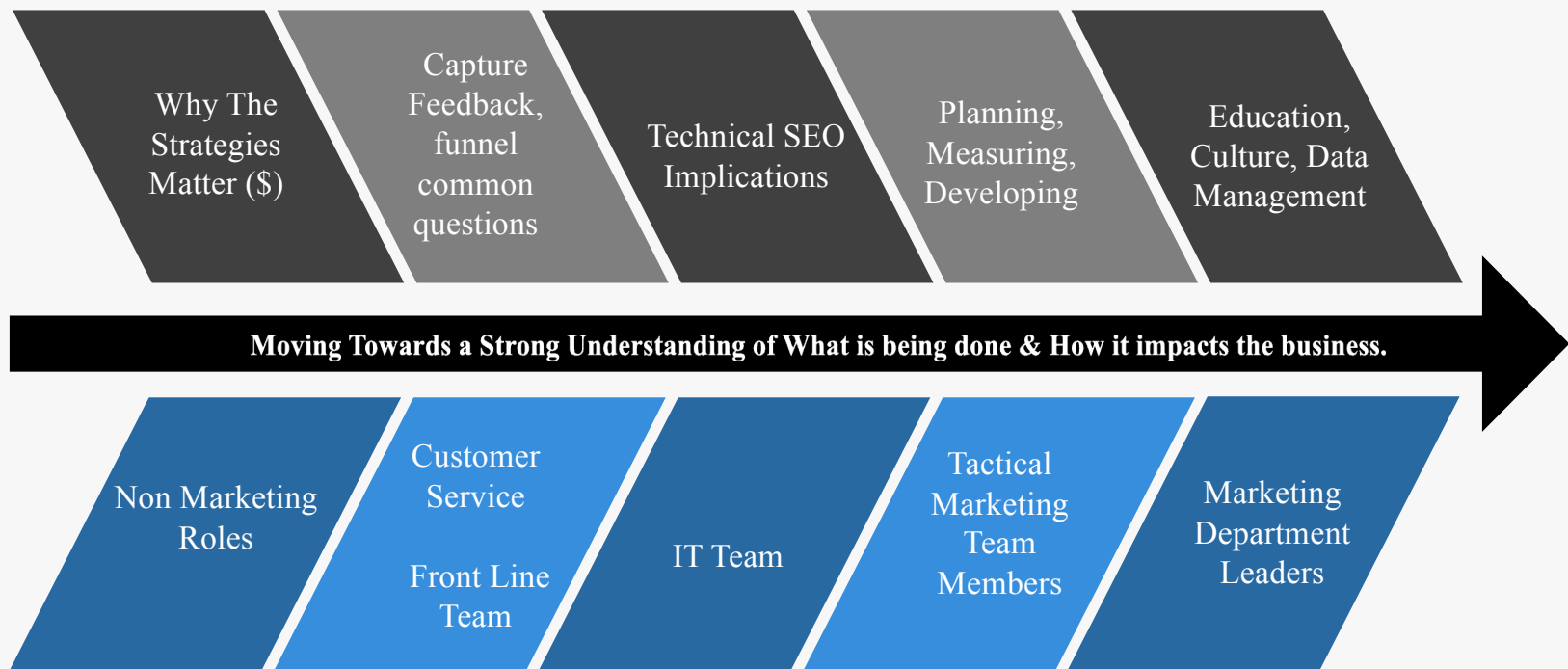
Establish clear expectations for different employees

Product evangelists

## Share Data & Create Visibility



# Educate & Motivate Team Members



## Important Topics – Educate the team

Most  
Important  
Keywords  
Driving  
Business

Analytics  
Metrics &  
How to find  
partnership  
opportunities

What are we  
planning for  
the next year?  
Or 2-3 years.

What is the  
best lead  
generation  
channel?

Company's web  
presence  
history, major  
changes, what's  
next?

Technical SEO  
Implications of  
New Pages,  
Links, Content  
Changes

The SEO ZOO:  
Penguin, Panda,  
Pigeon, Google's  
Updates & Impact



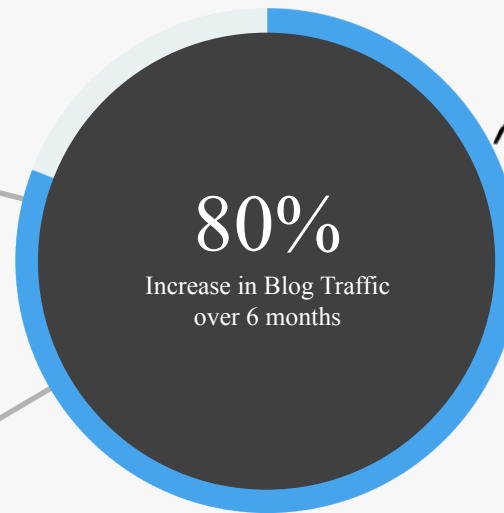
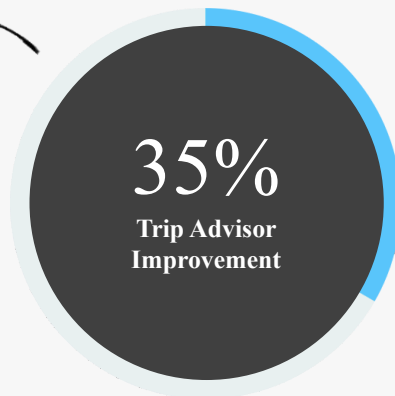
## Real World Example.... Hotel Asset Management Company

**Customer Service, Hotel Front desk, Operations, receives weekly report highlighting reviews & customer feedback.**

**Bi-Monthly emails to employees highlighting popular blog content.**

**Educational webinars each month about SEO Topics (20 mins)**

**Open path for employee contributed content, ideas.**



**Content was sourced from each department: Sales & Wedding Planning Director, Customer & Guest Services, Housekeeping & Operations, Restaurant & Bar, Marketing Team, Executive Team.**

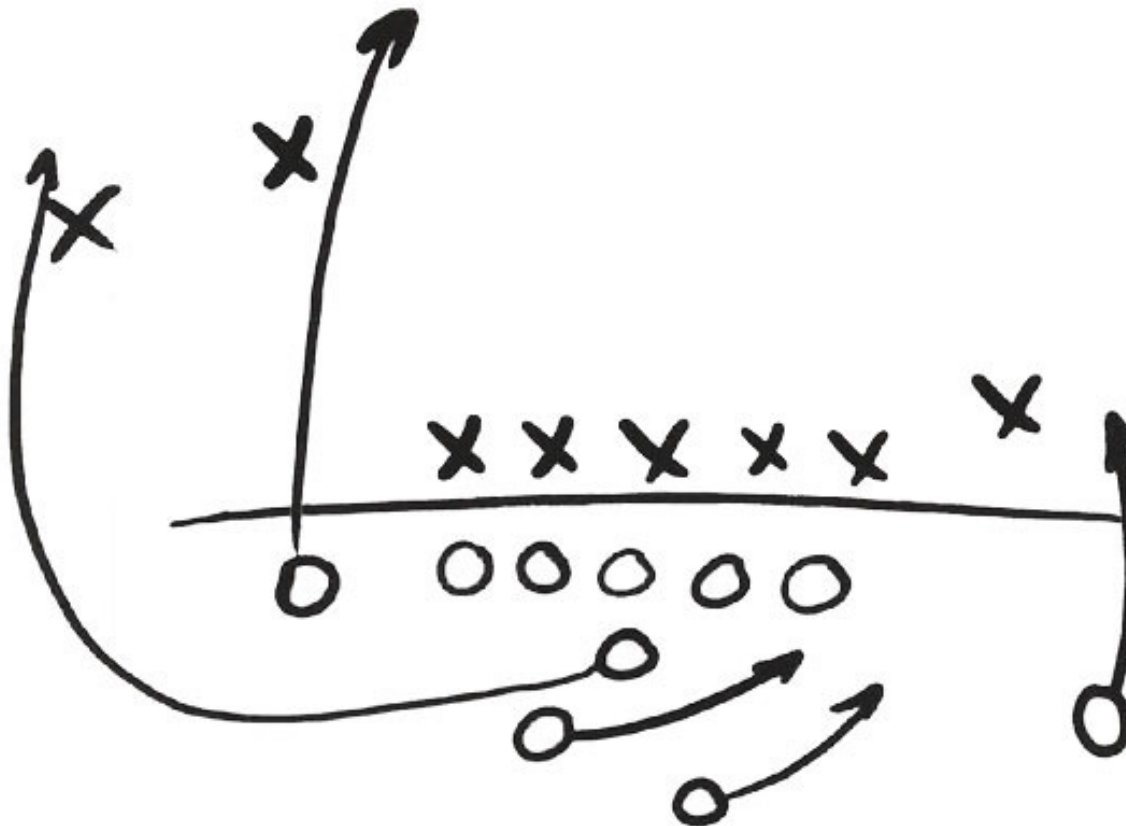
**Social Conversations helped build a grass roots employee network of sharing and fun!**

**Team members are now aware of seasonality trends and travel trends – they're part of the conversation.**

A close-up photograph of a red and white American football resting on a green artificial turf field. The football is positioned on the right side of the frame, showing its laces and the white stripes. The turf is a vibrant green with a textured, grass-like appearance. The background is a plain white surface.

**RED ZONE**

# RED ZONE DIGITAL MARKETING

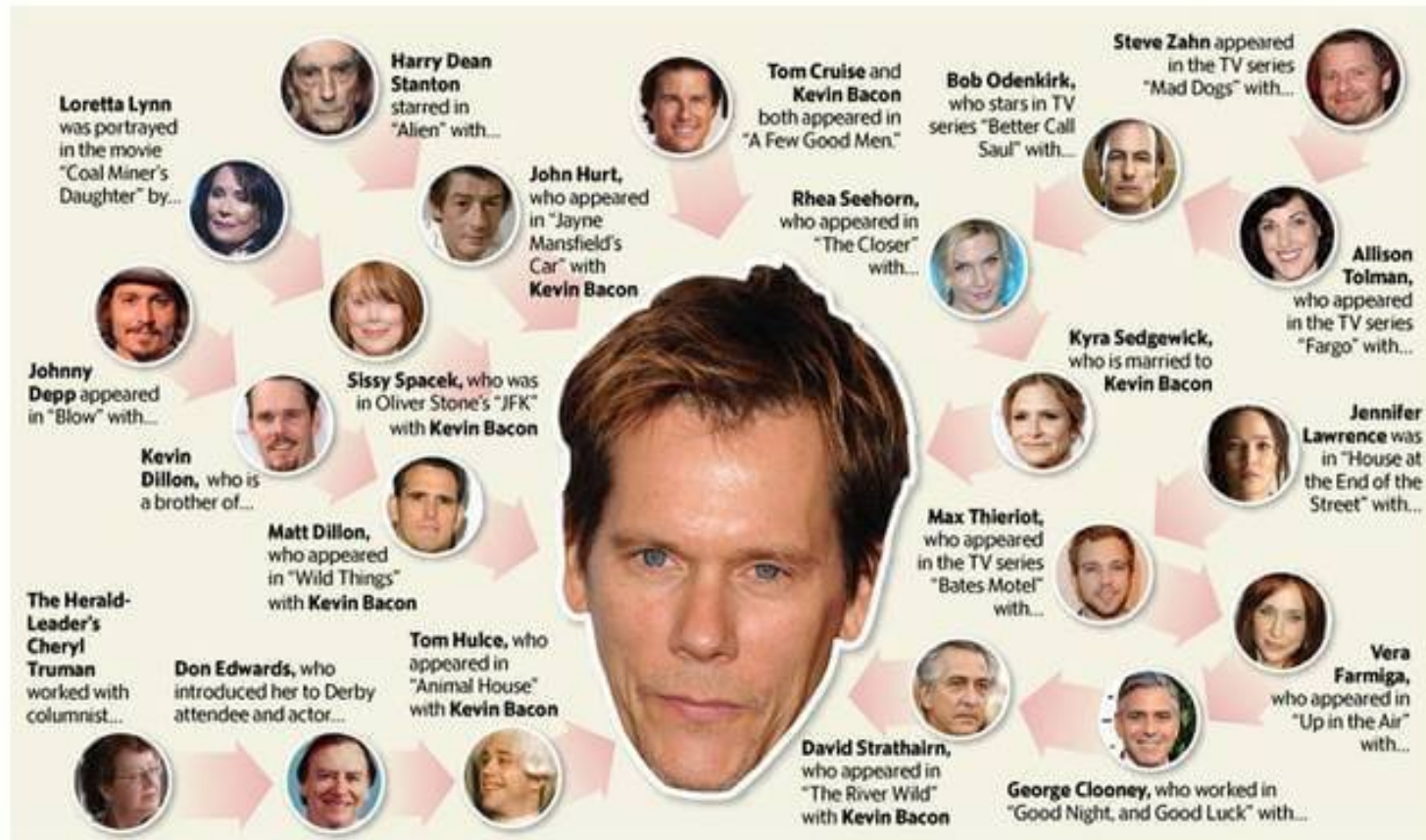


Let's Get  
Tactical



**BACON**

# 6 Degrees of Kevin Bacon



## 6 Degrees of ~~Kevin-Bacon~~ Separation

- 6.00** Based on the idea of Network Theory – where any one person is connected to another person in the world by less than 6 connections.
- 4.74** Facebook's data team released two papers in November 2011 which document that amongst all Facebook users at the time of research (721 million users with 69 billion friendship links) there is an average distance of 4.74.
- 3.57** Facebook reported that the distance had decreased to 3.57 in February 2016, when it had 1.6 billion users (about 22% of world population).

**> How we do connect to consumers better using the Facebook Platform?**

## Facebook Business Manager

Business.Facebook.com

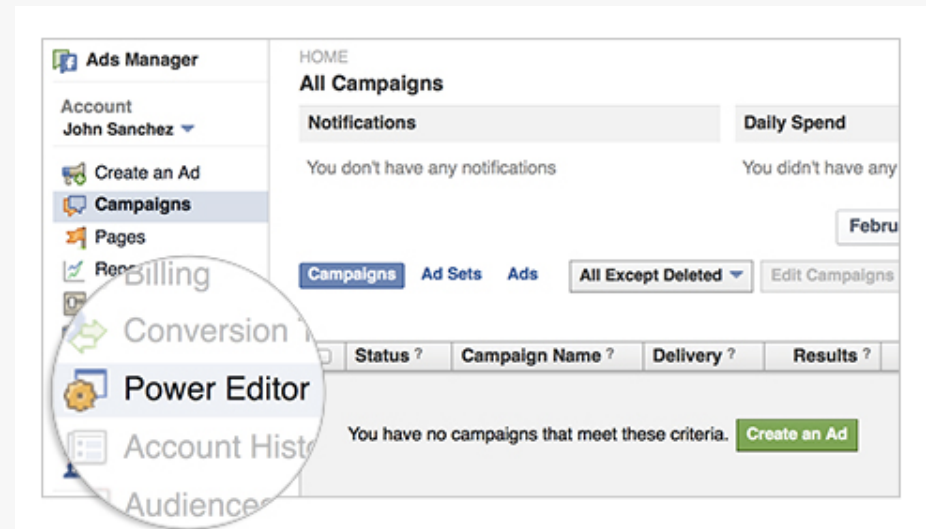
facebook business

- Allows you to manage multiple Facebook Business Pages (multiple locations or brands)
- Allows you to run ads from multiple personal accounts or business accounts.
- Create Asset Libraries that can be pulled upon for ads, posts, shares, etc.
- Allows easier access to company assets for employees.

## Facebook Power Editor

### Benefits:

- Allows for easier management and editing of campaigns. Allows you to manage multiple ad sets, page posts, and ads in bulk.
- It's a lot easier to post-date posts into the future using Power Editor.
- Opens up Custom Audiences from FB, Custom Audiences from your own website and LookALike Audiences.





## Facebook Engagement Metrics

What is a LIKE worth? How about a comment? Please Share.

**The currency of Facebook is engagement.** Without engagement, content is just sitting and not being seen or digested by consumers.

Some Facebook metrics are simply a gauge of how popular topics, pictures, questions, products, etc are.

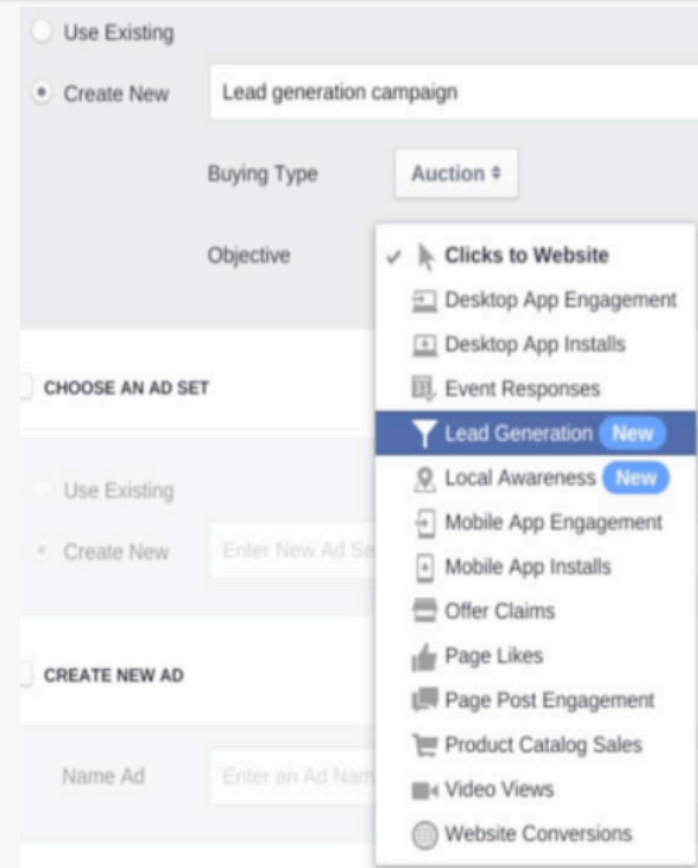
If your goal is to **engage** more with your consumers and **connect** with them, then you should place some value in a like, comment, share.

## Facebook Ad Options

Facebook ad options are quickly expanding and many of the new ad options are mobile centric.

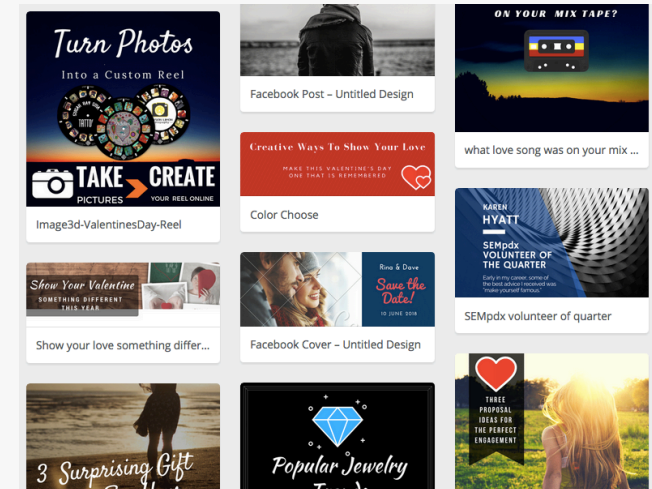
These are some of the options for facebook ads and they allude to the action that someone will take.

**You have to determine if that has value.**



## Favorite Tips

- **Daily Pacing:** FB introduced daily pacing to address early budget depletion and will be fully available by May in the Power Editor.
- Target existing Newsletter subscribers as a **custom audience**.
- Then MULTIPLY these lists by 3x-5x using **LookALike Audiences**.
- Don't pay for likes – pay for **engagement, traffic, leads**.



## Facebook Demographic Targeting

### LOCATION

Enter one or more countries, counties/regions, cities, ZIP/postal codes, addresses or designated market areas to show or exclude your ad to people in those locations. Location targeting is not available in all countries.



Everyone in this location



People recently in this location



People traveling in this location



**Note:** You can even drop a pin in a location anywhere on the map provided.

### FINANCIAL




Income:

\$30K  \$500K+



Net Worth:



### FITNESS & WELLNESS



Bodybuilding



Dieting



Gyms



Meditation



Nutrition



Physical Exercise



Physical Fitness



Running



Weight Training

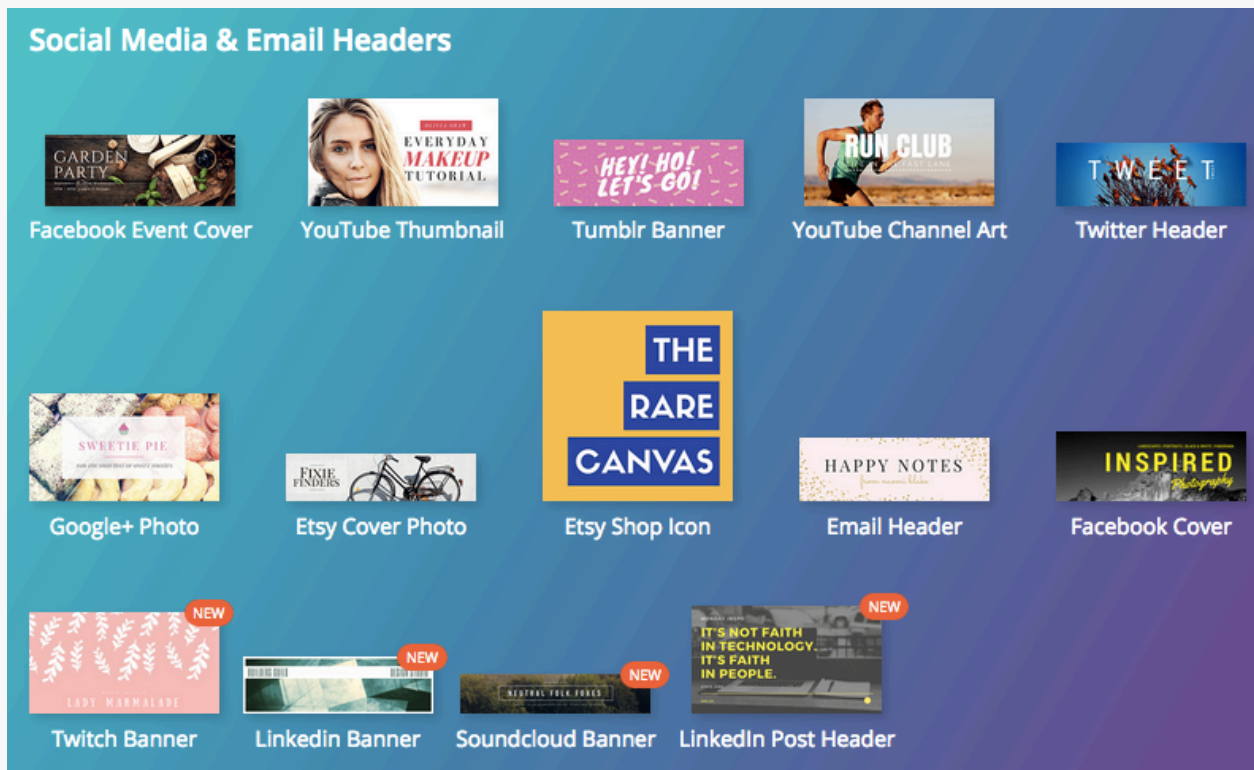


Yoga



Zumba

# I'm not a designer, but I play one on the Internet.



Perfectly sized ads, post photos.

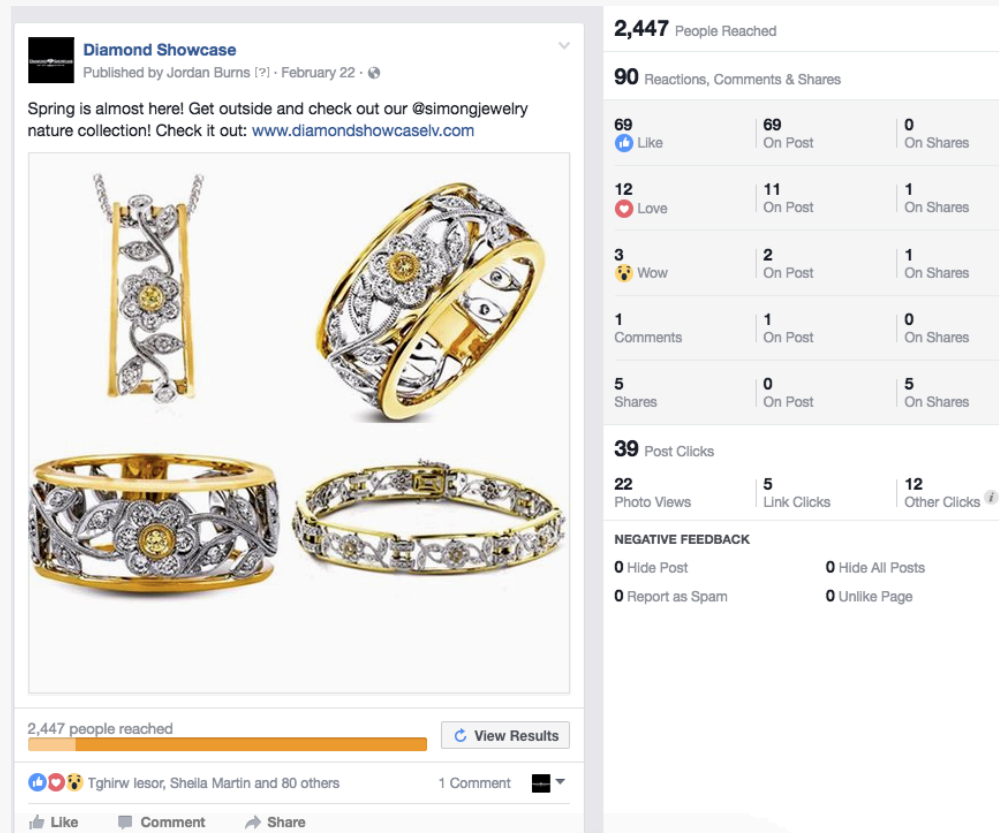
Pay as you need images & free

## Promoted Posts

Targeted ads highlighting products and showing only to people within 2 miles of the business' location.


We were able to drive 39 clicks at \$.51 CPC.

Cheaper than AdWords \$2-3 CPC.



**Diamond Showcase**  
Published by Jordan Burns [?] · February 22 · 🌐

Spring is almost here! Get outside and check out our @simongjewelry nature collection! Check it out: [www.diamondshowcaseiv.com](http://www.diamondshowcaseiv.com)



2,447 people reached

90 Reactions, Comments & Shares

69 Like	69 On Post	0 On Shares
12 Love	11 On Post	1 On Shares
3 Wow	2 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
5 Shares	0 On Post	5 On Shares

39 Post Clicks

22 Photo Views	5 Link Clicks	12 Other Clicks
----------------	---------------	-----------------

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

2,447 people reached

View Results

Tghirw Iesor, Sheila Martin and 80 others

1 Comment

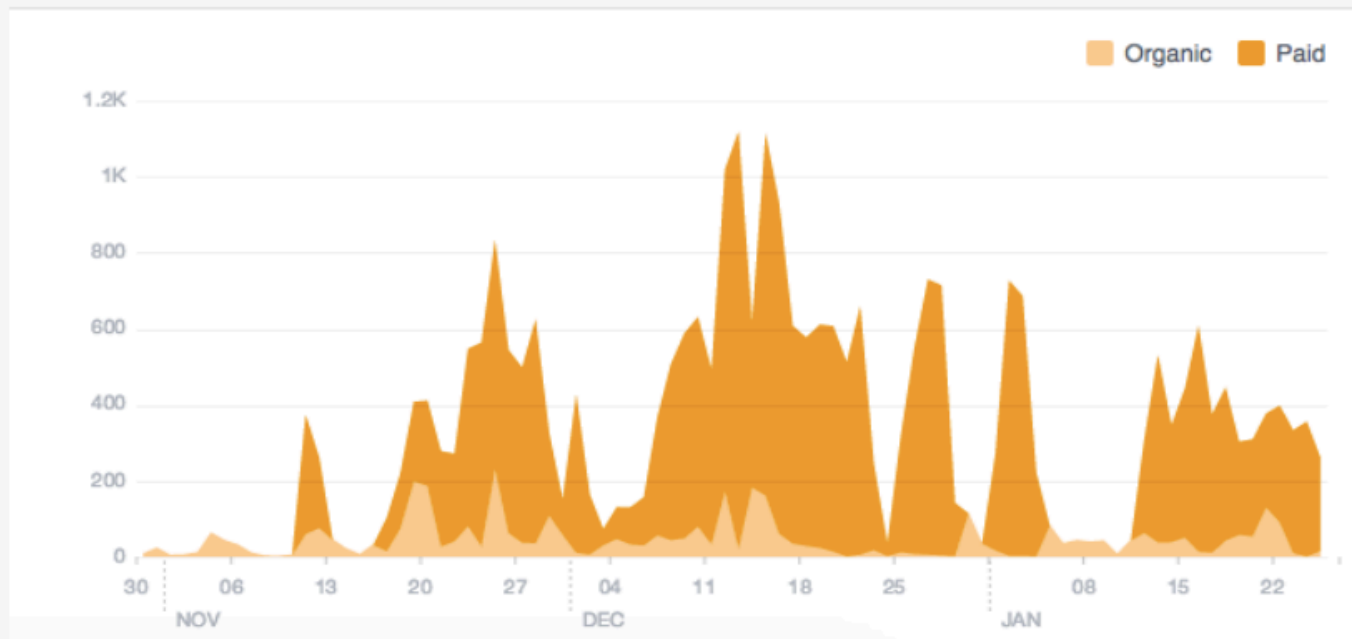
Like Comment Share

## Facebook Promoted Posts

One Word Sums up the value of a promoted post:

**Amplification.**

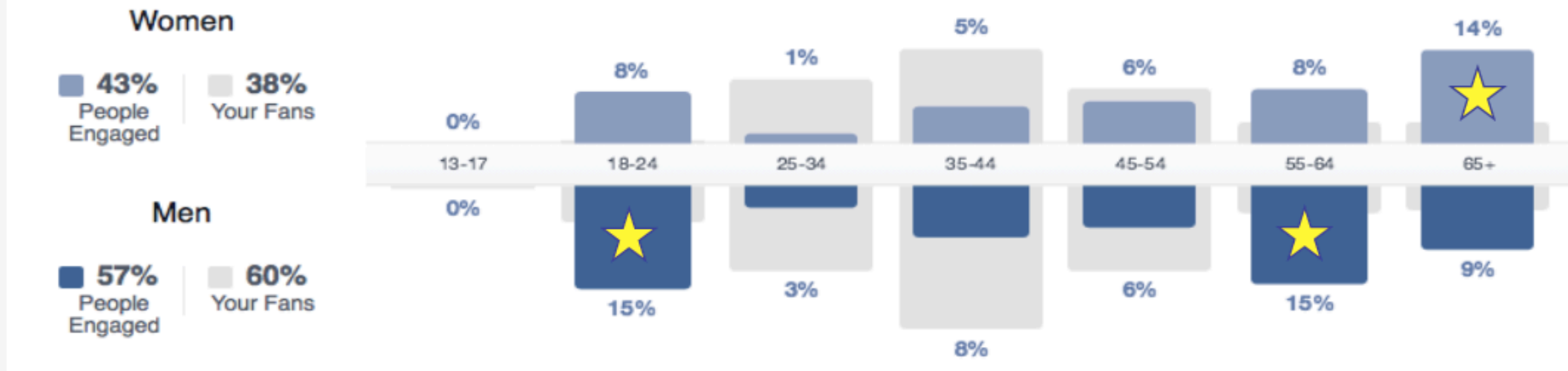
Post Reach  
The number of people your post was served to.



## Facebook Promoted Posts

Your Fans | People Reached | **People Engaged**

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

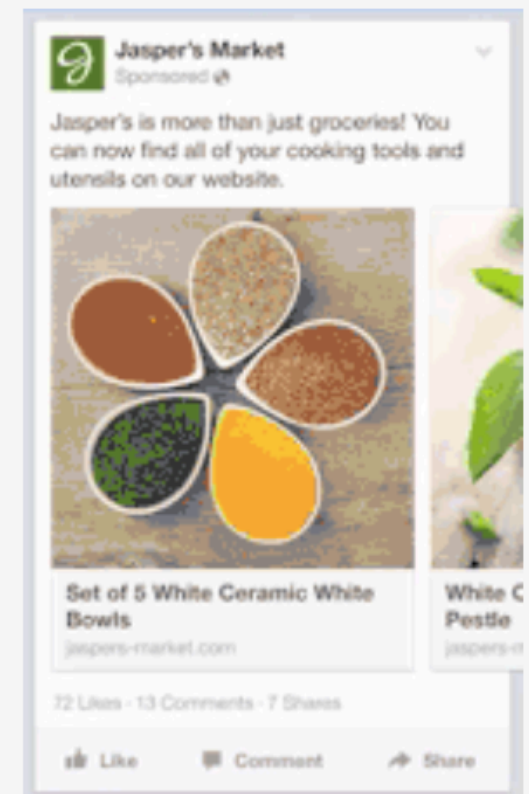


★ You may even reach a different audience than your current Facebook fans.



**Facebook Ads: Multi Product or Carousel Ads** are a great way to capture the imagination of a Facebook user. This ad format allows you to create several images and tie them together and let a user scroll through them. This is a great ad format for ecommerce, or highlighting image rich content.

Users will see this ad format in their Newsfeed, Desktop and Mobile. It's similar to a post link ad but includes more images.

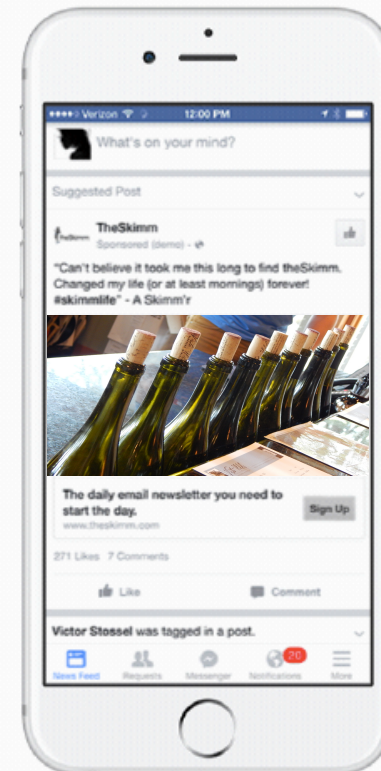


## RED ZONE DIGITAL MARKETING

**Facebook Ads: Lead Ads** are fairly new and not widely used. However that's changing, especially for small businesses that want to capture leads for special events and venue rentals.

Available on Desktop & Mobile.

Best performance will be a lead capture for mobile users and highly targeted to an existing audience and their friends.



## A BAD ASS EXAMPLE...

A Facebook campaign that targets higher income, higher network individuals in the larger demographic areas of Texas.



### AUDIENCE DETAILS

Location - Living In: United States: Austin (DMA), Dallas-Ft. Worth (DMA), San Antonio (DMA)

Age: 22 - 65+

People Who Match: Net Worth: 2. \$200,000 - \$499,999, 3. \$500,000 - \$749,999, 4. \$750,000 - \$999,999, 5. \$1,000,000 - \$1,999,999, 6. Over \$2,000,000, 5. \$500,000 - \$999,999, 7. \$2,000,000 - \$2,999,999, 8. Over \$3,000,000, 4. \$250,000 - \$499,999, 6. \$1,000,000 - \$1,999,999 or 3. \$100,000 - \$249,999

And Must Also Match: Interests: Accredited investor, franchise, Angel investor, Entrepreneurship or Coffee, Behaviors: Coffee or Highly likely investors

Interest expansion: Off

### Audience Definition




Potential Reach: 1,400,000 people

## Build Your Ad Set

The ad set in this campaign included 3 different image ads. All are very different in style – we’re testing these to see which work best. **Take a Guess!**

**Bad Ass Coffee of Hawaii** Sponsored · Like Page

Start Your Coffee Shop Franchise in Texas.  
Get More Info Below.




**Coffee Shop Franchise Opportunity**  
Create an account or log into Facebook. Connect with friends, family and other people you know. Share photos and videos, send messages and get updates.

[HTTP://BADASSCOFFEE.COM](http://badasscoffee.com) [Learn More](#)

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[HTTP://BADASSCOFFEE.COM](http://badasscoffee.com) [Learn More](#)

## Build Your Lead Form

Choose what information you would like to collect.

Facebook will auto fill details for the lead if they exist and the person's privacy settings allow access.

The screenshot shows the 'Lead form' configuration window. The main heading is 'What information would you like to ask for?'. Under the 'User information' section, 'Email' and 'Full name' are selected with checkmarks. A 'Show more options' link is visible below. A dashed box contains the text: 'In addition to user information, you can add up to 3 questions. Add an existing question or create your own.' To the right, the 'Additional questions (up to 3)' section is expanded, showing a list of categories with checkboxes: Automotive (Car make, Car model, Trim, Year of make, Car dealership), Education (Interested field of study, Current field of study, Highest level of education, When do you plan to enroll, Course of interest, Campus location, What degree are you interested in), Ecommerce (How often do you want to hear from us, Select a category), and B2B (Size of company, Size of sales team). At the bottom, there are 'Back', 'Cancel', and 'Next' buttons.

## Build Your Lead Form

Select Your:

- Image for the Header
- Headline
- Submit Button Language

Then choose whom you want to target.

The screenshot shows a 'Lead form' builder interface. On the left, there are three input fields: 'Headline' (45 characters), 'Benefit text' (with a 'Choose a format' button), and 'Customise your button text' (30 characters). Below these is a 'Skip this step' checkbox. On the right, a preview window shows a grey square header, the text 'WE HAVE A UNIQUE VENUE', an image of a vintage microphone, and a blue button labeled 'Button text'. At the bottom of the interface are 'Back', 'Cancel', and 'Next' buttons.

## Build Your Lead Form



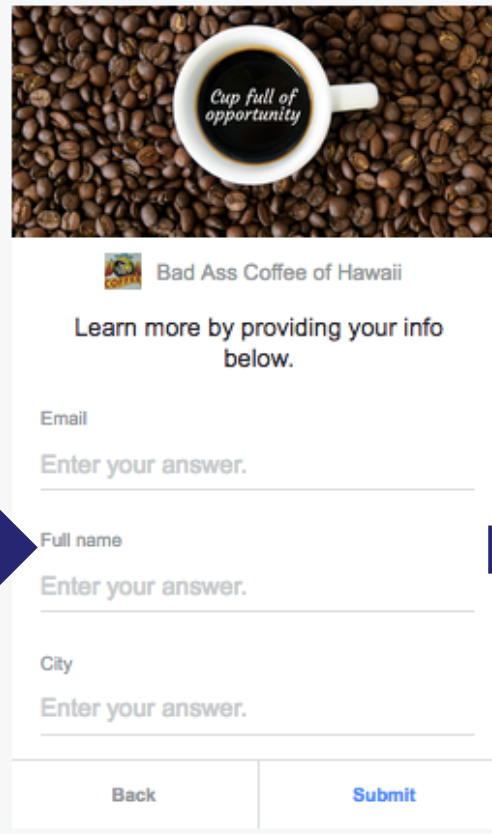
**Bad Ass Coffee of Hawaii** Sponsored · Like Page

Start Your Coffee Shop Franchise in Texas.  
Get More Info Below.



**Coffee Shop Franchise Opportunity**  
Create an account or log into Facebook. Connect with friends, family and other people you know. Share photos and videos, send messages and get updates.

[HTTP://BADASSCOFFEE.COM](http://BADASSCOFFEE.COM) [Learn More](#)



**Bad Ass Coffee of Hawaii**

Learn more by providing your info below.

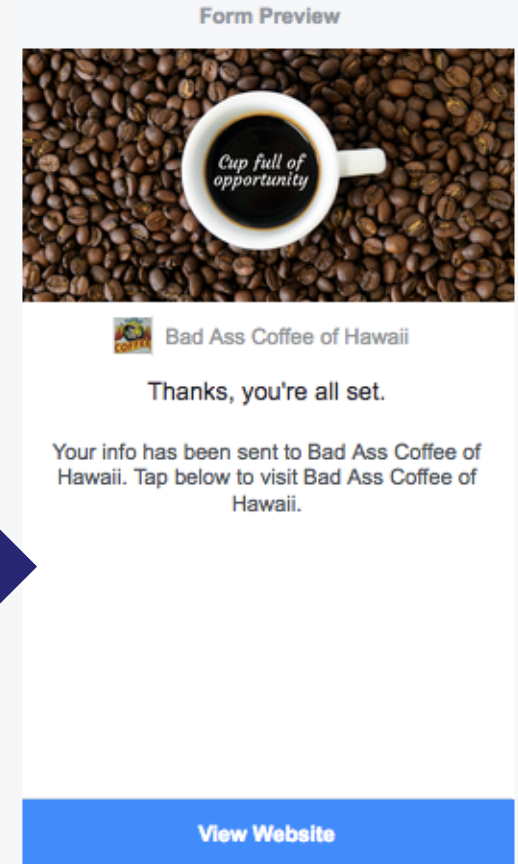
Email  
Enter your answer.

Full name  
Enter your answer.

City  
Enter your answer.

[Back](#) [Submit](#)

Form Preview






**Bad Ass Coffee of Hawaii**

Thanks, you're all set.

Your info has been sent to Bad Ass Coffee of Hawaii. Tap below to visit Bad Ass Coffee of Hawaii.

[View Website](#)

## Test, Adjust, Capture Leads

Ad Name	Delivery <i>i</i>	Results <i>i</i>	Reach <i>i</i>	Cost per ... <i>i</i>	Amount Spent <i>i</i>
 BAC of Hawaii - Lead generation - Image 2	● Active	45 Leads (Form)	7,660	\$8.11 Per Lead (Form)	\$364.85
 BAC of Hawaii - Lead generation - Image 1	● Active	16 Leads (Form)	4,761	\$12.39 Per Lead (Form)	\$198.23
 BAC of Hawaii - Lead generation - Image 3	● Active	14 Leads (Form)	3,498	\$9.61 Per Lead (Form)	\$134.52
▶ Results from 3 ads <i>i</i>		75 Leads (Form)	13,389 People	\$9.30 Per Lead (Form)	\$697.60 Total Spent

The Image with 3 coffee shops performed best.

Our cost per lead in this channel is under \$10. The daily reach for this campaign is a few hundred and we're capturing about 5 leads per day.



## LinkedIn Ads

**Sponsored Content** is a Company Page update (shared posts with company news, promotions, relevant industry articles, SlideShare presentations, and Vimeo and YouTube videos) promoted to a specific audience. The ads appear in the homepage feed (on desktop, mobile, and tablet) and on the right side of the desktop homepage. If you have a one-day-only sale or a video of a recent company charity event, a sponsored update is the best way to share that content.

**Text and Image Ads** feature a compelling headline, description and, if you like, an eye-catching 50×50 image. You can choose your target audience with laser sharp B2B filters and set your own budget. Text and image ads are only available on desktop. They may appear under “Ads You May Be Interested In” and as text link advertisements found at the top of the homepage. If you are trying to grab the attention of a busy professional, checking LinkedIn on a lunch break, the text and image ads are your best bet to pique their interest. Instead of using your business logo, include a compelling image with your ad to grab the prospect’s attention.



## LinkedIn Ads

**Sponsored InMail** gives you the opportunity to deliver sponsored content directly to LinkedIn user inboxes. A Sponsored InMail only gets delivered when members are active on LinkedIn so this feature gives you 100 percent deliverability. It's an effective option for those looking to create personalized messages and drive conversion rates.

**Display Ads** help you get your business in front of your desired audience early in the buying cycle and increase awareness on a large scale. You can leverage LinkedIn ads to find the right professionals based on relevant profile data.

**Dynamic Ads** are highly customizable. You can write your own ad copy, choose your call to action, and use dynamically generated images from LinkedIn member profiles. This kind of advertising is especially useful for building relationships and prompting the most influential members of your audience to wake up and pay attention to your business.



## LinkedIn Ads

### We Can Target These People

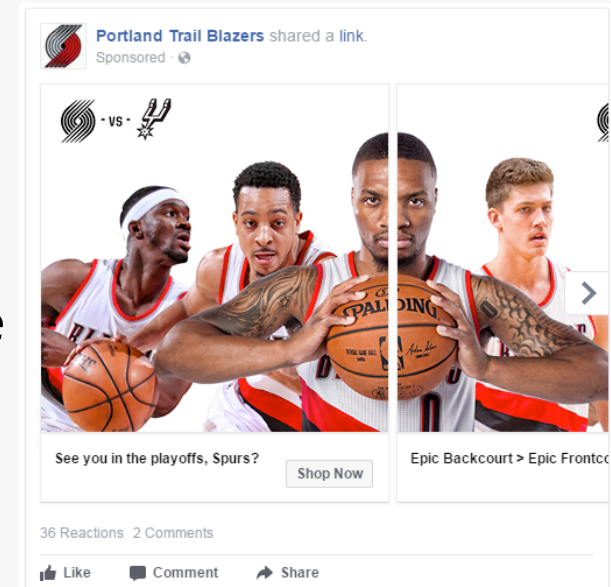
**Job title and function** are key professional attributes of your audience. LinkedIn ads allow you to search and create audiences composed of specific criteria.

**Industry and company size** tell you who your next buyer could be. Do you want to sell to a large company or a small business? Are you looking for regional or national clients?

**Seniority** is a great way to target influencers with your LinkedIn ads. LinkedIn pulls data from member profiles even if they don't have the word "senior" in their title. For example, if a person has been with a company for more than two years, that person will be mapped as an individual contributor and will appear as "senior" in the Campaign Manager tool. The algorithm is able to determine if a particular member is entry-level or not because it accounts for their entire career path.

## 7 Things to A/B Test in Ads

1. People in Image vs. Just Product
2. Generic/Stock Photo or Custom Photos
3. Text Call To Action (*buy, check out, sign up, subscribe*)
4. Emotion & Immediacy Factors
5. Logo and Brand representation vs. none (*experience focused*)
6. Light colors vs. darker colors (*or a nice burgundy color?*)
7. Carousel Image Ad Formats (*Trailblazers*)





I NEED  
BETTER SEO

# RED ZONE DIGITAL MARKETING



302 Temporary Redirects	Use of Frames	Incomplete or Missing Robots.txt File
Browser-based Redirection	Deep Folder Structure	Robots.txt File is Blocking Spiders
Canonicalization	Dynamic URLs	Robots Meta Tag is Blocking Spiders
Coding & Scripting	Action Tracking in URLs	Relevant Text Content Within Images
Extensive On-page CSS	Session IDs in URLs	Lack of Body Content
Extensive Use of Pop-up Windows	Site Requires Session IDs to Function	Image Map Navigation
JavaScript Navigation	Site Requires Cookies to Function	Duplicate & Similar Content
Flash Site Construction	Public Content on a Secure Server	Questionable Content
Use of Flash Navigation	Interstitial Page Requires User Action	Multiple CMS Platforms
Use of Flash Modules	HTML Sitemap	Search Engine Incompatibility
Use of AJAX Modules	XML Sitemap	Accessibility & Code Compliance
Use of Silverlight Modules	Broken Links & Custom 404 Solution	Load Balancing

## Image Optimization

Images are part of Google's Universal Search platform – when the algo believes that a searcher is looking for an image, they will return one in their search results.

Image optimization includes the following elements:

- ✓ **File Name** – optimized to describe the image & include a keyword.
- ✓ **Content** – content around the image, sometimes as a caption, helps the SE's understand the image's content.
- ✓ **Alt Text** – Alternative Text within the code of the page helps define the image.

## Content Optimization

- ✓ It informs consumers.
- ✓ It is valuable for the search engines to drive traffic.
- ✓ It tells consumers how to solve their problem.
- ✓ It's local. It's national & international.
- ✓ It's experiential.
- ✓ It drives leads.
- ✓ It defines a brand.
- ✓ It needs to be accessible & digestible.
- ✓ It's written, spoken, seen, and shared.





## UV Content Optimization

- Localized Search Directories.
- One Page SEO Strategy for venue listings.
- Image Optimization & Video Opportunities.
- Internal linking and cross promotions.
- Top Pick List (coming soon!)

### University of St. Thomas, Minneapolis & St. Paul

#### Overview

The University of St. Thomas offers sophisticated meeting and event spaces.

#### Event Spaces

#### Accommodations

The Minneapolis campus, located in the heart of the city, offers meeting planners. Professional and affordable lodging. The University provides an exceptional learning environment.

#### Catering

#### Services

Our metropolitan settings give you access to American Public Transportation. Twin Cities offer a dynamic location for the Super Bowl, the 2019 NCAA Final Four, and meeting and event space during the season.

#### Technology

#### Area Attractions

#### Testimonials

We offer easy access to Twin Cities, Target Field, Target Center, and a thriving metropolitan area; come see for yourself.

#### Hot Dates

BOGO Special at University of St. Thomas, Minneapolis & St. Paul >>more

Learn more about a day in the

## Content Optimization Check List

- Thought-out theme + up to 3 keyword to focus on.
- Internal and external links included.
- List of relevant Resources to note.
- Image or other media inclusion.
- SEO Elements (Title Tag, META Desc, H1 Tag).
- Obvious structure to the content (breaks, images, etc)
- Success Measurement noted (traffic, lead gen, links, branding)
- Follow up on success within 30-60 days.





DELIVER BETTER EMAIL  
MARKETING

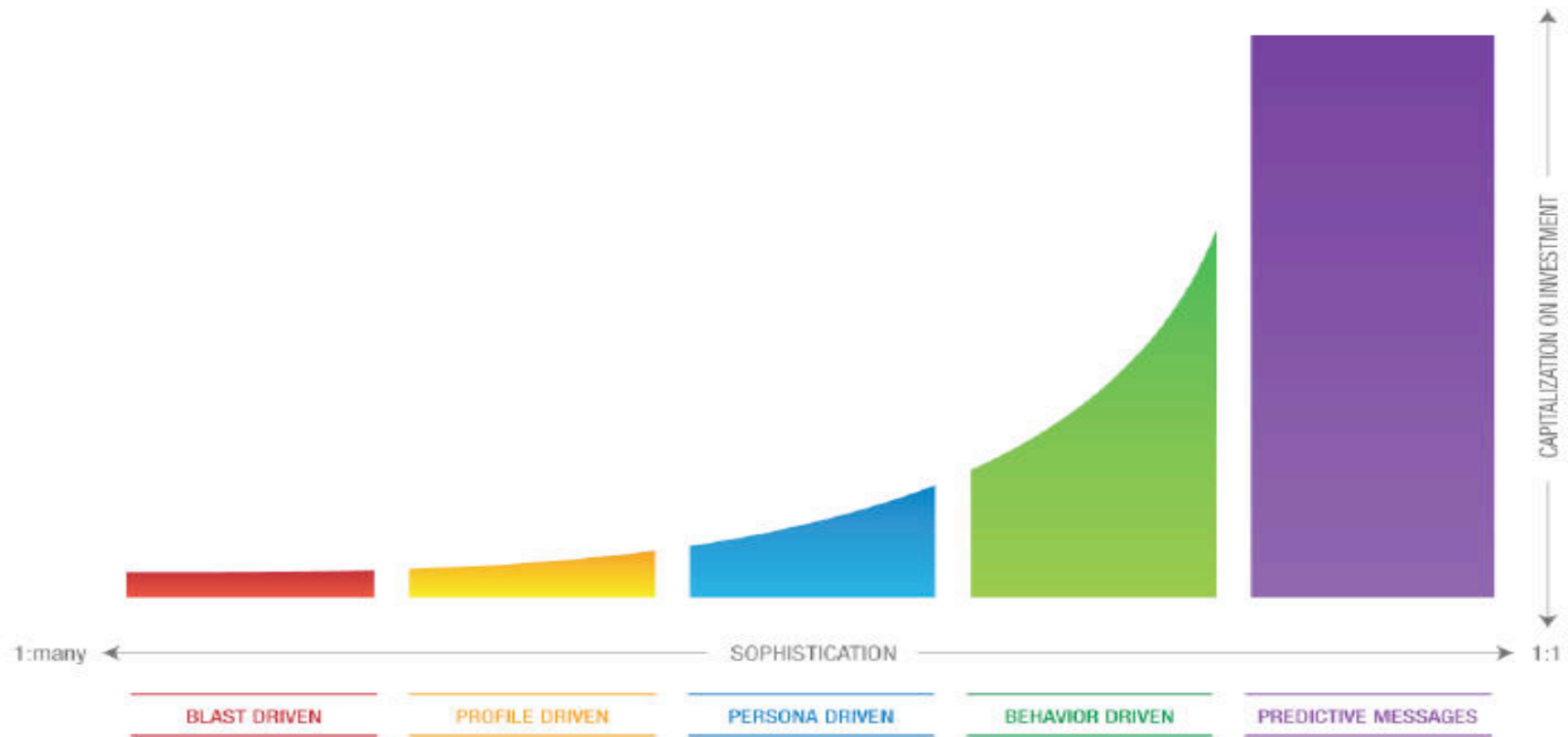
# Customer Needs

Based on Sophistication Requirements



ExactTarget **Partner Network**

<Referral / Consulting / Reseller / Integrated / Embedded>



## Areas To Test

- Subject Lines (☺)
- Day & Time of Delivery
- Different Call To Actions (and location)
- Depth of Lead Qualification
- Thought Leadership Emails
- 3<sup>rd</sup> Party Emails to Your List
- Frequency of Emails to Certain Groups
- Automated Emails (birthday, anniversary, special events, etc)

EMAIL  
MARKETING





FIND YOUR ENDZONE

## CRO – Conversion Rate Optimization

- Use Content or Blog Posts that are popular to feed traffic to new content.
- Try using in-text Call To Action (CTA) links for lead generation.
- Try lead capture forms or CTAs on your most popular pages only.
- Shore up your lead flow for incoming leads.



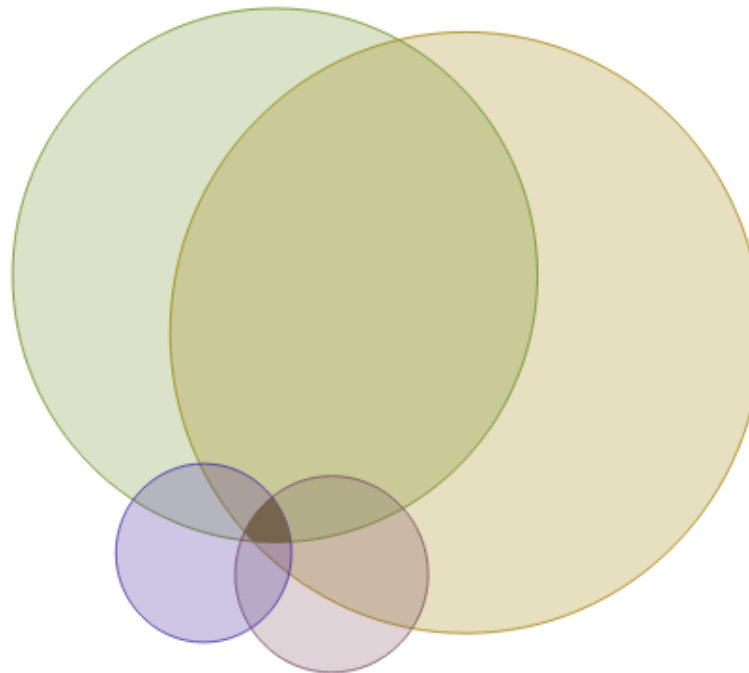
# RED ZONE DIGITAL MARKETING

## Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
<input checked="" type="checkbox"/> Direct	73.33%
<input checked="" type="checkbox"/> Organic Search	57.85%
<input checked="" type="checkbox"/> Referral	7.83%
<input checked="" type="checkbox"/> Social Network	6.47%
<input type="checkbox"/> Email	2.83%

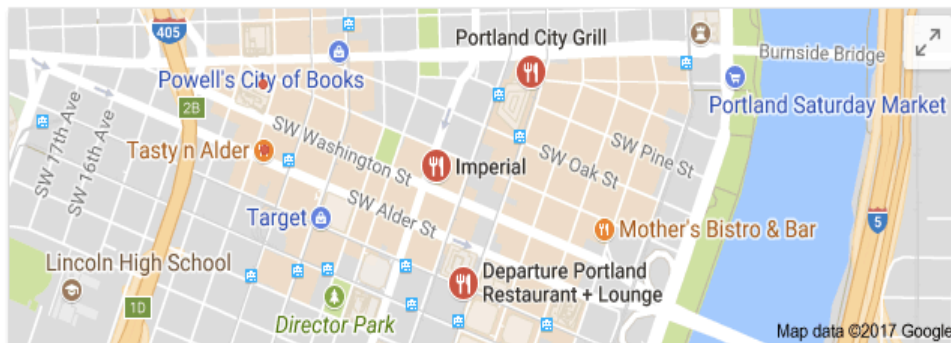
Direct & Organic Search & Referral & Social Network: 0.1% (8)



### Increased Breadth of Lead Generation Channels



# RED ZONE DIGITAL MARKETING








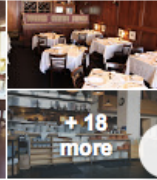
**The 38 Essential Portland Restaurants, Fall 2017 - Eater Portland**  
<https://pdx.eater.com/maps/best-portland-restaurants-38>  
Oct 3, 2017 - Find them on the Eater PDX Heatmap. 1 Ataula. Eater PDX's 2013 Chef of the Year Jose Chesa emphasizes a convivial vibe at his modern Spanish gastropub. 2 Restaurant St Jack. 3 Bamboo Sushi NW. 4 Ken's Artisan Bakery. 5 Mi Mero Mole.  
Farm Spirit · Ava Gene's · Ataula · Coquine

Rating ▾ Cuisine ▾ Price ▾ Hours ▾

**Departure Portland Restaurant + Lounge**  
4.2 ★★★★★ (628) · \$\$ · Asian Restaurant  
Hip Asian-fusion pick with vegan options  
525 SW Morrison St  
Opens at 4:00 PM



Discover more places

 <b>+ 18 more</b>	 <b>+ 18 more</b>	 <b>+ 18 more</b>	 <b>+ 18 more</b>	 <b>+ 18 more</b>	 <b>+ 18 more</b>
<b>Best drinks</b> Nostrana, Little Bird Bistro, ...	<b>Best breakfasts</b> Screen Door, Mother's Bistr...	<b>Lunch restaurants</b> Clarklewis Restaurant, Hig...			

## We Are Owning Local Search!

# RED ZONE DIGITAL MARKETING



## Increased Website Traffic and Interactivity Metrics

## RED ZONE DIGITAL MARKETING



Time / \$	Impact	Project
1	8	Home Page Content Organization
2	5	Internal Page Content Strategies
4	7	Internal Linking & Connecting
4	6	Technical 301 Redirects & Error Handling
1	3	Cool, New and Fresh Graphics
6	5	Image Optimization and tagging
3	4 / 6	Schema on Site & Ticket Site
7	9	Title Tags, Description tags
4	6	Facebook Advertising Campaign
9	7	Mobile & Responsive Updates
6	8	Email & Lead Generation Process Mapping

**We Finished Projects!**

# Time For a Touchdown Dance

