

Creative Currents

SUMMER 2022



Automated Networking Sales Funnels

Sales funnels are important because they help you:

- Create a focused marketing and sales strategy
- Find the best ways to relate to your customers during their journey
- Generate more sales and business growth

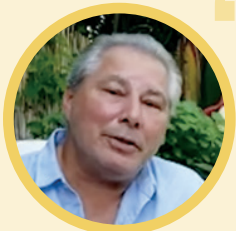
Some people will never buy from you, which is a fact. But you have a much better chance to convert qualified leads into customers with a sales funnel. That's why you need a well-planned sales funnel process to keep track of their progress and communication. The funnel will help successfully nurture them into being ready.

Without a functioning sales funnel, converting leads into sales is extremely difficult. And without sales, what happens to your business? We can help.

To learn more, call us today at 215-256-4512 or visit bergeycreativegroup.com/sales-funnel/

Recent Featured Work Mother Earth Snacks

bergeycreativegroup.com/mother-earth-snacks/



Frank Natale

“It is refreshing working with Tom and his creative group with their great attitudes and amazing skill sets.

We have been dealing with the Bergey Agency for many years and I can tell they have our best interest at heart because they're always going the extra mile for us.

Their commitment to the project budget and timeline is very impressive.”





Pay-Per-Click Advertising with Google

DIGITAL MARKETING • PPC

Whatever keywords you want to advertise must be on the site for google to give you a preferred position and a better cost per click. Google is a match game.

Site Content is critical for successful Pay-Per-Click Advertising.

If you advertise a keyword and do not have it on the site, Google will not look at your site as a relevant answer to a person's query and will probably not show your ad often or in a top position. Subject keyword should be on the landing page you are targeting with your Pay-Per-Click advertising.

Visit bergeycreativegroup.com/digital-marketing/ on how we can help you implement a digital marketing plan for your business.



Reach New Customers with Short-Form Videos

DIGITAL MARKETING • SOCIAL MEDIA

Short-form video is becoming a new and hot social media trend in 2022.

A new study found that 93% of brands surveyed attracted a new customer thanks to social media videos and another company claims that over half of viewers will watch the entire video if it is under a minute in length.

This can become a great opportunity for your business to engage potential customers and boost sales by putting out videos to advertise your products and services.

Sharing videos through social media platforms such as Instagram, Facebook, and TikTok is becoming vital for increasing and boosting your brand's presence.



The #1 WordPress Maintenance Service with 24/7 support

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