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outcomes



Is Your SEO User—and Profit—Friendly?

Most financial institution marketers understand that the keyword is king: But the wrong ones will leave you with the returns of a pauper. So, how can you determine which keywords hold the key to your audience's heart (and business)? SEO strategist Vincent Mattei breaks down how to make sure your keywords really pay off.

take a look ►



Brands Will Do Well by “Doing Good” in 2020, Predicts Eva LaMere

It’s a new year, and with it comes an influx of new trends and predictions. In its January 3 issue, *Long Island Business News* asked AW President Eva LaMere what she thinks will have the greatest impact on the marketing and advertising industry in 2020. Here, she shares how businesses can do well by doing good.

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AW Gives Molloy the Right Platform to Target Potential Students

Sometimes, a box is just a box—and sometimes it’s a launchpad, a podium, a platform, and a stage all in one. When it came time to bring Molloy College’s “Live Your Story” mantra to life, the AW creative team knew exactly how to position the brand in a way that is both fresh and steeped in legacy. Vice president, public relations, Jody Fisher walks you through this next-level campaign.

take a look ▶



Use These 7 Factors to Build Your Healthiest Marketing Budget Yet

Quality care will always keep your patients coming back—but it's quality marketing that gets them through the door in the first place. As the old phrase goes, "you have to spend money to make money." But just *how much money* should you spend? Vice president, client engagement, Jen Forç t shares the top seven things to consider when deciding how and where to invest your 2020 marketing dollars.

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Make Your Firm More Searchable—and Profitable

More and more people are turning to online sources like Google, blogs, and podcasts when learning about brands like restaurants, banks, and, yes, even law firms. While you may not be ready to launch an aggressive paid search campaign (right now), there are other digital tools to help get your firm in front of the clients you want. Vice president, communications strategist, Barbara Esposito explains how your firm can leverage 2020's top organic marketing trends.

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