

# CIOReview

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GOOGLE MARKETING EDITION

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## 10 Most Promising Google Marketing Consulting/ Services Companies - 2019

Today's business is all about achieving the top position in the market. Technology has become an integral part of surviving in the ever-evolving world. As organization aims to enhance their business, it has now become imperative to embark a digital presence among the entrepreneurial scene. A majority of companies are now up surging to Google service providers to boost their business and gain a prospective edge over their competitors.

The advent of online advertising tools such as AdWords, AdSense, and advertising networks has improved the online presence of organizations by running profitable Ad campaigns and helping advertisers seamlessly connect with potential customers. On the other hand, Google Cloud Platform's latest advancements have made it a reliable and highly scalable infrastructure for developers to build, test, and deploy apps. Coupled with the revamped G Suite, businesses have access to

a range of intelligent applications that allow them to stay ahead of the competition.

There are a number of Google Technology service providers that provide the best consultation and services to organizations. Choosing an apt provider is a cumbersome task for CIOs worldwide. A distinguished panel of CEOs, CIOs, analysts and the editorial board of CIO Review has narrowed down on the final providers that exhibit competence in delivering in-depth, integrated and innovative strategies in the Google technology area. The listing provides an apprehension into how these solutions work in the real world so that businesses can gain a comprehensive understanding of the available technologies and the value they add to their enterprise.

In this edition of CIO Review, we present to you the 10 Most Promising Google Marketing Consulting/Services Companies - 2019.



### Company:

Web Conductors

### Description:

They are the experts in developing websites and web-based advertising strategies to assist organizations in increasing their reach, retain loyal customers, build awareness of the brand, and increase the bottom line of organizations

### Key Person:

Ron Squires  
Co-Founders & Managing Partner  
Zac O'Connor  
Co-Founders & Managing Partner

### Website:

[webconductors.com](http://webconductors.com)

# WEB CONDUCTORS

CONSULTING • ADVERTISING • DEVELOPMENT

## Push the Boundaries of Digital Marketing

**I**t was a morning of celebration and toasting success for Ron Squires and Zak O'Connor and their team at Web Conductors when they received an email informing that the company was hand-picked by Google to participate in their Elevator Program—a prestigious business coaching program for companies that are experiencing rapid expansions in growth and client base. Sure, the selection to this invitation-only program marked a limestone for both Squires and O'Connor, co-Founders and managing partners at Web Conductors, but more than that, it strengthened the company's commitment to push the boundaries of digital marketing and help businesses connect with today's consumer using the web.

Empowering businesses with digital marketing, Web Conductors has come a long way, nurturing its relationship with Google, a partnership spanning well for almost five years now. In a short span from being launched to provide managed services for digital marketing to being selected for this exclusive program and specialized training from Google, Web Conductors has been brainstorming ready-to-deploy digital strategies for clients to grow their business.

Web Conductors develops websites and web-based advertising strategies to assist organizations in increasing their reach, retaining loyal customers, building awareness of the brand, and improving the bottom line of organizations. As a certified Google partner, Web Conductors is amongst very few companies who hold specialization in all the five advertising tools available with Google Ads—Search, Display, Mobile, Shopping, and Video advertising. The company today serves over 100 clients in delivering over 150 projects; using a full toolkit for the clients and helping them achieve their business goals. “Many companies today own powerful website software; however, they lack the strategy, the time, and the skills to make it work well. While these powerful tools are seldom used to their full capacity and potential, organizations also refrain from leveraging external tools to drive quality traffic back to the website. This is where we step in to develop and manage a digital advertising strategy that accomplishes their goals and helps to solve their problems,” says Squires.


“While companies are looking for partnerships, they need someone who

understands the nature of their business, their goals, all the tools, and has the expertise to make different tools work together. With ever-changing market conditions, we can help strategy managers to keep up with the dynamic environment,” says O'Connor. Web Conductors serves clients across diverse industries, from manufacturing to auto, healthcare, insurance, finance, and finally with a special focus on retail. Web Conductors follows a referral-driven process for client acquisition along with subsequent client interview to ensure a good fit.

**Organizations also refrain from leveraging external tools to drive quality traffic back to the website. This is where we step in to develop and manage a digital advertising strategy that accomplishes their goals and helps to solve their problems**

Among the many offerings, Web Conductors also specializes in programmatic advertising—a targeting option that helps their clients to place ads to reach the right person, at the right time, in the right place. With programmatic advertising, clients can display ads to the next level, while reducing unwanted costs and increasing conversions. That's not all; apart from creating a custom audience, programmatic advertising can help to go beyond Google and Facebook's advertising reach. Redefining their unparalleled and exceptional offerings, Web Conductors is providing over-the-top services by advertising to people on their Roku device, for example. For the cord cutters who no longer are getting cable ads, the company reaches out to them with their programmatic advertising to deploy video ads.

“From a competitive perspective, the quality of our work and our ability to demonstrate how our strategies manifest in real benefits to the business often results in us winning the projects with the prospective client,” extols Squires. Apart from working on their relations with individual clients,

Web Conductors will continue to develop and strengthen their relationship with industry-specific organizations such as buying groups and trade associations. 



Zac O'Connor

Ron Squires