



## How Voice.Page helped an agency scale their growth and get ahead of the game.

Canberra based marketing agency, 180 Degree Marketing needed a better search marketing solution for their customers. The solutions available were me-too, were too expensive, and not that effective.

After offering Voice.Page, 180 Degree Marketing were able to scale their growth with a differentiated search product, and deliver incredible results for their customers.

# A technology that helps today's consumer find local businesses

Established for 4.5 years, 180 Degree Marketing work with national franchise groups to help them be discovered online by their target customers. Experts strategies such as search engine optimisation, social media marketing, and advertising on Facebook, Instagram, Google, and LinkedIn Katey Johnstone (Founder) was looking for cost-effective ways to help their customers grow their businesses.

Traditional approaches like Social, SEO and SEM were expensive and didn't allow 180 Degree to differentiate their proposition for their customers.

After finding out about Voice.Page's advanced search technology, the team started offering Voice.Page's powered by citations. Katey and the team were impressed with how Voice.Page would allow them to differentiate their offer with a truly scalable technology solution.



*“Voice.Page has put our business in a position for growth and it is really exciting to work on something that is so innovative.”*

Katey Johnstone, Managing Director, 180 Degree Marketing



**CASE STUDY**

# Ranking on page 1 in less than 30 days for 42 locations

180 Degree marketing deployed the solution for a national pharmacy chain with over 42 locations across Australia.

Working with the Voice.Page team, they created local listings citations and then easily customised Voice.Pages for each location. Because the landing page content was automatically generated for every location, the landing pages were accurate, content-rich, and super-fast loading. The Voice.Page team also created an advanced store locator page using a data-first approach.

Importantly, the Voice.Page's were also voice enabled allowing each chemist to be discovered on Alexa, Google, and Siri.

Within two weeks of being launched, each location was ranking on page one for local search terms and product searches. The impact on the business was immediate. Website traffic increased, inbound calls increased, and foot-traffic to each store also grew.

Katey and her team are now working with all their customers to enable Voice.page and grow their businesses.

**1600%**

Increase in  
direction  
requests

**1300%**

Increase in  
phone calls


**1300%**

Increase in  
web clicks

# Search has changed, so should your search solution

With local search growing from 15% to 46% in the last 3 years and 50% of Internet users forecast to use voice search on their mobiles, new solutions are needed.

Traditional search solutions are costly, slow, and unpredictable. Voice.Page helps agencies differentiate with a technology that complements their current services.

	 Voice.Page <small>powered by intellicall</small>	Traditional search solutions
Voice search enabled	✓	✗
Easily deploy	✓	✗
Scalable	✓	✗
Automated	✓	✗
High margin	✓	✗

**Generate new revenue and deliver extra value to your business listings customers**