



## 302%

INCREASE IN POST LINK  
CLICKS ON SOCIAL MEDIA

## 27%

INCREASE IN CLICKS  
TO SITE FROM SEO

## 54%

INCREASE IN ORGANIC  
IMPRESSIONS FROM SEO

## NELSON FINANCIAL PLANNING

### ABOUT

Nelson Financial Planning has been providing retirement advice and estate planning solutions as well as personalized financial plans to help clients reach their retirement and investment goals for over 35 years.

### CHALLENGES

Because of the services Nelson Financial Planning provides, they have a specific demographic and target audience they need to reach with marketing. They have also historically been unable to see where their marketing dollars are being spent and what results it's yielding.

### SOLUTIONS

Nelson Financial Planning partnered with LOCALiQ for their website, SEO, social media marketing, and social ads.

### RESULTS

Because of LOCALiQ's reporting platform, Nelson Financial Planning is able to track calls, form fills, and emails from their marketing sources to truly understand how their marketing is working to get them new customers. From their reporting, they've seen an increase in the number of potential customers reaching out to them because of their various marketing campaigns on Google and social media sites.

**“Working with LOCALiQ has been fantastic. We have people calling from all over that would not have called otherwise. We have seen a noticeable increase.”**

*Joel Garris  
President & CEO  
Nelson Financial Planning*