

WordPress at the Heart of Your Strategy



David Mayne
COO & VP Digital Strategy

PIMedia
David@PIMedia.me
702-561-2303



PIMedia

A background image of a man with a beard and glasses, smiling, with a blue and green gradient overlay.

What I do...

Fractional Digital Officer & Consulting

- Executive & Staff Mentoring
- Project Scope Development
- Strategic Analysis
- Strategy Development
- Vendor Management
- Campaign Audit

Creating A Digital Engine



The Client is GentsRx.com



Coming December 2019

Global Drugs for Erectile Dysfunction Market Will Grow to \$5.18 Billion By 2022

A Report by The Business Research Company

LONDON, Sept. 6, 2019 /PRNewswire/ -- The global drugs for erectile dysfunction market was valued at about \$4.28 billion in 2018 and is expected to grow to \$5.18 billion at an annual growth rate of 4.9% through 2022. Driving the market is the increase in the number of chronic diseases....

<https://www.prnewswire.com/news-releases/global-drugs-for-erectile-dysfunction-market-will-grow-to-5-18-billion-by-2022-a-report-by-the-business-research-company-300913193.html>

Okay, just the facts... GentsRx.com

GentsRx is a self funded start up
with reasonable resources.

Okay, just the facts... GentsRx.com

The business model is a
telemedicine clinic and pharmacy
treating men's health Issues.

Pharmacy is registered in 34 states and growing
(Woman's version planned Q3 2020)

Okay, just the facts... GentsRx.com

Our first goal is to introduce the brand and grow our email list in pre-launch.

Launch goal is to complete the primary site in 45 days.

The fast track to digital success is
about doing R&D

Rob & Duplicate

Okay, just the facts... GentsRx.com

- Two main competitors
 - GetRoman.com – Category Adult
 - ForHims.com – Category Health

GetRoman.com – Raised \$200M

Get Your First Month of Hair Loss Treatment Free (On a Quarterly Plan) [Start Now](#)

roman

(888) 798-8686

[How it works](#)

[Our story](#)

[FAQ](#)

[GET STARTED](#)

[member login](#)

[Erectile dysfunction](#)

[Hair loss](#)

[Premature ejaculation](#)

[Cold sores](#)

[Genital herpes](#)

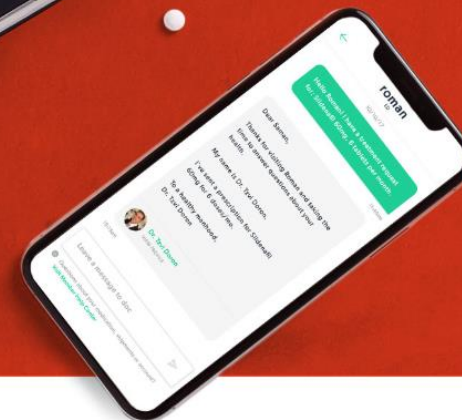
[Quit smoking](#)

[Enlarged prostate](#)

**E.D. meds prescribed
online, delivered to
your door.**


[GET STARTED](#)

FREE ONLINE VISIT



[Support](#)

[SHOP](#) [LEARN](#) **hims** [CART \(1\)](#) [LOGIN](#)



A potted tree with a thick, gnarled trunk, symbolizing strength and growth, next to a box and a bottle of Hims products.

Guy.

Against staggering odds, two things happened: one, the universe, two, you. Let's walk at our full height, honor the forebears, have a smile and for god's sake, floss.

[Hair Loss](#) [Erectile Dysfunction](#)

[Premature Ejaculation](#) [Performance Anxiety](#)

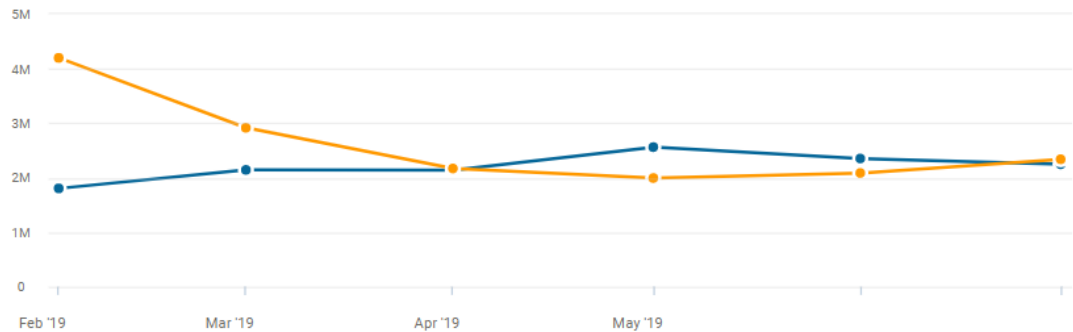
[Help](#)

Traffic Analysis

Traffic Overview ⓘ

Total Visits ⓘ

On desktop & mobile web, in the last 6 months



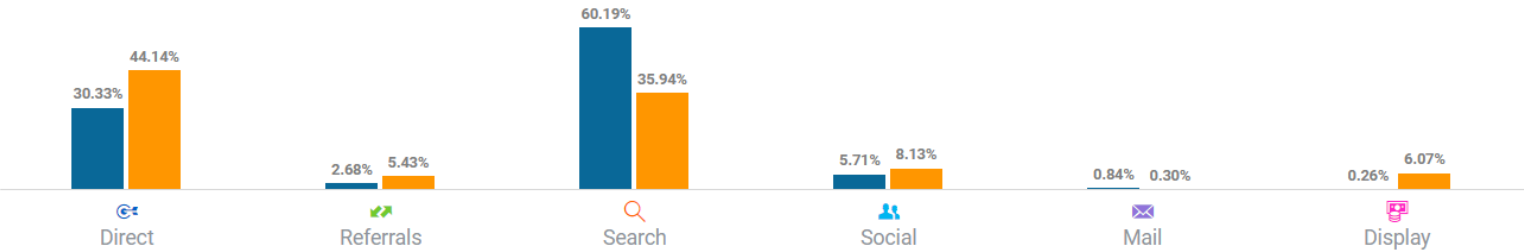
Engagement

Total Visits	2.25M	2.34M
Avg. Visit Duration	00:02:56	00:01:14
Pages per Visit	3.41	1.91
Bounce Rate	61.69%	72.94%



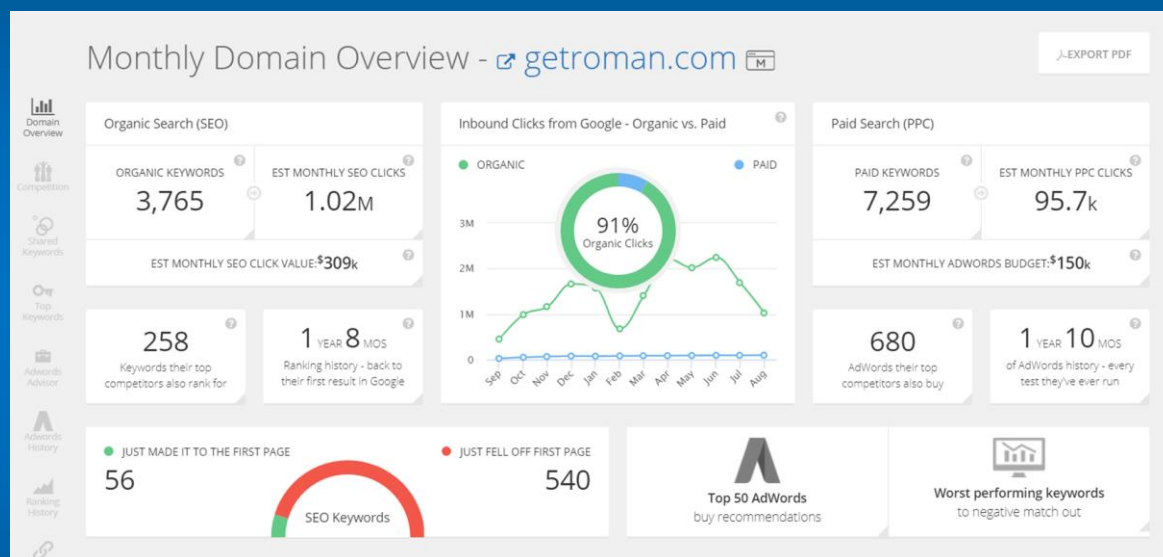
Traffic Sources ⓘ

On desktop



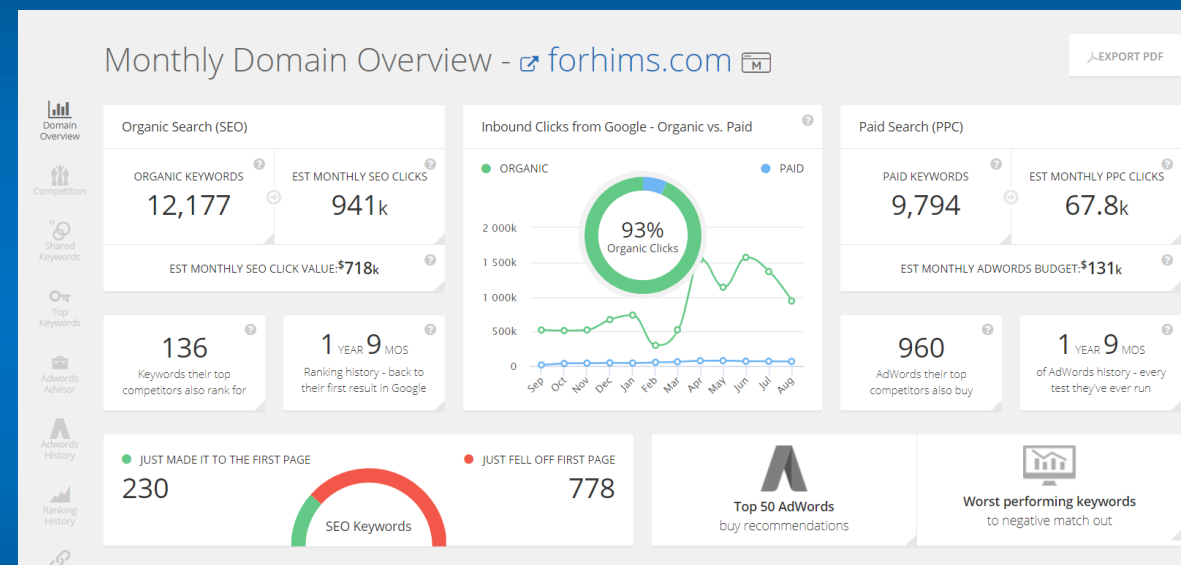
Main Competitors

Getroman.com



Category - Adult

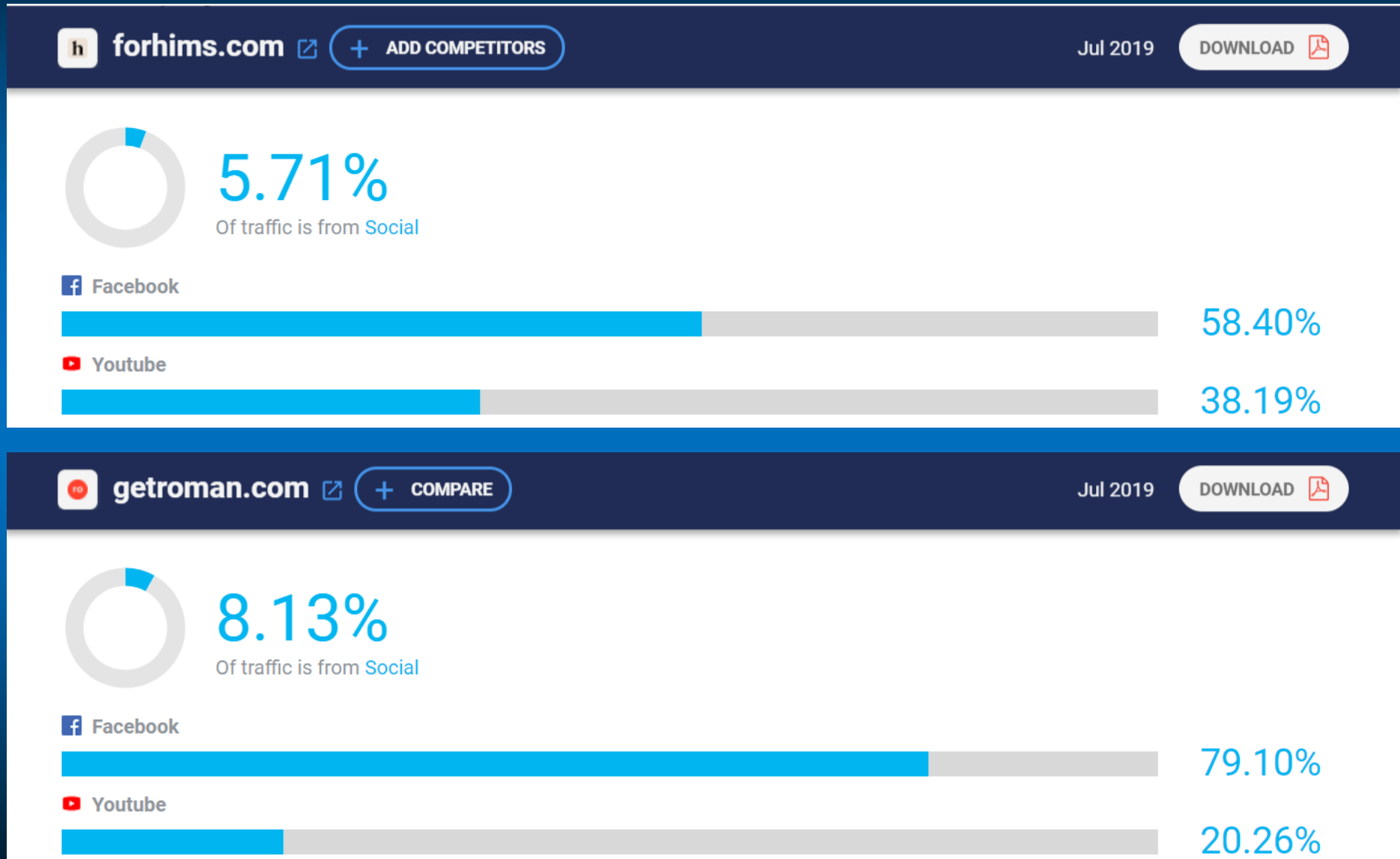
Forhims.com



Category - Health

Competitive Reporting by Spyfu.com

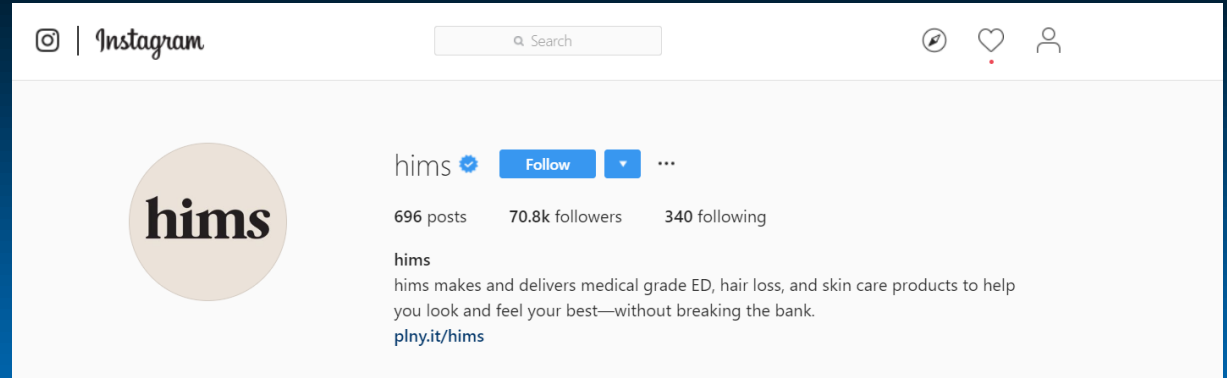
Social Traffic



Keyword research (location Nevada)

Keyword	Min search volume	Max search volume	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
sildenafil	1,000	10,000	High	96	1.89	6.01
cialis	1,000	10,000	Medium	45	1.36	4.4
sildenafil citrate 100mg	100	1,000	High	100	1.17	3.83
sildenafil citrate	100	1,000	High	100	1.68	4.4
sildenafil 20 mg	100	1,000	High	100	1.5	2.97
sildenafil 100mg	100	1,000	High	100	1.06	3.96
lady era	100	1,000	High	100	0.17	0.2
getroman reviews	100	1,000	High	69	0.79	4.98
getroman	100	1,000	Medium	43	1.71	7.1
generic cialis	100	1,000	High	69	1.48	4.66
forhims	100	1,000	Medium	39	2.73	16.55
ed pills	100	1,000	High	100	1.49	9.94
cialis pills	100	1,000	Medium	56	1.3	2.7
cialis online	100	1,000	High	77	1.99	14.05
cialis coupon	100	1,000	High	84	1.75	3.89

Social Media Analysis



Facebook	Roman	<32,000	Hims	45,015
Instagram		<2800		70,800
Twitter		<1200		<2100
YouTube Subscribers		<400		<300
LinkedIn		<3100		<2900

We will also use these channels for building our own ad audiences.

Video Marketing

As we develop the branding, video will play a greater role in both the SEO and advertising campaigns.



Roman

385 subscribers • 17 videos

Roman is a men's health company focused on helping men get healthy.
Learn more at <http://getroman.com>.

SUBSCRIBE 385



hims

hims

























275 subscribers • 34 videos

hims is about personal wellness. You should look and feel your best all the time. Our job is to make that easy and affordable.

SUBSCRIBE 275

34 videos, all posted
8 months ago.

Google rewards
fresh content.

 0:42	 0:25	 0:16	 0:14	 0:26	 0:12
Hey, LeBron. Try Hims for Hair Loss hims	Ask hims: What is valacyclovir for cold sores? ...	Ask hims: How long should I keep using hair loss...	Ask hims: How long does it take to receive your hims...	Ask hims: When should I start using hims for hair...	Ask hims: Am I able to have sex twice on sildenafil? ...
848 views • 8 months ago CC	465 views • 8 months ago CC	750 views • 8 months ago CC	413 views • 8 months ago CC	301 views • 8 months ago CC	1K views • 8 months ago CC
 0:22	 0:19	 0:14	 0:17	 0:17	 0:18
Ask hims: How do I get started with hims? hims	Ask hims: What's the hims doctor's visit like? hims	Ask hims: How long does sildenafil last? hims	Ask hims: Does finasteride actually work? hims	Ask hims: Is shedding normal while using hair loss...	Ask hims: How do I use minoxidil? hims
233 views • 8 months ago CC	364 views • 8 months ago CC	1.2K views • 8 months ago CC	1.3K views • 8 months ago CC	477 views • 8 months ago CC	1.1K views • 8 months ago CC
 0:22	 0:17	 0:13	 0:13	 0:28	 0:11
Ask hims: What about finasteride's side effects? ...	Ask hims: What type of baldness does hims help? ...	Ask hims: Do hats make you go bald? hims	Ask hims: What if I don't get an erection right away? ...	Ask hims: Does it take 6 months to see results with...	Ask hims: What do I do if my erection hurts? hims
637 views • 8 months ago CC	515 views • 8 months ago CC	489 views • 8 months ago CC	336 views • 8 months ago CC	1.8K views • 8 months ago CC	305 views • 8 months ago CC
 0:21	 0:14	 0:23	 0:18	 0:20	 0:16
Ask hims: Should I use The Shampoo daily? hims	Ask hims: Will sildenafil help with premature ejaculation?	Ask hims: Does finasteride affect my testosterone?	Ask hims: Should I take finasteride if we're trying to	Ask hims: Do I need to use finasteride every day? hims	Ask hims: Will sildenafil make my penis bigger? hims

Opportunities in the Digital Strategy

Social Advertising

Organic
Search & SEO

Funnel Development

Social Media

Search Advertising

Google Integration

Email Marketing

Reputation
Management

Display Advertising

Link Building
Strategies

Content Marketing
& Blogging

Review Marketing

Video Marketing

Directory &
Local Search

Website
Automation

Public Relations

Retargeting

Page Builder
Elementor

CRM
Integration

Affiliate
Marketing

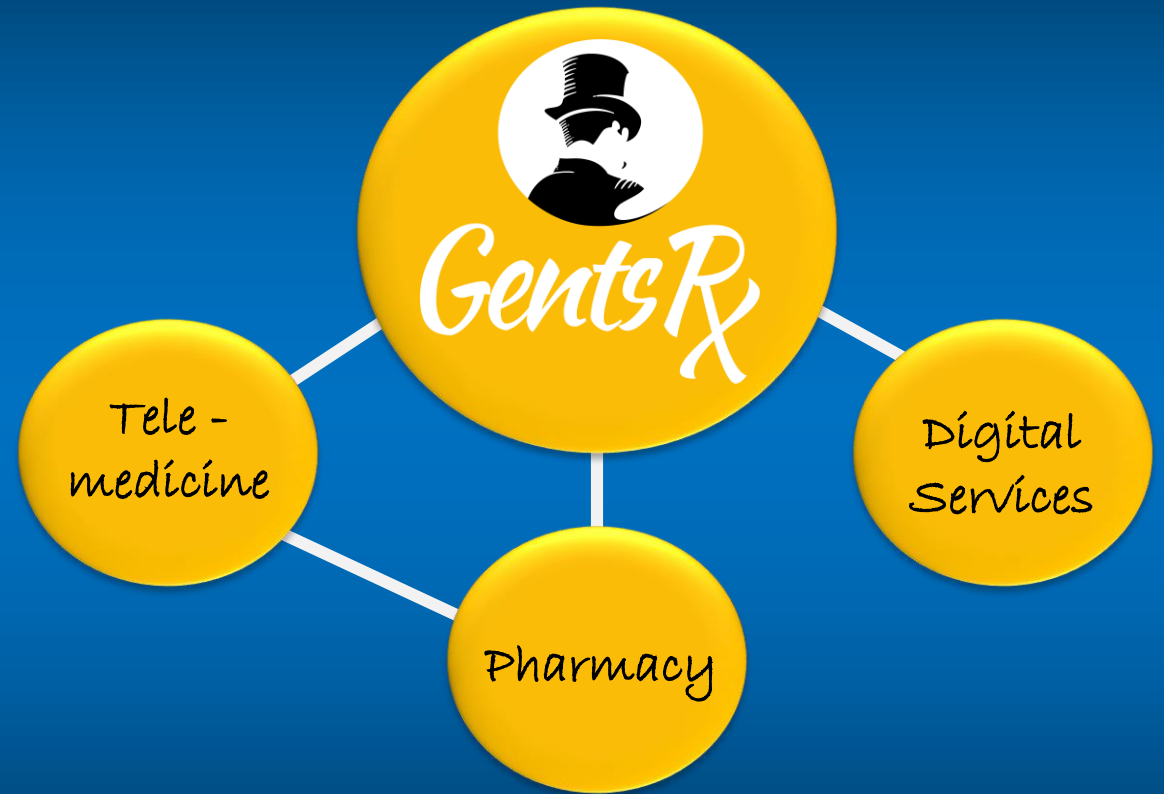
Structure

Estimated 30 Pages with Curated blog

- Grow to 200+ posts
- 8 primary categories

Tools:

- Elementor Page Builder
- Email System – Builderall
 - Price scalability - \$69.97 Unlimited
- Chatbot System – Intercom.com
- Social Media & Review monitoring
- Competitive Analysis – Spyfu.com
- Hosting – WP engine

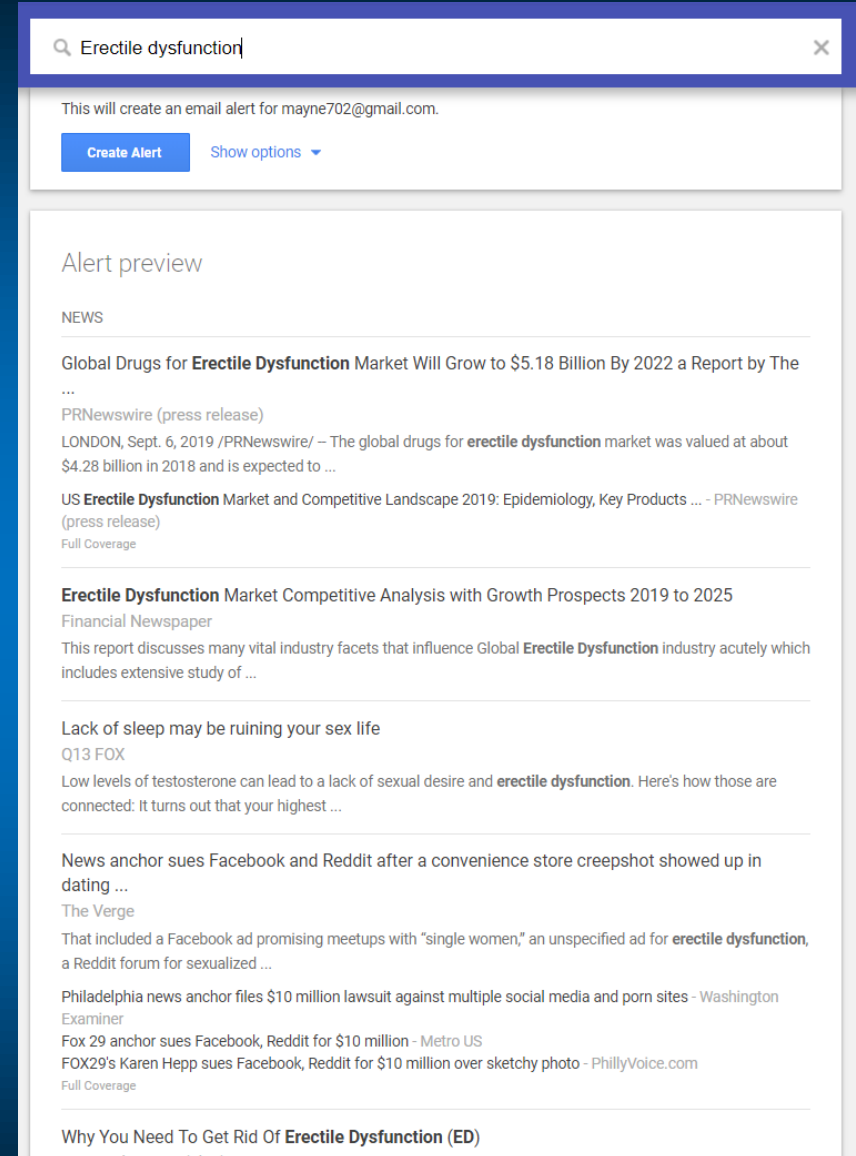


Find Me Google SEO

- This process closely ties the website to the Google services including:
 - Analytics
 - Search Console (formerly webmaster tools)
 - News
 - Maps
 - Retail
 - Adwords
 - Reviews - <https://whitespark.ca/google-review-link-generator/>
 - YouTube

Curated Blog

- For bringing lots of resources to your site quickly.
- Write 100 -300 words
- Outbound links
- Internal links
- Speeds your SEO



Search: Erectile dysfunction

This will create an email alert for mayne702@gmail.com.

Create Alert Show options

Alert preview

NEWS

Global Drugs for **Erectile Dysfunction** Market Will Grow to \$5.18 Billion By 2022 a Report by The ...
PRNewswire (press release)
LONDON, Sept. 6, 2019 /PRNewswire/ – The global drugs for **erectile dysfunction** market was valued at about \$4.28 billion in 2018 and is expected to ...

US **Erectile Dysfunction** Market and Competitive Landscape 2019: Epidemiology, Key Products ... - PRNewswire (press release)
Full Coverage

Erectile Dysfunction Market Competitive Analysis with Growth Prospects 2019 to 2025
Financial Newspaper
This report discusses many vital industry facets that influence Global **Erectile Dysfunction** industry acutely which includes extensive study of ...

Lack of sleep may be ruining your sex life
Q13 FOX
Low levels of testosterone can lead to a lack of sexual desire and **erectile dysfunction**. Here's how those are connected: It turns out that your highest ...

News anchor sues Facebook and Reddit after a convenience store creepshot showed up in dating ...
The Verge
That included a Facebook ad promising meetups with "single women," an unspecified ad for **erectile dysfunction**, a Reddit forum for sexualized ...

Philadelphia news anchor files \$10 million lawsuit against multiple social media and porn sites - Washington Examiner
Fox 29 anchor sues Facebook, Reddit for \$10 million - Metro US
FOX29's Karen Hepp sues Facebook, Reddit for \$10 million over sketchy photo - PhillyVoice.com
Full Coverage

Why You Need To Get Rid Of **Erectile Dysfunction** (ED)
The World Report (blog)

Chatbots are growing up...

80% of
consumers
say that they
like chatbots

The screenshot displays the Intercom website with a chatbot interface overlay. The website header includes the Intercom logo, navigation links (Solutions, Why Intercom, Resources, Pricing), a search bar, and a 'Sign in' link. The main content area features a testimonial from Sotheby's and three service cards: Lead generation, Customer engagement, and Customer support. The chatbot overlay on the right includes a greeting, a list of conversations, and a 'New conversation' button. Below the chatbot, there is a promotional banner for the book 'Intercom on Sales' and a link to 'We run on Intercom'.

INTERCOM

Solutions ▾ Why Intercom ▾ Resources ▾ Pricing

Sign in

Your email address

Get started

Trusted by 30,000+ of the world's most successful companies

Sotheby's New Relic ATlassian shopify

Lead generation
Qualify more leads automatically and close more deals around the clock with chatbots and live chat.
[Learn more →](#)

Customer engagement
Send targeted messages to onboard and activate customers, so they get the most out of your business.
[Learn more →](#)

Customer support
Provide personalized, collaborative service support.
[Learn more →](#)

Hi, we're Intercom 🙋
We help your business grow by connecting you to your customers.

Your conversations [See all](#)

Operator
Operator: Hi there 🙋 What brings yo...
[New conversation](#)

INTERCOM on SALES

New book: [Intercom on Sales](#)
Get proven B2B sales strategies that will...

[We run on Intercom](#)

Understanding Digital Influences

- The Website is the heart of the digital strategy
 - Everything drives to the website
- Traffic = Relevance, Relevance = SEO
- List building is the foundation of your re-marketing
- Social Media and Review Marketing are managed together
- Chatbots are growing up and 80% of consumers like them
- 3 most important factors in determining ROI
 - Conversion, Conversion, Conversion

Who is the true target audience?



We don't know...

- We want to test the site content through online and social competition:
- People want to give their opinion
- Offers greater transparency
- Builds pre-launch reputation
- Gathers emails for results
- Let's us test everything, models, pages, videos, slogans...



Reporting & Analysis

- Monthly reports and analysis will be generated for:
- GentsRX.com
- Social media channels
- Advertising and conversion
- Email marketing
- Competitor data
- Other data points to be identified

Don't make changes without supporting data

What can I do now?

- Set your goals
- Understand R&D
- Make data decisions





Questions?



Thank you!

David Mayne
Vice President of Digital Strategy

PIMedia
David@PIMedia.me
702-561-2303



PIMedia

Resources

- WPEngine.com & Siteground.com - Hosting
- Elementor.com – WordPress Page Builder
- Builderall.com – Unlimited Email services
- Whitespark.ca – Google review link generator
- Spyfu.com – Competitive Analysis
- Google Alerts