

Digital Marketing Firms Serving Businesses in Charleston, SC

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Charleston Businesses Looking for
More From Digital Marketing



Results Driven Marketing®
Your **GOOGLE** Girls & Guys

Businesses searching for a digital marketing firm in Charleston, South Carolina, can turn to [Results Driven Marketing®](#) for a strategy focused on more than clicks, traffic, and reports. Based in the Charleston area, Results Driven Marketing helps businesses turn SEO, paid advertising, website performance, content, and online reputation into more calls, stronger leads, and real opportunities for growth.

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Business owners don't just want more marketing activity. They want to understand what is producing leads, what is creating opportunities, and where they should focus next.”

*Janeene Bannan, owner,
Results Driven Marketing®*

Founded in 2013, the agency brings more than a decade of digital marketing experience and is a certified Google Partner and BBB Accredited Business with an [A+ rating](#). Results Driven Marketing has also received recognition from the Philadelphia Business Journal and has been featured by CIO Bulletin.

Marketing Should Lead to Business Growth

For Results Driven Marketing, successful digital marketing is not about being busy online. It is about creating a clear

path from visibility to conversion.
That means looking at the entire customer journey.

SEO helps businesses get found. Google Ads can capture high-intent searches. A strong website builds trust and encourages action. Reputation management reinforces credibility. Content helps businesses demonstrate expertise and answer the questions potential customers are already asking.

When those strategies work together, marketing becomes much more than a collection of separate services.

Proven Results Across Competitive Industries

Results Driven Marketing works with businesses across industries including legal services, healthcare, home care, professional services, franchises, and other competitive local markets. In one published SEO case study, the agency reported a 68% increase in organic traffic, a 170% increase in Google rankings, and 240 SEO-generated leads in 2024. Results vary by business, competition, market, and starting point, but RDM focuses on the metrics that matter most to business owners: Are we attracting the right people, are those people taking action, and is marketing contributing to growth?

Why Digital Visibility Matters in Charleston

Charleston is a competitive and growing market. Whether a business serves homeowners, families, professionals, or other companies, potential customers often research several options before deciding who to contact. They search Google, read reviews, visit websites, compare businesses, and increasingly use AI-powered search tools to help narrow their choices. Businesses with a strong, consistent digital presence have a better opportunity to earn trust early in that decision-making process. Results Driven Marketing helps Charleston businesses strengthen that presence while keeping strategy connected to lead generation and conversion.

One Strategy Across Multiple Marketing Channels

Rather than managing each marketing service in isolation, Results Driven Marketing looks at how the pieces work together. The agency provides SEO, Google Ads and PPC, website design, online reputation management, content marketing, social media, AI visibility strategies, call tracking, and other lead-generation services. This gives business owners one team looking at the bigger picture, including where leads are coming from, whether they are qualified, how effectively the website converts them, and where opportunities may be getting lost.

About Results Driven Marketing®

Results Driven Marketing is a Charleston-area digital marketing agency helping businesses increase visibility, generate qualified leads, and turn marketing investment into measurable growth. Charleston businesses interested in improving their digital marketing performance can [contact Results Driven Marketing](#) to learn more.

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