



eminent
online marketing

Internet Marketing Newsletter

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The right message at the right time

In Marketing, as with so many other things, it is essential that you deliver the right message, at the right time, to the right person and in the right way. To consider these four aspects in your marketing is essential to get the best return with your marketing budget.

If any of these aspects are not present, it means that your message won't have the desired result, even though your product or service would have been a good fit for the prospect.

If you do deliver the right message, at the right time, in the right way AND to the right person, you know it is highly likely to be successful for those prospects that need your product or service.

In this newsletter we address how to deliver your marketing in the right way and explain how SEO and PPC work together. Our previous article, from the April issue, had such a good response that we've decided to expand on the topic.

In other articles we're looking at how to deliver the message in the right way in our article on seasonal marketing – whether it's for Christmas, a one-off event or a limited time offer.

As always, if you have feedback, suggestions for future articles, or want to send us any other comments, simply email info@eminentonlinemarketing.com.au

Until next month,

Janna Jungclaus

And the Eminent Online Marketing Team

News

As most of our past and current clients have already seen, we have commissioned Knowledge Core to conduct some research on behalf of Eminent Online Marketing.

We're looking for feedback on our service, the products we're offering, and the results our clients have received.

The research is part of our ongoing commitment to outstanding service and to increase transparency in the SEO industry.

We'll report on the research in one of the upcoming newsletters and are hoping that it will help us to improve our products and service even more.

For more information about Knowledge Core visit www.knowledgecore.com.au

PPC and SEO 1+1=3

In our April issue we published an article on how different marketing techniques fit into the marketing mix. The article had a particular focus on how different strategies, such as video marketing, social media and PR campaigns work in conjunction with SEO.

Feedback from readers has been very positive, and most inquiries focused on the combination of SEO with paid search, also called PPC (pay per click) such as Google AdWords. Most of our clients already use a combination of both paid search engine advertising, and search engine optimisation.

Whether you already have an online marketing campaign in place, or are thinking about the best way to start, this article provides a more detailed explanation of how SEO and PPC work in combination with each other.

In an ideal world, both SEO and PPC would have an equally large and successful share of the marketing budget, giving you a larger online market share and exposure: $1+1=3$.

However, for those who have limited marketing budgets, there are also strategic ways of using the combination of SEO and PPC, allowing you to get better results, more leverage and a more consistent flow of leads.

Same Starting Point

Both SEO and PPC have the same starting point – that is doing the research on your audience and what search phrases they use to find your product or service. It is essential to the success of any online campaign to do your research, including looking at competitor websites and PPC campaigns, your target demographic and related search phrases.

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Different Pace and Learning Cycle

SEO and PPC have an entirely different pace. While PPC can deliver the first leads within minutes of the campaign getting started, SEO typically takes 6 months or more to deliver great results. Of course the pace results in different learning cycles too. With PPC we can already see which keywords deliver the best leads after a few weeks. We can also see which keywords cost too much and don't deliver a return and which ones should be cancelled altogether.

That's a major benefit of combining SEO and PPC: Taking advantage of the short learning cycle of PPC and leveraging the best key terms through a long-term SEO campaign.

Differing Credibility

The difference between paid and natural search results is quite obvious to most people. There is a perception that products which are being promoted through paid advertising are not necessarily the best products. Thus, not all search results have the same credibility.

Research has shown that people are more likely to click on natural search results and disregard paid advertising on the assumption that natural search results must be better.

Whether this is true or not, it is important to keep in mind, that the addition of social media has further challenged this perception and in many cases people will be most likely to be interested in a product or service that their friends and colleagues have used, reviewed or recommended.

Different Locations

Although search engine optimisation and PPC seem very similar at the start, the advertisements are actually shown in very different locations.

A single search engine optimisation campaign can result in front page listings on Google, Yahoo, Bing and a number of other search engines. With the right strategy, your results can also show on related sites, such as YouTube and other video sites (if your SEO campaign includes video), Google News and other news sites (if your SEO campaign includes press releases) and Image search (if your SEO campaign includes the optimisation of images).

In contrast, a PPC campaign is separate for each search engine. That means a Google AdWords campaign will show on the Google search results, as well as Partner websites that display Google Ads. Google Ads also allows you to add banners to your campaign, which can be displayed on partner web sites, but will not show on Google Search results.

Targeting

There is a great difference in the extent to which you can target your ideal audience. While an SEO campaign will be planned with a certain target audience and their behaviour in mind, once put into place, it will have a constant presence in those channels. For example, your target audience may be frequenting YouTube and Google, and once your website is optimized for those channels, your brand will be a constant presence.

PPC and SEO 1+1=3

What makes up the combined power of SEO and PPC?

- Common starting point: research
- Different pace and learning cycle
- Each brings differing credibility
- Your website shows in different locations
- Targeting varies
- SEO brings more leverage

In contrast, PPC can be highly targeted and turned on or off at different times (for more details on seasonal marketing, read the article below). PPC campaigns can be targeted for mobile devices, laptops or desktop computers, for certain times of the day, for particular partner websites and even for recurring display of ads to the same person.

Leveraging your Budget

Whether or not an ongoing marketing strategy can be leveraged is one of the main points in making a decision which strategy should become a main pillar in your marketing. In this comparison SEO is the clear winner.

An investment in SEO, although usually showing delayed returns, is an ongoing investment that delivers leads to a business day in, day out, for the life of the business and the campaign.

In comparison, in many cases a PPC campaign constantly has surprises looming. Since each click costs a certain amount the monthly budget can easily be spent within days – leaving the rest of the month without any leads at all. Careful monitoring of the ad performance, developing a highly targeted campaign to reduce unnecessary clicks and knowing your profit margin are essential to setting up a successful PPC campaign. Many of our clients and prospects have told stories of how they were burnt by high advertising costs with AdWords – that's why it's essential to work with professionals to set your campaign up in the leanest and most targeted way possible.

Combined Power

As you can see from this detailed discussion, both SEO and PPC have their place in the online marketing world. Google claims the combination of the two increases sales and a recent article from Search Engine Land supports that claim.

In the marketing world, the more exposure your product, service, brand or name receives, the more likely it is your prospects will remember you. Depending on the context, your credibility is also likely to rise and the more your share of the online marketing space increases, the less share your competitors have.

Combining the power of SEO and PPC is one of the most successful ways to deliver constant leads and get a higher ROI from online marketing because it allows you to exploit the strengths of each to increase your contact with customers.

Seasonal Marketing – How to Prepare for High Times

We haven't started seeing Christmas decorations in the shops yet - but one thing is certain, they are being planned already.

Christmas is the biggest B2C marketing event of the year, with thousands of businesses advertising their products at the same time. But seasonal marketing extends way beyond Christmas.

Seasonal marketing can be about high seasons where customers typically spend more on certain products than at other times of the year. The best example of this type of seasonal marketing are Christmas, Valentine's Day, Easter, Mother's and Father's Day, etc.

But it can also be about low seasons, where there is lull in business and excess capacity needs to be filled, for example specials on airfares and holidays.

Then there are times where excess stock needs to be moved. Summer, Winter and Moving Sales are great examples of this.

Other seasonal marketing events may be limited time events, such as a musical or theatre show, or even one off events such as a concert.

So what are the best ways to advertise for such events?

PPC

PPC or Pay Per Click advertising is a great tool for seasonal marketing. It can be highly targeted and turned on or off as is suitable to the campaign and the supply that is available.

With PPC ads are flexible and can be changed at a moment notice, making customers aware of additional specials. Need to get rid of stock now? Give customers an extra 50% off. Have sold out your concert? Turn off the ads immediately. Want to change the wording of your ad to include a certain event? No problem. Examples of great PPC platforms are Google AdWords, Facebook Ads, Yahoo Search Marketing and LinkedIn Ads.

Placed advertising

Placed advertising, whether in other newsletters, banners on websites, etc. can often be bought in advance for a certain time of the year. Ensuring you make the arrangements well in advance will guarantee that you get your message to potential customers at the right time. Typically placed advertising has a one off cost and runs over an agreed period of time, disregarding whether your offer has already sold out.

Deals Websites

Deals websites, such as Living Social, Spreets, Our Deal and Star Deals, can be a great way to get rid off excess stock or fill up your capacity during a quite period. When agreeing to a deal, make sure you maintain your desired profit margin and are prepared for the increased influx in customers. However, don't make the mistake of offering a deal during a busy time period: This can result in overworked staff, long waiting times and disgruntled regular customers who are missing out because of bargain seekers.

Email Marketing

Email Marketing is another star of the seasonal marketing toolkit. Whether it's your own email list, or that of a related business, an email means your message reaches the right person in the right way.

When emailing your offer to an email list, make sure the list is well targeted towards your offer or service – preferably it will be your own list. Also make sure the readers of the newsletter have a “warm relationship” with the sender – they are more likely to buy an offer if they value the relationship and don't constantly feel sold to.

Results Showcase

We are proud to be able to showcase many happy clients who have received great results from their SEO campaigns with us. Here we share a few recent results.

Keyword	Broad Position		
	G	Y	B
personal stylists	1 st	+2 nd	+3 rd
personal stylist sydney	1 st	+2 nd	+3 rd
personal stylists sydney	1 st	+2 nd	+3 rd
stylists sydney	1 st	+2 nd	+3 rd
personal stylist	2 nd	+2 nd	+3 rd
fashion stylist sydney	2 nd	+2 nd	+3 rd
stylist sydney	2 nd	11 th	10 th
stylist fashion	2 nd	+2 nd	+3 rd
style consultant	2 nd	11 th	8 th
fashion stylists	2 nd	+2 nd	+3 rd
stylist	4 th	+2 nd	+3 rd
style consultants	4 th	11 th	7 th
fashion stylist	5 th	+2 nd	+3 rd
personal styling	5 th	+2 nd	+3 rd
how to become a stylist	8 th	+2 nd	+3 rd
wardrobe stylist	9 th	+2 nd	+3 rd
personal shoppers	9 th	18 th	6 th
personal stylists melbourne	9 th	+2 nd	+3 rd
melbourne personal stylist	9 th	+2 nd	+3 rd
fashion stylist melbourne	10 th	+2 nd	+3 rd

Smitten With Style

Smitten With Style are now expanding their Melbourne Business even more. With their SEO campaign originally focused on Sydney, SWS is now ranking on the first page of Google for a number of Melbourne keywords. Now women and men in Melbourne can experience even more of the Smitten With Style difference! www.smittenwithstyle.com

End 2 End Business Solutions

Another example is End2End Business Solutions, who are ranking on the first page for their major keywords after a 4 month SEO package. www.end2endbusinesssolutions.com.au

Main Keyword	Current ranking	No of Competitors
Business Human Resources	2	285 mio
Human Resources Consulting	5	56,9 mio
Human Resources Strategy	7	101 mio
HR Strategy	7	7,8 mio
Human Resource Planning	8	43,2 mio

What's coming up?

The world of online marketing and SEO never stands still, and neither do the projects we work on with our clients.

In the upcoming newsletters we'll be doing a feature on our team members, as well as an article on how you can not only build your search engine rankings, but your brand and profile online.

Until then, check out our blog at www.eminentonlinemarketing.com.au which is regularly publishing new articles, and our Facebook page <http://on.fb.me/dUWCJO> where we share industry news, interesting articles and success stories.

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