

Search Engine Marketing For Publishers Tapping the Power of SEM and SEO

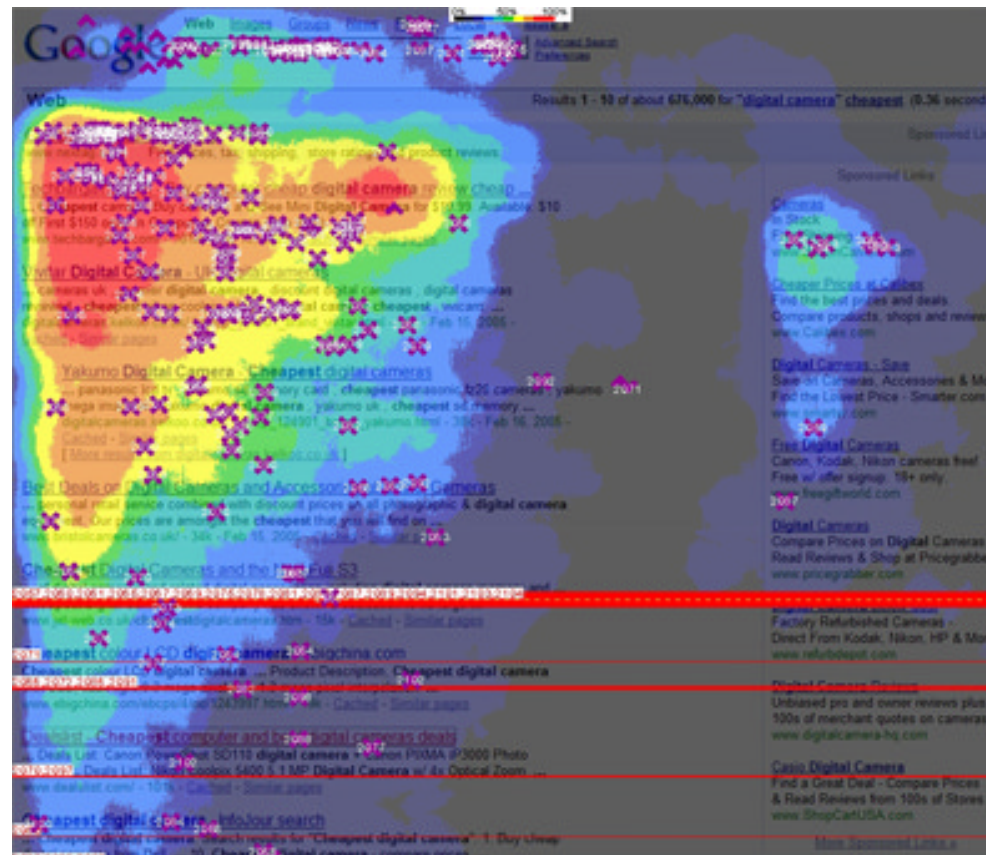


Raise Your Expectations.



Searchers Turn To Search Engines:

In Google, the top paid or organic results get lots of attention. Did-it.com / Enquiro / Eyetools
Eyetracking Study February, 2005



Search is a Win or Lose Game:

SEM and SEO are a zero-sum game.

Only one marketer gets the maximum value. You or your competition. The market is Darwinian for every keyword.

Most keyword auctions now factor in relevance.

No single strategy will work for every marketer.

What's your strategy? Your objectives.



Publisher Success Objectives:

If you are going to engage in PPC search to supplement organic results, know your success objectives:

- Subscriptions at a Cost Per Order (CPO)
- E-mail newsletter subscriptions at a Cost Per Action (CPA)
- Pageviews at the lowest cost per pageview (high efficiency traffic)
- Blended Success Metrics
- Branding Metrics (brand lift based on site-side experiential branding and the listing itself)



Success Objectives Drive Budget Strategy:

There are basically three types of effective budget strategies:

Pure Direct Marketer: Search budget is “Carte Blanche” as long as an immediate allowable is met

Fixed Budget Marketer: Search budget is to be allocated the best possible way based on some kind of measurable success metric

Hybrid Marketing Budget: Intangible or difficult to measure factors are used to balance and justify a budget or the marketer uses success metrics as well as a budget. (Meet this allowable but don't exceed X monthly spend.) This requires a balanced approach.



PPC Auctions, Two Types at the TOP:

There are only two kinds of marketers at the top of the PPC search results:

- Brilliant Marketers
- Total Lunatics

Success requires figuring out how to either:

- a) Be the brilliant marketer that can afford a top position
- b) Deal effectively with the total lunatics



For Publishers Content is King:

For algorithmic search, content is king.

The search engine's job is to find great content and rank it based on quality and relevance.

Paid search also requires relevant content and can be a great facilitator allowing publishers to build PPC campaigns with multiple types of objectives.



The Publisher's PPC Advantage, Content:

Publishers have huge advantages in the PPC search marketing arena:

- Lots of content
- High number of keywords that match to that content
- News searches are always high volume

Technology, when combined with the right strategy and analytics empowers you to buy search very efficiently.



Why You Need Best-in-Breed Technology

Real time auctions create an entirely new set of challenges for marketers.

- Multitude of simultaneous choices
- Competitive reactions (market elasticity)
- Different ways of buying the “same” keyword
 - Geo, Match type, Daypart / day of week, Engine syndication network / contextual
- Keyword Volumes differ
- Keyword Volatility differs
- Conversion rate differs by position, etc.



Why You Need the Perfect Strategy

To maximize profit, you must:

- 1) Buy the best clicks first
- 2) Keep buying clicks until you maximize profits, looking holistically at interaction effects.
- 3) Know how other variables impact search
- 4) Take into account media, news and PR
- 5) Build a simple (or complex) media model for your online (and offline) media



Why you need killer analytics

Strategy and Technology alone still don't deliver full maximum results.

Analytics teams looking at data & running customized analysis will find opportunities **UNIQUE** to each marketer. After all... Your business is unique.

Uncovered opportunities **CHANGE** over time.

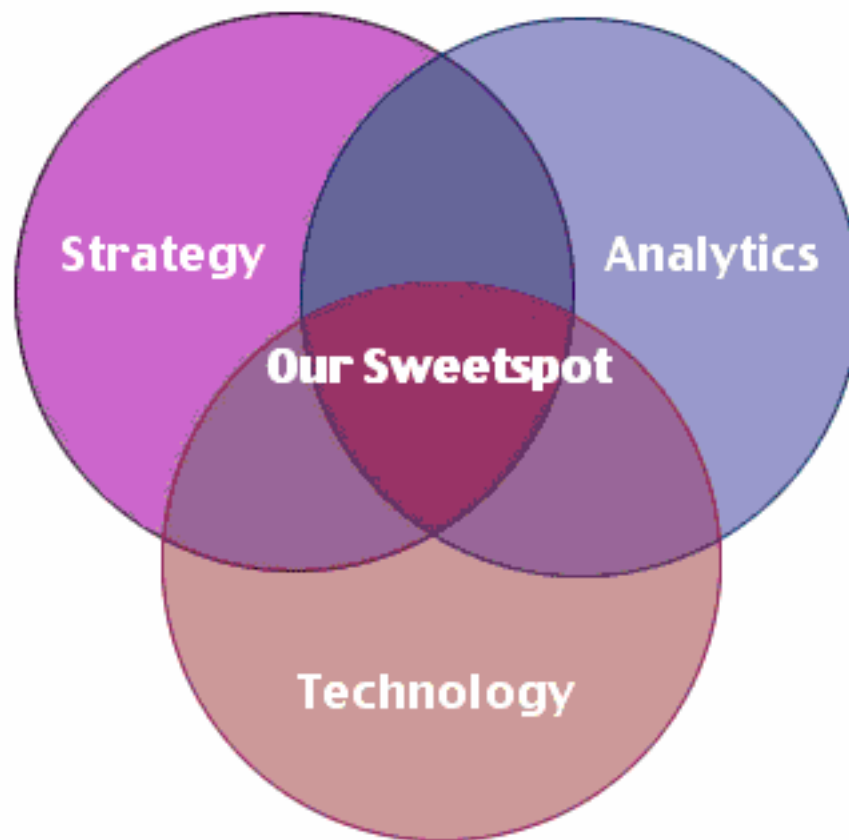
Search is complicated but highly effective.



Combination is a True Profit Builder:

If you screw up any of the three, you lose:

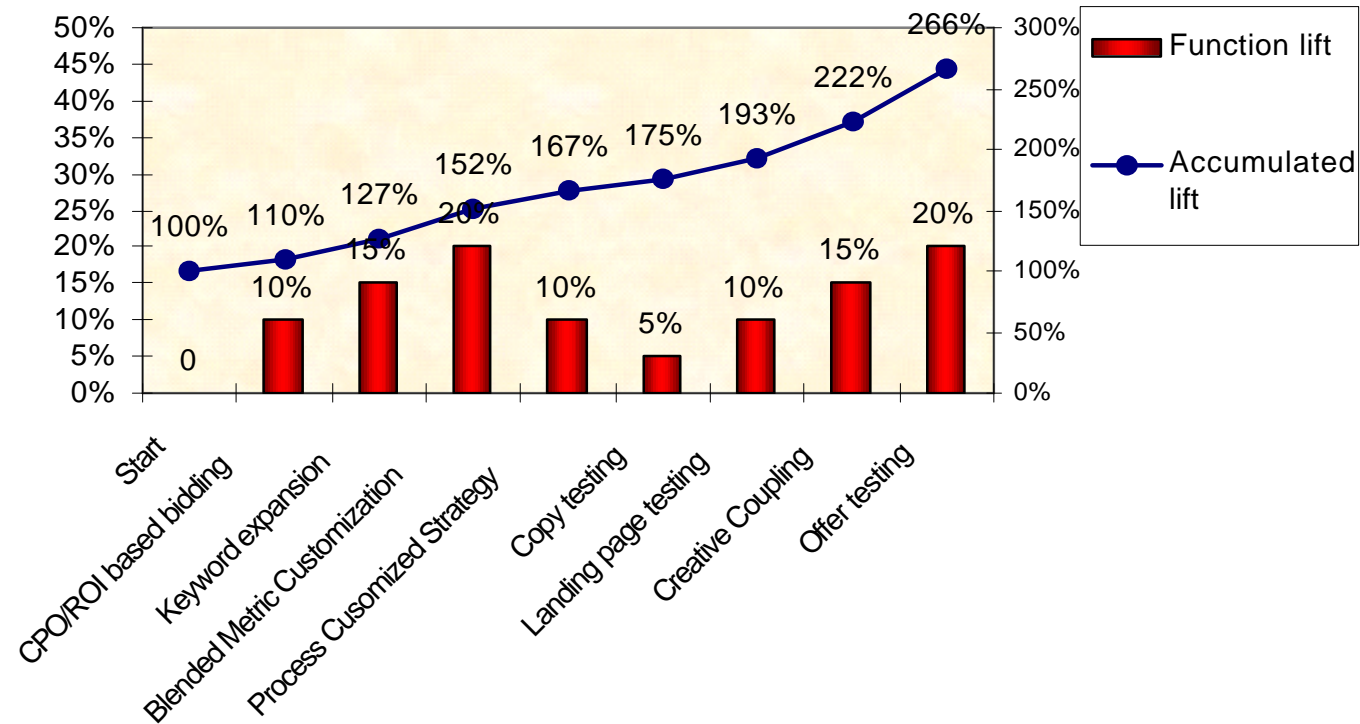
Wasted Budget or Missed Opportunity



Strategies combine to grow profits

Failure to constantly test and improve insures eventual failure. Test, Test and Improve!

Function lift & Accumulated lift



Strategies combine to grow profits

Paid Search Marketing is a win lose game. Want to win?

Control risk through education, best practices, smart people, and appropriate use of effective technology.

Do you want to be a survivor and a winner in the game of search engine marketing? Learn how the game is played.

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Copies of PPT? Send me an e-mail as well.

