

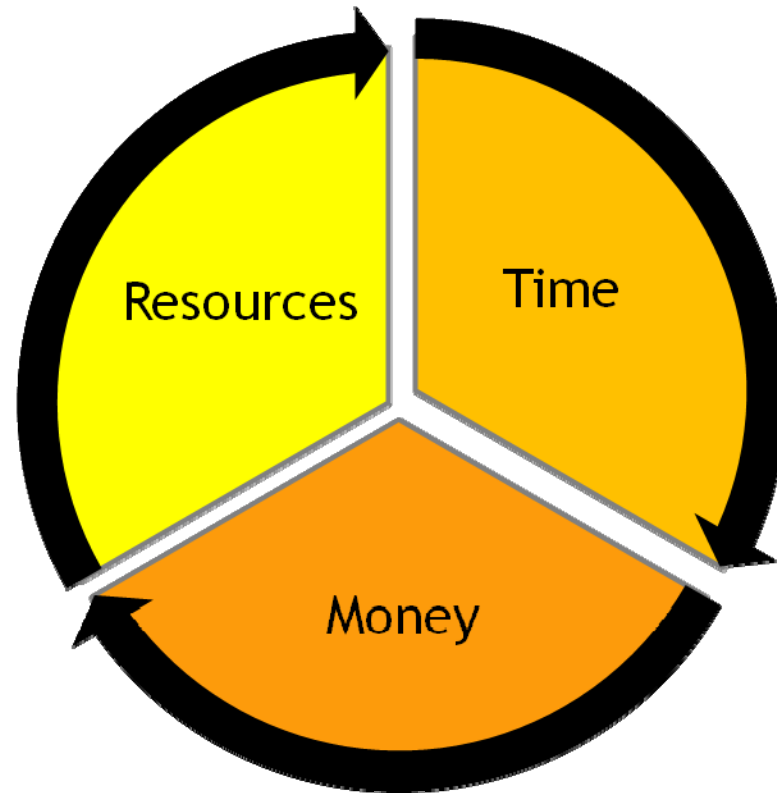


Measure & Achieve

Internet Marketing Performance

Presented by: Noble Studios
March 16, 2010

Online advertisement takes Resources, Time, and Money



What is online advertising?

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.

Examples of online advertising that we will be talking about today:

- Keyword Advertising
- Display Advertising
- Social Network Advertising
- Email Marketing

Important Words to Know

- **Pay Per Click (PPC):** Pay Per Click is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system.
- **Cost Per Impression (CPI):** Cost per impression, often abbreviated to CPI or CPM for Cost per thousand impressions, is a phrase often used in online advertising and marketing related to web traffic. It is used for measuring the worth and cost of a specific e-marketing campaign.

Keyword Advertising

Keyword advertising refers to any advertising that is linked to specific words or phrases. It is believed that Yahoo! pioneered the keyword advertising buy in 1996.

Search Engines Offering Methods for Keyword Advertising:

- Google Adwords
- Yahoo! Search Marketing
- Microsoft AdCenter
- Looksmart
- Miva and many others

Brief Introduction to Keyword Advertising using Google Adwords:

<http://www.youtube.com/watch?v=6TqVPoLg3sE>

Display Advertising

Display Advertising can consist of static or animated images, as well as interactive media that may include audio and video elements to promote click-through on a site.

Display Advertising standards have changed over the years to larger sizes, in part due to increased resolution of standard monitors and browsers, in part to provide advertisers with more impact for their investment.

Examples of most common forms of display advertising:

- Banner
- Skyscraper
- Island Ad

Brief Introduction to Banner /Display Advertising:

<http://www.youtube.com/watch?v=oUT5H723li4>

Social Media Marketing

Social media marketing is a term that describes use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relations and customer service.

Common Social Media Marketing Tools:

- Twitter
- LinkedIn
- Facebook
- Flickr
- Wikipedia
- YouTube

Brief Introduction to Social Media Marketing:

<http://www.youtube.com/watch?v=gza8dvN8Hkc>

eMail Marketing

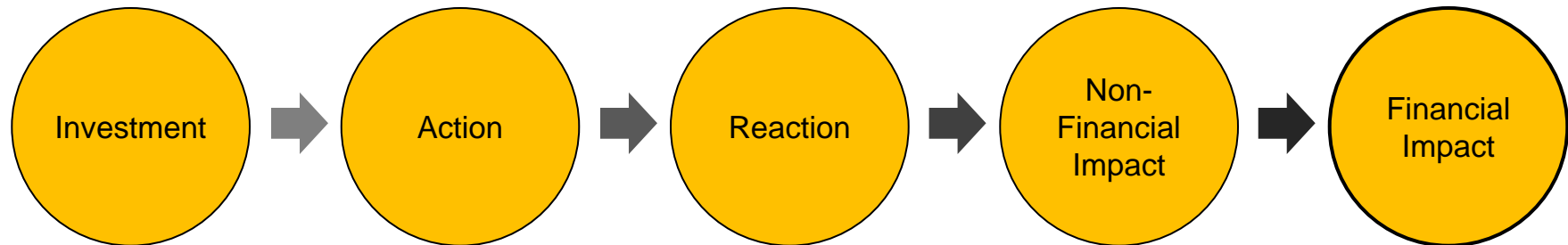
eMail Marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.

Common Purposes Behind eMail Marketing:

- To enhance the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business,
- To acquire new customers or convincing current customers to purchase something immediately
- To add advertisements to e-mails sent by other companies to their customers

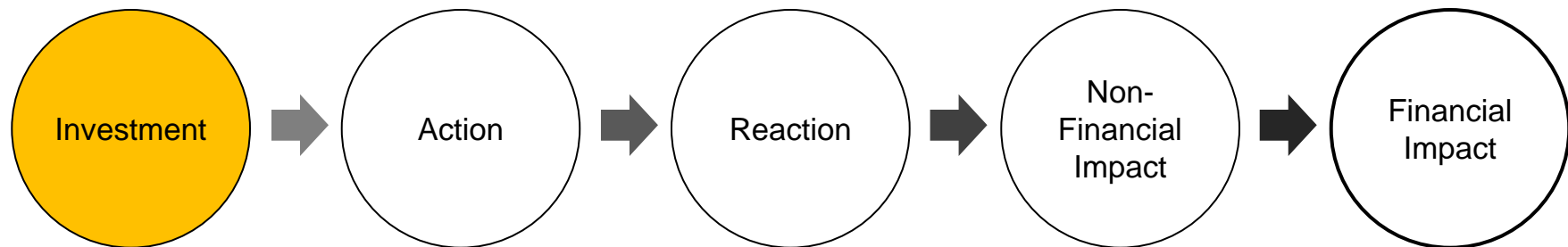
Brief Introduction to eMail Marketing: http://www.youtube.com/watch?v=nk-Ar_BKF4g
<http://www.youtube.com/watch?v=qza8dvN8Hkc>

The Steps to getting ROI from Online Marketing



Understanding the necessity of each step is critical in determining your best return on investment. Being strategic and programmatic with online marketing efforts will yield more than just “jumping-in” and contributing to the internet noise.

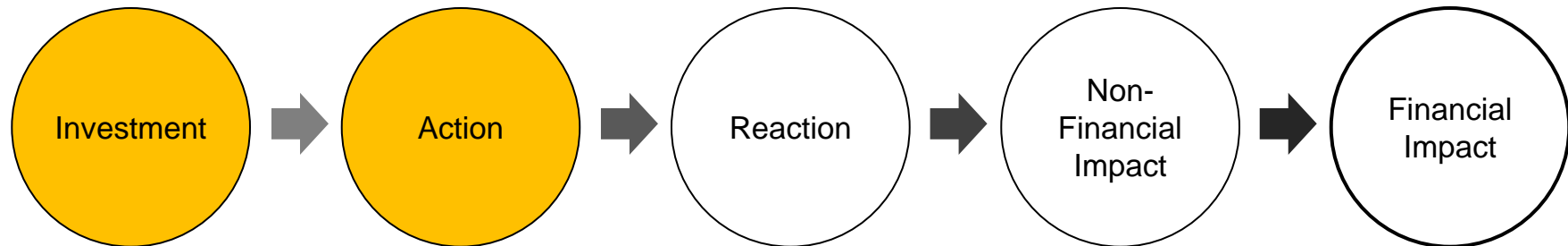
The Steps to getting ROI - Investment



The current impact and/or website traffic you have, will act as a baseline for measuring against. As series of information will help you prepare prior to taking action:

1. Create Persona / Messaging / Tone
2. Build Target Audience(s) and web locations through keyword searches
3. Build an Online Media Plan
 1. Targeted websites and social accounts
 2. Related blogs, forums, sites, directories
 3. Setup measurements for success
 1. Analytics (Unique Visitors, Impressions, Users to new users, Fans, Posts, Mentions, Connections, Referring sites, etc.)
4. Determine messaging & establish frequency

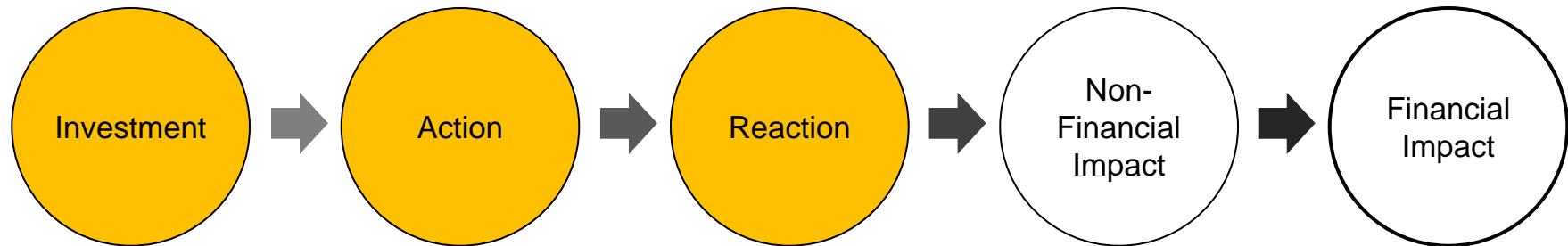
The Steps to getting ROI - Action



Build a set of actions to be developed and executed over a period of time based on prior planning and budgetary scope. Training internal personnel will also help ensure a proper hand-off at the end of the project.

1. Create tone and community contribution from the online media plan
2. Activity seek out Target Audience(s)
3. Maintain frequency

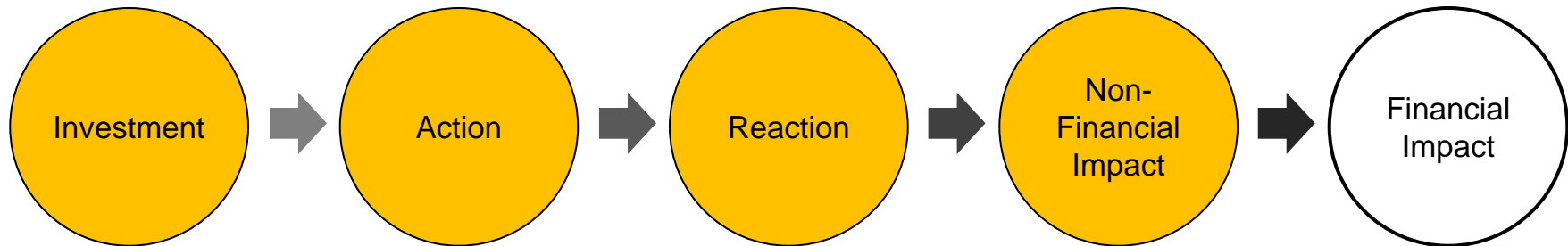
The Steps to getting ROI - Reaction



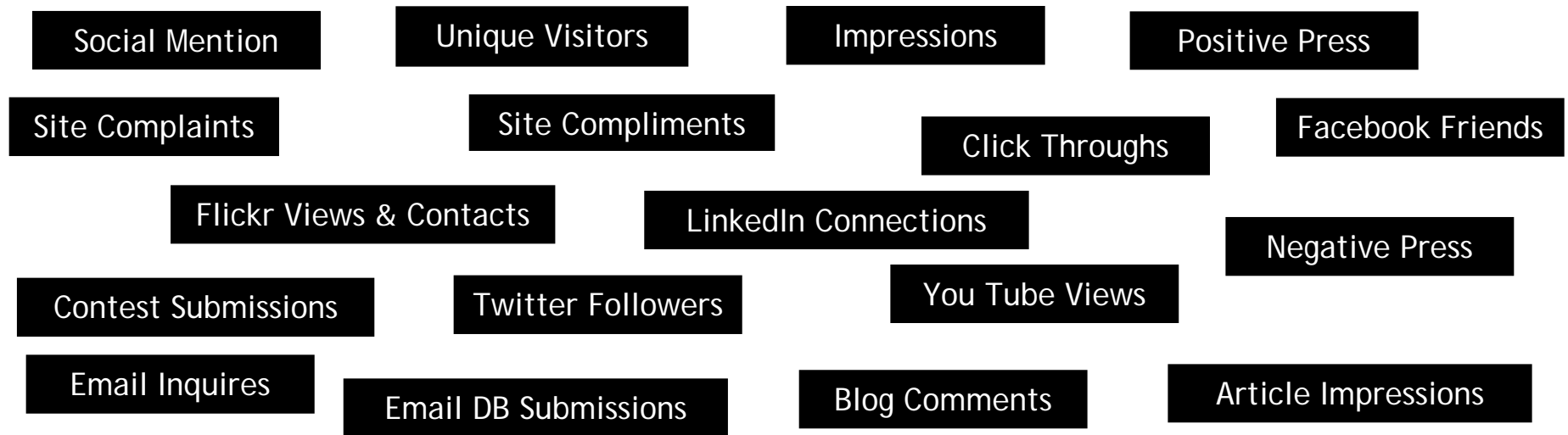
The action and reaction steps often work hand-in-hand. In order to measure our success we must monitor our results (or reaction).

1. Analyzing results based on efforts
2. Adjust efforts if reaction calls for it

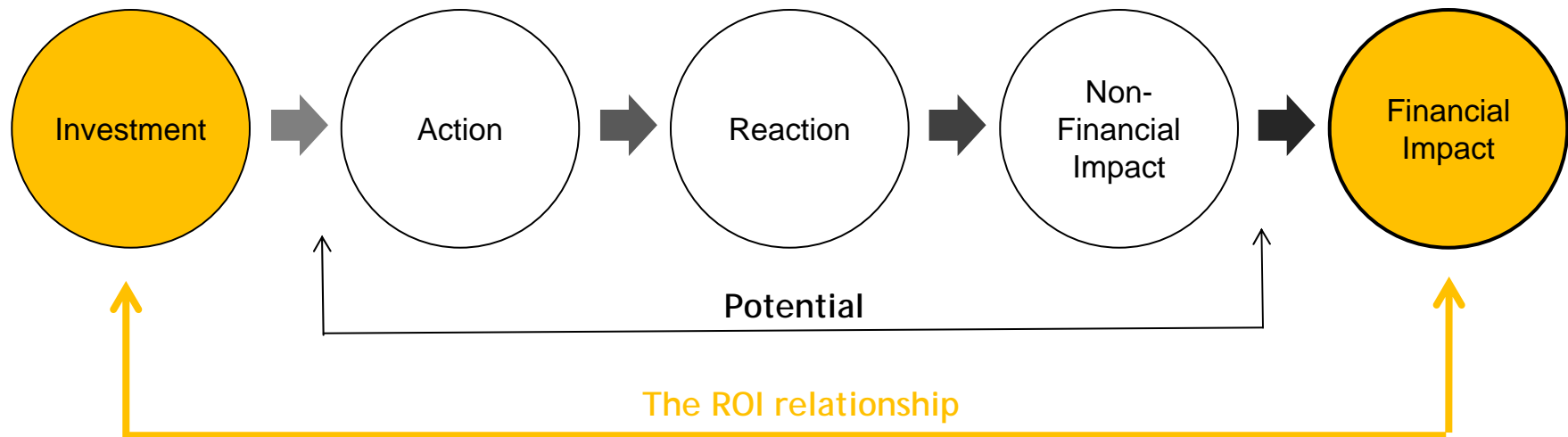
The Steps to getting ROI - Non-Financial Impact



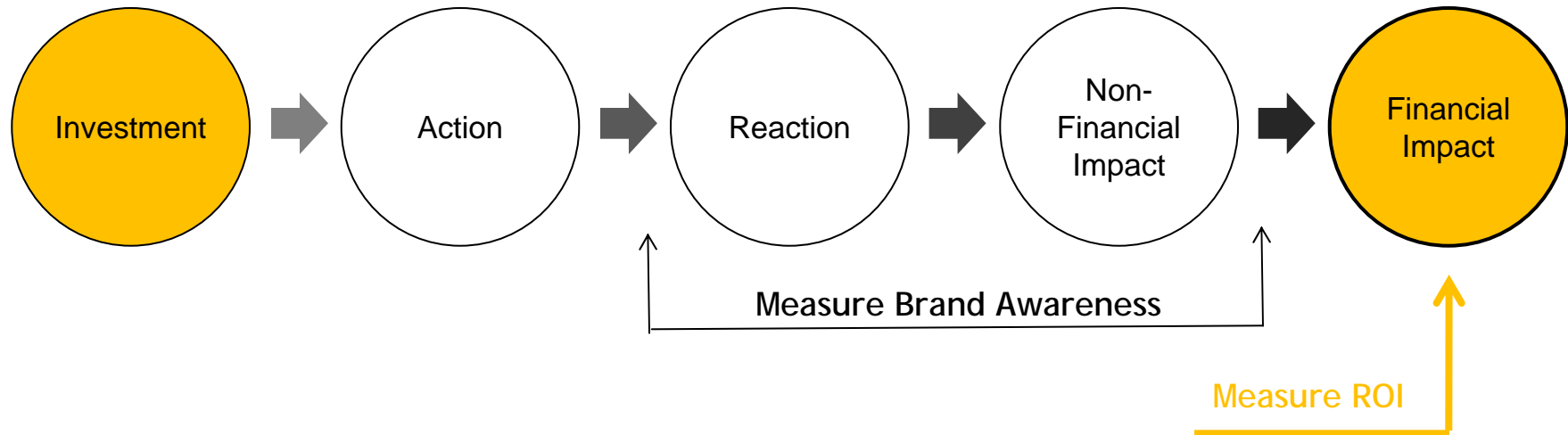
Non-financial impact comes in many forms.



Non-financial Impact = Potential for impact



ROI = Actualized Potential



Transaction Data Should be Specific



FRY

Frequency, Reach, Yield

Frequency:

How often users respond and interact? (users per month)

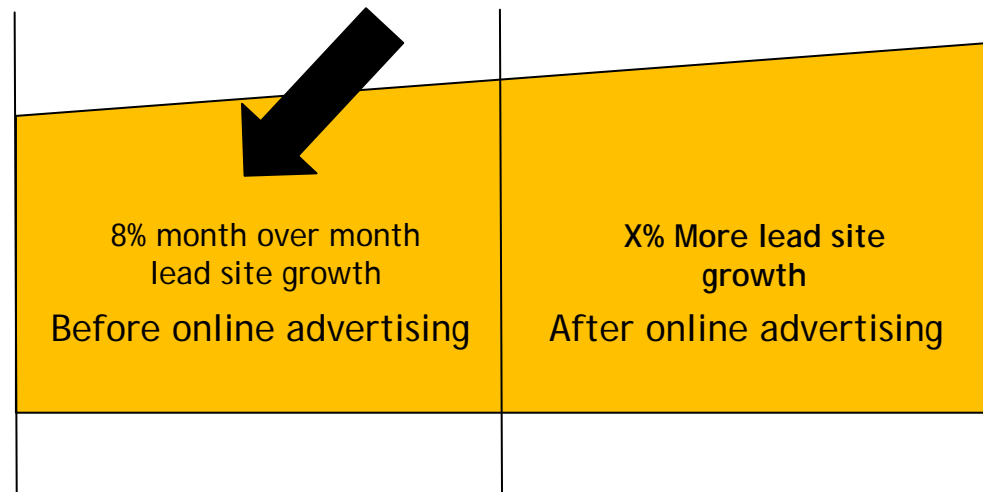
Reach:

How many unique and returning users you are reaching? (users per month)

Yield:

How many users convert to the Parent or Campaign lead site? (users per month)

Establish Baselines & Goals



By establishing a baseline and setting goals, a better measurement for success is in place. Having the data from a online advertising campaign can allow you to plan future efforts and scale accordingly.

Measure Results Over Time

Create activity timelines and milestones

Review the trackable items

- Clicks, impressions (brand awareness), database/users, unique visitors, followers, fans, unique visitors, reoccurring users
- Positive, neutral and negative feedback
- Referring site click-throughs
 - Setup paid for placement in high yielding sites
- Blog visits and blog comments

Measure transactional precursors

- Parent or campaign lead site visitors
 - Number of qualified leads

Tools

These are some low-cost or free tools that can help measure your online success:

- Google Analytics - <http://www.google.com/analytics/>
- Wildfire Reports - <http://www.ego7.com>
- Social Site Analytics - Dependant on your social profile
- Tweetdeck - The leading browser for the real-time and social web, allowing users to connect with Twitter, Facebook, LinkedIn and MySpace. <http://www.tweetdeck.com/beta/>

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