

Performance Marketing

October 2009



Dear Reader,



Welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

If you sell products to consumers, the year-end holidays are a crucial time. Although this year's sales may not equal 2008's, seven out of ten consumers still plan to make a holiday purchase online. Now is the time to gear up and make the most of the upcoming season. Whether you're a pure e-tailer or a brick and mortar business with an online presence, read this month's feature article for [11 tips for designing successful holiday campaigns](#).

All the Best,
Daniel Laury
Founder, President and CEO
LSF Interactive

U.S. Online Ad Revenues from 2000 - 2009

Historical Quarterly Revenue Trends

- Quarterly revenues had peaked in 2008 after six years of growth. Revenues declined in Q1 and Q2 of 2009 in comparison to the same quarters in the prior year.



Source: [IAB Internet Advertising Revenue Report, September 2009](#)

Feature Article: 11 Tips for Successful Holiday Campaigns

'Tis the season! But what kind of season will it be for your company? According to a [recent survey of consumers' 2009 holiday spending](#),

Performance Marketing on the Rise

Despite the 5.3% decline in U.S. online ad spending during the first half of 2009 compared to a year ago, search has remained steady -- rising 1% from a year ago as marketers continue to shift ad dollars to performance-based advertising.

The category now represents 47% of all online ad dollars, up from 44% in the second quarter of 2008. Performance ad formats overall accounted for 58% of spending, up from 54% a year ago.

Source: [IAB Internet Advertising Revenue Report, September 2009](#)

Learn how LSF Interactive can help you generate more customers!

integrated online revenue solutions

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How Tweet It Is

New research [from Penn State](#) reports that 20% of tweets (messages on Twitter) are brand-oriented.

While researchers originally thought they'd find lots of brand engagement in the form of product reviews or referrals, what they discovered was that the vast majority of tweeters who talk labels are trying to *connect* with brands—and the companies behind them.

"People are using tweets to express their reaction, both positive and negative, as they engage with these products and services," said Jim Jansen, associate professor of information science and tech at Penn State, after his group tracked over a half-million brand-related tweets. "Tweets are about as close as one can get to the customer point of purchase for products and services."

Twitter has about six million active users daily and predictions of more than 20 million users by the end of the year.

62.8% of consumers plan to spend the same or cut back on their holiday purchases compared to 2008.

The good news is that although consumers plan to rein in spending this holiday season, 85.3% of respondents will shop online. Making sure these online buyers can find you easily - and have a good experience - is crucial to year-end revenue. Here are 11 tips to help you plan your holiday campaigns.

Tip 1: Integrate online and offline campaigns.

Consumers don't divide their shopping experience into channels and neither should marketers. Make sure all offline and online promotions make it easy for shoppers to do business with you by including website and email addresses on print material and phone numbers and locations on your website. For example, if you're holding an event - whether virtual or face-to-face - design an RSVP landing page, use this URL on all print materials, and list the event on your Facebook page.

Tip 2: Think like a consumer.

While most consumers will make a holiday purchase online, they will also use the Internet to window shop. The most popular online window-shopping activities are comparing different retailers to find the best price, and comparing the features of different brands. Be aware of what your competitors are offering online and you'll be able to differentiate your brand.

Tip 3: Identify hot seasonal keyphrases.

Find out which terms match this holiday season's hottest trends and develop campaigns around those terms. Read magazines, visit blogs and sites, and watch popular TV shows to find out what's being shown, worn and said. Identify the phrases your target audience is using and you'll be able to develop more targeted campaigns.

Tip 4: Join the social media conversation.

Hopefully, people are talking about your company and its products. Find out where they are and what they're saying, and promote it. If you haven't already, develop a Twitter profile, a Facebook Fan Page, a YouTube channel, a blog, or an iPhone app. Once you've defined your social media presence, reach out to the people already talking about your company. Retweet their tweets, thank them for their contributions, promote their videos, and even ask them to write guest blog posts. You'll create more buzz - and more sales.

Tip 5: Update your homepage, product pages and blog.

Now is the time to revive your neglected blog and make any overdue website updates, including content or navigation. You will not only have the most recent and accurate content available for visitors; you'll reawaken search engine crawlers with updated pages.

Tip 6: Highlight value.

Frugal is the word of the day for most consumers. This old-fashioned term is making a huge comeback, from news headlines to ad campaigns. Target is redefining its shoppers as "frugalistas." Be sure you promote how your products and services save money, time or other resources. Think about two-for-one or gift-with-purchase promotions. More than anything else, shoppers want to see value in



Visit [New Media Chatter](#) to get tips and tactics for social media marketing from Dave Peck, our New Media Strategist.

This week it's all Twitter, all the time as Dave tweets an ad and reviews [140 | The Twitter Conference](#).

Upcoming Events

Come hear LSF experts speak at these upcoming conferences:

October 28-29

[NeoCon East](#)

Baltimore, MD

November 10-13

[DevLearn09](#)

San Jose, CA

Have a Great Holiday Online: 11 Tips

Tip 1: Integrate online and offline campaigns.

Tip 2: Think like a consumer.

Tip 3: Identify hot seasonal keyphrases.

Tip 4: Join the social media conversation.

Tip 5: Update your homepage, product pages and blog.

Tip 6: Highlight value.

Tip 7: Design the best holiday promotion for your product.

Tip 8: Develop a holiday editorial calendar.

Tip 9: Make it easy for shoppers.

Tip 10: Test and retest.

Tip 11: Choose performance marketing.

their purchases.

Tip 7: Design the best holiday promotion for your product.

The best promotion this holiday season will depend on your product, its price, and the value of each new customer. Typical offers include discounts, rebates, gifts, premiums, contests, drawings, buy one get one free, trial sizes, free samples, special exhibits, fairs, trade shows, redemption coupons, free tastings, and money-back guarantees. Make the best offer you can afford.

Tip 8: Develop a holiday editorial calendar.

Decide when you'll post holiday-related promotions to your blog, Twitter account or Facebook page to maximize impressions during the entire season. Update your blog with keyword-rich content that will get picked up in search-engine results pages quickly.

Tip 9: Make it easy for shoppers.

Poorly branded and badly executed campaigns can negatively affect your customers and your brand. This includes landing pages where the order process is broken, sites that make people register before making a purchase, or event flyers that don't include a phone number **and** a web address. Don't give your customers any reason to drop out of the funnel. Be as friendly and helpful as possible.

Tip 10: Test and retest.

Once your campaign elements are in place, test them and have your friends and colleagues test them too, from a wide range of interfaces from home computers to their smart phones. Find out what works and what's broken and fix the jams.

Tip 11: Choose performance marketing.

Launching targeted and cost-effective campaigns could mean the difference between success and failure this holiday season. Many companies favor performance marketing because they do not incur a marketing expense unless results are achieved. Consider this model for a successful, cash-flow positive holiday season.

Performance Marketing: Previous Issues

[Craft a Better Offer: 9 Tips](#)

[Outflanking Your Online Competitors](#)

[Measuring Social Media ROI](#)

[Expand Your Reach With Affiliate Marketing](#)

[Look Who's Using Performance Marketing](#)

[Secrets of Customer Acquisition](#)

[Growth in a Downturn](#)

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To find out more about how performance marketing can help your business, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

Email: dlaury@lsfinteractive.com

New clients in the U.S. can call:

Anne Dautun
415.336.7077
adautun@lsfinteractive.com

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About LSF Interactive

[LSF Interactive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Boston, MA, Paris, France, and Hyderabad, India.

Questions? Call 877.616.8226



LSF Interactive
395 Oyster Point Boulevard, Suite 110
South San Francisco, CA 94080