

Performance Marketing

November 2010



Dear Reader,



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

Social media has joined the three big pillars of online marketing -- search, email, and display – as a key element of an effective strategy. Social media may seem like an outlier, a “nice to have” rather than a “need to have,” but data shows that adding this tool to your arsenal can enhance search and display conversion rates, email open rates, and search engine organic rankings.

The correlation between social media and SEO is high. At LSF Interactive, SEO figures into almost every social media engagement we perform. The increasing demand for interactive content, as well as consumer expectations, require today's online marketers to complement SEO with social media to stay competitive.

Read this month's feature article for key [dos and don'ts of integrating social and search](#).

All the best,
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Feature Article

Social and Search: Dos and Don'ts

As search engine optimization becomes increasingly

Stat of the Month

60% of Fortune 500 companies have a corporate Twitter account with at least one tweet in the previous 30 days, up from 35% last year. 56% of Fortune 500 companies have a Facebook profile.

Source: [Center for Marketing Research](#)

LSF Interactive in the News

Paid Search Manager Peter Levin was quoted on the Wall Street Journal's blog, *Digits*, in an article titled "[Google Instant May Provide Instant Revenue Increase](#)." LSF Interactive handles millions in AdWords spending for brands such as Career Education Corporation, Calvin Klein and SpeedoUSA. Levin said its data showed few changes in the costs for advertisers during the three weeks following the launch of Google Instant.

[Read the complete article](#)



Congratulations to the LSF Interactive web development team, whose site for [Cofa Media](#) was selected as the [Site of the Day](#) by The CSS Awards, the gallery of the most prestigious websites in the world created with CSS.

sophisticated, focusing on standard SEO tactics, such as keyword usage and links, is not enough to remain competitive. Social media marketing can be an excellent driver of content visibility, by helping to keep content fresh and abundant, and also by increasing the number of inbound links a site receives.

The majority of search marketers have recognized the importance of social media to their search engine optimization efforts, according to a recent study from search marketing software provider SEOMoz. The study showed that nearly 71% of respondents said they use social media as part of their SEO strategy.

While search marketers also use plenty of nonsocial techniques to gain stature on engines like Google and Bing, several popular tactics have a social basis. Nearly 53% of respondents had started or grown a blog with SEO goals.

Here are some helpful dos and don'ts of incorporating social media into your SEO strategy.

Do offer social content.

Add a blog, reviews, forum, or even a social network to your site. Provide opportunities for consumers to interact with other brand fans as well as with your company. Adding fresh, interactive, and easily shareable content to your website will help improve online word-of-mouth, stimulate conversations with prospective customers, and expand your market reach.

Don't forget to optimize for natural search.

Optimizing blog posts, tweets, Facebook pages, LinkedIn profiles, etc. will help your brand dominate the critical top 10-20 search results for your most relevant key words. See <http://www.evisibility.com/Search-Engine-Optimization-Company.html>.

Do engage.

A significant factor in search engine rankings is the number, type and quality of inbound links to your site. If you create or share compelling and interesting content, more site owners will want to link to you.

Don't be put off by "nofollow."

Many links created through social media are "nofollow" and don't help rankings on some search engines that value on incoming links. Google has stated that it ignores the "nofollow" command. But social media is much more than a method for

Client News



Welcome [Mazooma](#) and [Ultra-Pro Corporation!](#) Mazooma, a secure online debit system, and Ultra-Pro, a worldwide leader in gaming, sports, photo, and collectibles storage, have selected LSF Interactive to provide web development services.



[RehabCenters.com](#) has chosen LSF Interactive for SEO services. Welcome!



LSF Interactive is pleased to continue our successful search marketing relationships with [Allen Brothers](#), purveyors of fine steaks, and [Memory Book](#), publisher of quality yearbooks!



New Media Chatter

Read our blog, [New Media Chatter](#), for "Conversion solutions for low-ticket ecommerce" and other tips and tactics for online marketing from expert Danny DeMichele.



Contact Us

To find out more about how performance marketing can help your business, call 1.877.728.4822 (U.S.) or +33.1.5805.1158 (Europe).

command. But social media is much more than a method for securing direct links. Sharing, voting, commenting and linking gives popular social content exposure, traffic and, depending on the site, can ultimately boost relevant inbound links.

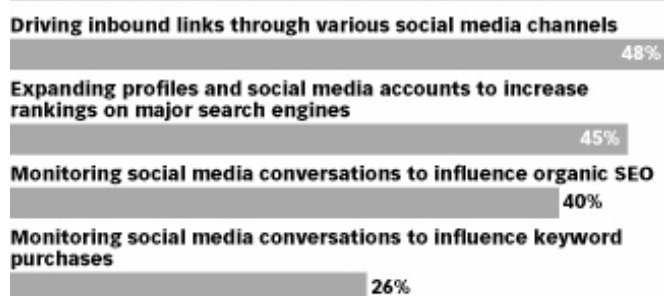
[Read the rest of this article >>](#)

B2Bs Tap Social to Boost Search

Like B2C companies, B2Bs are also having success using social media marketing to boost more traditional online channels like search, according to eMarketer.

Ways of Using Social Media to Improve Search Results, July 2010

% of US B2B marketers



Source: BtoB magazine and Business.com, Aug 16, 2010

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www.eMarketer.com

Performance Marketing: Previous Issues

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[Calculating Blog ROI](#)

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[Re-look at Retargeting](#)

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[6 Marketing Insights for the Considered Purchase](#)

[Calculating Social Media ROI: 10 Steps](#)

[Facebook Landing Pages: Dos and Don'ts](#)

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[LSF Interactive](#) is a highly responsive, technology-focused online marketing and media buying company that helps brands dominate their industries and generate more revenue per campaign. LSF Interactive uses customer-centered and results-driven digital marketing solutions and services managed by a team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, the 103-person LSF Interactive is a division of the LSF Network Group with offices on two continents and more than 250 accounts worldwide including, ClubMed, Le Figaro, Warnaco (Speedo, Calvin Klein Underwear, Calvin Klein Jeans), Waterford Wedgwood Royal Doulton, Lenox, Dansk, Career Education Corporation, LSI, Laird Technologies, Unica and LoopFuse.

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