

Dear Reader,



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

At LSF Interactive we help clients at all stages of the marketing process -- from building brands to rolling out search campaigns to social media marketing.

A number of our clients are advertising on Facebook, which we recommend for the right brands. But there seems to be some confusion about the landing pages for these ads ... should advertisers take Facebook users to their fan page, their website or another type of landing page? And if you take them to the fan page ... what tab?

Whether or not you are advertising on Facebook - or thinking about doing so - read on for helpful [dos and don'ts of landing pages](#).

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

Methods that Are Valuable for Improving Conversion Rates According to Companies* Worldwide**, July-August 2009 (% of respondents)

	Highly valuable	Quite valuable	Not valuable
A/B testing	53%	42%	5%
Customer journey analysis	49%	47%	4%
Multivariate testing	48%	45%	8%
User testing	47%	47%	6%
Cart abandonment analysis	46%	47%	7%
Segmentation	39%	54%	7%
Event-triggered/behavioral e-mail	35%	57%	8%
Online surveys/customer feedback	33%	61%	6%
Copy optimization	32%	63%	5%
Pinch-point analysis	26%	54%	19%
Expert usability reviews/consultancy	25%	61%	14%

Note: n=304; numbers may not add up to 100% due to rounding;

*client-side; **UK (72%), non-UK Europe (14%), North America (6%) and other (8%)

Source: Econsultancy, "Conversion Report" sponsored by RedEye, provided to eMarketer, October 2009

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www.eMarketer.com

Brush Up On Your Chinese

Ni hao! This month the Internet Corporation for Assigned Names and Numbers (ICANN) began accepting registrations for website domains using Arabic, Chinese and Japanese characters.

Experts say that Chinese will dominate the Web in coming years and Chinese entrepreneurs are lining up to register their sites.

Many SEO experts are concerned what the opening of the floodgates will mean, especially for companies operating globally.

If you're a company that has customers who speak Arabic, Chinese or Japanese, be sure to secure your brand name and other trademarks as written in those languages -- before a squatter does.

Learn how LSF Interactive can help you generate more customers!



Join the LSF Interactive Group on Facebook!

Elf Yourself

'Tis the season, and for the fourth year in a row Office Max's [Elf Yourself](#) campaign will grace our screens.

The e-card lets you attach the faces of your friends and family to the body of little dancing elves. It's good silly fun and, as Hitwise points out, it snags the top of the Humor category nearly every year.

Customizable messages like this are free, great publicity for a brand, totally viral, and bring a happy glow to senders' faces.

Think about your brand and how you can add a little sparkle to the season.

Feature Article

Facebook Landing Pages: Dos and Don'ts

Recently it seems that landing pages have become the probiotics of online marketing. They're everywhere and some would have you believe if you're not focusing all your marketing efforts on optimizing your landing pages that you're wasting your ad dollars.

Like most good ideas that get overblown, there's an element of truth mixed in with all the hype. There is no doubt that a well-done landing page can help you engage, convert, and acquire customers.

But beware the cult of the landing page that puts undue emphasis on this one format, instead of treating it as one of many pieces of the marketing puzzle.

This is especially true on Facebook, where your presence has many facets beyond a display ad. With frequent posts, comments, fan interactions, promotions, video, and more you can create a cohesive and unique experience for your prospects and customers.

Here are helpful Dos and Don'ts for more effective landing pages in the world of social media.

Don't short-change your visitors.

A recent Facebook ad for *Groupon*, a daily coupon service, simply takes respondents to a page asking for their email address. With little copy and no headline to orient readers, the company has lost a valuable opportunity to promote the breadth and value of its service by assuming the ad has already closed the sale.

Do lead visitors down a path.

A *Shop Around Tours* ad takes respondents to the Italian shopping guide's home page, not to a tab on their fan page. Multiple headlines, photos and links, not to mention the site's navigation, give visitors ample opportunities to wander away without a clear path. Users should be no more than two clicks away from conversion.

Don't rush the close.

Because you have anywhere from two to five seconds to grab your visitors' attention when they reach your landing page, many marketers believe they should put their call to action at the top of the page, before readers get distracted. But asking for info before visitors have had a chance to figure out if they're in the right place or read your offer is a sure way to turn them off.

Do gather info sparingly.

Yes, you want to capitalize on a visitor's presence on your page and use this chance to wrest as much information as possible from them. But nothing turns someone away faster than tying your market research goals onto your campaign goals. Always ask for as little info as possible from visitors, if any. Keep all landing page forms short, requesting only the information you need.

Don't cram.

Sometimes more isn't better. For most products it's extremely challenging to summarize features and benefits on one page. But the last thing you want is for a visitor, who may already be on the fence about you, to have to sift through a lot to find what's relevant to them. *Sears'* recent Black Friday Sweepstakes ad does a fantastic job of clearly presenting the offer with only two links: Learn More and Shop



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

This week find out why Dave is [thankful for social media](#) and the community it has given him.

Landing Page Dos and Don'ts

Don't short-change your visitors.

Do lead visitors down a path.

Don't rush the close.

Do gather info sparingly.

Don't cram.

Do match your page with the rest of your brand.

Don't underestimate maintenance.

Do fan your brand.

Don't try this at home.

Contact Us

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).

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You're receiving this newsletter as a friend of LSF Interactive. For more details, see the bottom of this email. If you would like to share it with a colleague, [forward this message](#). To subscribe visit www.LSFInteractive.com.

Now.

Do match your page with the rest of your brand.

In addition to "message match" that connects what a visitor sees with the promise of your ad, you want visitors to feel the power of your brand as they would in any other format.

Don't underestimate maintenance.

Yes, compared to other formats, landing pages can be launched relatively easily and quickly. But while one page may be easy to manage, many campaigns call for niche-specific variations on that one page, which can easily lead to broken links or outdated content. Good software and processes can make this manageable, but the size of the task should not be underestimated.

Do fan your brand.

Take advantage of everything that advertising on Facebook has to offer. Social ads, virtual gifts, polls, events, and fan ads can help you connect with your audience -- and all their friends.

Don't try this at home.

While the barriers to entry are low, launching a successful social media campaign requires strategy, contacts, tools and experience, not to mention integration with other elements of marketing. Let an experienced agency help you navigate and leverage these opportunities.

Performance Marketing: Previous Issues

[Top 11 Ways to Improve Holiday Campaigns](#)

[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](#)

[Getting Savvy with Social Media](#)

[Get the SEM You Deserve](#)

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.

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