

Performance Marketing

February 2009



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Find out what's new online from David Peck, New Media Strategist, LSF Interactive.

[Read Dave's latest:](#)

- Simple, easy ways to keep your social media costs down and your content new.
- Surefire strategies for successful Facebook applications.

Get Connected

With a little digging, you can get the buzz on your company or your industry. Check out:

- [CEO Blogs List](#)
- [The Top 25 Marketing and Social Media Blogs](#)
- [Samepoint Social Media Search Engine](#)

Dear Emmanuel,

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

There's no question that the goal of social media -- embracing a candid and ongoing dialogue with users -- is an unstoppable trend. Meanwhile, the tools of social media (blogs, Twitter, Flickr, YouTube, etc.) are becoming ever more important components to the marketing mix. However, many companies are reluctant to develop a social media marketing strategy. [Read on](#) to find out why it's time to get savvy with social media.

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

Superbowl Ad Winners

Not only did movie studios dominate TV ad time at this year's Superbowl, they also dominated the discussion in the first 36 hours following the game: five of the ten most-discussed advertisers were movies. Almost half of the discussion of Super Bowl ads took place on social media sites focused on movies, video games, and entertainment news.

Volume index represents the amount of discussion for each advertiser, relative to the median amount of discussion for all Super Bowl advertisers.

- [New Media Chatter](#)

Feedback

Have a topic you'd like to see discussed? We're always interested in knowing what readers of *Performance Marketing Newsletter* would like read about. Just send an email to daniel@lsf-corp.com

Contact Us

If you'd like to find out more about performance marketing, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

Email: info@lsf-corp.com

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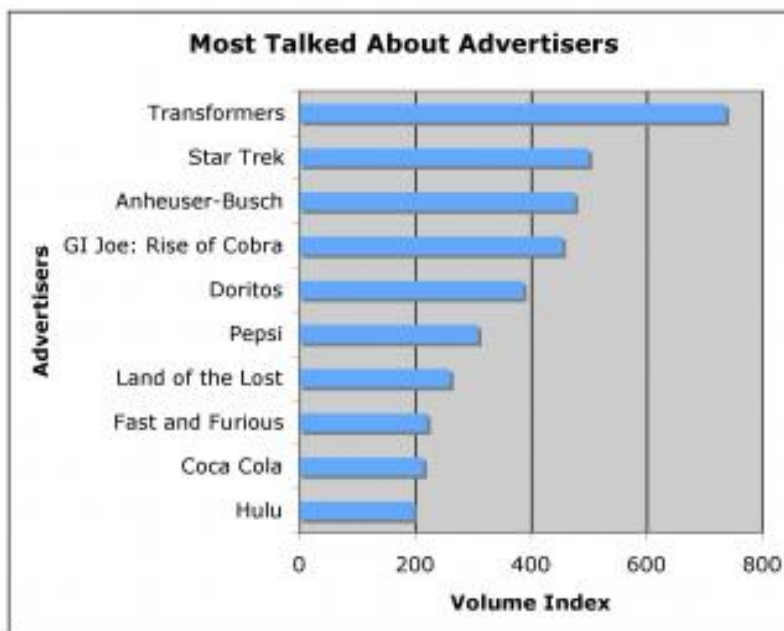
Eastern Region
Ian Bardorf
617.823.0303
ibardorf@lsf-corp.com

Western Region
Anne Dautun
415.336.7077
adautun@lsf-corp.com

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About Daniel Laury

As founder, president and CEO of the LSF Network Group, of which LSF Interactive is a Division, Daniel brings global financial



Source:

TNS Cymfony, February 2009

Feature Article: Getting Savvy With Social Media

Irish playwright Oscar Wilde famously said, "The only thing worse than being talked about is not being talked about."

Generations of marketers took this as an unspoken truth. Careers were built on the belief that there's no such thing as "bad publicity." But in the world of Twitter, FaceBook and YouTube, does this famous aphorism still hold true?

It depends.

The rise of social media has demolished the old one-way paradigm, giving people the means to publish their opinions in ways we never could before. At the same time these tools give marketers a whole new way to interact with customers, one that should not be ignored.

Take the example of Ford Motor Company's social media strategist Scott Monty. When Ford threatened to sue blogger Jim Oakes for copyright infringement, he posted his outrage and the protest spread.

Monty quickly got in touch with Oakes and worked out a mutually satisfactory agreement. As he did, he sent tweets to his list of 5,600 contacts like "I'm on it.... Trying to stop a PR nightmare."

Following the agreement, Monty tweeted it and Oakes blogged

experience, technical qualifications and entrepreneurial drive to online marketing. Daniel is a co-founder of LuckySurf.com, a former multimillion-dollar division of the LSF Network Group. Prior to his success in this industry, Daniel served as a Naval Officer in the French Navy, as a member of the Investment Committee of Dassault Development, a prominent European VC, and as CEO of Probag SA, an airport equipment manufacturing and service company. He holds a law degree and has earned an MBA from ESSEC, a leading French Business School. Whenever possible, Daniel sails the cold waters of San Francisco Bay or works out on his mountain bike.

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.

about it. Monty's timely, honest and personal updates diffused the situation and prevented what could have been a disaster.

So was Oscar Wilde right? It turns out there is something worse than not being talked about. It's being blogged about in a negative way. With millions of bloggers actively talking about the brands they love and hate, diving into this unprecedented ocean of feedback is a marketer's must. Consumers expect it.

However, many companies are reluctant to develop a social media marketing strategy. According to MarketingSherpa, 46% of respondents said that "lack of knowledgeable staff" was the most significant obstacle to engaging in social media, whether an organization has used these tools or not.

This lack of experience can cause missteps and discourage marketers from leveraging these new channels. The good news is that with preparation and investigation the on-ramp is not as steep as it may appear at first.

Even if you're not ready to host a blog, it's time to dip your toe in the water of social media.

Once you have engaged, you'll become more confident and credible. A stagnant Facebook group doesn't mean that 'social media just isn't for us' - it simply suggests that there's more to learn. Moving from the traditional one-way monologue to an engaged dialog is simply the way to go and will have both measurable and intangible benefits for your organization.

Performance Marketing Update

To achieve this growth in this economic climate many marketers are turning to a model called performance marketing.

Payment for Results

Performance marketing is the fastest growing segment of Internet marketing. Simply, agencies that offer performance marketing only get paid when they produce results.

A Different Model

It is a beneficial model for online marketers, whether you are promoting your product or service through email marketing, search engine marketing, display advertising, social networks, mobile or affiliate networks.

High Quality Traffic

Because performance marketers are only paid for completed transactions, these agencies focus on driving high quality traffic

through strategically designed campaigns that fit your target audience.

Partner Wisely

Choosing a knowledgeable and nimble performance-marketing agency is vital. For more information about performance marketing, visit www.lsfinteractive.com.

Questions? Call 877.616.8226



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