

Performance Marketing

March 2009



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Stat of the Month

Google continues to lead in market share and growth '08 vs. '09.

Google: 72.11% (+8%)
Yahoo: 17.04% (-17%)
MSN Search: 5.56% (-20%)
Ask.com: 3.74% (-10%)

Source: Hitwise, March 2009

Visit Our Blog

[New Media Chatter](#)

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

[Read Dave's latest:](#)

- Steps to get involved with Social

Media: advice from industry leaders

- Pros and Cons of the new social networking site Blellow

Dear Reader,

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

As the recession forces customers to be more selective, and your business to look for additional revenues, Search Engine Marketing is one of the few channels that can bring you a positive ROI and measurable performance. According to a recent MediaPost research brief, B-to-B marketers say they plan to increase spending on online performance-based ads in 2009 vs. traditional display ads. So should B-to-C marketers.

Provided you're doing it the right way. Along with the focus on search comes a proliferation of agencies that claim they provide search marketing (at low cost, they mean!) Many companies also believe that they might as well do it internally to save money.

We caution about both. Many of these ad agencies are looking at search marketing as a commodity that can simply be done automatically on a large scale. Like everything else, however, search engine marketing, if well done, is not a product nor a commodity, but a sophisticated service that requires extremely well trained and experienced individuals with up-to-date insight on the business.

In a tight economy, marketers simply can't afford to spend ever-shrinking resources on a search campaign that may not deliver the results you need. [This month's feature article](#) tells how to avoid choosing the wrong SEM model.

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

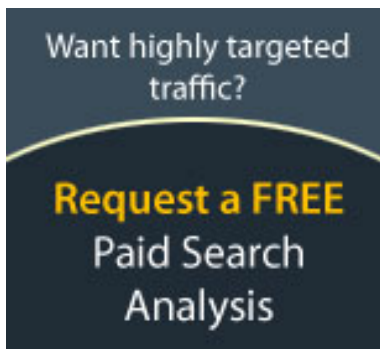
Kudos

"I wanted to send you a congratulation email on earning the # 1 ranking in the Beauty > Cosmetics category! This is an extremely competitive category so this is a huge accomplishment for the Clarins program. Your team has done an excellent job with managing the program. It is such a pleasure to work with a motivated, responsive and hardworking client."

Ashley Penke
Advertiser Account Representative
Commission Junction

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



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Search Marketing is a service, not a product.

Rather than a commodity with a one-time application, or a single approach that can be used by companies across any industry, search marketing is a service that improves over time and with experience. An experienced SEM agency will provide better, quicker assessments of your customer profile and site objectives; implement more effective optimizations; manage bids more efficiently; produce better results; and avoid mistakes and pitfalls that cost you time and money. Here are four things you should look for to get the search marketing you deserve.

Search Marketing is labor intensive.

With the advent of bid management products, many companies assumed that the bulk of time-consuming search marketing tasks could be automated. But until these products achieve the level of WALL-E's love, the robot EVE, a successful search campaign still requires the human touch. Tasks such as testing and implementing keyword match types or defining negative keywords must be human driven and require the services of trained staff. They cannot be delegated to an automated tool. You always want to be reminded of the famous example of eBay bidding on Boeing 747 with the text ad: "Buy your Boeing 747 on eBay"! Find out how your campaign will be managed and insist on the skills of real people.

Search Marketing is personalized.

We all know how great it feels when the barista at the local coffee shop remembers our order from week to week. And that's just how you take your coffee. Think how much more important it is for your SEM agency to understand your customers - not just their demographics or buying habits, but their media usage and online search habits. A good agency will take the time to learn your target market and design a specific campaign to reach and engage them, and not fit your business model into a "one-size-fits-all" approach that may have worked for a previous client. Be willing to share market data and historical search records that your agency needs to develop a personalized campaign.

Search Marketing requires expertise.

The tools and techniques of search marketing are continually evolving. Unless you're in the business of search or have a dedicated search expert on staff, it's incredibly challenging to stay up-to-the-minute on the changes in search, never mind be able to respond appropriately or develop campaigns to maximize new developments. Agencies that specialize in search have trained staff whose entire day job is to monitor and leverage changes in search engine algorithms. Show me the marketing director who

Contact Us

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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.

can devote even a small percentage of her busy week to checking up on Google and I'll show you someone who's spending too much time on her blog.

Search Marketing is a partnership.

Now it's up to you. Yes, you're busy and you're swimming upstream against a powerful economic tsunami. Yes, you want to outsource search marketing to a trusted service-oriented partner to save precious time to perfect your product offering, your packaging, your price positioning, and follow what your competitors are doing. But to fully engage with your SEM agency in order to demand the most from them, you need to know what to ask for. A good agency will help you help yourself by educating you on the pros and cons of various approaches. You can hold up your end of the bargain but using a carefully prepared RFP that isn't the same as the one you'd use to get bids for a new copier. Before choosing an SEM agency, assess your in-house skills and liabilities and decide what type of outside firm is likely to complement these. Choose an SEM service-oriented agency that will become a true business partner. In this economy, that will make all the difference.

About Daniel Laury

As founder, president and CEO of the LSF Network Group, of which LSF Interactive is a division, Daniel brings global financial 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. Whenever possible, Daniel sails the cold waters of San Francisco Bay or works out on his mountain bike.



[Read the article online.](#)

Questions? Call 877.616.8226



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