

# Performance Marketing

August 2010



Dear {FIRST\_NAME|Reader},



## Client News



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



Online video has quickly become a favorite of Internet users around the world. As issues of connectivity and speed have been overcome, many consumers have abandoned their TVs, preferring to watch all types of video online or via mobile phone. Online video views have surpassed search queries and YouTube has become a top search engine. Yet despite this huge shift in viewing habits, most marketers are not using online video in their marketing mix. This month's [feature article](#) describes the benefits of video for online marketers and offers nine ways you can use this powerful tool to connect with consumers, build your brand, and drive leads and sales.

LSF Interactive client [American Reading Company](#) is having great success with a new online marketing initiative leveraging paid search to drive leads for their company. With our fast and effective optimization, site traffic is up 78%, lead volume increased each of the first five weeks of the search campaign, and CPC decreased 22% during the same timeframe. American Reading Company offers a turnkey, intuitive and proven systematic approach developed by teachers, curriculum specialists, and literacy activists to foster independent reading.

All the best,  
Daniel Laury  
Founder, President and CEO  
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## Feature Article

### Nine Moves to Strengthen Your Video Marketing

Online video is one of the most effective and efficient ways to communicate your marketing message to your audience. This visual and dynamic format gives customers another way to interact with your brand, and gives you a great opportunity to introduce your product or service to a new audience or redefine an established brand's personality. Video can be a buzz maker and the right campaign can quickly generate referrals, friends, fans, and followers. With little or no media expense, depending on where it's posted, your

LSF Interactive client [LoopFuse](#) has launched a witty three-part YouTube series, "[The Most Interesting Marketer in the World](#)" introducing a spokesman who excels at marketing (once boasting a 99% open rate on an email campaign) who, of course, uses LoopFuse. LoopFuse is a leader in on-demand

video can drive customer action, generating qualified sales leads with a lower cost for customer acquisition and higher ROI.

Some marketers are taking advantage of this channel to connect with new consumers and markets, and having great success. The recent [Old Spice Body Wash video campaign](#) is one good example.

[Read more >](#)

## Mobile Video to Double Reach by 2013

According to eMarketer, the population of mobile video viewers in the US will grow nearly 30% in 2010 to reach 23.9 million.

### US Mobile Video Viewers, 2008-2014

millions and % of population

	2008	2009	2010	2011	2012	2013	2014
<b>Mobile video viewers</b>	<b>12.3</b>	<b>18.4</b>	<b>23.9</b>	<b>31.4</b>	<b>40.0</b>	<b>47.9</b>	<b>56.7</b>
% of mobile phone users	5.4%	7.7%	9.7%	12.5%	15.7%	18.5%	21.5%
% of population	4.1%	6.0%	7.7%	10.0%	12.7%	15.0%	17.6%

Note: CAGR (2009-2014)=22.8%

Source: eMarketer, July 2010

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www.eMarketer.com



Some exciting news for those of you who like tracking and stats (who doesn't?): Twitter is launching their [official Tweet button!](#) Visit our blog, [New Media Chatter](#), to get other tips and tactics for social media marketing from Jamie Murnane, our New Media Strategist.

## Performance Marketing: Previous Issues

[Re-look at Retargeting](#)

[8 Essentials of Measurement](#)

[Double Ad Conversions with Behavioral Targeting](#)

[3 Lessons from NeuroMarketing](#)

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

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

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

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About LSF Interactive

sales and marketing automation solutions.

Would you like to see your company news featured here? Email Daniel Laury at [dlaury@lsfinteractive.com](mailto:dlaury@lsfinteractive.com).

## LSF Interactive On the Move

LSF Interactive has once again made the Inc. 5000 list of the fastest-growing, private companies in America. With this accomplishment, LSF Interactive joins the rarified company of enterprises who have appeared on the list multiple times. Thank you to all of our terrific clients who have helped make this award possible!

Look for us at the [Inc. 500|5000 Conference and Awards Ceremony](#) on 9/30/10 - 10/2/10 in Washington, D.C.

## 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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[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 Chicago, IL, Conshohocken, PA, Boston, MA, and Paris, France.

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