

Dear Reader,



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

In a few days, September will be here. For many of us fall triggers a renewed sense of purpose and energy, like going "back to school." Do you remember putting on shoes and socks for the first time after a summer of bare feet or flip-flops? It felt tight but good, like you were gearing up for the next adventure. In this spirit, we're going to help you prep for fall campaigns with nine tips. Read on to find out how you can craft compelling, successful offers that generate high quality leads and differentiate you from the competition.

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

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## Feature Article: How to create effective and attractive promotions

Successful marketing requires more than just developing a good product, pricing it attractively, and making it readily available. It also requires effective communication with all targeted current and potential consumers to encourage purchase. Good marketing requires good promotion as well.

Based on my experience, the best-designed campaigns can be derailed by a poorly crafted offer; one that doesn't resonate with the target market or motivate it to act.

There are a great variety of short-term incentives to encourage trial or purchase of a product, but a truly compelling offer is one that turns a casual browser into a potential customer.

In the words of our Senior Director, Media, Baglan Nurhan, "A good offer is determined and reinforced by the action of people who respond to it. If it's unsuccessful it simply means people are not responding."

Here are 9 tips to creating attractive and effective promotions.

### Tip 1: Assess your needs and set realistic objectives.

This is Marketing 101. Before designing any kind of promotion, identify your business needs - website traffic, leads in the pipeline, brand awareness, or something else. Always decide on the timeline and price points for your promotion to give better direction and enable tracking.

### Tip 2: Make sure your promotion appeals to your customer base.

We've achieved good results with percent off and dollar off promotions, but we also work with many high-end brands to whom



## Mascara is the New Lipstick

Lipstick sales used to go up during a recession. Now, according to MarketingProfs, the most popular and downturn-resistant videos on YouTube come from the "makeup tutorial" subgenre. These clips, created by girls barely out of their teens, cover everything from [applying mascara with a business card](#) to how to look like Lady Gaga.

The top five of these sites have generated over 150 million views and averaged over 600,000 a day, reports TubeMogul.

What's cool about your product or service? A fun video with great music can take you viral!



Join the LSF Interactive Group on Facebook!

## Women Dig Facebook

Women have always made up a larger share of the Facebook user base than men. But according to the latest Facebook stats, the female/male ratio hit an all time high in July. U.S. women now outnumber men on Facebook 1.35 to 1 as of today, and they outnumber men in every age bracket, according to [InsideFacebook](#).

this type of incentive doesn't appeal. Your market research shows what your audience finds motivating. Be sure to use it.

**Tip 3: Promote at all stages of the process.**

Effective promotion of your product or service must take place at all stages of the consumption/buying process, namely pre-selling, selling, consumption, and post-consumption. Don't view it as a one-time effort or target only one portion of the process.

**Tip 4: Choose the best promotion for your product.**

There are many different types of offers and the best promotion will depend on your product, its price, and the value of each new customer. Make the best offer you can afford. Typical offers include discounts, rebates, gifts, premiums, contests, drawings, buy one get one free, trial sizes, free samples, special exhibits, fairs, trade shows, redemption coupons, free tastings, and money-back guarantees.

**Tip 5: Time the offer appropriately.**

We recommend that promotions run for at least one month for the best ROI. Consider using coupons and special offers only during slower business periods. You'll boost sales and prevent customers from expecting a discount all the time.

**Tip 6: Learn from the competition.**

Monitor, track and record what your competition is doing. Once you've built a history you'll be able to see patterns, be proactive, and differentiate your brand.

**Tip 7: Connect emotionally.**

You want the offer to have a positive emotional impact on your audience. Make it eye-catching and recognizable so that viewers associate the offer with your brand. Use the offer to reinforce the value of the product.

**Tip 8: Match the channel with the product and the offer.**

Not all promotions can be distributed the same way. For consumer packaged goods we recommend paid search or display ads. For luxury brands, we prefer exclusive closed circuit promotions that use email to current customers or members of loyalty programs. Email marketing to an internal list prevents brand dilution, allows for greater control of the offer, and has better results. Display reaches a broader audience and may generate more leads.

**Tip 9: Stock up.**

Make sure you have an adequate supply of free samples, gifts or whatever your offer is. You don't want to run a month-long promotion and run out of your give-away after 10 days. Don't underestimate -- think positively about the response you're likely to get!

**New Clients**

Is the economy showing signs of a turn around with consumers coming back to the market? Are advertisers investing more in online marketing? At LSF Interactive we're seeing both: encouraging signs of increasing consumer spending and rising marketing budgets. To the growing number of companies who have been seduced by our proven, results-oriented customer acquisition model, we are happy to add the following prestigious companies that have recently engaged us to help develop and manage their customer acquisition campaigns:

- **Hearst Ranch** (Hearst Corp.)
- **Buy.com**
- **eFax**
- **Royal Doulton**
- **CRH Center**



Visit [New Media Chatter](#) to get

tips and tactics for social media marketing from Dave Peck, our New Media Strategist. This week Dave covers [Using Social Networking to Find a Job](#).

**Upcoming Events**

Come hear David Peck speak about social media at these upcoming conferences:

September 22-23

[140 | The Twitter Conference](#)

Los Angeles, CA

October 15-17

[Blog World & New Media Expo](#)

Las Vegas, NV

October 28-29

[NeoCon East](#)

Baltimore, MD

November 10-13

[DevLearn09](#)

San Jose, CA

**Better Offers: 9 Tips**

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- **Elemental LED**
- **Introduction**
- **The Economist**

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## Client News

In order to increase conversions for our B2B client **Neopost** (world's second largest provider of mailing machines, postage meters, folding/inserting machines, address printers and software solutions), we signed a partnership with the landing page optimization solution provider **Magnify360** who is helping us develop and test targeted landing pages in an effort to keep lowering acquisition costs while increasing lead volumes.

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## Performance Marketing: Previous Issues

[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](#)

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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.

## Contact Us

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