

Dear Reader,



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

With almost 14 billion queries each month, search is a key element of any performance marketing plan. But the rise of search has created some strange bedfellows. Type in "The Gap" for example and you'll find information from "Mind The Gap Nature Network Blog" as well as from the popular clothing store. This is especially true if your keyword is a commodity like "digital camera" or "mascara." This issue explores how to position your brand properly against your unexpected online competitors.

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

Feature Article: Outflanking Your Online Competitors

The steady increase in search engine use is rewriting the rules of marketing as organizations decide how best to incorporate the realities of this channel into their plans. One effect of search is that dissimilar entities become competitors when they are listed alongside each other on the Search Engine Results Pages (SERPs). Being competitive today requires that you position your brand properly - not only against companies in your traditional space -- but also against those who appear in the results of Google and other search engines.

Define traditional vs. online competitors

Traditional competitors are those in your market space that provide the same products and services as you do to your target market. An online competitor is an entity that is competing with you for the top 5 to 10 spaces on the SERPs that does not share your industry or your target market.

Non-traditional competitors are moving into new spaces online and increasing the crunch for Page 1 spots. For example, the Discovery Channel is one of the History Channel's biggest traditional competitors since it offers similar programming. But the online competitors of the History Channel are surprising: government sites, educational sites and Wikipedia entries that appear when a searcher is looking for that type of content online.

Find your rivals for visibility



New Report: Free Shipping Spikes Conversions

According to a new survey from Experian CheetahMail, free shipping offers -- used properly -- can significantly boost conversion rates, even if you're selling parrots.

70% of respondents from online companies offering business and consumer products and services, catalogers, and multichannel retailers had higher conversion rates on e-mails offering free shipping than on other types of marketing e-mails.

Of the 70% with higher conversions, 78% saw increased transaction-to-click-rates, and 47% had higher average order values in free shipping e-mails compared to other marketing e-mails. [Read the report.](#)



Join the LSF Interactive Group on Facebook!

Only Connect

Join Netflix, YouTube, 1-800-Flowers, the Huffington Post and other sites who are leveraging Facebook to connect with their audiences. If you do e-commerce or have a site that invites users to engage with it in some way (such as YouTube), registering for free with [Facebook Connect](#) means friends can see what users are buying, uploading or otherwise doing on your site. It's a new tool on your belt and another way to generate buzz.

Many companies are so focused on conquering their offline competition they don't realize they're being ambushed online. An organization that does not properly identify and differentiate between these two will lose qualified website traffic and potential customers. Online competitors may not be your direct challengers for revenue, but they are your rivals for visibility.

For example, if you search for "soft drinks" you expect to see Coke and Pepsi at the top of the SERPs. Instead you find informational sites, health sites discussing the effect of soft drinks on our overall health, and educational sites. While these organizations are not competing directly with Coke and Pepsi, they are gaining prominent online visibility, pushing Coke's and Pepsi's rankings lower, and possibly redirecting potential customers.

Word to the wise

People tend to search for problems online, while companies tend to optimize around the solution they offer. If you are looking for competitors in your space, you need to search on the problem **and** your solution.

For example, someone who spills red wine on his shirt (it's been known to happen) may search for "remove red wine stain" instead of a specific product name. If you are a company that specializes in stain treatments you want to make sure your pages are optimized beyond the obvious terms to include tips on how these products can remove specific stains.

Don't overlook your landing pages

Once you are optimized for search on the key phrases users will look for, you need to think about where these users will land after the click. If you want your visitors to stay on your site and eventually take action, you must optimize your landing pages in order to show those visitors the information they are looking for immediately.

Choose a partner

One of the best reasons to work with a search marketing expert is to get help figuring out what the consumer is searching for and defining the proper search terms. We at LSF Interactive have spent countless hours refining keyword strategies and landing page optimization with our clients. Ask your performance marketing partner how to maximize visibility for your brand and beat your competition online.

New Clients



This month, LSF Interactive US is pleased to welcome **Warner Brothers**, **The Economist**, **Simplex Health** and **Colotrim** as new clients. LSF Interactive will be driving new customers for the entire shopping site of Warner Brothers, including movies, TV shows, video games, WB exclusives and their official merchandise. Warner Brothers offers great deals on DVDs, Blu-rays, and simple viewing downloads on their entire catalog. Go check them out at www.wbshop.com.

Visit [New Media Chatter](#) to get tips and tactics for social media marketing from Dave Peck, our New Media Strategist. This week Dave nicely offers [6 Tips for Brands to Build Customer Relationships](#).



Upcoming Events

Come hear LSF experts speak 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

Find Your Online Competitors: 4 Tips

Tip 1: Search on any major search engine for keywords that relate to your core business practices and see who comes up on the first page of the results.

Tip 2: Search on the names and types of your high converting products and see if the list is different.

Tip 3: Analyze your online competitors' sites and identify keywords that relate to your business.

Tip 4: Rethink your keyphrase strategy. Can it elbow these online rivals aside?

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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New clients in the U.S. can call:

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With the Warner Brothers' WBshop.com assignment, LSF Interactive will be testing its new dynamic ad technology that allows customized banner ads in real time.



In Europe, LSF Interactive has had a very active summer and gained a flurry of new clients, including **Lacoste** (the famous Crocodile branded shirts!), **L'Occitane**, **Les 3 Suisses**, **Credit Mutuel** and several others.

Welcome to all our new clients!

Client News

We have started delivering customers to the **Hearst Ranch** website and the campaign is ramping up nicely. [Hearst Ranch](#) offers the best quality grass-fed beef in the country on one of its largest ranches. Since 1865, the Hearst family has raised cattle on the rich sustainable native grasslands of the Central California coast. Hearst Cattle are **grass-fed** and **grass-finished** and **humanely raised**. Their animals are not given growth hormones or antibiotics.



The result is beef with extraordinary flavor that's as memorable and natural as the surrounding landscape. Between the legendary San Simeon Piedra Blanca Rancho and the Jack Ranch in Cholame, CA, the Hearst Ranch company owns a staggering 150,000 acres of grassland and raises a 2,500-cow herd. Try out this exceptional mouth watering meat at www.hearstranch.com. Special free shipping offers for orders above \$74.00!

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](#)

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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