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Search Engine Advertising is Essential for Modern Marketing

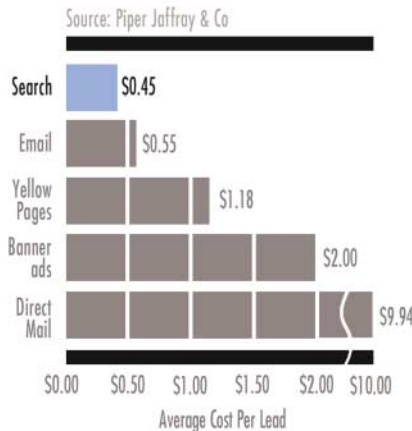
How do potential customers find your company? The fact that the word "Google" has emerged in modern lexicon as a verb should help you realize that most people find products or services via search engines. According to a study by DoubleClick, 41 percent of US customers used search engines to research a purchase. Only 10 percent used a print ad and 9 percent a TV ad. Are search engines directing potential customers to your products or services?

Search engine advertising is highly cost effective. A report from Piper Jaffray & Company reveals the cost per lead from search engines is \$0.45. That compares to \$1.18 for yellow pages advertising and \$9.94 for direct mail inserts. PPC (pay per click) advertising has become the ideal marketing vehicle. You only pay a few cents per lead and those leads are highly qualified as the potential customer is actively seeking your products or services.

PPC search engine advertising expands your audience. Buying ads on Google distributes your ads on AOL, EarthLink and Ask Jeeves as well as on the main Google site. Run an ad campaign on Overture, now a Yahoo company, and your ads will be seen across MSN, Yahoo and CNN. Advertise with Google and Overture and you will reach over 90 percent of the Internet audience.

PPC advertising results can be measured. Statistics can be gathered from your web server logs to determine the efficacy of an ad campaign. For example, Analytical Investing (www.analyticalinvesting.com), an investment research service, is able to track which keywords result in new subscriptions. Knowing which keywords work saves the company money and differentiates search engine marketing from more traditional advertising. How do you know if a TV ad is working? A poorly performing search engine

ad campaign can be corrected without having to build a new campaign from scratch. Try that with a print ad.



Whether your goal is to increase online sales or identify promising leads, search engine advertising is an ideal marketing platform. Consider Maine Munchies (www.mainemunchies.com) who sell gourmet specialty food gift boxes from Maine. Online sales increased 144% year over year due to search engine marketing. B2B sites that do not sell online can use keyword advertising to generate leads to pursue offline. An effective tactic to track these results involves creating an inquiry form which is only accessible when clicking on a keyword ad.

Why search engine advertising? Your customers use the search engines. Advertising on those search engines is one of the cheapest ad vehicles available. Search engine ads expand your reach to a wider audience. Your advertising results are measurable. Ads can be revised in the middle of a campaign. Perhaps the better question is this: How much of your traditional marketing budget should be shifted to search engine advertising?



Apogee Web Consulting LLC is a full service search engine marketing firm whose mission is to help businesses succeed on the Internet. Services available include search engine pay per click advertising campaign creation and management, comparison shopping site product inclusion and search engine optimization. All services begin with a foundation of keyword research and feature custom reporting. Products offered include open source web analytics software to track search engine traffic and a free online tool to analyze keywords used by competitors. Choose search engine marketing products and services from Apogee Web Consulting LLC. Your site. Elevated.SM

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Apogee Web Consulting LLC is a member of regional and national professional organizations including the Greater Baltimore Technology Council and the Search Engine Marketing Professional Organization. The founder, Richard Ball, is a former AOL software developer and a graduate of MIT. His search engine marketing articles are published on various industry sites including Search Engine Guide and SEO Today. The company serves local clients in the Washington DC, Maryland, Northern Virginia area as well as clients around the country. Local clients include Hedwin Corporation, Analytical Investing, Eco-Strip and WizardsSpell. National clients include Plantrex and Maine Munchies.

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