

Online Marketing Proposal for *Company*

presented by: **adlucent**

Campaign Goals + Strategy

> *a foundation for success* <

Campaign Goals:

1. **Reach a wider online audience** and boost total download numbers.
2. **Increase the visibility of Company.com** on the major search engines.
3. **Improve conversion rates** on Company landing pages.
4. **Decrease campaign costs** and reposition budget to provide a higher return on investment (ROI).

Search Marketing Strategy:

1. **Increase overall traffic volume** to the Company Web site by expanding marketing campaigns on Google, Yahoo, and MSN.
2. **Decrease costs** by reallocating search budget to the highest performing campaigns.
3. **Expand keyword portfolios** to include high-return, long tail phrases.
4. **Expand content network campaigns** while proactively measuring return on investment on partner sites.
5. **Automate bid management and optimize budget** across Google, Yahoo, and MSN.
6. **Improve campaign quality** and reduce costs by improving keyword quality and click-through rate.
7. **Create consistency** between online marketing campaigns and landing pages to streamline conversions and reduce abandonment.
8. **Expand site-targeted campaigns** and reduce spending on low performance sites.
9. **Create compelling image ads** in standard formats to broaden reach on content networks.

Campaign Goals + Strategy

> *continued* <

Search Engine Optimization Strategy:

1. **Identify and expand** keyword lists for each page.
2. **Create** unique title, description, and keyword meta tags on various pages and recommend other content changes to improve natural search traffic.
3. **Identify and correct** existing barriers to indexing by the leading search engines.
4. **Create and submit** a comprehensive site map to Google and Yahoo.
5. **Make on-page search engine optimization recommendations** for high-priority pages.
6. **Consult on link building strategies** and make recommendations to the Company PR team.

Online Marketing Tactics

> *what to expect* <

Research + Create: Search Marketing Campaigns

1. **Analyze and optimize keyword bids and campaigns** – Reduce current monthly spend by \$8,000 by reducing the average cost per acquisition (CPA).
2. **Optimize content network advertising** - Reallocate budget to best performing partner sites. Reduce content network spending by \$4,000 per month while maintaining the current conversion volume.
3. **Create three new landing pages** to align more closely with high-traffic marketing campaigns. Existing landing pages will be re-coded to be more search engine friendly. Minor content changes will be made to each additional page to improve relevance. Landing pages that are highly relevant to search queries will improve conversion rate and reduce bounce rate.
4. **Expand Google Campaigns** – Add to and edit search campaigns to cover new product features, increase specificity of existing features, and improve relevance to user queries. The objective is to drive more high-value traffic and broaden the appeal of Company to a wider audience.
5. **Keyword portfolio expansion** – Expand keyword sets for increased granularity and relevance. Improve return on investment (ROI) with long tail terms. Expanding keyword volume will allow Adlucent to better allocate budget towards high-ROI keywords without sacrificing total traffic volume.
6. **Site targeting exploration and implementation** – Expand Web site targeting campaigns on Google content network to broaden market reach. Carefully monitor ROI of site targeting campaigns and reallocate budget to reduce the cost per conversion.
7. **Create new ad text** to improve relevance, click-through rate, and conversions for all campaigns. Improving click-through rate will increase traffic and decrease costs. Use multivariate testing to find the best ad text variations for the top three ad groups. Provide a customized best practices report after six months.

Online Marketing Tactics

> *continued* <

8. **Campaign creation on Yahoo and MSN** – Port newly expanded Google campaigns to Yahoo and MSN to reach over 97% of total search engine traffic. Optimize ad text, keywords, and campaign settings for each search engine. Setup conversion tracking and install keyword-level bid management on all three search engines.

Research + Create: Search Engine Optimization + Usability

1. **Keyword research and on-page SEO recommendations** – Perform keyword research for Company.com and optimize ten high-opportunity pages. Submit optimization analysis report with suggested keyword targeting, meta descriptions, meta keywords, title tags, and content changes for ten pages.
2. **Create a universal site map** to improve search engine indexing. Submit it to Yahoo and Google and evaluate success.
3. **Create a robots.txt file** to help improve search engine indexing and rankings.
4. **Search engine optimization consulting** - Provide custom best practices report based on the existing Company.com site. Report indexing problems, identify existing technical issues, and summarize best practices for moving forward. Recommend strategy for the “help” and “community” sections of Company.com. Create keyword targeting list and monitor traffic and conversions for targeted terms.
5. **Usability consulting** – prepare a customized report to identify and remove barriers to conversion. Recommend design and content changes to improve conversions.

Online Marketing Tactics

> *continued* <

Test + Refine

1. **Daily bid management and budget optimization** – Dedicated monitoring and optimization of search marketing campaigns. Bid management tools can use real-time conversion data to provide fast optimization in a dynamic bidding environment.
2. **Content network optimization** – Over half of current conversions stem from the content network, but the quality and traffic volume on the content network varies significantly over time. Adlucent will monitor ROI and improve content network performance daily to fully leverage this high-ROI traffic.
3. **Ongoing testing and optimization** of ad text to increase traffic volume, improve Google quality scores, and reduce bid costs.
4. **Automated, portfolio-based bid management** – Historical performance will be analyzed to optimize your future bidding strategy. Multiple, custom portfolios can be created for each search engine based on Company's specific business objectives. Up to 20,000 bid updates can be made daily based on real-time conversion data on each search engine.
5. **Monthly reporting** of key performance indicators.

Project Timeline

> *scheduled results* <

1. Research + Create (4 weeks)

- a. Keyword portfolio expansion.
- b. Site targeting exploration and implementation.
- c. Campaign expansion on Google.
- d. Campaign creation on Yahoo! and MSN.
- e. Keyword research and on-page SEO recommendations.
- f. Search engine optimization consulting and custom best practices report based upon existing Company.com site.
- g. Creation of new landing page concepts to align more closely with marketing campaigns.
- h. Creation of image ad concepts.
- i. Analyze and manually optimize keyword bids and campaigns.
- j. New ad group creation and multivariate ad copy testing.

2. Client Sign-off (1 week)

- a. Approval of landing page design
- b. Approval of image ad concepts
- c. Approval of new ad copy

3. Ongoing management, reporting, and traffic cultivation (ongoing)

- a. Daily bid management and budget optimization.
- b. Continual expansion to new marketing channels.
- c. Ongoing search engine optimization recommendations and link building.
- d. Ongoing multivariate testing and optimization of ad text.
- e. Testing and improving landing page content and cultivation flows.
- f. Monthly reporting of key performance indicators.

Project Budget

> *proposed expenditures* <

Phase 1: Research + Creation (4 weeks)

- Campaign optimization for search network, content network, and site targeted campaigns.
- Expansion of campaign on Google, Yahoo, and MSN.
- Landing page design and creation.
- Search engine optimization research and recommendations.
- Analytics and bid management installation.
- New ad text creation and multivariate testing setup.
- Usability report and recommendations.

Phase 1 Total: \$20,250

Phase 2: Campaign management, reporting, and traffic development (ongoing)

- Daily bid management and budget optimization
- Continued ad text optimization and testing.
- Portfolio based bid management with four daily updates on up to 10,000 keywords.
- Monthly reporting and consulting.

Phase 2 Total: 12% of ad spend.

Note: Management fees are capped at \$15,000 for ad spends exceeding \$300,000 per month.

A minimum management of \$3,000 applies for ad spends under \$25,000 per month.

Summary: Return on Investment Proposition

In Phase 1 Adlucent predicts to implement a cost savings of approximately \$12,000/month by reducing the cost per acquisition across Google's search and content networks. The work described in Phase 1 should pay for itself in the first seven weeks of the campaign, and will position Company to fully leverage phase 2 of the project over the subsequent six to twelve months.

In Phase 2, Adlucent will actively increase traffic and maximize ROI on Google, Yahoo, and MSN by continuously building on the foundation established in Phase 1. The 12% on ad spend investment is subject to your business objectives (CPA, ROI, and budget) to ensure that Adlucent is dedicated to maximizing your campaign performance. The 12% investment typically results in a cost savings of 20-30%+. This cost savings will be realized in the first three months of Phase 2, and performance and traffic will continue to improve over time.

Optional Marketing Tactics

> *future recommendations* <

Optional Marketing Tactics

1. **Competitive Intelligence** – Identify successful search engine optimization techniques used by competitors. Report on recommendations to improve natural search rankings.
2. **Multivariate landing page optimization** – Perform multivariate landing page tests to improve conversion rate.
3. **Image Ads** – Create 1-2 image ads of the proportions noted below for distribution on the Google content network. Note: dimensions are for static image ads only. Contact Adlucent for animated image ad dimensions.
 - Banner: 468 x 49
 - Leaderboard: 728 x 79
 - Square: 250 x 239
 - Small Square: 200 x 189
 - Large Rectangle: 336 x 269
 - Medium Rectangle: 300 x 239
 - Skyscraper: 120 x 578
 - Wide Skyscraper: 160 x 578
4. **StumbleUpon landing page** – Create a new landing page for the StumbleUpon audience in order to improve conversions and optimize StumbleUpon spending.
5. **Target additional ad networks** beyond Google, Yahoo and MSN to further widen reach.

Consulting Team

> *bios* <

Michael Griffin, President

As the founder of Adlucent, Michael brings over 7 years of experience in strategic search engine marketing, search engine optimization, landing page design, and bid optimization. He has served a broad range of clients including Fortune 500 Internet retailers, international non-profits, a shopping search engine and national political organizations. Michael draws upon his experience to develop comprehensive online marketing strategies aimed at streamlining the process from search to conversion to maximize return on investment. Prior to founding Adlucent, Michael attended University of Texas at Austin pursuing a PhD in chemistry. Michael is the recipient of the prestigious Watson Fellowship and received his BS degree from Davidson College.

Robert Gilbreath, Director of Operations

As Director of Operations, Robert Gilbreath brings over 10 years of e-commerce, online marketing, process management, email marketing, affiliate program development and operations experience to the Adlucent team. Robert's role at Adlucent includes corporate strategy, account management, product management and marketing. Prior to joining Adlucent, Robert was with online retailer Academic Superstore as Director of Online Marketing where he managed an online program generating over \$40M in annual sales. Prior to his time at Academic Superstore, Robert was an integral part of the marketing team at McCoy's Corporation, a building supply retailer, where he was responsible for developing integrated marketing campaigns and acted as lead on e-commerce initiatives. Robert holds a Bachelor of Business Administration in Marketing from Southwest Texas State University and a Master of Business Administration in e-Commerce from St. Edward's University.

Consulting Team

> *bios* <

Alex Harmon, Account Manager

Alex joined Adlucent as Account Manager and brings over 7 years of experience managing marketing programs for online retailers with a focus in PPC search marketing. As Account Manager at Adlucent, Alex is responsible for the management and development of client marketing campaigns, as well as client communications. Prior to joining Adlucent, he successfully managed multi-million dollar search marketing programs and was an integral member of the client-side Marketing team for leading Internet retailers ProFlowers.com, CarsDirect.com, and Shoes.com. Alex received his Bachelor of Science from the Wharton School of the University of Pennsylvania.

Nicholas Herman, Creative Director + Search Marketing Director

Nicholas joined Adlucent in 2005 as Creative Director and user interface expert. With a strong aptitude in advertising and Web site development, Nicholas serves as our online strategy specialist with a focus on combining highly optimized search marketing campaigns with strong landing page design. He serves as the lead search marketing director for Adlucent's largest accounts including leading international online retailers, nonprofit organizations, and local Internet retailers. Nicholas graduated summa cum laude, with highest honors, from the University of Texas with a bachelor of science in both advertising and architectural studies.

Contact Info

> *stay in touch* <

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