

SMPS Presentation

Using Search to Build Brand Awareness

Increase your marketing ROI by taking the web by storm

– Ivy Hastings

How Many of You Have?

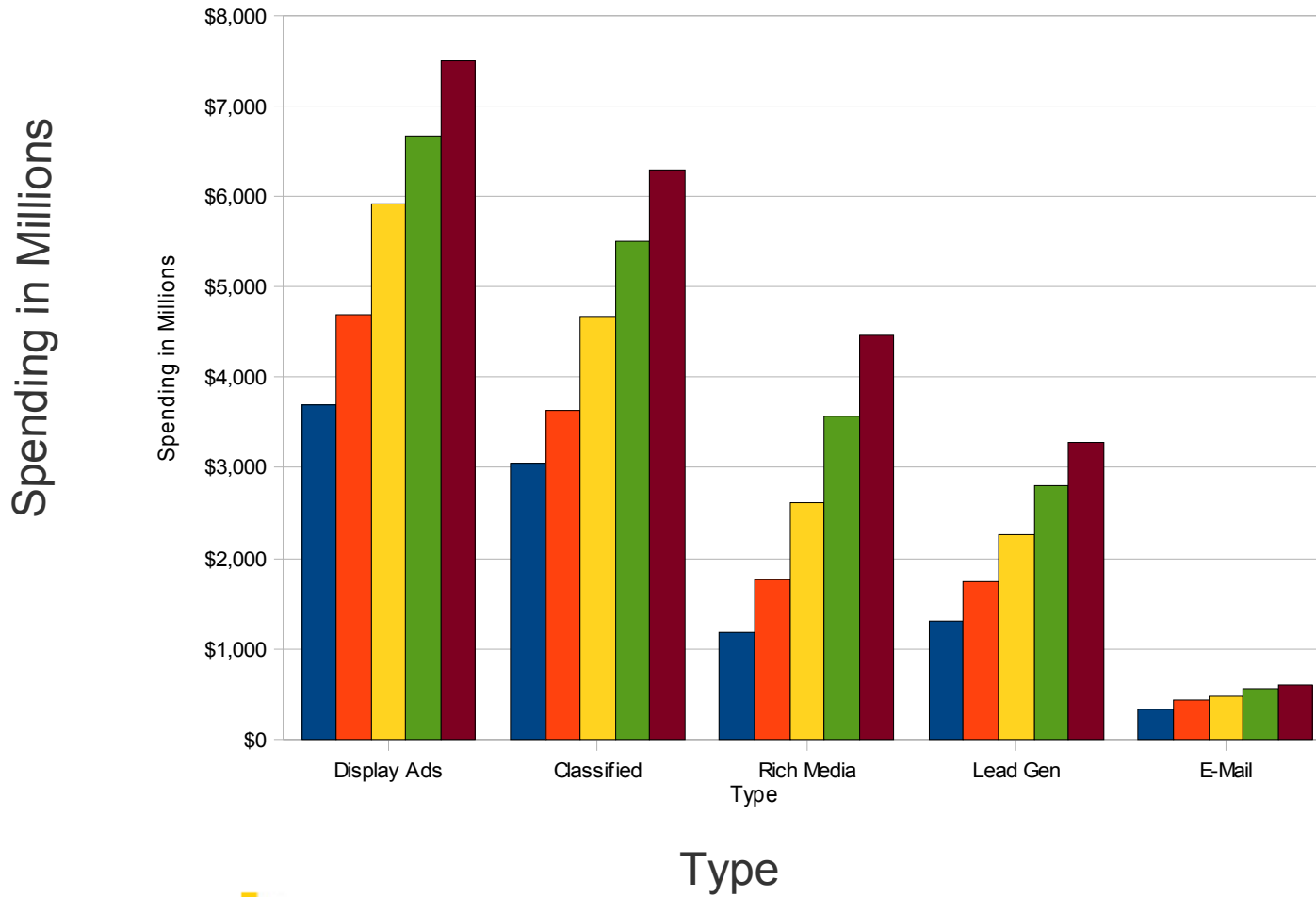
- Responded to a Direct Mail Piece?
- Gone to a trade show to research potential vendors?
- Consulted radio, television, or magazines?
- Used Google to find information?

What This Means to You

- **The vast majority of your customers are researching online before buying**
- **Your website is almost always the first point of contact with your customers**
- **If you don't come up in the search engines, you basically don't exist**

The Data

Online Spending



Online Branding Means

- Tapping New Markets
- Driving the way customers think about you
- Looking better than the bigger guys
- Controlling your message
- Getting to market faster
- Reacting to changes in the marketplace
- Creating thought leadership
- Differentiating yourself from your competition

The Strategy

- Set your goals
- Speak to your target audiences
- Create relevant, targeted, useful, humorous content that users will forward. Content that creates buzz or builds thought leadership
- Don't hold back information. If they aren't getting it from you, they are getting it from your competitors

The Process

- Create Content
- Distribute It
- Watch it Grow Virally
- Measure
- Analyze
- Start All Over

Create Relevant Content

- Press Releases
- Blog Entries
- Articles, White Papers, Case Studies
- Bookmarks
- Videos
- Podcasts
- Social Media Profiles

Distribute It

- Online Press Release Services
- Article Marketing Sites
- Online Publications
- Social Bookmarking Sites
- Industry Blogs
- Online Directories
- RSS Feeds
- YouTube, Facebook, Niche Social Marketing Sites

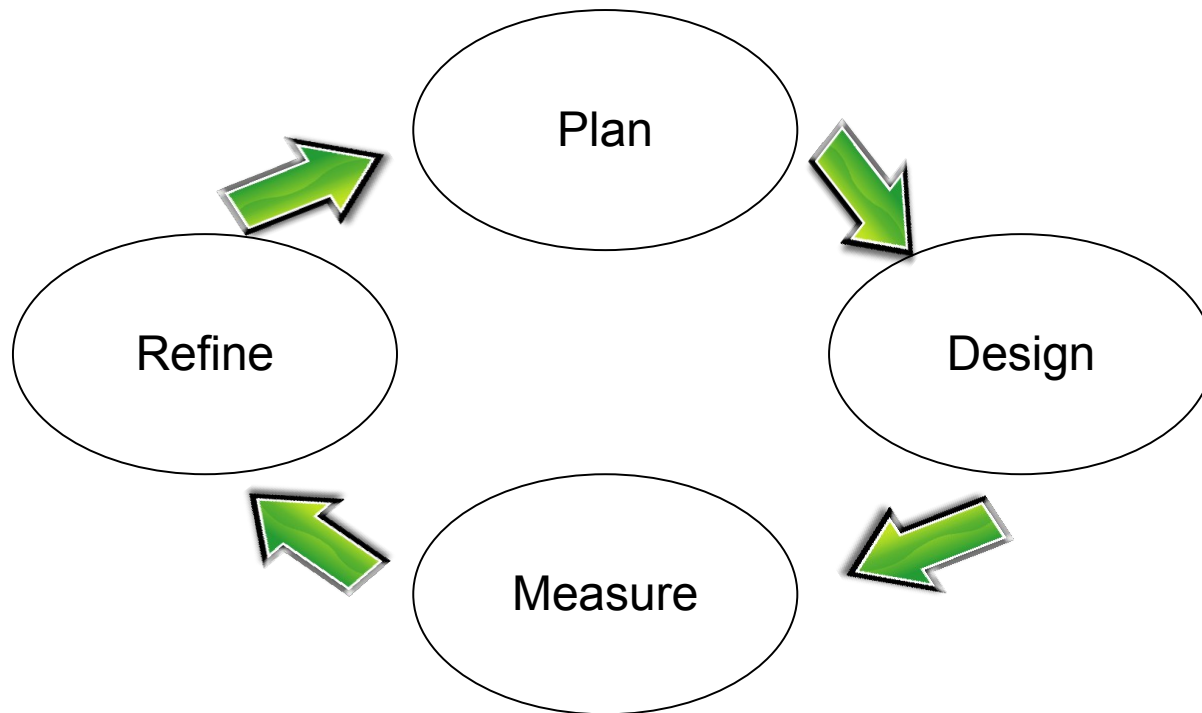
Watch It Grow Virally

- Scrapers
- Email Forwards
- Tags
- Digg
- Blog Postings
- Readers
- Bookmarking Sites

Measure & Analyze

- Web Analytics Tells Us
 - How many are coming
 - Where they are coming from
 - What they are reading
 - How they found you
 - Where they enter and where they bail
- A/B Testing
- Customer Ratings & Feedback

Do it Again



Why Organic Results Rule

- 80% of users click on organic results before paid results
- Users are 3 times more likely to convert on sites that come up in organic results
- Organic Search Engine Marketing has proved to be the highest ROI of all marketing efforts

Getting Organic Results

It's Not Rocket Science

- Content
- Inbound Links
- Code
- If it's good for the user, it's good for your organic positioning

The Golden Triangle

- Local Results
- Top Organic Results
- Paid Results

Tactics

- Do a keyword analysis
- Buy your brand keywords
- Register for Google Local
- Don't forget misspellings
- Create targeted landing pages

Case Study Adolfson & Peterson

The Goals

- To validate Adolfson & Peterson position as a leader in Green Building by gaining top position on the search engines for various green building terms
- To gain top ranking for A&P's various construction services
- To recruit employees by showing up in the top ranks for construction careers searches
- To have top ranking for every possible misspelling of the company name— an ongoing issue for A&P's brand awareness
- To drive traffic to based on A&P's various projects

The Tactics

- Rewrite the code on the A&P website so that it was search engine friendly
- Edit existing content to include targeted keywords
- Create, distribute and host new content
- Develop a strategic link-building campaign that not only raised organic placement, but established brand awareness across the web
- Used social media outlets to build links and create online buzz for the brand

The Results

- 8-10% Jump in Traffic every month since campaign started

Ranked #1 for the following key words:

- Green Construction Management Firm
- Advanced Planning Construction
- Occupancy Transition
- For every permutation of misspellings of the company name (Adolphson & Petersen, Adolfsen Peterson, Adolf Peterson, etc)

First Page:

- #2 and 2 for Green Construction Management
- #2 and 3 for Green General Contractor
- #2 Development Support for Construction
- #2 Facility Support for Construction
- #3 Green Construction Management
- #3 Safest Construction Management Firm
- \$6 Facility Solutions Group (A&P Service)
- #7 Sustainable Construction Management
- #9 Minnesota Green Construction Firm
- #10 Construction Careers
- #11 Construction Management Firm



#1 on Google Is Not Enough

- No search engine marketing campaign is effective if users come to a site and they are not compelled to act.
- Part of our strategy was to redesign the site in order to look like a billion dollar company and showcase the quality of A&P's impressive portfolio of projects.
- We hit all the target audiences. We emphasized the “green” aspect of the company, focused on safety, and finally, showcased employee satisfaction and benefits.

Take-Aways

- Start with the clear, simple truth of your brand
- Tell **your** story directly to your customers. Don't wait for old media to tell it (the wrong way)
- Involve your customers through
 - Comments
 - Reviews
 - Q&A
- Let go!
- Let your customers be your brand ambassadors
- Always measure your efforts and refine them