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Search Engine Special Report

Did you know in 2005-2006 the Internet directly influenced over 50% of all sales?

- 80% of all website visits began in a search engine
- 1 in 2 internet users employed one or more search engines in a search
- Ranking high on engines and staying there remains a major issue among competitors
- Listed in top 5 engines assured the highest level of traffic conversion (slot #5 dropped big)
- Search engine loyalty remained low because cost to switch remained low.

According to rankings, Google ranked #1 of Search Engines at 46.2% of Search Share. Yahoo followed at 22.5%, trailed by MSN, AOL, My Way Search and Ask Jeeves, respectively.

Appearing on search engines as early and as often as possible separates you from your competitors. Consumer marketing companies who don't have the marketing budget of the majors must rely even more on search engine referrals. Good positioning of your product website on major search engines is of critical importance and can directly affect your bottom line.

eMarketing can be used successfully as a direct response vehicle (short term, results-oriented) or as a branding tool (long-term). If you have budget limitations and are challenged with strong seasonal demand, you may focus your resources on eMarketing formats that are best used as either a strong drive-to-web/drive to retail strategy or as a direct response/direct selling tool.

Search marketing should be an essential component of your online strategy and an important line item in your budget. In addition to traditional media, consumer marketers should focus efforts and resources on building and expanding your existing Online Marketing Strategies to drive direct online sales and/or to bolster drive-to-retail initiatives.

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For more information on how you, as an SGMA member, can utilize the online channel to its fullest potential and integrate smart Search Engine Marketing into your traditional media plans, contact Blue Plate Media Services at 908-918-0202 or visit blueplatemediacompany.com/SGMA.

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