

# Putting Search Into The Marketing Mix

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## » Search Informed Marketing and Search Frequency Research

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[www.epiar.com](http://www.epiar.com)

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target. connect. succeed.™

# » Overview

- Search Informed Marketing (SIM) – Using intelligence gathered through search to improve marketing.
- Search Frequency Research (SFR) – Introduction and examples.
- Case Studies – Real examples of explosive growth after applying Search Informed Marketing and Advanced Search Frequency Research.



# » Marketing 101

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Marketing is connecting...

# Supply

with

# Demand



# » Marketing 101

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Marketing is connecting...

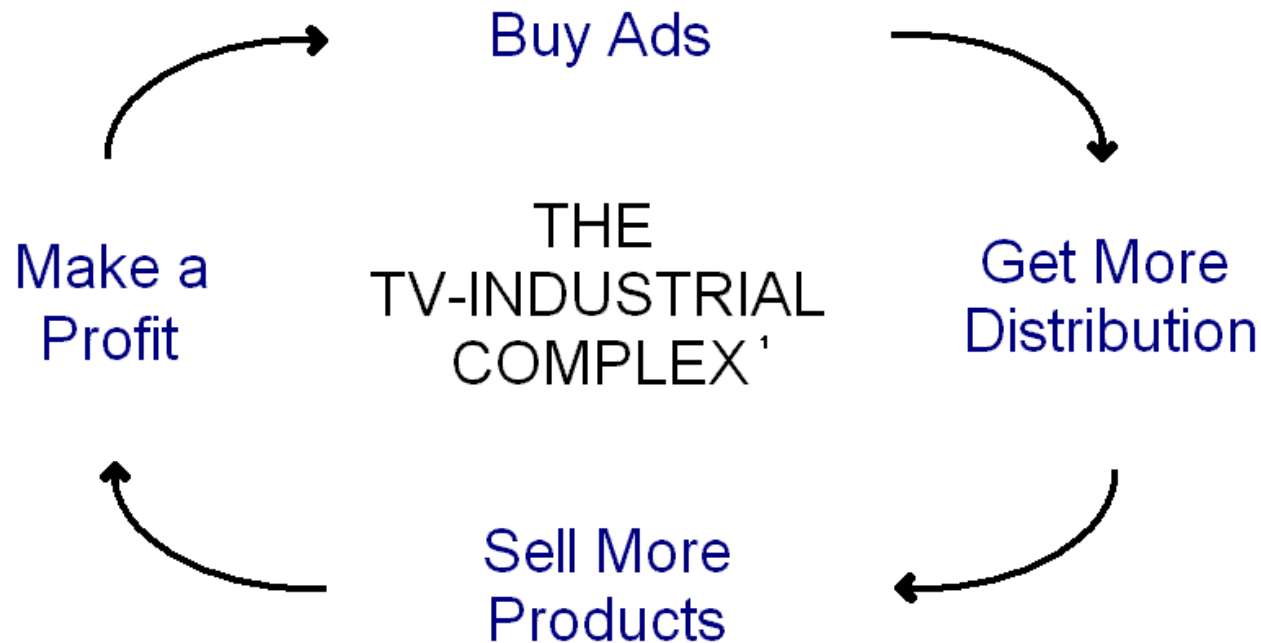
# Supply with Demand



# » Marketing 101 – Pre-Internet

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Once upon a time...



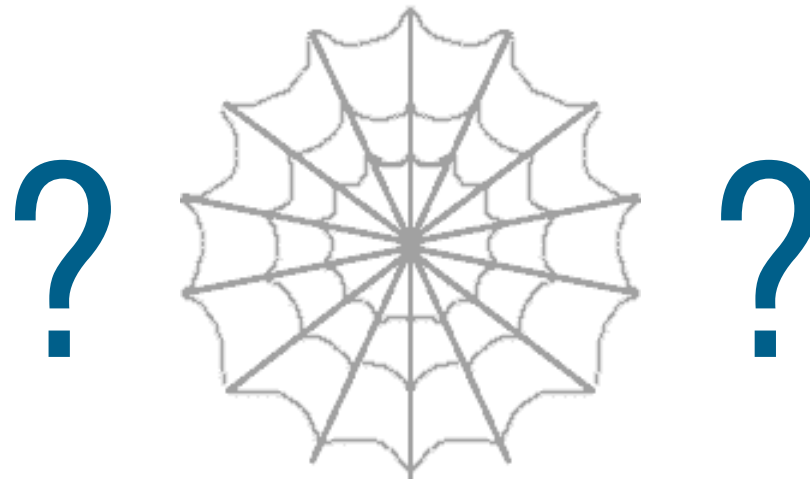
1 – Seth Godin, *Purple Cow*.



# » Marketing 101 – Now

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Today's environment:



How do we connect supply with demand today?

How has **demand changed** now that media, commerce, and industry are becoming decentralized?



# » A Balanced Research Portfolio

SFR a compliment to traditional forms of market research:

	Focus Groups	Surveys & Polls	Search Frequency Research
Sample Size	10's	1000's	Billions
Data Source	Push	Push	Pull
Human Hours	High	Medium	Low



# » Got What it Takes to Succeed?

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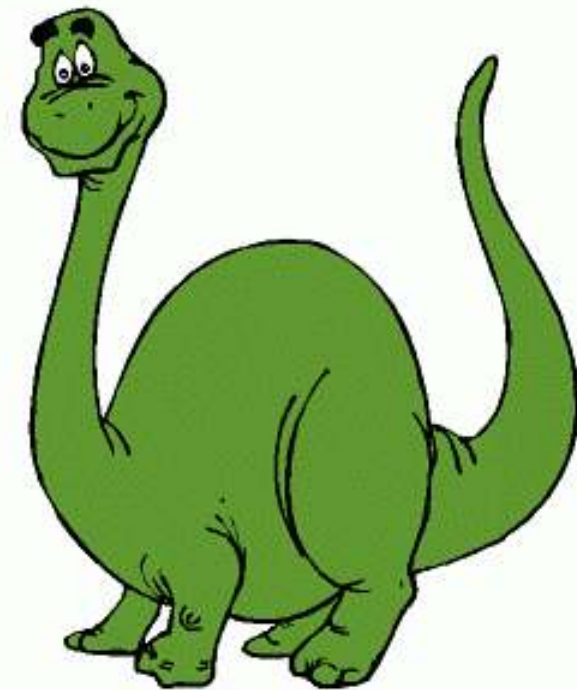
Prerequisites for succeeding in the SIM business environment:

- Willingness to embrace change
- Willingness to genuinely provide what the market demands
- Willingness to change your vocabulary to match what people are asking for
- Comprehensive search frequency research



# » Alternative to Adopting SIM

Search Informed  
Marketing?  
Well, maybe  
next year...



# » Search Frequency Research

What is Search Frequency Research?

- People entering phrases into search engines
- Gathering search information around a selected topic
- Analyzing **large volumes** (100,000's) of phrases and their search frequencies for short and long tail insight
- Looking for trends, patterns, oddities, and ultimately:

# Meaning!



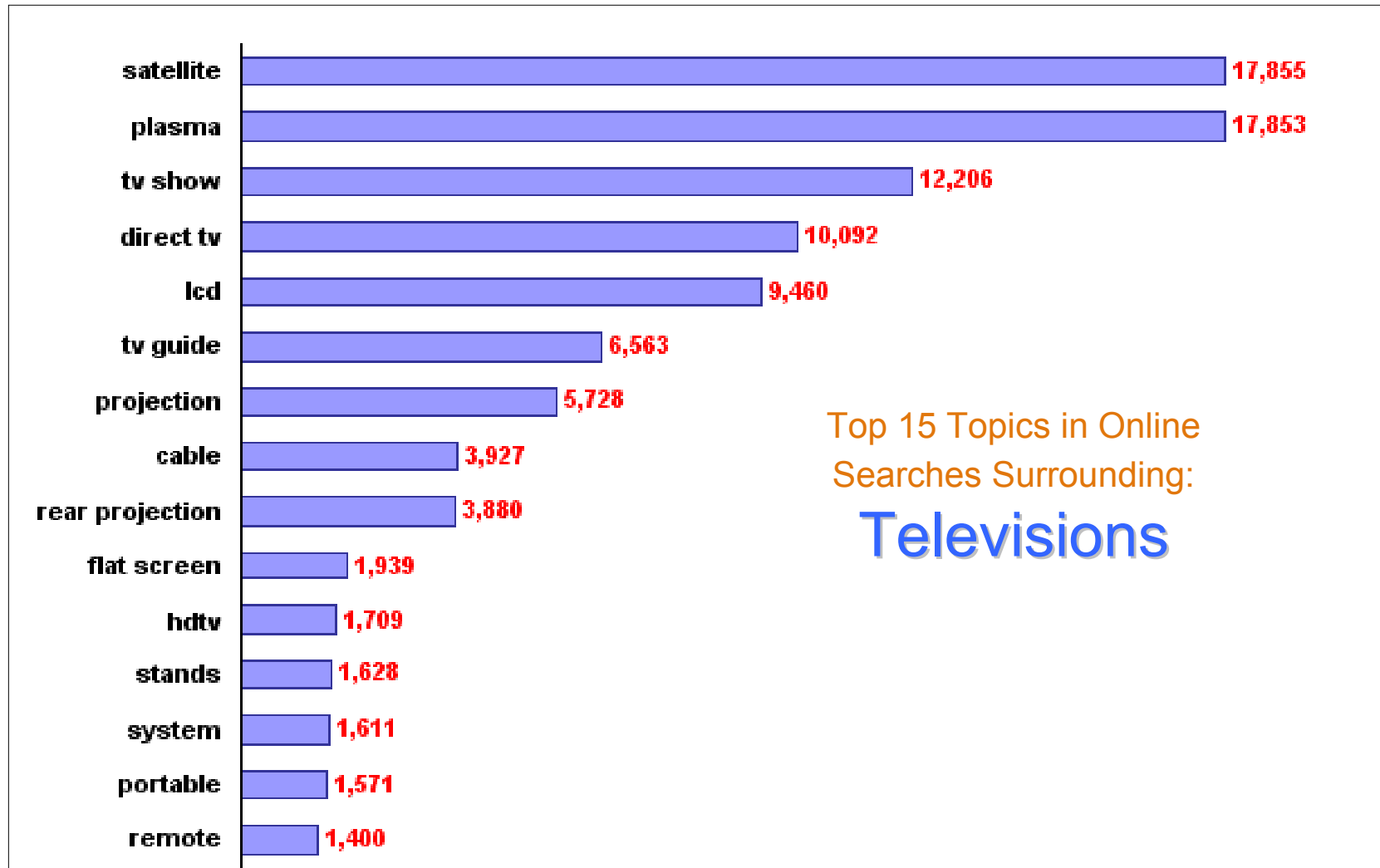
## » Just For Fun! – Funny Searches

Real searches entered by real people:

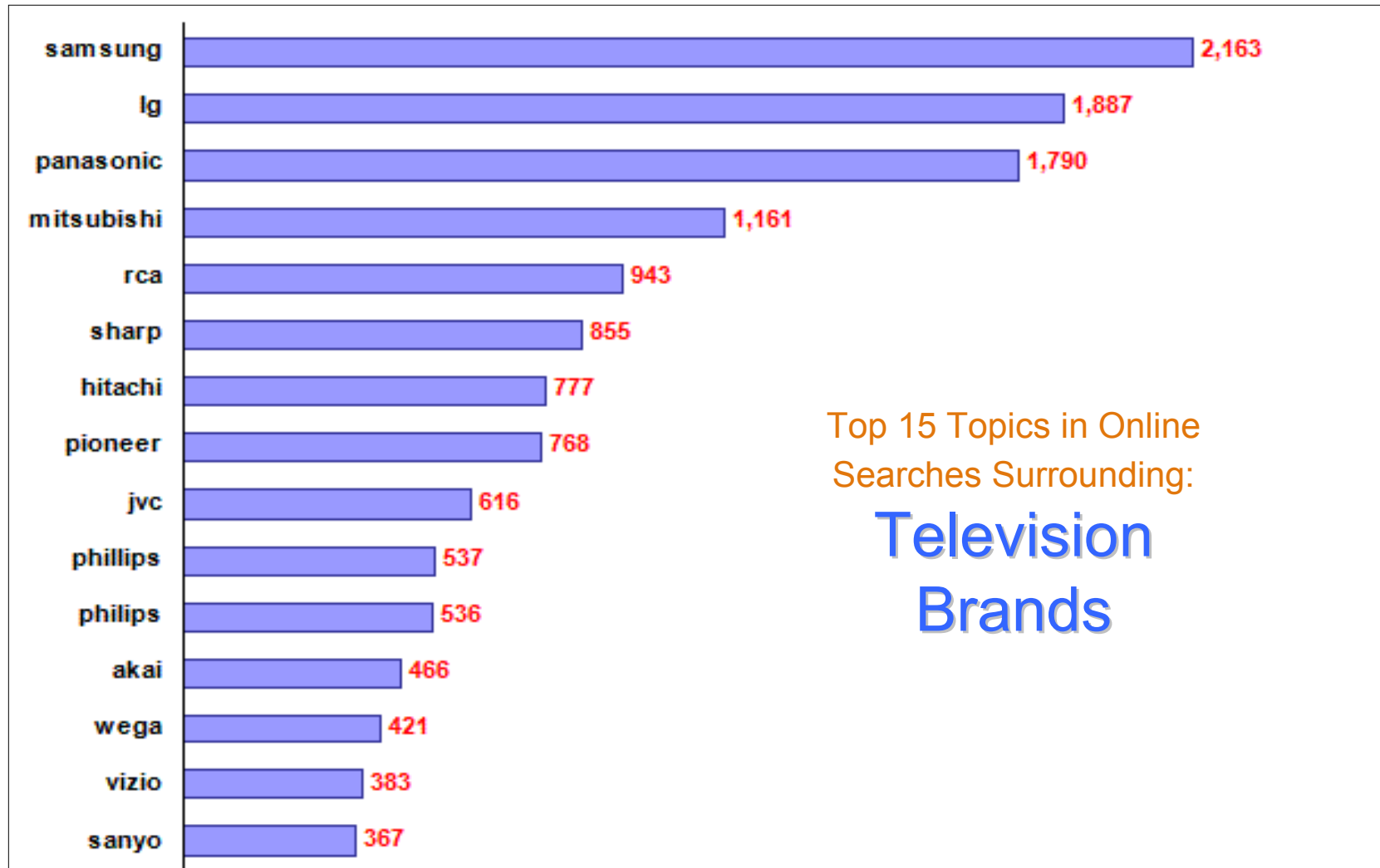
- What is a search engine (276 *daily* searches)
- How to build a catapult (230)
- What is history (205)
- Box full of sharp objects (185)
- Bear vs shark (72)
- Atomic wedgie (298)
- Self injury tricks (27)



## » Business Research – Product Segmentation



## » Business Research – Brand Equity

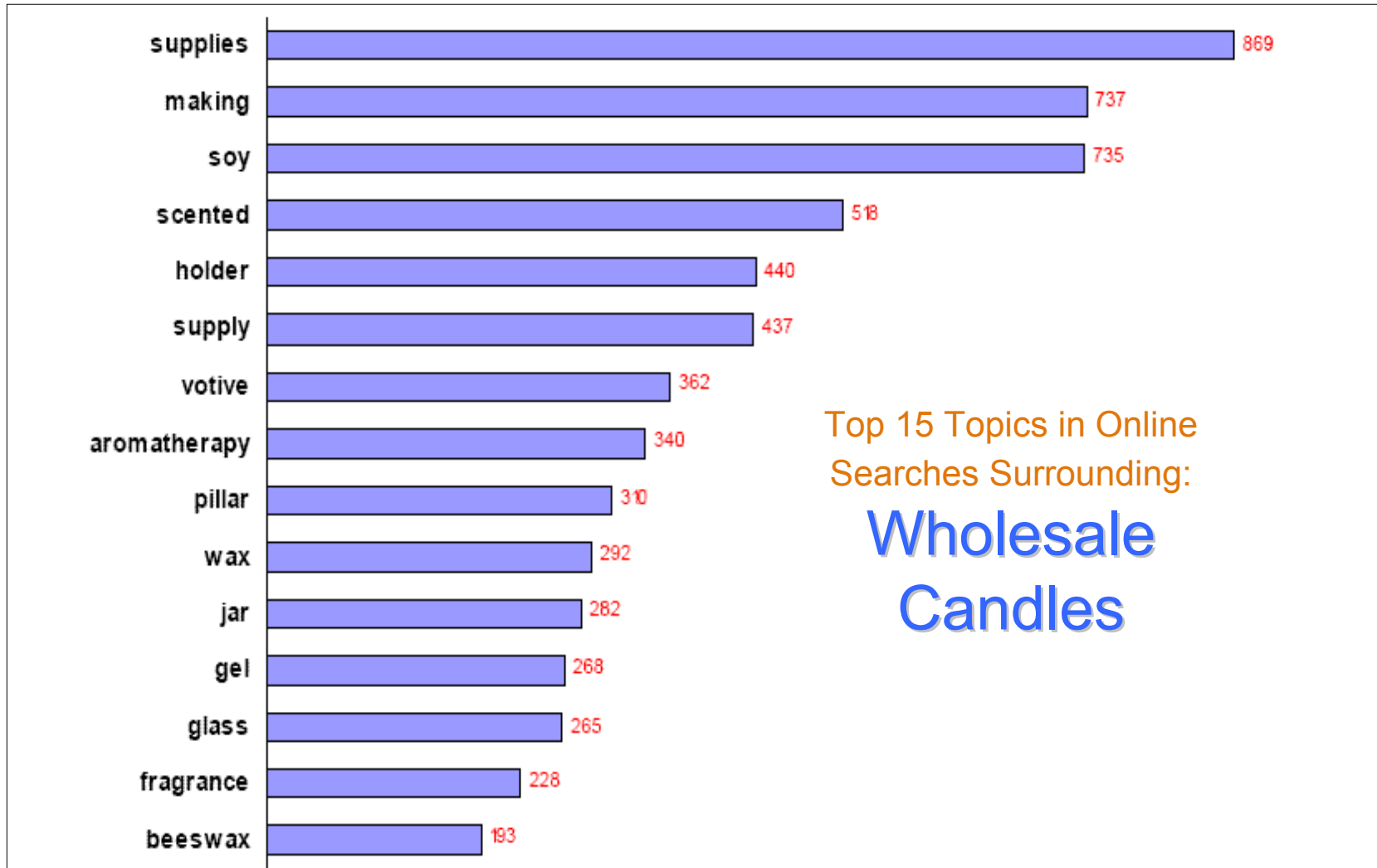


Top 15 Topics in Online  
Searches Surrounding:

## Television Brands



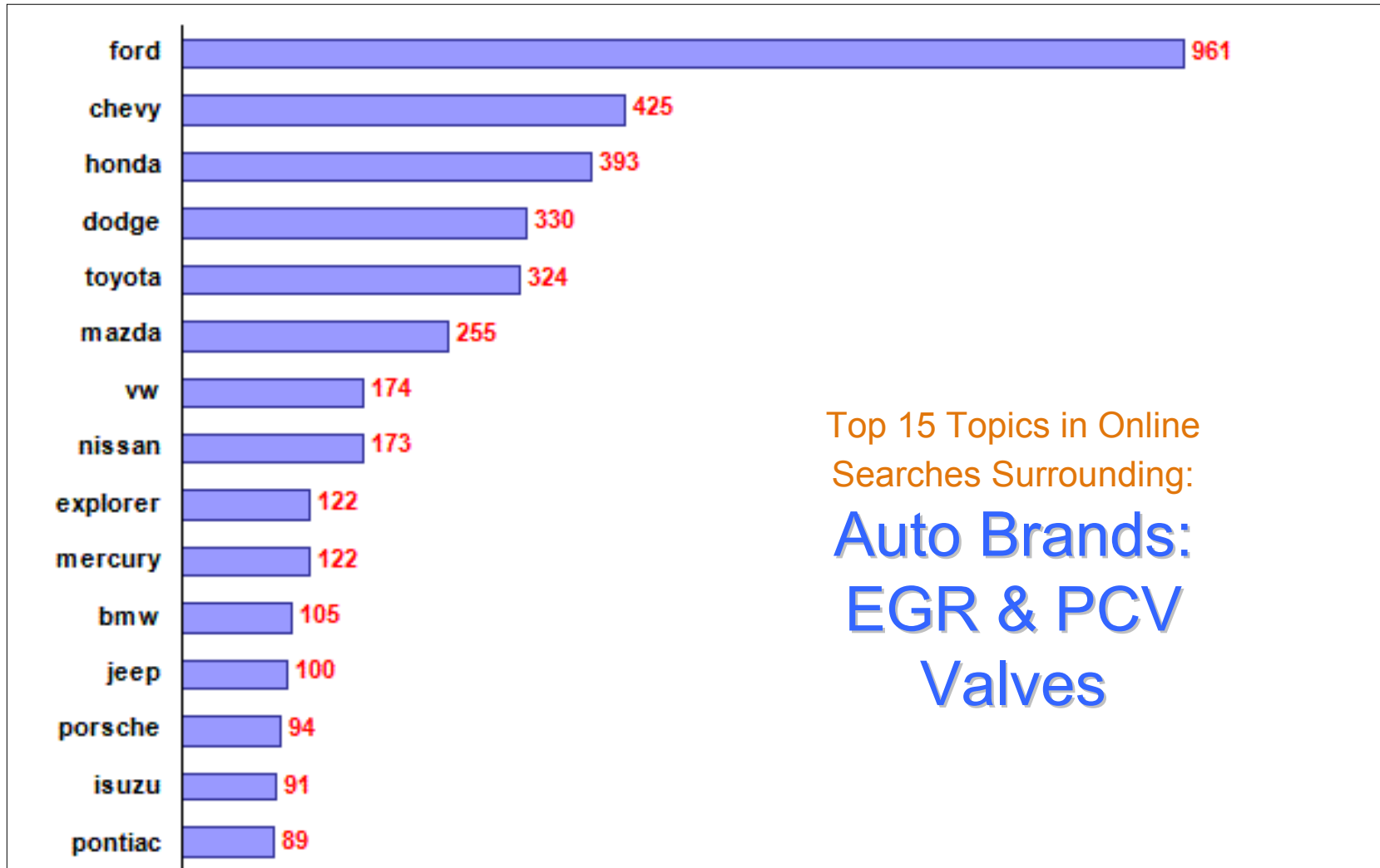
» Business Research – New Product Ideas



Top 15 Topics in Online Searches Surrounding:  
**Wholesale Candles**



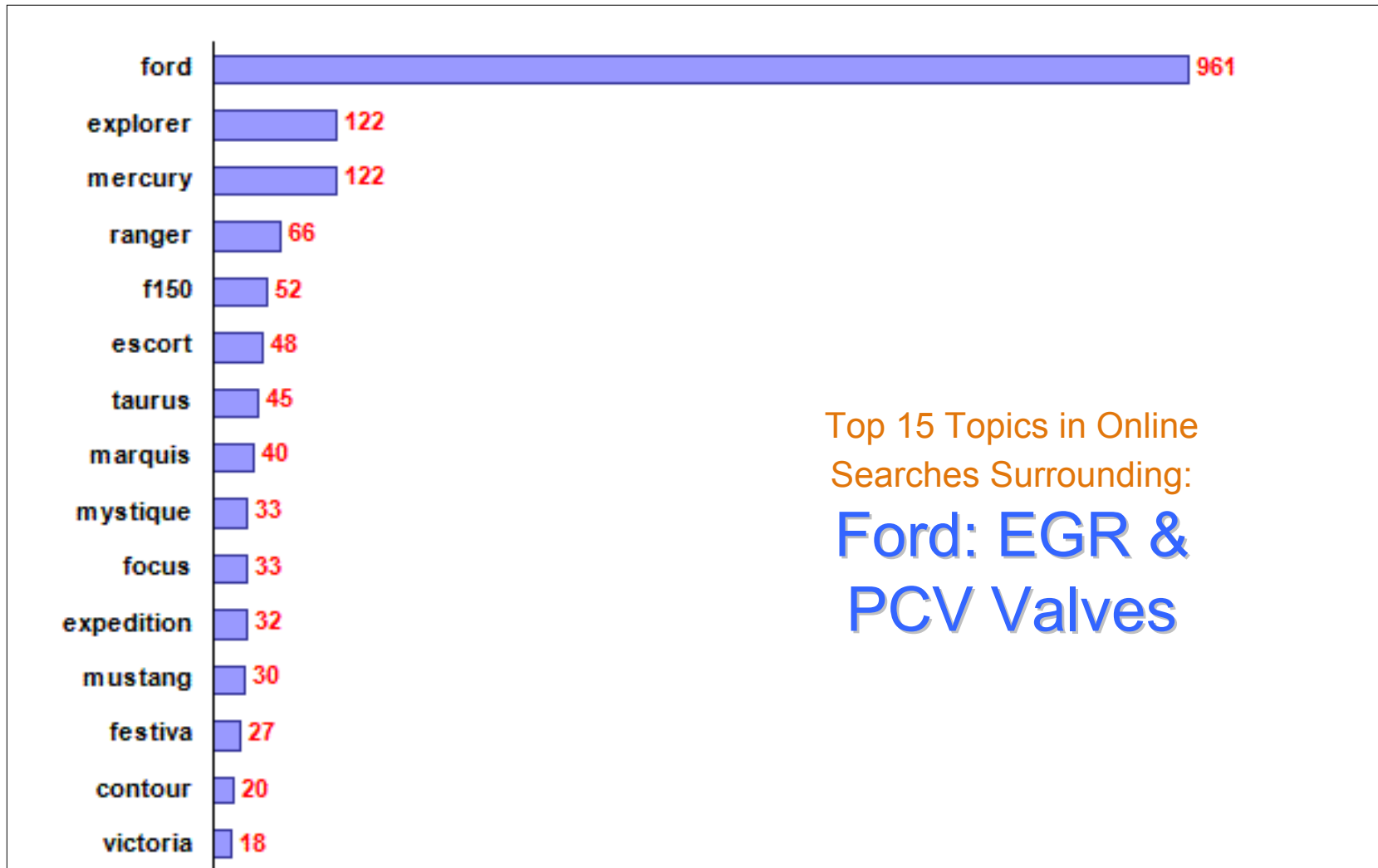
» Business Research – Consumer Feedback



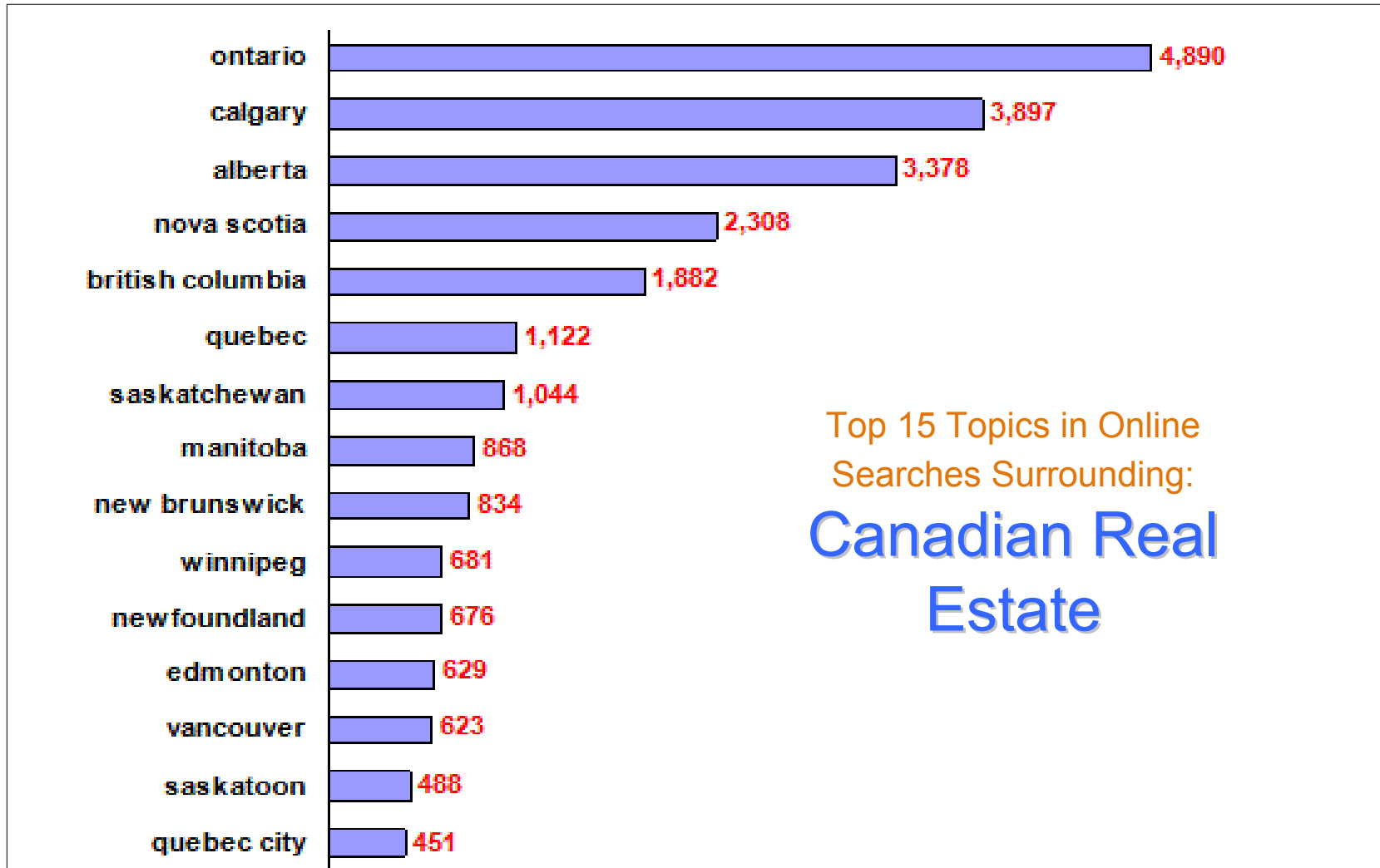
Top 15 Topics in Online Searches Surrounding:  
**Auto Brands:  
EGR & PCV  
Valves**



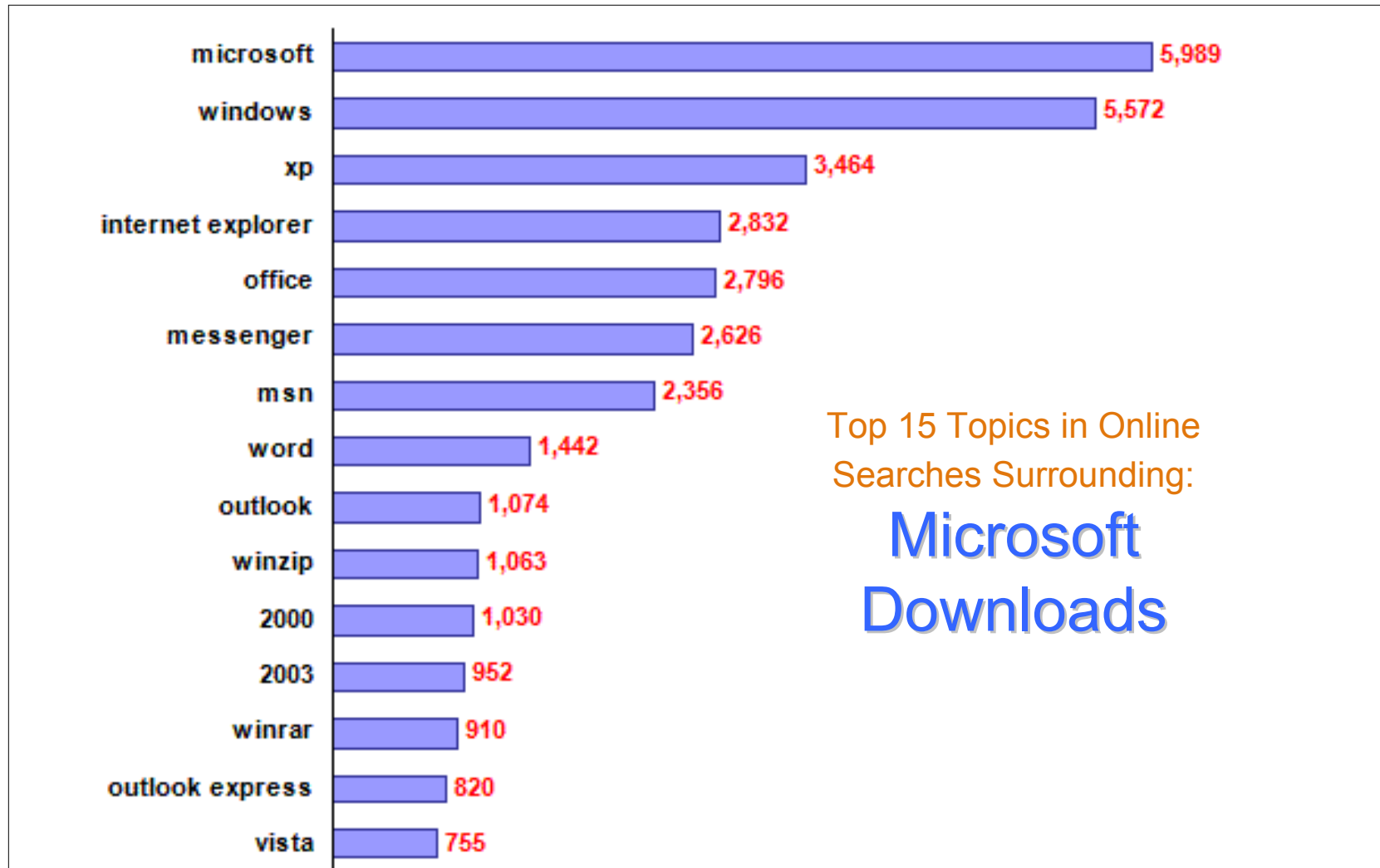
## » Business Research – Consumer Feedback



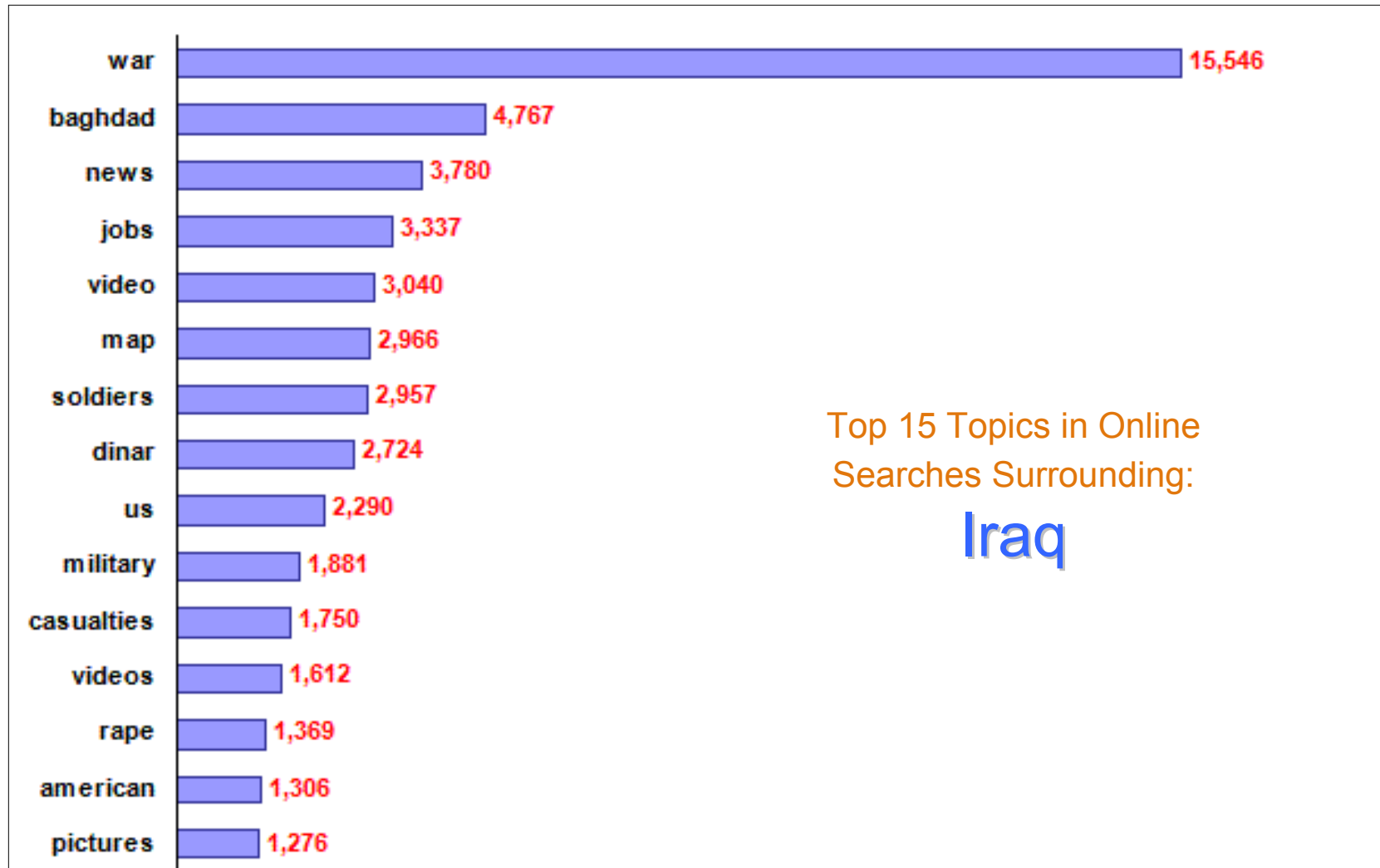
» **Business Research** – Geo-Specific Insight



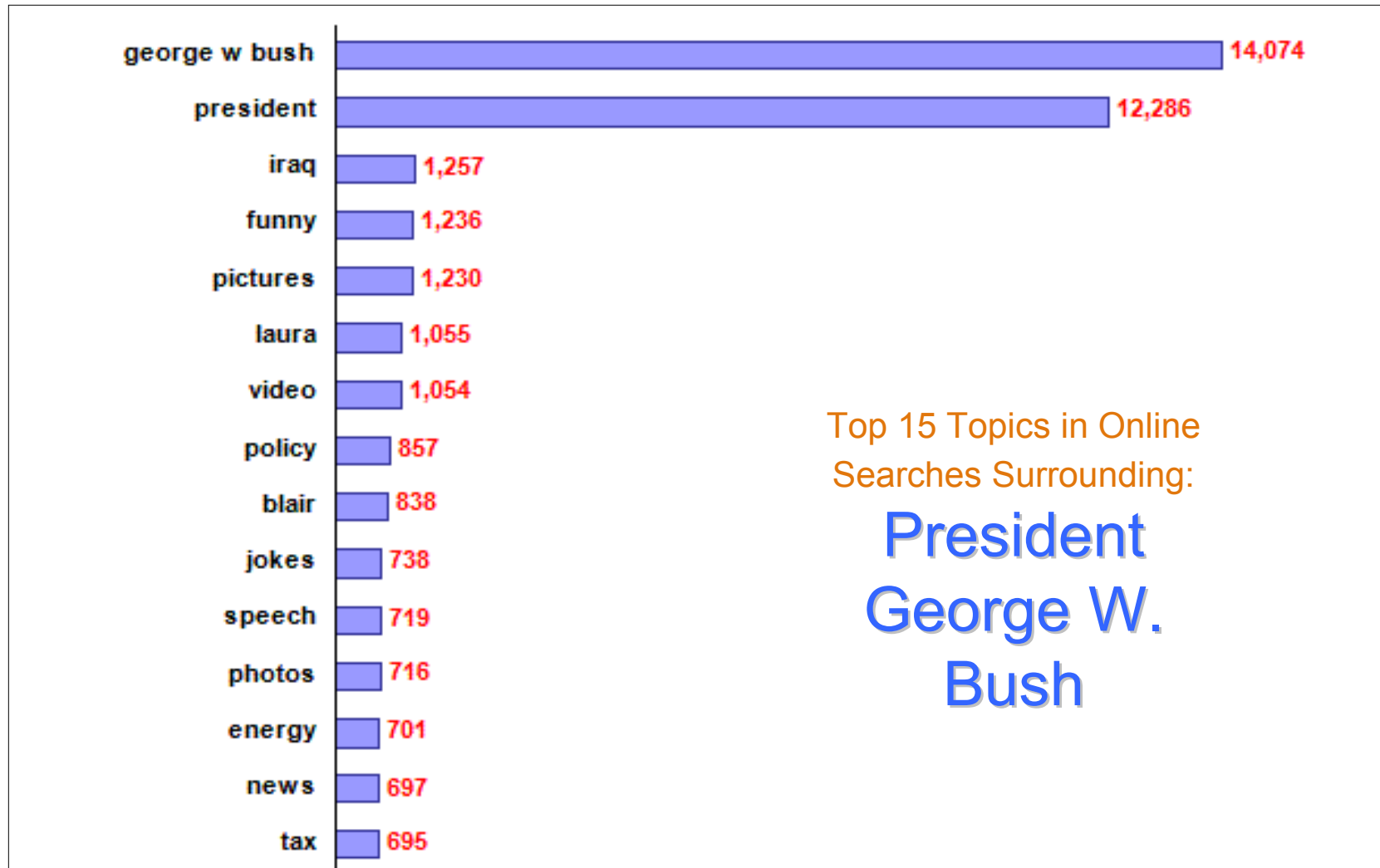
# » Social Research – Competitive Intelligence

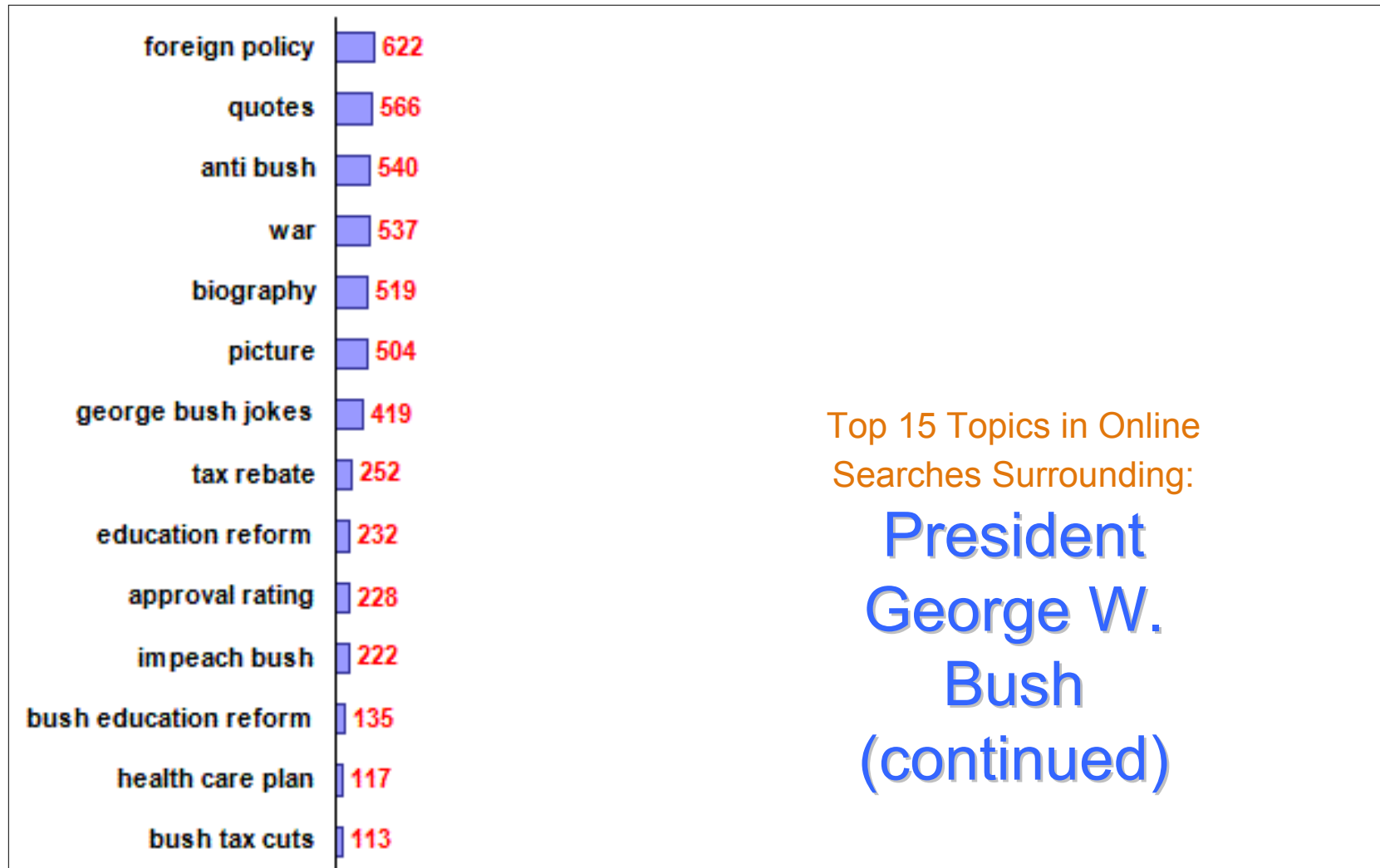


# » Social Research – Political: Foreign Affairs

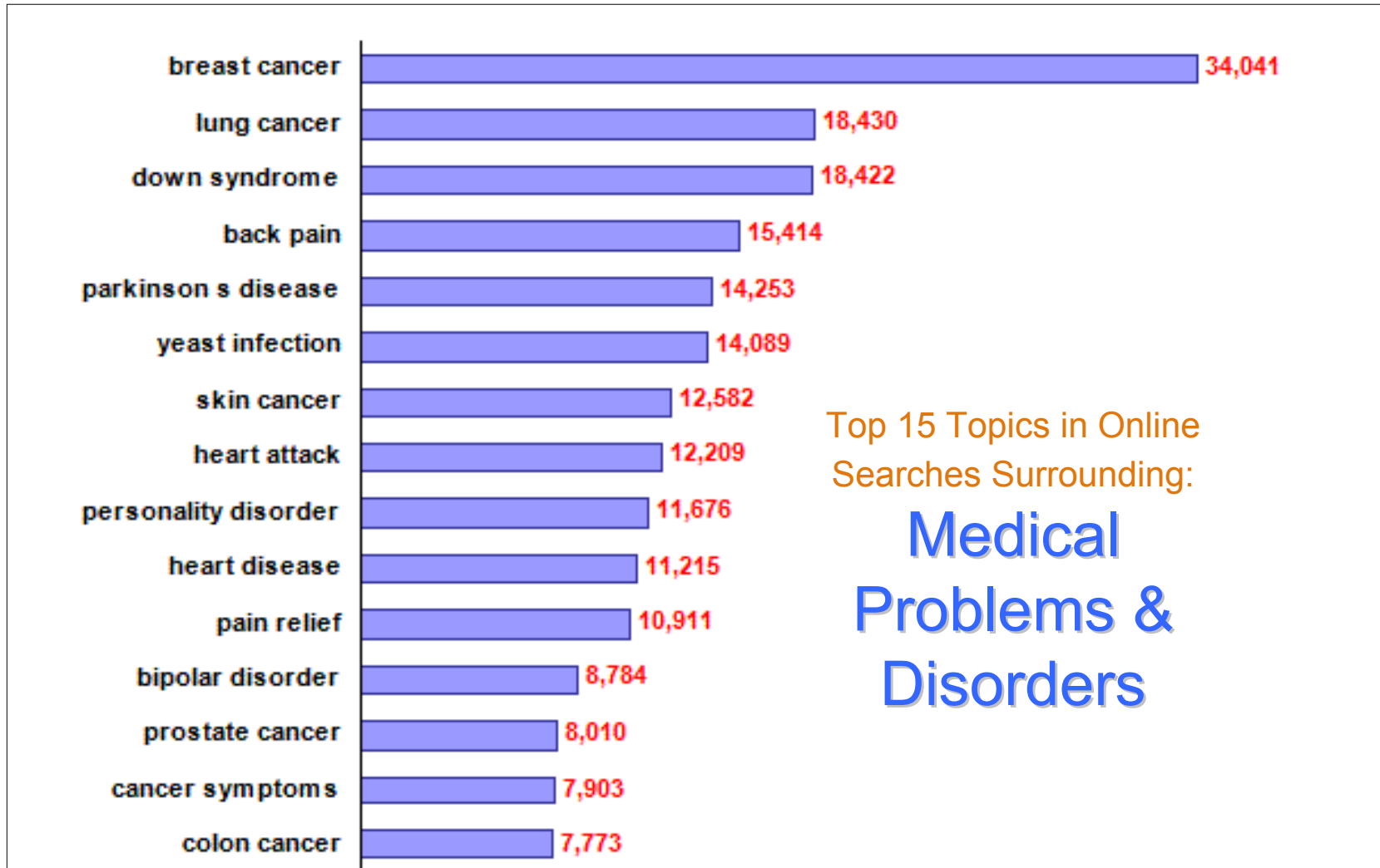


## » Social Research – Political: Specific Politicians



» **Social Research** – Political: Specific Politicians

» **Social Research** – Public Issues: Healthcare

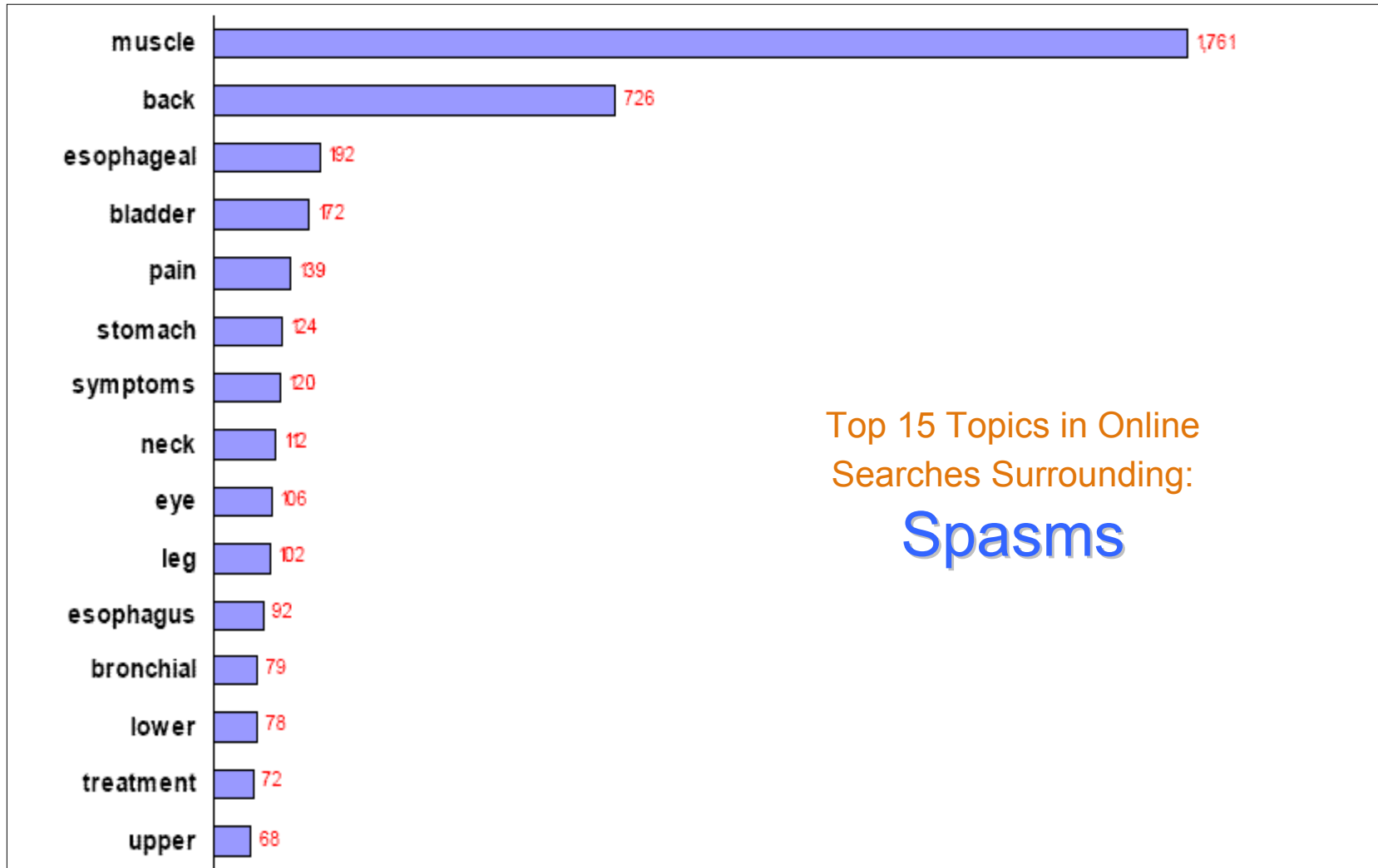


Top 15 Topics in Online Searches Surrounding:

**Medical Problems & Disorders**



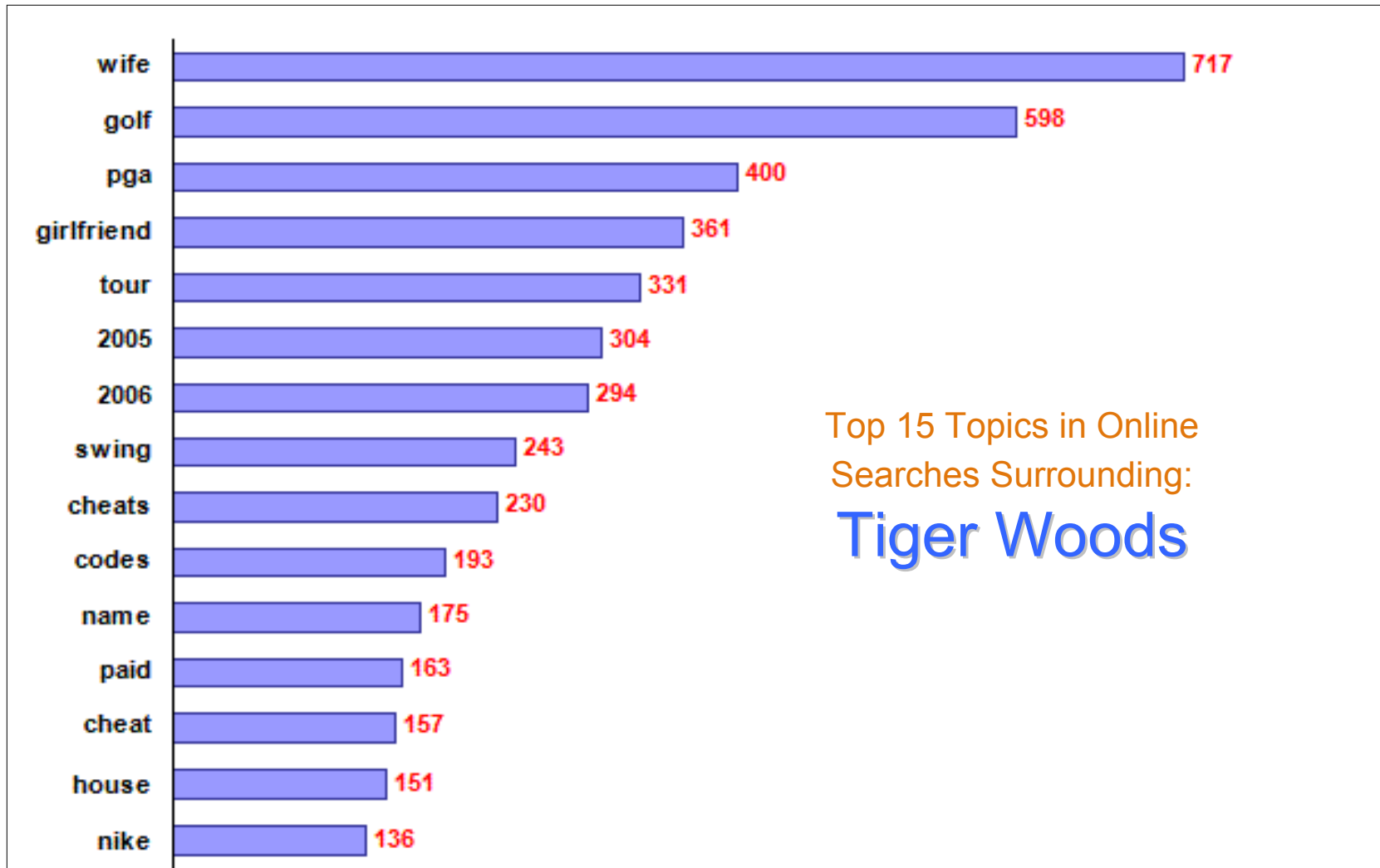
» **Social Research** – Public Issues: Zooming In



Top 15 Topics in Online Searches Surrounding:  
**Spasms**



» Pop Culture – Celebrity Brand Research



Top 15 Topics in Online Searches Surrounding:  
**Tiger Woods**



# » Case Study 1: Online Music Store

- The situation:
  - Client: brick and mortar music equipment store
  - Limited to regional sales, but ability to sell nationally online
  - Online presence very limited and not SE friendly
- What we found (**420,000** phrases analyzed):
  - Demand brands models – for new product lines (brands, models, instruments)
  - Demand for new vertical (branded clothing)
  - Seasonal demands, comparison features
  - Searches for discontinued products > New products
- The result:
  - \$90,000.00 sales/week nationally, up from virtually zero
  - Dominant rankings on over 85% of key phrases



## » Case Study 2: Non-Profit Group

- The situation:
  - Client: environmental conservation organization
  - Website not reaching target market (donors, educators, wetland owners, general public)
- What we found (**89,000** phrases analyzed):
  - Significant demand for: wildlife paintings, teacher lesson plans
  - Public misguided on specific environmental issue
  - Linguistic patterns of searches for environmentally focused charitable donation opportunities (donations, sponsors)
- The result:
  - Keyword optimized site results in direct connection to online TM
  - New online store with high sales of environmental artwork/products
  - Education of public on environmental impacts to wetlands



# » Search Informed Marketing

Who can use Search Frequency Research to **improve and inform their marketing campaigns?**

- Online business:
  - Long tail PPC campaign managers
  - SEO/SEM account managers
  - Bloggers, copywriters, webmasters
- Offline business
- Non-profit government and NGO strategists
- **Basically, anyone who'd benefit from knowing more about their market!**



# Thank You!

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Presentation Slides: [www.epiar.com/ses](http://www.epiar.com/ses)

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