

## SEM: The Online Response Center

At CorporatePA, we have a unique approach to Search Engine Marketing. We view SEM not as a media channel, but as a Response Center. Our collective experience and research into the interdependence of modern media have led to the discovery of a new cross-channel marketing paradigm we call Influence, Drive, Optimize.

**Influence:** the "creative"; the message used to position your brand both online and across media platforms such as TV, radio and print.

**Drive:** the "push" used to direct the influence generated to your website for conversion. Search engines play a large role in drive, as you will see from our research below.

**Optimize:** the "net" we use to effectively capture leads driven online. As you will see, if your site is not properly optimized, you may actually be "influencing" demand for your product but "driving" them toward your competitors!

### Driving Search Delivers Customers

A 2009 study by Forrester Consulting confirms a close relationship between search engine marketing and advertising as a vehicle to deliver viewers and buyers. Of the Internet users who visit an ad-supported website:

- An equal number of Internet users initially respond to online display advertising by performing a search on a search engine as by clicking on an ad.
- An increasing number of users use the web to investigate a product or service once interest has been generated through traditional advertising, brand positioning or word of mouth. These users are more likely to use search terms rather than navigate to a company's url.
- Additionally, many savvy web users use social media or blogs for "objective" research into a product, effectively doing an end-run around your direct marketing efforts. A strong, positive social media presence is essential in today's media climate.
- Search Engine Optimization has levelled the playing field, allowing any-sized company selling a similar product to "capture" a large share of search traffic. Therefore, a company spending a lot of money on traditional marketing efforts whose website is not optimized for search may actually be driving traffic to their competitors whose sites are positioned to capture that demand.

### Summary

In summary, CorporatePA's approach is simple: We optimize your Online Response Center to maximize the amount of traffic, driven by your media efforts, that is captured and converted into customers. To effect this, we utilize a compelling creative message, forward-thinking design and a comprehensive, research-driven strategic online marketing plan. We work hard to make sure your marketing efforts work for you...and not for your competitors.