

Top 5 Search Marketing Opportunities for 2007:

Real-life data from 3,944 Marketers

Thursday, October 12th 2006



Anne Holland, President
MarketingSherpa, Inc.



Stefan Tornquist, Research Director
MarketingSherpa, Inc.

Facts not Opinion: MarketingSherpa Methodology

1. Primary Research

Search Marketing Survey & Interviews

3,944 search marketers and SEM agency pros, August of 2006

Click Fraud Survey

784 search marketers and SEM agency pros, August of 2006

2. Partnered Research

Search Marketing Eyetracking Study – Phase II

MarketingSherpa & Eyetools Inc.

Search Engine Loyalty Study

MarketingSherpa & Compete Inc.

Press Release Optimization Study

MarketingSherpa & SEO-PR

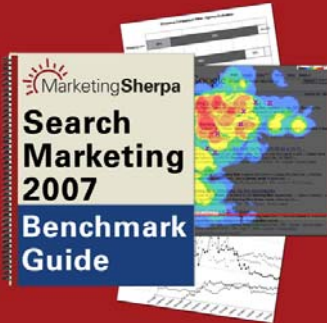
3. 'Best of' Secondary Research, including:

Atlas, comScore, Cymfony, Hitwise, Nielsen/Netratings, Omniture, OneStat, WebSideStory and many others

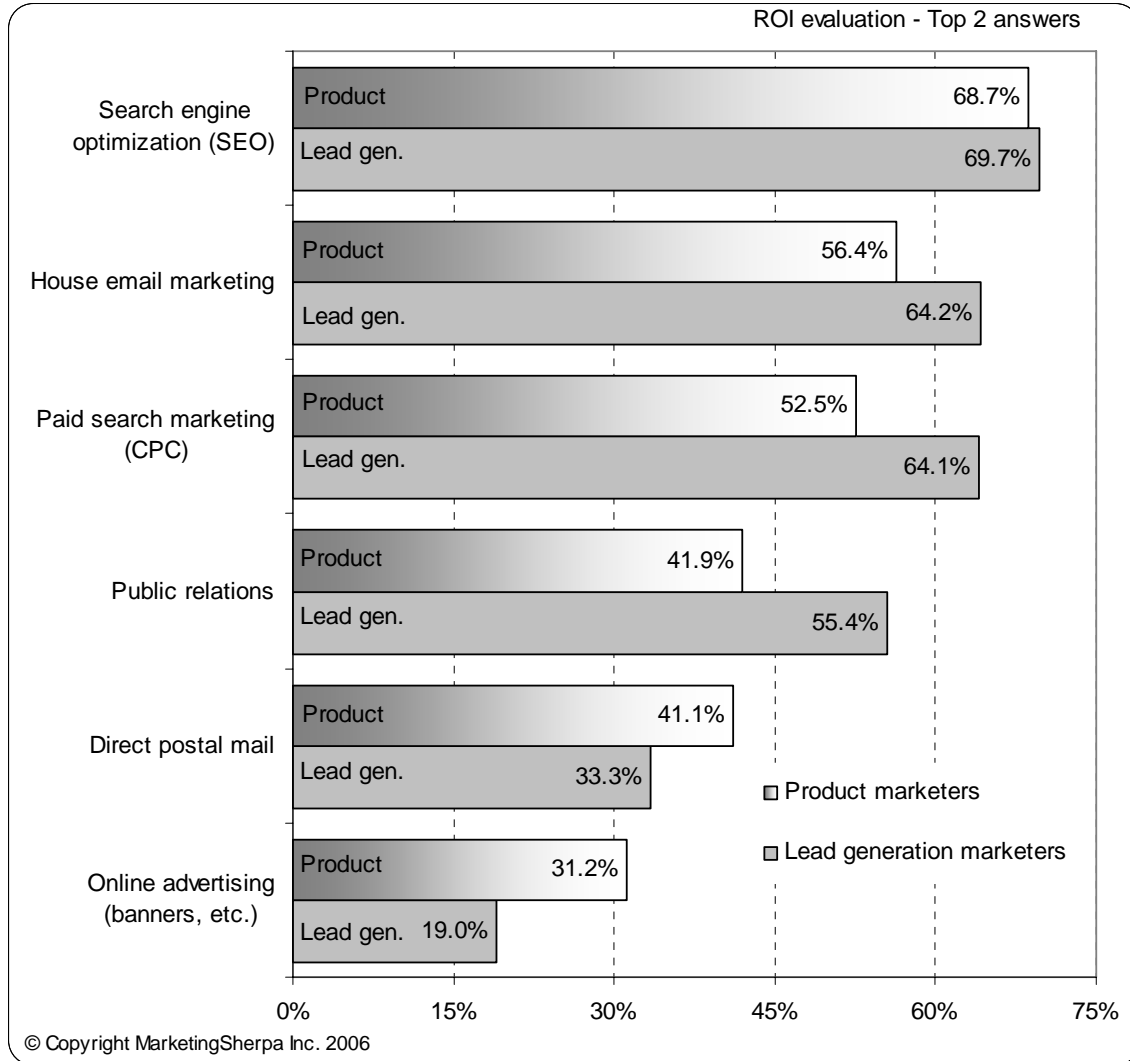
4. Real World Experience

Anecdotal evidence from MarketingSherpa's 3,300 Case Studies & Interviews

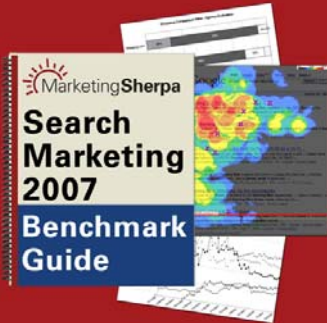
Research drawn from:



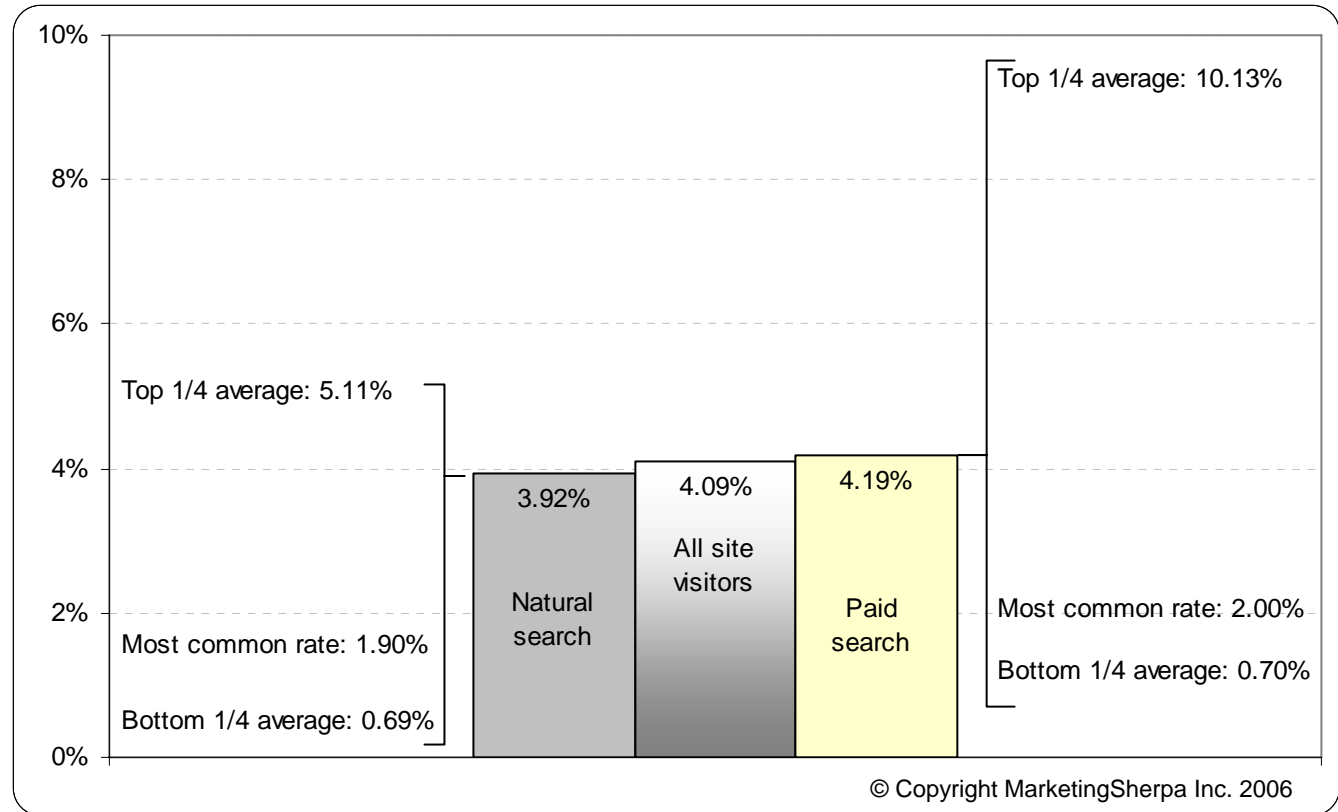
Opportunity #1: SEO (Again)



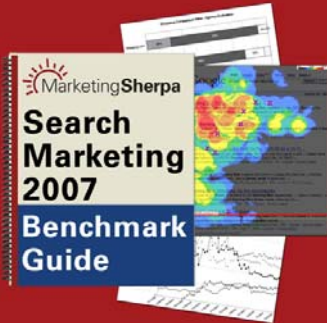
Research drawn from:



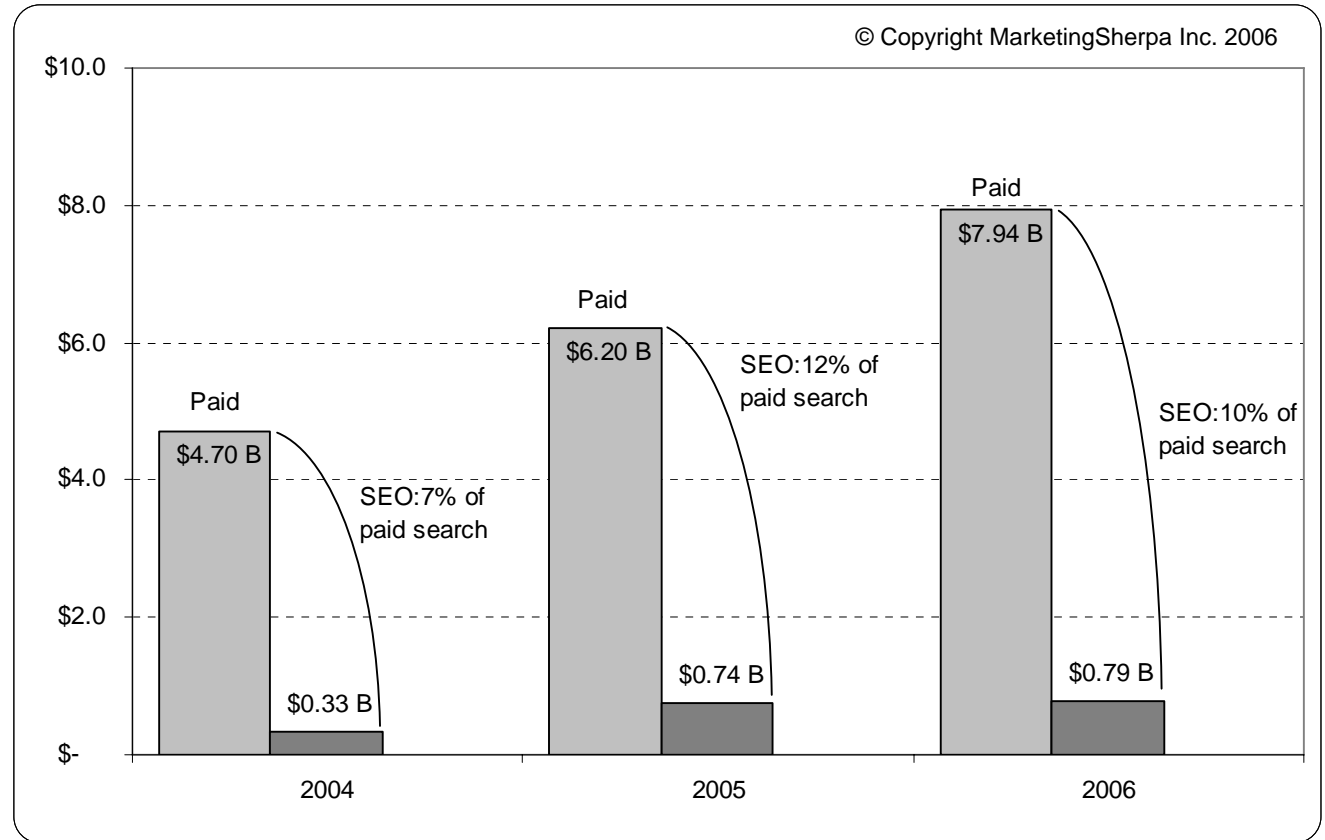
SEO vs PPC Conversion Rates



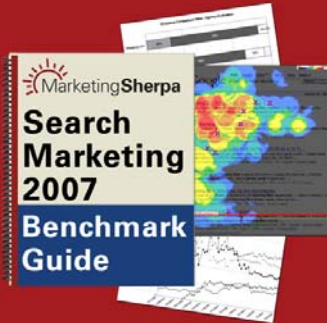
Research drawn from:



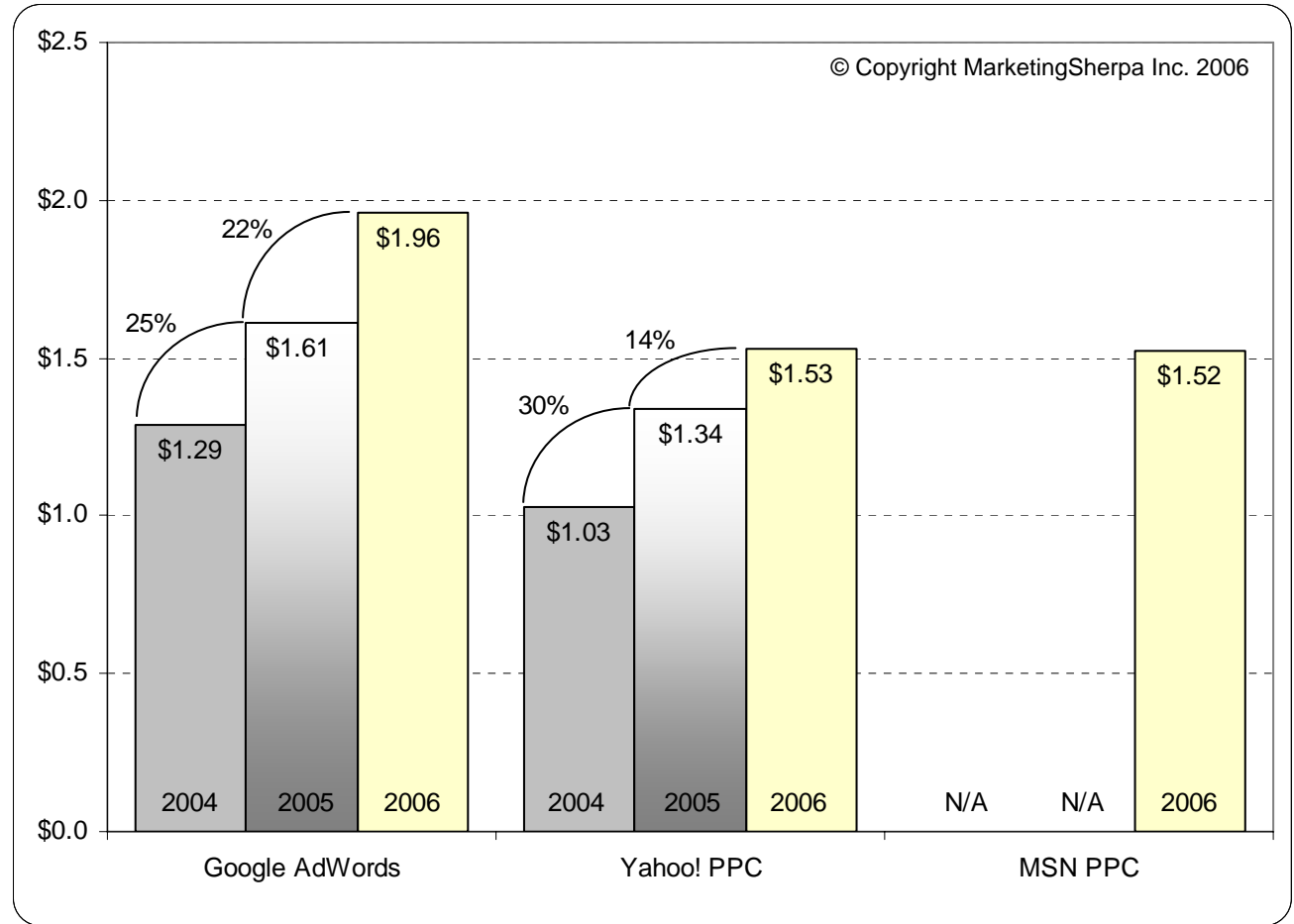
SEO vs PPC Annual Spend



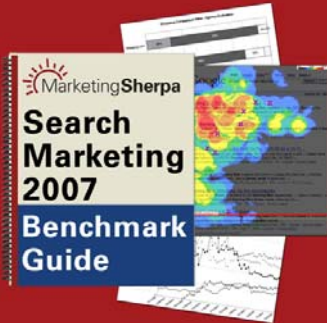
Research drawn from:



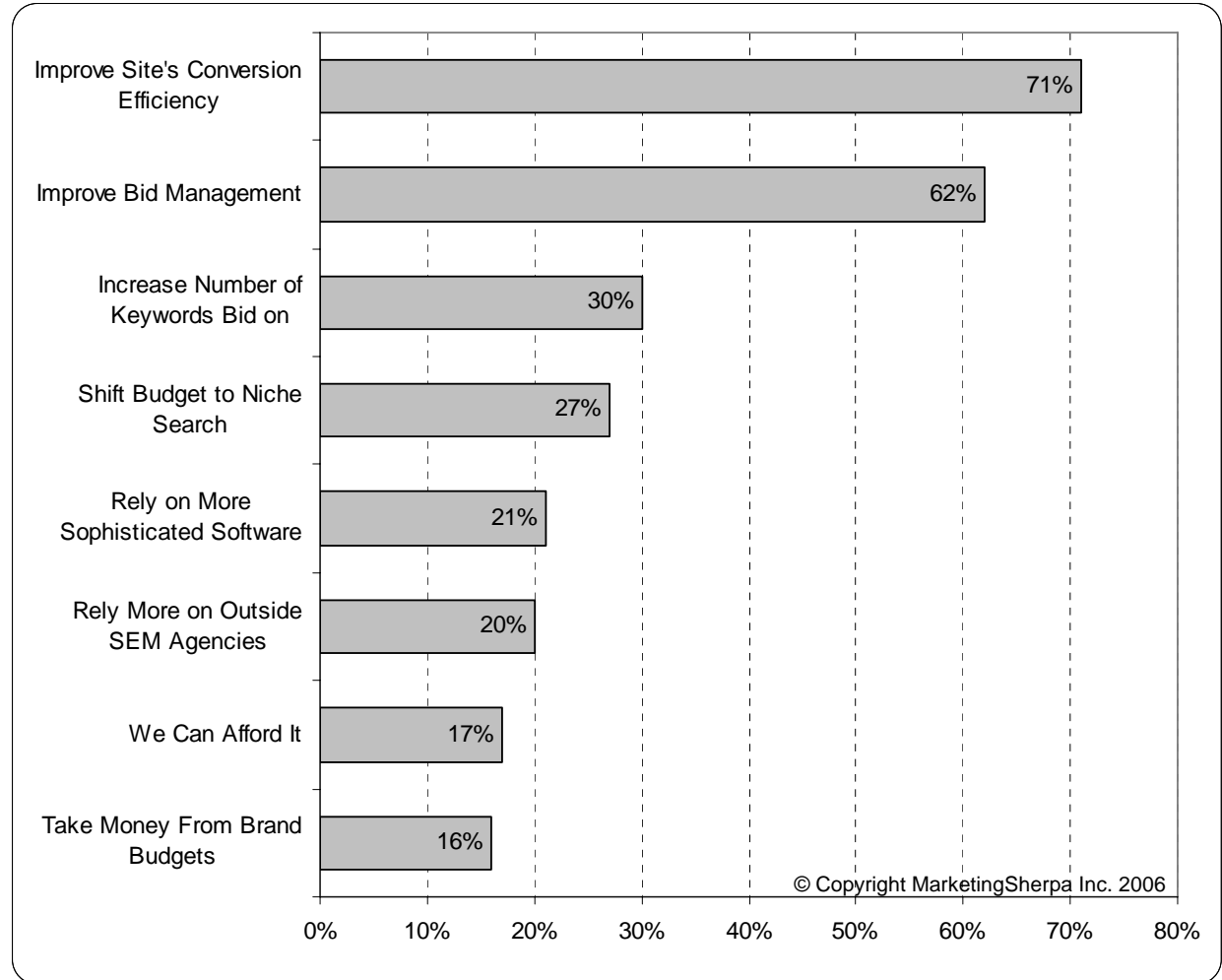
Opportunity #2: Coping With Rising Cost Per Click



Research drawn from:

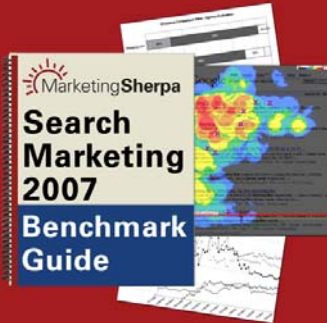


How Other Marketers Are Coping

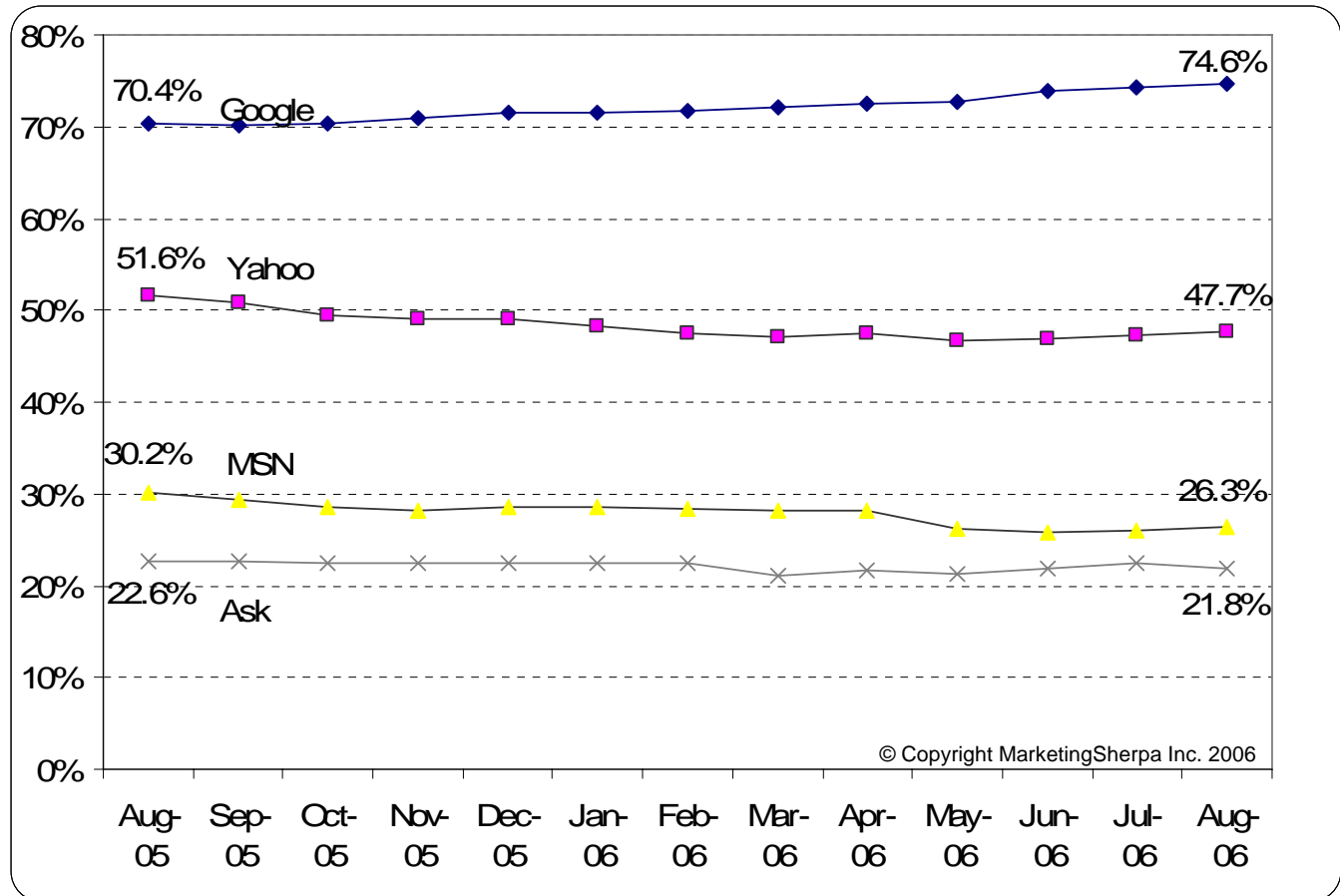


Source: SEMPO, State of Search Marketing Industry, December 2005

Research drawn from:



Loyalty Data by Search Engine

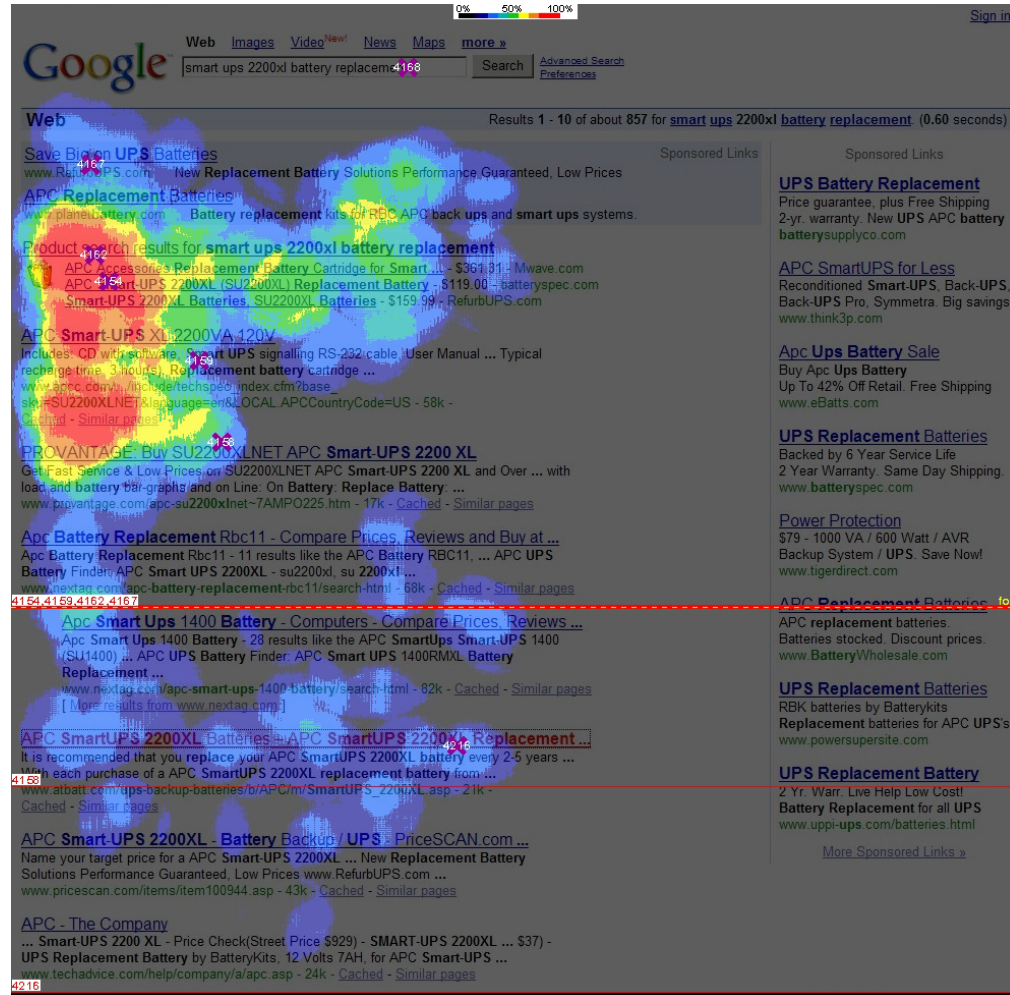


Research drawn from:

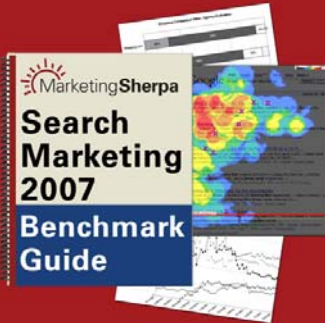


Source: Compete Inc., for MarketingSherpa, August 2006

Opportunity #3: Google's Triangle



Research drawn from:



Source: Eyetools Inc., for MarketingSherpa, August 2006


Inside the New Golden Triangle:

Google™ [Web](#) [Images](#) [Video](#)^{New!} [News](#) [Maps](#) [more »](#)

travel news [Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 34,600,000 for [travel news](#). (0.11 seconds)

News results for [travel news](#) - [View today's top stories](#)

 [Tories prove to be frugal on travel, hospitality, records show](#) - Toronto Star - 9 hours ago

[Passport rule eased for some cruise travel](#) - Houston Chronicle - 10 hours ago

[John Lewis starts travel brokers](#) - BBC News - 6 hours ago

Sponsored Links

[Overseas Travel](#)
Compare Prices In The USA
Take Advantage of traveling
[www.forestdirect.com](#)

Web Results 1 - 10 of about 11,400,000 for [flat screen plasma](#).

Plasma Flat Screen Sponsored Link

[www.BestBuy.com](#) All Televisions up to 10% off. Plus Free Shipping on Orders \$499 & Up!

Product search results for [flat screen plasma](#)

 [Philips 50PF9630 50" Flat Screen Plasma TV Plasma ...](#) - \$2,199.95 - B&H Photo-Video [www.BHPhotoVideo.com](#)

[Hitachi 29" C29-TF750S Flat Screen Plasma Look TV](#) - \$459.99 - Samstores

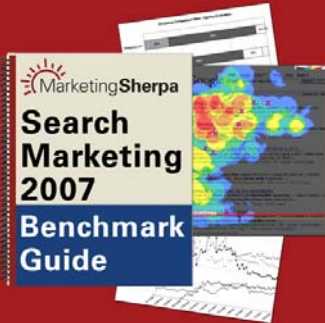
[Polaroid 42" Flat Screen Plasma HDTV With ATSC Tuner](#) - \$1,399.99 - Circuit City

Sponsored Link


[Plasma Monitor](#)
Shop & Save On A Selection of Panel Monitors & Displays
[www.Dell.com](#)

[Pioneer Plasma TV](#)
See exquisite black level & color fidelity of Pioneer
[plasma.pioneerelectronics.com](#)

Research drawn from:



[Brooklyn Florist](#)
[www.FlowersOnFirst.com](#) Serving all Brooklyn for over 25ys Same Day Delivery Premium Flowers

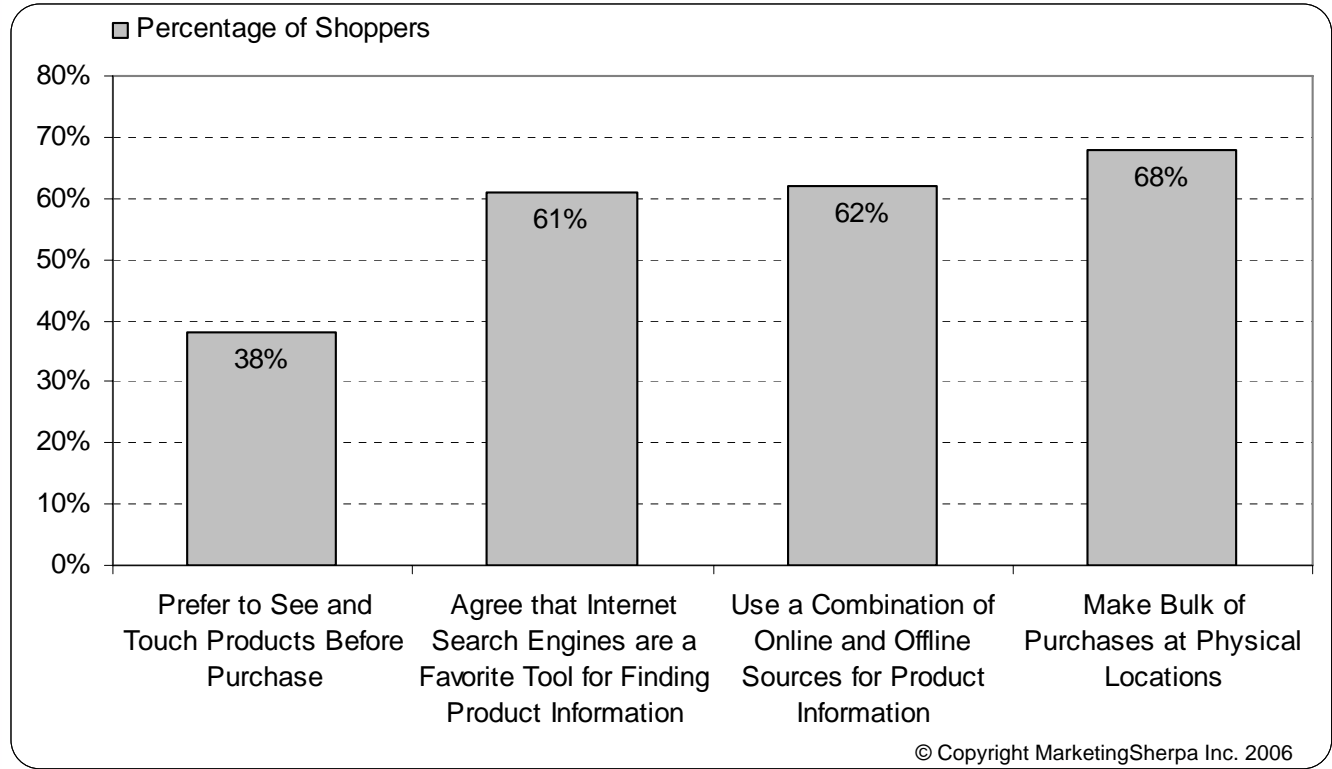


Flower Market Delivery Limited
[maps.google.com](#)
120 W 28th St
New York, NY 10001
(646) 336-0456
[Get directions](#)

[The History Channel - Home Page](#)
The **History** Channel Magazine - **History** Travel - World Timeline - My Youth. Explore the most futile search. ...
[www.history.com/](#) - 33k - Oct 1, 2006 - [Cached](#) - [Similar pages](#)
[TV Schedule](#) - [www.historychannel.com/ontv/](#)
[This Day In History](#) - [www.historychannel.com/t dih/](#)
[Discussions](#) - [boards.historychannel.com/](#)
[Games](#) - [www.historychannel.com/weeklyquiz/](#)
[More results from www.history.com »](#)

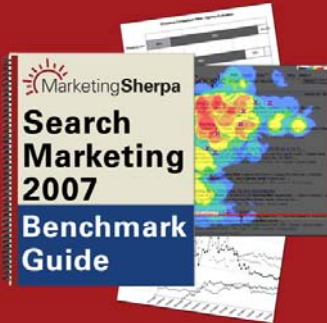
[This Day in History](#)
From popes and presidents to dictators, Antichrists have been identified recorded **history** and in all walks of life. ...

Opportunity #4: Search to Promote Offline

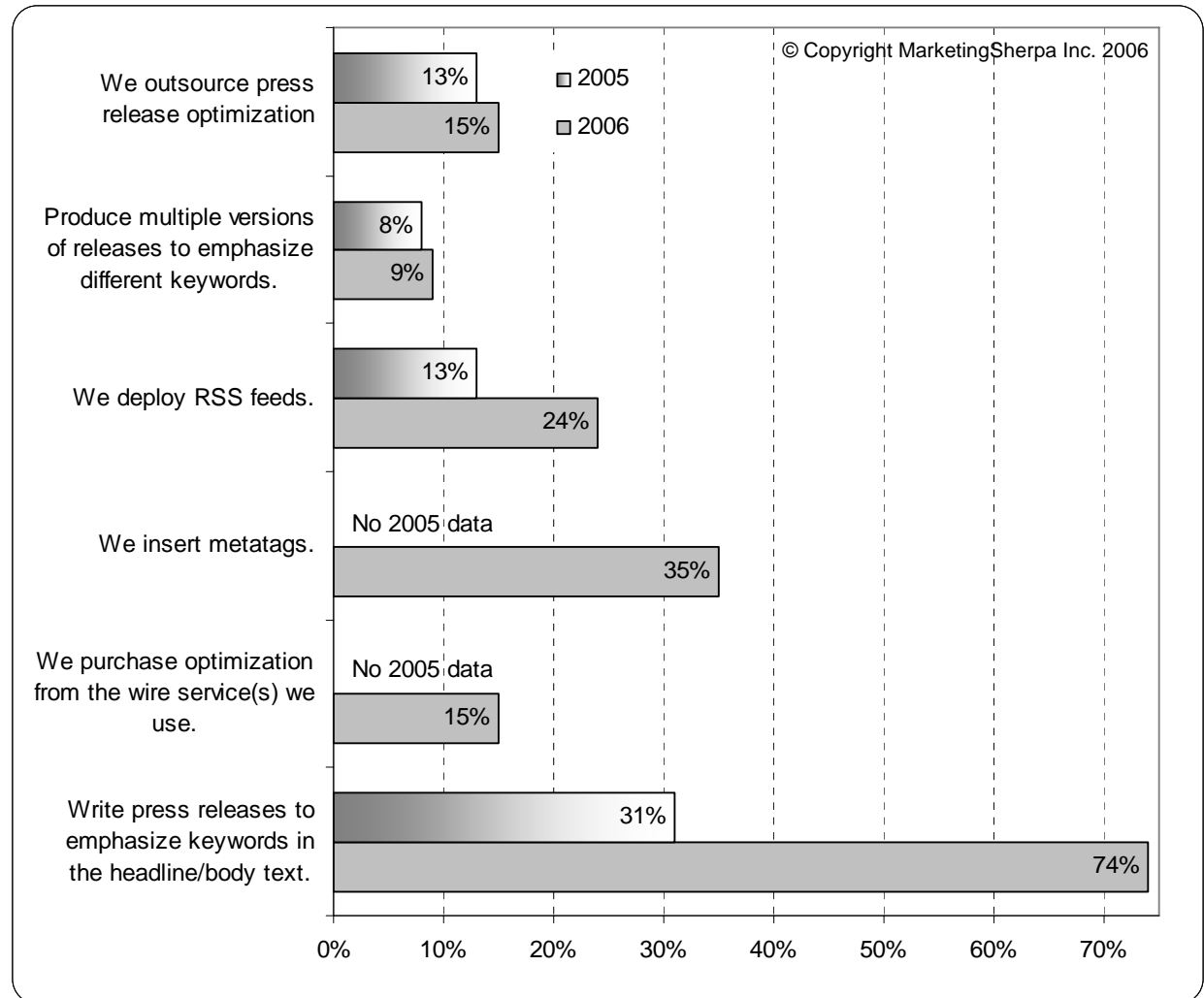


Source: Yahoo!, Long and Winding Road: The Route to the Cash Register, May 2006

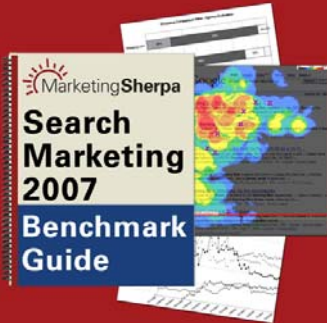
Research drawn from:



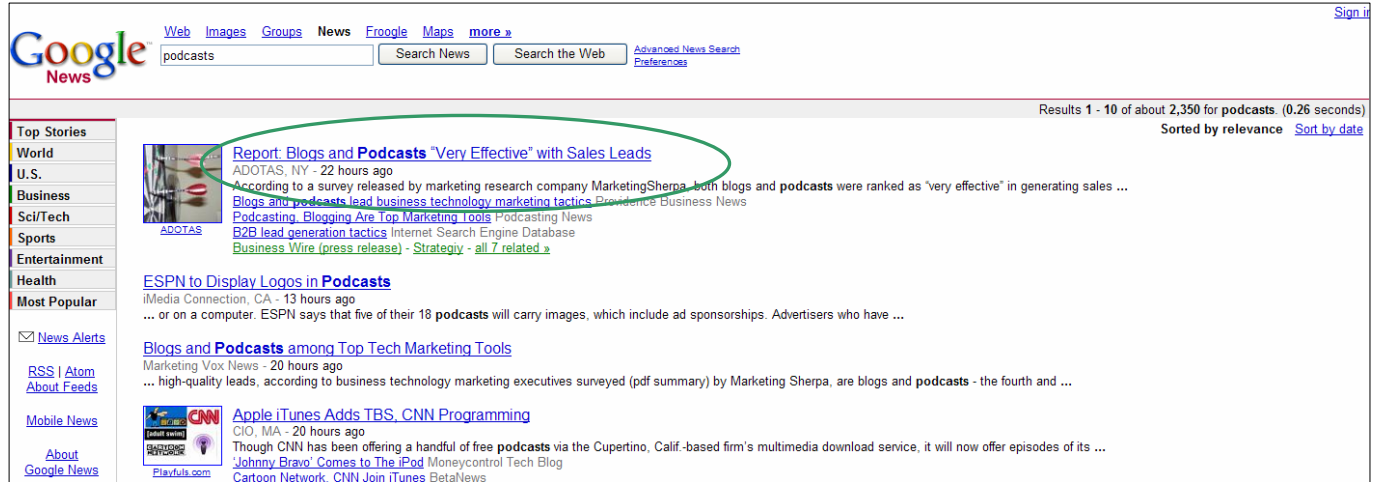
Opportunity #5: PR & Search



Research drawn from:



Sample results



Google News
 Web Images Groups News Froogle Maps more »
 Search News Search the Web Advanced News Search Preferences

Results 1 - 10 of about 2,350 for podcasts. (0.26 seconds)
 Sorted by relevance Sort by date

Top Stories

World
U.S.
Business
Sci/Tech
Sports
Entertainment
Health
Most Popular

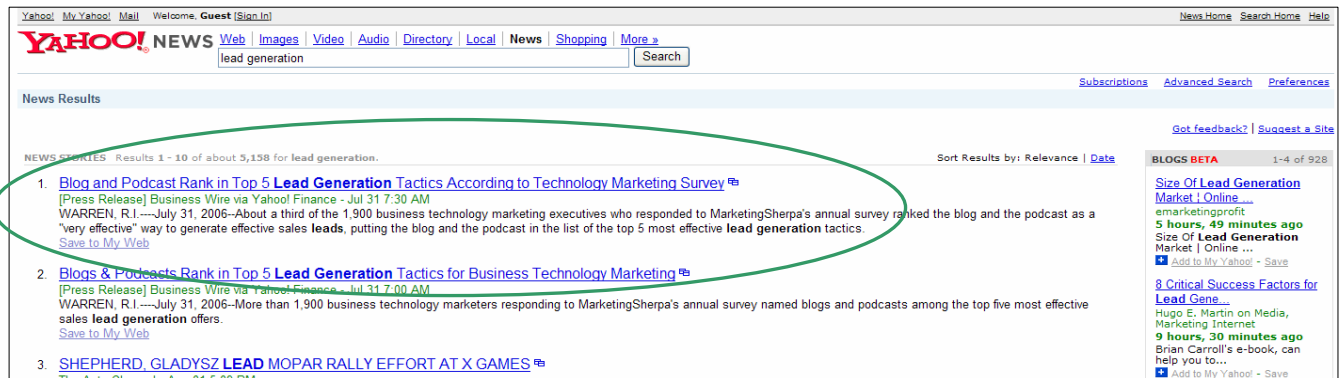
News Alerts
 RSS | Atom About Feeds
 Mobile News
 About Google News

Report: Blogs and Podcasts "Very Effective" with Sales Leads
 ADOTAS, NY - 22 hours ago
 According to a survey released by marketing research company MarketingSherpa, both blogs and podcasts were ranked as "very effective" in generating sales ...
[Blogs and podcasts lead business technology marketing tactics](#) Providence Business News
[Podcasting, Blogging Are Top Marketing Tools](#) Podcasting News
[B2B lead generation tactics](#) Internet Search Engine Database
[Business Wire \(press release\) - Strategy - all 7 related »](#)

ESPN to Display Logos in Podcasts
 iMedia Connection, CA - 13 hours ago
 ... or on a computer. ESPN says that five of their 18 podcasts will carry images, which include ad sponsorships. Advertisers who have ...

Blogs and Podcasts among Top Tech Marketing Tools
 Marketing Vox News - 20 hours ago
 ... high-quality leads, according to business technology marketing executives surveyed (pdf summary) by Marketing Sherpa, are blogs and podcasts - the fourth and ...

Apple iTunes Adds TBS, CNN Programming
 CIO, MA - 20 hours ago
 Though CNN has been offering a handful of free podcasts via the Cupertino, Calif.-based firm's multimedia download service, it will now offer episodes of its ...
['Johnny Bravo' Comes to The iPod](#) Moneycontrol Tech Blog
[Cartoon Network, CNN Join iTunes](#) BetaNews



Yahoo! My Yahoo! Mail Welcome, Guest (Sign In) News Home Search Home Help

YAHOO! NEWS Web Images Video Audio Directory Local News Shopping More »
 lead generation Search

Subscriptions Advanced Search Preferences

News Results
 Got feedback? | Suggest a Site

NEWS STORIES Results 1 - 10 of about 5,158 for lead generation. Sort Results by: Relevance | Date

1. Blog and Podcast Rank in Top 5 Lead Generation Tactics According to Technology Marketing Survey
 [Press Release] Business Wire via Yahoo! Finance - Jul 31 7:30 AM
 WARREN, R.I. ---July 31, 2006--About a third of the 1,900 business technology marketing executives who responded to MarketingSherpa's annual survey ranked the blog and the podcast as a "very effective" way to generate effective sales leads, putting the blog and the podcast in the list of the top 5 most effective lead generation tactics.
[Save to My Web](#)

2. Blogs & Podcasts Rank in Top 5 Lead Generation Tactics for Business Technology Marketing
 [Press Release] Business Wire via Yahoo! Finance - Jul 31 7:00 AM
 WARREN, R.I. ---July 31, 2006--More than 1,900 business technology marketers responding to MarketingSherpa's annual survey named blogs and podcasts among the top five most effective sales lead generation offers.
[Save to My Web](#)

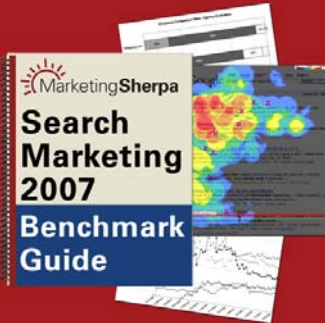
3. SHEPHERD, GLADYSZ LEAD MOPAR RALLY EFFORT AT X GAMES
 The Auto Channel, Aug 01 5:05 PM

BLOGS BETA 1-4 of 928
[Size Of Lead Generation Market | Online ...](#)
 emarketingprofit
5 hours, 49 minutes ago
[Size Of Lead Generation Market | Online ...](#)
 [Add to My Yahoo!](#) - [Save](#)

[8 Critical Success Factors for Lead Gene...](#)
 Hugo E. Martin on Media, Marketing Internet
9 hours, 30 minutes ago
 Brian Carroll's e-book, can help you to...
 [Add to My Yahoo!](#) - [Save](#)

Source: SEO-PR, for MarketingSherpa, August 2006

Research drawn from:



How to get your own copy of the 2007 SEM Guide:



New for 2007!

- 185 new charts with PPC and SEO data
- 18 Eyetracking Study Heatmaps
- 3,944 marketers' real-life search costs and results

Special offer: Get your instant download PDF copy now + we'll send a bonus printed-and-bound copy in 24 hours:

<http://Search-Marketing-Benchmark-Guide-07.MarketingSherpa.com>

or call 877-895-1717. Code TC 9156

Our research team welcomes feedback and/or questions.

Feedback@MarketingSherpa.com

MarketingSherpa, Inc.
499 Main Street
Warren, RI 02885
(877) 895-1717
Outside the U.S.(401) 247-7655
<http://www.MarketingSherpa.com>

About MarketingSherpa

MarketingSherpa is a research firm publishing practical information for professional marketers

Our name "Sherpa" refers to the Sherpas of Nepal who guide climbers up Mount Everest. Our goal is to be your friendly native guides who help make your tough climb toward great marketing results a bit easier by handing you research on 'what works.'

We're currently celebrating our sixth year anniversary. Our offices are located in Warren, Rhode Island, a scenic waterfront town roughly 30 minutes from Providence and Newport, and about 75 minutes from downtown Boston.

Our research activities include:

- In-depth interviews with marketing VPs, directors and the agencies/consultancies that serve them in the US and Canada. We conduct hundreds of these hour-long interviews per year.
- Surveys of our online and email newsletter readership, 237,000 marketing, advertising and PR professionals. We survey portions of our readership on what's working, and share Executive Summaries of results with the entire community, roughly every two months.
- Industry-wide results data based on aggregate client results metrics from various vendors and analytics firms.
- Lab tests conducted in conjunction with analytics vendor partners.
- Surveys of third party lists and communities -- ranging from consumers to vertical business professionals -- conducted routinely throughout the year in partnership with other media companies, marketing vendors, and research firms.
- Collection and analysis of "best of" research data published by other research firms, labs, and service providers to the marketing field. We're constantly reviewing hundreds of research reports and white papers for data that might prove useful.