

## Tackle a Search Marketing Plan Like a Pro!

The constant of Search Marketing is change. Just when you think you are up to speed on driving web site traffic through natural search rankings or Google™ Adwords sponsored links, ranking rules shift and tactics in the search marketing bag keeps expanding to include social networking, video, blogs and more.



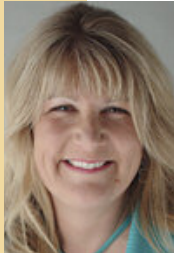
As a veteran in search marketing since 1999 serving small, medium and large world class corporations, I have seen a common approach emerge for starting a successful search marketing plan. This top 5 checklist can help guide your initial search marketing planning and tactic development, just like an expert.

- 1.** Define expectations and success statement(s).  
*Increase online inquiries by 20% this year over the past 12 months.*
- 2.** Clearly define the target audience.  
*B2B purchase managers of companies with 250-500 employees within your industry segment.*
- 3.** Research search trends; define goals, set realistic targets for each.  
*Increase page views of new service offering by 15% over the next 12 months.*
- 4.** Set a realistic budget range; diversify tactics based on #3 and current offline advertising and online visibility.  
*Hit target audience online in selected buying cycle phases (information, comparison shopping and purchase selection) testing appropriate search, website, blogs, social networking, video and/or article advertising.*
- 5.** Track the quality of conversions per tactic monthly, and shift accordingly.  
*Over 12 months 4,578 RFQ forms resulted in 458 orders fulfilled.*

Make sure you review results monthly, at a minimum, as online environments can shift at a rapid pace. Good luck and enjoy your successes!

### On the personal side:

Debbie Newhouse is gearing up for the release of *Guerrilla Marketing on the Front Lines*, since Part Five: Innovative Guerrilla Tactics includes her work in Chapter 25. This book is available at Amazon.com NOW with a ship date of May 5, 2008.



Debbie Hill just returned from Cancun and is looking forward to tennis matches while gearing up for the 13 mile Derby run/walk.



## What is a White Paper and Why Should I Care?

White papers are articles written to inform and educate a specific audience about products or services with technical information and evidence for positioning the product or service accordingly.

Yes, we include some marketing, however this should be kept to a minimal to sustain credibility. For example when I would write an article about drill bits I would usually provide a background of what type of drill bits worked best in specific applications and how the new design fulfilled a gap in this segment with comparative test data tables.



So let's start with an outline that fulfills these sections:

- Audiences' level of understanding and which audience we are addressing?
- Answer the question of why would they care about this and how can we support this concern?
- What supporting evidence is available for this article?
- How can I make this interesting in a conversational style, making sure I use appropriate jargon for the audience selected.

Now let's review what will make this white paper strong and non-advertising:

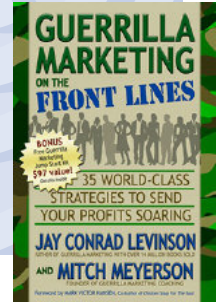
- Strong introduction to grab the appropriate audience.
- How can I layout the facts to make it interesting (tables, charts, diagrams)?
- Can I secure supporting evidence for my claims from the industry and quote other research reports or surveys?
- Summarize in the last paragraph why this product or service addresses the problem stated in the article with supporting evidence.
- Make sure to explain in details the fit and how it works.

Let's make sure we don't sound like an ad, since all of us more than likely have started to read such an article and then discarded it for this very reason.

PS: Guerrilla Marketers love white papers because they can multiply like rabbits on the Internet for very little cost and effort when written well and distributed to targeted audiences.

### Book Recommendations

Well of course, the new *Guerrilla Marketing on the Front Lines* book! Loaded with tips and case studies from 35 Guerrilla Marketing Pros in Action.



### Tips for Stress

Purchase a new CD for laughter like *Weird Al* or music that gets you Revved Up!

For New Powerful  
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