



Measuring the Future of Brand Effectiveness: Using Search as a Market Research Tool

How Do We Know What We Know...

- ...about our brands?
- ...about our customers?
- ...about how our customers perceive the appeal/value/necessity of our brands?
- ...how our brands should be positioned to achieve the greatest lift in brand awareness?



Sometimes it's about Salad Dressing



- Does the Marketing Research ask the right questions?
 - Do you like this product?
 - Would you consider buying this product in the future?
 - Would you be willing to recommend this brand to your friends and family?

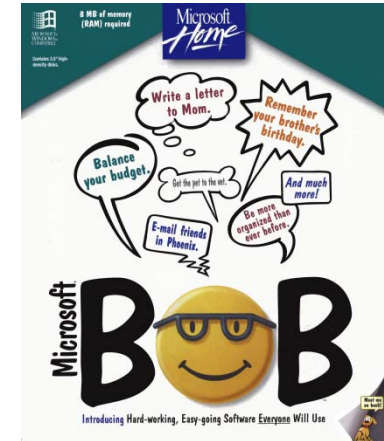
Sometimes it's About Finding the Truth

- How about some real questions...?
 - How often do you eat salad?
 - What factors would make you choose this brand over others?
 - Would you be willing to go out of your way to find this brand?
 - If you intended to buy this product in the future, where would you look for it?
 - How important is salad dressing to you?
 - Does this dress make me look fat?



And Sometimes it's About Being Polite

- The observed consumer behaves very differently from the unobserved consumer
 - Non-hidden camera testing
- Consumers often tell marketers what it is they think they want to hear
- Sometimes the market research doesn't reveal real consumer intention



What Marketers Need to Think About When Introducing New Brands



- Will my products or services find a receptive audience?
- Do I have the right distribution in place to reach this audience?
- Will I sell enough inventory to make a profit?
- Will I generate repeat business?
- Can my brand help define a new market?

It's Never Cheap

- First consider the costs of introducing a new product:
 - Product Design/
Development/Importation
 - Marketing, Web Site
Development
 - Distribution Agreements/
Infrastructure
 - Staffing/Facility




Using Search as a Research Marketing Tool

- Create a report or white paper which addresses the solution you're selling



Using Search as a Research Marketing Tool

- Create a simple landing page which offers a free copy of the report

Newsletter title	mm/dd/yyyy				
IN THIS ISSUE					
latest news	main article	special offers	business tips	success story	free downloads
Business Tips			Your Free Downloads		
AMAZING TECHNOLOGICAL BREAKTHROUGH! GET YOUR FREE REPORT NOW!			<ul style="list-style-type: none">• At vero eos et accusam et lorem.• rebum. Stet cilia kasd iusum sed.• At vero eos et accusam et lorem.• At vero eos et accusam et lorem.• rebum. Stet cilia kasd iusum sed.• At vero eos et accusam et lorem.		
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Using Search as a Research Marketing Tool

- Tweak the keywords and ads for the campaign to optimize results

Feb 13, 2007 to Sep 30, 2007 [Change range](#)

All time Feb 13, 2007 - Sep 30, 2007

Include deleted items

[+ Add keywords: Quick add | Keyword tool](#)
 [Edit keywords](#) | [Search this list](#)
 [Customize columns](#)

1 - 27 of 27 keywords.

<input type="checkbox"/> Keyword ▼	Status ⓘ	Current Bid Max CPC	Hide Settings Sort by: Bid URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> actionscript	Active	\$0.50	▼ Settings Default Max CPC [Edit]	53	16,490	0.32%	\$0.41	\$21.53	3.4
<input type="checkbox"/> actionscript 2	Active	\$0.50	▼ Settings Default Max CPC [Edit]	4	816	0.49%	\$0.33	\$1.32	2.3
<input type="checkbox"/> actionscript 3	Active	\$0.50	▼ Settings Default Max CPC [Edit]	29	4,505	0.64%	\$0.30	\$8.64	1.9

Using Search as a Research Marketing Tool

- Run the campaign until you have enough data to make an informed decision



Effective Market Research

- Hit What You're Aiming At:
 - Know exactly how to position your brand across media
 - Generate a refined list of keywords to use with Search and other marketing campaigns
 - Gain an understanding of how your target customers perceive your brand
 - Identify your Media Channels
 - Identify Intenders Vs. Tire-Kickers



Thanks!

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