



The Content Man

The information you need to optimize your web content.

Why online marketing is a good idea in a bad economy.

By Jon Baer, [Wakefly](#)

The economy is "cratering," your customers are spending less, and your marketing budget has been cut. Yet you're still on the hook to deliver qualified leads to your sales team. What do you do? Many experts say your best bet is to engage in online marketing, specifically search engine optimization (SEO) and pay-per-click campaigns (PPC).

SEO brings in leads. SEO means optimizing your site so that the search engines will present your site high on the list of results when people search for your keyword. Ranking high on search results gets you more leads. A study conducted by Cornell University* found that:

- 56% of all clicks go to the top-ranked search result
- 13% of all clicks go to the 2nd search result

No wonder a recent Marketing Sherpa study found that SEO netted the highest ROI of any technology marketing strategy for the nearly 4,000 firms surveyed.

SEO can make you look very good to your sales team. Let's assume "software protection" is your keyword phrase. Google claims 60,500 searchers use that term per month. If just 2% of those searchers visit your site, that's an additional 1,210 visitors—and potential leads—per month. Not bad!

PPC gives you marketing bang. PPC is a system where the search engines display your ad when people use certain keywords in their searches. For each click on your ad, you pay the search engine a fee depending on the market value for your keywords. Here's how you benefit:

Faster sales cycle. You can launch a campaign within hours and see results the first day.

High ROI. Combined with an optimized website, PPC typically delivers a 3% to 5% response rate. That's equal to or better than most postal campaigns, cold calling and email campaigns.

Marketplace knowledge. A web analytics tool on your landing page lets you track who visited, how long they stayed, what pages they visited, and whether they converted into a qualified lead.

The bottom line. Simply put, SEO and PPC work. They deliver high ROI for low cost, and they are extremely flexible. And, they can get you off the hook in these tough times and make you look like a marketing hero, no matter what your marketing budget looks like.

*Source: <http://www.seoresearcher.com/distribution-of-clicks-on-googles-serps-and-eye-tracking-analysis.htm>