



OMNI-WiFi's Recent Internet Marketing Campaigns

After launching the new website, OMNI-WiFi began testing Internet marketing programs last spring, initiating online campaigns using both Google AdWords and Yahoo Sponsored Search marketing programs. We focused our early campaigns on a broad range of market sectors including hospitality, telecoms, resellers and distributors and were very encouraged by the number of responses we received via email as well as calls of inquiry to our 800 telephone number. These campaigns are critical to the growth of OMNI-WiFi, helping us to understand the applications of wireless technology, as well as the specific needs of the market sectors we are targeting. As we develop new leads and sales contacts in various market sectors throughout the U.S. and internationally, we share these contacts with established distributors and resellers, and we often develop relationships with new resellers or distributors who have found us in searching of the Internet, seeking quality wireless products to offer to an existing customer base.

To review the results of our early Internet marketing campaigns, we employed the reporting functions offered by Google and Yahoo, which have helped us to analyze responses and determine our priorities to structure future campaigns accordingly. Google is particularly helpful in providing instructions about its various market reports and analytics, which can be executed online at no additional cost, and offers good support to users answering questions about its marketing programs. For the present, we are designing new campaigns exclusively using Google and monitoring a variety of variables in the design of these sector campaigns. These variables are universal in any marketing effort—including direct mail, email and Internet campaigns—and are key factors in planning and executing your marketing program to the customers you are trying to reach. Some of the variables specific to Internet marketing include:

Campaigns-Market Selectivity— In structuring campaigns, it is key to think about, carefully define, and test campaigns, targeting sectors within any single market you are trying to reach as *specifically* as possible. For example, within hospitality we have identified and tested specific market sectors for the wireless products OMNI-WiFi produces. These sectors include rural resorts, hotels, motels, condominiums, inns, bed & breakfasts, etc. Because each sector is different and frequently demands different products, we have found it works best to test and retest different campaign ads to specific sectors, reviewing the results *often* to understand how the variables of any campaign effect a specific market sector.

Ad Content— How an ad is presented—the choice and position of words—can play a significant role in the overall response of any campaign. This is especially true in Internet marketing where space and the number of words are limited to headlines and 2 lines of ad copy. A slight change can make a substantial difference. For example, we recently added the 800# directly to the sponsored Google listing, so that viewers could contact us without clicking and searching on the OMNI-WiFi website to find our telephone number. As well as ensuring that our ads are more convenient providing immediate contact information, this step may help to reduce the number of clicks a viewer makes searching for product or contact information on the website.

Budget — Setting a reasonable budget for any campaign and then monitoring this budget is key to the success of any ad campaign. In the case of OMNI-WiFi products, we frequently start a new campaign with a lower daily ad budget and increase only as the reports indicate a higher budget is warranted. Budgets are based on the click-through rate for the various keywords selected by visitors who are searching to find websites with products appropriate to their needs. Google has been especially helpful in flagging our ad campaigns when daily budgets are reached, or when a campaign is not producing suggesting we increase our budget or perhaps eliminate a campaign.

Keywords — Choosing keywords that visitors to our website will select when using search engines to find products that meet their requirements is again a variable that must be monitored, tested and retested for success. Often, many of the keywords we think may be relevant to potential customers searching our site have little or no relevance, and we also may discover keywords we had not considered in the initial development of our ad campaigns. The keyword reports that Google offers is especially helpful to us in analyzing the ongoing performance of the keywords and helps us to adjust our advertising budget accordingly.

Ad Scheduling — An important variable to effective Internet marketing is determining when viewers are searching for our products and clicking on the website. We are still in the process of testing and analyzing this variable, but have found it helpful to develop and test the *same* ad campaigns at different times of the day. By doing so we can see which ads perform the best on what day and during what time of day (e.g., early morning, mid-day, evening) for the various market sectors we are targeting

Frequency — The reporting functions of Google and Yahoo ad campaigns can be helpful in identifying which ad campaigns are performing the best. Based on these results, we can structure the campaigns so that the better performing ads are shown more frequently—or at times when it appears more visitors are viewing the website. These factors also help us to better control our budget and the daily amounts we spend on any single ad campaign.

Analysis and Retesting — As mentioned in the discussion of several of the above variables, key to monitoring and improving the success of any single campaign are the important steps of analyzing the results of the ad campaign and retesting, keeping careful track of which variables are being changed. The campaign reporting functions of Google are excellent with new features offered on a continuing basis and are helpful in this process of analyzing response and testing new variations of our campaigns.

If you have questions or suggestions regarding this brief discussion of some of the variables that contribute to successful internet marketing, please email dcslighthousehq.com