

OPTIMIZE INTERACTIVE HARNESSING NEW CHANNELS AND TECHNOLOGIES... TO MAXIMIZE MARKETING ROI

With 25 years of marketing experience, the founders and core team of Optimize Interactive have seen many new trends sweep in and change the face of marketing, then either fade away or become part of the wallpaper. But nothing has come along and had more of a direct impact on the bottom line of marketing than the recent explosion of new channels and technologies. As companies increasingly depend on low cost solutions to keep marketing efforts productive, these developments couldn't be happening at a better time.

Optimize
INTERACTIVE

GOOGLE ADS RELEVANT CONTENT
CRM INTEGRATION BLOGS RSS
MOBILE MARKETING
SEO E-NEWSLETTERS
SOCIAL MEDIA
AUTOMATED CAMPAIGNS

Putting these channels and technologies to work to maximize marketing ROI.

Effective branding has been and always will be the cornerstone to successful marketing. Marketing professionals know that consistent repetition of clearly differentiated images and phrases builds awareness that enables sales people to open doors and demand generation campaigns to capture leads. However few understand that SEO (search engine optimization) is now integral to the branding process.

BRANDING, SEO AND PPC – A PROFITABLE COMBINATION

It has often been difficult to convince companies to invest in building brand awareness. But it just got a lot easier, since combining branding, SEO and PPC (pay-per-click search engine advertising) builds awareness AND generates leads. Here's how it works: SEO and PPC are based on "keywords" – the words and phrases people use to locate topics in search engines. Effective branding repeats the same words and phrases in a variety of channels. So, when branding messages are optimized for search engines, companies maximize marketing ROI.

This is at the heart of what Optimize Interactive does for its clients. We write clearly differentiated corporate and product/service platforms that we use to craft communications that are optimized for branding and search engines. But, this is just the beginning.



Using SEO to drive traffic and expertise to capture leads.

WEBSITES AS LEAD GENERATION ENGINES

The company website is the principle SEO vehicle, and the goal of SEO is to drive traffic to this site. To do this, content must be SEO-optimized throughout. But using SEO to drive traffic doesn't maximize your website ROI unless a substantial amount of visitors become new leads or complete a purchase. This is where Optimize Interactive's website development is clearly differentiated from other agencies: we combine strategic branding expertise and advanced SEO techniques with an outstanding ability to capture and manage leads.

To capture and profile a lead from your website, the visitor must have a positive experience. Whether they came from a search engine or in response to a marketing campaign, they want to find exactly what they are looking for – fast. This is where excellent website design and architecture are critical, something Optimize Interactive is known for. Once the visitor has found the information they need, we use effective copy,

imagery and layout along with incentives to trigger a response. At the same time, we will gather profile information that we can automatically send to the CRM (customer relationship management system). We can also initiate an automated prospect conversion campaign that serves relevant content based on the visitor's profile.



MASTERING EACH SEO COMPONENT

For SEO success, companies need more than an SEO-optimized website. Search engines determine relevance by scanning the entire web for keywords and phrases that are found on a company's website. The more instances where keywords are found, the higher the organic search engine ranking. That is why Optimize Interactive helps clients create and maintain blogs, newsletters, articles, press releases, social media pages (Twitter, LinkedIn, Flickr, Facebook, etc.), RSS feeds, YouTube videos and more. This sounds like a lot of things for a company to manage, but in fact, it is easy to organize if you flow content directly from the original SEO optimized strategic platform into all channels – and if you tie this content into demand generation campaigns.

INTEGRATING SEO CONTENT AND DEMAND GENERATION

To better understand how integrating SEO and demand generation can maximize marketing ROI, let's follow the steps for a new product introduction. Strategic work comes first, where clearly differentiated benefits are determined. Potential keywords and phrases are extracted from the strategy and then analyzed using proprietary evaluation techniques. A final list of keywords and phrases is selected, from which a complete set of SEO-optimized marketing messages and boilerplate descriptions is written. At the same time, creative is produced, which can include a signature image (such as the bird overflying the world shown here), symbolic trademark, typographic trademark and tag line. Taken together, this new product is now strongly branded, ready to fly in the SEO world and primed for success in demand generation campaigns.

Here are the SEO steps in the new product launch: 1) imagery and content is added to the company website and supporting collateral is created, 2) blogs are written and it is the lead topic in the newsletter, 3) a press release goes out, 4) buzz is created in the social media, 5) articles are submitted to forums or relevant websites, 6) an RSS feed is created, 7) a YouTube video is made.

Subsequently the same SEO-optimized content and campaign imagery are used to generate demand through: 1) banner ads and (budget permitting), print ads, 2) email campaigns, 3) mobile marketing, (where appropriate), 4) automated conversion, up-sell and cross-sell campaigns, 5) direct sales by sales people and telemarketers.

SERVING RELEVANT CONTENT

It's clear that prospects and customers are more likely to respond to communications if they are personalized and contain information that interests them. What's not so clear to most companies is how to deliver these relevant communications. Optimize Interactive helps customers

segment their database, conduct campaigns to profile customers and capture pertinent information from new leads. It then enables companies to deliver segmented campaigns, either manually or automatically.

But we go one step further in our pursuit of ROI. We work with 'White Spider Media', leading-edge media buyers who use advanced web technology to serve targeted online ads. We are able to serve ads only targeting people who are already known (someone who has visited the company's website). Companies no longer need to pay for thousands of impressions from people who aren't part of their target audience. Response rates are 10 times better than average, which naturally increases ROI.

ABOUT OPTIMIZE INTERACTIVE

"After many years in the marketing field, I formed the original agency that is now Optimize Interactive in 1992. Over the last 16 years, we've served companies in the hi-tech, bio-tech, pharmaceutical, financial and energy industries. We've succeeded because our big-picture understanding of marketing sets us apart. But at the end of the day, there are two key reasons why clients choose us: award winning creative and superior technological expertise.



For creative, I've been very fortunate to work with the same dynamic creative team since the inception of the agency. And for technology, we recently brought a talented group of interactive developers on board. Located in India, they enable us to offer a very high level of technical expertise at an affordable price – something that is especially important for SEO which requires many hours of hands-on work.

Opening an office in Luxembourg is both a business and personal decision. For many years my wife and I have wanted to live and work in Europe. Luxembourg clearly offers many substantial business advantages, such as a business friendly environment and a talented labor pool. Furthermore, we feel the quality of life here will be very rewarding."

– Jeff Hicks

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