

# Yodel Australia

## Yodel Sales Proposal



ADWORDS<sup>™</sup>  
AUTHORISED  
RESELLER  
Google

YAHOO!  
CERTIFIED LOCAL  
AMBASSADOR



## Getting Your Business Online

As Australians start to rely on the internet as their primary source of information for goods and services it is becoming ever more important to get your business online where your customers can find you. Spreading the good word about your business used to involve catalogues and directory listings; these days we seek online advertising as one of the most effective methods to engage the increasing number of internet users.

### Yodel Search Engine Marketing

Search Engine Marketing makes it easy to find your specific target market by letting your target market find you!

Search engines such as Google and Yahoo! serve millions of people who are looking for products and information daily, generating and gathering data which can be used to target ads towards your most ideal customers.

The objective of online advertising may vary from simply building brand recognition to getting customers on the phone with you, or to track and record successful conversions and sales.

#### Redefining the keyword

A keyword is what we in the industry call a word or phrase that users of Google, Yahoo!, Bing and other search engines are likely to type in.

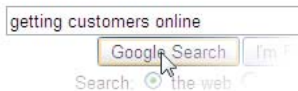
At the very heart of any search engine marketing strategy are the choice of keywords. Defining keywords that are likely to be used by your target audience is one of the most important elements in your campaign.

In a Pay-Per Click system, keywords are each ascribed a dollar value proportionate to popular they are.



Sponsoring links is a way of getting your ads displayed alongside the natural search results that are returned.

The key to capturing the attention of your customers with sponsored links is to be at the right place, at the right time and with precisely the right message.



### Advertising that Speaks to You

The biggest advantage in advertising your business online is the continual availability of feedback on campaign performance. This information, combined with the search engine marketing knowledge that comes with experience can be used to enrich and refine your campaign, gaining levels of effectiveness and efficiency that were previously unheard of for any advertising medium.

#### Sponsoring a Link on Search

Pay-Per Click systems sell advertising space alongside search results. This advertising is also sometimes referred to as Sponsored Links.



#### PPC: The Evolution of Adverts

Before Pay-Per Click systems, internet advertising wasn't very smart; riddled with flashy animations aimed at grabbing the attention of unsuspecting users with little or no organisation.

The invention of Pay-Per Click systems is credited to goto.com in 1998 (later acquired by Yahoo!) with the idea that internet advertising should use the technology to direct highly relevant ads to users allowing for precise targeting and traceability.

These technologies have matured to become some of the most renowned and effective advertising methods for businesses worldwide.



#### The Tools of the Trade

We manage Google AdWords accounts for literally thousands of Australian Businesses.

A large part of being able to adequately provide for such a high volume of clients is having the appropriate software to automate a lot of the repetitive tasks in running Pay Per Click campaigns.

Of course, the analysis and direction are given by our dedicated team of account managers, all of whom are AdWords qualified professionals.

## Making Pay-Per-Click Work

Successful search engine marketing requires an intimate understanding of how systems such as Google's *AdWords* and Yahoo!'s *Search Marketing* work. There are no restrictions on who can use these systems, and the success you find is only limited by the search engine marketing knowledge available to the advertiser and the time that they are able to commit to the campaign.

### How Pay-Per-Click Systems Work

With Pay-Per-Click systems an advertiser chooses any number of 'keywords' - words or phrases that users of search engines may search for which act as triggers for displaying your ad. There are literally millions of keywords to choose from, and each of them is ascribed a 'cost' based on its popularity, proportionate to how many advertisers wish to use that keyword to trigger the display of their ads.

Once the keywords have been chosen, a daily limit is set to the amount of money you're willing to spend on people clicking sponsored links to your website and watch the clicks start to roll in!

### Managing Pay-Per-Click Keywords

The strategy involved in the management of a Pay-Per-Click campaign can however be infinitely complex, requiring precise coordination between emergent search patterns and the carefully defined target market for your business; all of which can be a time consuming exercise - unless equipped with the appropriate knowledge and online marketing experience.

Being the market leader in Search Engine Marketing, Yodel has both the tools and expertise required to implement successful Pay-Per-Click campaigns for any business. Yodel's account managers use data from sources such as Google, Yahoo!, and Microsoft's Bing, industry reports and market research conducted both internally by our account managers and externally through the established industry bodies.

Effective online advertising is built on the huge amount of information about search patterns and customer behaviour that search engines make available. At the heart of our strategy are the tools to help organise this data and ultimately translate it into the vital information on which we base some of the most effective Pay-Per-Click campaigns for small to medium businesses in Australia.



#### Yodel World wide

Apart from our home in Australia, we also offer our services to our neighbours in New Zealand, the loveable lucky Irish and the zealous South Africans.

## whoisaGAP

#### whoisaGAP

Who is a Google AdWords Professional? whoisagap is a website that lists all the Google Qualified Professionals and their standing in the online marketing industry.

[www.whoisagap.com](http://www.whoisagap.com)

## Yodel Australia

Yodel Australia has been establishing online identities for Australian businesses since 2005. We cater exclusively to the small-to-medium sized business sector and have served over eight thousand Australian businesses for their online advertising needs. Our portfolio spans a wide variety of industries so you can rest assured that we'll have experience and understanding in accommodating your specific business needs.

## On the Shoulders of Google & Yahoo!

In 2006, Yodel became the first Authorised Reseller of Google AdWords in Australia, recognising the excellence in our product, our expertise and faithful customer service. A commitment to quality service, an ample amount of resources and a proven track record are some of the traits a Google Authorised AdWords Reseller must possess.

We're also proud a Yahoo! Search Marketing Certified Local Ambassador, working closely with Yahoo! on their latest search engine marketing technologies and initiatives for Australian businesses.

Add to those the combined experience of our staff and a common determination towards seeing results and you have a managed online advertising experience that is virtually unrivalled.

## Successful Campaigns

Whilst many online marketing companies tender one-size-fits-all solutions, we will tailor a solution to your specific needs, whilst still offering you a package price! We can build you a website for free if you need one, or we can just create or maintain your online advertising for your existing website.

We don't charge any set up fees and have no hidden fees or charges. Once you decide on a package deal with our sales consultants, that's it!

We just specialise in online marketing, and we make sure we're the best at it!



## Statistics, Facts and Figures

We've taken the time to compile a few statistics to outline the current trends in internet usage. Australian business is invariably moving online. It's not really a matter of if any more - which is why it's important for your business to be prepared for this emergent shift in the way we do business.

### Finding Out More Information

For our Australian data, we stuck to using publicly available Australian government issued reports:

*Sensis e-Business Report*  
July 2008

[http://www.abs.gov.au/mediarelease/2008/08/080708\\_sensis\\_e-Business\\_Report.pdf](http://www.abs.gov.au/mediarelease/2008/08/080708_sensis_e-Business_Report.pdf)

*Australia in the Digital Economy Report 2*

ACMA, June 2009  
[http://www.acma.gov.au/webwr/aba/about/recruitment/online\\_participation\\_aust\\_in\\_digital\\_economy.pdf](http://www.acma.gov.au/webwr/aba/about/recruitment/online_participation_aust_in_digital_economy.pdf)

Our international statistics were sourced from these industry reports:

*IAB Internet Advertising Revenue*  
PWC, March 2009

*Main Street Goes Interactive: How small businesses are spending their online dollars*  
Borrell Associates, March 2009

## Businesses Slowly Inching Online

The internet has reached a level of near-saturation in usage by both the home and business markets. In the business markets some **97% of Australian businesses use the internet** for their operation. A revealing **67% of businesses indicating that they use the internet to procure goods and services they require**.

Sensis data shows that up to **58% of small businesses had a website in 2008**, and a further **12% indicated the intention to have one** within the next 12 months. Some industries are moving faster than others, but is your business ultimately prepared for massive change in culture?

## Internet at Home

The internet isn't just limited to use at work. In an Australian Communications and Media Authority report released June 2008, their survey indicated that **84% of households in Australia have internet access at home** and based on this figure over **2.5 million Australians use the internet to research products and services online**. Getting your business noticed amongst this rapidly growing user base is going to prove vital for the success of any business.

## The United States Forecast

*"Advertisers – especially the Small and Medium-Size Businesses (SMBs) are glomming to search advertising. The harsh economic environment has caused them to reevaluate longstanding practices of relying on Yellow Pages, newspapers, radio and Direct Mail to reach consumers. Over the next five years, their ad spending on these four legacy media alone are forecast to fall 19%, representing average annual declines of US\$3.4 billion. Meanwhile, spending on paid search by local advertisers is forecast to rise 39%..."*

Borrell Associates, March 2009

### U.S. Leading The Online Way

Figures for internet advertising spend in the U.S. alone are remarkable at over \$US23 Billion in 2008. With that kind of figure the only advertising channels where more money was spent were television and newspapers.

Such a radical rate of adoption lends itself to a truly revolutionary product, a product that we feel will forever change the way we all look at advertising.



#### Pricing Information

We have a comprehensive price list on our website. You can even enquire about a package there!

[www.yodel.com.au/prices](http://www.yodel.com.au/prices)

Or you can simply call our friendly sales staff on:

**1800 SEARCH**

## Managed Online Advertising

We have a large range of Google AdWords Advertising services to suit just about any business. All of our AdWords campaigns ultimately aim for the same goal: to get more sales for your business. Below are a few examples of how we can implement our AdWords campaigns to benefit your business.



### Lead Generation & Sales

We can tailor our solutions to just about any type of business. With our advertising packages we can set up and coordinate your AdWords campaign to simply increase traffic to your website or to generate sales through your website.



### Campaign Rejuvenation

If you've tried AdWords before and found it wasn't quite delivering, we can use our extensive Search Engine Marketing resources to construct an effective Pay-Per-Click campaign that's built for success.



### Campaign Optimisation

Do you currently have an AdWords campaign running but are unsure if you're really getting the most out of your advertising dollar? Allow Yodel to use its expertise to gear your Pay-Per-Click campaign for the best results.



### Campaign Maintenance

If you need someone who knows Search Engine Marketing to manage your Pay-Per-Click campaign, get the experts to keep a watchful eye over your account! We'll even suggest improvements and develop your campaign over time.

#### Customise a Package Today

Yodel can tailor a package to the needs of your business.

If you're unsure of which of these services you'll need, contact our friendly sales staff today!



#### Web Design & Development

Not to be accused of being a one-trick pony, Yodel Australia also creates web sites for businesses. In fact with each Google AdWords package we throw in a professionally designed web site for free!

To see samples of our work so you'll know the quality to expect from our web design team, visit:

[www.yodel.com.au/portfolio.html](http://www.yodel.com.au/portfolio.html)



#### Reporting, Not Statistics

We don't just give you a bunch of statistics and leave you to decipher them all.

We'll outline what they mean and where your campaign is headed as a result. We feel that it's our duty to keep you informed with what your advertising is doing for your business.

#### We're Here to Help You

We've also got a dedicated team of customer support staff here in Sydney, ready to help you at each step of the way should you run into any trouble.

**1800 SEARCH**

## Yodel Ad Campaign Features

Each Yodel advertising campaign comes with a comprehensive set of features to get your business online. From internet first-timers who need new a website to businesses who have already established a solid online presence - we'll mould your campaign to accommodate your needs.

### Free Professional Website

All of our Google AdWords and Yahoo! Search Marketing packages come with a free website. Our web design team will build you a template website using our SiteBuilder tool which allows you to easily edit the pages from the convenience of your own computer.

We can also add pages for you, edit the website on your behalf or guide you through editing it yourself.

### Comprehensive Reporting

By the very nature of Pay-Per-Click systems we can generate an astonishing amount of data about our campaigns. Rest assured however, we give you easy-to-read reports that you can actually understand. Our reports contain information such as which keywords have worked, what needs improvement and the adjustments we've made to your campaign based on our analysis.

Of course, you'll also receive a list of leads that your website has generated as a result of your advertising.

### Friendly & Dedicated Customer Service

We've made customer service a priority across all our departments. From our sales consultants who enjoy spending the time to make sure you get everything you need, to our account managers who offer invaluable advice and a wealth of knowledge.

If you have any questions we also have a dedicated Customer Care team who can help with anything from dissecting your keyword report to helping you change your website and campaign to suit any upcoming promotions.