



Vacu-Tech SEM | November Campaign

Overview

Our SEM Campaign has netted increased web traffic and sales; 60% of visitors to vacutech.com stay and navigate to at least three pages. Web Referrals are one area of our traffic margin in which we have seen some promising growth. Initially we only had one referral stream, the one received from tigerpumping.net. Now we have a growing list of referral traffic. This is evidence of our electronic footprint growing. We now receive regular referrals from the following web pages:

- pumperworld.com
- mattersofsize.com
- banga.tv.lt
- monstermanhoodweekend.com
- thunderspalce.org
- manroster.com

In an effort to build on the momentum our initial campaign I propose we make the following adjustments to our current campaign for the month of November:

- Re-tool current ads
- Increase advertising campaign budget
- Grow our keyword list
- Build Specialized Ads designed around top selling products
- Pair timeframe ads show to match time when web traffic is heaviest
- Design ads aimed at female customers

Recommendations

Retool Current Ads

Our current advertising campaign needs to be paired down to further isolate the ineffective parts of our strategy (unused keywords, ads with little traffic) in an effort to focus our efforts. I would like to pull the most effective ads and keywords forward into November.

Increase Advertising Campaign Budget

Our current advertising budget is being consumed before one third of the day is gone. Our daily click budget is being consistently reached before sun up each day. The fact that we reach our budget everyday so early points to interest, increasing the budget will allow our ads to run longer during the day, reaching more potential customers.

Recommendations (cont)

Grow Our Keyword List

Currently our list of keywords mirrors the Meta-tags embedded in your web code. I propose we grow this list of keywords to include some more generic related themes. Our data points to some opportunity for growth here.

Build Specialized Ads Around Top Selling Products

We experimented late last month with an advertisement that was geared directly to the complete pumping systems and forwarded traffic directly to that page on your site and got mixed results; the ad got a lot of clicks but it did not show a marked increase in sales of pumping systems as a whole.

I propose we focus this targeted attack on the items that customers are already showing interest in on your site. These following items averaged in the top ten sellers on your site from July - October. They are listed in order of their sales:

- Deluxe Penis Pump XL
- Elliptical ThickWall Penis Pump Cylinder
- Flared Penis Cylinder
- Round ThickWall Penis Pump Cylinder
- VacuLube - The Pumpers Choice
- Pulsar Electric Pump
- Male Coupler
- Frost Silicone Restriction Rings
- ThickWall Nipple Cylinders
- 5 Snap Cockstrap
- Black Silicone Restriction Rings
- Penis & Scrotum Two Stage Cylinder

Pair Timeframe Ads Show to Match Times Web Traffic is Heaviest

Currently our campaign budget is a major limiting factor to our advertising effectiveness. Our ads begin running each day at midnight and because of budgeting we usually have expired our paid campaign by 6:00am. Unfortunately, I found that traffic is heaviest on our site between the hours of 9:00pm - 4:00am. I want to match the time the ads show to match when potential customers are most active on the Internet.

Designed Ads Aimed at Female Market

Women are slightly more than 50% of the population, but studies show they account for more than 85% of purchases. After analyzing the traffic on our site it is hard to ignore the female presence. I would like to begin crafting ads geared at both male and female consumers with hopes to take advantage of a new group of potential consumers.