

Lets Talk about Email Newsletters

If there is one "constant"
in Internet marketing, it's
a cultivated list of
subscribers.

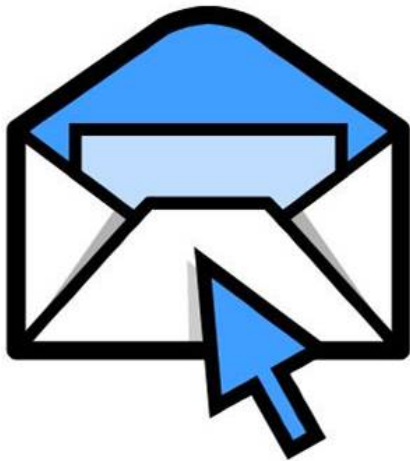
Your list is as good as
money in the bank.

Write that down and never
forget it!

What are open & click through rates?

● Open Rate

- Readers who open your email



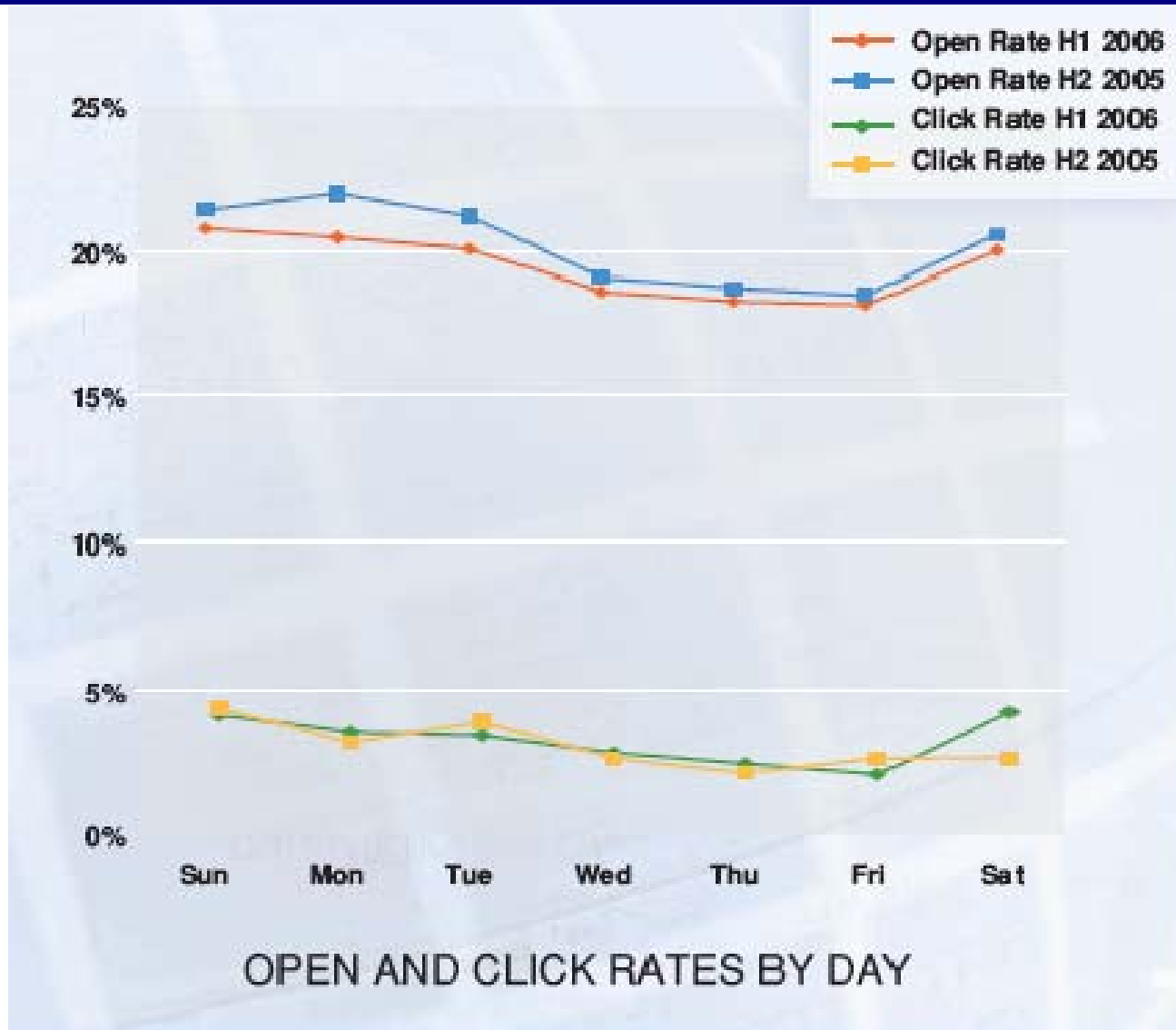
20% - 30%

Click through rate

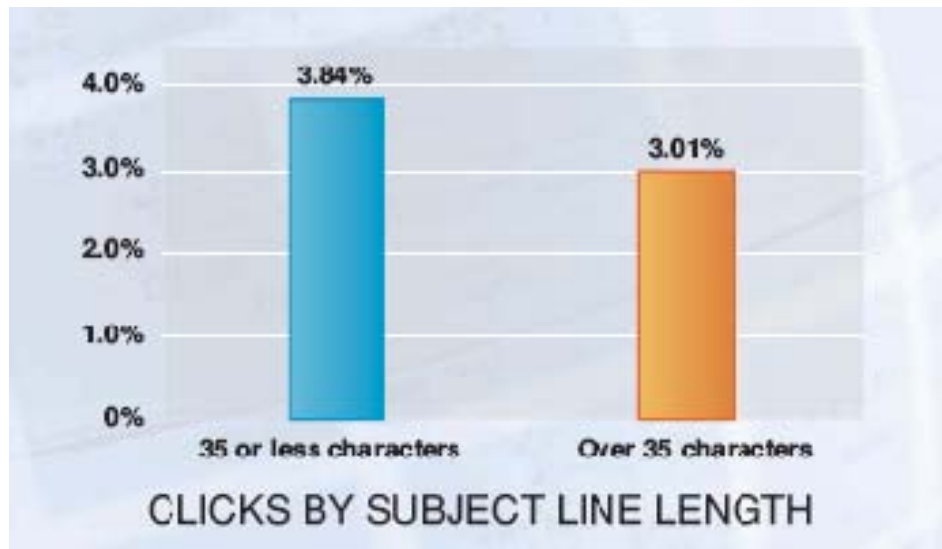
- Readers who click on a link in your email



.5% - 1.5%



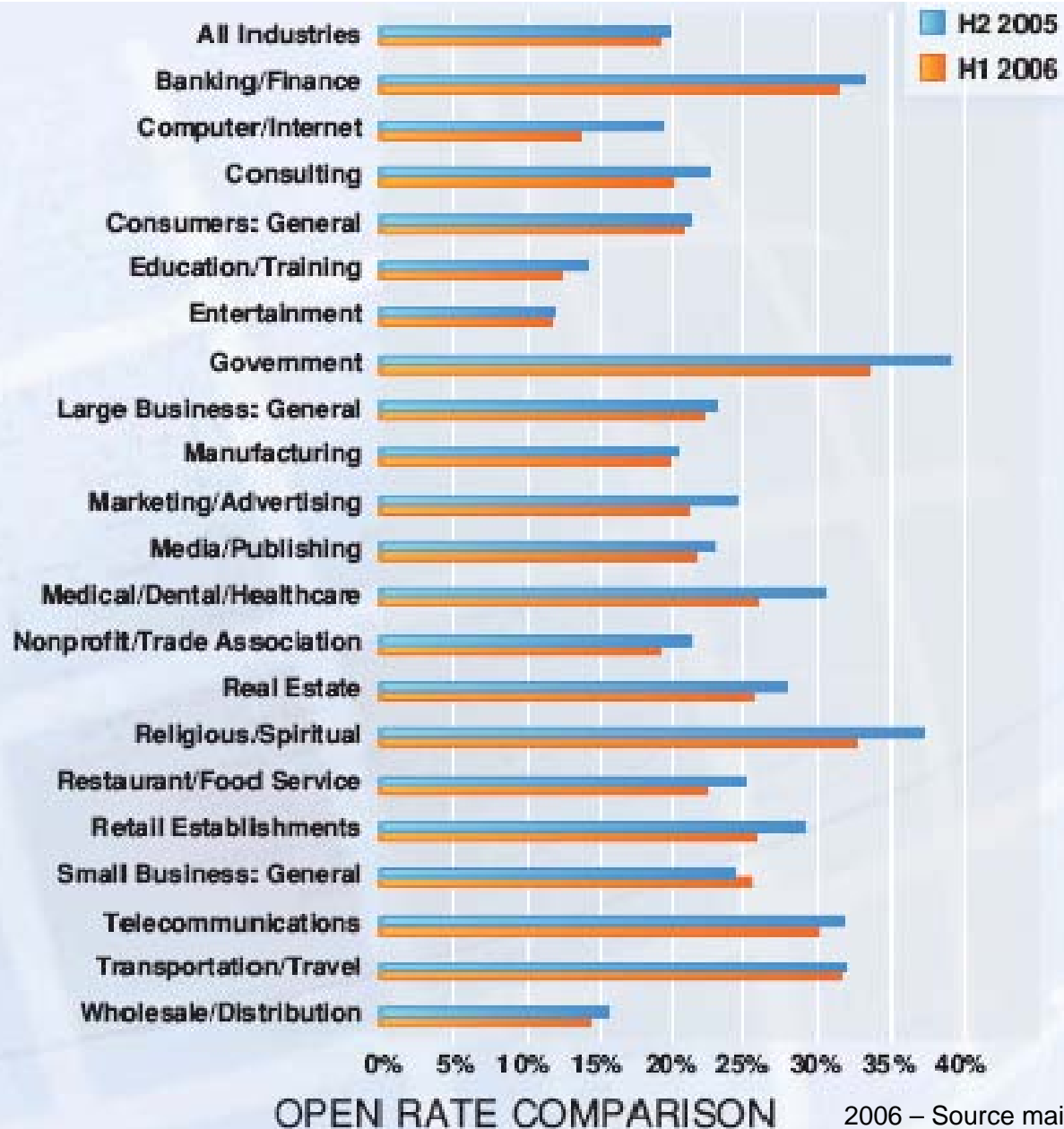
Email Subject Line stats



Open by Personalisation



Email open rates by Industry



How to improve open & click through rates?

Open Rate

- Don't be cute or misleading in subject line
- Keep subject line concise
 - 30 - 40 characters
- Only valid for HTML emails



20% - 30%

Click through rate

- Most important articles/offers above the fold
- Targeted, relevant messages receive higher CTRs
- Reduce clutter
- Use graphics to explain
- Give value
 - Information, discounts



.5% - 1.5%

Case Study - Brainstorm your Campaign

The Solution

- Focus on the ethics of looking after staff
- Outsourcing is great
- Describe the process of managing outsourced staff
- Legal aspects of Labour Brokers

Audience

- Human Resources Managers
- Financial Managers
- General Managers
- Managing Directors
- Administration Managers

Brainstorm your Campaign

Industry Focus

- Logistics
- Retail
- Manufacturing

Value & Benefits

The newsletter will focus on providing articles that educate the audience on the subject of outsourcing and human resource issues.

Subject ideas

- Selection process, truck drivers etc.
- Incident process and procedure for removing staff
- Payroll process
- Recruitment process
- Disciplinary process
- Operational process
- Ethics on looking after staff
- The concept of outsourcing
- Dealing with Unions
- Labour productivity issues
- Work place ethics
- Morale issues



Subject ideas

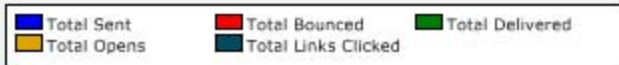
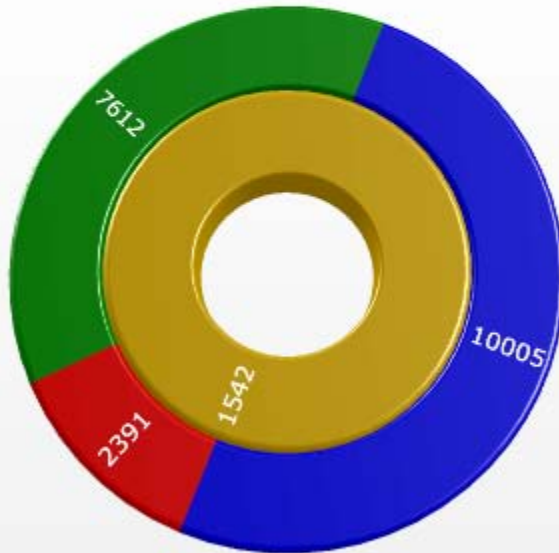
- How to hire champions
- How to conduct a job interview
- How to conduct an exit interview
- Getting the most out of your employees
- How to become a 1st Class leader
- How to get an accurate personality profile
- Win, win disciplinary procedures
- Motivating employees
- Lessen the effects of strikes (better yet, how to avoid them)
- Ethics in the workplace
- How to get justice at the CCMA
- How to get the best out of your personnel agency
- How to structure tax effective salary packages
- Managing performance and conduct in the workplace
- How to use cultural diversity to build a serious business
- Why your employees leave
- Creating an environment that attracts employees to your company



Campaign Reports

Email Campaign Report Snapshot

Magic Escapes Welcome Newslett...



Name	Magic Escapes Welcome Newsletter
Subject	Magic Escapes Welcome Newsletter
Format	HTML Only View HTML
<u>Links clicked</u>	0 total, 0 unique Top URLs Details
<u>HTML opened</u>	1542 total, 980 unique Who Opened
<u>Total read receipts</u>	0
<u>Total sent to friends</u>	9 Who Sent
Sent	10005
<u>Bounced</u>	2391 (23.9 %)
<u>Delivered</u>	7612 (76.08 %)

 EXPORT ALL REPORTS

 RETURN TO REPORTS

Quick Links



Delivered



Clicks



Read



Unsub



Referrals



Bounce



Opens

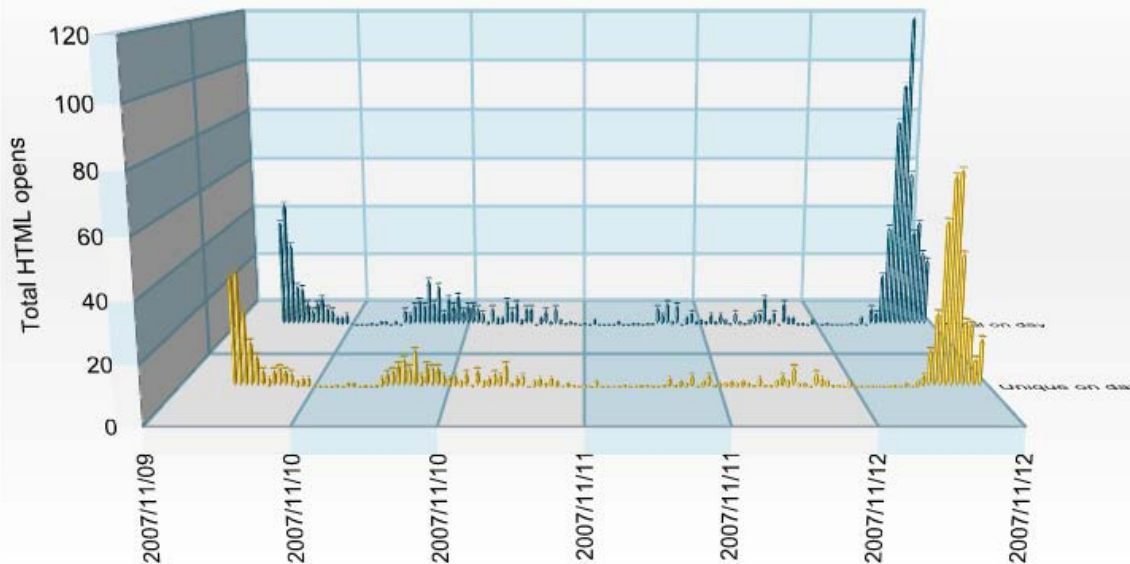


Campaign Reports

Email HTML Opens Report

The report below shows you how many times your report was opened. It shows you a unique open report, as well as a total open report (Meaning a recipient may open your email, close it and then open it again)

Total on day
 Unique on day



Summary - Newsletter Keys to success

- Don't spam
- Provide relevant, compelling, interesting & timely information
- Quickest, cheapest form of direct marketing
- The list is your most important asset
- Get permission
- Well laid out, easy to read, quick to get your message across

What is Search Engine Marketing?

It's about getting in front of
people who are looking for
what you sell,

'right this moment'

and then

'getting them to respond'

Search Engine Marketing

SEO

Search Engine Optimization
"Organic"

Pro:

- Great Long-Term ROI
- High Ceiling and Volume
- More Exposure, Branding, Awareness

Con:

- Tough to Quantify
- Lots of Work (Design/Development)
- Takes a While (Not for Short-Term)

PPC

Pay-Per-Click
"Search Advertising"

Pro:

- Quick Setup
- Highly Measurable and Quantifiable
- Less Development Resources Needed

Con:

- More Expensive
- Lower Ceiling and Volume Potential
- May be Subject to "Ad Blindness"

Why You need an Internet Marketing System?

Best ROI for Lead Generation Tactics according to US Marketers, Spring 2006 (% of respondents)

Search engine optimization (SEO)	69.7%
House e-mail marketing	64.2%
Paid search marketing (CPC)	64.1%
Public relations	55.4%
Direct postal mail	33.3%
Online advertising (banners, etc.)	19.0%

*Note: top two answers based on usage in the past year
Source: MarketingSherpa, September 2006*

- 91% of buyers go to a Web site before calling
- If they don't find what they need, 80% choose another supplier

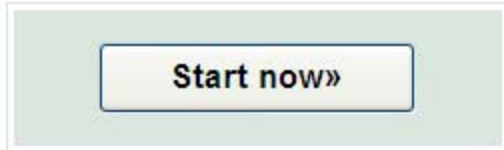
Search engine advertising



English (US)

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.



Your ads appear beside related search results...



People click your ads...

...And connect to your business



Sign in to Google AdWords with your

Google Account

Email:

Password:

[Sign in](#)

[I cannot access my account](#)

Reach your prospects the moment they look for you

Learn about AdWords

How it works

[Reach more customers](#)

[Costs and payment](#)

[For local businesses](#)

You create your ads

You create ads and choose keywords, which are words or phrases related to your business.

[Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

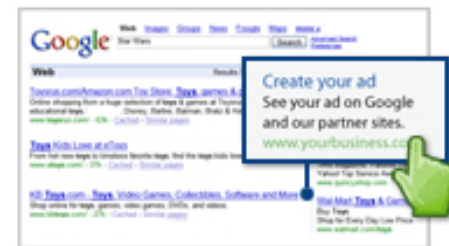
You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic»](#)



Keywords are what people search for on Google.



Your ad appears beside relevant search results.

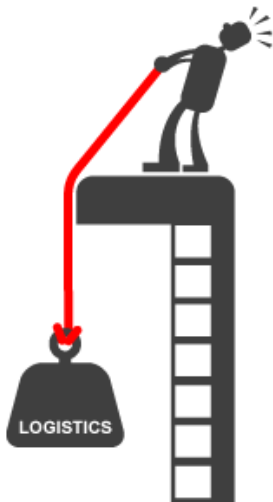
Bad News - Your keywords aren't key to your customers

Improving Rankings Through Keyword Clustering

Two approaches for obtaining top positions for the keyword "Logistics"

The Hard Way:

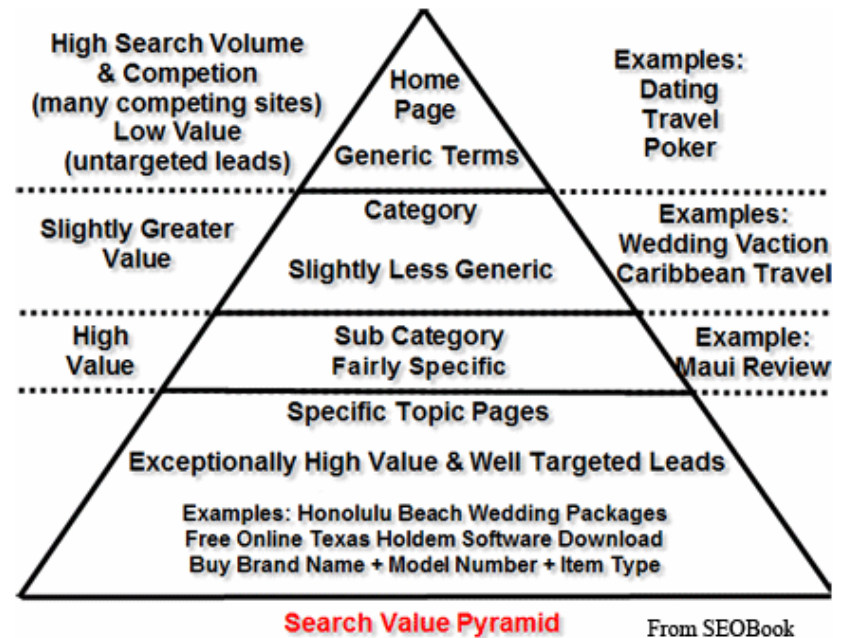
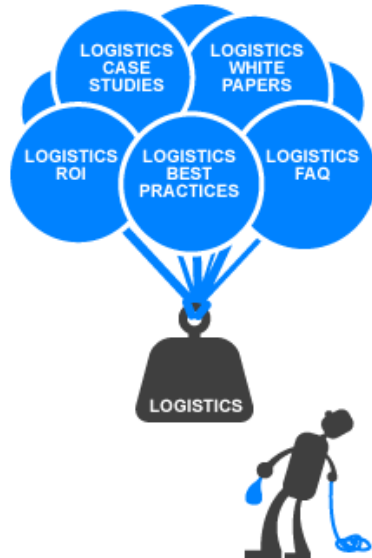
Optimize the keyword



© 2007 Elliance, Inc.

The Smart Way:

Optimize the keyword cluster



Keyword Research (Part 1)

- 1 Getting into the mind of the customer is the first step to keyword research.



- 2 Brainstorm keyword categories that address the customer's wants.



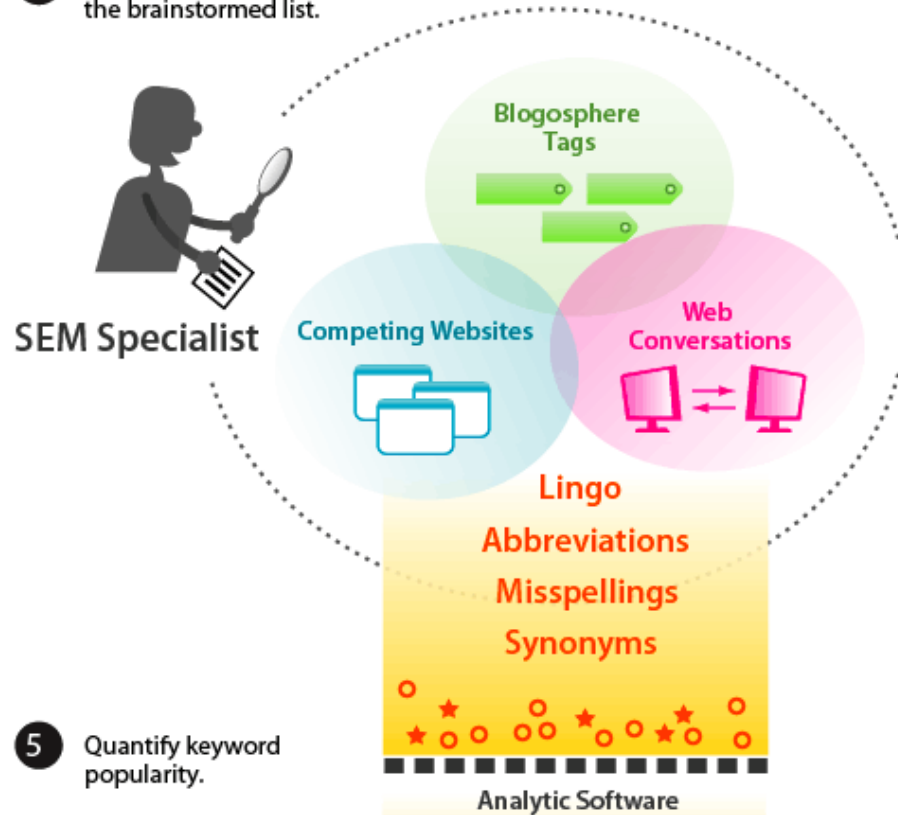
- 3 Compile the brainstormed keywords for further review of traffic potential, competition, and conversations on the web.



Keyword Research (Part 2 of 3)

Expand your brainstormed keyword list by analyzing what people are saying on the internet.

- 4 Discover additional phrases to add to the brainstormed list.



- 5 Quantify keyword popularity.

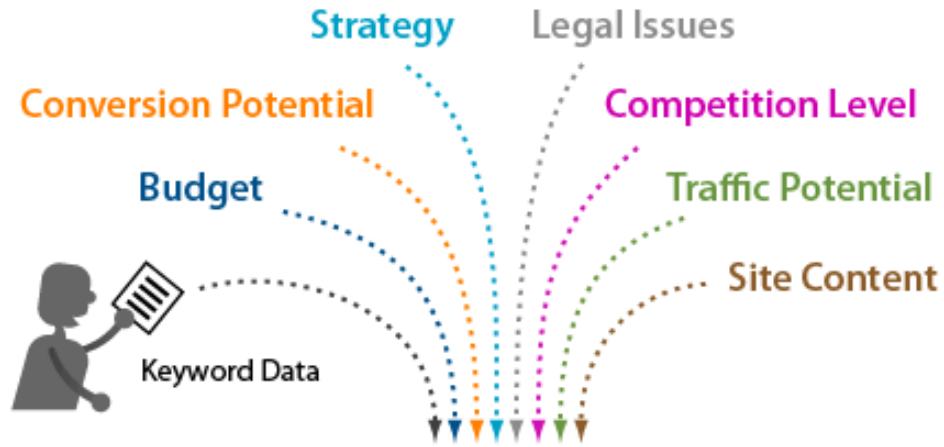
- 6 Take the resulting keyword data to a final selection process.



Keyword Research (Part 3 of 3)

Analyze comprehensive data along with external factors to create a final keyword list.

- 7 Gather other relevant factors.




- 8 Analyze the factors and generate a final keyword list.



Creating your Ad


Web [Images](#) [News](#) [Groups](#) [Books](#) [Gmail](#) [more](#) ▼

 [Advanced Search](#)
[Preferences](#)
Search: the web pages from South Africa

Web Results 1 - 10 of about 234 for lonehill [dentist](#). (0.35 seconds)

Dentist Sponsored Link
www.YellowPages.co.za/Dentists Need a **dentist**? Quick and easy: Yellow Pages.

[73 results stored on your computer](#) - [Hide](#) - [About](#)

 [Is your website generatin...](#) - Dr Cerny (**Lonehill Dentist**) We receive

[Painless **dentistry** treatments **Lonehill**, Sandton, Johannesburg.](#)

Painless **dentistry** in **Lonehill**, Sandton. Contact Dr Cerny for teeth whitening, cosmetic and restorative **dentistry** and have all your dental treatments done in ...

www.drcerny.co.za/ - 19k - [Cached](#) - [Similar pages](#)

[Lonehill Dental Clinic](#)

Painless **dentistry** treatments at **Lonehill** shopping centre.


www.drcerny.co.za/marketing/ozonetreatment.html - 13k - [Cached](#) - [Similar pages](#)

[More results from www.drcerny.co.za »](#)


Sponsored Links

[Affordable **dentistry**](#)
Experience no pain. Affordable dental treatments in **Lonehill**
DrCerny.co.za

Create your Landing Page



Dr Aleksandra Cerny
DENTIST



Lonehill Dental Clinic

[Home](#) | [About Us](#) | [Services and Cost](#) | [Clinic](#) | [Painless Dentistry](#) | [Testimonials](#) | [Bookings](#) | [Contact Us](#)

What would painless dentistry mean for you?

For most people, the sound of a drill and the thought of a needle in your cheek is enough to put off a dentist appointment for years.

However, the experience that you go through to fix your teeth doesn't have to be awful.

At **Dr Aleksandra Cerny's practice in Lonehill**, the focus isn't only on **painless dental treatments**, it is also on giving people a chance to afford their perfect smiles and on preventative dentistry.

Although some people don't go to the dentist because of the discomfort and pain they associate with dentistry, many people don't go because it can really break your bank.

What makes Dr Cerny's service the wise choice is that all the **services are delivered at Medical Aid Rates +5%**. Dr Cerny is contracted out. The account needs to be settled after service.

- [Restorative Dentistry](#)
- [Prosthetics](#)
- [Pedodontics](#)
- [Oral Surgery](#)
- [Dental Implants](#)
- [Endodontics](#)

What would it do to your self confidence if you could get that Hollywood smile - without saving up for months? Contact Dr Cerny for a [teeth whitening treatment](#).

"Good service at competitive pricing, and all this in Sandton!"
- Mr Terence Delaney, Bordeaux

Contact Dr Cerny

Telephone:	+27 11 465-6686
Cell:	+27 83 314 1717
E-mail:	aleksandra@drcerny.co.za
Address:	Lonehill Dental Clinic: Dr Aleksandra Cerny Suite 100A Lonehill Shopping Centre

Fill in the form below and we will contact you

Name * :	<input type="text"/>
Telephone *:	<input type="text"/>
Email * :	<input type="text"/>
Additional information * :	<input style="width: 100%; height: 50px;" type="text"/>
<input type="button" value="Submit"/> <input type="button" value="Reset"/>	

[Home](#) | [About Us](#) | [Services and Cost](#) | [Clinic](#) | [Painless Dentistry](#) | [Testimonials](#) | [Bookings](#) | [Contact Us](#) | [Sitemap](#)
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Edit Campaign Settings

Dr Cerny

Basic Settings

Campaign name:

Start date: Jan 6, 2008

Will run until: No end date
 Mar 5 2009

Budget Options

Budget: [How will my budget affect my ad performance?](#) R / day

[View Recommended Budget](#)

Delivery method: Standard: Show ads evenly over time
 Accelerated: Show ads as quickly as possible

Advanced Options

Keyword Bidding: Maximum CPC bidding
[View and edit bidding options](#)

Ad scheduling: Off. Ads running at all times.
[Turn on ad scheduling](#)

Position preference: Enable position preferences

Ad serving: Optimize: Show better-performing ads more often
 Rotate: Show ads more evenly

Networks

Show my ads on:

- Google search**
When users search for my keywords on Google
- Search network**
When users search for my keywords on Google's search partners
- Content network**
When users visit sites on Google's content network that match my ad settings
- Content bids**
Let me set separate prices for content clicks

Target Audience

Languages:
 Chinese (simplified)
 Chinese (traditional)
 Danish
 Dutch

Hold down the control or command key to select multiple items. Ads should be written in the above language(s).

Locations: [How will my location choices affect my ad performance?](#)

Currently targeting: [Edit](#)
 • South Africa (Country)

Bidding Options

Choose one:

Manual bidding

Max CPC bids

(formerly called *Set maximum limits*)

- Set the highest price you're willing to pay for each click
- Choose this option if you need maximum control of each bid
[Learn more](#)

Conversion Optimizer New!

Max CPA bids

- Set the highest price you're willing to pay for each [conversion](#)
- Google will optimize your performance to get you the highest return on investment
- You must use Google Conversion Tracking (and have at least 200 conversions in the last 30 days)
[Learn more](#)

Why is this disabled? Available only for campaigns with 200 or more conversions in the last 30 days. Conversions for this campaign during the last 30 days: 7

Budget Optimizer

No bids needed

- Set a 30-day budget
- Google will manage your bids to earn the most possible clicks within that budget
- Choose this option for the simplest bidding experience. Great for new users
[Learn more](#)

Preferred cost bidding

Average CPC bids

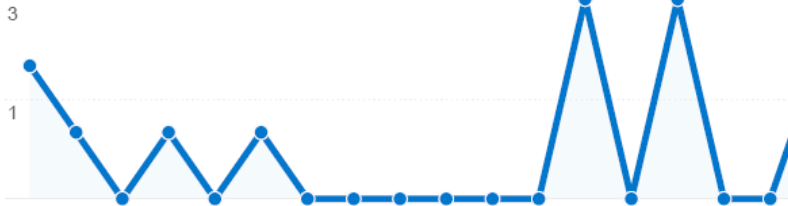
- Set the *average* price you want to pay for each click
- Google will manage your bids to give you a predictable average cost per click
[Learn more](#)

Common Questions

- [What is the Google Budget Optimizer™ tool?](#)
- [What is the Conversion Optimizer tool?](#)
- [Tell me more about the bid management options.](#)

Analyse your conversions

www.drcerny.co.za
Goals Overview



Visitors completed 22 goal conversions

9 conversions, Goal 1: Contact us

13 conversions, Goal 2: Bookings

0 conversions, Goal 3: Newsletter

Dr Cerny Billing Report

Report Generated: Feb 29, 2008 3:10:43 PM [Show report detail](#)

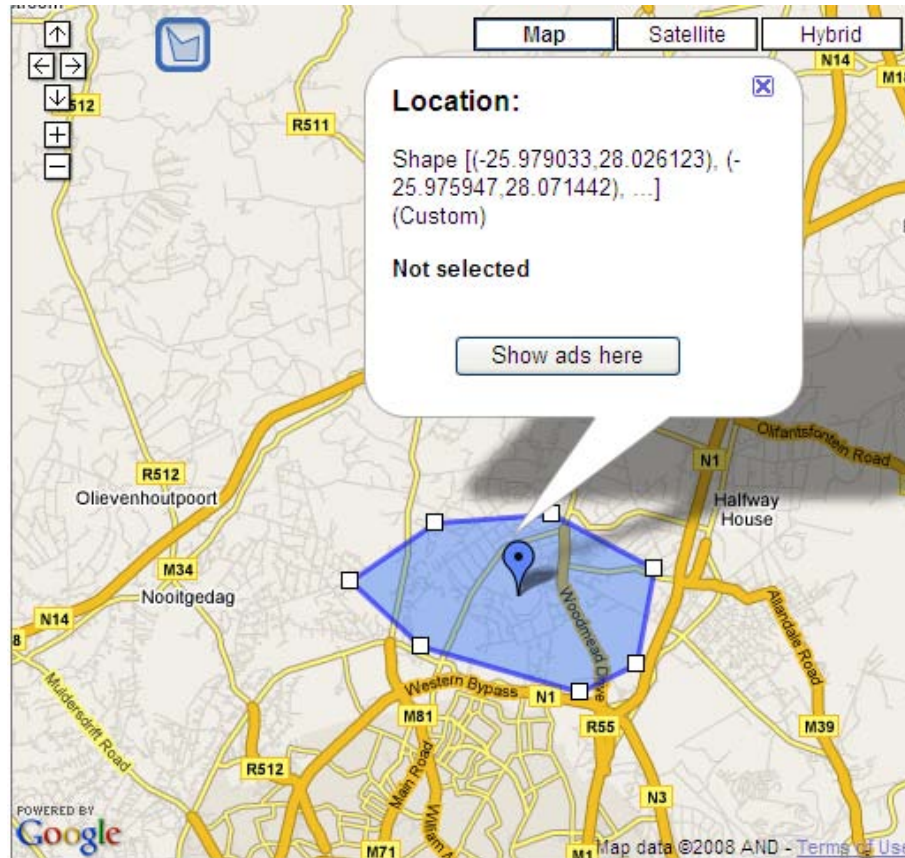
[Export Report](#) [Create Another Report Like This](#)

Feb 1, 2008 - Feb 29, 2008

View: Summary

Impressions	Clicks	CTR	Cost	
3,553	108	3.04%	ZAR81.64	
Campaign	Impressions	Clicks	CTR	Cost
Dr Cerny	3,553	108	3.04%	R81.64
Show rows: 25 1 - 1 of 1				

Geo Targeting





Web Images Groups News Scholar Desktop more »

emigrate new zealand

Search

[Advanced Search](#)
[Preferences](#)

Search: the web pages from South Africa

Web

Results 1 - 10 of about 616 for [emigrate new zealand](#). (0.08 seconds)

[Move to Wellington](#)

www.movetowellington.co.nz

Choose Wellington, **New Zealand** for jobs, lifestyle & opportunities

Sponsored Links

[New Zealand Immigration](#)

www.immigration.co.nz

Free Seminars January 0 Jobs, Lifestyle, Opportunities

Sponsored Links

[New Zealand Accommodation](#)

NZ Award winning bed and breakfast accommodation guide. Enquire online
www.bnb.co.nz

[2 results stored on your computer](#) - [Hide](#) - [About](#)



[australia real estate bis](#) - Estate Agents in **New Zealand** Adelaide Real
[australia bis.txt](#) - Australian Embassy Australia **Emigrate New Zealand** Great

[Emigrate to New Zealand](#)

Book your consultation now
We advise South Africans
www.tgmigration.com

[Emigrating? Send your pets to Australia and New Zealand from South ...](#)

Take your dogs and cats to Australia and **New Zealand** when you **emigrate**. Government-approved pre-export quarantine kennels and emigration station.

www.keringa.co.za/emigration.aspx - 15k - [Cached](#) - [Similar pages](#)

[Rhodes eResearch Repository - Pre-emigration Reflections ...](#)

Pre-emigration Reflections: Afrikaans speakers moving to **New Zealand** ... all of whom were in the final stages of preparing to **emigrate** to **New Zealand**. ...

eprints.ru.ac.za/730/ - 9k - [Cached](#) - [Similar pages](#)

[PDF Pre-emigration Reflections: Afrikaans speakers moving to New Zealand](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

were in the final stages of preparing to **emigrate** to **New Zealand**. The study explores the linguistic histories of the participants, their attitudes to their ...

eprints.ru.ac.za/730/01/Pre-emigration-reflections.pdf - [Similar pages](#)

[Immigration New Zealand](#)

South African Immigration Lawyer
Helps With International Relocation
www.niselowlaw.co.za/immigrate

[Get a NZ Postal Address](#)

Check the post online, redirect back to you, your permanent address
www.privatebox.co.nz

Analyse your conversions

www.tgmigration.com/
Goals Overview



Visitors completed 702 goal conversions

68 conversions, Goal 1: Book Consultation

179 conversions, Goal 2: Book Seminars

403 conversions, Goal 3: Book Pre-assessment

52 conversions, Goal 4: Contact Us

Trans-Global Migration
Simplifying migration working for you

HOME ABOUT US PRE-ASSESSMENT NEWS SEMINAR INFORMATION CONTACT US

» NEWS
Find more news from around the globe on migration issues

» Seminars
Trans-Global regularly hold seminars around South Africa. The presentations are informal, relaxed and give an honest appraisal of immigration requirements in these countries.
Check out our schedule to see when we will be in your area, and phone for a booking or email your details to us.
[Click here for more](#)

» Simplifying migration
Immigrating to New Zealand
Contact us now for a [personal consultation](#).

New Zealand has identified specific employment opportunities as necessary for its growth as a nation. They are looking for **skilled individuals**, with the right qualifications and experience and importantly relevant employment offers, to apply through a multi-phased application process for residence in New Zealand.

New Zealand introduced a **new immigration program** in December 2003 which effectively controls the influx of foreign skilled workers, to avoid what is termed as the "doctors driving taxis" syndrome.

Besides the Skilled Migrant category there are other options available to aspirant immigrants, among which is a business visa for entrepreneurs wishing to start or purchase a business in New Zealand.

- **Skilled Migrant category:** To obtain residence in New Zealand individuals must first file an expression of interest (EOI) and pass a points test. Having a job in New Zealand will contribute

Destination Countries:
[Canada](#)
[New Zealand](#)
[United Kingdom](#)
[United States](#)
[Australia](#)

TG Migration PPC Billing Report

Report Generated: Feb 29, 2008 3:17:44 PM [Show report detail](#)

[Export Report](#) [Create Another Report Like This](#)

Feb 1, 2008 - Feb 29, 2008

View: Summary

Impressions	Clicks	CTR	Cost	
26,493	1,061	4.00%	ZAR870.52	
Campaign	Impressions	Clicks	CTR	Cost
tg migration	26,493	1,061	4.00%	R870.52

Don't waste money

● Common Errors

- Not geo-targeted
- Ads not linked to appropriate landing pages
- Negative keywords ignored
- Budgets not set properly
- Schedules ignored

Summary of PPC

- Keyword research
- Create your ads
- Create landing pages
- Set your budget
- Review your campaign weekly
- Review your budget
- Make changes to improve your conversion & return on investment