



Content & Competition: Creation & Curation

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Performics

Who is Performics?

A Global Performance Marketing Network
built for the relentless pursuit of results



Our Global Footprint



34
Countries

220+
Clients

1,000+
Experts

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Share



Our Evolution Since 1998

1998

Performics founded Top 3 Affiliate Program

2003

New SEO practice OneSearch is born

2009

Publicis Groupe acquires Performics - Launched social media & performance display

2012

Acquired Resultrix as part of global expansion strategy

2001

Search Advertising performance programs offered

2004-08

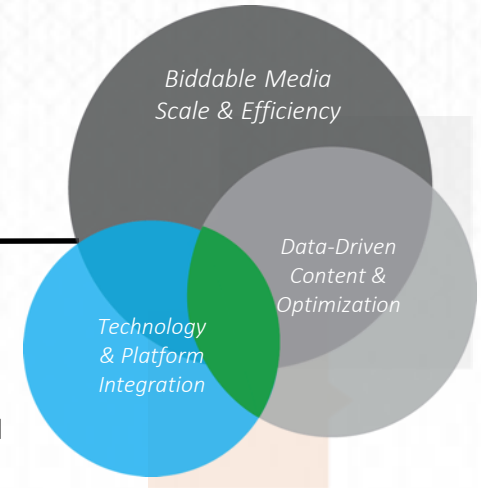
Acquired by DoubleClick, then Google

2011

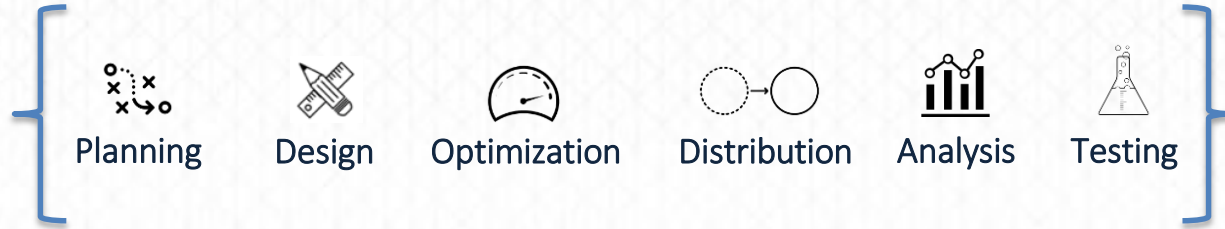
Global expansion, 3 Centers: Chicago, London, Singapore

2014

Acquired AKM3, enhancing global capabilities



What is Performance Content?



We Deliver Results

83% LIFT » Landing Pages
Experiences aligned with specific products, gender or sales promotions



1,377% LIFT » SEO Strategy & Tech
Significant keyword ranking improvements resulting in new to file customer growth



420% LIFT » Dynamic Content
Experiences that contain elements that change based on keywords or location



Allstate.
WE KEEP RIDERS RIDING.
Riders Who Switched to Allstate Saved an Average of 46%
Get a Personalized Quote in Minutes
START
OR
Call us today 855.435.0106
Allstate Rider News

DIVVY THE DATA
Average Minutes Spent on a Bill by Age and Gender
Average Hour Spent per Week
% of Trips per Hour Type per Week

KOHL'S
FREE SHIPPING EVERY DAY
TAKE AN EXTRA 30%, 20% OR 15% OFF
EVERYONE GETS \$10 OFF
JUST FOR YOU!
FRIDAY MAY BE NIGHTOWLS
SATURDAY MAY BE EARLYBIRDS

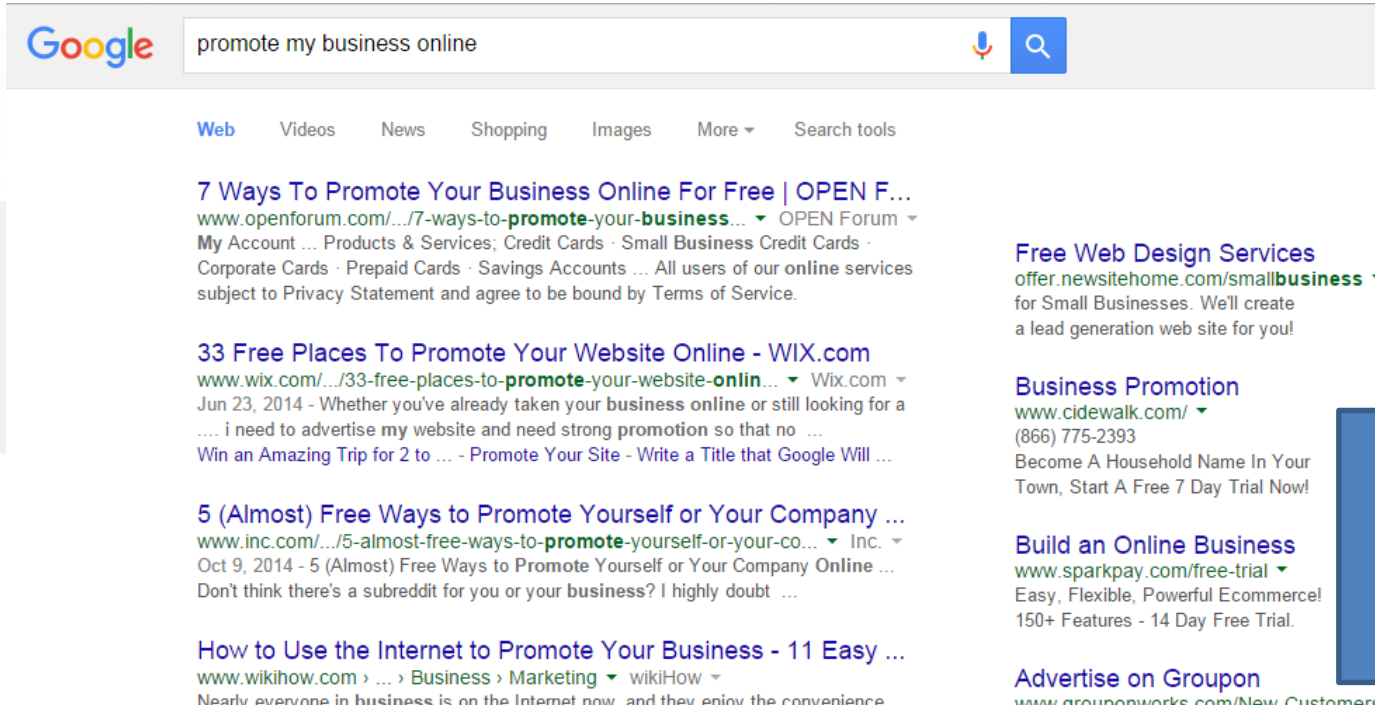
redbox instant by verizon
GET YOUR DISCS + DIGITAL TOO
SIGN UP FOR A FREE MONTH OF MOVIES
ENJOY 4 DVD CREDITS AT THE BOOK EVERY MONTH PLUS MOVIES YOU CAN STREAM INSTANTLY—ALL JUST \$6A MONTH.
START YOUR TRIAL

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Understanding Your Competition

- Start with your known competitive set and the Google SERP



The screenshot shows a Google search for "promote my business online". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for "Web", "Videos", "News", "Shopping", "Images", "More", and "Search tools". The search results are listed below, with the first three results highlighted in blue. The first result is "7 Ways To Promote Your Business Online For Free | OPEN F..." from www.openforum.com. The second result is "33 Free Places To Promote Your Website Online - WIX.com" from www.wix.com. The third result is "5 (Almost) Free Ways to Promote Yourself or Your Company ..." from www.inc.com. On the right side of the page, there are three sponsored ads: "Free Web Design Services", "Business Promotion", and "Build an Online Business".

Google promote my business online

Web Videos News Shopping Images More Search tools

7 Ways To Promote Your Business Online For Free | OPEN F...
www.openforum.com/.../7-ways-to-promote-your-business... OPEN Forum
My Account ... Products & Services; Credit Cards · Small Business Credit Cards · Corporate Cards · Prepaid Cards · Savings Accounts ... All users of our online services subject to Privacy Statement and agree to be bound by Terms of Service.

33 Free Places To Promote Your Website Online - WIX.com
www.wix.com/.../33-free-places-to-promote-your-website-onlin... Wix.com
Jun 23, 2014 - Whether you've already taken your business online or still looking for a ... i need to advertise my website and need strong promotion so that no ... Win an Amazing Trip for 2 to ... - Promote Your Site - Write a Title that Google Will ...

5 (Almost) Free Ways to Promote Yourself or Your Company ...
www.inc.com/.../5-almost-free-ways-to-promote-yourself-or-your-co... Inc.
Oct 9, 2014 - 5 (Almost) Free Ways to Promote Yourself or Your Company Online ... Don't think there's a subreddit for you or your business? I highly doubt ...

How to Use the Internet to Promote Your Business - 11 Easy ...
www.wikihow.com > ... > Business > Marketing > wikiHow
Nearly everyone in business is on the Internet now, and they enjoy the convenience

Free Web Design Services
offer.newsitehome.com/smallbusiness offer for Small Businesses. We'll create a lead generation web site for you!

Business Promotion
www.cidewalk.com/ (866) 775-2393
Become A Household Name In Your Town, Start A Free 7 Day Trial Now!

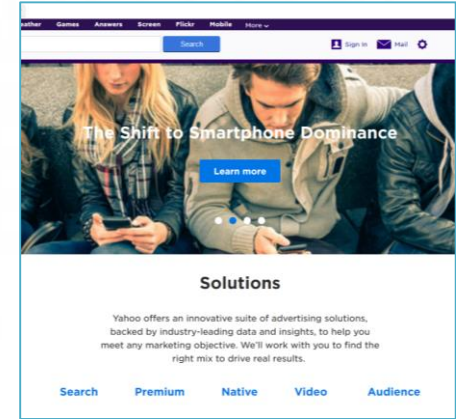
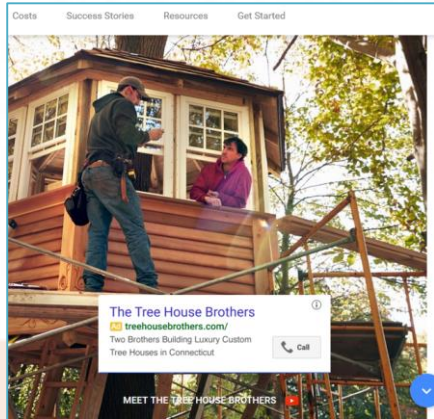
Build an Online Business
www.sparkpay.com/free-trial Easy, Flexible, Powerful Ecommerce! 150+ Features - 14 Day Free Trial.

Advertise on Groupon
www.grouponworks.com/New Customers

What does this tell us?

Sizing Up Your Content

- Compare competitors landing pages and content assets



Content Cross Reference

This collage features three overlapping screenshots from Microsoft and Bing Ads. The top-left screenshot is the Microsoft SMB Blog, titled "Microsoft SMB Blog" and "Featuring business and technology insights from Cindy Bates". It includes two article teasers: "5 Things You Need to Do to Take Your Business Paperless" and "Where to find IT ad your business". The middle screenshot is the Bing Ads "Getting started" page, which offers guidance for new customers and provides links to "Import from AdWords" and "New to search engine marketing". The bottom screenshot shows "Case studies" on the Bing Ads website, highlighting three success stories: a communications company, an agency earning a 1002% return, and an agency increasing sales through keyword research.

This collage features two overlapping screenshots from Facebook for business. The top screenshot is the "Success Stories" page, titled "Real businesses. Real results.", which displays various business categories like Life Mastery Institute, DogVacay, and Munchery. The bottom screenshot is the "Choose Your Ad Audience" tutorial page, which includes a sidebar with navigation options like "Facebook Ad basics" and "Ad Targeting TUTORIAL". The main content area features a video player with the text "Ad Targeting TUTORIAL" and a play button icon.

Bridge the Gap

- Plan to address the content gaps from what a SERP analysis tells us and what our known competitors are telling us:
 - Informative, educational content is winning in Google
 - Our competitors feature up to date case studies, success stories, and education and informative material on their sites
 - Our competitors are not highly optimized for the right keywords, which gives us an opportunity to **win**

Key Optimization & Relevancy Elements

- Once content gaps are filled, focus on key optimization elements



Visibility

Title tags, links,
use of keywords in
the copy, etc.



Relevancy

Tone of voice,
simplicity of
message.



Conversions

Design of pages
and ease of use,
clear next steps.



Takeaway: Your Content Success Framework



Value Proposition

Why you and not someone else?



Timing

Is this the right message at the right time?



Impact

Why should the user take immediate action?



Clarity & Focus

Are next steps clearly explained?



Interface

Does design help or hurt the process?



Simplicity

Are next steps easy or unnecessarily difficult?



Credibility

Can I trust this brand, product, or service?

Share



Thank You!

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