



Digital Marketing

October 18, 2004



Agenda

- Introduction
- Digital Marketing – Definition
- Some Numbers
- Strategy: Targeting, Measurement, Optimization
- Tactics: Digital Channels
- Trends & Predictions
- Resources
- Discussion

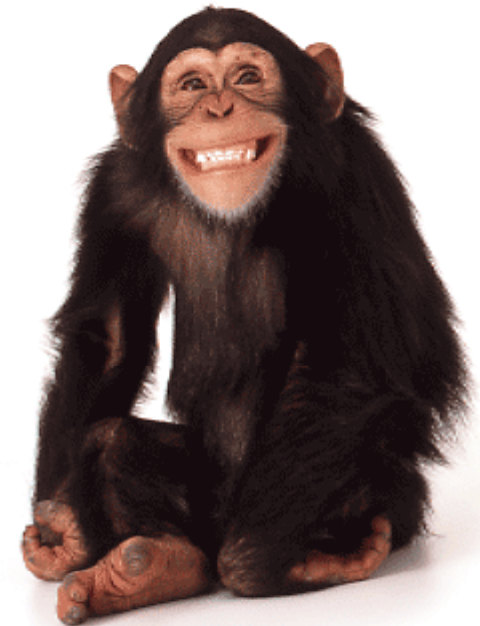
Introduction

Bryan

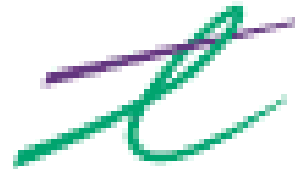
- Background
- Digital Marketing Strategist
 - Integration Strategies
 - Implementation

TELUS Business Solutions

- e.Enablement
 - Web-based applications
- Clients



Some Clients



What is eMarketing?

A horizontal decorative bar with a green-to-yellow gradient, positioned below the title.

The best definition of Marketing ever:

*“The role of marketing is to sell more stuff to more people
more often for more money”*

Sergio Zyman

So...

*The role of e.marketing is to sell more stuff to more people
more often for more money... using digital channels*



A Few Numbers

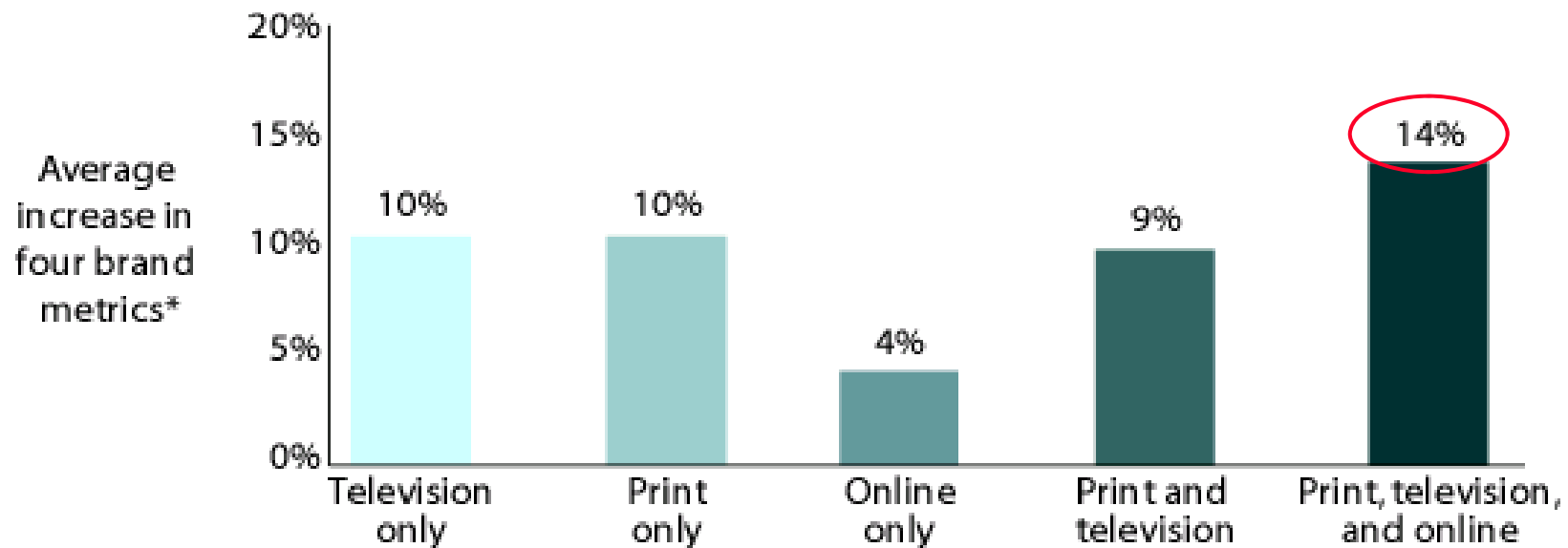
A Complementary Channel

- Enhance the Media Mix
- Boost Unaided Awareness
- Immediate Brand Impact
- Direct Response
- Extensive Reach
- Who's Marketing Online



Enhance The Media Mix

The combination of print, television, and online lifts brand metrics the most.



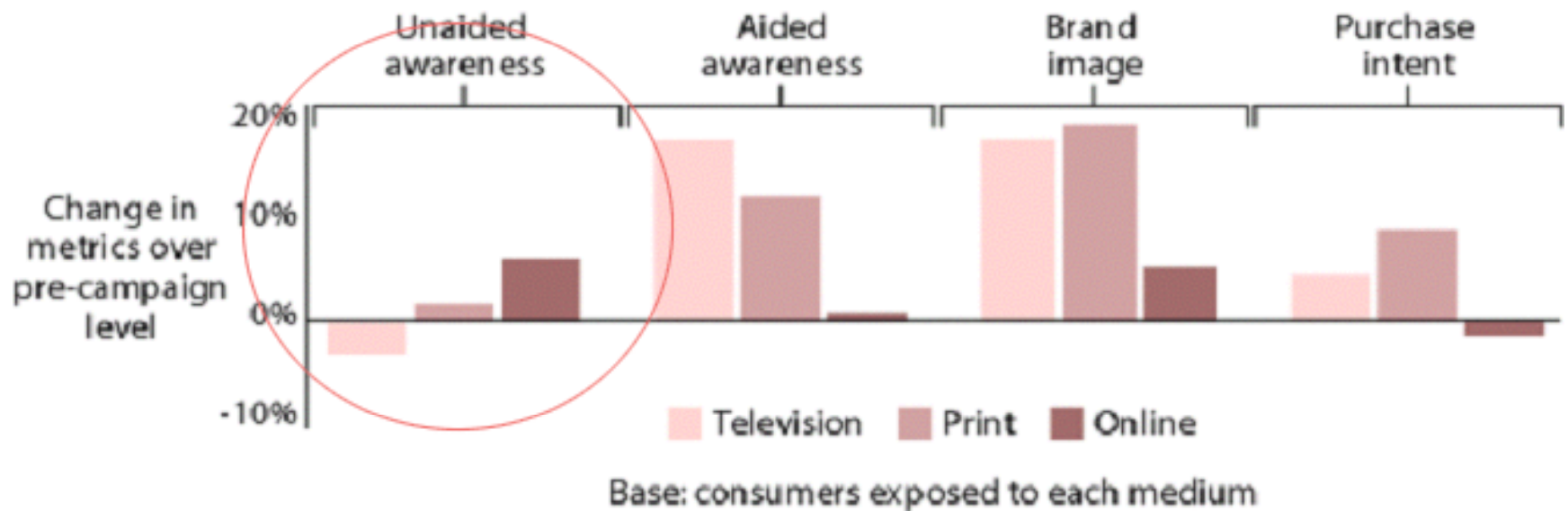
*Note: The four metrics include: 1) unaided awareness; 2) aided awareness; 3) brand image; and 4) purchase intent.

Base: consumers exposed to each medium or combination

Source: The MSN, IAB, ARF Dove Nutrium Bar Case Study 2002; Forrester Research, Inc.

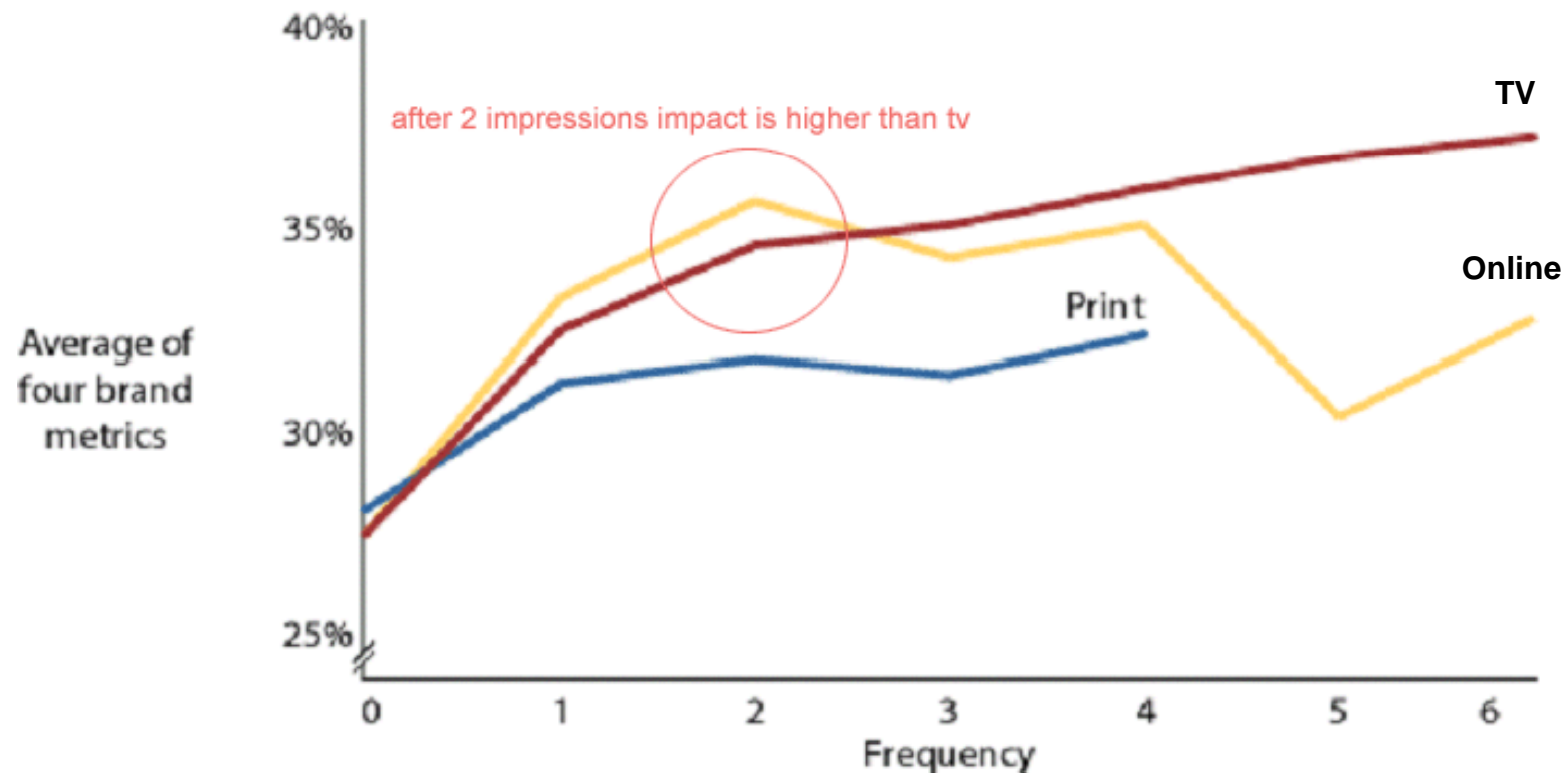
Boost Unaided Awareness

Online ads boosted unaided awareness more than other media.



Immediate Brand Impact

After the first impression, brand impact quickly diminishes.



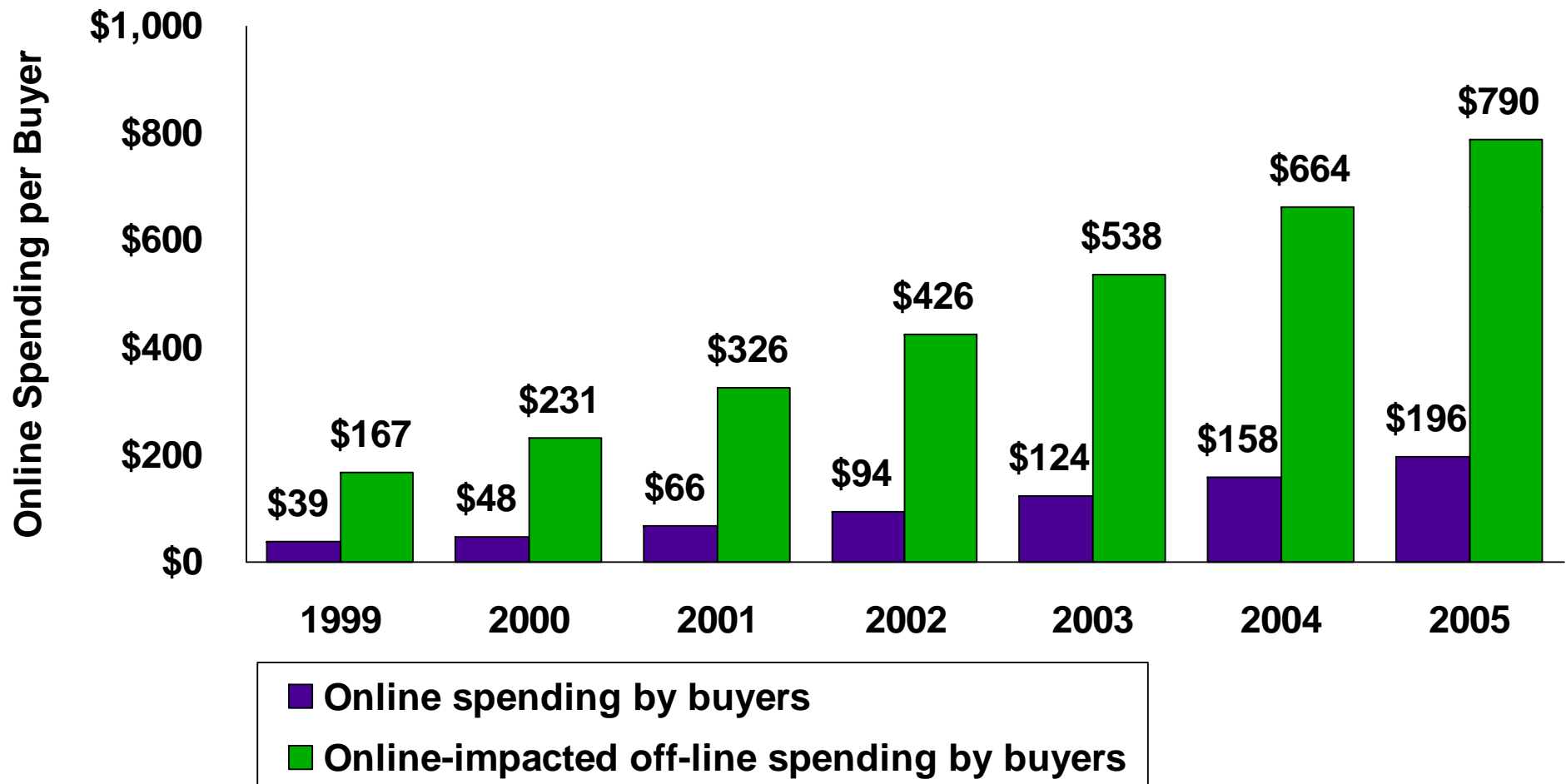
Base: consumers exposed to each medium in a mix of television/print/online, holding two constant and altering the third

Direct Response

Vehicle	Average Cost Per Lead
Direct Mail	\$9.94
Web Ads	\$2.00
Yellow Page Ads	\$1.18
E-Mail	\$0.50
Search Marketing	\$0.29

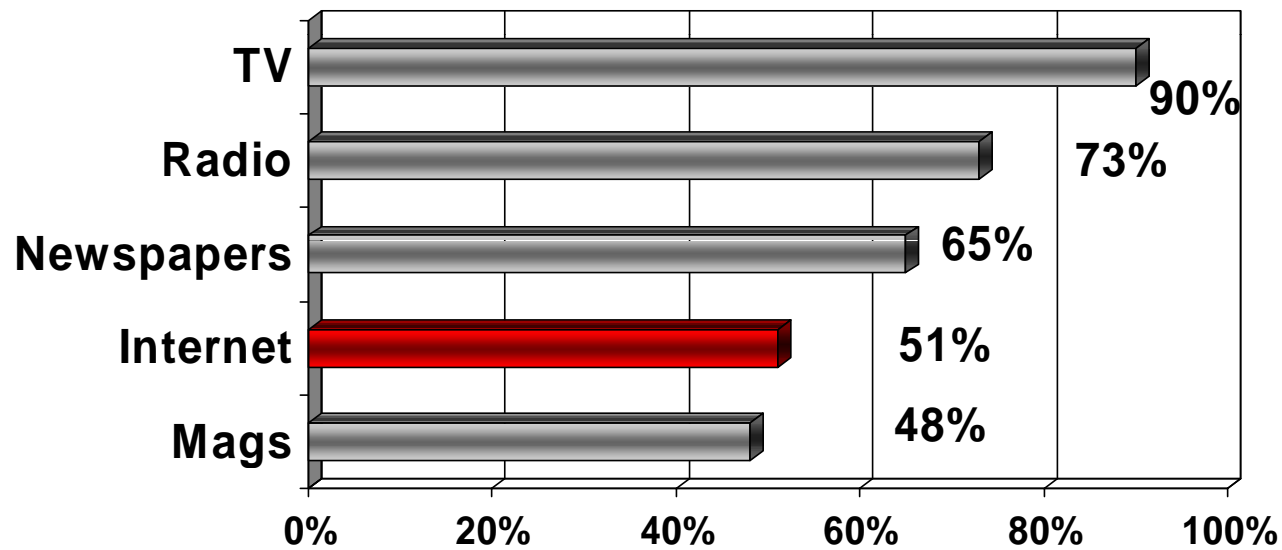
Source: US Bancorp Piper Jaffray, 2003

Online Influences Offline



Extensive Reach

% of US adults reached each day

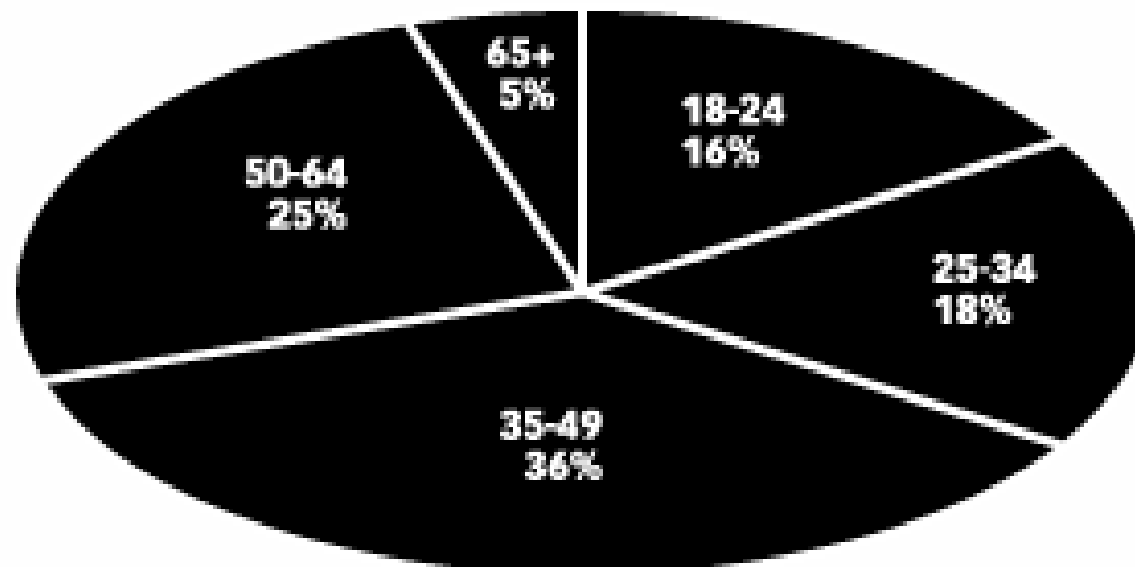


Source: TVB; Nielsen Media Research Custom Survey, 2003



Distribution By Age

Distribution of Adult Internet Users in Canada, by Age, October 2003



Source: NFO CFgroup, October 2003

Canadians Online

A horizontal decorative bar with a green-to-yellow gradient, positioned below the title.

Market Potential: (Ipsos Reid 2003)

- 73% of Canadians are online (61% at home)
- 8 million people between 20 and 44 are online
- Above average income
- Average age of Canadian Internet user is 41
- Average duration is 11.2 hours online each week
- Average of 6.6 purchases made online over 12 months



Extensive Reach

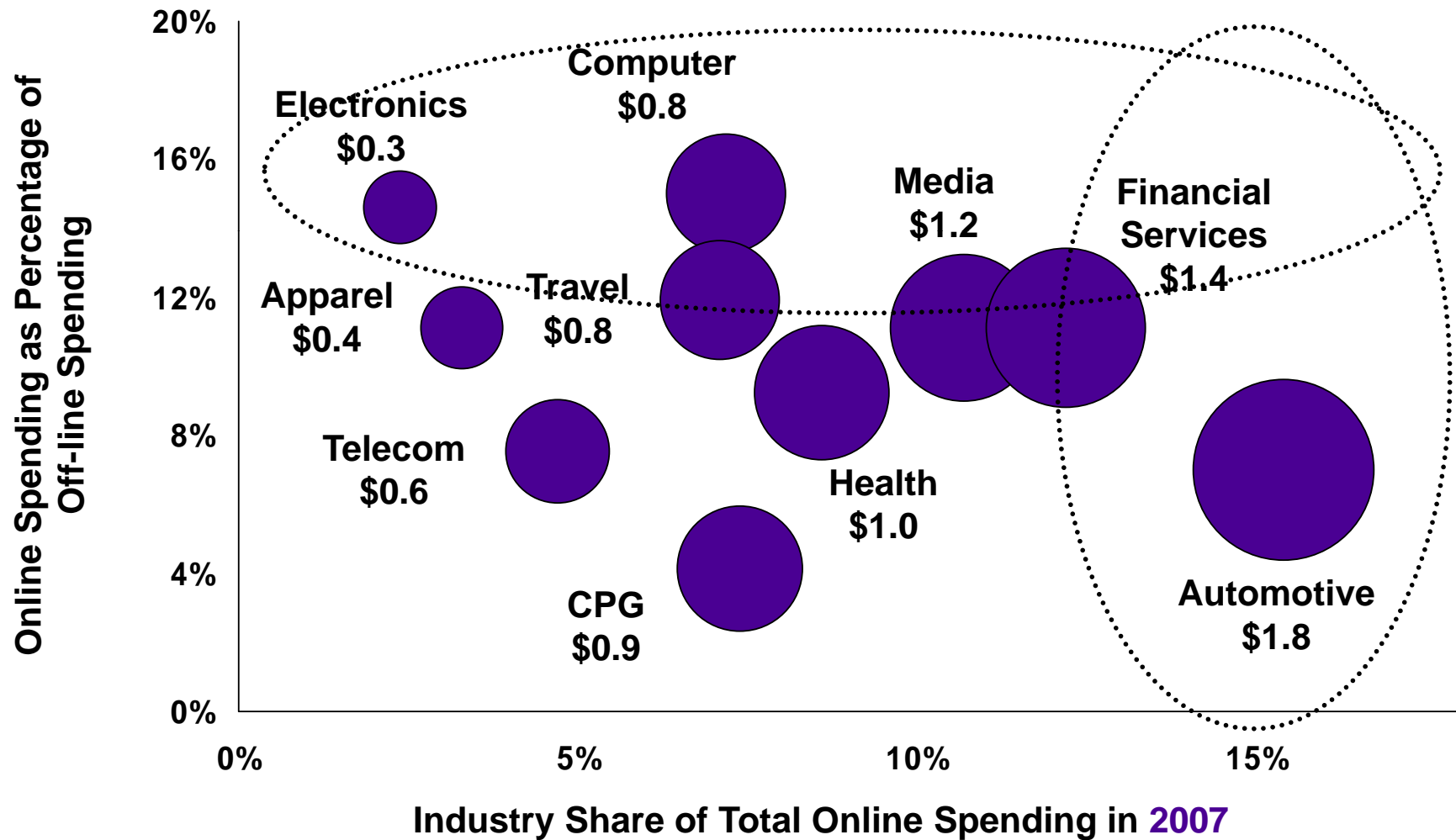
Average Time Spent Each Day

■ Watching TV	4.5 hours
■ Listening to Radio	2.8 hours
■ Using the Internet	65 minutes
■ Reading Newspapers	28 minutes
■ Reading Magazines	21 minutes

Sources: eMarketer, 2004 (Internet); Veronis Suhler, 2003 (television); Arbitron, 2002 (radio); Media Management Center at Northwestern University, 2003 (newspapers); UCLA, 2003 (magazines)



Who's Marketing Online?



Note: US industry online ad spending in billions.

Source: Jupiter Internet Advertising Model



Strategy

Strategy



Strategy

Targeting

MODAL RELEVANCE

- IP:
 - Geography
 - Domain
 - Time of Day / Day of Week
 - Browser
 - And more
- Placement:
 - Content / Affinity
 - Geography
 - Language
- Profile:
 - Age
 - Income
 - Education
 - Occupation
 - Interests
 - And more
- Behavioural & Contextual

Strategy

Measurement & Analysis

Based on objectives

- Awareness
- Brand “building” – purchase intent, recall, etc.
- Immediate ROI

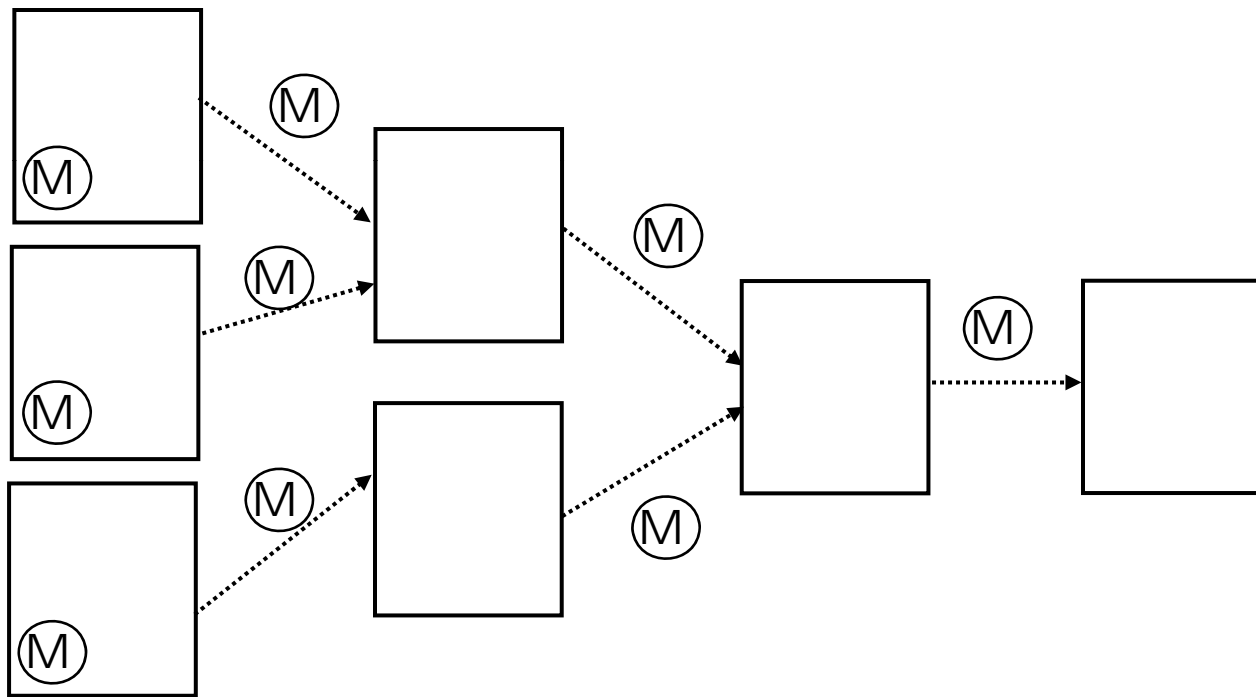
Optimization

The best combination(s) of:

- Channel
- Creative
- Format
- Placement
- Targeting

Strategy

User Flow





Tactics

Tactics

Digital Channels

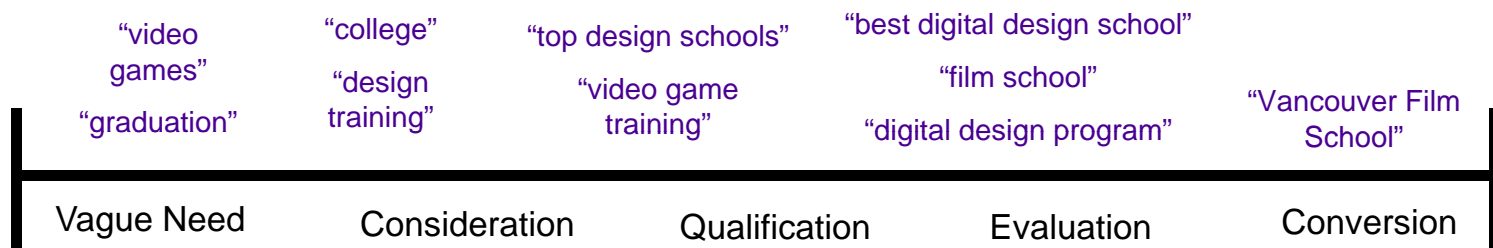
- Web Advertising
- Site Sponsorship
- E-Mail Advertising
- eDM (Electronic Direct Mail)
- Search Engine Optimization
- Search Engine Marketing
- Viral Marketing
- Affiliate Programs
- SMS
- Mobile Marketing
- IM
- Blogs
- RSS
- Destination Sites
- Sitelets
- In-Game Advertising
- New devices
- TV & Radio – applying online rules to offline media

Web Marketing Campaign

- Niche-targeted advertising or sponsorship on relevant Web properties
- Geographic and content/interest-based targeting, plus other targeting where applicable
- Variety of creative executions and formats
- Primary audience
- Secondary audience

Search Engine Marketing

- Decision Cycle Relevance - example



- Focus on immediate results
- Some longer-term, Branding capacity

Tactics:

- Search Engine Usability
- Index Inclusion
- Paid Placement



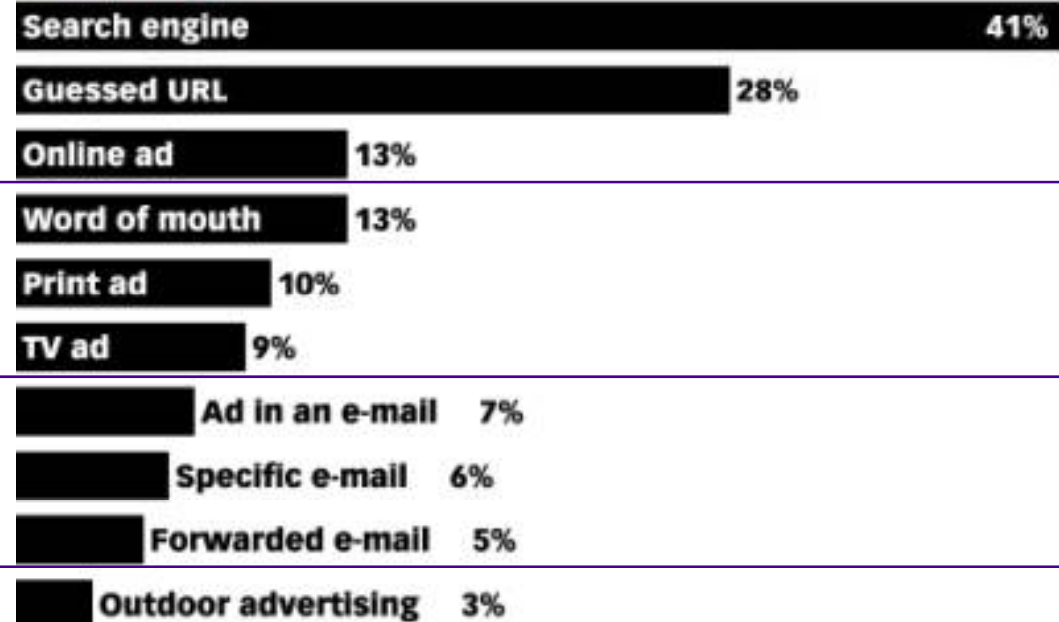
E-Mail Marketing Campaign

A horizontal decorative bar with a green and yellow abstract pattern, positioned below the title.

- Compiled list rental
- Opt-in only (no Spam)
- Interest and demographic targeted
- Standalone HTML (graphical) and plain-text e-mail
- Focus on specific products/services
- Primary audience
- Secondary audience

Promoting A Web Site

How US Consumers Find Product Web Sites Used to Research a Purchase, December 2002 (as a % of respondents)



Note: n=2,000

Source: DoubleClick, Greenfield Online, March 2003



Examples

CIBC Visa

E-Commerce Direct Marketing

- Objectives:
 - Entice online shoppers to make their CIBC Visa card the “first out of wallet”
 - Secondary goal: attract new card applicants
- Challenges:
 - Need to measure more than “site visits” and “ad impressions” to monitor results
 - Break through ad clutter to promote a ‘serious’ product and message
- Solution:
 - Highly targeted ad placement – reach users at point of decision
 - Flighted ad campaign (7 weeks total) to measure and compare: pre-campaign, week-to-week, and post-campaign results
 - Partnership with e-commerce Web sites
- Results:
 - 2.5% increase in CIBC Visa card usage rate
 - 14.7% increase in average purchase amount



CIBC Visa



ticketmaster.ca - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Fields marked with * are REQUIRED.

* First Name: Middle
(Please note that we only ship to the billing address.)
(As it appears on Credit Card)

* Last Name:
(As it appears on Credit Card)

* Street Address:

Extra Address Line:
(If needed for Apt #, Company name, etc)

* City: * Prov/State (Two digit code)

* Country:

* Postal/Zip:


* Email:

* Credit Card Type:

* Credit Card Number:

* Expiration:

For SEARS CARD , please select **December, 2015** as the expiry date.

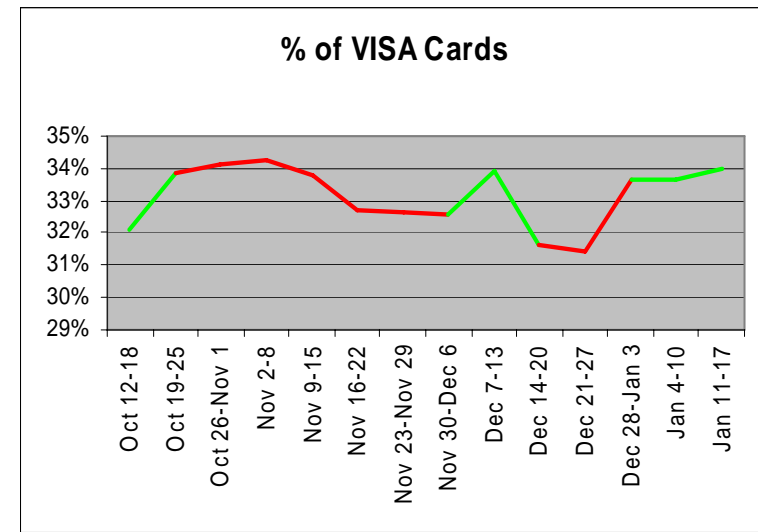
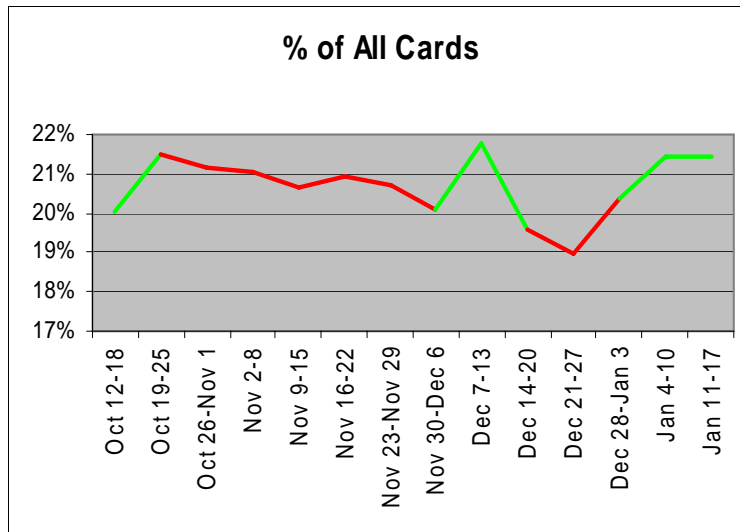


Continue>>

<<Cancel

Tickmaster allowed us to create this space for advertising where previously there was none. This ad placement affected sales significantly.

CIBC Visa



— Green = Advertising “On”

— Red = Advertising “Off”

Intuit - QuickTaxWeb


Mass Reach Campaign

- Objectives:
 - Acquire new registered users of QuickTaxWeb
- Challenges:
 - Efficiently reach a very broad audience
 - Communicate the benefits of a relatively new, somewhat complex product
 - Overcome consumer concerns relating to online privacy, security, etc.
- Solution:
 - Large scale online advertising campaign
 - Revenue-share partnership with major media properties
- Results:
 - 2 billion ad impressions, 1.2 million site visits, over 14,000 tax return completions
 - Positive ROI



Intuit - QuickTaxWeb

Have you hugged your eraser today?



QuickTaxWeb Tip #47

Guaranteed refund or our service is free!

QuickTaxWeb

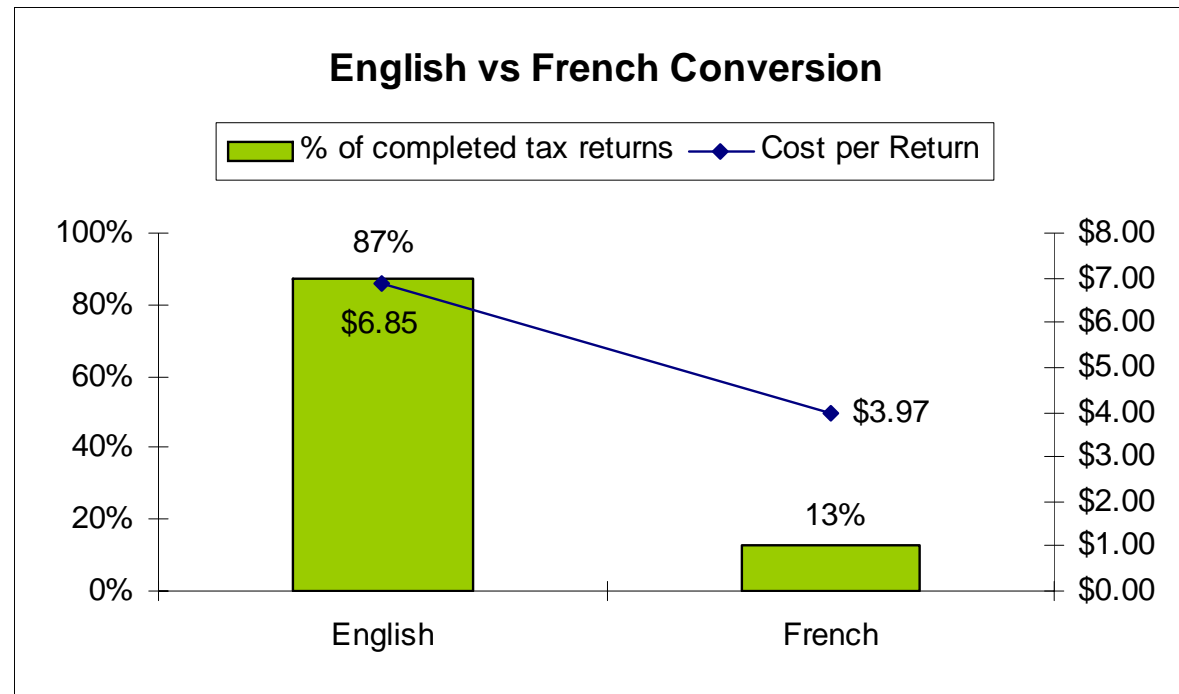
QuickTaxWeb



Know your refund

Intuit - QuickTaxWeb

Detailed Tracking and Optimization



Intuit - QuickTaxWeb

Search Engine Marketing

- Objectives:
 - Acquire new registered users of QuickTaxWeb
- Challenge:
 - Reach an audience at various stages along the decision cycle
- Solution:
 - Extensive Search Engine Marketing
 - Paid Placement among results for both general and specific search terms
- Results:
 - 23,000 site visits
 - Average media cost per visit: \$0.07





Intuit - QuickTaxWeb

Detailed Tracking and Optimization

Supplier	Clicks	CPC	Total Cost
Ah-ha	3778	\$0.09	\$ 350.13
Google	8321	\$0.07	\$ 574.73
Overture	8095	\$0.06	\$ 476.43
Sprinks	2834	\$0.09	\$ 249.48
Total	23,028	\$0.07	\$ 1,650.77

Keyword	Clicks	CPC	Total Cost
QuickTax	1645	\$0.05	\$ 77.92
income tax	1624	\$0.09	\$ 145.23
canada income tax	1502	\$0.06	\$ 87.24
tax	1484	\$0.12	\$ 184.91
quick tax	1437	\$0.10	\$ 139.36
revenue canada	1160	\$0.05	\$ 52.90
tax canada	1047	\$0.05	\$ 51.95
canadian tax	1003	\$0.06	\$ 61.30
canadian income tax	766	\$0.06	\$ 49.21
financial planning	721	\$0.11	\$ 80.66
NetFile	681	\$0.05	\$ 30.86
QuickTaxWeb	628	\$0.05	\$ 30.89
canada tax return	469	\$0.06	\$ 28.36
Intuit Canada	451	\$0.06	\$ 25.87
intuit	438	\$0.08	\$ 34.90
canada tax	342	\$0.06	\$ 21.47
canadian income tax form	310	\$0.05	\$ 16.83
tax form	274	\$0.11	\$ 30.69
revenue canada form	268	\$0.05	\$ 13.40
canadian tax return	267	\$0.05	\$ 13.84
canadian tax software	250	\$0.07	\$ 17.37
tax forms	246	\$0.13	\$ 31.11
tax information	227	\$0.05	\$ 12.18
canada income tax form	224	\$0.06	\$ 13.44
tax return	222	\$0.09	\$ 19.92
Total For Above Terms	17,686	\$0.07	\$ 1,271.81
Campaign Total	23,028	\$0.07	\$ 1,650.77

Sierra Wireless

Online Brand Building

- Objectives:
 - Educate business and technology professionals on the features and benefits of wireless computing
 - Spread the Sierra Wireless name and show consumers that the company is a leader in wireless network hardware
- Challenges:
 - Explain a complex concept to busy, time-starved consumers
 - Stand out as fun and exciting within a highly technical, dull industry
- Solution:
 - Animated online series with each episode showing a product feature
 - Encourage “viral” word-of-mouth for the series
- Results:
 - Time spent on SW’s site: 3 times objective
 - Ad clickthrough rate: 10x industry average



Sierra Wireless



HAVE



Inbox - Microsoft Outlook

File Edit View Favorites Tools Actions Help

New Reply Reply to All Forward Send/Receive Find Organize

Messages

Outlook Shortcuts

- Outlook Today
- Inbox (225)
- Calendar
- Contacts
- Tasks
- Notes
- Deleted Items (70)

Folder List

- Mike performance review
- My presentation
- OAG
- Resume
- Search Engine
- Unique Ideas
- Deleted Items
- denmans.com
- Fidelity
- foreclosures.ca
- Friends
- Indigo
- Kraft
- Marketing Info
- ship it
- Sierra Wireless
- telus
- Tourism Ontario
- Tourism Vancouver
- Outlook Today - [Mailbox - Jeff Schaeffler]
- Calendar
- Contacts
- Cool Ads
- Deleted Items (70)
- Drafts (2)
- Inbox (225)
- Journal
- Junk E-mail (1)
- MyResume
- News
- Notes
- Outbox
- Sent Items
- Tasks
- Public Folders

From	Subject	Received
Sam Sierra	The Amazing Ventures of Sam Sierra	Thu 8/16/01 9:28 AM
Steve Kellas	Sam - ep06 storyboards on extranet	Thu 8/16/01 9:27 AM
Michael Newland	OT: Findings, Assumptions, Recomm...	Thu 8/16/01 8:54 AM
Michael Newland	OT: Thursday Prep and change of pla...	Wed 8/15/01 9:38 PM

From: Sam Sierra **To:** Sam Sierra
Subject: The Amazing Ventures of Sam Sierra **Cc:**

THE AMAZING VENTURES OF SAM SIERRA

NOW PLAYING

EPISODE FIVE: LUXURY LOUNGE

Tony's world continues to spiral out of control when he arrives at his New York hotel.

Watch Tony's pain and peek in on Sam as he entertains the ladies!

www.SAMSIERRA.com

VIEW EPISODE NOW!

To unsubscribe from this e-mail list, reply to this message with "unsubscribe" in the body of the message.

1009 Items, 225 Unread

Sierra Wireless



Home Buyers Organizer

- Objectives:
 - Grow awareness of Citizens Bank as a trusted mortgage provider
 - Entice first-time home buyers to apply for a mortgage
- Challenges:
 - Stand out in the crowded mortgage marketplace
 - Maintain Citizens Bank's image as a friendly, helpful, ethical place to do business (not a "Big Bank")
 - Limited marketing budget
- Solution:
 - Downloadable application
 - Available from Citizens Bank Web site or partners such as MyBC.com
 - Interactive, step-by-step guide to buying a home
 - Reduce media cost by providing valuable, co-branded content to partners in exchange for exposure

Citizens Bank of Canada



Citizens Bank of Canada - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.citizensbank.ca/

[BANK ONLINE](#) - Rates - Site Map - Search - Privacy - Contact Us
[PERSONAL BANKING](#) - MORTGAGES + LOANS - INSIDE CITIZENS
[INVESTMENTS](#) - VISA CARDS - NON-PROFIT PARTNERS

A Different Kind of Bank
Citizens Bank is built on the premise that all companies have a responsibility to use their resources in ways that can make a positive difference...
[Find out more...](#)

Click here for rates guaranteed
Today's Rates
6.60%
5 year fixed mortgage rate
to be better than those posted by the big five Canadian banks.
[Join Citizens Today](#)

WHAT'S NEW
Apply and Win a Trip for Two!
With Citizens Bank VISA Gold you could win a Canada 3000 Holiday.....
An Interview with Ian Warner
Appointed President and CEO of Citizens Bank on June 19th of this year, Ian shares his perspective on Citizens Bank and its unique position in Canadian financial services....
business banking
Business Banking With Citizens
While you already do your personal banking with Citizens, you may not know you can also do your business banking...
Banking at Citizens
Bank Anytime
We're open 24 hours a day, 7 days a week, 365 days a year so you

HOMES AND MORTGAGES
Home Buyer's Organizer
Steps to home ownership
Steps to Home Ownership
Securing a mortgage is simply one step in the process to owning a home. Citizens Bank has put together a comprehensive guide that walks you through each step to home ownership.
Cash Back Mortgage:
For a limited time, Citizens Bank is offering a new mortgage option. Our Cash Back mortgage gives you the flexibility that extra cash can provide...
Banking at Citizens

Home
about our photos
RRSP Resource Centre
Careers with Citizens
Media Centre
Discussion Board
Web Video
Citizens Net Banking
RATES & NEWS BY EMAIL
your email
SEND UP

http://www.citizensbank.ca/cgi-bin/mortgagecalendar.exe?TNC4LoadCalendar_Ahome.htm

Citizens Bank of Canada

[Online Mortgage Application](#)

The Citizens Bank of Canada Online Home Buying Guide

Buying a home is one of the most exciting events in your life. It can also be an overwhelming experience, especially for first time homebuyers.

Use Citizens Bank of Canada's Online Home Buying Guide to help you
 Prepare, Schedule, and Organize
 your home buying experience.

The online guide will:
 - Help you to schedule your home buying steps and events. Drag and drop the 15 home buying steps onto a calendar and refer to them as you progress.
 - Guide you through the particulars for each event and milestone. Helpful tips and details are provided for each step so that you will feel prepared for everything.
 - Provide you with valuable links and resources to help you make decisions and build your home buying team.

START **Online Home Buying Guide**

The Online Home Buying Guide application requires your browser to be equipped with the Shockwave TM4 plug-in. Click below to have the shockwave plug-in automatically installed. (file size: 225K)

[Citizens Bank of Canada | Credits and Disclaimer |

This Online Buyer's Guide is provided by the Citizens Bank of Canada. This guide is for general information purposes only. Contact us at 1-800-768-8222 or email mortgage@citizensbank.ca for more information.

Citizens Bank of Canada

Online Home Buyer's Guide

A step-by-step guide to walk you through the home buying process.

co-branding space

co-branding flexibility... yes or no?

[Online Mortgage Application](#)

Citizen's Bank **Mortgage Interest Rate: 7.25%** for 5 years
We offer lower mortgage rates than the five big banks. Guaranteed!

[Mortgage Calculators](#)

Step-by-Step Guide to buying a Home

- 1 IDENTIFY YOUR HOUSING NEEDS
- 2 DETERMINE YOUR PRICE RANGE
- 3 OBTAIN MORTGAGE PRE-APPROVAL
- 4 LEARN ABOUT YOUR MORTGAGE OPTIONS
- 5 FIND A REAL ESTATE AGENT
- 6 START HUNTING
- 7 PREPARE AN OFFER AND NEGOTIATE THE PRICE
- 8 FIND A HOUSE INSPECTOR
- 9 FIND A LAWYER
- 10 CONDUCT THE HOUSE INSPECTION
- 11 INITIATE THE MORTGAGE
- 12 OBTAIN HOME INSURANCE COVERAGE
- 13 PRE-CLOSE CHECKLIST
- 14 MEET WITH YOUR LAWYER BEFORE CLOSING
- 15 CLOSE

May 2000

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

3 Obtain mortgage Pre-approval.

- TIPS:** You will learn a great deal if you follow the inspector along during the inspection.
- MONEY:** You will pay for the inspection fee.
- TIMEFRAME:** The house inspection usually takes a few hours depending on the size and age of the house.

Any questions? Ask the Expert.
[Mortgage Rates](#) | [Online Mortgage Application](#) | [Mortgage Calculators](#) | [Glossary of Terms](#) |

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We offer lower mortgage rates than the five big banks. Guaranteed!

◀ 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Find a lawyer.

15 Move Into Your New Home

[Timeframe](#) • [Associated Costs](#) • [Relevant Links](#)

Though it's exciting that you are now in a newhome, moving can be a very stressful time. Plan ahead as much as possible. Here are some tips to remember for moving day:

Relevant Links

- [Citizens Bank Mortgage & Loan Glossary](#)
- [CMHC Home Buying Glossary](#)

- Work out the floorplan ahead of time; this way you can instruct where heavy items will be placed as they are moved in and thus require less rearranging.
- Go through the house with the van supervisor on moving day and give any special instructions (e.g. if you want a certain item such as a crib, to be the first out of the van at your newhome, it should be packed last.)
- Movers will make note of the condition of your goods on an inventory list. Accompany the supervisor through the house as the list is made to make sure it is complete and accurate. Mark off items on the mover's list as they are unloaded at the newhome. You'll sign for the receipt of goods subject to complete unpacking and inspection.
- Before the van is closed, take a last look through your home for forgotten items.
- Keep all receipts related to your move. You may be able to claim them as a deduction on your income tax if you are moving at least 40 km closer to your place of work than your previous home.

Unpack and get settled in your newhome!

 **Timeframe**
Moving an average 3-bedroom home should take approximately a day, depending on the travel distance required.

 **Associated Costs**
Mover fees
Moving insurance (if you are not covered in your regular house insurance)

 [back to top](#)

Any questions? Ask the Expert.
[| Mortgage Rates](#) | [Online Mortgage Application](#) | [Mortgage Calculators](#) | [Glossary of Terms](#) |

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Citizens Bank of Canada



myBC
home buyer's organizer

Citizens Bank of Canada

Mon Jul 17, 2000

Home Buyer's Organizer

Home Buyer's Organizer
Steps to home ownership. [Start](#)

[Online Mortgage Application](#)

The Home Buyer's Organizer helps you to:

- Prepare**
Helpful tips and resources to assist you in your important decisions and in building your home buying team.
- Schedule**
Schedule your 15 home buying steps in a personalized calendar and refer to them as you progress.
- Organize**
Buying a home is one of the most exciting and stressful events in your life. The Home Buyer's Organizer helps you to demystify the home buying process.

Start

The Home Buyer's Organizer application requires your browser to be equipped with the Shockwave™ plug-in. Click below to have the Shockwave plug-in automatically installed.



| Citizens Bank of Canada | Credits and Disclaimer |

myBC
home buyer's organizer

Citizens Bank of Canada

Mon Jul 17, 2000

Home Buyer's Organizer

[How to use this Organizer](#)

[Online Mortgage Application](#)
Citizens Bank Mortgage
Interest Rate:
7.75% for 5 years.
We offer lower mortgage rates than the big five banks. Guaranteed!

Calculators

How to use this Organizer

- Click on each step to obtain detailed description.
- Move the mouse over a step for quick tips.
- Drag a number on the calendar to set a date for an event.

- 1 IDENTIFY YOUR HOUSING NEEDS
- 2 DETERMINE YOUR PRICE RANGE
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SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Co-Branded Tool



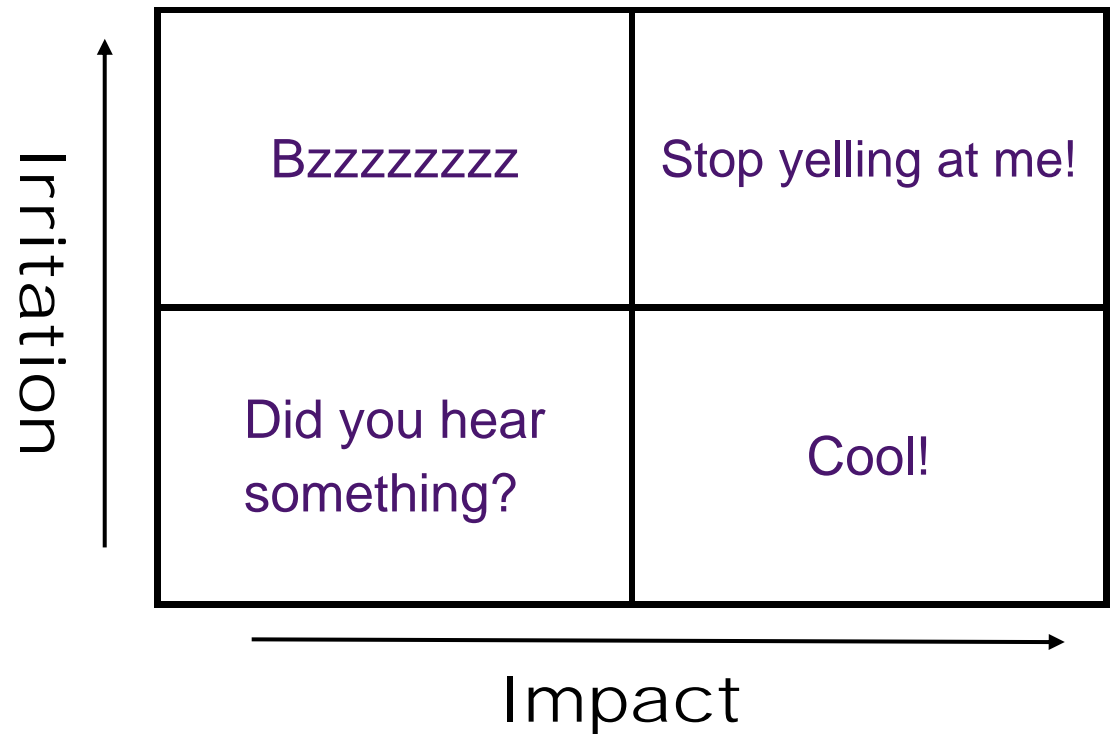
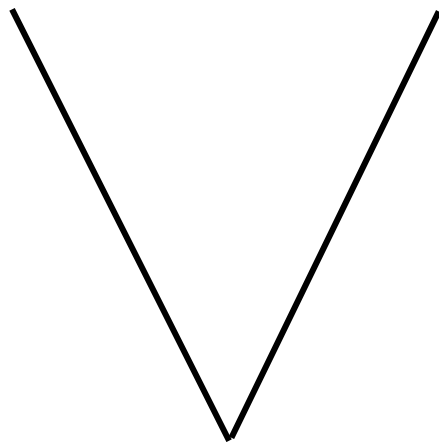
Trends & Predictions



The Future

Tactics

- Contextual targeting
- Behavioural targeting
- Modal relevance



The Future

Channels

- E-Mail comeback?
- Search bust?

The Market

- Growth growth growth – shift from Offline
- Better publishing – less clutter, less annoyance, more impact
- Western Canada – finally holding its own?
- Consumer acceptance and comprehension



Resources

Resources

Online

- [ClickZ.com](#)
- [Internet.com](#)
- [SearchEngineWatch.com](#)
- [eMarketer.com](#)
- [MediaPost.com](#)
- [WordTracker.com](#)
- [Google Zeitgeist](#)

Books

- Anything by **Sergio Zyman**
- Anything by **Guy Kawasaki**
- Anything by **Seth Godin**
- “*A New Brand World*”, **Scott Bedbury**
- “*Why We Buy*”, **Paco Underhill**

Real People

- IIMA ([iimaonline.org](#))
- IAB Canada ([iabcanada.com](#))



Thank You!

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