



# Let's roll-up our sleeves!

A step-by step guide to the  
“new” audience  
development

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VP Marketing & E-Media | Chemical Business  
Media

This session will be a hands-on, **how-to course** in audience marketing.



We will show you how to develop a promotion plan integrating all channels, read web metrics and analytics reports; plus, find information you can use to execute a paid search campaign and maybe uncover new opportunities in channels you might not have thought of yet.

We want you to share new ideas you have, **share your successes** and failures...most of all let's have some fun.



## Introducing your NEW toolkit!

- Fulfillment reports
- Circulation models
- Excel spreadsheets
- Email metrics
- Web Analytics
- Paid search reports

# Learn the new metrics

## – Email metrics

Delivered	=	Recipients – Bounces
Open Rate	=	$(\text{opens} * 100) / \text{Delivered}$
Click-thru-Rate	=	$(\text{clicks} * 100) / \text{Delivered}$
ROI	=	$(\text{revenue} - \text{cost}) / \text{Delivered}$
Conv Rate	=	$(\text{order} * 100) / \text{Clicks}$
Cost per Conv	=	Cost / Conversions



# Learn the new metrics

## – Web Analytics

Unique Visitors

Page Views

Page Views per visit

Time on Site

Path Analysis

Website Overlay

## – Paid Search Reports

Clicks

Impressions

Click-thru-rate

Avg Cost-per-Click

Cost (total campaign)

Conversion Rate

Cost-per-Conversion

Quality Score

Avg Position

Current Bid



Once upon a time...



- **Your old promotion plans**

### **Requalification Promotions**

- Effort 1                      Coverwrap
- Effort 2                      Coverwrap
- Effort 3                      Email
- Effort 4                      Telemarketing

### **New Sub Acquisition Promotions**

- Effort 1                      Email
- Effort 2                      Coverwrap to  
list copies
- Effort 3                      Telemarketing



# • Your NEW promotion plans

## Requalification Promotions

- Effort 1      Coverwrap
- Effort 2      Email test with embedded video from Editor
- Effort 3      Telemarketing with follow-up emails
- Ongoing      Website Banners, Pop-ups
- Ongoing      Enewsletter Banners

## New Sub Acquisition Promotions

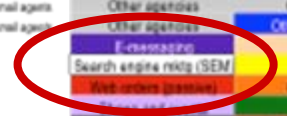
- Effort 1      Email to new lists/test lists & landing pages
- Effort 2      Coverwrap to list copies
- Effort 3      Telemarketing w/ follow-up emails
- Ongoing      Cross-sell to website registrants
- Ongoing      Paid search campaigns
- Ongoing      Weekly promos through RSS feeds
- Ongoing      Text links throughout website
- Ongoing      Banner ads throughout website
- Ongoing      Link exchange campaigns
- Ongoing      Social networking campaigns
- Ongoing      Event-triggered email campaigns
- Ongoing      Online sub agencies



# Your new channels.

Revised source code structure and mappings

Chemical Week	Chemical Engineering	CBM newsletters	Chemical Business Division	Original co	Management reporting
Current code structure @ Kable	Current code structure @ Kable	Current code structure @ ARQI	Revised "normalized" code structure	Order types	Revised channels of sale (D/QC model)
A Space ads and shows	A Space ads and shows	U Forced free trials	A Display advertising	Paid cdt single	Display advertising
B Bind-in/blow-in	B Bind-in/blow-in	G Forced free trials	B Bind-in/blow-in cards	Paid cdt single	Other active sources
C Comps	C Comps	naa Complimentary copies (advertiser copies)	C Complimentary copies (advertiser copies)	naa cdt	Direct mail
D Direct mail	D Direct mail	D Direct mail/airmail	D Direct mail	Paid cdt single	Direct mail
E Renewals	E Renewals	R Renewals	E Renewals	Paid cdt	Trade mail
F Field sales agency	F Field sales agency	na Field sales agencies	F Field sales agencies	Paid cdt	Field sales
G Catalog agency	G Catalog agency	na Catalog agency	G Catalog agency	Paid cdt	Direct mail agents
H Misc agencies	H School plans	na Other subscription agencies	H Other subscription agencies	Paid cdt	Direct mail agents
I Misc agencies	I Misc agencies	na School plans	I School plans	Paid cdt	Direct mail agents
J Misc agencies	J Direct mail agents	na Direct mail agencies	J Direct mail agencies	Paid cdt	Direct mail agents
K Misc agencies	K PCH	na PCH	K PCH	Paid cdt single	Other agencies
L Misc agencies	L Misc agencies	na E-messaging	L E-messaging	Paid cdt single	Other agencies
M Misc agencies	M Misc agencies	na Search engine marketing	M Search engine marketing	Paid cdt single	Other active sources
N Website orders	N Website orders	na Online orders	N Online orders	Paid cdt single	Conversion
O Show orders	O Trade shows	U Forced free trials	O Trade show orders and sources	na cdt	Search engine risks (SEM)
P Controlled lists	P Controlled after conversion	na Controlled subscribers	P Controlled subscribers	na cdt	Web orders (passive)
Q Telemarketing (domestic/Canadian)	Q Phone/telemarketing	na Outbound telemarketing (paid)	Q Outbound telemarketing (paid)	Paid cdt single	Web orders (passive)
R Trial subs	R Phone/telemarketing	na Outbound telemarketing (controlled)	R Outbound telemarketing (controlled)	na cdt	Trade
S Prospect trial names	S Ctl to paid	G Forced free trials	S Direct Mail TRIALS	Paid cdt single	Controlled
T White mail	T White mail	na E-messaging TRIALS	T E-messaging TRIALS	Paid cdt single	Trade
X Int'l telemarketing	X Reverts	na FFT to paid conversions	X FFT to paid conversions	Paid cdt single	Trade
Y Previous DTP sources (1st time res)	Y Renewals (1st time)	na Search engine marketing TRIALS	Y Search engine marketing TRIALS	Paid cdt single	Passive sources
Z Previous agency sources (1st time res)	Z Agency renewals (1st time)	na Inbound telephone orders	Z Inbound telephone orders	Paid cdt single	Passive sources
1 Controlled list	1 Controlled list	na Miscellaneous	Z Miscellaneous	na cdt single	Passive sources
2 Group orders	2 Run from conversion	1 OPEN	1 OPEN	Paid cdt single	1st time renewal
3 Telemarketing renewals	3 1st time run from conv	2 Conversions (DTP) (1st time res)	2 Conversions (DTP) (1st time res)	Paid cdt	1st time renewal
4 Telemarketing renewals	4 Agency 1st time run from conversion	3 Conversions (agency)	3 Conversions (agency)	Paid cdt	Controlled
5 Telemarketing renewals	5 Group orders	4 Controlled (business directories and lists)	4 Controlled (business directories and lists)	Paid cdt	Group/Trade Lic
6 Telemarketing renewals	6 Site licenses	5 Group orders	5 Group orders	Paid cdt	Group/Trade Lic
7 Telemarketing renewals	7 Website registrants	6 Site licenses	6 Site licenses	Paid cdt	Group/Trade Lic
8 Telemarketing renewals	8 Telemarketing TRIALS	7 Website registrants	7 Website registrants	na cdt	Web orders (passive)
9 Telemarketing renewals	9 OPEN	8 Telemarketing TRIALS	8 Telemarketing TRIALS	Paid cdt	Trade



# Your new channels.

Your Website

Your Enewsletters

Social Networks

RSS Feeds

Paid Search

Email



# Your website.

Your website must be a major source of new subscriptions (print & newsletters) and the easiest way to generate renewals.

It isn't about a well designed subscription form/page...

# Your website.

- How do I drive the right visitor to my site?  
First you must:
  - Learn what gets them there.
  - Learn what keeps them there.
  - THEN convert them from visitor to loyal customer.

# Your website.

- Expand reach without losing engagement.
- SEO (search engine optimization) expands your website's reach and drives your traffic organically.
- Your content and site design increases the user's engagement.
- Then you can convert them to loyal users and subscribers.

# SEO Must-Haves.

- RSS Buttons on all articles.
- Every article on website must be applied to RSS Feeds.
- Sound navigation structure.
- Social Bookmarking.
- Well written browser titles, H1 tags and text.
- Blogs.
- Enewsletters.

# Your website.

The screenshot shows the Chemical Week website interface. At the top, the URL is <http://www.chemweek.com/chemnews/>. The main header features the 'chemicalweek BETA' logo and the tagline 'Headlines are often misleading...'. Below the header, there are navigation tabs for 'World News and Views', 'People & Business', 'EnviroTech', 'Markets', 'Services', and 'Economics'. A search bar is located on the right side of the header.

The main content area is dominated by a large advertisement for a 'FREE trial' subscription. The ad features the 'chemicalweek' logo and the text 'Start your free trial subscription here! What does the CEO down the hall know that you don't?'. It includes a small image of a man in a suit and a red arrow pointing to a 'Go' button. Below the main ad, there are several news stories with headlines such as 'Death Toll in China Chemical Plant Explosion Rises to 20', 'PetroChina Posts Big Increases in Chemical Profits and Sales', 'PotashCorp. Restarts Largest Site Affected by Strike', 'Samsung Awarded Contract for S-Oil Aromatics Complex', and 'California's Senate Approves Bill Regulating Chemicals in Consumer Products'. A 'Go' button is also present at the bottom of the ad section.

On the left side of the page, there is a sidebar with a 'Search by Region' map and a list of navigation links including 'CW Blog', 'This Issue', 'CW Conferences', 'Events', 'Webcasts', 'White Papers', 'Research', 'Advanced Search', 'Jobs', 'ADVERTISE', and 'SUBSCRIBE'. Below these links are sections for 'Resources', 'Member Services', and 'Related Websites'.

At the bottom of the page, there is a section titled 'Enhance your subscription!' which promotes a 'FREE trial' and an 'Upgrade now!' button. The page also features several partner logos, including 'EVONIK INDUSTRIES', 'pVelocity', and 'European Hydrogen Chloride 2008'.

The red rounded rectangle contains the following text and elements:

- chemicalweek** logo in white on a black background.
- FREE trial** in large white letters.
- news • insight • analysis • data in smaller white text.
- Three white input fields for 'Email Address', 'First Name', and 'Last Name'.
- A blue 'Go' button with a white arrow.
- Text below the button: 'Click here to register and get your FREE Chemweek.com subscription access'.

The "mini-reg"

# Using microsites to drive registration and leads

**Chemical Week :: Sustainability**  
http://www.chemweek.com/sustainability/

**chemicalweek** BETA  
World News and Views | People & Business | EnviroTech | Markets | Services | Economics

Safe & Sustainable Series

Free Sustainability Offer

Search by Region

- CW Blog
- This Issue
- CW Conferences
- Events
- Webcasts
- White Papers
- Research
- Advanced Search
- Jobs
- ADVERTISE
- SUBSCRIBE

Resources  
Buyers' Guide  
Directories/Profiles  
CW Business Daily  
ChlorAlkali Marketwire  
Product Focus  
Classifieds/Marketplace  
Soap & Cosmetics  
Modern Paint & Coatings  
Adhesives Age

Member Services  
FREE trial  
Subscribe  
FAQ

Related Websites  
Chemical Engineering  
Harriman Chemsult LTD  
SRI Consulting  
Daratech PLANT

**BP Forms Cellulosic Ethanol Alliance with Verenium**  
Michelle Bryner  
BP says it has entered into a partnership with Verenium (Cambridge, MA) for the development and commercialization of cellulosic ethanol. During the first 18 months of the alliance, the companies will operate as a Special Purpose Entity (SPE) that will be equally owned by both companies and will license...

**REC Silicon Secures Almost \$1 Billion of Silane Gas Supply Deals**  
REC Group (Sandvika, Norway), a silicon gas and solar materials producer, says its silicon division has entered into an undisclosed number of "significant term agreements" for the supply of monosilane gas to major gas distributors. The deals, which run through 2014, are worth a combined...

**Only 19% of U.K. Biofuels Meet Environmental Standard**  
U.K. government body the Renewable Fuels Agency (RFA; St. Leonards-on-Sea, U.K.) in its first monthly report on the supply of biofuels in the U.K. has identified that between mid-April to mid-May only 19% of biofuels supplied met its minimum environmental standard. The environmental standard includes...

**EU and UN to Combine Carbon Credit Registration**  
The European Union (EU) and the United Nations have disclosed that by year-end they plan to connect their respective systems for registering greenhouse gas (GHG) emissions credits. The connection means that carbon...

**Chemical Week :: BP Forms Cellulosic Ethanol Alliance with Verenium**  
http://www.chemweek.com/sustainability/13510.htm

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**Sustainability**  
August 7, 2008

**BP Forms Cellulosic Ethanol Alliance with Verenium**  
Michelle Bryner  
BP says it has entered into a partnership with Verenium (Cambridge, MA) for the development and commercialization of cellulosic ethanol. During the first 18 months of the alliance, the companies will operate as a Special Purpose Entity (SPE) that will be...

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Welcome to the source of new growth opportunities

World News and Views | People & Business | EnviroTech | Markets | Services | Economics

Search CW: [ ]

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- The Chemical Week online Buyers' Guide
- Red Book Directory from Soap & Cosmetics magazine
- Blue Book Directory from Modern Paint & Coatings magazine (PDF)
- Adhesives & Sealants Buyers' Guide from Adhesives Age magazine (PDF)
- FREE e-mail newsletters and updates

E-mail address: christine.sldenbrook@bobit.com

User ID: [ ]

Re-enter user ID: [ ]

Choose a password: [ ]

Re-enter password: [ ]

Why do you need a user ID and password? This helps us identify you when you return to the Chemical Week 24/7 website and allows you to manage your account information online.

Your Contact Information:

First Name: Christine

Last Name: sldenbrook

Title: [ ]

Company: [ ]

Street Address: [ ]

City: [ ]

State/Province: Select State/Province

**THE LATEST NEWS**

the EDITORS at **chemicalweek**

**Death Toll in China Chemicals to 20**

The death toll from the explosion in south China on Tuesday, has several more are missing an injured, reports...

**PetroChina Posts Big Increase in Sales**

Prices and volumes rose, as...

**PotashCorp. Restarts Large Potash Corporation of Saskatchewan**

Potash Corporation of Saskatchewan began restarting potash mine its strike-hit Allan, SK facility both the Allan site and other company's Cory, SK and Pabi

**Samsung Awarded Contract for Complex**

Samsung Engineering (Seoul) an engineering, procurement S-Oil...

**California's Senate Approves Chemicals in Consumer Products**

California's piecemeal approach to regulating certain consumer substances in certain consumer products may be necessary under a broader state action...

**Welcome to chemicalweek 24/7**

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**Data**

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Chemical Week 24/7 PLUS is your opportunity to get enhanced, in-depth content from trusted source for news and information in the chemical business market

# The conversion funnel



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\_\_\_\_\_

First Name

\_\_\_\_\_

Last Name

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**E-mail address:** \_\_\_\_\_

**User ID:** \_\_\_\_\_

**Re-enter user ID:** \_\_\_\_\_

**Choose a password:** \_\_\_\_\_

**Re-enter password:** \_\_\_\_\_

**Your Contact Information:**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title Position: \_\_\_\_\_

Company: \_\_\_\_\_

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- Chemical Week magazine (print edition - US addresses only)
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I understand I will get a 1 year subscription to Chemical Week magazine (digital edition worldwide and print edition available in US only), and a full year of CW 24/7 online news and information. **\$149.97 for 1 year**

**Credit Card payment information:**

 Credit Card Type:

Card Number:

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# Your newsletters.

Your newsletters are the perfect marketing tool for driving traffic and new subscriptions.

Newsletter subscribers renew to print subscriptions at a higher rate...they are more engaged.

# “I drink your milkshake”

- Connect the “dots” online
- What is a “newsletter”?
  - Marketing?
  - Product?
- Drink your “partner’s” milkshake
  - Weblinks
  - Use your content and their audience
  - Get out that straw!



Using your  
 newsletter as  
 subscription  
 driver

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 Chemweek's Business Daily.

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 get the best chemical industry news,  
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Sincerely,

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 Vice President and Group Publisher

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### August 06, 2008 Headlines

Click here to view today's issue on chemweek.com

**Monsanto Seeks Buyer for Controversial Milk-Boosting Drug**  
 Monsanto disclosed today that it is looking for a buyer for its bovine milk-boosting  
 drug Posilac recombinant bovine somatotropin (rBST). Monsanto did not disclose  
 if it was yet in talks with a prospective buyer or how much it is seeking for the  
 business. "We believe repositioning the business with a strategic owner will allow  
 Monsanto to focus on the growth of its core seeds and traits business," says Carl  
 Casale, Monsanto's executive v.p./strategy and operations. Posilac is a  
 FDA-approved animal pharmaceutical used by U.S. dairy farmers...

**Ibn Rushd to Build Huge PP plant in Yanbu**  
 Arabian Industrial Fibres Co. (Ibn Rushd, Yanbu, Saudi Arabia), an affiliate of  
 Sabic, says it will build a 525,000-m.t./year polypropylene (PP) plant at Yanbu

**Chemical Stock Update**  
 Company Today Yesterday Air Products (AP) 90.01 91.82 Airgas (ARG) 56.75  
 Arch (ARJ) 33.50 33.40 Albemarle (ALB) 39.63 39.30 Ashland (ASH) 40.47  
 Cabot (CBT) 26.80 26.92 Chemtura (CEM) 6.60 6.50 Cytec Indus (CYT) 54.04  
 53.70 Celanese (CE) 36.40 34.87 CF Industries (CF) 139.7 Dow Chem...

**Georgia Gulf Income Rises on Asset Sales Gain, Lowers 2008 Outlook**  
 Georgia Gulf reported net income for the second quarter of \$27.9 million  
 cts/share), including a pre-tax gain from asset sales of \$31.1 million, or  
 a net loss of \$4.2 million. Year-ago results include a \$2.3-million loss from  
 discontinued operations. Excluding the gain from asset sales, the...

**Toray First-Quarter Profits Fall**  
 Toray Industries has reported first-quarter net profits of ¥4.4 billion (\$41  
 million) down 57% compared to the year-ago quarter. Sales grew marginally by  
 ¥387 billion. During the period, the Japanese economy showed signs of  
 weakening, as corporate capital investments and consumer spending...

**Braskem's Earnings Rise on Favorable Currency Exchange**  
 Braskem (Sao Paulo) reported second-quarter net income of R363 million  
 (million), up 36% compared with the year-ago period. Braskem attributes



Chemical Week :: News :: GPCA

http://www.chemweek.com/gpca08/

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- Product Focus
- Classifieds/Marketplace
- Soap & Cosmetics
- Modern Paint & Coatings
- Adhesives Age

Member Services

- FREE trial
- Subscribe
- FAQ

Related Websites

- Chemical Engineering
- Harriman Chemsult LTD
- SRI Coalition

Done

... OR THERE'S XIAMETER... THE EASY WAY.

NEWS 08 FORUM PAST FORUMS SPONSO

## News from Chemical Week and GPCA

**Israel Chemicals Ltd. (ICL; Tel Aviv)** has reported a 445% increase in net income of \$703.2 million for the second quarter ended June 30. And sales for the quarter increased by 116% to...

**Borealis Includes Melamine Unit in Abu Dhabi Petchem Study**  
Borealis has confirmed that a melamine plant is included in a feasibility study for a \$20-billion "chemicals industrial city" at Taweelah, Abu Dhabi. Borealis is currently in the process of finalizing the study.

**Gulf Petrochemicals and Chemicals Association (GPCA) and Chemical Week to Partner Again on the Third Annual GPCA Forum in DUBAI.** July 9, 2008 - Gulf Petrochemicals and Chemicals Association announced today that it will be partnering again with Chemical Week to host the Third Annual GPCA Forum in DUBAI, UAE.

**Iran to Replace top Ministry of Petroleum Officials**  
Four top deputies within Iran's Ministry of Petroleum, including Gholam-Ali Nazeri, deputy minister of petroleum with responsibility for petrochemicals, and three other officials, were dismissed...

**Ibn Rushd to Build Huge PP plant at Yanbu**  
Arabian Industrial Fibres Co. (Ibn Rushd, Yanbu, Saudi Arabia), an affiliate of Saudi Basic Industries Corp. (SABIC), announced today that it will build a 525,000-m.t./year polypropylene (PP) plant at Yanbu...

**GPCA Advances Ambitious Objectives**  
The Gulf Petrochemicals and Chemicals Association (GPCA) continues to grow and is advancing towards the objectives set for 2008. Several workshops and seminars will be held during the forum this year and...

**Second Annual GPCA Forum Highlights Region's Growing Industrial Chemical Markets**  
The Second Annual Gulf Petrochemicals and Chemicals Association (GPCA) Forum, held in DUBAI, UAE, in 2007, was a major success. The forum attracted over 1,000 delegates from across the region and beyond, and was a key event in the region's industrial chemical market.

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The Hottest Issues  
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DUBAI, UAE

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- View Venue
- View FAQ
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THIRD ANNUAL GPCA FORUM

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To confirm if your company is a GPCA Member, please click the link below:  
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\*Email Address: [ ]

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# Social Networking.

A highly targeted and engaged community is perfect for cross-promoting newsletters and print subscriptions.



# Using LINKEDIN to drive subscriptions ... have we monetized social networking?

The image is a collage of four screenshots illustrating a strategy to drive subscriptions through social media:

- Top Left:** Screenshot of the Chemical Week website. The main article is "First Ike Assessment Shows No Damage at Dow Texas Sites" by Robert Westervelt. A red circle highlights a login form with fields for "Username:" and "Password:" and a "Login" button. Below the form is a "FREE trial" offer for a 24/7 member subscription.
- Top Right:** Screenshot of the LinkedIn "Share Article" dialog. A red circle highlights the "My connections" section, specifically the "Enter a name" field where "Damien Yeung" is entered.
- Bottom Left:** Screenshot of the LinkedIn email notification interface. A red circle highlights the "View Article" link in the email body.
- Bottom Right:** Screenshot of the LinkedIn "MESSAGES" section. A red circle highlights the "View Article" link in the message body.

Red arrows connect these elements, showing the flow from the website's login form to the LinkedIn share dialog, and from the LinkedIn share dialog to the email notification and message interface.

# RSS Feeds.

- Every page/article on your website must provide option for RSS.
- Teach your readership to use RSS.
- RSS feeds drive daily traffic!
- Why not include a subscription text link with description, in your feeds each week?



# Paid Search.



Uses for paid search promotions:

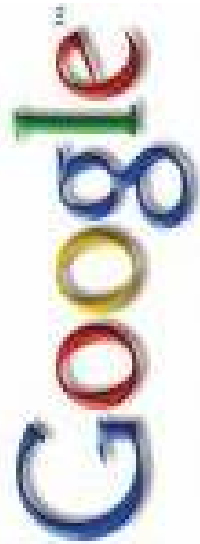
Paid Subscriptions

Controlled Subscriptions

Enewsletters

Can you do this without a consultant?

Probably.



# Paid Search - Google.

## Ad Group: WT - Basic

[Work Truck Magazine](#)  
Articles, News and More  
Get Your Free Subscription Here  
[www.WorkTruckOnline.com](http://www.WorkTruckOnline.com)

Active — [Pause ad group](#) | [Delete ad group](#)

1 of 1 - [view all](#)

Summary

**Keywords**

Placements [?](#)

Ad Variations

Aug 11, 2008 to Sep 17, 2008 [Change range](#)

In this ad group, keywords trigger ads on search and the content network. You have no placements. [Learn more](#)

All time

Aug 11, 2008 - Sep 17, 2008

Include deleted items

+ Add keywords: [Quick add](#) | [Keyword tool](#)

[Edit keywords](#) | [Search this list](#) | [Customize columns](#)

1 - 16 of 16 keywords.

<input type="checkbox"/>	<a href="#">Keyword</a>	<a href="#">Status</a> <a href="#">?</a>	<a href="#">Current Bid</a> Max CPC	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a> <a href="#">v</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Avg. Pos</a>	<a href="#">Conv. Rate</a>	<a href="#">Cost/Conv.</a>	<a href="#">Conversions</a>
<input type="checkbox"/>	<a href="#">"www.worktruckonline.com"</a>	Active	\$0.25	4	8	50.00%	\$0.06	\$0.25	1.0	25.00%	\$0.25	1
<input type="checkbox"/>	<a href="#">"worktruckonline.com"</a>	Active	\$0.25	1	4	25.00%	\$0.05	\$0.05	1.0	100.00%	\$0.05	1
<input type="checkbox"/>	<a href="#">"WorkTruckOnline"</a>	Active	\$0.25	1	7	14.28%	\$0.25	\$0.25	1.0	100.00%	\$0.25	1
<input type="checkbox"/>	<a href="#">"Worktrucks"</a>	Active Bid is below first page bid estimate of \$0.45	\$0.25	3	53	5.66%	\$0.13	\$0.38	4.2	0.00%	\$0.00	0
<input type="checkbox"/>	<a href="#">"Worktruck"</a>	Active	\$0.25	5	100	1.00%	\$0.15	\$0.00	1.0	0.00%	\$0.00	0



# Email.

- Get creative with this source
  - Viral email campaigns
    - Find something worth forwarding.
  - Follow-up to telemarketing
    - After leaving a message they might not respond to.
  - Newsletters or Newsletter style.
    - “In the next issue”
  - Embedded video
    - From the editor or industry leader (testimonial)
  - Event-triggered email
    - Invitation to subscribe after attending webinar
  - Text (sadly tests out better than HTML for most)

# Email.

- Warnings:
  - From Line from someone recognized.
  - Subject Line Concise – not spammy.
    - 50 characters (first 20 most important)
    - Know spam triggers
  - Design with Preview Pane in mind.
    - You have 4 square inches. Hook them within the first 1 ½ inches.
  - Test your designs for blocked images, different browsers, different equipment.
  - Don't design using one large image. Put your hook in the headline.

# Email.

- Warnings:
  - Landing pages are often forgotten but **EXTREMELY** important.
  - Test different designs and copy.
  - Target lists.
  - Make certain you are CAN-SPAM compliant.
  - Be diligent about list hygiene.
  - Grow your lists organically.

## The Fall Colors Are In

NAILS is "Mining for Color" as we show off the season's gorgeous fall colors. They're evocative of gemstones and precious metals. [The Polish Preview](#) starts on (p. 132)

[Forward to a Friend](#)

[Renew Subscription](#)



### Health

- Want support from fellow nail techs in your effort to lose weight? Log on to the [Healthy Tech Talk blog](#).
- What are bunions and how do you work around them?
- How can you combat all the crazy rumors and mistruths your clients pick up? With our "Rumor Has It" guide to debunking nail myths. Cut it out and post it at your station. [Click here to learn more](#)

### Technique

- Do you have what it takes to create a cover for NAILS? [Enter our Cover Tech Contest](#) (p.36)
- Get ready for Halloween with Tricks & Treats from OPT (p.9 of World News)
- Learn how to do SpaRitual's Organic Ginger Hand Ritual (p.80)
- Create real-looking tattoos with henna (p.86)
- How do you do a manicure, pedicure and a facial on a client all at once? You need a special piece of equipment. Read about it on (p.89)



### Business

- Add new profit centers to the salon. Learn more about card reading, reiki, teeth whitening, and others.
- Where do you go for repairs on a pedi-spa or nail drill? Check out our troubleshooting guide [Click here](#) (p.141)
- Do you have a client who seems impossible to please? We profiled some of your least favorite clients with several tactful ways of dealing with them.



### FREE Stuff & Contests

- Win a bag full of products and an iPod Nano! See how on [page 39](#) or send your email to [contest@backscratchers.com](mailto:contest@backscratchers.com)
- Win a collection from [NSF's Balance UV Color Gel](#) line (p.40) in Freebie of the month
- Win [Calge's colored gel](#) system, including a training DVD (p.40) in Freebie of the month
- Win a Color Club Spring/Summer display (p.44)
- Win a chance at \$500 by sending NAILS your email address (p.191)

# Take stock.

- Do a complete audit of all customer touchpoints.
- Take full advantage of every opportunity you have to push a visitor through the conversion funnel.
- Make revisions based on the data. Don't execute and walk away.

Thank you.

