

GrayMatterz

THE ZIMMERMAN GROUP, INC.

Marketing/Consulting

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ONLINE ADVERTISING: TRACKABILITY PLUS

Is online advertising good or bad? Of course, the answer is “it depends.” My goal here is not to take on the whole issue, but to explore two realities: its trackability and its growing role as a value-added component to print ad deals.

Here are three examples of how this has worked for The Zimmerman Group’s clients:

MEDICAL PRODUCT

For a client who sells a specialty medical product, we create and place banner ads on a website developed for the professionals who use – or could use – the product. Our contract allows us to change the ads as frequently as once a week, a very attractive benefit.

But the real power is access to the numbers. With our password, we can run reports – as often as we like – that tell us, among other things:

How many people came to the site: by day, by week, or by month.

How many people then clicked through to our client’s website.

EVENT MARKETING

For another client, we discovered an opportunity to place listings on a state tourism site at an extremely reasonable price, for an amazing response rate. We provide colorful, motivating descriptions – as well as images and contact info – that are posted for a 30-day period.



The monthly reports tell us how many thousands of people clicked on our calendar listing, then how many of those clicked all the way through to the event's website.

TOURISM

Online promotions have also become deal sweeteners. In this era when print media has to work hard to keep customers, media reps look for value-added offerings to entice ad dollars back into their coffers. For one tourism client, we have noticed a dramatic increase in online offerings.

One regional print publication, for instance, encourages us to place listings on their website – at no additional charge. A popular national publication posts travel packages on their site as an incentive to increase the volume of advertising. How can they offer this? The online component costs them very little, while enhancing our interest in advertising with them considerably, because studies confirm that consumers are going to the web for lots of their travel planning.

Bottom line: when you consider how the power of trackability can help refine both strategy and creative, it's easy to understand why online options are worth exploring.

Ready to investigate online advertising's trackability? Want to make sure every print dollar is well spent? Give The Zimmerman Group a call to talk about how to get the biggest bang for every one of your precious ad dollars, whatever the medium.