



# Sales Promotion in the Digital World

Presented by:

**Ashleigh Davis**

President, Ashford Davis

Partner, Maihar Design

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## What Works?

"Half of all advertising works, I just don't know which half."

- John Wannamaker  
(1838 -1922)

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# Presentation Overview

- What is Ashford Davis?
  - Online Advertising
  - Search Engine Optimization
  - Social Media Marketing
-

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# What is Ashford Davis?

- Online Marketing & Branding Agency
  - Online Marketing
  - Social Media Marketing
  - Web Design & Programming
  - Public Relations
  - Search Engine Optimization



Ashford**Davis**

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# What is Ashford Davis?

- Types of Clients
    - Small businesses
      - Retail, hospitality, wedding, legal, real estate, health & medical sectors
  - My Background
    - BS in Public Relations from UT Austin
    - MBA from UTSA
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# Promotions & Analytics

- Monitor Traffic Patterns
    - Visitors
    - Referring Sites
    - Content
    - Goals
-

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# Online Advertising

- Cost Per Click (CPC)
  - Cost Per Thousand (CPM)
  - Directory Placements
-

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# Cost Per Click

- Tracking & Testability
    - Analytics
  - Landing Page with Call to Action
  - Ad Words Dashboard
    - Pick keywords & price
    - Select network sites
    - Multiple ads for performance comparison
-



san antonio catering

Search

[Advanced Search](#)

[View customizations](#)

Web [+ Show options...](#)

Results 1 - 10 of about 4,150,000 for san antonio catering. (0.33 seconds)

### San Antonio Catering

[www.TheCct.net](http://www.TheCct.net) Spare Nothing, Celebrate In Style and best of all Spend Less!

### Mex Food Catering in SA

[www.ironcactus.com/catering](http://www.ironcactus.com/catering) Private rooms and catering experts for your event - call us now!

### Caterers In San Antonio

[MiNeeds.com/San-Antonio-Caterers](http://MiNeeds.com/San-Antonio-Caterers) Get Competitive Bids From Caterers Compare, Read Reviews. It's Free!

Sponsored Links

Sponsored Links

### Catering By Celebrations

Sweet 16 Discounts Online Only  
Free chocolate fountain setup  
[sa.wecatersa.com](http://sa.wecatersa.com)  
San Antonio, TX

### San Antonio TX Caterers

Interactive Local Business Listings  
Maps, Web Links & Full Color Ads!  
[www.YellowPageCity.com/caterers](http://www.YellowPageCity.com/caterers)  
Texas

### Houlihan's Catered Lunch

Made-to-order sandwiches & salads  
make any lunch meeting yummy  
[Houlihans.com/CateringLiveOak](http://Houlihans.com/CateringLiveOak)

### Get free catering quotes.

Get quotes in minutes from caterers  
in your area for events or weddings  
[www.LocalCatering.com](http://www.LocalCatering.com)

### San Antonio Catering

Professional Catering Services. Get  
Wedding Catering & More.Call Today.  
[www.indiapalacesa.net](http://www.indiapalacesa.net)  
San Antonio, TX

### Catering San Antonio

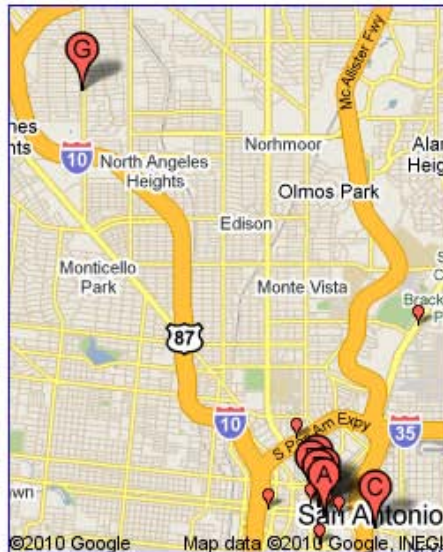
NuAwlins Catering in San Antonio.  
Private Dinners & Corporate Events.  
[www.NuAwlinsCatering.com](http://www.NuAwlinsCatering.com)

### La Fonda Oakhills Caterer

Mexican Buffet and Party Rooms.  
Serves 30-1000 Guests. San Antonio.  
[www.LaFondaOakhills.com](http://www.LaFondaOakhills.com)

### San Antonio Catering

### Local business results for catering near San Antonio, TX



**A** [Boudro's Texas Bistro On The Riverwalk](#)  
[www.boudros.com](http://www.boudros.com) - (210) 224-8484 - [243 reviews](#)

**B** [St. Anthony Hotel](#)  
[www.thestanthonyhotel.com](http://www.thestanthonyhotel.com) - (210) 227-4392 - [1176 reviews](#)

**C** [Historic Sunset Station](#)  
[www.sunset-station.com](http://www.sunset-station.com) - (210) 474-7640 - [11 reviews](#)

**D** [Hyatt Regency San Antonio](#)  
[sanantonioregency.hyatt.com](http://sanantonioregency.hyatt.com) - (210) 222-1234 - [643 reviews](#)

**E** [Bohanan's Prime Steaks & Seafood: CATERING](#)  
[www.bohanans.com](http://www.bohanans.com) - (210) 472-2277 - [153 reviews](#)

**F** [Paesanos Riverwalk Restaurant](#)  
[www.paesanosriverwalk.com](http://www.paesanosriverwalk.com) - (210) 227-2782 - [79 reviews](#)

**G** [La Fogata Mexican Cuisine](#)  
[www.lafogata.com](http://www.lafogata.com) - (210) 340-1337 - [102 reviews](#)

[More results near San Antonio, TX »](#)

### Fresh Horizons San Antonio catering, caterers for wedding parties ... ☆

Catering for wedding and corporate events and party planning. Corporate and wedding parties in San Antonio with online catering menus where to plan a ...

[www.freshhorizons.com/](http://www.freshhorizons.com/) - [Cached](#) - [Similar](#)

### San Antonio Caterer, An Event to Remember Catering - Event ... ☆

San Antonio, TX caterer, An Event to Remember, offers catering, linen rental and floral for social, corporate events and weddings.

[www.saaneventtoremember.com/](http://www.saaneventtoremember.com/) - [Cached](#) - [Similar](#)

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# Cost Per Thousand

- Price given per 1,000 impressions
    - i.e. \$4/CPM
    - 1 million impression campaign = \$4,000
  - Analytics
  - Landing Page
-

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# CPM Example

- Two month campaign
  - Style Me Pretty – top wedding blog
  - Two ads, various placements
    - Different incentives
    - Different landing pages
-



### Iowa Charm by Jeremy Lawson, IV

August 31st, 2009 by Abby Larson | Filed Under | 7 comments

Thank you, thank you, thank you to [Jeremy Lawson](#) for sharing some of the happiest, prettiest, all together awesome-est photos I've ever seen. We actually have another wedding from Jeremy coming up later in the week that is equally as great!

And, to the bride and groom...you guys are SO stinking cute and your wedding was enough to make me jump for joy! Here's to many, many years that are just as lovely.



SAVE 10%  
RING BEARER LINE  
FLOWER GIRL WANDS  
**maiha**  
DESIGN





Receive 10% off all purchases from [MaiharDesign.com](http://MaiharDesign.com)

Whimsical, elegant accessories for today's modern bride

Maihar Design is offering an exclusive 10% discount to all Style Me Pretty brides. Simply enter **SMP2009** at the checkout to receive your discount.

[View our product catalogue](#) or [shop online](#) at our Etsy Store.





As I mentioned, the fabulous (and I when I say fabulous, I am hardly doing him justice) Leo Patrone sent us today's real wedding and it is complete and total loveliness. From the perfect bride, to the undeniably gorgeous flowers and sweet little details, every bit of it is swoon-worthy. With a soft, feminine color palette and a really simple approach to design, this couple managed to pull off an affair that is as timeless as it is chic. I love that. It's a style that will forever remain gorgeous, that will forever be used as inspiration.



JAVI LITE PAPETERIE & INVITATIONS

ECO-LETTERPRESS



# Results of the Campaign

- 10% Coupon Incentive
  - 1,996 page views
  - 1,809 unique views
- \$75 Gift Card incentive
  - 551 page views
  - 525 unique views



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# Suggestions for the Future

- Suggestions moving forward
  - Move the gift card incentive ad up
  - Allow more impressions for the top advertisement



AshfordDavis

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# Presentation Overview

- ▣ What is Ashford Davis?
  - ▣ Online Advertising
  - ▣ Search Engine Optimization
  - ▣ Social Media Marketing
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# Search Engine Optimization

the process of **improving** the **volume or quality** of traffic to a web site from search engines via "natural" or **un-paid** ("organic" or "algorithmic") search results...

... as opposed to search engine marketing (SEM) which deals with paid inclusion.

*(ref: Wikipedia)*

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# Search Engine Optimization

- Keyword Research is Step #1
  - Improvements of content:
    - H1, H2, H3 tags
    - Title tags
    - Alt (image) tags
    - Keyword-enriched text
    - Meta-data
-

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# Search Engine Optimization

- On-site improvements
    - Must-haves rather than “tricks”
  - Link Building through Off-Site SEO
    - Social media platforms & blogs
    - Directories
    - Highly ranked, relevant websites
    - Article development
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# Social Media Marketing

the act of using social networks, online communities, blogs, wikis or any other collaborative Internet form of media for marketing, sales, public relations and customer service.

*(ref: Wikipedia)*

 Email

 MySpace


 Live

 Reddit

 Facebook

 Digg

 Delicious

 G Bookmarks

 Twitter

 Text

 Stumbleupon

 LinkedIn

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# Social Media Marketing

- Email Marketing
  - Blogs
  - Social Platforms (i.e. Twitter, Facebook, YouTube)
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# Email Marketing

- Email Marketing
  - Tracking
  - Open Rates
  - Unsubscribe Rates
  - Click-through Rates

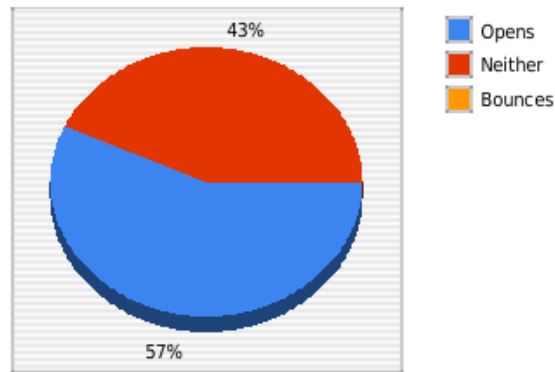
Message Properties	
Subject	New Wedding Colors Arriving this Fall
Type	HTML
Sent	September 23, 2009 01:16:09 PM
Completed	September 23, 2009 01:26:03 PM
Total Recipients	142

Message Statistics	
Bounces	0
Released	142
Unsubscribes	4
Opens	81 (148)
Clicks	23 (28)
Forwards	3
Comments	0
Complaints	0

Lists Sent To	
Maihar Design	142

Publication
Maihar Design

Message Impact



Click Report		
Url	Unique Clicks	Total Clicks
http://www.maihardesign.com	12	12
http://maihardesign.etsy.com	10	11
http://www.maihardesign.com/blog	5	5

Full Report Type forwards  Expanded Refresh 500 results shown

Contact	Date	Forwards
<b>Ashleigh Davis</b> sales@maihardesign.com	Sep 23, 2009 05:12 PM	3

Hide

Download

Click Report		
Url	Unique Clicks	Total Clicks
http://www.maihardesign.com	12	12
http://maihardesign.etsy.com	10	11
http://www.maihardesign.com/blog	5	5

Full Report Type

Expanded

Refresh

Save as Segment

500

results shown

Results 1-81 out of 81

Contact	Date	Opens
<b>Morgan</b> (mdavis@ppdg.com)	Sep 24, 2009 09:37 AM	15
<b>karen</b> (karen@saaneventtoremember.com)	Sep 30, 2009 01:46 PM	12
<b>No Name</b> (kfordsa@aol.com)	Sep 23, 2009 03:34 PM	10
<b>Stephanie</b> (slewis@ppdg.com)	Sep 24, 2009 04:26 PM	5
<b>danielle kinkel</b> (daniellekinkel@gmail.com)	Sep 23, 2009 01:28 PM	5
<b>Ashleigh Davis</b> (sales@maihardesign.com)	Sep 23, 2009 02:03 PM	5
<b>Fitria Thomas</b> (thomas.ftr@gmail.com)	Sep 23, 2009 06:46 PM	5
<b>Jenny Anderson</b> (janderson2@whitecase.com)	Sep 28, 2009 04:54 AM	4
<b>Sarah Reams</b> (sarah_reams@yahoo.com)	Sep 23, 2009 02:00 PM	4
<b>Heather Langdoc</b> (bride2bhcl@yahoo.com)	Sep 23, 2009 11:52 PM	3
<b>Jessica Nguyen</b> (jnschwartz21@gmail.com)	Sep 23, 2009 01:29 PM	3
<b>Belen Aquino</b> (belenaquino@comcast.net)	Sep 24, 2009 11:08 AM	3
<b>Jadie Johnston</b> (jadiejohnston@yahoo.com)	Sep 23, 2009 02:08 PM	2

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# Blog Marketing

- Blogs
  - Management of company blog
  - Comments on relevant blogs
  - Guest blogging
  - Publicity through blog features

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# Blog Marketing

- Analytics Example of Coverage
    - Style Me Pretty (October 16 feature)
      - <http://www.stylemepretty.com/2009/10/16/fall-wedding-inspired-photoshoot>
    - Wedding Chicks (October 13 feature)
      - <http://www.weddingchicks.com/wedding-chicks/favors-details/12114/mai-har-design-unique-wedding-accessories>
-

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# Social Media Sites

- Track traffic through Analytics
- Track specific links
  - Tweetburner



Tracking the links you share on  
**twitter** friendfeed

Welcome ashforddavis! Check your **personal**  
statistics.

Frontpage Your stats Archive Settings Sign out

Enter the URL you'd like to shorten, share and track

Shorten it!

The updated bookmarklet.  
Drag it to your toolbar  
to start sharing.

Twurl this!

The bookmarklet is updated! Please drag **Twurl this!** to your toolbar and remove the old one.

Generated **21069314** Twurls, which have altogether been clicked **140558660** times.

#### Recently shared

grupposinet, about 1 minute ago

@Komapatient, about 1 minute ago

@hamomilaki, about 1 minute ago

Allods Online:  
Beta Sign Ups  
faring MMOG  
acceptin... htt

#### Most popular Twurls in the last hour

aisleone :

The English language is a confusing mess. A ton of rules  
that contradict each other. Perfect example here.  
<http://twurl.nl/3dthcd>

Clicks: 14

@poalli :

Clicks: 1



Tracking the links you share on  
**twitter** friendfeed

Welcome ashforddavis! Check your **personal**  
statistics.

Frontpage Your stats Archive Settings Sign out

## ashforddavis's archive

### Message/Twurl

Message/Twurl	Clicks	Posted at
Lessons Learned my First Year in Business - What inhibits success most? Yourself! <a href="http://twurl.nl/u7jyhm">http://twurl.nl/u7jyhm</a> - <a href="http://twurl.nl/u7jyhm">http://twurl.nl/u7jyhm</a>	39	03-11-2009 22:55
Finally getting back to blogging...been bad about tending to my own lately. "The Fanatical Value of Social Media" - <a href="http://twurl.nl/xo4ssa">http://twurl.nl/xo4ssa</a> - <a href="http://twurl.nl/xo4ssa">http://twurl.nl/xo4ssa</a>	13	03-09-2009 00:45

For reporting spam or other misuse of the service, we can be reached at [abuse@tweetburner.com](mailto:abuse@tweetburner.com)

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# Social Media Tracking

- All encompassing tracking software
  - RSS Feeds
  - Blogs
  - Social Media
  - Forums & Message Boards

Example:

Radian 6

<http://www.radian6.com/applications>

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# Questions?

E-mail: [ashleigh@ashforddavis.com](mailto:ashleigh@ashforddavis.com)

Twitter: @ashforddavis

Web: [www.ashforddavis.com](http://www.ashforddavis.com)

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