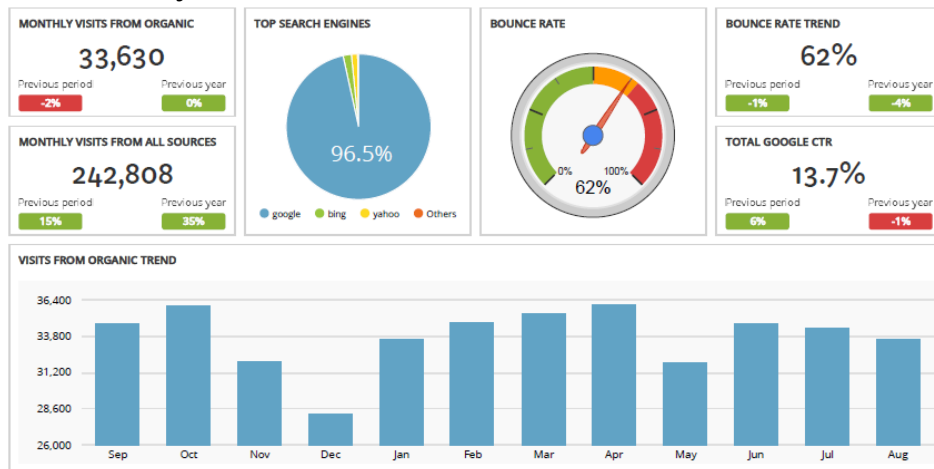


Search - SEO

- **Goal:** Increase Silverpop.com's visibility in search engines' unpaid results by having or top-targeted keywords appear on the first page of search engine results and increase organic traffic to our site
- **Target:** Returning and new website visitors
- **Budget:** Monthly fee to Big Drum (combined with Paid Search) - \$7k
- **Timing:** Continuous – Reporting received on a monthly basis
- **Program:** Ongoing site optimization for targeted keywords to improve search visibility, organic traffic and brand awareness
- **Expected outcomes:** Goals around Contact Us Conversions, Demo Form Conversions exist but need to be revisited



SEO KEYWORD - SILVERPOP

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Silverpop
 Marketing company

Silverpop is a digital marketing technology provider that offers email marketing and marketing automation solutions. The privately held company is headquartered in Atlanta, Georgia and has a presence in the United States, Europe and Australia. Wikipedia

Headquarters: Atlanta, GA
 Founded: 1999
 Acquisition date: April 10, 2014
 Parent organization: IBM

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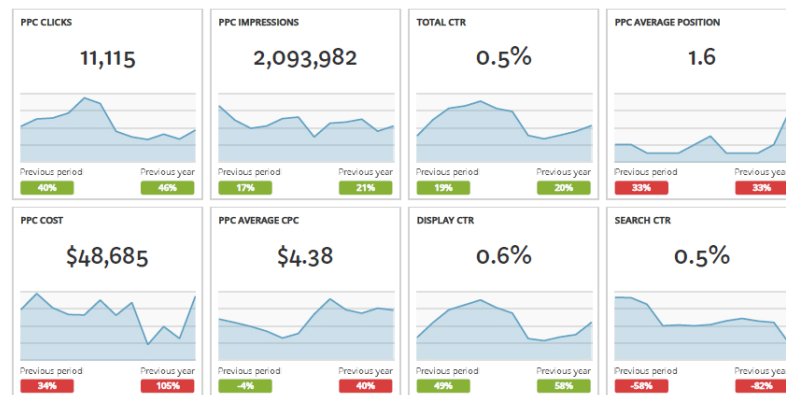
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Search - PPC

- **Goal:** Drive leads and prospects to Silverpop.com and capture their information; Historically has been geared toward MQL conversion
- **Target:** Leads and prospects that are searching for Silverpop, email and marketing automation terms
- **Budget:** Up to \$49k/month
- **Timing:** Continuous – Reporting received on a monthly basis
- **Program:** Paid search ads via Google Adwords, both text-based and display advertising and retargeting
- **Expected outcomes:** Monthly goals not defined but increased focus on increasing conversion rate, lowering cost per conversion and broadening our focus on the funnel to explore top of the funnel conversions instead of focusing specifically on MQL generation



Search – PPC – Top Keywords – June 2016

Keyword		Spend	Impressions	Clicks	Avg Pos.	Avg. CPC	CTR%	CPE	Pixel Conversions	Cost per. Conv
silverpop		\$919.50	3,174	277	1.0	\$3.32	8.73%		12	\$76.63
emarketing services		\$2,034.22	10,887	121	3.4	\$16.81	1.11%		3	\$678.07
emarketing strategy		\$1,550.89	9,759	102	1.7	\$15.20	1.05%		2	\$775.45
e marketing		\$961.02	8,097	62	3.0	\$15.50	0.77%		2	\$480.51
email marketers		\$1,827.36	14,651	106	4.0	\$17.24	0.72%		2	\$913.68
marketing manager		\$2,329.84	30,308	174	1.3	\$13.39	0.57%		2	\$1,164.92
silver pop		\$71.90	102	39	1.0	\$1.84	38.24%		1	\$71.90
automation		\$2,445.18	38,529	166	2.0	\$14.73	0.43%		1	\$2,445.18
online marketing companies		\$702.85	7,677	47	2.2	\$14.95	0.61%		1	\$702.85
IBM marketing cloud		\$388.69	420	54	1.5	\$7.20	12.86%		0	

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Marketing company
Silverpop is a digital marketing technology provider that offers email marketing and marketing automation solutions. The privately held company is headquartered in Atlanta, Georgia and has a presence in the United States, Europe and Australia. Wikipedia

Headquarters: Atlanta, GA
Founded: 1999
Acquisition date: April 10, 2014
Parent organization: IBM

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Marketing automation refers to software platforms and technologies designed for **marketing** departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and **automate** repetitive tasks.