



Case Studies

Global Medium founders have launched paid placement campaigns for some of the world's top 100 brands, managing over \$175 million dollars in online media. We have developed and supervised complex multi-channel strategies that have increased sales, while managing those sales to maximize profit volume, even through highly disruptive events. We have created online marketing components and applications that enhance offline campaigns and advance the flow of customer engagement.

Unlike most firms in our industry, we have always looked beyond ROI to focus our campaigns on maximized profit volume. Our knowledge of the customer journey gives us unique insight into online marketing strategies that create business growth. We understand our clients' brands and customers, and know what measures we can take to increase their sales and brand value.

Integrating Catalog & Online Efforts: Pioneering Tactics to Increase Sales & Brand Reach

Historically, catalogers were the first businesses to understand the value of paid placement and adopt its' usage in online marketing campaigns. As a pioneer in the field of Internet Marketing, we were the first to launch big catalogers online, and have managed campaigns for over 150 catalog brands. We have introduced concepts to the marketplace that are now considered industry standards, such as geographic and day-part targeted media placement.

Today, Global Medium helps catalogers understand and refine how their print and email vehicles contribute to their overall marketing plan. We assist our clients with reach and frequency issues to help them integrate their catalog and online efforts. Our goal is to create a seamless customer flow between their catalog's and online or in-store components.

Global Medium knows how catalogs perform within the customer journey, what stages they speak to and how to drive those customers to the next stage, towards purchase. Our understanding of how all media work together to increase sales and maximize profit volume, has contributed to many years of success.



The Customer Journey: A New Way of Thinking About SEM Campaigns

When SEM was in its early stages, most agencies worked on a system of arbitrage, whereby the agency would earn a percentage of sales generated by tracked media. This way of operating gave agencies little incentive to spend on early stage media, where conversion rates are typically much lower. To correct this reliance on brand terms, and to encourage reach into early stage media, we looked beyond the existing model to create a method whereby the amount of money spent on media is based on performance throughout the customer journey.

When we initially launched a campaign for a premium electronics brand, under the old way of thinking, with 10% arbitrage, net revenue was \$150,000 dollars for the month. Once we switched to our performance-based model, we increased ad spend 15% and sales grew to \$750,000 per month, continuing to grow in the months following.

This pioneering way of thinking is at the heart of Global Medium philosophy. Not content to follow tired Internet marketing methods, we evolve with the medium to generate new and better standards.

Leveraging Brand Value to Increase Brand Demand

We were among the first firms to consider the importance of brand equity in an online campaign, and Global Medium continues to balance brand in all of our SEM efforts. When a company known for tall women's clothing, approached us before the launch of their petite-sized line, we knew that we would have to leverage their existing brand value to create demand for the new products.

Understanding the limits of the brand was crucial; we helped create site content and were able to build out the appropriate amount of petite-oriented search phrases, without extending too far into early stage media, to increase demand and generate sales.



Macro-Economic Principles Drive our Marketing Strategies

Often, increased sales volume is the objective of marketing campaigns, but Global Medium delves deeper, using Cost Volume Profit Analysis, to ascertain the point at which maximum *profit volume* exists for our clients.

A stylish, yet value-priced, line of clothing and home-goods, geared mostly to an older demographic, was experiencing very low conversion rates and hired us to determine the problem.

With technology we invented prior to the standard tracking methods that Google uses today, we were able to determine that their max conversion rate was occurring between 3-6pm. We then shut off keywords, on a search-term basis, during the least productive hours, in order to increase conversion rates and the value of their media.

Organizing Campaigns by Customer Engagement

Knowledge of customer behavior is at the center of every media campaign that we manage. For example, a leading catalog retailer of top-quality cooking equipment presented us with a unique challenge. Their wide array of merchandise and quick turnover of products necessitated a thorough understanding of product release timing and predictive analysis.

We created categories of search terms for the company based on the customer journey and thought process, rather than the specific term name. For instance, we created a category of Pre-Thanksgiving terms in instead of a category of 'Baster' terms. In doing so, we were able to target the customer needs more effectively and efficiently, speaking to them at the right moment with the right media.

Simply put, Global Medium knows what works. Through millions of dollars in media over 14 years, our extensive experience has given us a proven track record in project management.



Brand Equity: Repairing Brand Damage Online and Rebuilding Market Share

For large, established brands, the Internet can be a disruptive force in terms of distribution and brand management. These companies have significant sales and brand value in traditional retail outlets but have difficulty integrating the Internet effectively into their business.

When we were hired to develop and manage an online presence for a large jewelry retailer, we focused our efforts on two areas: taking back market share and defending the brand online.

Executed incorrectly, online marketing can actually take away from in-store purchases by simply converting existing in-store shoppers to online shoppers. While online shopping may be efficient, conversion rates and cart size can be significantly less than retail. By reaching into the first stages of the acquisition cycle we created new customers and accessed a larger audience earlier. We reinforced that relationship, both online and offline, by following the customers through to the purchase phase, developing new demand for the brand without sacrificing in-store sales. Keeping the marketing message channel neutral, we drove additional customers into stores and increased sales overall.

Even large and well established companies can lose brand value to aggressive challenger brands online. By policing the misinformation and trademark infringement that had proliferated in the jewelry company's absence, we were able to clear up channel conflict, return brand loyalty, and increase sales.

Larger companies are often slow to adapt and as a result, may lose out to smaller competitors online. As this study illustrates, Global Medium can help these companies integrate the Internet by complimenting their existing marketing efforts, defending their brands, and creating new demand for their products across all sales channels.



Juggling a Multi-Channel Multi-Distribution Network

Manufacturers that are also retailers have a variety of channels through which to sell their products: wholesale and retail, including in-store, catalog mailers, call-centers and online. Managing these different spheres can be complicated work, requiring brand management, consistency, and an integrative marketing plan.

We were hired by a well-known manufacturer and retailer to increase net sales and create online marketing momentum. Since the company distributes both wholesale and retail, and their marketing and retail sales channels are diverse, our priorities were to raise brand value and measure the results across all channels to increase overall sales.

Manufacturers often lose value and the resulting equity to their resellers but Global Medium dealt with this issue by managing multiple campaigns across all stages of the customer engagement cycle. Specifically, we launched over 30,000 terms in paid placement, positioned behavioral, multi-targeted media on over 22,500 sites, managed social media and web design, and conducted SEO and internet integration services.

To properly measure the effects of marketing efforts, we built systems to track in-store, online and call center sales. Our system segmented the media value from each channel and measured discrete changes. By looking at the macro-economic effects of each medium using Cost Volume Profit Analysis, we were able to continually adjust and improve our tactics to benefit the brand as a whole.

We developed and supervised complex multi-channel strategies that increased sales fivefold and managed sales to maximize profit volume. We created online marketing components that enhance offline campaigns and advance the flow of the customer engagement cycle.

Companies with complicated sales and distribution structures can have difficulty maintaining brand value and consistency across all channels. Global Medium can help these companies build their brand, implementing complimentary marketing programs and appropriately measuring the results.



Global SEO/SEM: Applying Connection Strategy

Global corporations face potential challenges selling their products and services within many different markets. Understanding the wants and needs of individuals in diverse countries and connecting to them can be difficult. The messaging that marketer's use, therefore, must be tailored specifically for the given region while still remaining consistent with the larger brand identity.

A global home goods retailer hired us to conduct SEO / SEM services to increase brand value and sales. As they had not previously performed SEO / SEM efforts, our first task was to define their business metrics and desired financial outcomes. We determined the value of a customer on a per country basis, which allowed us to estimate customer acquisition costs. We then created strategies based on business priorities; for the developing countries, educating the customer and building the brand online were concerns, whereas in developed countries, we knew the market was saturated and we would need to reach the customer through more subtle, interconnected means.

By using country-specific experts, we understood the online behavior of the audience and bought media on relevant regional, national and international sites. These country liaisons helped establish the proper tone, voice and phrasing for media and search terms. We considered factors such as home computer vs. Internet café users, social mores and holidays, colloquialisms and customs.

At Global Medium, advertising and marketing strategies are built upon reasonable expectations derived from our metrics. We perform initial tests and adjust our tactics to produce increasingly positive results, similar to dollar-cost averaging. Because our medium is the Internet, we can measure, adjust, and scale quickly to reach our clients' business goals.

In this case, Global Medium co-built a tracking system to monitor pure search engine referrals and the income derived from SEO efforts. We integrated the cost and value of SEO and SEM campaign's to create a comprehensive report to evaluate success. The results were marked growth in new customers for developing nations and market share in developed countries. There were increased sales across all channels and improvement in overall brand value.

In order for global corporations to connect with their customers, they must act on a local level. Global Medium understands the differences between markets, creating and managing actionable strategies that achieve their goals worldwide.



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Cost Volume Profit Analysis: Looking Beyond ROI

For too long, marketing firms and their clients have focused on ROI, assuming that higher return ratios meant their campaigns were successful. But a reliance on ROI often limits a brand's reach, momentum and sales.

A large travel company hired us to develop its online marketing to increase overall sales. We discovered that, although the company's marketing efforts yielded a high ROI, there wasn't enough online investment to reach new customers and generate significant sales.

Global Medium understands that ROI is a ratio without substance. Real analysis is necessary to produce results; therefore we examine cost, volume, and profit to attain the right balance. In this case, we conducted a series of tests, generating reliable markers, which indicated the appropriate media budget and placement to achieve maximum profit.

Using Cost Volume Profit Analysis, we determined that sales could be scaled from the low thousands to 50,000 bookings per month. We delivered this wider audience through connection strategy, speaking to customers through subtly related networks at appropriate stages in the customer engagement cycle. By shifting focus from ROI to macro-economic goals, we were able to increase sales and overall profit volume.

Businesses often fall short of their potential by focusing on irrelevant relationships between numbers. Global Medium examines the crucial factors, looking beyond ROI to deliver results where it matters.

Global Medium is an online marketing and consulting firm that develops, implements and manages search engine optimization and search engine marketing programs for a worldwide market. Unlike most firms in our industry, we look beyond return on investment to focus on profit volume and market share, discovering opportunities to promote sales and brand growth.

As industry pioneers, we employ our extensive knowledge and keen understanding of Customer Engagement to develop and manage actionable strategies that can target a profitable customer base, or create increased brand reach.

We use our patented bid management technology and hands-on experience to reveal your brand's hidden sales potential. Applying macro-economic principles, we continually measure, report and adjust our tactics, to achieve your business goals.

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