

Running Head: Internet Marketing Campaign

Internet Marketing Campaign: [REDACTED].com

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Abstract

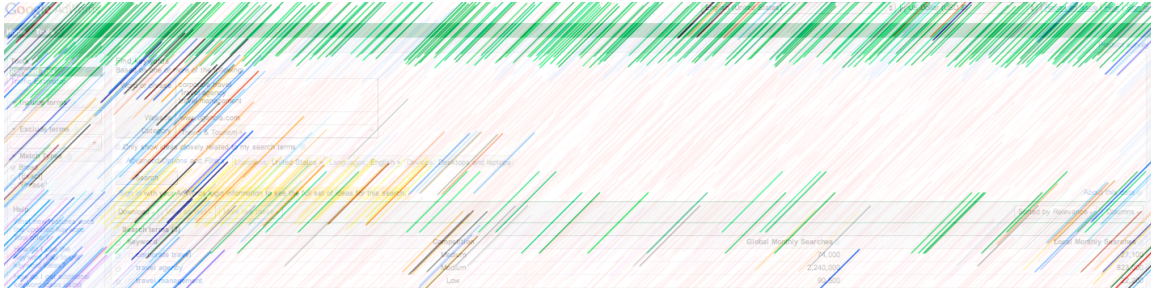
With over \$1 million annually spent on travel budgets, corporations are continually searching for travel management firms who can help manage those expenses. There are numerous choices but an effective Internet Marketing strategy will enable [REDACTED] to rise above their competitors by driving traffic to their website, developing strong partner relationships and creating global brand awareness resulting in greater lead conversion and revenue.

Internet Marketing Campaign: ██████████.com

██████████ target market is comprised of small to large corporations all over the United States, Canada, Mexico, Central/South America, and Europe. The decision makers are travel managers or procurement departments and spend easily \$1 to \$10 million annually on travel expenditures. These corporations want to save money on travel expenditures, keep, and gain new business without having to sacrifice face-to-face interaction. According to Google AdWords Tool, their search habits indicate they search for travel management firms they perceive to offer the services such as improved productivity via self booking tools, a variety in vendor choices, hotel discounts, meetings/incentive travel, and pre- and post travel assistance. With the multitudes of online channels that can be utilized to create and broaden brand awareness of what Egencia has to offer, which channels will place ██████████ on top and reach their target audience?

One of the ways is Search Engine Optimization or *SEO* which is the process of improving the visibility of a website or a web page in the results via un-paid or "natural" methodologies. These methods include but are not limited to better website design and relevant keyword terms. Doing an organic search using keywords such as corporate travel or travel management, ██████████ currently ranks seventh on Google and has one display ad at the top of the search engine. On Bing and Yahoo, ██████████ did not rank in an organic or non-organic search and no display ads were seen. Improving Egencia's position in organic searches can come from adding their name, URL, and relevant keywords to the Meta tags to increase traffic and this would be accomplished by bidding on keywords

using the Google AdWords Tool or another keywords tool such as Keyword density analyzer tool from SEOBook.com (See example below).



However, *non-organic or paid* methods of SEO would be the most beneficial to create Egencia brand awareness. In contrast to the traditional organic search methods, paid search results would ensure users land on Egencia's home page by creating display ads using the keywords bid on from Google AdWords. The keywords used should point toward content on the [REDACTED] website such as a video blog featuring travel tips and industry news. [REDACTED] would place these display ads in strategic locations throughout the Internet on social media channels that include travel blogs, You Tube, Twitter, and Facebook. These display ads will be a part of a two-pronged marketing campaign-targeted and broad- relevant to the business lifestyle of these corporations.

The business lifestyles of these corporations vary based on the size of the corporation. The smaller of these corporations may have a travel threshold that must be maintained as far as cars and hotels are concerned. They may want the bare bones and do not care if a hotel has a restaurant or a rental car has a navigation system while other medium to larger companies may want more upscale accommodations to impress future clientele. But the bottom line is to maintain low expenditures while being able to expand their businesses locally and globally.

Target-based Display Ad Campaign

When a travel manager is on the Internet searching for a better solution to manage their travel expenses, and they see an [REDACTED] banner ad. The desired action is for them to read the ad, like what they read, and click on the ad and become a potential [REDACTED] client. Upon arrival on the [REDACTED] homepage, these potential clients explore the offer made to them in the banner ad. They would contact [REDACTED] Service Delivery Team for more information or set up a meeting. Once they have contacted the Service Delivery Team, these potential clients sign on the dotted line and become full-fledged [REDACTED] clients privy to all [REDACTED] has to offer. Below are the Targeted Market Display Ad Campaign specifications:

- Exposure Goal: 828,000 (30 day campaign)
- Conversion Goal: 1.50%
- Average Transaction Value (ATV) Goal: \$45.00

-Egencia is a travel management service and the ATV is based on each reservation or transaction completed once a corporation becomes a client.

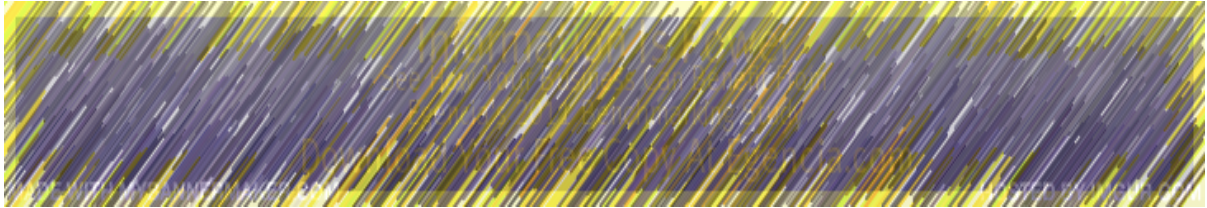
Advertising Sites - decision-makers and other executives of small to large corporations frequent these sites.

Executive Travel Magazine (Libert, 2011)

- The website ExecutiveTravelMagazine.com has 120,000 Executive or CFO/CEO level subscribers with a median income of \$100,00 annually.

Ad formats

Flash or static ads, in the 300x250 or 728x90 size would be advantageous to [REDACTED]. The message would be to showcase how [REDACTED] proprietary travel technology would benefit corporations large and small (see example below).



(Fields, 2011)

Projected Revenue

Ad Budget: \$500

Revenue: \$1956.15

Broad Market Campaign

- Exposure Goal: 5,000,000
- Conversion Goal: 0.75%
- Average Transaction Value (ATV) Goal: \$45.00

-Egencia is a travel management service and the ATV is based on each reservation or transaction completed once a corporation becomes a client.

Advertising Sites - decision-makers and other executives of small to large corporations frequent these sites.

National Geographic Travel

- The website travel.nationalgeographic.com/travel attracts 1 million monthly visitors that are well educated and earn annually \$45,000 to \$60,000.

Ad formats -

The ad formats chosen will be static display ads in the print versions of these sites and Flash display ads in the online versions. This will grab the attention of the readers. (See example below).



(Fields, 2011)

Projected Revenue

Revenue: \$4,218.75

Total Conversions: 94

Conclusion

In order to propel itself to the top of all search engines and generate more brand awareness, **Egencia** must implement the marketing elements outlined in this proposal. Utilizing Google AdWords to generate keywords for display ads will help promote brand awareness and search engine optimization and drive traffic toward **Egencia.com**. Incorporating Google Analytics will help track revenue and profitability of these display ads campaigns. **Egencia** will see increased conversion, which will lead to more clientele and increased revenue.

References

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