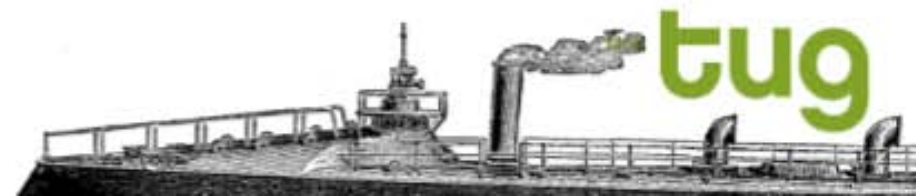




tug

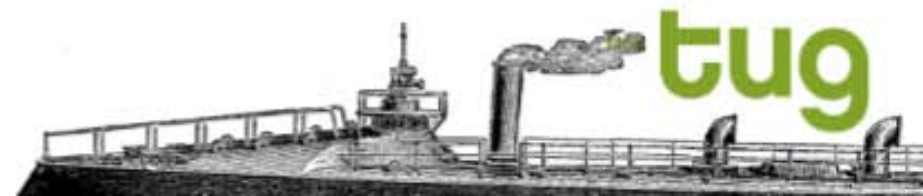
CREATIVE SEARCH MARKETING

3 ways Search Engine Marketing affects FMCG



Agenda

- Why is SEM different for FMCG?
- Search in the consumer purchasing cycle
- Owning the Search Engines Results Page (SERP)
- Using Search to amplify your offline campaigns
- Case study milk&more (Dairy Crest)



Why Search Engine Marketing is different for FMCG?

- FMCG are not traditionally transactional websites
- Resellers drive online sales for the Brand and Product

amazon.co.uk



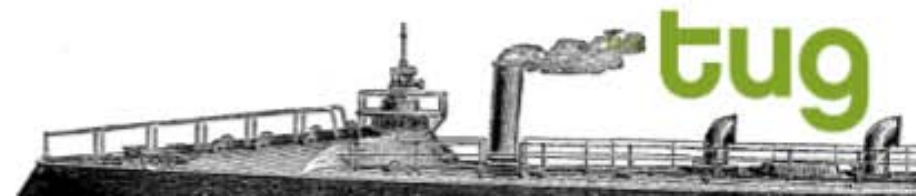
ASOS

FMCG companies are late into the SEM game

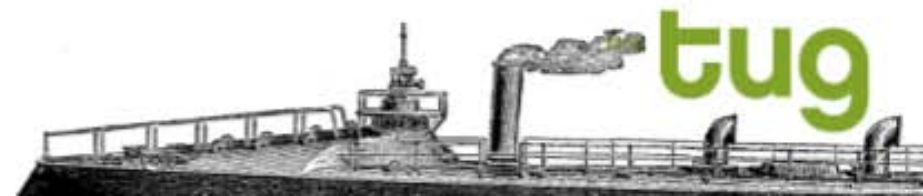
Therefore...

- Can be hard to find Brand site
- Difficult to find campaign sites
- No relevant content on Products
- Online Brand authority and presence does not reflect position offline

Big opportunity for FMCG companies to grow Brand visibility

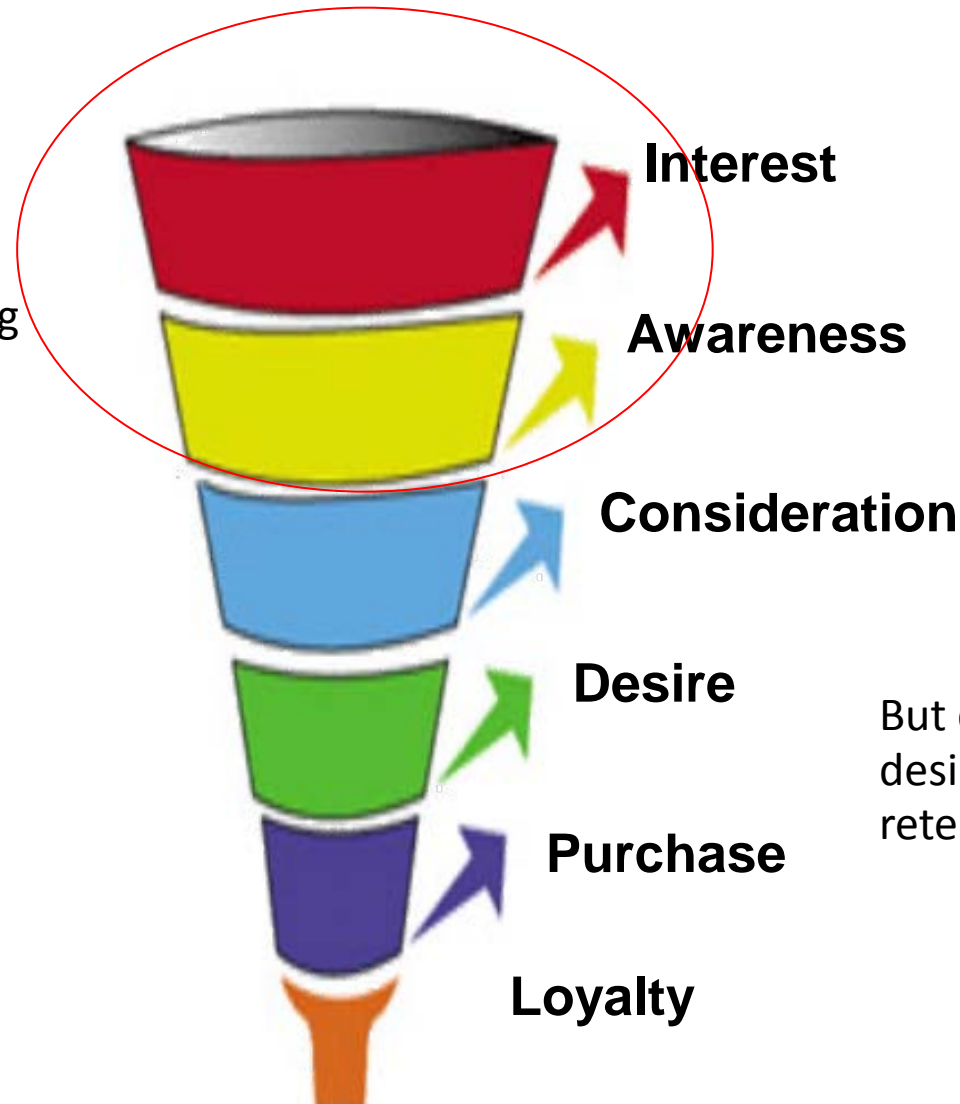


1. Search in the consumer purchasing cycle

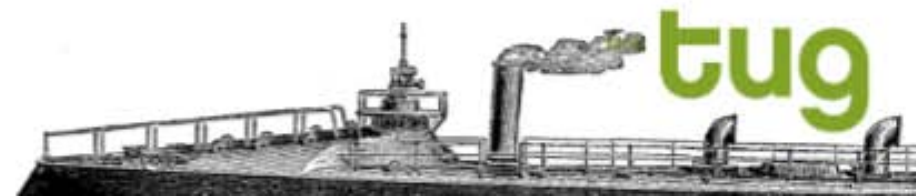


Customer Purchase Cycle

Interest, Awareness & Purchase Stage are key stages for consumers using Search Engines



But dont forget consideration, desire stages and loyalty for retention purposes.



Search results for broad/product specific terms

Let's follow the typical journey for someone searching for 'stain remover'

The screenshot shows a Google search for 'stain remover'. The search bar at the top indicates 'About 11,000,000 results (0.19 seconds)'. The results are categorized into 'Everything', 'Images', 'Videos', 'News', and 'Shopping'. The 'Everything' section includes several organic search results and a 'Shopping results for stain remover' section. The 'Shopping results' section lists products like 'Johnson S C Inc 02251 Shout Stain Remover' and 'Epovert Fabric Stain Remover 200ml'. The 'Everything' section includes results from 'Ariel', 'Surf', 'Amazon.co.uk', 'Chemistry.co.nz', 'Which?', 'Stain Expert (UK)', 'Wikipedia', 'Ideal Home Magazine', 'Housetohome.co.uk', and 'Lakeland.co.uk'. The 'Shopping' section on the right side of the page lists several products from 'Desolvit.co.uk', 'Viking Direct', 'Dustpic.co.uk', 'Artemisproducts.co.uk', 'Amazon.co.uk', and 'Lakeland.co.uk'. Red arrows point from the text on the right to specific search results.

Re-sellers via PPC

Advice and guide sites

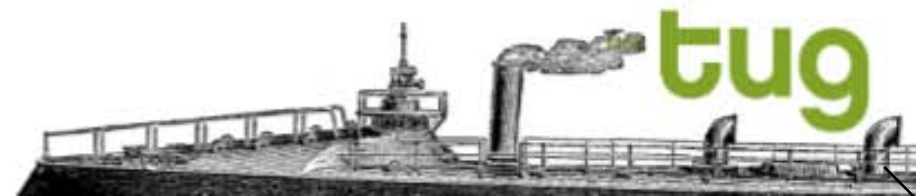
Comparison sites

Shopping Feeds

Wikipedia

Articles

BUT NO BRAND SITES



Search results for broad/product specific terms

A narrower search 'stain remover for clothes' produces similar results

The screenshot shows a Google search for "stain remover for clothes". The search bar at the top contains the text "stain remover for clothes" and shows "About 4,140,000 results (0.18 seconds)". The left sidebar includes navigation options like "Everything", "Images", "Videos", "News", and "Shopping". The main search results are as follows:

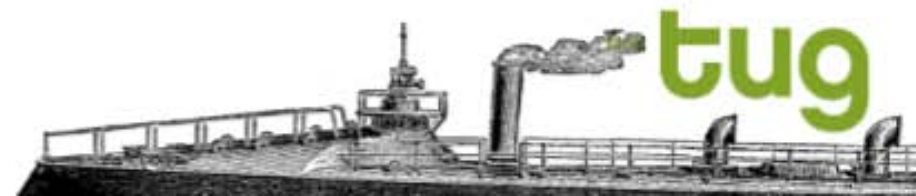
- Advertisement:** Ariel™ Stain Remover - Tough, Dried In Stains? | Ariel.co.uk. URL: www.ariel.co.uk/Stain-Remover. Description: Try Our New Stain Remover To Get Great Results.
- Red Wine Stain Remover | dustpic.co.uk**. URL: www.dustpic.co.uk. Description: Remove red wine stains with ease with wine out stain remover.
- Clothes Stain Removal | lakeland.co.uk**. URL: www.lakeland.co.uk/StainRemovers. Description: Tried & tested for use on a variety of household stains. Quick & easy!
- stain removers in washing & laundry, around the home at Lakeland**. URL: www.lakeland.co.uk/3/...laundry-stain-removers/c03c03c02.r100.1 - Cached. Description: stain removers from the home of creative kitchenware, Lakeland. With our 'no ifs or buts' guarantee, you can buy online in complete confidence.
- Cleaning and Stain Removal Advice and How-To's**. URL: www.drclean.co.uk/ - Cached. Description: stain, stain removal chart, complete stain removal, blood, ink, wine, drink, Clothes cleaning, carpet cleaning, stain removal solved with free help and step ... Cleaning Care Labels and Washing ... - Stain Removal - Fibres & Fabrics - Ironing
- Stain Removal Answers to Common Care Questions**. URL: www.textileaffairs.com/stains.htm - Cached. Description: Laundry tests show using Clorox® bleach for stain removal produces the best results. For washable, non-colorfast clothes substitute powdered or liquid ...
- Stain Removal**. URL: www.hints-n-tips.com/stain_removal.htm - Cached. Description: hints and tips on Stain Removal find help for underarm stains, ... Blood Stains. Another way to remove blood stains from clothes is hydrogen peroxide. ...
- Stain Removal: 100 Tips and Tutorials for Every Stain**. URL: housekeeping.about.com/.../stainremoval/Stain_Removal_Ideas_and... - Cached. Description: A stain can really put a damper on your day. But with these stain removal tips, you'll be able to remove even the toughest stains from your laundry and more ...
- Stain removers - Laundry & cleaning - Which? Home & garden**. URL: www.which.co.uk › Home & garden › Laundry & cleaning - Cached. Description: Which?'s stain remover tests are rigorous and independent. Of 12 on test, only three stain removers reached coveted Best Buy status. Find out which...
- Stain Removal and Treatment at Stain Expert (UK)**. URL: www.stainexpert.co.uk/ - Cached. Description: General Stain Tips: Environment-Friendly Methods of Stain Removal, ... Kids' Stains: Sticky Little Fingers and Clothes, Chewing Gum: The Biggest Enemy, ...
- Whats the best stain remover for clothes in the UK? - Yahoo! UK ...**. URL: uk.answers.yahoo.com › ... › Home & Garden › Cleaning & Laundry - Cached. Description: 4 answers. Top answer: I don't think you will get things back to 'new', I normally use Oxi powder from Poundland on whites, put a couple of scoops in a bowl with hot water, ...

The right sidebar contains several advertisements:

- Aussie Moving Service**. URL: www.aussieremovals.com. Description: A Moving Service To Suit Your Needs. Get Your Free Quote Now!
- Shop Clearance**. URL: www.weclearjunk.com. Description: Easy Junk Removal & Recycling. Fast & Efficient. Enquire Online Now!
- Stain Remover at Viking**. URL: www.viking-direct.co.uk/Stain. Description: viking-direct.co.uk is rated ★★★★★. Huge Range of Stain Remover. Free Next Day Delivery from Viking.
- Stain Remover For Clothes**. URL: www.artemisproducts.co.uk/StainRemovers. Description: Best Price & Quality Products In UK. Next Day Delivery ON Stain Removers.
- Spot's Acne**. URL: www.essentially-yours.co.uk. Description: need help & great advise for free. No1 help line and oosmetologist.
- Various Stain Removers**. URL: www.pearlsdrycleaners.com. Description: We Have Stain Removers For All Kinds Of Stains. Buy Online Now!
- Spot Remover at Amazon**. URL: www.amazon.co.uk/beauty. Description: amazon.co.uk is rated ★★★★★. Find Thousands of Beauty Products. Discover Amazon's Beauty Store.
- Clothes Stains Remover**. URL: www.caraselledirect.com/StainRemovers. Description: caraselledirect.com is rated ★★★★★. Try Our Great Range of Products To Get Rid Of Those Stubborn Stains!

At the bottom of the right sidebar, there is a link: "See your ad here >".

STILL NO BRAND SITES



Search results

Search terms

A customer and discuss

IS

Furniture

Search

On

Mos

ch of anything said fully trickled it on

as the version I u

stain remover
groups.google.com/g/38c7feafa/t/f2a68177b8147be0/.../94c40a76e5875c7c
3 Nov 2009 - ... carpet stain remover walnut stain remover clothing stain removers urine

Yahoo! | My Yahoo! | Mail | More ▼ Make Y! My Homepage New User? Sign Up | Sign In | Help

YAHOO! ANSWERS
UK & IRELAND

Search WEB SEARCH

with your **FREE My Special K personal plan**




my Special K
Sign up today

HOME BROWSE CATEGORIES ABOUT

Ask What would you like to ask? Continue Answer Discover

What are you looking for? Search Y! Answers Advanced Search

Whats the best stain remover for clothes in the UK?



Connor

I was just wondering what is the best stain remover that's available in the UK for clothes? I want to get some things back to the same 'brilliant white' that they were when I brought them and also remove the marks that deodorants leave but not sure whats the best one for the job?

4 months ago [Report Abuse](#)

Best Answer - Chosen by Voters



JOHN G

I don't think you will get things back to 'new', I normally use Oxi powder from Poundland on whites, put a couple of scoops in a bowl with hot water, leave around 10-15 mins then put the clothes in the machine with washing powder/liquid and wash as normal they do come up better & fresher than normal, for spot stains I use a 'Vanish' bar


Edited 4 months ago [Report Abuse](#)

100% 2 Votes

Not the right answer? Try Yahoo! Search

stain remover for clothes Search

ADVERTISEMENT



my Special K Sign up today

your **FREE personal slimming plan**

SPONSOR RESULTS

Clothes Stain Remover
Great deals on housekeeping items. Buy it. Sell it. Love it...
www.ebay.co.uk/home

Clothes Stain Removal
Tackle stubborn stains with ease. Products suitable for most...
www.lakeland.co.uk/stainremovers

Clothes Stain Remover at Amazon.co.uk
Low Prices on Clothes Stain Remover. Free UK Delivery on...

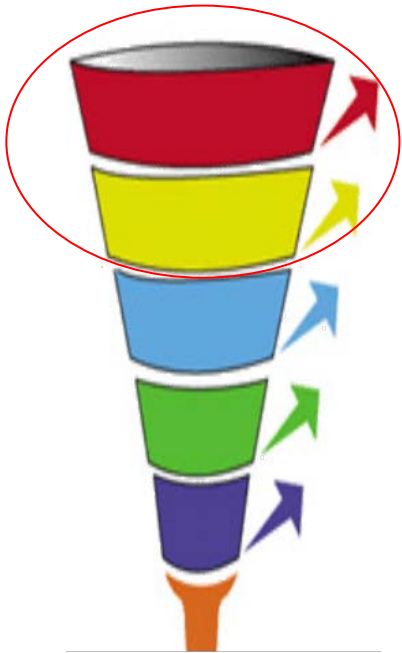
years ago (or maybe just different carpet material?). Still good on a range of stains - even if you sometimes need two goes at it. Bpob

9

To Recap: Put your Brand on the shelf! BE VISIBLE

There are few FMCG Brand sites present in natural search for navigational searches

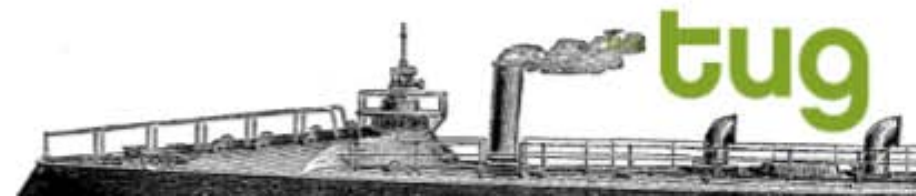
Category and product searches dominated by review/comparison sites



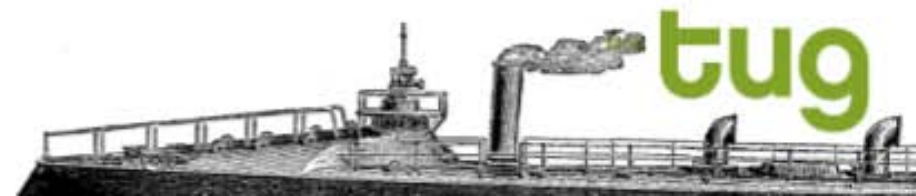
Opportunity to engage with a searcher at very start of journey as no contact with Brand until in shop



Be front of shop, not in the cupboard!



2. Owning the SERP to encourage engagement and loyalty



Own the SERP for a subject area or a 'how to' search

The screenshot shows a Google search for "how to remove red wine stain". The search bar is highlighted with a red box. The search results are dominated by "how to" guides, including articles from Red Wine Stains & How To Remove Them, HowStuffWorks, WikiHow, and various YouTube videos. The left sidebar shows navigation options like "Everything", "Images", "Videos", "News", and "Shopping". The right sidebar shows "Ads" for "Red Wine Stain Remover" and "Removing Red Wine Stain".

Google

how to remove red wine stain

About 1,830,000 results (0.23 seconds)

Go to Google.com Advanced search

Everything

Images

Videos

News

Shopping

More

London W9 3AA, UK

Change location

The web

Pages from the UK

More search tools

Red Wine Stains & How To Remove Them

www.redwine.co.uk/articles/red-wine-stains-how-to-remove-them/ - Cached

8 Jul 2009 – TweetShare TweetShareRed wine is a fantastic drink, it is a drink to be enjoyed and luxuriated over with some fine cheese, olives or a warm ...

HowStuffWorks "How to Remove Rose and Red Wine Stains: Tips and ..."

home.howstuffworks.com > ... > Stain Removal > Food Stains - Cached

How to Remove Rose and Red Wine Stains. by the Editors of Consumer Guide. Cite This! Close. Please copy/paste the following text to properly cite this ...

How to Remove Red Wine from Fabric - wikiHow

www.wikihow.com > ... > Cleaning > Laundry > Clothing Stains - Cached

15 Aug 2010 – **How to Remove Red Wine from Fabric.** Whether you're a red wine ... Milk Method (Wet Stain). 1. Blot up excess red wine with a tea towel or ...

How To Remove Red Wine Stains (Clothing Stains)

www.videojug.com/film/how-to-remove-red-wine-stains

2 min - 19 Jul 2008

Video : **Remove Red Wine Stains.** Follow Lady's maid Bea Knapp's step by step instructions to get red wine stains out of your clothes.

YouTube - How To Remove Red Wine Stains From Your Carpet

www.youtube.com/watch?v=8douH2RkksA

2 min - 28 Sep 2008 - Uploaded by Howcast

Thanks for watching **How To Remove Red Wine Stains From Your Carpet!** If you enjoyed this video subscribe to the Howcast YouTube ...

More videos for how to remove red wine stain >

Remove Red Wine Stain | Stain Removal | Cleaning

www.housecleaningcentral.com/.../cleaning.../stain.../red-wine-stain... - Cached

Red wine stain removal. **How to remove red wine stains.** Tips for red wine stain removers. Stain removal cleaning tips from the professional cleaners at Mrs. ...

How To Remove Red Wine Stains From Clothing

www.essortment.com/remove-red-wine-stains-clothing-46844.html - Cached

A spilled glass of wine doesn't make a ruined blouse. All you need is some quick thinking and a well-stocked kitchen.

How to Remove Red Wine Stains | Care2 Healthy Living

www.care2.com/greenliving/how-to-remove-red-wine-stains.html - Cached

5 Sep 1999 – Impress your friends at parties with this quick, sure-fire way to remove red wine stains from tablecloths or clothes.

Red Wine Spills on Carpet

wine.about.com/od/redwines/a/redwinestains.htm - Cached

What can you do to remove red wine stains from your carpet, area rugs or clothing? The First Response. Take a clean cloth and dab the spill in an effort to ...

Red Wine Stain Removal - Red Wine Stains - How To Remove Wine Stains

www.redwinestainremovers.com/ - Cached

The following household red wine stain removal techniques work best on fresh red wine stains while the fabric is still "wet". Once the red wine stain dries, ...

Ads

Red Wine Stain Remover

www.dustpic.co.uk

Remove red wine stains with ease with wine out stain remover

Removing Red Wine Stain

www.ask.com

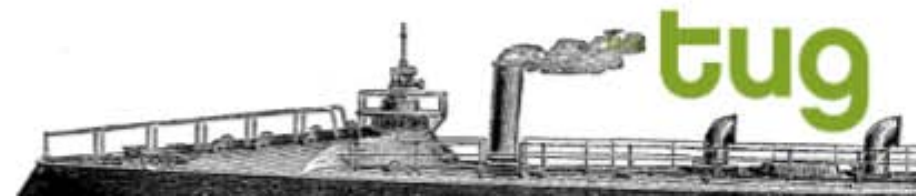
Search for Removing Red Wine Stain

Find Removing Red Wine Stain

See your ad here >

Chose your ground

Be an authority and provide information that people need and are actively searching for



Develop a Content Strategy

Produce good quality content on and off site about ‘removing red wine stains’ to start owning that space

- Forums posts
- Articles
- How to...
- Discussions
- Review sites – blogger reviews
- Videos
- Blog
- Social buttons and sharing



YAHOO! ANSWERS



slideshare
Present Yourself



Ezine
@articles



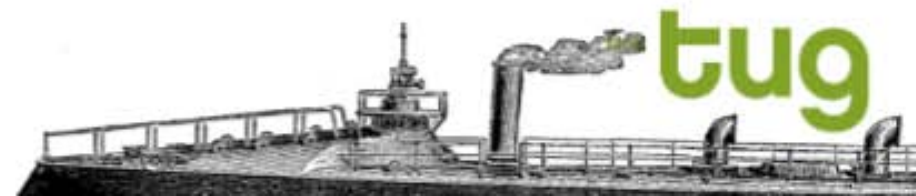
videojug
get good at life



eHow™
Trusted advice for the curious life



You Tube



Remember 'Word of mouth' via content

Social buttons to share content

The screenshot shows a website page for 'redwine.co.uk' with the article title 'Red Wine Stains & How To Remove Them'. A red box highlights social sharing buttons for Twitter, Facebook, and StumbleUpon. The article text includes a warning: 'WARNING: Do NOT "RUB" your carpet as instructed. Rubbing will "break" the fibres of your carpet. Dap with a terry cloth instead.' Below the article, there are two comments: one from George dated December 23, 2009, and another from Fraser Edwards dated January 7, 2010. The right sidebar contains a 'Wine of the Week' section, a newsletter sign-up form, and several advertisements for stain removal services.

George December 23, 2009 at 10:24 am

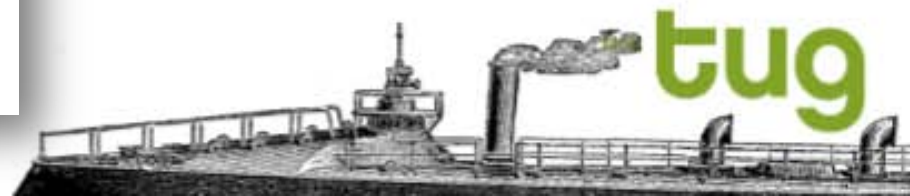
WARNING: Do NOT "RUB" your carpet as instructed. Rubbing will "break" the fibres of your carpet. Dap with a terry cloth instead.

I would NEVER use household detergents or bleach on a carpet stain, they will leave a residue or discolour the carpet.

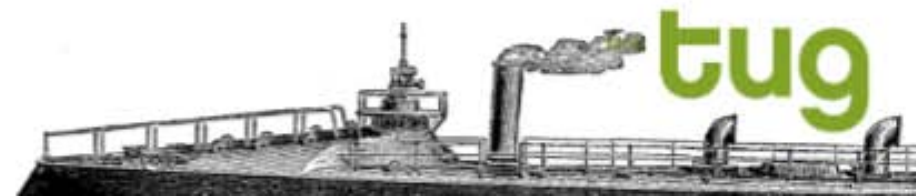
Fraser Edwards January 7, 2010 at 9:13 pm

Thanks for your comment George – definitely appreciate your expertise.

Is there anything else you would change in the article or better advice you could give than what we have above?

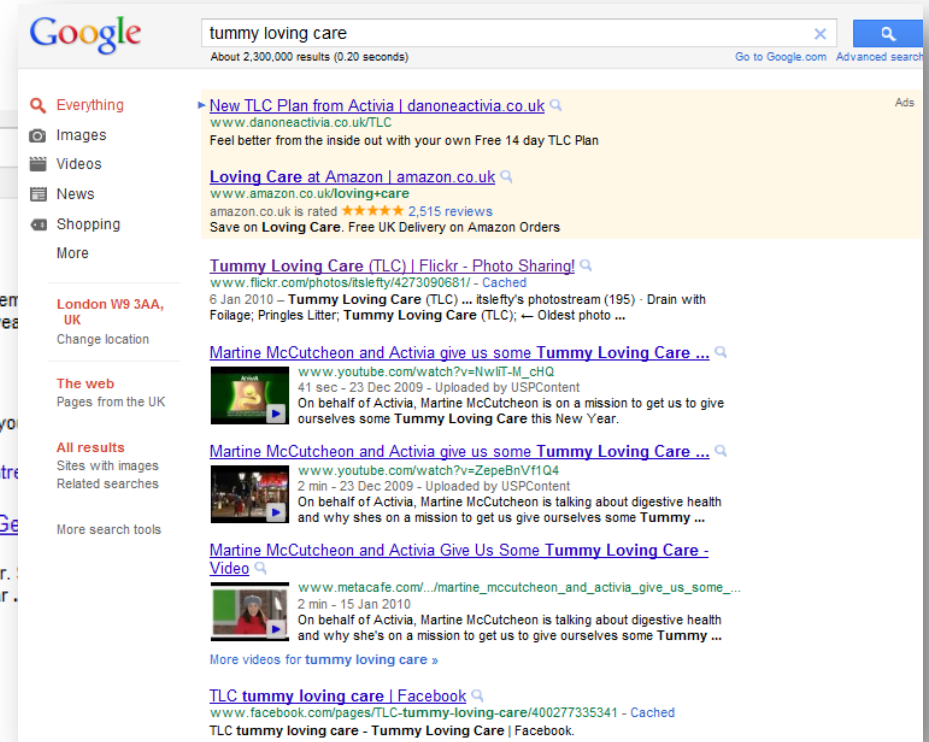
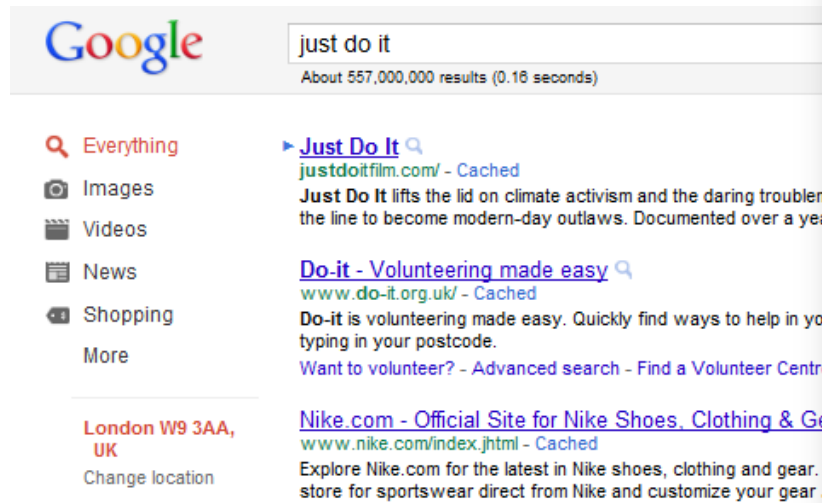


3. Using Search to amplify your offline campaign

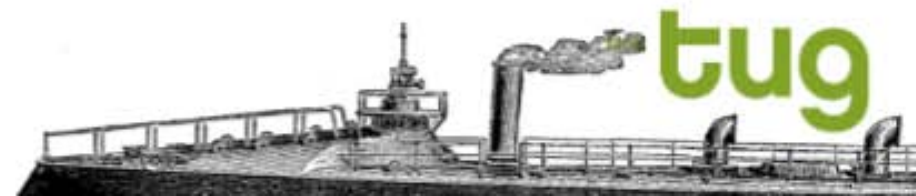


How search can be used to amplify offline

- Optimise campaign/offer microsites to drive traffic and own Brand search space (Longer term it could be a destination point for people interested in the brand)
- Optimise for strapline

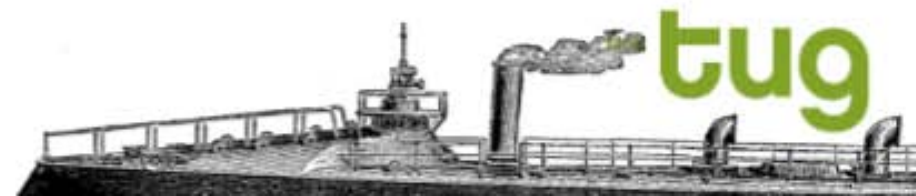


- Optimise advert to own Brand search space
- Use PPC to support TV spots to capture and drive traffic
- Use search data to understand effectiveness of offline marketing campaigns.



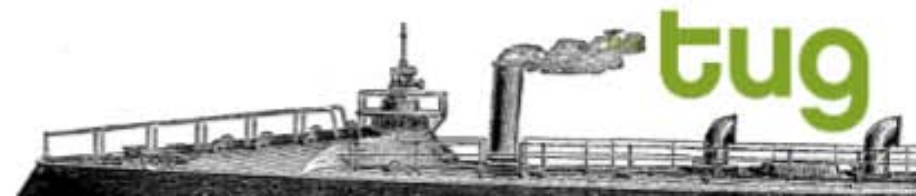
Top tips on using Search to measure offline performance

1. Communication and Sharing
Set up cross digital meetings to discuss up and coming campaigns and creatives
2. Discuss Results
Get feedback from marketing team i.e. What messaging worked
3. Controlled Tests
Develop geo-targeted search campaigns to support regional tests
4. Allocating Budgets
Plan marketing mix to invest in most efficient offline channels



Quick Recap: 3 Ways Search can affect FMCG

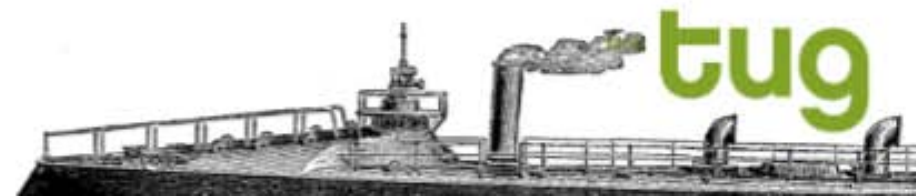
1. Be present online when consumers are in the interest, awareness (research) and consideration phases
Get the same visibility online as offline
2. Optimise for navigational searches
Optimise content for informational searches – be an authority!
3. Communicate the marketing plan and let Search support offline and add learnings



milk&more

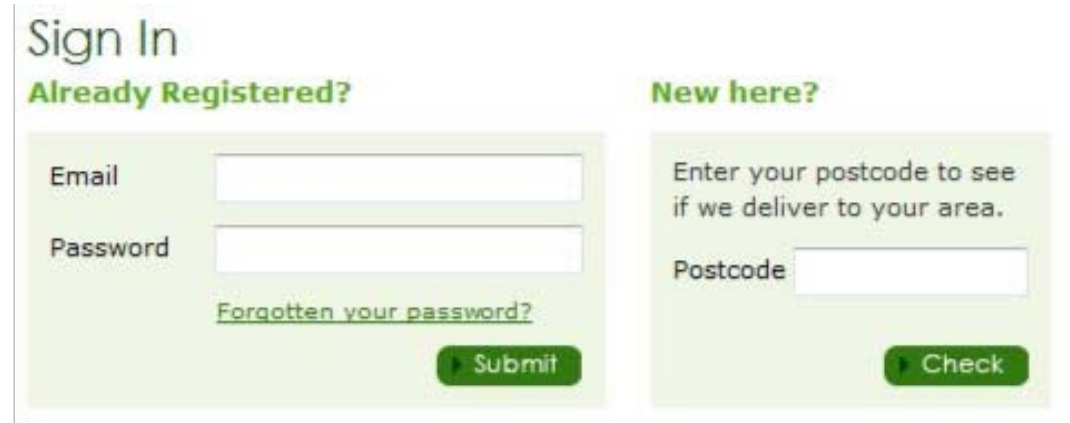


- Increasing CPA focused registrations
- Integrating with ATL



Problem

milk&more are bringing milk delivery into the 21st Century



Sign In

Already Registered?

Email

Password

[Forgotten your password?](#)

Submit

New here?

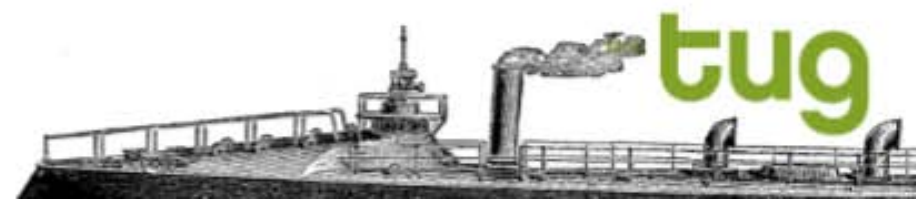
Enter your postcode to see if we deliver to your area.

Postcode

Check

However....

- Because of site restrictions potential customers/search engines could not see content behind the registration page
- Content on the site could not be indexed and potential milk&more customers were unable to search the site and look around the shop
- **No visibility** for keywords at category level (milk, bread, eggs) on SERPs
- **No visibility** for keywords at product level (Cathedral City Cheese, 1% milk) on SERPs
- **No visibility** for local search (milk delivery Macclesfield, Oxford, London)



Solution

- PPC campaign across search and content network
- Built optimised landing pages that sat outside the main site.
- Then opened up the site to search engines
- Intensive and creative link building campaign including:
 - Article creation and submission
 - PR submission alongside PR team
 - Blogger outreach
 - Local profile creation (Qype, brown book)
 - Social Bookmarking
 - Guest Blogging

[Find Your Local Milkman](#)

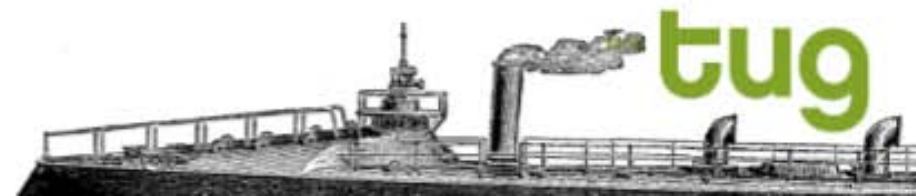
Fresh Milk Delivered up to 6 days a week. No Min Order. Free Delivery!

www.milkandmore.co.uk/MilkMan



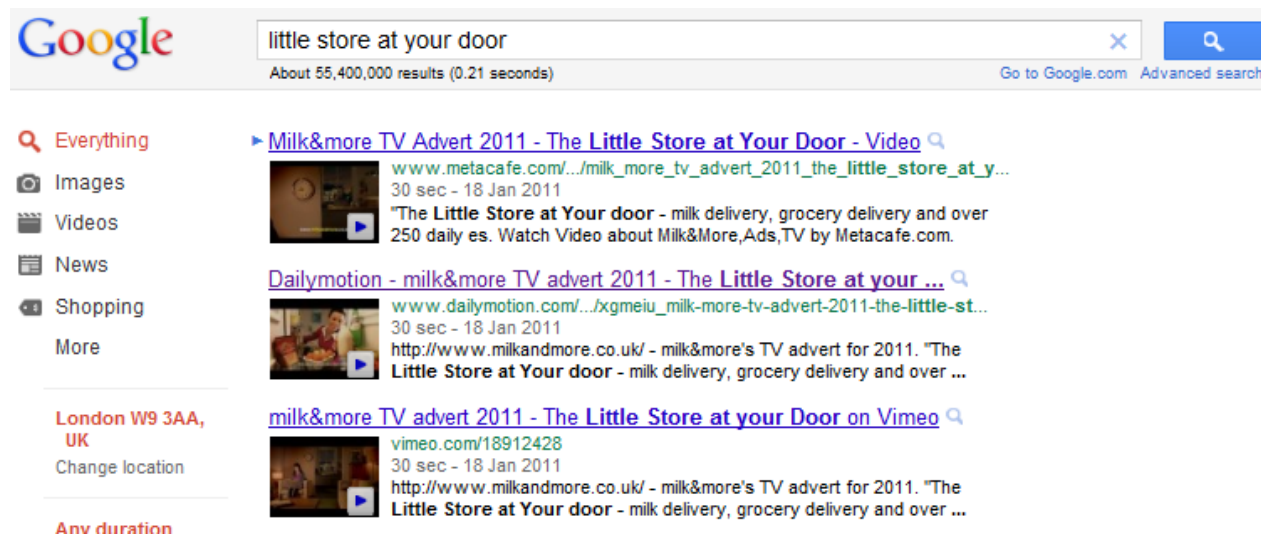
milk&more celebrate the launch of new 1% fat milk

[http://www.milkandmore.co.uk/1%fatmilk](#)

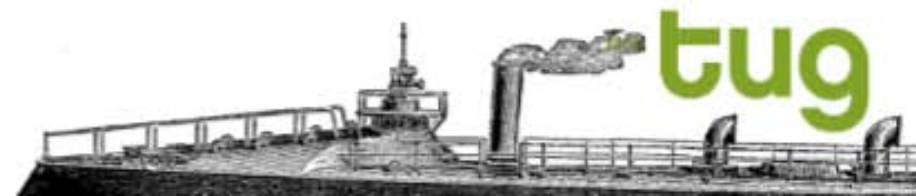


Solution

- Integrated SEM activities to support first TV campaign
 - PPC budgeted weighted towards TV spots
 - Optimised for ‘little store at your door’
 - Ad copy that reflected the offer
 - Sub-related keywords around the soundtrack & strap line
 - Bids pushed for actual products shown in the ad.
 - TV advert optimised for the strapline & distributed to various video hubs



- Launched milk&more's first affiliate scheme on Affiliate Window as a virtual sales force.



Results

- 21% of keywords in #1 google.co.uk
- 36% of keywords in top 5 positions in google.co.uk
- 82% of keywords in top 10 positions in google.co.uk

The screenshot shows a Google search for "grocery delivery" with approximately 69,300,000 results. The search bar and the first result are highlighted with red boxes. The search results include:

- Advertisements:**
 - Groceries Online - Shop for frozen food offers & ideas | Ocado.com** (www.ocado.com) - rated 4.5 stars (134 reviews). Offers: "Get £15 off your first Ocado order" and "Save 20% Off first grocery order - Unique life guarantee on groceries".
 - Fresh Grocery Delivery - The Finest & Freshest Food Online.** (www.natoora.co.uk). "London Delivery. Order Online Now."
 - ASDA Groceries Online | ASDA.com** (www.asda.com/Groceries). "asda.com is rated 4.5 stars (209 reviews)". Offer: "Our Delivery Just Got Even Cheaper Now From Only £2.50. Order Today!".
- Organic Results:**
 - milk delivery service & online grocery shopping | milk&more** (www.milkandmore.co.uk) - Cached. Description: "Online milk and grocery shopping service with free delivery, no minimum order when you place your order online at milk&more." (This result is highlighted with a red box).
 - Waitrose - Online Grocery Shopping | Free Delivery | Recipes ...** (www.waitrose.com) - Cached. Description: "Buy quality groceries and wine from Waitrose. Free delivery on every online order. Over 6000 recipes and local branch information." Includes a link to "Branch Finder - Web access and broadband - Recipes - Wine".

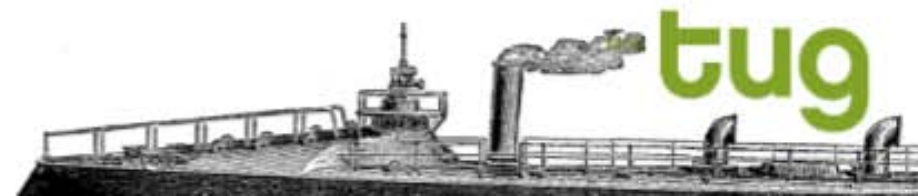
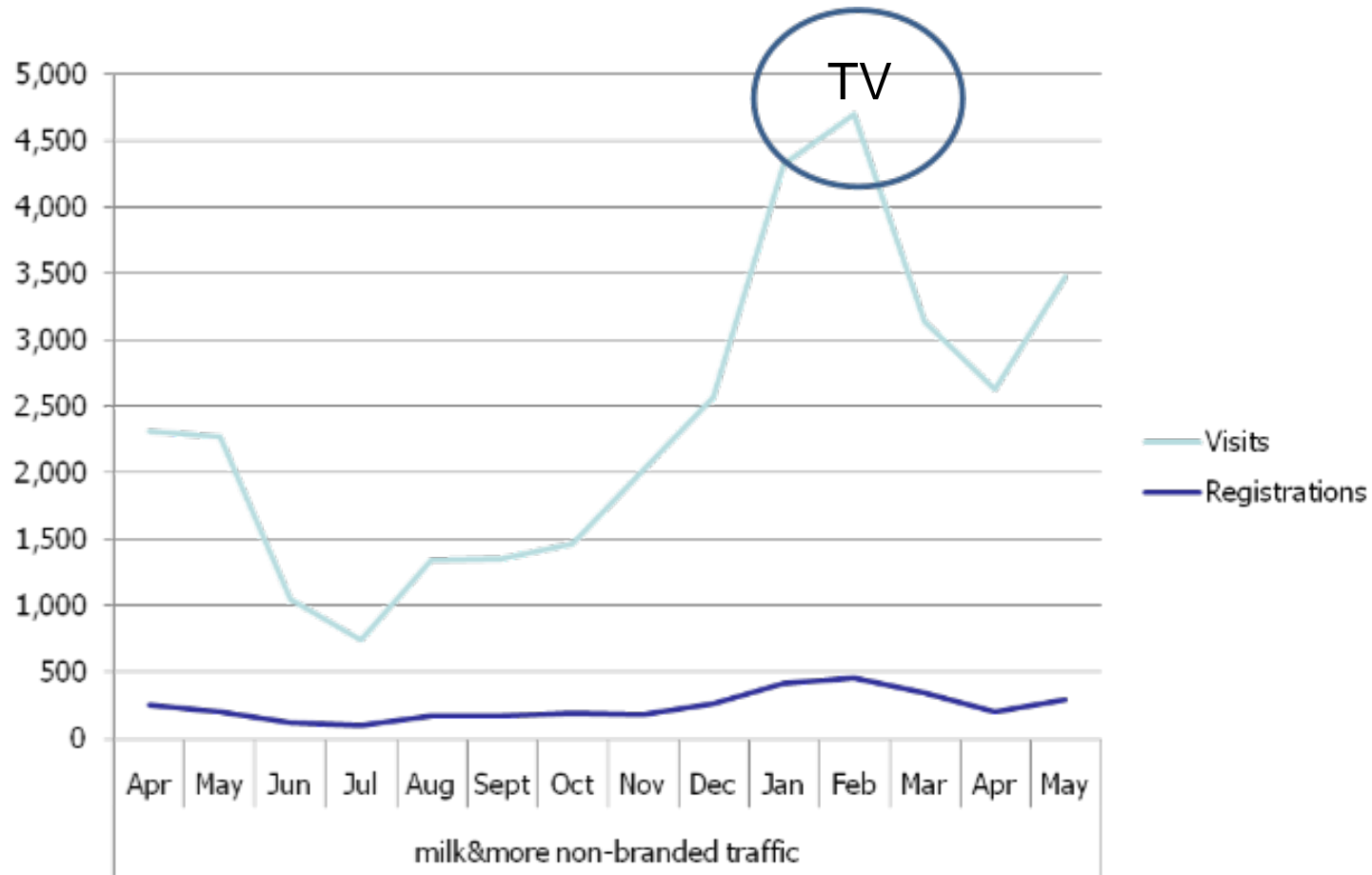
19 Jul 2010 - Milk Round Software in the UK has been developing software systems for dairymen since 1988. Our milk software has been written specifically ...



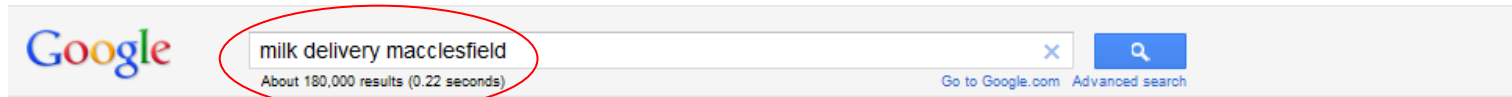


Results

Non-brand SEO Traffic & registrations



Results



- Everything
- Videos
- News
- Shopping
- More
- London W9 3JL, UK
- Change location
- All results
- Timeline
- More search tools

Macclesfield Milk - Fresh Milk Delivered to Your Door. Ad
www.milkandmore.co.uk/Macclesfield
Order by 9pm for Next Delivery Day!
Bakery Fresh Food
Dairy Pet Food
Drinks & Snacks

PPC

Dairy Crest
www.milkandmore.co.uk/
50-74 Queens Ave Bus: Hurdsfield, Holy Trinity Church (opp)
Macclesfield, Cheshire East SK10 2
01625 614 067
Place page - Directions - Is this accurate?

Map

Milk And Grocery Delivery Macclesfield - Dairy Crest in ...
www.scotsman.com/findit?action=showPlace&placeid=1343214 - Cached
16 Mar 2011 - Add your review to the 'Milk And Grocery Delivery Macclesfield - Dairy Crest'. Your rating: Add comment: ...

Article

- Milk delivery Macclesfield: Milk and Groceries direct from your ...
www.chesterfirst.co.uk/.../milk-delivery-macclesfield-milk-and-groc... - Cached
Milk delivery Macclesfield: Milk and Groceries direct from your milkman. Published date: 10 August 2010 |. Published by: Reporter ...

Article

Milk And Grocery Delivery Macclesfield - Dairy Crest ...
www.qype.co.uk/.../1343214-Milk-And-Grocery-Delivery-Macclesf... - Cached
★★★★★ 1 review
Milk And Grocery Delivery Macclesfield - Dairy Crest, Macclesfield SK10 2BN - 1 review: Fantastic service.

Local

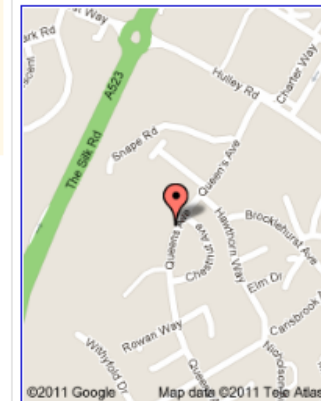
Milk Delivery in Macclesfield - Yell.com local business listings
www.yell.com/s/milk-delivery-macclesfield.html
Milk Delivery in Macclesfield - get Macclesfield business listings from Yell.com, the UK's local search engine. Find Macclesfield Milk Delivery addresses, ...

Local

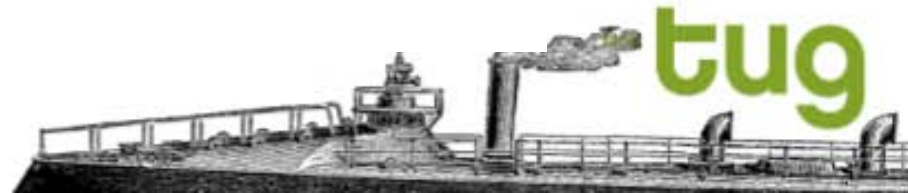
Dairies in Macclesfield local business listings - Yell.com
www.yell.com/s/dairies-macclesfield.html
Milk&More. Queens Avenue, Macclesfield, Cheshire SK10 2BN. Logo. Your Local ...
Show more results from yell.com

Milk Delivery In Macclesfield, Sk10. Find Reviews Of Macclesfield ...
directory.independent.co.uk/milk-delivery/in/macclesfield/sk10 - Cached
Find local Milk Delivery in the Macclesfield area. Read and write reviews for Macclesfield Milk Delivery.

Home Deliveries
www.cocaine.co.uk/home-delivery.htm - Cached



- Ads
- Organic Food Delivery**
www.riverford.co.uk/Organic_Food
Get Great Value Organic Food Boxes Straight From The Farm To Your Door
 - Macclesfield Takeaways**
www.just-eat.co.uk/Macclesfield
Indian, Pizza, Chinese and more delivered to your door. Order now!
 - Dairy Delivery**
www.ask.com
Search for Dairy Delivery
Find Dairy Delivery
See your ad here >



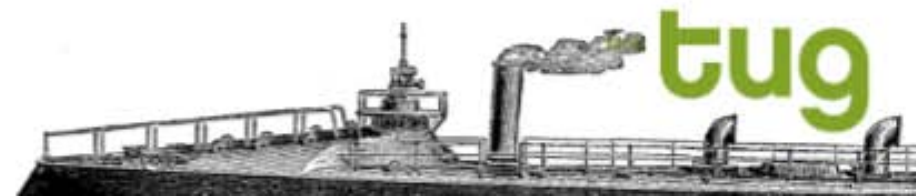


Results

TV and the halo effect on search:

Results show a significant uplift in all SEM metrics for milk&more when running search and TV together.

- PPC spend was increased by 65% during TV ad to maximise visibility.
- PPC search volume increased by 103%,
- PPC traffic by 120%
- CPA reduced by 28%.
- Brand conversions increased by 260% & non-brand by 70%
- CPC dropped by 4%.
- Organic non-brand traffic grew by 142% and brand by 204%



Thank you!

Faye Farman
Account Director
Tel: +44 (0)20 7033 6940
faye@tugsearch.co.uk

