

# Case study

## Search Engine Marketing

MASTERFOODS uses Search Engine Marketing to acquire qualified database members



### Background

The MASTERFOODS Flavour Lovers Club offers members e-newsletters containing recipes, cooking tips and competitions. Permission Communications developed an acquisition campaign incorporating online advertising through NineMSN, email list rental and search engine marketing (SEM).

The campaign objective was to acquire a large volume of new MASTERFOODS Flavour Lovers Club members. MasterFoods were offering a chance to win \$10,000 cash however they were concerned they would attract competition junkies, rather than qualified leads when advertising on major web portals.

### Objective

- Acquire new MASTERFOODS Flavour Lovers members at a lower cost per acquisition than other channels.
- Acquire long term active members rather than "competition junkies".

### Key Insights

- The most qualified prospects are people who are active online and enjoy searching for new recipes.
- Customised landing pages drive higher conversion rates than non-customised landing pages.
- Content within the MasterFoods Loyalty Club site and newsletter is considered as valuable to people seeking new recipes online.

### Strategy

- Purchase keywords relevant to seasonal recipe favourites.
- Ensure at least the top or second position for keywords.
- Optimise the campaign based on the cost per acquisition of each word / phrase purchased.
- Customise landing pages to reward users who click on the search engine ads with the content they were searching for, in addition to the prize incentive for registration.

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### Results

- Double-digit growth was achieved within a 4 week period.
- The targeted cost per acquisition was achieved.
- SEM proved to be the most cost-effective acquisition channel.
- Note: Cost per acquisition targets are not published due to client confidentiality

