

# Riding the Wave

It took more than a 90-minute presentation to convince a new client to step out of its marketing comfort zone. But for Internet marketing firm Wave Direct, it was a matter of persuading its customer, an internationally known 5-star hotel chain, that an aggressive Sponsored Search campaign could help generate more timeshare purchases. Given the chance to show what can be accomplished with the right keywords and exciting ad copy—and with the assistance of a talented team of Yahoo! Search Marketing account managers—Wave Direct rolled up some tremendous results.

## Starting from Scratch

Prior to hiring Wave Direct, their five-star client managed internally-supported search marketing campaigns which yielded mixed results. After jumping on board, Wave Direct's team recognized that the optimal demographic target was a much better fit with the users of Yahoo!, so they began working with the Yahoo! team to open an account and get its search ads up and running. A month of ads appearing in Yahoo! Sponsored Search results established baseline metrics, and then the team went to work on fine-tuning the campaign, including adding and deleting keywords, and spicing up the ad creative.

## Five-Star Results

Adding more specific, targeted keywords—and ditching the “plain vanilla” ads for more exciting copy with attention-getting words like “luxury” and “opulent”—was the passkey to the penthouse for their efforts as Wave Direct enjoyed some very obvious performance improvements just 24 hours after renovating the campaigns. The firm was able to



## COMPANY OVERVIEW

Established in 2004, Wave Direct is a direct marketing company specializing in customized e-marketing solutions including targeted email, display banners and search engine marketing. With seasoned direct marketer Rob Cheyne at the helm, Wave Direct has established itself as a leader in the rapidly evolving e-marketing arena. In 2007, the firm began managing the online marketing efforts of a widely recognized hospitality chain which operates several all-villa resorts in some of the world's most desirable destinations. Wave Direct's marketing efforts have focused on driving high-quality leads to the client's website so prospects can learn more about the advantages of timeshare ownership.

substantially cut the client's cost-per-conversions, while increasing the overall number of leads by an impressive 50%. Wave Direct continues to generate great results for their customer, taking advantage of Sponsored Search's ability to “dial up” bids and budgets on particular keywords during down seasons.

### Doubly Good

With their client now sold on the importance and value of search marketing, Wave Direct continually works with its Yahoo! account managers to make any adjustments that will build on the already-impressive marks. The team has added a number of “long-tail” keywords, which are low-volume search terms that are highly targeted and generally convert well. Wave Direct reports that the firm uses the impressive results to help sell other clients on the value of search marketing. Most telling, though, is that in 2008 Wave Direct plans to double its business with Yahoo!.

### Lessons Learned

- Think “out of the box” when looking to add keywords, including using “long-tail” terms that are low-cost but can have a high impact.
- Avoid “plain vanilla” copy in your ads; use exciting adjectives that will catch the attention of searchers.
- Use a combination of email, display advertising and search ads to drive the greatest return-on-investment.
- Use common sense in evaluating your campaigns: Take advantage of available reports to see what’s working and what’s not.

*“ Yahoo!’s account interface is by far the fastest of the three main players. Yahoo! is the most user-friendly company to work with among the Big Three. If I could get the same amount of responsiveness, service and friendliness that I get from Yahoo! from all my other vendors, I would be in a wonderful position. ”*

**DON EAKER**

NATIONAL SALES DIRECTOR, WAVE DIRECT