

On May 28, 2009, the eMarketing Special Interest Group hosted a chat on Search Engine Marketing (SEM) with Kris Jones of Pepperjam on the eM-SIG Social Network, www.emsigcommunity.com. The purpose of the chat session was to provide business professionals the opportunity to have their specific SEM questions addressed by an industry expert.

Here is a partial transcript of the SEM chat session. We would like to express our sincerest apologies because the entirety of the session is not in the transcript. The Ning chat feature begins to delete the chat after so many messages have been sent. We did not realize this attribute until after the chat had concluded and some of the answers had been deleted.

Q. Do you see any differences between European and US internet marketing approaches?

A. Yes, strategies are quite different when you get into the EU and other parts of the world. You need to think about things such as language as well as the fact that rules for PPC are different depending on the part of the world. I've spent some time over in Europe and I find Europeans to be very sophisticated marketers. They have the benefit of watching Internet marketers in the US succeed and make mistakes. I find them to be much more methodical and extremely intelligent. If you are a US marketer trying to compete globally, you'll need to keep that in mind.

Q. We are currently redesigning our Web site, should we incorporate Facebook and Twitter? Are there any benefits to doing this? If so, what are they?

A. Yes. Word of Mouth marketing is the most powerful marketing in the world. Getting people to talk about "your stuff" is key. Building a community vs. a Web site is a great first step. People would rather buy from someone they know or feel that they know. Making your site Facebook and Twitter friendly, in effect, is like saying- hey, I'd love for you to check out my product but I'd also like to add you to my network. I can be trusted and I stand behind my product. One of the main reasons businesses don't leverage Facebook and Twitter (and others) is because they are afraid of what others may say publicly about their products. That's never a good reason not to leverage social media tools. In fact, leveraging tools not only allows you to build your network but get constructive feedback about what people love (and dislike) about your business.

Q. I've heard YouTube is the 2nd largest search engine, how do you optimize and rank in the YouTube environment?

A. It's not dissimilar to ranking for SEO purposes. The title of your YouTube video should include the keyword(s) that you want to rank for. Those keywords should also be used in the description of the video.

Q. Do you see different value in the more "business" oriented social media like LinkedIn and Plaxo as opposed to Facebook and Twitter?

A. I'm a huge fan of LinkedIn. ☑ Yes, the value is different. I cover much of this in my book, but in general you should be leveraging the social networks that best fit your demographic. MySpace is more for entertainment and serves a much younger crowd than Facebook does. Facebook tends to attract a more sophisticated crowd and the fastest growing segment of Facebook users is

over 35 years of age. Twitter users represent a cross-section of just about every industry and can be used for just about any business that serves a well-educated, tech-saavy, 30+ crowd. And in terms of LinkedIn, it serves the professional community and is more about building your professional network than interacting through the actual service. However, LinkedIn does have a “what are you doing” prompt similar to Facebook and Twitter which is growing.

Q. I heard somewhere that Amazon reported eliminating their popular affiliates, is this correct and are others following?

A. No, this is not the case. Amazon decided to disallow affiliates from using paid search. The reason I believe this happened was because it became too difficult for Amazon to apply keyword rules across all of the thousands of brands and advertisers Amazon represents. The situation was unique and does not represent a trend. To the contrary, affiliate marketing is exploding in terms of opportunities for businesses to leverage the medium and generate more sales and leads to their business. Affiliate marketing is the most accountable form of online advertising because it is based on “pay for performance.” Unlike other mediums (search, display, email) that require the advertiser to pay for clicks, impressions and opens, affiliate marketing only costs the advertiser money if the affiliate generates a sale! Yes, I am a bit biased because Pepperjam has a fast-growing affiliate network- but the growth makes the rest of our company look like we’re selling purple ketchup! OK, not really, but affiliate marketing is an incredible medium for Web site owners to monetize Web traffic.

The eMarketing Special Interest Group would like to take one final opportunity to thank Kris for sharing his time with us in this chat session! Feel free to contact him through his eM-SIG Community profile if you need clarification on a question you asked or if you need your question answered again due to the chat feature deleting the first part of the discussion. Thanks!