

What is Performance Marketing?

Making an **IMPACT** on the bottom line

Part 2 of 3 in our series on sales

Where Brand Marketing Falls Short



1 When a company **grows**, it's often standard operating procedure to hire a marketing agency.



2 Agencies assert they can make an impact on a company's bottom line. They focus on **brand marketing**, which is the kind you see blaring across your television screen.



3 Brand marketing is used to grow recognition and increase visibility. Unfortunately, it doesn't focus on what matters most in marketing - results.

PERFORMANCE MARKETING is way different



So, What is Performance Marketing?

It's marketing based solely on business outcomes and data.

Its strength is derived from a straightforward concept: the marketing agency must meet client-defined metrics and achieve the desired impact - **a measurable business result** - to fulfill the client/agency contract.



In other words, performance marketing means **clients only pay for results**. Agencies must deliver those results, or they don't get paid.

How Does It Work?




It's simple.

First, a client defines the desired action and its qualifying criteria.

Then, the marketing agency designs a campaign pushing quality consumers - those with the highest lifetime value - to the client's product or service, thereby driving the greatest number of completed conversions.



Common Conversions



These **are not** shares, retweets, likes, or favorites. They're actions that ultimately have an effect on a company's bottom line.

The most common ones include:



Downloading an App

A company, **Sad Dads**, wants to drive potential customers to its online dating app, which matches down-on-their-luck single dads with desperate partners. The agency's campaign touts 25 free matches to those who download the app and use it for one month. The agency is paid based on the number of app downloads.



Completing a Form

A company, **Fast Caskets**, wants to drive potential customers to its online bereavement business. The agency's campaign touts the company's ability to ship caskets anywhere in the world to potential customers who, when they want more info, fill out an online form. The agency is paid based on the number of forms filled out.



Purchasing a Product

A company, **Funk Socks**, wants to drive potential customers to its product, socks that come with built-in odor protection. The agency's campaign touts the socks' effectiveness on those with malodorous feet. The agency is paid based on the number of socks sold.

The Advantages



Business Outcomes

Companies can use the power of data to track the measurable results of their spend.



Agile Optimization

Companies can quickly test and optimize sales funnels, up-sells, and re-marketing approaches to maximize ROI.



Sales and Focus

Companies reap sales while doing what they do best; focusing on their products/services and running their business.

