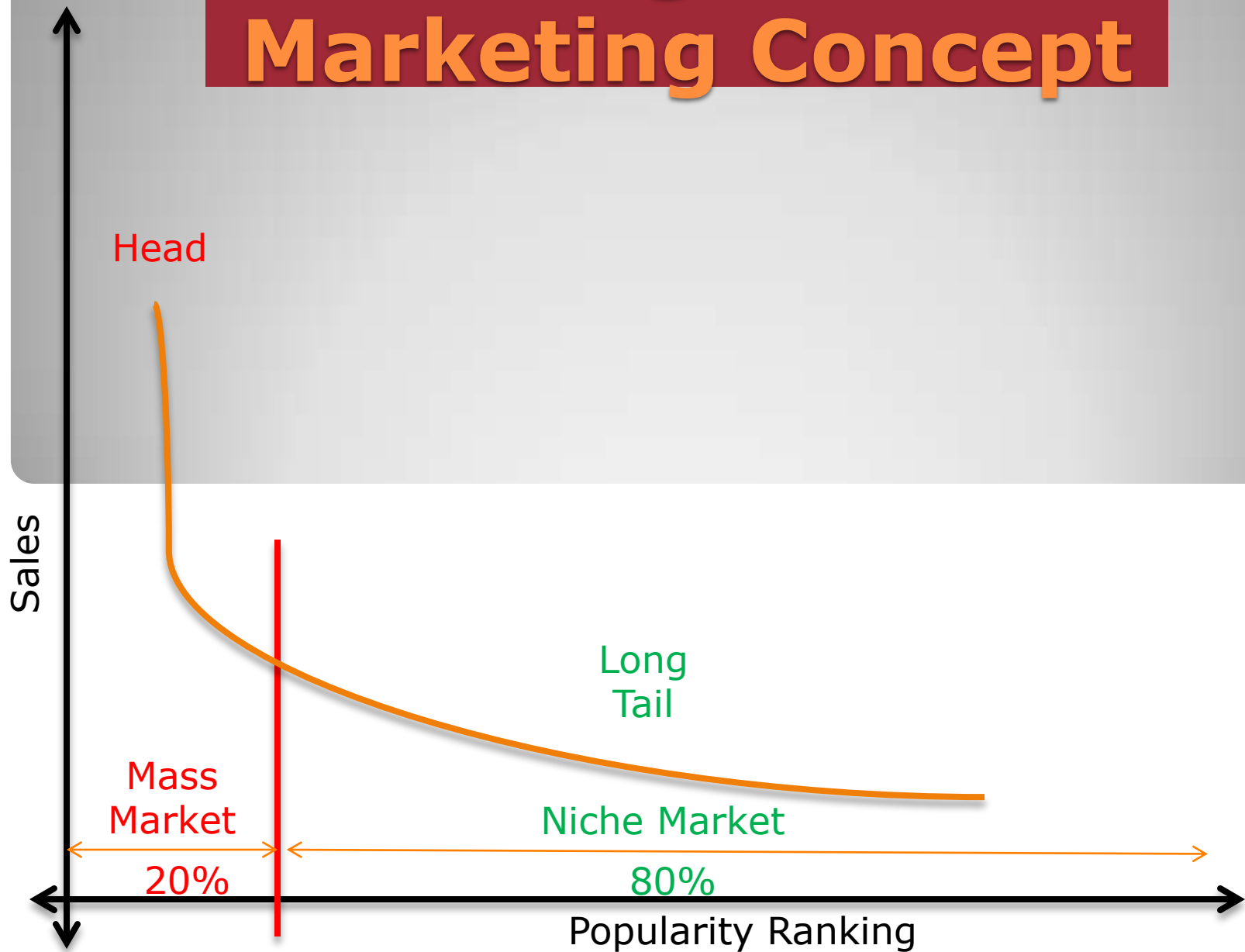


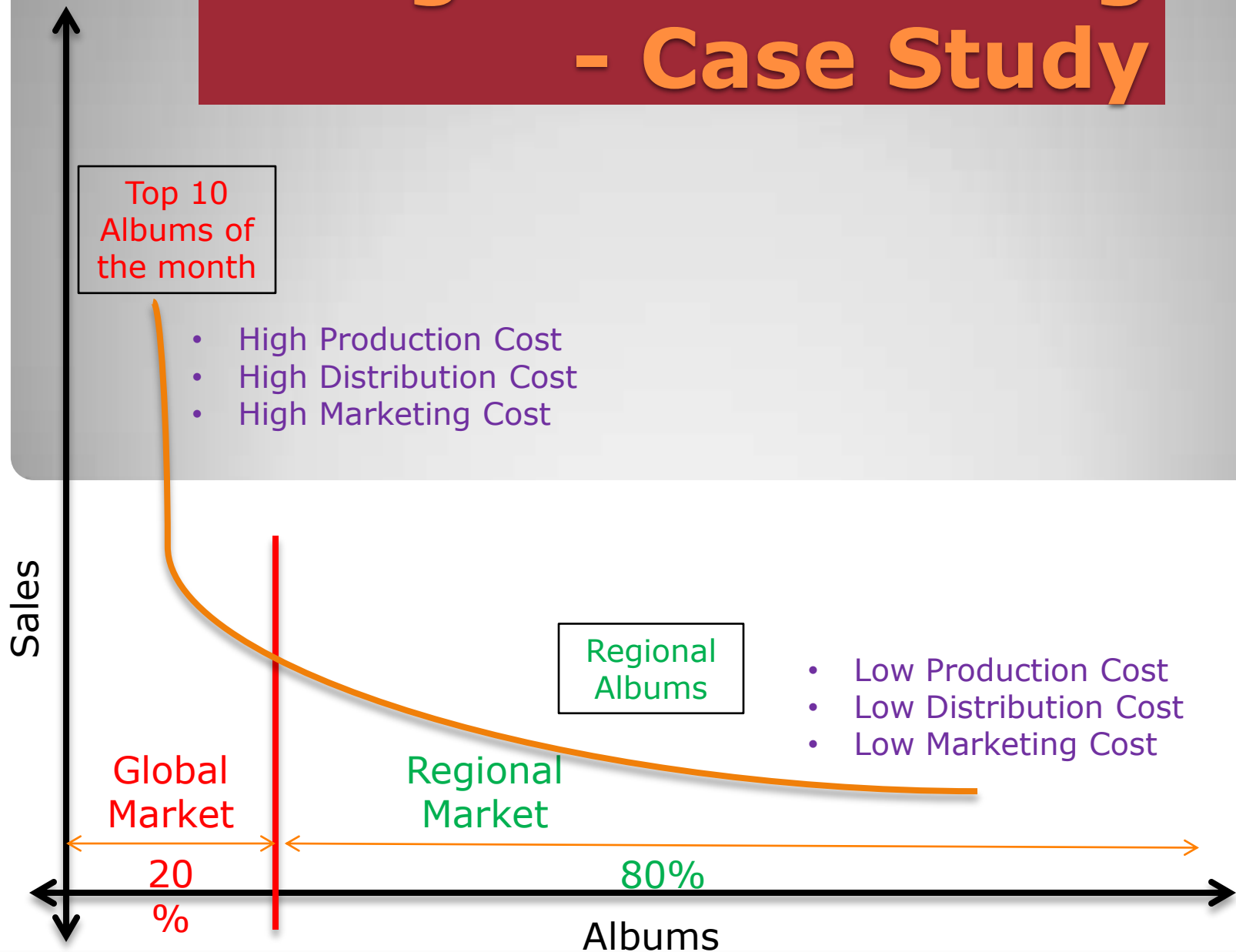
Long Tail Marketing

From niches to riches

Long Tail Marketing Concept



Long Tail Marketing - Case Study



Implementation of the “Long Tail”

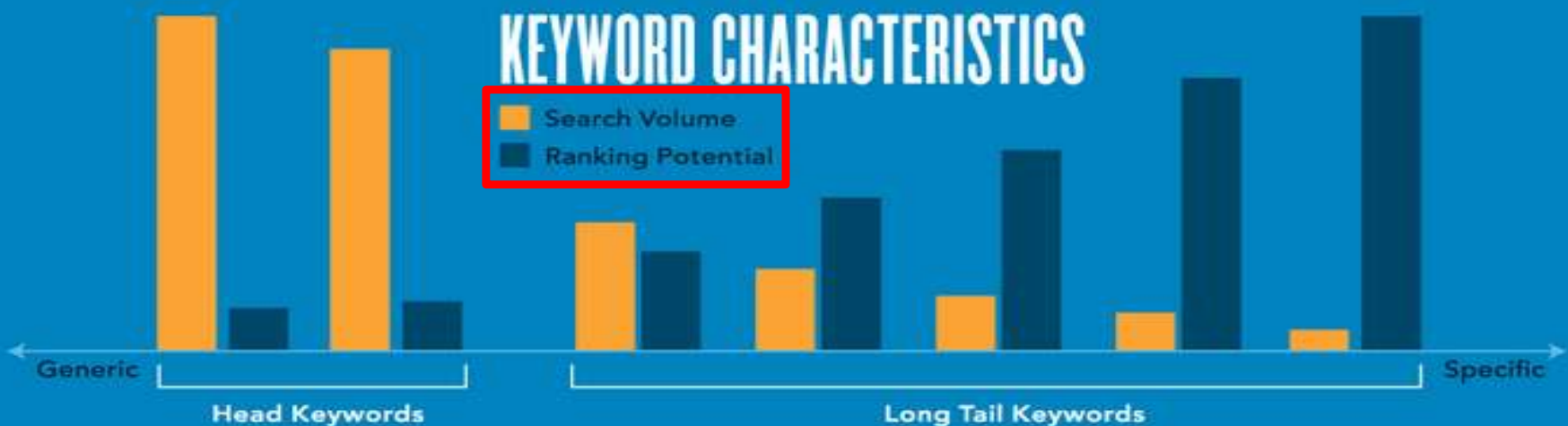
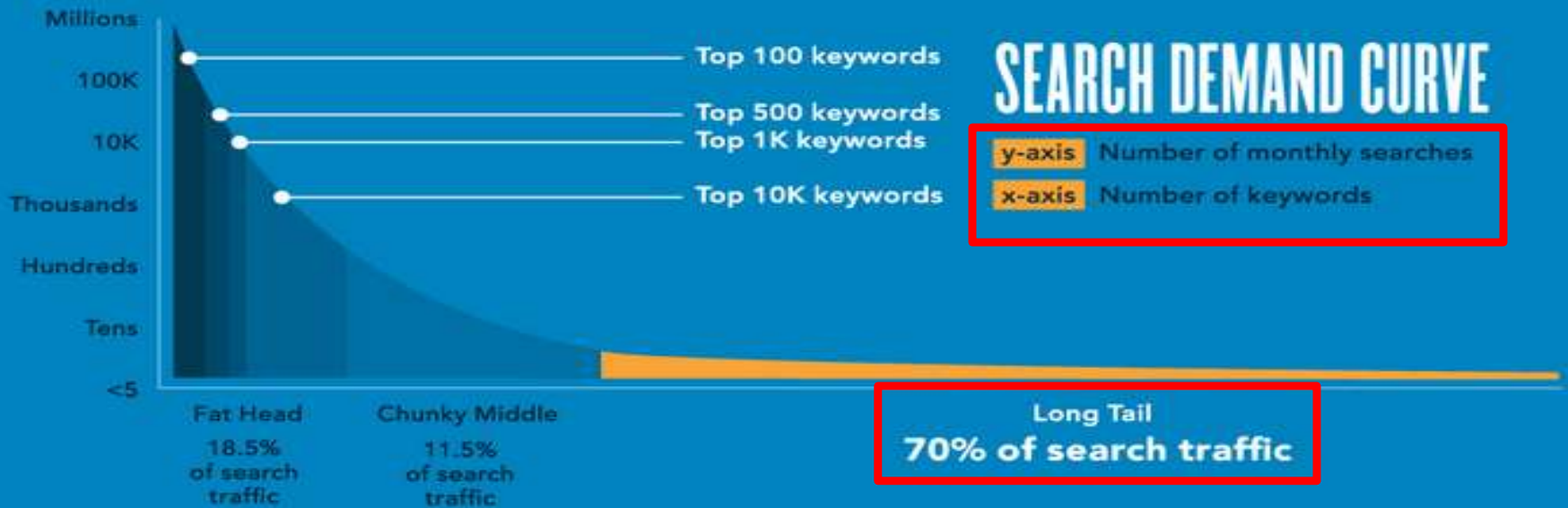
- Long Tail Marketing – Organic Search
- Long Tail Marketing – Paid Search
- Long Tail Marketing – Social Media

Long Tail Marketing – Organic Search

Importance of queries in the long tail

- **Intent based**
- **Better CTR**
- **Higher ROI**

Long Tail in Organic Search



CTR with regards to Ranking Potential

RANKING POTENTIAL & CONVERSION RATES

Pages optimized for long-tail keywords move up **11 positions** on average, compared to just **5 positions** for head keywords

Conversion rates for long-tail keywords are **2.5 times higher** than for head keywords



Long tail keywords



Head keywords



CTR Rate

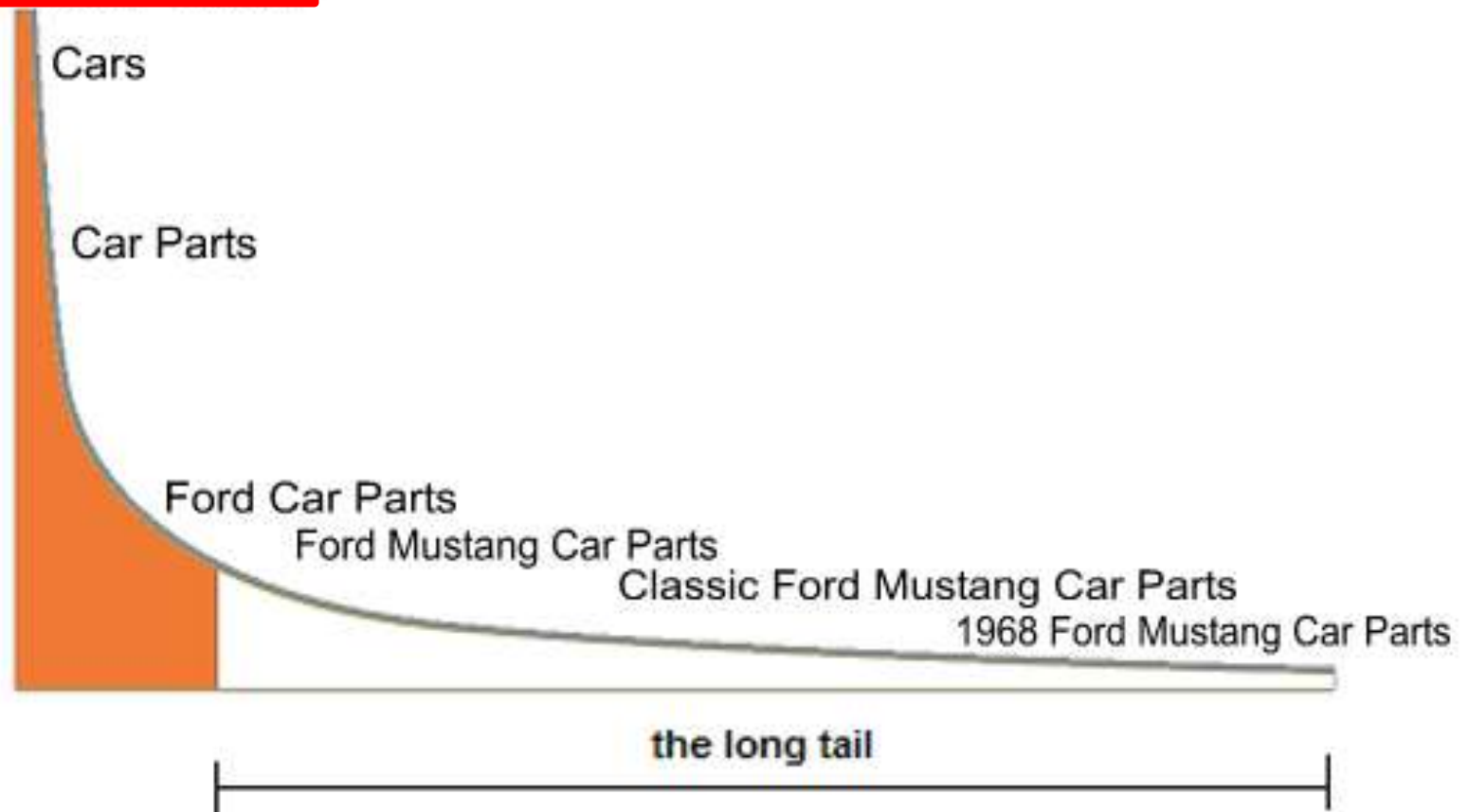
CLICK-THROUGH RATE

- 3 words long tail
- 4 words long tail
- 5 words long tail



Case Study – Car Parts

Search Volume



Detail of Keyword Phrase - Specificity

Long Tail Marketing – Paid Search

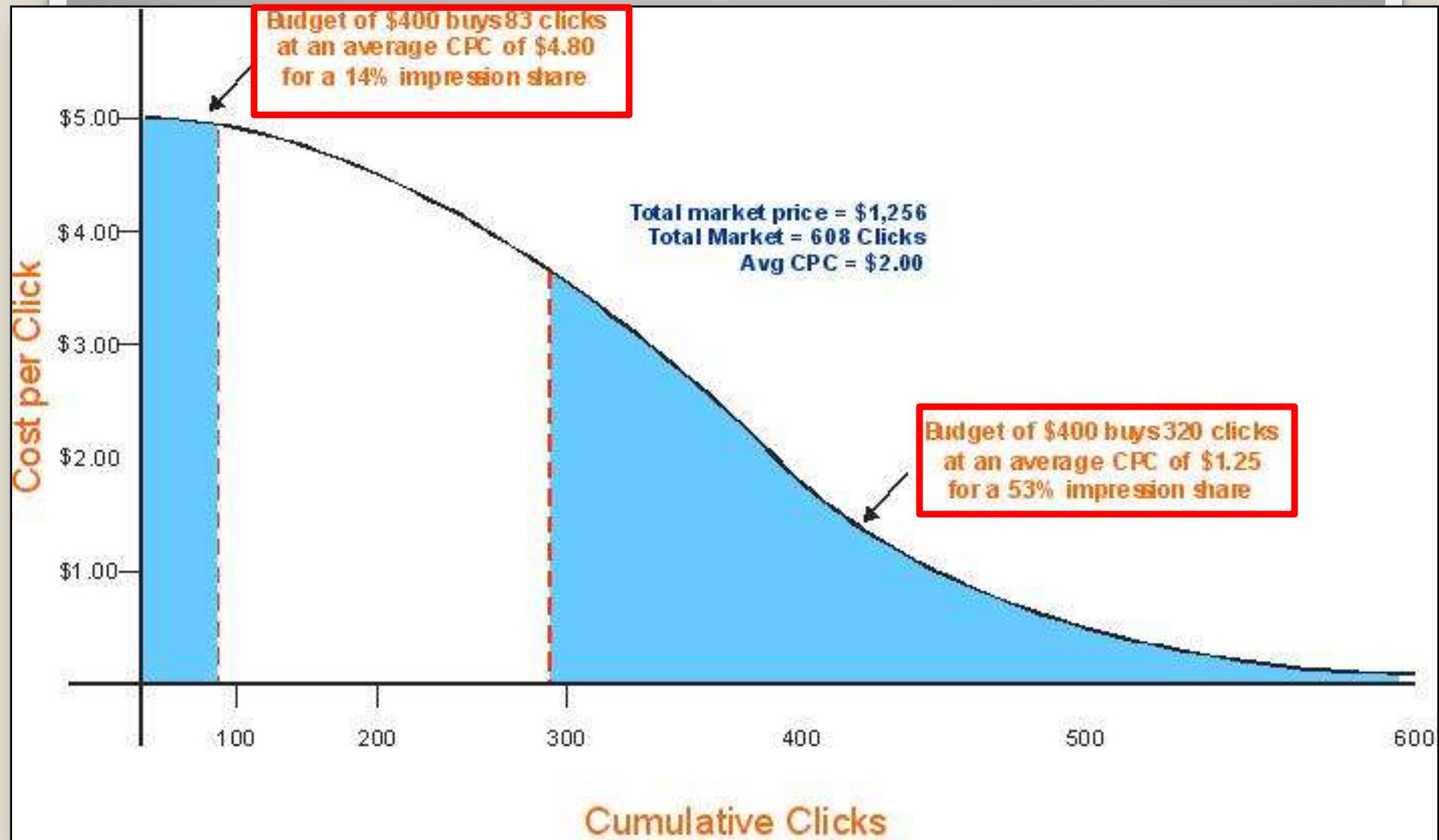
Importance of long tail in Paid Search

- Long tail keywords are more specific than generic keywords
- Campaign Ads can be better tailored to match the searcher's needs
- People making long-tail searches are often further along in the buying cycle and more willing to buy than people making generic searches

Importance of long tail in Paid Search (cont.)

- Leading to
 - **lower cost per click (CPC)**
 - **higher click-through rate (CTR)**
 - **higher quality score**
 - **less wastage from irrelevant searches**
 - **higher conversion rate**
- These lower CPCs, higher CTRs and higher conversion rates mean long-tail keywords can be extremely profitable (lower cost per acquisition (CPA))

Long tail in Paid Search – Case Study



Other Side Of The Long Tail Story

While long-tail keywords comprise most of the searches entered into Google and other search engines.

The "long tail of queries" offers some inherent inefficiencies when it comes to search marketing:

- **Too Many Keywords**
- **Too Much Junk**

Long Tail Marketing Approach in Social Media

Traditional Media Vs. Social Media



DesMoinesRegister.com

Linked in
Groups



eyeballs vs. Interactions



Money vs. Time



Transactions Vs. Relationships



Corporate vs. Crowd



Broadcasting vs. Listening



Thank You