

**InfoBlox**

**Online Media Plan**

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Online Media Plan

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## 1 Why Online Promotion Planning?

Online advertising enables you to target your audience, track responses, personalize your offer, quickly adjust your campaign and promptly obtain detailed reporting.

Successful online advertising can help you:

- Raise brand awareness
- Drive traffic to your site
- Build databases of high value potential customers
- Sell more products and services

## 2 Online Media Plan for Perfect Match

Objectives:

1. To generate the qualified traffic on the site.
2. Raise brand awareness
3. Increasing Referrals
4. Finally Sell more products and services and Maximize the clients ROI

## 3 Tools for Online Media Planning

- PPC- Purchasing and managing Pay Per Click (PPC) ads.
- SEO Directory/ Search Engine Submissions
- Link exchange programs
- Banner advertising
- Email marketing
- Starting a newsletter
- Promoting with Free E-books
- Promoting with Press Releases
- Publishing an E-Mail Newsletter
- Sending Offers to Your Customers
- Announcing New Features
- Ask Visitors to Bookmark Your Site
- Buying Text Ad in an E-Mail Newsletter
- Renting targeted e-mail lists and Permission Based Email-marketing
- Key word targeting

### 3.1 PPC- purchasing and managing Pay Per Click (PPC) ads

We will be doing the PPC advertising on various PPC engines. Following search engines are major in this market:

- Overture.com
- Google Adwords select
- Espotting
- Findwhat
- Sprinks etc

Here your ranking is determined by how much you've bid for a particular search word compared to other businesses. This can be a cost-effective way to get targeted traffic, since you only pay when someone actually clicks on the link. But most of the people usually end up with burning their budgets by bidding for wrong and unqualified keywords. We will be finding the targeted search terms for you, which can get you best ROI. It is not a good idea always to bid for most popular phrase or for 1st ranking. It is a complete study to ensure best returns in your money. Further the visible descriptions can make it or break it. Value-One's online media experts will ensure writing killing and enticing (But yet targeted) descriptions so as targeted peoples only click the adv.

### **3.2 SEO**

Search Engine optimization to place your website on the top of various algorithm based search engines like Google, MSN, Altavista and Lycos along with 15 other major search engines with your target keywords eg.

- DNS Appliances
- DNS server Appliances
- DNS Server Appliance Solutions
- DHCP server Appliances

### **3.3 Directory/ Search Engine Submissions**

There are different category based directories on the Internet, which sends qualified traffic to various sites placed in respective categories. Some of the famous directories are:

- Yahoo
- Looksmart
- ODP or Dmoz
- Business.com Etc.

Our experts will be writing the Killer descriptions and then submit your site in these directories as well as other International/Regional & Industry specific Search Engines to get the maximum qualified traffic. Some of these directories are paid but worth.

### **3.4 Link Exchange Programs**

It is a process of exchanging link with the complimentary sites for primarily two objectives:

- Getting traffic from other sites
- Boosting ranking in search engines

Complimentary sites can include the sites having the same target visitors but different objective than Server Appliances like Computers & other Hardware Appliances.

**3.4.1 Target Linking:** We researches sites that are most likely to be visited by your target audience and requesting the site owner to link to your site. It helps in increasing link popularity that, results in high ranking on major search engines.

**3.4.2 Guerrilla Marketing:** It is very important to know your competitors and the traffic coming to their site. Guerrilla marketing refers: -

- In finding out your top competitors.
- Research to those sites which links to your competitors and
- Get them to link to your site as well.
- It means put competitors hard work to work for you.

### **3.5 Banner Advertisements**

This is an effective online media tool, when targeted. Some of the places where we can do the banner advertising are

- Popular Hardware Sites
- Popular B2B Server Selling Sites
- Local sites, Regional classified sites and directories

We will be exchanging/buying banners. This media is relatively cheap and can incorporate basic animation and interactivity. Usually viewers click through to your website. We will also be tracking the effectiveness and Click through rates of the banners advertisement running on various sites.

### **3.6 Start Newsletter Service**

We feel that your existing customers are your best buyers and referrers. We will be sending them a regular newsletter and will be updating them about new happenings, offerings and updates. Also this will increase in more revenues from existing members also.

### **3.7 Promote your site with Free E-books**

Free e-books that can be freely distributed are an excellent form of viral marketing. We can use banner ads to promote these books. But we probably have to have a test run before we can see how much it can benefit [www.infoblox.com](http://www.infoblox.com)

### **3.8 Promoting with Press Releases**

Press releases can be very effective when submitted on and off line. Any free media publicity will help your credibility and will send visitors to your web site. Value-One will be issuing the press releases and advertorials in various local online media sites to publicize [www.infoblox.com](http://www.infoblox.com). Value-One will find (or create) newsworthy events (such as launching your free service), and send news releases to print and Web periodicals in your industry. However, opening or redesigning a website is seldom newsworthy these days. There are many such places like Eric Ward's URLwire ([www.urlwire.com](http://www.urlwire.com)), the Internet News Bureau ([www.news bureau.com](http://www.news bureau.com)), or the free PR Web ([www.prweb.com](http://www.prweb.com)).

### 3.9 Publishing an E-Mail Newsletter

Value-One will be publishing a weekly, monthly, or quarterly newsletter. It is one of the very best ways to keep in touch with your prospects, generate trust, develop brand awareness, and build future business. We will also be managing your list servers programs to handle subscribe and unsubscribe requests.

### 3.10 Sending Offers to Your Customers

From www.infoblox.com own list of customers, we will be sending offers, coupon specials, product updates, etc. Personalizing the subject line and the message will increase the results.

### 3.11 Announcing New Features

People like getting something free. We will publicize contest or promotional activities on the site and promoting them in our other campaigns also.

### 3.12 Ask Visitors to Bookmark Your Site

It seems so simple, but make sure you ask visitors to bookmark your site. Tell them, that you know they will want to find it again soon.

### 3.13 Buying Text Ad in an E-Mail Newsletters

Some of the best buys are small text ads in e-mail newsletters targeted at audiences likely to be interested in our products or services.

### 3.14 Renting targeted e-mail lists and Permission Based Email-marketing

These are not spam mails but making email contacts with targeted mailing lists. Direct marketing industry has developed targeted e-mail lists you can rent consisting of people who have agreed to receive commercial e-mail messages. We will do the required small test and pilot campaigns first to determine the quality of the list.

## 4 Measuring Responses

An essential part of the email marketing campaign is the measurement of the results! We will need some critical data typically supplied by your web hosts servers. We will be using various responses and traffic techniques. It is often a good idea to create a new page with a unique URL when offering a link from your email to your site - this way, you know that the statistics for this page are exclusive to your email campaign.

Determine the following Key Statistics:

- **Openings** - Did the recipient bother to open the email?
- **Click throughs** - Did you get them through the front door?
- **Length of Visit** - Did they view the page and leave or did they spend a long time bonding with your brand?

- **Depth of Visit** - did they visit other pages on your site and dig deep for more useful information?
- **Repeat Visits** - Did they ever come back? Did the site live up to or exceed the expectations you set in the initial mail?
- **Leads** - At some point, a casual visitor becomes an actual lead. These are the people you want to personally market to.
- **Contacts** - How many people replied positively to your message?
- **Conversion** - How many recipients have you converted into actual paying customers?

## 5 Packages & Deliverables

### Get Top Search Engine Rankings & Qualified Targeted Traffic - Guaranteed!

#### 5.1 SEO Key Word Targeted

##### 5.1.1 Activities

The following are the activities that we cover in our Internet Marketing package:

- Keyword and Search Engine Selection
- Site optimization
- Search engine and directory submission
- Pay Per Click as well as paid submission consultancy
- Resubmission as well as Quarterly statistics on results
- 10 Months maintenance

##### 5.1.2 Schedule

The first one to one and a half months of the project will be spent in optimizing the web site for the Internet. The following are the activities that start three months from the first search engine submission:

- 2 Months from First Submission: Reporting and Resubmissions
- 2 Months from Second Submission: Reporting, Content Refreshment based on client feedback and Resubmissions
- 2 Months from First Submission: Reporting and Resubmissions

##### 5.1.3 Deliverables

We define the criteria of success before we start the project. We select a hand full of relevant search engines and keywords (Depending the number of pages to be promoted) and create a matrix. We try and target getting each of these keywords on the first page of all the search engines short-listed. Our targets for the three reviews mentioned above are:

- First Review: Achieve 25% of the target
- Second Review: Achieve 50% of the target
- Third Review: Achieve 65% of the target
- Over all strive to achieve 100% the end of the tenure

#### 5.1.4 Scope of Work

The following is the sequence of steps that we must take for any web promotion project to succeed. 60% of the work is usually done well before the site is even uploaded and submitted onto the search engines. Steps "a" to "e" lay the foundation for successful submission, while steps "f" and "g" add the finishing touches. These steps have been explained briefly below:

**a. Web Site Analysis**

- i. Evaluate your existing site
- ii. Fault find, from the point of view of Search Engine Submissions
- iii. R&D on the Internet for competing site
- iv. Existing traffic Study

**b. Client Interaction**

- i. Understand Client's Business, Mission, Vision, Target Customers, Core Competencies and USP
- ii. Get Key Word preferences from the client
- iii. Understand their existing efforts In Internet Marketing

**c. Keyword Selection**

- i. R&D on the traffic generated by the various key words and corresponding competition to that key word
- ii. Identifying key words on the basis of the above
- iii. Phrase positioning according to the competition on the search engines

**d. Description Making**

- i. Developing key word rich description for better search rankings (Based on the key words already selected in steps above)

**e. Site Optimization**

- i. Make changes to the site to make it search engine friendly
- ii. Creation of doorway pages, if the changes in the main site are not possible
- iii. Insertion of Meta Tags
- iv. Optimization of Image
- v. Adding Alt Text to the images on the optimized pages
- vi. No changes on the name of the file, except the home page
- vii. Remove Frames and Java Script
- viii. Bottom navigation to be replaced if required
- ix. Formatting and Spelling Checking (If required)
- x. Creation of Door Way Pages (If required)

**f. Search Engine Submissions**

- i. Key Word and Description insertion on the various pages
- ii. Site Upload
- iii. Search Engine Submission (Fully Manual)

**g. Re-Submissions**

- i. Web Traffic Analysis
- ii. Monitoring Web Traffic
- iii. Repeat Search Engine Submissions (Fully Manual)
- iv. Content Refreshing, If required

### 5.1.5 Plan Proposed

We will promote you with around 20 keywords based on your requirements pertaining to your client's business. We would appreciate to get some keywords from you that we can review and can add on to our list. We plan to cover overall 20 keywords in the campaign of 8 pages optimization.

### 5.1.6 Strategy

We will optimize the main pages of the site and if the changes in the main site are not possible, we will create the doorways for your client site as this is a complete dynamic site. We will use generalized content on the site so that there no much changing of the content every other time and engine can get better rankings.

#### Search engines we will cover are:

- Altavista
- Yahoo
- All the web
- HotBot
- hotbot UK
- Lycos
- Overture
- Google
- MSN (Paid)
- IWon (Paid)
- AOL
- Netscape

### 5.1.7 Project Pricing

#### Presentation

- Search Engine Optimization
- Site optimization for 20 targeted key phrases or Creation of Doorway/Gateway Pages
- Content Optimization/Creation and Updation.
- Search Engine Submissions
- Periodic Reviews, Analysis and Reporting
- Promotion of the proposed 20 Keywords
- Duration 12 Months from Start Date

**Total****USD 1500**

## 5.2 PPC Campaign

### 5.2.1 Activities Performed

The following are the activities that we cover in our PPC package:

- Understanding of your business, the target market, demographics, consumer behavior.
- Understanding of your competitors, their strength on search engines etc.

- Understanding Clients' campaign objective
- Understanding budget constraints
- Your current ranking on the search engines
- We will need a basic list of keywords from the client and then we will conduct search term analysis to select the terms that will best describe the client business. Our goal on this step is to draw up a list of terms that will give you the highest possible ROI.
- After finalizing keywords, our PPC experts will write description for the client site which will fit the rules and limitations of the search engines and at the same time attract potential customers to your site.
- We will then closely monitor and analyze the campaign to tweak and rewrite the ad campaign to get the best results and expected ROI.

### **5.2.2 Schedule**

- The first week we will be spent in understanding the clients business and writing enticing business description for up to 100 Keywords. Then it will start the campaign. Over all in 5-10 business days, your campaign will be up and running.

### **5.2.3 Deliverables**

- Competition analysis
- Keywords analysis
- Title and description making
- Campaign fine-tuning

### **5.2.4 Scope of Work**

We will be performing following activities.

- Clients business understanding
- Understanding clients campaign objective
- Understanding budget constraints
- Competition analysis
- Existing rankings on search engines
- Keywords analysis
- Title and description making
- Campaign fine-tuning.

### **5.2.5 Proposed Plans and Fees**

#### **5.2.5.1 Silver Service Package (Overture or Google)**

Silver package allows you to get your campaign running on either Overture or Google partner network.

Our service includes activities as listed in 5.2.1.

*Fees*

One-Time Setup Fee	US\$399.99
Monthly Campaign Management Fees	
• 1 – 50 Search Terms	US\$200 per month
• 51- 100 Search Terms	US\$300.00 per month
• Every additional Keyword	US\$2.5 per keyword per month

List of partners PPC search engines work with can be seen in APPENDIX A.

**5.2.5.2 Gold Service Packages (Overture and Google)**

Gold package allows you to get your campaign running on both Overture and Google partners.

Google and Overture, both have a different pricing plans. On Google, you pay after you run the campaign while in Overture you pay after wards. Also Minimum CPC on Google is US\$ 0.05 while on overture it is US \$0.10.

Our service includes activities as listed in 5.2.1.

*Fees*

One-Time Setup Fee	US\$849.99
Monthly Campaign Management Fees	
• 1 – 50 Search Terms	US\$349.99 per month
• 51- 100 Search Terms	US\$449.99 per month
• Every additional Keyword	US\$3.0 per keyword per month

List of partners PPC search engines work with can be seen in APPENDIX A.

**5.2.5.3 Platinum Service Packages (additional PPC engines)**

Platinum package will include the 3 additional PPC engines like FindWhat, Espotting and Ah-Ha.

Different keyword phrases cost different amounts in each PPC engine; our service will include evaluating, analyzing results, monitoring and tweaking strategy to provide the highest possible click throughs for each PPC engine.

Our service includes activities as listed in 5.2.1.

*Fees*

One-Time Setup Fee

US\$900.00

Monthly Campaign Management Fees

- 1 – 50 Search Terms US\$349.99 per month
- 51- 100 Search Terms US\$449.99 per month
- Every additional Keyword US\$3.0 per keyword per month

**Third Party Actual Billing**

We will assist you to establish your PPC account with the search engines selected and setup your monthly budget for click through costs.

We will guide you on payment through the credit card to the engines directly. We will then be informing you when the predefined budget is exhausted since engines will inform us via email. You will be responsible for the click through costs. We will keep you informed of how your account is doing and provide reports.

Note: If your funds are depleted your search listings will no longer appear across the internet.

**Note:** All PPC Service Packages include monthly submission to Google, DMOZ, AltaVista, Fast/AlltheWeb and Hotbot. These are only search engines remaining that do not require payment for URL submission.

**5.3 Link Exchange**

**5.3.1.1 Two Way Links:**

**Option I: 25 Quality targeted link**

- » Link Setup + Content developing for Link Campaign.
- » Startup of link directory with customized link directory pages.
- » 4 to 6 targeted categories.
- » **25 Quality targeted link partners.**
- » Uploading of Links page & links directory on your website.
- » Link directory will be maintained for 6 months.
- » Reports of Link Partner's & their status delivered every month end.
- » Detail Traffic report delivered every month end.
- » Guaranteed improvement in PageRank on Google.
- » Boosts your ranking in search engines & directories.
- » Links list updated every at regular intervals, contact new potential link partners.
- » Keeping the directories clean of 404s or dead links & non linking partner.
- » Customization of link directory to match your sites looks.

**Time required**

**: 30 days**

**Total**

**USD 250**

**Option II: 50 Quality targeted link**

- » Link Setup + Content developing for Link Campaign.
- » Startup of link directory with customized link directory pages.
- » 8 to 10 targeted categories.
- » **50 Quality targeted link partners.**
- » Uploading of Links page & links directory on your website.
- » Link directory will be maintained for 6 months.
- » Reports of Link Partner's & their status delivered every month end.
- » Detail Traffic report delivered every month end.
- » Guaranteed improvement in PageRank on Google.
- » Boosts your ranking in search engines & directories.
- » Links list updated every at regular intervals, contact new potential link partners.
- » Keeping the directories clean of 404s or dead links & non linking partner.
- » Customization of link directory to match your sites looks.

<b>Time required</b>	<b>: 60 days</b>
<b>Total</b>	<b>USD 450</b>

**5.3.1.2 One Way Links**

- In finding out your top 10 competitors.
- Research to those sites which links to your competitors and
- Get them to link to your site as well.
- It means put competitors hard work to work for you.

Option I	500 Links	USD 2,500
Option II	1000 Links	USD 5,000
Option III	1500 Links	USD 7,500
Option IV	2500 Links	USD 12,500

**6 Conclusion**

**100% Better Than Risk Free. Only Win- Win Situation!**

**YOUR Satisfaction is 100% GUARANTEED OR REFUND OR Service is Extended till the Satisfaction Level Achieved**

We look forward to continuing discussions with you and reaching agreement on moving forward together on this exciting initiative. Should you have questions or comments about this proposal, please feel free to contact:

**Vineet Agrawal**

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**VALUE-ONE; D-21, NDSE-I, New Delhi;**

## APPENDIX A

### PPC Engine and Group of Partners

Overture serves results to these network Sites:

- Overture
- Yahoo
- Excite
- AltaVista
- Search
- CNN
- CNN Money
- CNNSI
- NBCI
- Lycos
- Several smaller engines.

The Google serves results to these network Sites:

- Google
- AOL
- AskJeeves
- Earthlink
- Netscape
- Compuserve
- Several other smaller search engines.

### International Search Engines/ Directories

Google.com	MSN.com	Altavista.com
Netscape.com	Lycos.com	Alltheweb.com
Iwon.com	Whatuseek.com	Nationaldirectory.com
AOL	Dmoz.org	Yahoo.com

and various other regional & trade specific engines.

### List OF Key Words

- DNS Appliances
- DNS server Appliances
- DNS Management Server
- DNS DHCP solution

- Domain Name Service Appliances
- DNS Server Appliance Solutions
- DHCP Appliances
- DHCP server Appliances
- Dynamic Host Configuration Protocol
- LDAP Appliances
- RADIUS Appliances
- Network Identity Infrastructure Solutions
- Network Identity Solution
- Network appliances
- Server Network Administration
- Dedicated Network Appliances
- IP Server Appliance
- Server Appliances
- Cost-effective DNS DHCP Appliance
- Customized DNS DHCP software

**Stats of InfoBlox & Forecast**

(Per Week)	Present	11/02/04	11/03/04	11/04/04	11/05/04
Page Views					
Number of Hits	394,070	472,000	567,000	652,000	712,000
Average Time Spent (in mint)	1.5	2.5	4	5	5
Alexa Ranking	926,632	850000	700000	50000	250000

The above forecast can be achieved by promotion of 20 primary sets of keywords.