

ROI: Between Madison & Free?

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Outline

- Pressures on price
- Remember your toolbox
- Small changes can have big impacts
- Paying for what?

Downhill all the way?

- Content (and spec work) wants to be free
- Digital agencies charge for time
- Staff costs in digital are rising
- Clients have no idea how long things will take
- Crowdsourcing lowers the bar
- Everyone can find lower prices

I'm gathering some quotes and general feedback on my new website, please take the time to read the following unfortunately long winded email, and get back to me with some prices (please don't ask what my budget is, I'd like to know the best price you can do it for, thanks)

Read on at <http://www.jonathanbriggs.com/other/how-does-one-begin-to-respond-to-this,729,AR.html>

**Get off at the fashionable end
of Oxford Street, drift into the
achingly cool technology hall
of London's most happening
department store and view
this year's must-have plasma
courtesy of the sound and vision
technologist in the Marc Jacobs
sandals**

**then go to dixons.co.uk
and buy it.**

Dixons.co.uk
The last place you want to go

Step into middle England's
best loved department store,
stroll through haberdashery to
the audio visual department
where an awfully well brought
up young man will bend over
backwards to find the right TV
for you

**then go to dixons.co.uk
and buy it.**

Dixons.co.uk
The last place you want to go



identity
from \$204



web design
from \$314

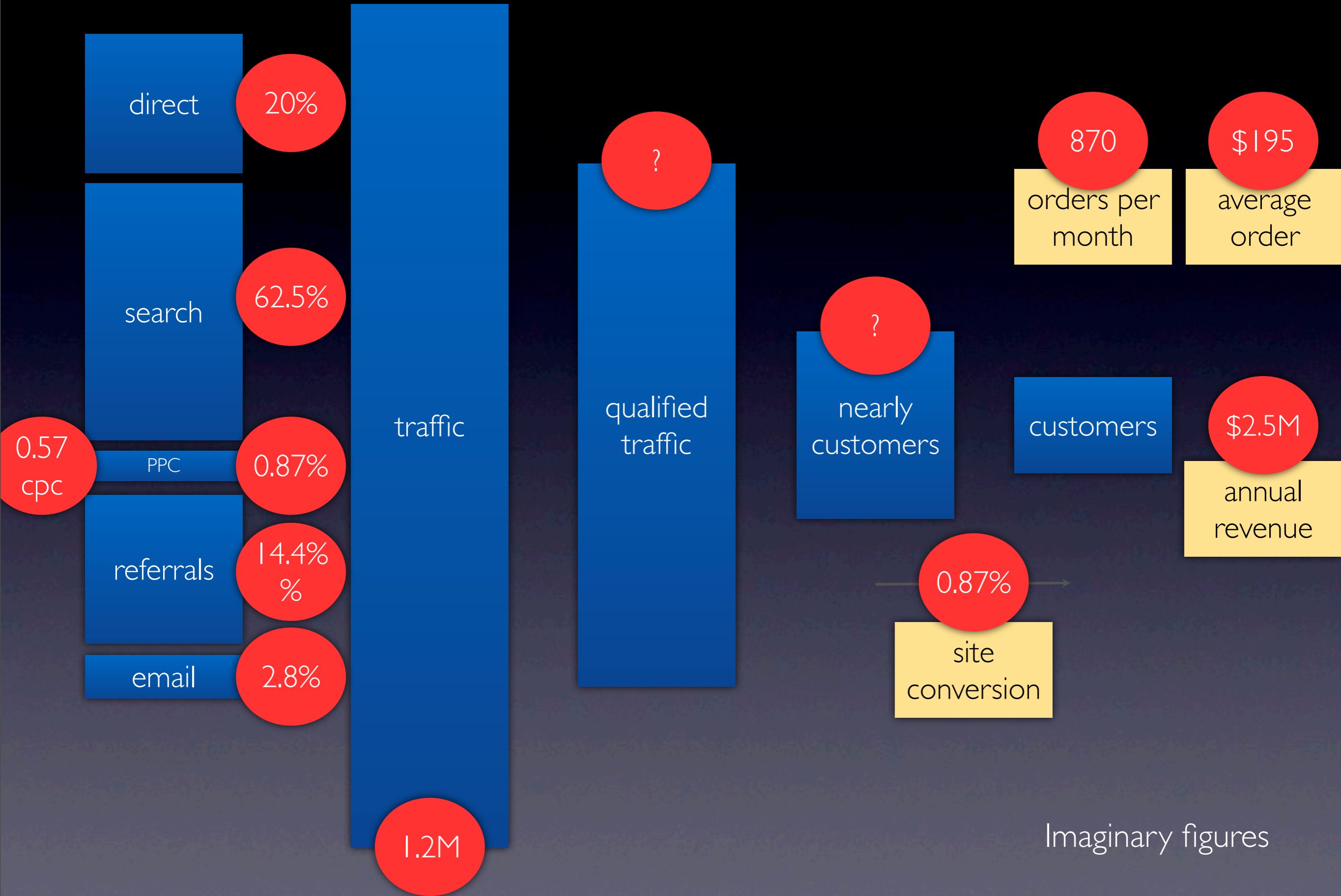


advertising
from \$204

How much should I charge to
Twitter for you?

Don't forget your toolbox

insights, knowledge,
opportunities, improvements,
engagement



Imaginary figures

Small changes can have big effects

	Conversion	0.8%	0.9	1	1.1	1.2	1.3	1.5	2.5
	Visitors								
Today	100000	0%	13%	25%	38%	50%	63%	88%	213%
2%	102000	2%	15%	28%	41%	53%	66%	92%	220%
4%	104000	4%	17%	30%	43%	56%	69%	96%	226%
6%	106000	6%	20%	33%	46%	59%	73%	99%	232%
8%	108000	8%	22%	35%	49%	62%	76%	103%	238%
10%	110000	10%	24%	38%	52%	65%	79%	107%	245%
12%	112000	12%	26%	40%	54%	68%	82%	111%	251%
14%	114000	14%	29%	43%	57%	71%	86%	114%	257%
16%	116000	16%	31%	45%	60%	74%	89%	118%	263%

Improve conversion or traffic?

Small changes?

- Continuous journey from demand to action
- Landing page improvements
- Checkout improvements
- Remove errors
- Increase reassurance
- Stronger calls to action
- Remove distractions
- Increase persuasion
- Maximise trust
- Customer service
- Social engagement
- Others?

Charging models

- Charge for views? (advertising)
- Charge for clicks? (search advertising)
- Charge for action? (value to client)
- Give away and then charge for service? (freemium)

The UK's
leading agency
dedicated to
paid search

Considering
outsourcing your
PPC Marketing?

[find out more >>](#)

Thinking of
changing
PPC Agency?

[find out more >>](#)

Interested in the
Jellyfish risk-free
PPC Model?

[find out more >>](#)

Discussion

Twitter, LinkedIn, Facebook,
Vimeo, Delicious
or search on Google

jonathanbriggs