

Referencecoaching

When we started our project 10 years ago, our colleagues just smiled. Today we are enjoying the fruits of success with our customers and our colleagues are now astounded.

Consideration of the principles of international communication is a prerequisite of successful referencecoaching.

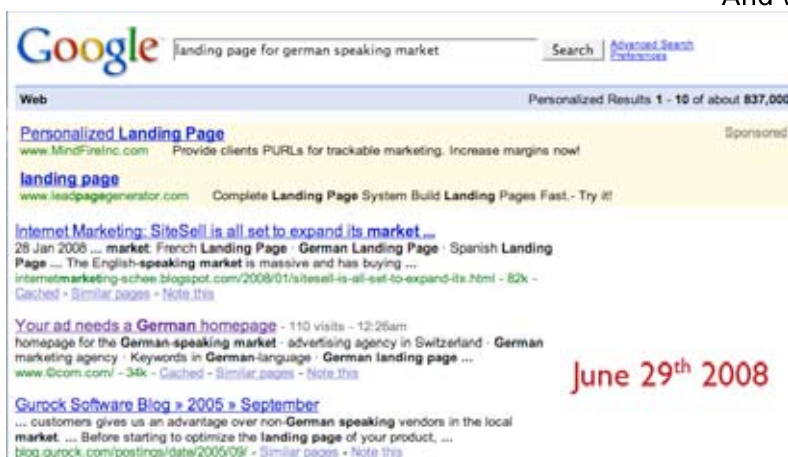
Only those who know exactly how the target group thinks, understand the language of the people, and empathize with their wishes, concerns, and motivations are able to communicate successfully. On any subject.

We analyze the surroundings, preferences, and idiosyncrasies of

- Target environments (culture, sport, food and drink, lifestyle, etc.) as well as the
- Target markets (cars, real estate, clothing, groceries, household appliances, etc.)

We incorporate all of our research results in the development of local search structures and then, using a tried and proven system, network them to strong, existing sites.

This results in...



small, local campaigns,

which are targeted to landing pages and national homepages.

To put it simply, we write between 500 and 1000 customized, "localized" fact sheets as link pages. And what's more, we write them by hand (and that is a major advantage over computer generated link farms or portals).

ADVANTAGES: These fact sheets can also be used later by local partners. Search engines "treasure" pages like these!

As optimized content, concentrated information concerning the search term or the context of the term support SEO activities.

Problem Solving

Business internet sites rarely take cultural backgrounds into account, they are rarely responsive to local characteristics, and hardly ever reach the customer in his/her own social environment.

But this is exactly where we saw a golden opportunity - and we took advantage of it.

And we were the first to do so!

Ideal Combination

In the past 10 years, we have developed referencecoaching into a novel, highly successful strategy, and one that delivers amazing results.

- Over 90 percent of the homepages we manage are found within the first three pages and
- more than 75 % on the first page. Referencecoaching requires the same amount of time as the usual indexing cycles.

ADVANTAGE: Thanks to the quality of referencecoaching, as a rule sites (fact sheets) are no longer lost once they are indexed.

Initial results

from search engines consist of

- desired results and "induced"
- chance results. All results are optimized / "fine tuned."

Faster...

First class results are achieved faster with support from SEO, PPC, and page winning activities.

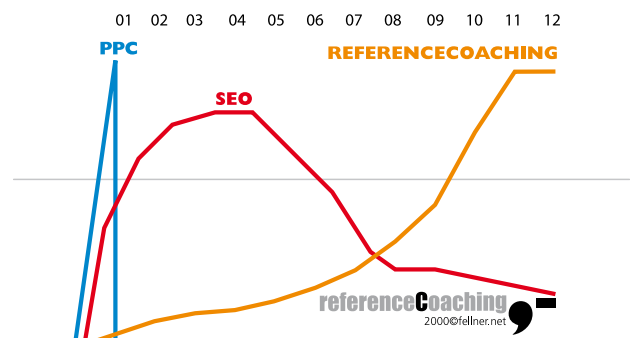
ADVANTAGE: In our opinion, such a campaign would be of fundamental use to clients, because it is responsive to target social environments (the language of society!).

As long as over 90% of the SEM* services shortsightedly work with cumbersome electronic data processing and as long as most of them process the same or similar data sets (after all, it's more convenient), they will hardly improve the results - it's „not really necessary yet, is it“ ???

The goal defines the time

The goal of the campaigns that we offer is to get as many as people as possible who are potential customers for a new product to our clients' landing pages via link pages, and thus to provide as many **leads** as possible.

In principle: Whatever works fast usually only works for the short term.



- PPC** achieves instant results, but stops abruptly after "Insert coins."
- SES*** and SEO**** likewise achieve rapid results of possibly mid-term duration.
- REFERENCECOACHING requires a longer start time, but guarantees results that last for years.

* Search Engine Marketing
 ** Pay Per Click
 *** Search Engine Submission
 **** Search Engine Optimizing

Services

Although we're not going to "spill the beans" about everything that we do, we would like, however, to give you some idea of the effort involved.

As we already mentioned, intercultural information plays an important role in what we do. We search many sources to obtain this information, even on site, because the pieces of information (e.g., keywords) that one can call up from various search engines are not only trite but also seldom authentic.

In nearly all of the target countries, we have conversations with people who know social environments (milieus), in addition to the personal conversation with providers (who host milieu domains). If possible, we like to have conversations with your local managers to find out, what their most important target sectors are.

The base domain of each country is a brief, interesting

- IDN domain, such as www.@fr.net.
On this we then construct
- Milieu domains ... and all of them lead to language-specific
- Landing pages
on the www.soft@ware.com site
In this manner, a dense network of

- hundreds of domains, all of which
- disclose tens of thousands of sites and thus begin to cover milieus, brands, **AND INITIATE LEADS** can be built up relatively fast.

It is true that IDN domains are hard to write; however, they are very easy to read/find in the thicket of results.

And that's what it's all about!

Regional fact sheets from IDN domains

IDN: @it.com
ACE: xn--it-sda.com

IDN: @uk.com
ACE: xn--uk-sda.com

IDN: @pt.com
ACE: xn--pt-sda.com

IDN: @se.com
ACE: xn--se-sda.com

IDN: @dk.com
ACE: xn--dk-sda.com

IDN: @no.com
ACE: xn--no-sda.com

IDN: @fi.com
ACE: xn--fi-sda.com

IDN: @ch.com
ACE: xn--ch-sda.com

IDN: @es.com
ACE: xn--es-sda.com

IDN: @cz.com
ACE: xn--cz-sda.com

IDN: @hu.com
ACE: xn--hu-sda.com

IDN: @sk.com
ACE: xn--sk-sda.com

IDN: @pl.com
ACE: xn--pl-sda.com

IDN: @tr.com
ACE: xn--tr-sda.com

IDN: @gr.com
ACE: xn--gr-sda.com

IDN: @ro.com
ACE: xn--ro-sda.com

IDN: @bg.com
ACE: xn--bg-sda.com

IDN: @ru.com
ACE: xn--ru-sda.com

IDN: @at.com
ACE: xn--at-sda.com

IDN: @de.com
ACE: xn--de-sda.com

...



soft@ware.com
(all links lead to landing pages)



LEADS

SEO

Search Engine Optimizing

We input top keywords into SEO as groundwork for referencecoaching domains that lead to landing pages for **leads**

We consult with local branches concerning content management system improvement and enhance the **lead quote** even further.

SES

Search Engine Submission

A smaller step, but nevertheless an effective one. In addition, all referencecoaching domains that are processed by us are professionally input in search engines.

CPC

Keyword Clustering

Perfect selection of search terms and an appropriate keyword clustering are the foundation of every sponsored links advertising campaign. A click-through rate (CTR) can be optimized by a

- well-designed campaign construction, a
- precise target group definition, and a
- attractive design of the ad texts.
This reduces the costs and increases the efficiency of the ads.

Sponsored Links

These are short ads in the result pages of search engines (Google AdWords, MSN, and Yahoo). You book a position in the foremost search result pages at the per click price.

Sponsored listing cannot replace search engine optimization, because nothing is more valuable than a top 10 position in the natural search results!

However, this form of advertising is an interesting supplemental measure in the online marketing mix.

PPC

Pay per Click

With pay-per-click, you only pay for an add when someone clicks on it. There are various factors to consider for an ad campaign; with Google AdWords, for example, they are:

- Target group (language and region)
- Ad texts
- Landing pages (target pages)
- Search terms and keyword clusters
- Maximum CPC per search term or cluster
- Maximum daily budget

Success monitoring

Online advertising achieves measurable results - and Conversion Tracking is the tool for monitoring these results.

A conversion is registered when a click on an ad leads to a transaction that the advertiser considers desirable. For example, this could be the visit to a certain site, a contact request, a newsletter announcement, or sending in an order.

You can thus always monitor how much success you have with which ads, with which keywords, and how much it costs...

Statistics

How many people came via Google, who looked at what sites - and: where do **leads** come from?

It isn't just a single step, but a chain of events, that leads to qualified **leads**. We document these in analyzed statistics.

A referencecoaching site with numerous fact sheets is developed for each country.

These fact sheets function in a

- target social environment- and
- target market-specific manner and direct link pages to landing pages.

Supplements

Years ago, when we were presumably the first in Europe to use IDN symbols to create special domains, people just shook their heads. Due to the difficult input constraints, they didn't seem to have any practical use. And in fact they did prove to be more cumbersome than normal domains...

Today, however, even the opponents of IDN domains in the search engine management field no longer dispute their uses and special advantages, and hundreds of very attractive and largely cannibal-proof domains corroborate our success.

The small input handicap will no doubt soon be solved as well.

REFLECTIONS: Perhaps another reason why referencecoaching is so successful is that it differs from all other work methods in strategies and technologies - search engines seem to "like" customized solutions.

When asked how you could describe referencecoaching with one word, we like to respond, in the style of the famous horse whisperer Monty Roberts, with "Google whispering" or "search engine whispering."

Borrowing a quote from the famous Harvard professor Thomas Kuhn, we believe: "A strategy only has to be better than all of the other ones, it does not have to be explainable in detail." And for obvious reasons, we wouldn't want it any other way.

Customers

Because we are an agency that serves small and medium-sized businesses, we also know a great deal about what they do, their markets, their requirements,...

Our clientele also includes companies such as PriceWaterhouseCoopers Austria, SAP Central and Eastern Europe, BMW Munich, and Ford Motor-company Austria.

Success

We successfully manage more than 100 internet projects from many branches in the international marketing field.

Construction companies, hotels, handicraft businesses, industry, trade, ...

In all leading search engines, what our clients have to offer appears

- usually on the first page,
- but mostly within the first three pages.

Content Optimization

Search engine feed: Preparation of website contents so that they are guaranteed to be read by search engines.

Thanks to link pages, referencecoaching is an effective tool for increasing the value and success of your homepages.

Support

We offer our customers yearly packages because referencecoaching projects usually do not develop their full potential until 6 to 8 months later.

We are continually investigating new, qualified linking possibilities and monitoring changes in ranking. We react at once to these with optimization efforts.

Our crisis management team is always on hand to step right in when unanticipated events occur.

Online Crisis Management

Our partner has developed efficient online crisis management tools that rapidly take effect when incidents develop into crises.

SEO and CPC combined are first-class components in an ad campaign that helps ward off greater damages.

Link popularity (in Google Page Rank)

Link popularity is the value of a website from the search engines' perspective. Here is where the number and quality of the links leading to your website play an important role.

Many people ask themselves how we do this...

Mag. Sylvia Fellner, 37

Master's degree in communication sciences

Specialization: Intercultural communication

Duties: Basic research, research, analysis, and implementation of communication data

Ioannes Fellner, 53

Advertising specialist

Specialty: Design

Duties: Development and implementation of novel internet marketing strategies.

Specialized in internet marketing

- Analysis, development of plans and strategies
- REFERENCECOACHING

Online strategy for the successful promotion of products, services, or offers, as well as the generation of contacts that lead to SQL's (see the description of the details)

SEM Team

Search Engine Management

We outsource conventional Search Engine Optimizing (SEO) jobs and Pay Per Click (PPC) campaigns to selected SEM partners or local pros, depending on the specifications. We ensure success in international campaigns by cooperating with local top providers. To compensate for weaknesses during the start phase or fluctuating results in the business itself, SEO and PPC are an excellent supplement.

Flow Chart

National research



Regional concept



Regional fact sheets (link pages)



All links lead to landing pages



LEADS



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