"Throwing Out Information"

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Dr. Glenn Livingston: Hello, Shari!

Dr. Sharon Livingston: Hello, Glenn.

Dr. Glenn Livingston: So I had something in particular that I wanted to talk about today. I was hoping that you could help me get that on tape.

Dr. Sharon Livingston: What are we talking about?

Dr. Glenn Livingston: I want to talk about how we're living in an information age and everybody's striving to be an information marketer, but it strikes me as odd that as information marketers, living in an information age, we're throwing out information left and right.

Dr. Sharon Livingston: What do you mean?

Dr. Glenn Livingston: There are people coming to our sites based upon particular keywords that they are typing in.

Dr. Sharon Livingston: Mmhmm

Dr. Glenn Livingston: Coming from different sources of traffic, coming at different times of day using different types of computers and we are more or less ignoring that and throwing them into the same sales funnel.

Dr. Sharon Livingston: So they go all into the same bucket.

Dr. Glenn Livingston: Sometimes people will try to make separate landing pages for different keywords and if you're talking about pay per click advertising, most of the time they will break them up into separate groups and write a slightly different teaser add for them. They're often not sending them to enough separate landing pages. Let's talk about an offline example for a second.

Dr. Sharon Livingston: Okay.

Dr. Glenn Livingston: Let's say you're a sales woman in a clothing store, right?

Dr. Sharon Livingston: Okay.

Dr. Glenn Livingston: A woman comes in and you would be adjusting everything about your presentation to every bit of information you could absorb about that human being. You would be looking at what she's wearing. What type of a mood she's in? What is her skin look like?

Dr. Sharon Livingston: How big or small is she?

Dr. Glenn Livingston: Is she going to a particular part of the store? What entrance did she come in with? Did she come in by herself? Did she come in with someone else? Has she been here before? What time of day it is. All of those things would factor into your presentation, into the very first way that you connected with her.

Dr. Sharon Livingston: Right.

Dr. Glenn Livingston: In essence, that's what the critical difference is between a good sales woman and a bad sales woman, is their ability to pick up on all the cues of the situation and really adjust themselves to match it.

Dr. Sharon Livingston: Makes total sense.

Dr. Glenn Livingston: Yeah. Now, the problem is that when we get computers involved and we're all involved in the internet marketing dream and we're going to get all these automated machines doing all the work for us, we 've lost that human element. We've lost the customized very specific message to market match that is really what has to go on in any selling environment if you're going to do a good job.

Dr. Sharon Livingston: Or it seems we have.

Dr. Glenn Livingston: Well, we've lost a lot of it. We've gained the ability to serve the masses better in many ways, but if you look at the companies that are really winning online, like Google is winning like crazy online. They keep the most data. Google has an algorithm that is specific to every keyword that gets typed in.

Dr. Sharon Livingston: So that's a way that you **can** regain that personal touch.

Dr. Glenn Livingston: Yes. I don't think that you could ever fully regain the personal touch through automated marketing, but the most successful automated marketing that you can construct is going to be the automated marketing that takes advantage of the most information that's available.

Dr. Sharon Livingston: Okay.

Dr. Glenn Livingston: Because that's going to give the searcher the feeling that this is exactly for me.

Dr. Sharon Livingston: Right.

Dr. Glenn Livingston: The problem is people just don't have the resources and time that Google has. No one can afford to hire a thousand PhD's and all the computing power to store all of that information.

Dr. Sharon Livingston: Right.

Dr. Glenn Livingston: So the question then is, where do you draw the line and how do you make compromises?

Dr. Sharon Livingston: Mmhmm.

Dr. Glenn Livingston: it would be ridiculous to send every keyword to a separate landing page, unless, I mean if you're selling something for a million dollars at a shot it's probably worth the effort to do that. But if you were selling a ten-dollar guinea pig book, it's not really worth the effort to do that. So the question is, how you decide to what extent that you are going to break things up into pieces and customize and track and to what extent is it not worth the effort.

Dr. Sharon Livingston: So we're talking about segmenting.

Dr. Glenn Livingston: Yeah, breaking your market up into pieces. What I really want to say about it is that people who are segmenting are doing it from what I see mostly on a gut feel.

Dr. Sharon Livingston: Really?

Dr. Glenn Livingston: Or they're segmenting based upon keyword intelligence, not based upon market intelligence.

Dr. Sharon Livingston: Please explain.

Dr. Glenn Livingston: Well, I can go over to Keyword Discovery and I can research the 800 different phrases that people type in when people are looking for guinea pigs. I could then organize all of those keywords to the best of my ability into unique groups that seem to represent unique concepts. So people that were looking for guinea pig cages, building a guinea pig cage and guinea pig cage material, I might put all in one group. People that were looking for guinea pig health care, guinea pig vets I would put in another group. But that's keyword intelligence. Market intelligence is really knowing what is on peoples mind when they tap in each of those keywords. You are much more effective in segmenting your market based upon market intelligence rather then keyword

intelligence. The keywords just represent the tip of the iceberg in terms of what information they are trying to give you. So the first thing that you want do is really survey the people so you can link the keywords to the market intelligence that is behind them. But then there are ways of deciding the optimal groupings, based upon the market intelligence.

Dr. Sharon Livingston: So what we want to do is go beyond the keyword analysis of making different segments and do it based on market intelligence.

Dr. Glenn Livingston: Yeah, what you want to do is get all of the conversations that are behind the keywords and then group those conversations together in ways that make sense to you, more then just grouping the keywords together.

Dr. Sharon Livingston: How is it better to do a market segmentation verses a keyword segmentation?

Dr. Glenn Livingston: When you do a marketing information segmentation, you might find that people talking about guinea pig health and guinea pig vets are actually two different kinds of people that don't really belong in the same group. People that are talking about guinea pig health might be people who really don't own a guinea pig yet.

Dr. Sharon Livingston: They're thinking proactively.

Dr. Glenn Livingston: They're thinking proactively, trying to understand what's involved with caring for them.

Dr. Sharon Livingston: Uh-huh.

Dr. Glenn Livingston: Whereas, people looking for guinea pig veterinarian…

S: Have a sick guinea pig.

Dr. Glenn Livingston: They've got a sick guinea pig and they really don't belong in the same sales cycle. . So that's one example of a mistake you can make.

Dr. Sharon Livingston: Because one could be very positive and the other one could be; oh, I'm so sorry about your guinea pig, here's what you can do.

Dr. Glenn Livingston: Yeah.

Dr. Sharon Livingston: Understood.

Dr. Glenn Livingston: That's information you can really only get when you survey the market.

Dr. Sharon Livingston: The "why" are you here.

Dr. Glenn Livingston: Yeah. I can tell you practically, that in most markets if you've done a decent job of defining your keywords to start with and you haven't gone all over the place that you probably don't have more then fur or five or six major sub segments to deal with. But, when you break your market up into segments like that, those four, five or six segments, you're actually exponentially increasing your chances of profitability because responsively usually doubles when you get people into the right segment. Then you have the ability to test different approaches for each segment. It cane become very confusing if you're trying to test approaches for the whole market because pieces and parts want different things. You might have a really good idea that just doesn't get any traction because it's obscured by sending it to other segments that really don't belong.   I just wanted to say that little thing about segmentation.

Dr. Sharon Livingston: Good.

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