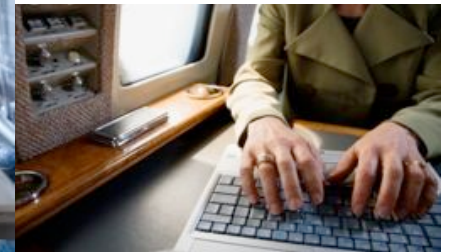




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**Online Marketing Review**  
**Strothman & Associates**  
*June 5, 2008*

**Fact:** today's media mix is complex and blurry.

**Fact:** the Internet is part of the shopping process.

**Fact:** people talk.

## Today's media mix is complex and blurry

Over the past three years, consumers report watching less TV on average

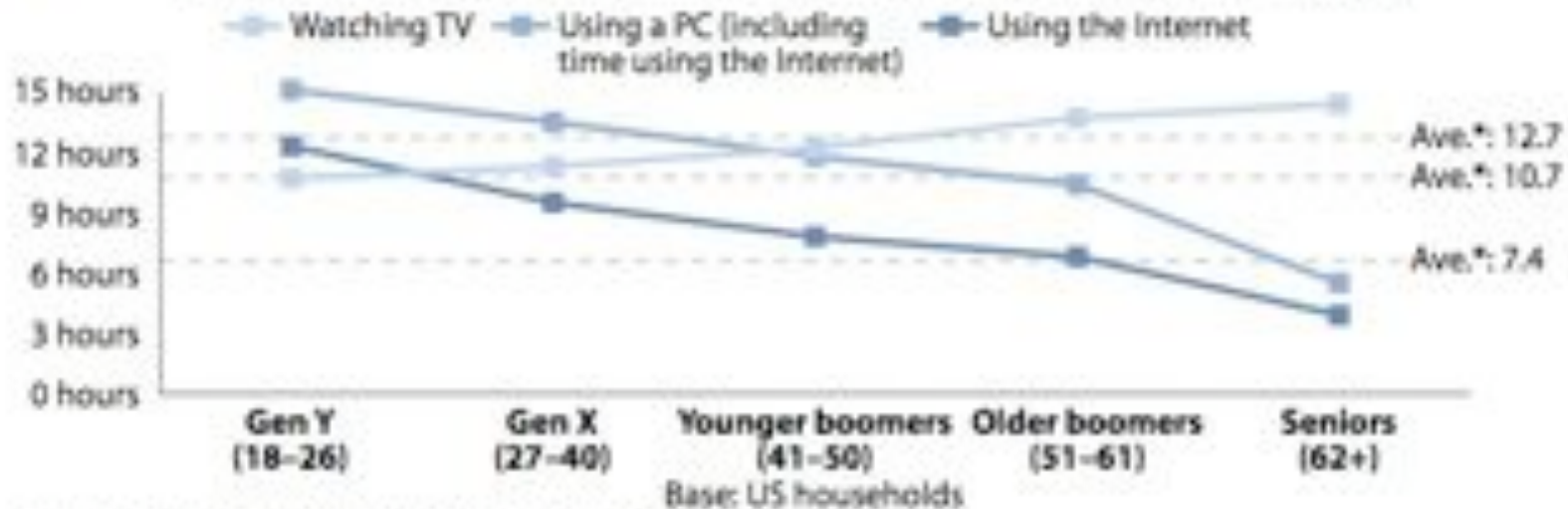
- 0.4 hours less in 2006 than in 2004

While over the same period, the Internet use has expanded

- 5.5 hours per week in 2004 to 7.4 hours per week in 2006

### 2-1 Younger Consumers Spend More Time With PCs Than TVs

"In a typical week, how many hours do you spend doing each of the following?"



Source: Forrester's NACTAS 2006 Benchmark Survey

## Today's media mix is complex and blurry

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### Advertisers are unsure where to place media dollars

- Ad dollars are migrating online - in large part - because of the ability to precisely target an audience with a precise message and track results (ROI) of each dollar spent

Media Category	First Three Quarters 2006 vs. First Three Quarters 2007 % Change
Internet	+15.9%
Outdoor	+5.7%
National Cable TV	+1.2%
Network Radio	-1.7%
Spot Radio	-1.8%
Local Sunday Supplements	-2.0%
Network TV	-2.5%
Local Magazines	-4.6%
Spot TV	-5.0%
Local Newspaper	-7.4%

*Source: Nielsen Online, Nielsen Monitor-Plus, December 2007  
New York Times, "At CBS, Bad News Doesn't End at 7pm" April 14, 2008*

## The Internet is part of the shopping process

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**69%** of purchasers research online before making a purchase

**87%** of respondents said the Internet has improved their in-store experiences

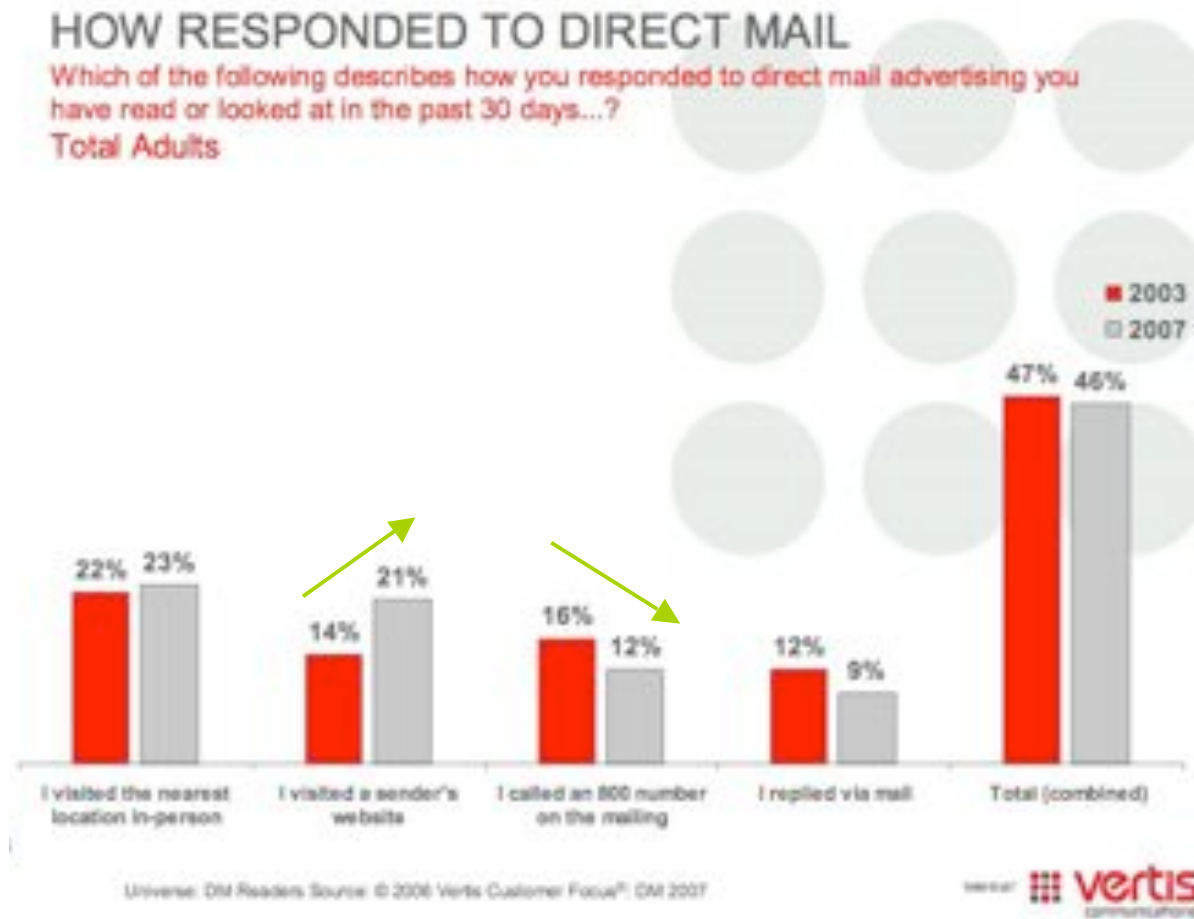


*Source: Accenture survey results, reported by eMarketer, April 10, 2007*

# The Internet is part of the shopping process

50% **increase** in visits to website after receiving a direct mail piece

25% **decrease** in calling a 1-800 number

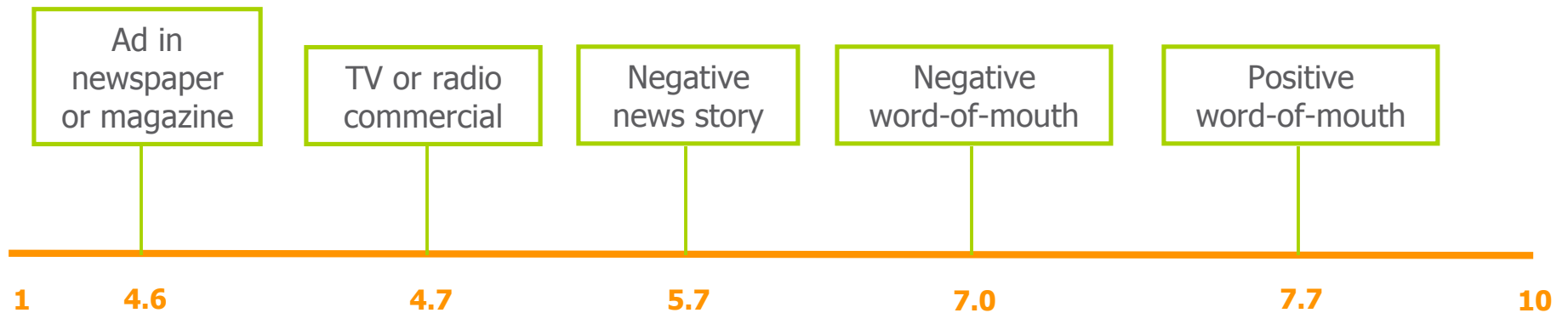


## People talk (and people trust other people)

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Consumer trust toward traditional advertising is being challenged by growing confidence in consumer-generated-media and recommendations of other consumers

On a scale of 1-10, to what degree would your decision to purchase a product or service be influenced by:



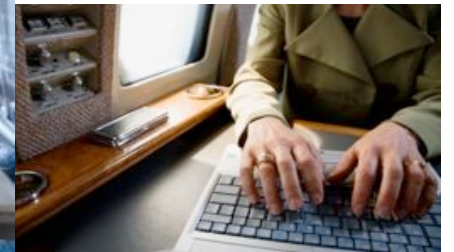
Source: Nielsen "CGM and Engagement Study, 2005"

## Addressing the blur: synch online and offline efforts

Online/Offline Integration	
Offline Marketing	Online Marketing
Create consumer collateral: flyers, brochures, test messaging	Content for the website includes same messaging and brand points - but is optimized for web and crawlability by search spiders.
"Why pick "MR" collateral piece	Downloadable PDF of how to choose a remodeler for a specific project
New signs	This artwork *might* translate to banner campaigns.
Build professional relationships	Request links to website. Any .org organization with an inbound link drives SEO.
Mail a letter to membership directories?	Cross promotion with email (if they will email on your behalf to their list to avoid CAN-SPAM infraction)
"Referral Rewards" program	Members receive emails with helpful information (not newsletter unless necessary!)
Social dinner/events	Email invites, post details online, use event to build email database by offering a drawing in exchange for emails
Media and public relations	Online PR releases; drives traffic, spreads the word, creates online buzz with blogosphere
Outreach with shows, organizations, publications with "green" message	Outreach to green bloggers
Enhanced customer service: write and design project progress tracker	Convert to online tracking progress and consider emailing at project milestones with request for feedback, problems, etc.
Print advertising	Online banner advertising, directories, listing services
Local advertising	Create local online strategy: Google local, maps, update all local directories as these are outranking traditional websites
Photo spreads of finished products	Self made video clips on You-Tube of finished projects: drives SEO if optimized correctly



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Thank you!