

## Quest Grande Esplanade Case Study

Dale Nicklas, manager of Quest Grande Esplanade engaged PositionMEonline's services in December 2005.

### Online Marketing Expenditure

Online marketing spend since July 2005 has been as follows:

	Total Spend
Yellow Pages/White Pages Online	\$19,943
PositionMEonline	\$12,775

\*this does not encompass every avenue of expenditure but does represent over 75% of total online advertising cost

### Traffic Trends

The chart below provides a breakdown of the channels of traffic to the Quest Grande Esplanade website, broken down over 6 month periods:

	% via Yellow Pages (actual visitors)	% via Search Engines (actual visitors)
July-Dec 2005	1.4% (131)	4.7% (450)
Jan-June 2006	0.8% (94)	6.9% (830)
July-Dec 2006	0.7% (121)	8.3% (1386)
Jan-June 2007	0.5% (99)	10.8% (2194)
July-Dec 2007	0.3% (64)	14.0% (3041)

Note the sharp decline in traffic via Yellow Pages, and five-fold increase in traffic via search engines. This shows a) the emerging trend of people looking on search engines for product/service information, and b) the increases in traffic achieved by utilizing PositionMEonline's services.

### 2007 Comparison

The online marketing expenditure of Quest Grande Esplanade in 2007 yielded the following results:

	Yellow Pages	Search Engines
Cost per visitor	\$22.37	\$0.68

\*this conservatively allows for an estimated 25% of visitors that might have phoned or emailed Quest Grande Esplanade direct as a result of seeing their Yellow Pages listings online.

### Conclusion

The trends shown from the case study above highlight the benefit of using PositionMEonline's services to market a business using search engines over the likes of Yellow Pages. Significant cost savings and increased enquiries/sales can be achieved by a shift of focus to search engine marketing.