



**ALTERNATIVE  
TO  
SEARCH  
ENGINE  
MARKETING**

**FAMOUSMARKETERS.COM**

**FEB 2024**

# PREFACE

This book is the result of years of hard work: analyzing analytics, consumer behavior, building marketing strategies, and collaborating with marketing departments from various companies.

Constant data analysis, data mining, A/B testing of various Marketing content across various companies across the Greater Toronto Area.

I would like to thank all the Marketers, Marketing Departments, Business owners, who assisted me in building great Marketing campaigns. This book is a result of all the analysis we did over the years, and all the market intelligence we developed in the process, while executing those Marketing campaigns.

Pink cover is a tribute to the beautiful pink February sunsets in Toronto.

# The Problem

It was a February morning, a business owner invited me to discuss the Marketing strategy for his business. His business was about a quarter of a century old, a recognized brand with thousands of customers.

You would imagine that a business owner who has stayed in the business for so long, would have all his Marketing strategy sorted out. He did to his credit has all his Marketing strategy sorted out, but since digital Marketing was a new avenue, they were still trying to figure out how to succeed in it.

He asked a question, which truly puzzled me. He said my business is not ranked anywhere in search engine rankings, could you tell me how can I reach the number one position. How much investment would it take to take my business to the number 1 position in search engine rankings?

The answer I gave to him, puzzled him, I said I

don't know? It was a high competition keyword market, corporate competitors were spending millions of dollars on SEO, just to secure the top positions. How would you compete in SEO, in such a highly invested market, where Marketing Departments were competing against one another to secure the top position?

Over the past 7 years, that I've been running Famousmarketers.com, I've met hundreds of business owners, and Marketing Departments from various companies. And this question gets asked a lot. And it's always the same story.

So at Famousmarketers.com, we thought that we should find an alternative to Search Engine Marketing.

To be quiet honest, Search Engine Marketing is the best form of Marketing, since there is a strong consumer motivation to purchase the product. And you know that consumer is at information search stage, or at evaluation of alternatives stage of consumer behavior.

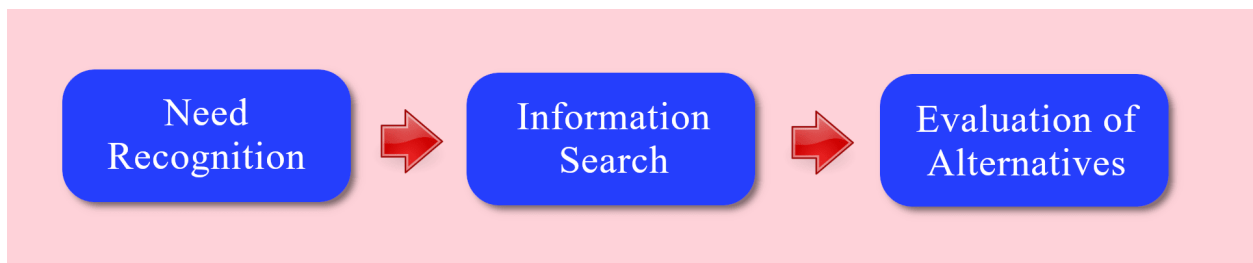
So we know that it's impossible to compete against this form of marketing. But there is a possibility that we can build a Marketing strategy which can come close to imitating the consumer behavior cycle stages of Search engine marketing.

In theory, build an alternative. Alternative would not be as effective as SEM, but it can come close, and that should be more than enough for us. Build an alternate Marketing strategy which can produce results up to 35% - 50% of SEM.

So we started work on that, and after years of research we came out with an alternate strategy, which I call Kireet Strategy. This strategy has produced great results in the early stages of Market testing.

# Kireet Strategy : An alternate strategy to Search Engine Marketing.

So how does Search Engine Marketing work?



A business realizes a need, and to satisfy that need the business goes on Information search stage, and then evaluations of alternatives stage, to find all the options available.

Search engine marketing starts at the information search stage, and goes on till evaluation of alternatives stage.

Kireet strategy suggests that if we could build an alternative Marketing strategy which could introduce the brand at information search stage,

or evaluation of alternative stage through a different Marketing channel, then we can compete with Search Engine Marketing.

The problem becomes who to target. The core strength of Search Engine Marketing is that consumers visit the Search engine to search for products.

So to succeed in Kireet strategy, we need a database of the right target market to send the Marketing communication to.

If you can build the right target market database by detailed data mining, and market research, and send them the right keywords then it would essentially stimulate the response in the target market, and the target market would engage with the marketing material.

This process would effectively simulate Search engine marketing.

# KIREET STRATEGY

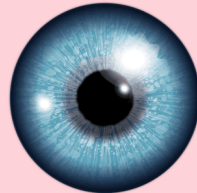
Target  
Market  
Database



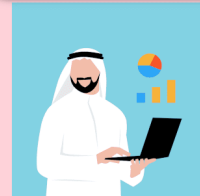
Alternate  
Marketing  
Channel



Target  
Market  
keywords



Desired  
Marketing  
stimulation



The key to success in Kireet strategy is to build the database of the right target market. The person in the database should be the key decision maker.

Then the keyword visibility in Marketing channel is also critical. Keywords should be properly visible. Like you can use email marketing, and keywords should be visible in the subject line.

Keywords should also be the right keywords. Customer should be motivated to click the marketing communication after viewing the keywords.

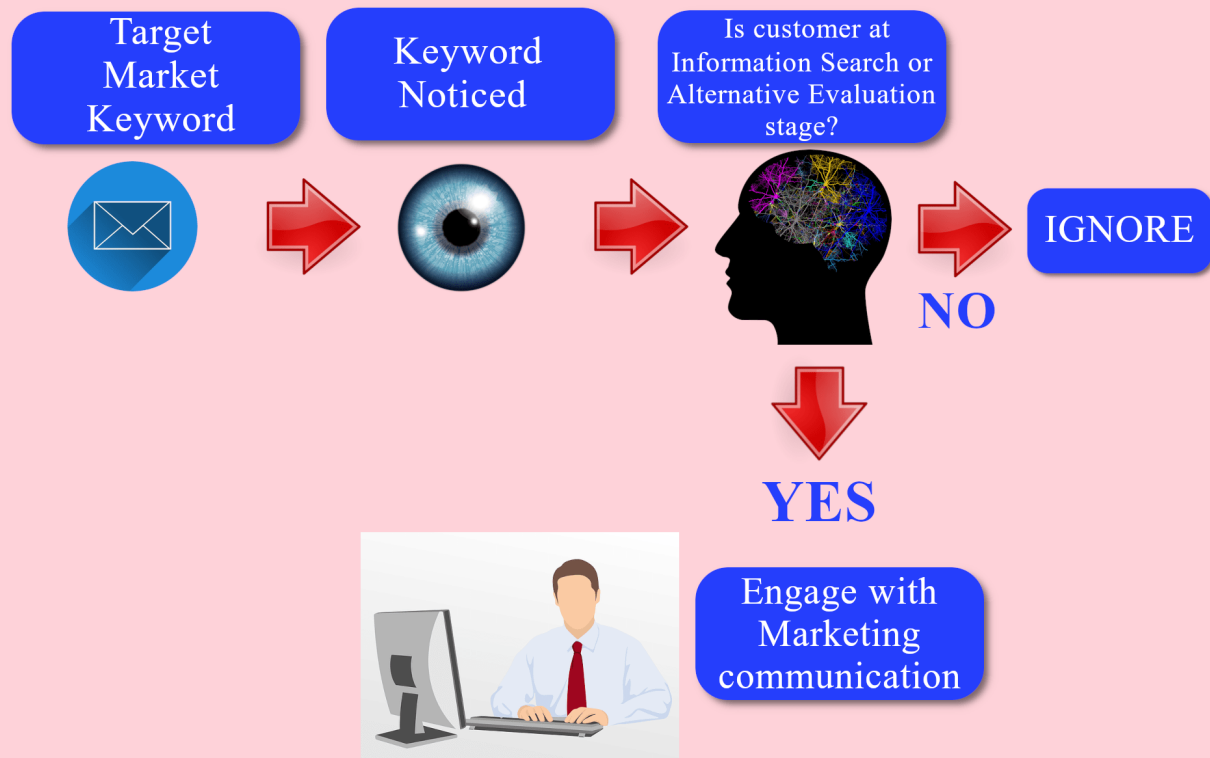
Our Market research has indicated that when the target market sees the keyword, they tend to stimulate the target market, and they engage with the Marketing communication.

When your Marketing communication would go out, then the percentage of people in that database who are in the Information Search stage, or Evaluation of alternative stage, would get stimulated by viewing the keywords. This psychological stimulation would lead to further communication with the Marketing material.

On the other hand, the percentage of the market which is not looking for that particular product or service, would simply ignore the Marketing communication, and would not be stimulated by the keywords.

Next page shows the diagram, and explains the concept.

## Keyword Stimulation Response



This is a long term strategy, which can take years to build the right database of the target market.

Kireet strategy has shown great results in Market testing phase, and in various campaigns.

So if you have a long term Marketing strategy then you should invest in Kireet strategy, as it can bring great results for your business.