

# Agencies & Search

## *How Smart Agencies Can Own Search*

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# Where does SEM belong?



## Quick Facts:

- There are hundreds of SEM specific vendors, and growing
- Every agency is starting to get into search – or at least think about it
- More ad dollars are shifting to search
- SEMPO research showed 65% of survey respondents will be doing their own search marketing\*

\* From Survey conducted in November 2005 by Search Engine Marketing Professional Organization

# Why each group can own search ...

## Advertising Agency

- Integrated messaging
- Usually control the overall media budget
- Media planning heritage and experience

## Public Relations Agency

- Experience with strategic comms & message dev
- Earned media focus

## Direct Marketing Agency

- Analytical discipline
- Seed, test, revise, optimize
- Focus on direct response

## SEM & Interactive Agency

- Specialized experience
- Focus on technology to optimize efforts and results
- Relationship to be on beta testing programs

## Internal Client Team

- Ability to do-it-yourself
- Perfect use for "leftover" funding
- Belief that it is not hard to do

*Nearly Every Type of Agency Has a Chance to Compete in Search ...*

*But how do you get your agency into search and improve your offering?*

# 7 Rules for Smart Agencies

1. Identify owners ... then train and support them
2. Create your own method
3. Focus on client industries you know
4. Prove the value, sell the category
5. Get experienced DM copywriters
6. Find the right SEM software
7. Forget the low flying clients

# Trends and the Future of Search

- Keep up to date on the industry!
- Blogs are a key source of insider info
- Some key trends to track:
  - Role of “experts” are adding a filter to search
  - Mindset searches move beyond keywords
  - Search goes local, small, and offline
  - Automation and mega advertisers
  - Advertising by bid model rises in popularity



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**FOR MORE INFORMATION:**

*Influential Interactive Marketing Blog: [www.i2mblog.com](http://www.i2mblog.com)*

*Ogilvy Public Relations Worldwide: [www.ogilvypr.com](http://www.ogilvypr.com)*