



Web Marketing Today

What a Leader Needs to Know.

9 Strategic Insights. 4 Success Factors.





Agenda

- ✓ Sanibel-Captiva Case Study
 - Key Numbers
- ✓ 9 Strategic Insights
 - Serve New Markets
 - Information is GOLD
- ✓ 4 Success Factors



Sanibel-Captiva Chamber

Case Study

The Numbers:

- ✓ 560 Members.
- ✓ \$750,000 Total Revenue.
 - 26% Dues
 - 33% Website Sponsorship Fees
 - 41% Other
- ✓ \$1,339 – Revenue Per Member.



A New **Gold** Standard for Chamber Performance?



Visitors a Major Untapped Market

Strategic Insight #1

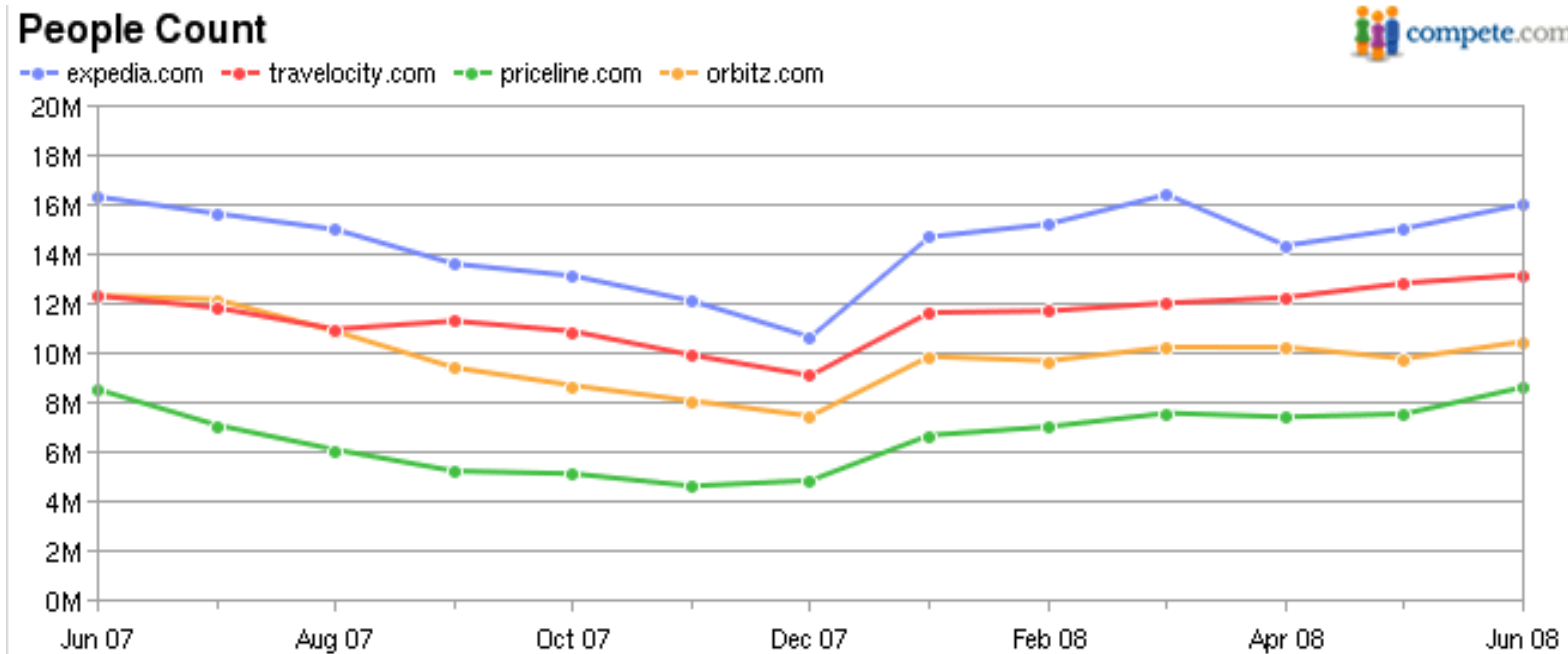


Illustration Source: TIA



Information Needs – Huge

Strategic Insight #2



✓50,000,000 Visits/Month



People Trust the Web

Strategic Insight #3

'Trusted' Media* :	% Trust	% Distrust
Recommendations From Other Consumers	87%	12%
Branded Websites	73%	27%
E-Mail Signed Up For	66%	34%
Online Consumer Product Testimonials	61%	39%
Newspaper	56%	44%
Magazine	53%	48%
Radio	48%	53%
Television	47%	53%
Billboards/Outdoor	41%	59%
Brand Sponsorships	39%	61%

*'Official' Destination Marketing Web Sites Influence Local Business Activity. 55% of Web Visitors Subsequently Visited the Destination.***

*Yankelovich Survey 2006

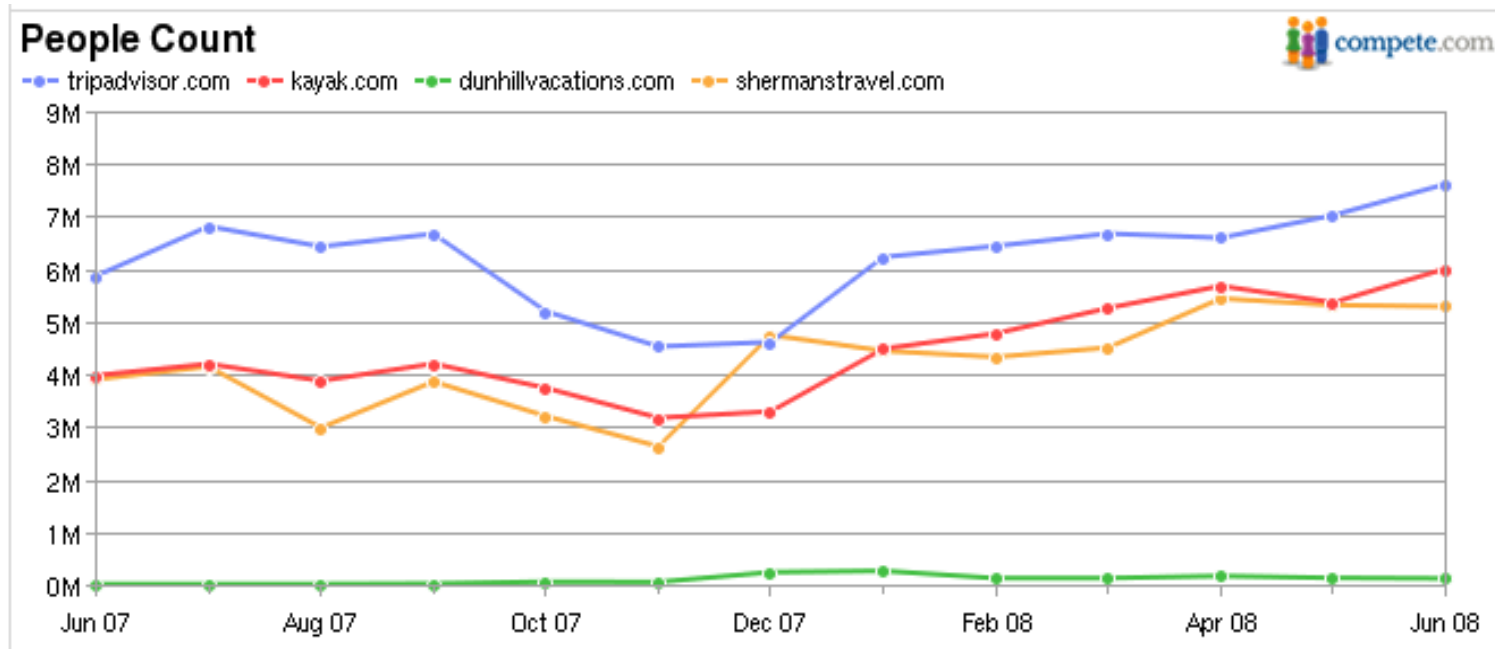
**Study: USDM.NET 2006



Need for Trusted Information

Strategic Insight #4

- ✓ Social Networking Site Visit Growth.





Visitor Web Traffic is Valuable

Strategic Insight #5

Sanibel 'Keywords': \$1.84-\$4.40.

Captiva 'Keywords': \$1.60-\$3.96.

Key Word: Sanibel	Average CPC
sanibel	\$1.84 - \$2.66
sanibel accommodations	\$2.93 - \$3.78
sanibel condo rental	\$2.41 - \$3.09
sanibel condo rental	\$2.24 - \$3.10
sanibel condos	\$2.31 - \$2.97
sanibel hotel	\$2.78 - \$3.87
sanibel hotel	\$2.78 - \$3.87
sanibel island	\$1.88 - \$2.66
sanibel island accommodation	\$2.73 - \$3.42
sanibel island accommodations	\$3.20 - \$4.40
sanibel island condo rental	\$3.06 - \$4.16
sanibel island fl hotel	\$2.36 - \$3.24
sanibel rental	\$2.03 - \$2.54
sanibel rentals	\$2.55 - \$3.34

Key Word: Captiva	Average CPC
captiva	\$1.60 - \$2.36
captiva accommodations	\$2.90 - \$3.82
captiva condo	\$2.31 - \$3.46
captiva hotel	\$2.68 - \$3.96
captiva island	\$2.01 - \$3.01
captiva resort	\$1.65 - \$2.48
captiva island vacation rentals	\$2.41 - \$3.62
captiva island accommodations	\$3.12 - \$4.10
captiva resort	\$1.65 - \$2.48

*Source: Quenzel & Associates, Inc. Analysis of Google/Yahoo Advertising Rates - CPC



NE/MW Visitors – Valuable

Strategic Insight #6

Key Northeast/Midwest Origin Markets for Sanibel-Captiva		
Site	Travel Section Visits/Month	CPM 10K - 100K Impressions
NYTimes.com	1.3M	\$33 - \$39
Boston.com	574,000	\$16 - \$23
ChicagoTribune.com	25,000	\$20 - \$33
Cleveland.com	N/A	\$16 - \$23
philly.com	156,000	\$19
MSP - StarTribune.com	30,000	\$26-\$51
Detroit - FreePress.com	3,200	\$18
IndyStar.com	5,015	\$15 - \$23
WashingtonPost.com	Travel Section (N/A)	\$19 - \$38

\$15-\$51 Per Thousand to Reach NE/MW Visitors

*Source: Quenzel & Associates, Inc. Analysis of NE/MW Online Advertising Rates - CPM



Florida Web Traffic is Valuable

Strategic Insight #7

Key Florida Origin Markets for Sanibel-Captiva		
Site	Travel Section Visits/Month	CPM 10K - 100K Impressions
MiamiHerald.com	25,000	\$19 - \$26
SunSentinel.com	28,000	\$30
OrlandoSentinel.com	31,000	\$21 - \$28
TBO.com	30,000	\$16 - \$18

\$16-\$30 Per Thousand to Reach Key Florida Visitors

*Source: Quenzel & Associates, Inc. Analysis of Florida Online Advertising Rates - CPM



Local Web Traffic is Valuable

Strategic Insight #8:

Local Drive Markets for Sanibel-Captiva		
Site	Travel Section Visits/Month	CPM 10K - 100K Impressions
News-Press.com	Not Available	\$10 - \$13
NaplesDailyNews.com	Not Available	\$15 - \$20

\$10-\$20 Per thousand to Reach Local Visitors

*Source: Quenzel & Associates, Inc. Analysis of SWFL Online Advertising Rates - CPM



Chamber Serves Two Audiences

Strategic Insight #9

Members:

- ✓ Expect More Business
 - Increased Visibility
 - The Right Customers
 - Good Lead Generation
 - Advanced Bookings
 - Accurate Content
 - Easy to Work With
 - Added Value

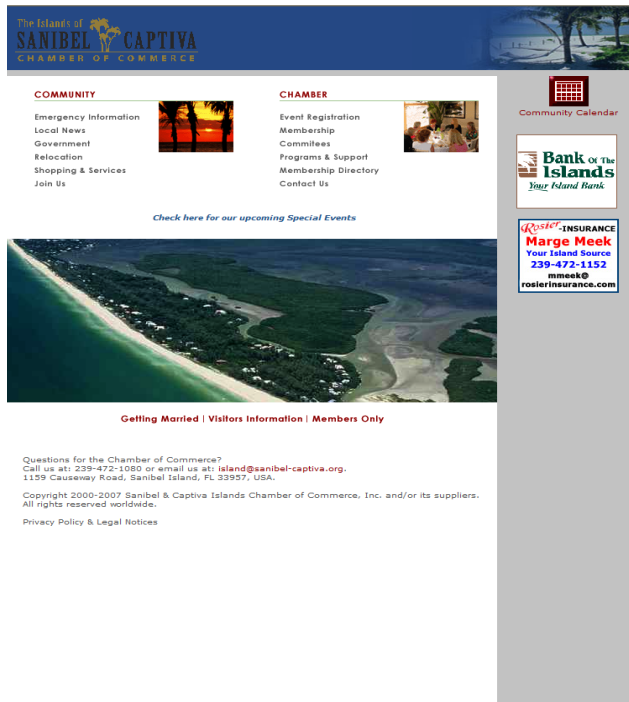
Consumers:

- ✓ Trusted Information
 - Where to Stay
 - Where to Play
 - Where to Shop
 - Where to Dine



Deploy B2B + B2C Sites

Success Factor #1



Core 'Chamber' Site - .Biz
(For Local Business Members)



Destination Marketing Site - .ORG
(For Visitor Market)

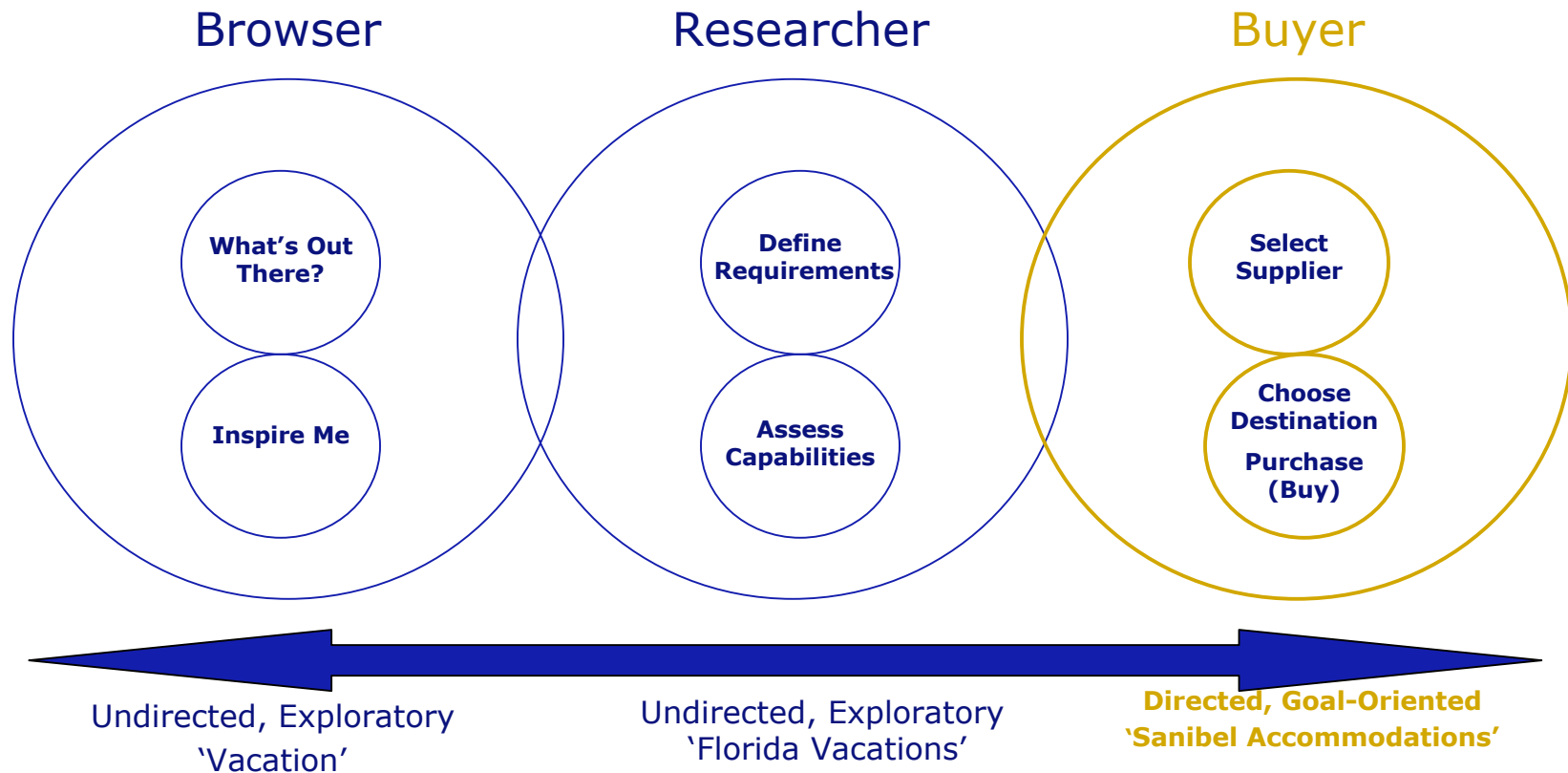


Case Study Review



Focus on Buyers not Browsers.

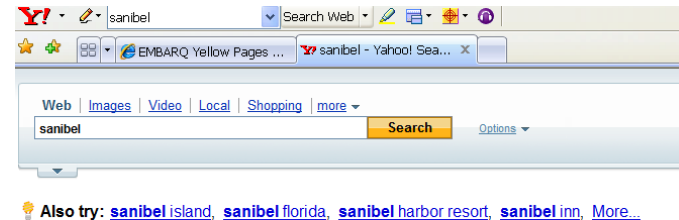
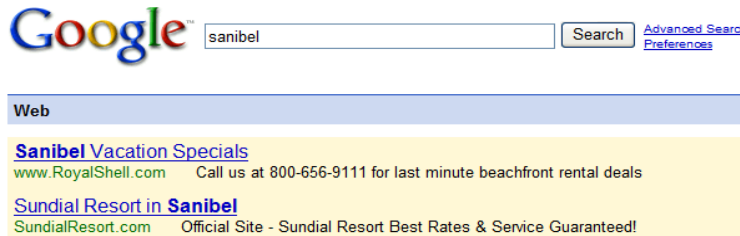
Success Factor #2





Focus on Organic Rankings

Success Factor #3



→
**#1
Organic
Ranking**

- [Official Sanibel Island & Captiva Island, Florida Chamber of ...](#)
Sanibel Island & Captiva Island Chamber of Commerce provides information on Sanibel Island and Captiva Island businesses such as accommodations, ...
[www.sanibel-captiva.org/](#) - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Welcome to Sanibel Island.com!](#)
Welcome to Sanibel Island.com offering hotel deals, activity information, accommodations, transportation, nature, adventure, golf, sports, fishing, ...
[www.sanibelisland.com/](#) - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [City of Sanibel Official Web Site](#)
City of Sanibel Initiates Donax Traffic Counts and Study - September 27, 2007 ... City of Sanibel Seeks Police Aides - September 6, 2007 ...
[www.mysanibel.com/](#) - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Welcome to The Beaches of Fort Myers & Sanibel | www.fortmyers ...](#)
Escape to The Beaches of Fort Myers & Sanibel. Start planning your tropical island vacation to Southwest Florida and the exotic beaches of Captiva Islands.
[www.fortmyers-sanibel.com/](#) - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Sanibel-Online. The Online Guide for vacationing on Sanibel and ...](#)
Sanibel Online. The Online Guide to Sanibel and Captiva Island, Florida.
[www.sanibel-online.com/](#) - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [South Florida Resorts: Sanibel Harbour Resort Spa Fort Myers FL ...](#)
Sanibel Harbour Resort & Spa on Sanibel Island in Fort Myers Florida near Sanibel Island is a luxury AAA resort. Located on the Gulf of Mexico in Florida, ...
[Map of 17260 Harbour Pointe Drive, Fort Myers, FL 33908](#)
[www.sanibel-resort.com/](#) - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Sanibel Island Florida. A complete insiders guide sanibel and ...](#)
The most complete guide to Sanibel Island and Captiva Island Florida on the internet.
[www.sanibelflorida.com/](#) - 6k - [Cached](#) - [Similar pages](#) - [Note this](#)

→
**#1
Organic
Ranking**

- Also try: [sanibel island](#), [sanibel florida](#), [sanibel harbor resort](#), [sanibel inn](#), [More...](#)
- [South Seas Captiva Resort](#)
[SouthSeas.com](#) - Stay at South Seas Resort on Captiva near Sanibel. Book Now.
 - [Royal Shell Vacations Sanibel - Captiva](#)
[Royalshell.com](#) - Sanibel/Captiva home and condo vacation rentals on the Gulf of Mexico.
 - [Sanibel and Captiva Vacation Rentals](#)
[www.sanibelholiday.com](#) - Over 100 Sanibel and Captiva homes and condos to choose from; prices...
1. [Sanibel - Captiva Islands](#)
Chamber of Commerce Web Site for Sanibel - Captiva Islands, Florida, USA. Find information on accommodations, real estate, restaurants, boating, golf, health care, ...
[www.sanibel-captiva.org](#) - 21k
 2. [City of Sanibel Official Web Site](#)
City of Sanibel 2008 Working Budget 2nd Draft of Working Budget ... FDEP Issues Permit to Sanibel for Algae Management Testing - September 9, 2007 ...
[www.mysanibel.com](#) - 24k - [Cached](#)
 3. [Welcome to The Beaches of Fort Myers & Sanibel | www.fortmyers-sanibel ...](#)
Escape to The Beaches of Fort Myers & Sanibel. Start planning your tropical island vacation to Southwest Florida and the exotic beaches of Captiva Islands. Enjoy ...
[www.fortmyers-sanibel.com](#) - 39k - [Cached](#)
 4. [Guide to Florida Beach Vacations on Sanibel & Captiva Islands](#)
Sanibel & Captiva Islands Chamber of Commerce provides information on what you need to enjoy your Southwest Florida vacation on beautiful Sanibel and Captiva Islands.
[www.sanibel-captiva.org/islands/index.asp](#) - 36k - [Cached](#)
 5. [Sanibel Online](#)
Sanibel Online. The Online Guide to Sanibel and Captiva Island, Florida ... Islands, especially Periwinkle Place on Sanibel, is full of delightful shops in ...
[www.sanibel-online.com](#) - 39k - [Cached](#)
 6. [Welcome to Sanibel Island.com!](#)
Welcome to Sanibel Island.com offering hotel deals, activity information, accommodations, transportation, nature, adventure, golf, sports, fishing, boating, dining, ...
[www.sanibelisland.com](#) - 18k - [Cached](#)
 7. [Sanibel, Florida - Wikipedia, the free encyclopedia](#)

*Source: Quenzel & Associates, Inc. Analysis of Google/Yahoo S.E.R.P. & Chamber Member Referrals Analysis



Focus on Performance

Success Factor #4

Business Category	Level 1 Sponsorship	Level 2 Sponsorship	Level 3 Sponsorship	Level 4 Sponsorship
Resorts / Hotels	20,000 clicks x .50	15,000 clicks x .50	10,000 clicks x .50	5,000 clicks x .50
	\$10,000	\$7,500	\$5,000	\$2,500
Small Inns & Cottages	10,000 clicks x .50	5,000 clicks x .50	2,000 clicks x .50	1,000 clicks x .50
	\$5,000	\$2,500	\$1,000	\$500
Condominiums Assoc.	10,000 clicks x .50	5,000 clicks x .50	2,000 clicks x .50	1,000 clicks x .50
	\$5,000	\$2,500	\$1,000	\$500
Restaurants	5,000 clicks x .50	3,000 clicks x .50	2,000 clicks x .50	1,000 clicks x .50
	\$2,500	\$1,500	\$1,000	\$500
Real Estate	3,000 clicks x .50	2,000 clicks x .50	1,000 clicks x .50	500 clicks x .50
	\$1,500	\$1,000	\$500	\$250
Basic Businesses	3,000 clicks x .50	2,000 clicks x .50	1,000 clicks x .50	500 clicks x .50
	\$1,500	\$1,000	\$500	\$250
Extra Banner Prices	\$750	\$500	\$250	\$100



Thank-You.

