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## SES: Integration of channels is key to a search campaign

By [Dianna Dilworth](#)

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NEW YORK – Multichannel campaigns with strategic language is key to implementing a search campaign, according to a panel at New York's Search Engine Strategies Conference & Expo called "In House: Big PPC."

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Tim Daly, vice president of marketing strategy at direct marketing agency SendTec, highlighted the importance of search in conjunction with an offline campaign.

"We live in a search-centric world," Mr. Daly said. "The NRF [National Retail Federation] recently reported that 52 percent of people who receive an offline piece of advertising will go to a search engine before going to a site. If you do mail and you don't do search, you're going to lose out to your competitor."

Channel integration is particularly important across strategies online. Elyse Thibault, senior manager at Hearst Magazines, said that search has sent people to the Hearst Web sites and driven subscriptions offline at the same time.

"We use search to drive circulation and subscriptions and to drive people to content on our Web site," she said.

Picking keywords is crucial, especially when managing a global marketing campaign. Matthew Greitzer, director of search marketing at Avenue A|Razorfish, uses local translation firms to pick the right words when executing international campaigns.

Translating the right key words can be challenging when bringing an established product into a new market. Mr. Daly discussed the delicate matter of bringing internationally strong Skype into the American marketplace.

"The challenge is to increase business in the U.S. without affecting international business in countries like Japan and Germany," he said. "We have to get the U.S. consumers to adopt the term VoIP."

*Associate Editor Dianna Dilworth covers e-mail marketing, e-commerce, interactive and emerging media. Reach her at [dianna@dmnews.com](mailto:dianna@dmnews.com). To keep up with the latest developments in these areas, subscribe to our daily and weekly e-mail newsletters by visiting <http://www.dmnews.com/subscribe.php>*

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