

***"X-Factor Traffic" – The Top
10 Most Effective Totally
FREE Web Traffic Tactics in
the History of the Internet,
Get All 10: <http://xFactorTraffic.com>***

***BOB PARSON'S
TOP TRAFFIC TACTIC
By Bob Parson of GoDaddy.com***

The Most Successful Ad Ever

GoDaddy.com acquires customers from a large number of sources -- including online advertising, television, print, and radio. Traditionally, our largest channel is "word of mouth" advertising that we get from our own existing customer base.

Our customers receive a great value and superb service -- needless to say that their experience here leads them to recommend GoDaddy.com to their friends, family and associates.

There is no better advertising than that.

But this year Godaddy's Top Web Traffic Creation Tactic was our Super Bowl commercial and the follow-up marketing and performance execution.

Our Super Bowl commercial was a HUGE success.

It was not only successful, but it's quite possible that it was the most successful ad ever run by a company one time.

This includes Apple's 1984 ad.

That's a tall claim I know. But there's good facts to support it. Our ad received a 51% share. Budweiser who ran 11 ads received only a 15% share.

Also, as a result of the ad our market share in the world wide domain market increased by over 50%.

These facts alone made the ad a success by any measure. But, the ad itself was not the whole tactic.

We knew to be effective, we had to be polarizing. The result was what ad expert Brent Bamberger called, "the perfect storm of publicity...harnessing the various controversies surrounding their commercial to drive brand awareness."

Go Daddy's Super Bowl ad was: shown or described in nearly 700 separate TV broadcasts; mentioned in 1,230 separate newspaper and magazine articles; reached an audience of 262.9 million people; produced an estimated publicity value of \$11.7 million dollars; and TiVo reported it the most replayed commercial of the entire Super Bowl.

And our television ads didn't stop after the big game.

We continue to advertise, mostly on cable stations. Our creative content is quite diverse. We utilize edgy 'GoDaddy-Esque' commercials and straight-forward customer testimonials - using actual customers telling their story.

You can view them now online at:

<http://GoDaddyAds.TrafficologyResources.com>

Beyond advertising, we continually update our site to meet the needs of our customers by listening to what THEY have to say.

My blog at bobparsons.com & RadioGoDaddy.com provide our customers opportunities to give feedback that go beyond the traditional customer service phone calls and emails.

As for our Top Web Conversion Tactic offering domains for \$1.99 with the purchase of any non-domain product was extremely successful.

We manage and optimize the website and the offer constantly -- increasing conversion along the way. For a example, in December we ran a "12 days of

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shopping" promotion. It's fun for the customers because they get extraordinary deals. It keeps them coming back the next day to look for the next "day of shopping."

Another thing that drives sales conversion is our multi-step checkout process. Our checkout process was named "Best on the web" by Performance Internet Strategy & Media - at Affiliate Summit Las Vegas.

It's effective in presenting essential solutions to our customers as they complete their order. We offer checkout options for both the novice user who may have just received their first computer over the holidays, and the most tech savvy customers in order to allow them to customize their experience.