

Client: Avatar Creative Services  
Date: January 25, 2006  
Search Term: Denver + "Wedding Video"  
Total Ads Returned: 19

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## COMPETITORS

As an advertiser in general, and a Google advertiser in particular, targeting your customer is key. If you look at the majority of the 19 ads returned for this search, you will notice that it is very specific. It may be that you are looking for specific things, but your ad should be targeted to a specific message which aligns to the Keywords. For example, if your video offers, stick to one product and don't try to sell other things for other targeted searches. That, just like potential customers performing searches, you need to be like the majority of the 19 ads returned in this search. It should be like possible.

## Total Google Ads Returned

- Direct competitors (8)
- Guides and Directories (5)
- Combination of Photo/Video (2)
- General Video Production (2)
- Video Editing Software (1)
- Photographer (1)

Of the ads returned in this search, 8 are for direct competitors exclusively. Most of these ads are for directories and guides that list many wedding services, including photography or a photography/videography combination.

There are a total of 11 ads returned for this search. As the headline in a Google Ads is largely determined by customers as the most important piece of information on a magazine. A good headline is of particular importance when it comes to a reader. Typical Google users are selective when it comes to clicking on each opportunity to click on each Google Page. If you have a choice of more than 65 links to click, not including the main page, people are stingy with clicks, and it demonstrates how important it is to be extremely relevant.

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## Direct Competitor Headlines

- Company Name (3)
- Video (2)
- Price (1)
- Elegance (1)
- Beauty (1)

By Google standards, there are 105 more factors that go into the headline, and a balance of 105 more factors that go into the headline of your direct competitors use their ads to convey the message of your company name or the fact that they produce what you do. The headline is the potential customer to click on your ad is for the most part, the headline conveys and emotion or benefit. We call words that are used in the headline "words."

Step back from your side of the coin and look at your services. It's not for your company name (which is a factor in the ultimate decision). The reason you are looking for a professional on important days of their lives. Memories, family, friends, and a change in the balance! Sure, it's only a mouse click away from your mind. And if you can find the proper Psychology of the customer that clicked. Of your direct competitors' headlines, cinematic, elegant and beautiful.

## ANALYSIS

An important part of your marketing strategy is ranking on first page of Google. To do this, you need to be at the top of the list for your selected Keyword. The highest on page one of Google search will get clicks. As an alternative to a higher CPC, choose lesser-used Keywords. There may be less competition for your Google Ads as well.

In the top five direct competitor ads in the order they appear, these are not necessarily the first five ads returned to and including your fifth direct competitor. The following follows

- 1) The customer will take away upon reading the ad
- 2) Use the ad to your advantage

Use a flat-out detrimental to success  
Including the Web page that connects or disconnect with the ad.

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## ANALYSIS OF COMPETITIVE ADVERTISING

### \$595 Wedding Videos ①

Ceremony & reception, **Denver** firm.  
Get a free demo **video** & brochure  
[www.asolidgoldsound.net](http://www.asolidgoldsound.net)

### Artful Event Videography ②

Weddings, Anniversaries, Family  
Biographies. Budget conscious  
[www.anewdawn.tv](http://www.anewdawn.tv)  
Denver, CO

### Wedding Photography Guide

Free: 10 Facts To Know Before  
Selecting a **Wedding** Photographer  
[www.BethPhotography.com/free\\_guide](http://www.BethPhotography.com/free_guide)  
Denver, CO

### My Denver Wedding

A fabulous **wedding** guide  
serving the **Denver** / Boulder area  
[www.myDenverwedding.com](http://www.myDenverwedding.com)

### Denver Wedding Directory

**Wedding** vendors, local bridal shows  
track your **wedding** budget & more!  
[Denver-wedding-vendors.com](http://Denver-wedding-vendors.com)

### Wedding Photography/Video ③

**Denver**, Colorado professional  
**wedding** photography & videography.  
[www.movingmoments.com](http://www.movingmoments.com)  
Denver, CO

### Cinematic & Elegant ④

Cinematic **Wedding** Videography  
Elegant & Modern Style  
[www.CinematicBride.com](http://www.CinematicBride.com)

### Create Videos in minutes

No prior editing experience needed.  
Great for first-time users.  
[www.OneTrueMedia.com](http://www.OneTrueMedia.com)

### Beautiful Wedding Videos ⑤

Customized for your budget & style;  
Full service pro; Mn & Midwest  
[radfordvideo.com](http://radfordvideo.com)

#### 1. \$595 Wedding Videos

*Primary Appeal:* Price orientation suggests a good value.

*Positives:* Emphasizes the company's local expertise.

*Negatives:* Hard to make any arguments when it lands on the top of the list.

*Landing Page:* <http://www.asolidgoldsound.net/>

Slick, hard sell web site. The only way to contact them is via telephone or web forms. Either way, customers give up their contact information and will probably get pressure to book.

#### 2. Artful Event Videography

*Primary Appeal:* Walking the tightrope between beauty and budget.

*Positives:* "Artful" alludes a higher quality production (on a budget?).

*Negatives:* Should concentrate on weddings instead of extending ad to other family-oriented events.

*Landing Page:* [http://www.anewdawn.tv/what\\_wedding.html](http://www.anewdawn.tv/what_wedding.html)

Goes to a web page dedicated to wedding video, which is much better than landing on the home page. Since the company does other video production, it's hard to criticize site. Guess it depends what your definition of "artful" is.

#### 3. Wedding Photography/Video

*Primary Appeal:* Matter-of-fact, to-the-point professionalism.

*Positives:* Best attention getter is the URL, although it gets lost at the bottom.

*Negatives:* Redundant words "photography" and "videography" take up room that could otherwise be used to sell.

*Landing Page:* <http://www.movingmoments.com/>

Oddly enough, the site is NOT matter-of-fact. It is soft, feminine and is designed to appeal directly to the bride-to-be.

#### 4. Cinematic & Elegant

*Primary Appeal:* For those in search of style and opulence.

*Positives:* Excellent use of words in headline. Cuts through the other ads here.

*Negatives:* Too bad the same thesaurus used for the headline wasn't referenced again down in the description to eliminate the repeated words.

*Landing Page:* <http://www.cinematicbride.com/>

Someone spent some money putting together this web site. The adjectives in the headline can definitely be used to describe the web site.

#### 5. Beautiful Wedding Videos

*Primary Appeal:* A little bit of everything: beauty, budget, style.

*Positives:* The headline catches the eye because you want a beautiful wedding.

*Negatives:* With all the ads on this page, would you really go to Minnesota for a videographer? This company should target ads better.

*Landing Page:* <http://jcradford.bizland.com/video/id21.html>

As stated above: a little bit of everything. Corporate videos, webcasting, even a travel agency. I'm definitely not calling Minnesota.

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Many of your direct competitors have taken the opportunity to get these essential marketing using emotional words in their ads. Of all the words that you can use, you want to be the one that catches the eye of brides. In the wedding industry, the “nice to have” services, and aside from that, there is no one making a direct offer. There is no benefit of “the best value in Denver.”

1. As the peak wedding season approaches, weekend dates in June, July and August are in high demand. You need to come up with an offer that does NOT truly effectuate your “best value in Denver” positioning. You may have to brainstorm what will work for your business. Here are a few starters:
  - Get additional services
  - Work with a florist
  - Shoot an advertisement in the limo, package: a champagne toast
2. Once you’ve identified your opportunity to fill out those bordering months, these dates are less in demand, you’ll want to offer incentives to fill out your weekends.

The Day  
Elegant  
offer on  
www.Y

AND STYLE

Research performed by  
GoodAds Marketing Analyst

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Workhorse Studios  
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