

CREST ONLINE MARKETING PLAN



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Table of Contents

Executive Summary	2
Introduction.....	4
Client Overview	4
Site Overview	4
Objectives	5
Methodology	5
Target audience demographics	6
Competitor Web site	8
SWOT analysis	9
Social marketing strategy	10
Social Tools.....	11
Social Media Opportunities.....	12
Search engine optimization (SEO) strategy	12
On-page optimization	12
Off-page optimization	13
Keywords optimized by Crest’s website:	13
Review of meta tags.....	14
Review of keyword placement.....	14
Review of density	15
Review of overall architecture	15
Pay-per-click (PPC) strategy.....	15
Setting up a Google AdWords account	15
Four Google AdWords.....	16
Five doorway pages.....	18
Link building strategy	21
Cohort model for Crest’s target	22
Keyword analysis.....	23
Mobile marketing strategy	24
Email marketing strategy.....	25
Conclusions and recommendations	25
Works Cited	26

Executive Summary

As the new online marketing manager for Crest, the marketing strategy I created in this online marketing plan for Crest begins with an overview of my client. Next, is an overview of Crest's Web site, as well as the objective of the plan. In the next section, I outlined the methodology that I followed to create the online marketing strategy. After this, I focused on Crest's target audience demographics. Next, I included an overview of Crest's competitors' Web sites, which include Colgate, Aquafresh, and Arm & Hammer. Then I performed a SWOT analysis on Crest's use of social media.

The next section is on the Social Media strategy for my client. Following this strategy is the SEO strategy listing on-page and off-page optimization strategies. Next, I took a look at my client's Web site source codes to identify three keywords that its Web site has optimized. I also included three keywords my clients should consider using on its site in order to increase its organic search traffic. Then I listed three goals to be achieved through the use of a SEO strategy, including the budget for each goal. Based on the on-page analysis, I then recommended edits for my client's Web site home page. As part of the on-page analysis, I also reviewed the HTML codes, keyword placement, keyword density, and the overall architecture of the Web site.

Next, I created a PPC (Pay-Per-Click) strategy, which includes four ads for Google AdWords that follow Google's AdWords layout and standard. I also included the budget for each ad. Then I created a blueprint outlining the users starting at the Google ads, clicking on the link in the ads landing on Crest's Doorway pages, then clicking the links in the Doorway pages ending up on Crest's Web site. I also created the five Doorway pages.

The next strategy I created for my client is a Link Building Strategy, which involved using a backlink reporting tool to create a backlink report on my client and its three competitors. Next, I created a cohort model based my client's target audience. For the keyword analysis, I

generated a list of short-tail and long-tail keywords for my client. Then I created a targeted keyword list using three keyword research tools. Next, I defined my client's target search audience based on these three keywords using Google Trends.

Lastly, I included a mobile marketing and e-mail marketing strategy that my client is already utilizing into my online marketing plan.

Introduction

Client Overview

The client I have chosen is Crest Toothpaste. Crest is a product of Proctor & Gamble. Since its inception in 1955, Crest has strived to improve oral health. Today, it is one of the most trusted household brand, and it is accepted by the American Dental Association. Crest's dream is for everyone to have a beautiful, healthy smile for life by having perfect oral health ("Crest Heritage").

In the 1940s, Proctor & Gamble began to research for products that would reduce tooth decay, because Americans were getting on an average 700 million cavities per year. In 1950, Proctor & Gamble formed a joint research project lead by Dr. Joseph Muhler at Indiana University to come up with a toothpaste containing fluoride. The results revealed that children ages six to 16 had a reduction in cavities by an average of 49%. Adults had the same average of reduction in tooth decay. Following the success of this research project, Crest with fluoride was launched in a few test markets in 1955, followed by a national expansion in 1956 ("Crest Heritage").

Site Overview

The Crest Web site has a lot of information. The navigational menu has five pages (links) all with drop-down menus. There is also a search box for searching its Web site. The pages are:

- *Products*
- *Kid's Crest*
- *Dental Hygiene Topics*
- *Crest Coupons*
- *About Crest*

All of the submenu items can be found on the landing pages. The landing pages are colorful and include graphics of products and consumers using Crest products. The dental

hygiene topics add value to its Web site. It demonstrates that the company is concern about its consumers and not just about selling its products.

In addition to the navigational menu, there is another menu above that, which includes links to:

- *Where to Buy*
- *Offers by E-mail*
- *Oral-B.com (toothbrushes)*
- *Dental Professionals (drop-down menu with links to United States and Canada dental professionals)*
- *Worldwide Sites (drop-down menu with links to US-English, US-Español, Canada-English, and Canada-French sites)*
- *En Español (its Web site can be viewed in Spanish)*

The colors are blue and white. The blue resembles water. The Web site also has Facebook, Twitter, and YouTube social icons in the upper-right corner of the web page.

Objectives

My client, Crest Toothpaste, has been bumped from its number one position in the market by Colgate Toothpaste to number two position. Therefore, the objective for my client is to regain its number one position in the oral care industry.

Methodology

As the new online marketing manager for Crest Toothpaste, I will create an online marketing strategy, which will include the following elements and methods:

- *I will work on off-page and on-page optimization, as well as choose keywords that my client should use on its Web site. I will also create a SEO strategy for my client's Web site.*

- *I will create a mockup of paid ads for my client's Web Site. Then I will develop a blueprint using these ads, as well as describe my PPC strategy, and create five doorway pages.*
- *I will write a back link strategy for my client's Web site. In addition, I will create back link reports for at least three of my client's competitors' Web sites. I will also create a cohort model of the target audience and conduct research using three keyword research tool, including Google Trends™ tool, to determine the client's target search audience.*
- *I will highlight the use of social marketing tools, such as Facebook, YouTube, and Twitter, as well as explain how these social sites will play a part in the online marketing strategy.*

Target audience demographics

Crest target audience is everyone who uses oral products for hygiene, including professionals and dentists. Its target audience includes kids ages six to 16, as well as their parents. "The Crest target demographic is very broad for the toothpaste business, child focused in the toothbrush business and primarily focused on adults in the rinse, stripes and floss businesses" ("Anizor").

The marketed is segmented into two markets, base (cavity and tartar protection) and premium (multiple benefits and whitening) ("Anizor").

Crest target market ("Skale"):

- *Adults 18-49*
- *Men: 43.6 %*
- *Woman: 56.4%*
- *Household Income of \$65,000-\$149,999*

- *White*

Crest target audience ("Packaged Facts"):

- *Female*
- *Adults 18-44*
- *White*
- *African-American*
- *Attended vocational school*
- *College graduate*
- *Graduate degree*
- *Presently married*
- *Divorce/separated*
- *Employed full-time (30+ hours)*
- *Full-time student*
- *Professional/Technical*
- *Office/Administrative*
- *Sales*
- *Management/Business Operations*
- *2-6 person household*
- *2-adult household*
- *1-2 children in household*
- *Own home*
- *Live rent-free*
- *Value of residence: \$100,000 – 500,000+*
- *Household income: \$50,000 – 150,000+*

Crest audience is ("Anizor"):

- *Young*
- *Fun*
- *Attractive*
- *Reliable*
- *Trustworthy*

Competitor Web site

Colgate - <http://www.colgate.com/app/Colgate/US/HomePage.cvsp>

Colgate's website offers the same type of information that is found on Crest's Web site; however, its layout is different. Its colors are red and white same as its toothpaste packaging.

On the home page, Colgate's navigational menu has links to Oral Care Products, Special Offers, Our Company, For Dental Professionals. Each of these links land on landing pages that has a lot of information. Its landing page for Dental Professionals has information for Patient Education, Professional Education, and for Faculty/Student.

I noticed instantly when visiting Colgate's Web site that it is targeting minority families. I only saw a couple of minorities on Crest's entire Web site. In addition, Colgate uses a lot more images of people using their products compared to Crest. Colgate also has a link to its involvement in the community. I didn't find a community involvement link on Crest's Web site.

Colgate has a social media presence on Facebook, Twitter, and YouTube.

Aquafresh - <https://www.aquafresh.com/>

Aquafresh's Web site pales in comparison to Colgate and Crest. It has fewer graphics and less information. On Colgate's and Crest's Web site, you can become a registered user of the sites. Aquafresh's Web site doesn't offer this feature. Its site has fewer links on the home page, and the landing pages don't have links to more landing pages like Colgate's and Crest's sites. On

the Aquafresh's home page there are five links to: extreme clean, aquafresh kids, products, dental health, and FAQs. Above the navigational menu, are two more links to: buy now, and coupons.

Aquafresh has social media icons to: Facebook, Pinterest, StumbleUpon, and Twitter.

Arm & Hammer - <http://www.armandhammer.com/Index.aspx>

Arm & Hammer's Web site layout is different from Crest, Colgate, and Aquafresh, because it offers more products in other categories in addition to oral care products. Arm & Hammer Web site focuses on all of its product categories. The color scheme is the same as its products. Majority of the graphics are of its products as oppose to people.

The links on its home page are to: Home, Products, Savings Center, Solutions, and Where to Buy. The Products link has a drop down menu to each category of its products, including Personal Care, which is the category for its oral care products. Above the navigational menu are three more links to: News, About, FAQs. This company networks on Facebook and YouTube.

All three competing Web sites have the search feature on its home page similar to Crest's.

SWOT analysis

Strengths (internal)	Weaknesses (internal)
<ul style="list-style-type: none"> • Crest has a social media presence on Facebook, Twitter, and YouTube. • Crest has links to Facebook, Twitter, and YouTube. • Crest has links from Facebook, Twitter, and YouTube pointing back to its Web site. 	<ul style="list-style-type: none"> • Crest has no social share/bookmark buttons on its landing pages. • Crest doesn't have a blog.
Opportunities (external)	Threats (external)
<ul style="list-style-type: none"> • A blog is an opportunity for Crest to establish a relationship with its target audience, as well as attract those who use its competitors' products. Having a system in place that will create a dialogue, rather than a one- 	<ul style="list-style-type: none"> • Crest target audience visiting social networking sites of its competition. • Web site not offered in more than two foreign languages, while claiming to be worldwide

<p><i>way conversation is a great opportunity for my client.</i></p> <ul style="list-style-type: none"> • <i>According to an article by Eli Goodman, “Social SEO – Facebook & Twitter Best Practices,” companies should have a way for site visitors to share or bookmark its landing pages if the company wants to positively impact its use of social media SEO influence (“Goodman”). This is another opportunity for Crest to use social marketing to influence its site ranking, as well as attract more of its target audience. Shared pages have the potential to go viral.</i> • <i>Facebook contests are a great way to reach my client’s niche. The prize could be a free supply of its whitening products. Also, the contest can tie into its getting Likes strategy, where everyone who Like its page will be entered into the contest. Then announce the winner on its Facebook page and on its Web site and have share buttons on the Facebook posts and its Web site. Chances are the winners will want to share the news of their winning free products. This will definitely gain attention, as well as impact its social marketing. More contestants will enter the contest.</i> 	<ul style="list-style-type: none"> • <i>Not keeping up with social media trends</i>
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Social marketing strategy

As previously mentioned, Crest has a presence on Facebook, Twitter, and YouTube. Crest Facebook page has 633,427 likes. On Twitter, the company has tweeted 9,219 tweets, the company is following 3,738 tweeters, and have a following of 51.4k tweeters, and have 2,041 favorite tweets. On YouTube, Crest has 4,301 subscribers.

The content on Facebook consists of product information and video. Some of its content received as many as 15,000 likes, 300 comments, and 3,000 shares. One of its more popular post is of a video of children being taught the effects of Halloween on them but not their teeth. The

video received 685,190 views, 7,654 likes, 329 comments, and 3,552 shares. The content uses hashtags, also.

Crest uses the same type of content on Twitter, except the content is created as tweets instead, which is a different format, keeping in mind the limitation of 140 characters. It doesn't appear as if the company receives as many interactions as it does on Facebook. The tweets that ask questions, seem to get retweeted and favorite more than the other type of tweets.

The content on YouTube are videos of Crest's commercials, experts, and users. Its videos receive a lot of interaction in the form of views. The most popular videos appear to be on the topic of teeth sensitivity. One such video received 14,117 views. The videos in Spanish are also very popular.

Marketing using social media vehicles can enhance SEM (Search Engine Marketing), and SEM can enhance social marketing, if the strategies are correctly joined together. Social marketing can also improve SEO (Search Engine Optimization) for a marketer's Web site.

According Goodman, total visits to social media networks increased by 36 percent to 6.2 billion from 2007 to 2011. Search clicks accounted for 13.5% of the total visits ("Goodman"). Although social media and people searches are the main driver of search clicks, big brand names are becoming the fastest growing segment of search clicks. The branded searches for the top 20 brand names in retail, finance, and travel combined delivered over 1.6 million (1300% since mid-2009) clicks directly to Facebook ("Goodman"). Therefore, it is beneficial for businesses to embrace social media, not only for social marketing, but also to improve its ranking both on its Web sites and social pages. Owning a premium position on the SERPs (Search Engine Result Pages) will drive more clicks to a business Web site, which will lead to more sales.

Social Tools

1. Crest can use Facebook to encourage conversation and interaction with its target audience ("Social Marketing").

2. Crest can use Twitter to announce new product release (“Social Marketing”).
3. Crest can use YouTube to promote products and other types of messaging (“Social Marketing”).

Social Media Opportunities

Goodman lists blogs as a conversational medium, along with social networking sites; therefore blogging can enhance Crest’s SEM and page ranking in the search results. Currently, Crest doesn’t have a blog. Its competitor Colgate doesn’t have one either. Having a blog can cause Crest to regain its number one position in the oral care industry. Currently, the company is number two.

As I also mentioned earlier in the SWOT analysis, another opportunity for Crest is to add social sharing and bookmarking buttons to its landing pages. According to Goodman, not having a way for site visitors to share or bookmark a landing page can negatively impact the company’s use of social media SEO influence (“Goodman”).

Search engine optimization (SEO) strategy

On-page optimization

Example of on-page optimization (“Engle”)	Description of how you will use this for your client’s website
1. Keyword research and selection	Research and select keywords that Crest’s target audience use when searching for toothpaste
2. Optimize keywords in URL	Change URL from crest.com to cresttoothpaste.com
3. Optimize keywords in meta description tag	Optimize meta description not exceeding 160 characters placing keywords or keyword phrases near the beginning of the description all the while making the description sound natural.
4. Optimize keyword density	Strategically place keywords at beginning and end of page while avoiding keyword stuffing. I will also include a few semantically related keywords sprinkled throughout.
5. Optimize image alt tags	I will optimize alt tags, and alt attributes adding a short description, which will include keywords or keyword phrases.

Off-page optimization

Example of off-page optimization (“Smith”)	Description of how you will use this for your client’s website
1. Social networking sites	Add a profile on Google+, which will help with Google ranking.
2. Blogging	Add a blog using the dental hygiene topics. Although, Crest has these topics on its site, they are not interactive.
3. Blog marketing	Post comments on other blogs in the oral care industry.
4. Social bookmarking	Submit blog posts to popular bookmarking sites; for example, StumbleUpon, Digg, Delicious, Reddit, etc. Although this is a tactic for small businesses, it would be a strategy perhaps Colgate is not utilizing.
5. Search engine submission	I would submit Crest’s website to popular search engines like Google, Yahoo, Bing, etc.

Keywords optimized by Crest’s website:

- *Toothpastes*
- *Toothbrushes*
- *Dental Hygiene Products*

Three additional keywords the site could be utilizing and analyzing to increase its organic search traffic:

1. Toothpaste with fluoride
2. Electric toothbrushes
3. Manual toothbrushes

Overall goals to be achieved through Crest use of SEO for its Web site

SEO Goal	Proposed budget to accomplish goal
1. Webmaster to implement on-page SEO, update Web page with new keywords, and create new Web pages (ToothpastewithFluoride.com, ElectricToothbrush.com, and ManualToothbrush.com)	\$1,500 flat rate
2. Hire another social media person to implement Crest’s profile to Google+ social network, as well as participate in the conversation in order to accomplish off-page SEO. (part-time position)	\$18,200 annually (5 hours/week at \$70 per hour)
3. Hire a blogger to write blog posts and submit them to bookmarking sites in order to accomplish off-page SEO (part-time).	\$21,840 annually (2 blog posts per week) Each post will take approximate two hours to research topic and write, and two hours per week to participate on bookmarking sites

	and respond to blog comments (6 hours/week at \$70 per hour).
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Suggested edits that need to be made to Crest's Web Site home page based on on-page SEO analysis.

Crest's homepage is focus on informing its target audience that its toothpaste does not contain Triclosan, and on a product that relieves tooth sensitivity. Only a couple of its keywords are not included in the content, dental hygiene products and dental care. Most of the remaining keywords are not visible; however, they are listed either under pull-down menus or in the slideshow at the bottom. The only recommendation is to increase the density of the keywords and include the two above-mentioned keyword phrases.

Review of meta tags

Crest homepage keywords include: crest, dental hygiene, dental hygiene products, dental care, oral care, toothpaste, toothbrushes, mouthwash, teeth whitening"

Review of keyword placement

The keyword Crest is sprinkled throughout the homepage from top to bottom. Dental hygiene is used once on the drop-down menu titled "Dental Hygiene Topics" and once in the slideshow at the bottom of the page. Oral care is listed under the Kid's Crest pull-down menu at the top and twice in the slideshow at the bottom of the page. However, oral care is not used as a two-word phrase. It is used as "Kids Oral Care," "Oral-Care e-newsletter," and "oral care products." Toothpaste is listed under the product pull-down menu and in the main heading, and twice in the slideshow at the bottom of the page. Toothbrush is listed in the Products and Kids Crest pull-down menus. Mouthwash is listed once under Products pull-down menu. Whitening is listed once under the Product pull-down menu, and teeth whitening is listed under Dental Hygiene Topics pull-down menu.

Review of density

Here is a screenshot of Crest's density report.

Results for <http://www.crest.com/>

- There are 393 words on this page
- Of those 393 words 291 words are linked ones
- Of 393 words 102 are not linked
- Of 102 non linked words 44 words are either stop words or have less than 3 characters

Below you can see words from the entire text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
crest	20	5.08%	dental hygiene	4	1.01%			
kids	7	1.78%	english canada	3	0.76%			
dental	7	1.78%						
products	6	1.52%						
news	5	1.27%						
canada	5	1.27%						
english	4	1.01%						
toothpastes	4	1.01%						
hygiene	4	1.01%						
p&g	3	0.76%						
oral-b	3	0.76%						
pro-health	3	0.76%						
tridosan	3	0.76%						
sensitivity	3	0.76%						
toothpaste	3	0.76%						
care	3	0.76%						
teeth	3	0.76%						

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Below you can see words from the non-linked text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
crest	4	3.92%	dental hygiene	3	2.94%			
products	3	2.94%						
dental	3	2.94%						
hygiene	3	2.94%						

Review of overall architecture

Crest Web site is overall user-friendly and contains useful content. The colors are aesthetically pleasing to the eye. The homepage doesn't have too much content; therefore, the user doesn't have to scroll down a long page to locate particular information.

Pay-per-click (PPC) strategy

Setting up a Google AdWords account

The first step in creating a Google AdWords account is setting up a Google account. The Google account is the umbrella account for which all of the Google services come under, including the AdWords account. Next, set up the time zone you want to see your report in and the currency preferences of how you want to pay your bills. Select carefully as these cannot be changed. Then click continue. Google AdWords will send you an e-mail with a special validation link to confirm you own the account ("Organizing campaigns and ad groups").

Specific standards required by the Google AdWords advertising service to set up an ad.

AdWords account is structured with three layers: account, campaign, and ad group. Under your account are the campaigns and under the campaigns are the ad groups. For search campaigns, keywords and ads are in the ad groups. One way to organize campaigns is with

similar products and services. The ad groups within each campaign will have specific keywords pertaining to products or services within that campaign plus the ad (“Organizing campaigns and ad groups”).

Setting up your first campaign involves selecting your keywords, setting your bid, and creating an effective text ad (“Setting up your first campaign”).

Keyword phrases (2 to 3 keywords) are more effective. These are the phrases your target audience will use to search for your products or services.

Setting your bid involves the maximum amount you are willing to pay for each time someone clicks on your ad (cost-per-click [CPC]). The higher your bid and the more relevant your keywords are, the higher your ad possibly will show on the search engine result pages (SERPs).

To write an effective ad, try various headlines and Calls-to-Action; for example, click here, buy now, sign up today, etc. Point out the features that set you apart from your competition, include your keywords in your ad, and make sure your landing page match your ad. The landing page is where your customers will land after clicking the link that you provide in your ad.

Your text ad will have four lines of text. The four lines are your headline, two lines of content, and an URL (linking to your landing page). The maximum characters you use for the headline are 25, and 35 characters on each line for your content description. The display URL characters limit is 35 characters (“Writing effective text ads”).

Four Google AdWords

1. Tooth Sensitivity Issues?

Get sensitivity relief right now!

Try Crest Sensi-Stop Strips today.

<http://crest.com/sensi-stop.html>

Strategy: Crest’s competition also offers tooth sensitivity products. Therefore, this ad will be effective as a PPC ad if Crest has done its SEO for the search term “tooth sensitivity products”

giving the company a top-rank spot on the SERPs. Research shows that when people see both an organic and paid listing, they are more likely to click your link; more importantly, they will click the organic listing (“Understanding where ads show up”).

2. Number One Mouth Rinse

Reduces plaque & bad breath germs.

Buy Crest Mouth rinse online now.

[*http://crest.com/mouth-rinse.html*](http://crest.com/mouth-rinse.html)

Strategy: Most mouth rinses are listed as mouthwash; so, this is a way to edge out competition.

Even if people search for mouthwash, mouth rinses is one of the results. Plus, Crest currently uses rinse as one of its keywords.

3. Prevent Tooth Cavities

Do you want to prevent cavities?

Buy Crest with fluoride online now.

[*http://crest.com/fluoride.html*](http://crest.com/fluoride.html)

Strategy: Crest is the only brand that shows up when searching the search term “how to prevent cavities” and “prevent cavities.” Therefore, these keyword terms should be included in its ads.

4. The Best Fluoride Toothpaste

We invented fluoride toothpaste.

Try Crest today to fight cavities.

[*http://crest.com/fluoristan.html*](http://crest.com/fluoristan.html)

Strategy: Crest was the first toothpaste to include fluoride, which is its strength in a SWOT analysis. The company should stress that fact as a benefit. Also, it’s the only brand that shows up when searching “who invented fluoride toothpaste.”

Daily budget for all four ads

Based on 1,200 impressions and a 1% click through rate and cost \$0.25 per click.

1. Daily Budget: At 1,200 impressions with a 1% click-through rate =12 x \$.25 per click = \$3.00

2. Daily Budget: At 1,200 impressions with a 1% click-through rate =12 x \$.25 per click = \$3.00

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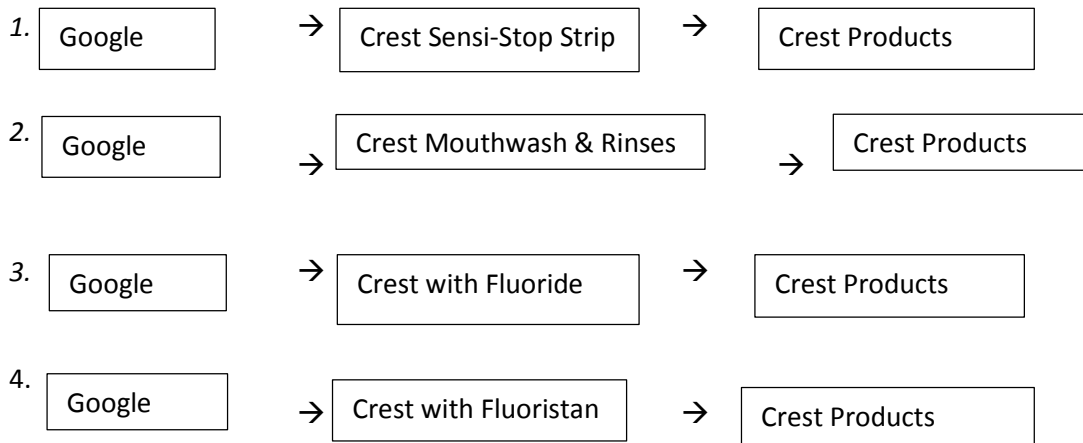
Blueprint that explained how each ad links to each doorway page.

Ad number one link, <http://crest.com/sensi-stop.html>, will link to a landing page titled “Crest Sensi-Stop Strips.” Ad number two link, <http://crest.com/mouth-rinse.html>, will link to a doorway page titled “Crest Mouthwash & Rinses.” Ad number three link, <http://crest.com/fluoride.html>, will link to a doorway page called “Crest Toothpaste with Fluoride.” Number four ad will link to a doorway titled “Crest Toothpaste with Fluoristan.” The link is <http://crest.com/fluoristan.html>.”

The overall PPC goal for each ad it to convert site visitors to customers, causing the customers to choose its products over the competition.

The budget will be no more than \$3.00 per day totaling to \$12.00 for a daily budget for four ads.

Graphical layout of the navigation for each ad in the blueprint



Five doorway pages:

1. Explanation of the strategy
2. Transactional links
3. Additional content, for example like images and copy, as needed which reinforced the keywords for each page

Strategy is to attract the target audience who are suffering from tooth sensitivity pain. The transactional link is

<http://crest.com/sensi-stop.html>

Crest Sensi-Stop Strips

ALL CREST TOOTHPASTES ARE 100% TRICLOSAN FREE. [LEARN MORE](#)

**GET SENSITIVITY RELIEF
LIKE NEVER BEFORE**

Crest Sensi-Stop Strips are a breakthrough way to get tooth sensitivity relief. Their key ingredient is applied directly to sensitive areas for 10 minutes, giving immediate relief and up to 1 month of protection.

IMMEDIATE RELIEF **10 MINUTES** **1 STRIP**
UP TO 1 MONTH OF PROTECTION


[LEARN MORE](#) [SAVE \\$2 NOW](#)

Do you need relief from tooth sensitivity? Look no further, pick up your pack of Crest Sensi-Stop Strips where Crest products are sold or purchase online today at <http://crest.com/crest-products.html>.

Strategy is to attract those searching for mouthwash and mouth rinses. Crest competitors do not show up when searching for mouth rinse. The transactional link is

<http://crest.com/mouth-rinse.html>

Crest Mouthwash & Rinses



Crest mouthwash and rinses help fight plaque and gingivitis. Our rinses also will give you fresh breath, because they fight bad breath germs. Our mouthwash and rinses are alcohol free.

We have a selection of five choices to fit your daily lifestyle. Pick up your mouth rinse today where Crest products are sold or purchase online today at <http://crest.com/crest-products.html>.

Strategy is to attract parents; especially mothers. Mothers will protect their children and their health at all costs. The transactional link is <http://crest.com/fluoride.html>.

Strategy is to set Crest apart from its competitors (who are offering toothpaste with fluoride) as the experts in producing toothpaste with fluoride, because they did it first. The transactional link is <http://crest.com/fluoristan.html>

Crest Toothpaste with Fluoride



Do you want to prevent you or your children from getting cavities? Try our toothpaste with fluoride. Our fluoride toothpaste will help to prevent cavities for your entire family. Start preventing cavities today.

Pick up your tube of toothpaste with fluoride where Crest products are sold or purchase online today at <http://crest.com/crest-products.html>.

Crest Toothpaste with Fluoristan




Crest invented fluoride toothpaste first which makes us the experts in toothpaste with fluoride. In 1955, we first used fluoristan, which we later changed to fluoride. Go [here](#) to read our history. We at Crest invented the best toothpaste with fluoride.

Pick up your tube of Crest toothpaste with fluoride where Crest products are sold or purchase online today at <http://crest.com/crest-products.html>.

Crest main competitor Colgate offers a newsletter, but not a blog. The blog will provide Crest with an opportunity to interact with customers and potential customers. This interaction will create a relationship with their target audience, which can increase their conversion rate. The transactional link is <http://crest.com/blog>.

Crest's Blog
Dental Hygiene Topics



Welcome to our blog where you will find oral health tips and topics. Also, you can ask us any questions concerning your oral care and health. We will provide you with our expert advice and tips. Stay tuned each week for oral health tips.

Visit our website at <http://crest.com>.

Link building strategy

Crest has 49,869 backlinks, 49.2K are Follow links, 632 are Nofollow links, 47.0K are text links, and 2.2K are Image links ("SEMrush").

Colgate has 126,544 backlinks, 104K are Follow links, 22.9K are Nofollow links, 103K are text links, and 21.6K are Image links ("SEMrush").

Aquafresh has 32,226 backlinks, 27.9K are Follow links, 4.3K are Nofollow links, 32.1K are Text links, and 94 are Image links ("SEMrush").

Arm & Hammer has 55,799 backlinks, 41.5K are Follow links, 14.3K are Nofollow links, 55.3K are Text links, and 460 are Image links ("SEMrush").

Cohort model for Crest's target

Cohort Name: Devon and Hillary

Description of the Cohort: Dual-income young couple, who spend their discretionary incomes on items that will help them to look attractive and young.

Median Age: 33

Median Income: 100,000

- Demographics:
 - The ideal Web user is 18-49 years old men and women with household income ranging from \$65,000 - \$150,000+. They are educated and their education ranges from vocational training to graduate degree. The ideal Web users are African-American and White.*
- Psychographics:
 - Interests
 - *Owning a home*
 - *Raising their families*
 - *Staying attractive and young*
 - *Getting an education*
 - *Climbing the career ladder*
 - Lifestyles
 - *Like going to movies*
 - *Enjoy spending time with family*
 - *Shop for items to keep them attractive and young*
 - *Rather have movies on demand instead of cable and satellite TV*
 - *Small amount of discretionary income to spend*
 - Personality traits
 - *Fun*
 - *Reliable*
 - *Trustworthy*

Summary overview of how to market to this target user

Crest has whitening products that will help this target user to look attractive and young by have a bright smile. However, the user doesn't have a lot of extra money to spend; therefore, the ads should stress value and offer coupons. The ads should represent the target user by

including those who look like him or her. He or she should look like they are having fun, and they should be attractive and young with a big, bright smile.

Keyword analysis

List 10 short-tail keywords for your client

1. affordable toothpaste
2. whitening toothpaste
3. affordable whitening strips
4. kids toothpaste
5. flavor toothpaste
6. whitening mouthwash
7. protect enamel
8. whiter teeth
9. beautiful smile
10. healthy smile

List 10 long-tail keywords for your client

1. toothpaste for a bright smile
2. toothpaste that will whiten teeth
3. affordable whitening products
4. toothpaste that will give you fresh breath
5. toothpaste the dentist recommends to whiten your teeth
6. a whiten toothpaste that is safe to use everyday
7.a toothpaste that will whiten your teeth and fight cavities
8.a toothpaste that is safe for the entire family
9. toothpaste that will make your teeth white
10.toothpaste that will remove smoke stains

Targeted keyword list based on the results of at three keyword research tools

1. Google Adwords – oral hygiene (6,600 avg. monthly searches, low competition)
2. Bing keyword tool – Crest (40,009 times appeared in search)
3. Bing keyword tool – Crest whitestrips (1,997 appeared in search)
4. KeywordSpy – what is plaque (4,090,000 search volume, number 6 position)

Keywords chosen

Oral hygiene – Keywords with high search volume and have low competition are good keywords (“Keyword Generation”).

Crest – Bing pulls organic keyword data from Bing rather than rounded search volume like Google Adword. Being it is more of an exact search volume, it helps you to determine if it is a good organic search target (“Keyword Generation”).

Crest whitestrips – Same rationale as previous example using Bing Keyword Tool.

What is plaque – KeywordSpy gives the ability to monitor keyword performance on your site and your competitors (“Keyword Generation”). This search term has a high volume for the number of searches in one month, and it shows up on the first page of SERPs (search engine result page) in the number 6 position.

Crest’s target search audience based on priority keywords identified

According to Google Trends, In September 2004, South Africa had the most interest in the keyword “oral hygiene.” The related search included Oral hygiene – Industry and Hygiene – Industry as topics, and dental oral hygiene and dental hygiene as related search queries.

In August 2005, the United States had the most interest in the keyword “Crest.” Interestingly, Ireland showed the second most interest. Related searches were Crest – Brand and family crest as a search query.

In January 2004, Norway expressed the most interest, with the United States closely behind them showing the most interest in March of the same year for the keyword “Crest whitestrips.” The related search term was Crest – Brand as a topic and white crest as a search query.

In conclusion, based on the above-mentioned keywords, my client should target people who are concerned with their appearance and staying healthy with its Crest whitestrips products.

Mobile marketing strategy

In an article by Lauren Johnson in 2012, she stated that Crest was running an ad campaign that let consumers know where they could find nearby products based on their location. The campaign also encouraged mobile sales of Crest toothpaste. The ads appeared in the TV Guide iPhone application. Simon Buckingham, CEO of Appitalism, New York said that he

didn't think many people would buy toothpaste via their cell phones, but it did raise awareness, which could lead to purchases later (Buckingham is not affiliated with Crest) ("Johnson").

The copy for the ad featured the company's logo, which encouraged users to tap to learn more. The banner ads then expanded into a landing page giving the consumers two options – to find the product nearby or purchase it online ("Johnson").

If the users decided to purchase the item, they would then be directed to Walmart mobile site via a landing page. From there, they could browse for more information, add the item to their shopping cart, or checkout ("Johnson").

Email marketing strategy

As previously mentioned, Crest has links above the navigational menu, one of which is an Offers by E-mail link. When site visitors sign up to receive Crest's monthly e-newsletters, they will receive exclusive offers, the latest in P&G oral care and email reminders to change their toothbrush or replacement brush head ("Oral-B and Crest E-Newsletter Registration").

Conclusions and recommendations

Crest is already active on Facebook, Twitter, and YouTube. The objective of this plan is for Crest to regain its number one spot in the oral care industry. Implementing the above-mentioned social media tools that it is not currently using can have a positive impact on its SEO and SEM strategies causing them to reach the objective of this plan.

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