



What's the Buzz?

Jamark Laboratories, Inc.



Steve Kaiser, Jamark Laboratories

Selling skin products online is a challenge. Just try searching for "skin cream" or "skin lotion" and see what happens. Millions of products, some brand

names, some crazy claims....how can anyone break through and climb to the top without spending the equivalent of the national debt? Jamarklabs.com has done it by focusing on keywords that create some "buzz" for their products.

Jamarklabs.com is home to Surgeon's Skin Secret, a skin moisturizer. Surgeon's Skin Secret was developed in 1950 by a plastic surgeon that used it to treat post surgical wounds. The product kept the wound from infecting and also helped to reduce scarring. Surgeon's Skin Secret is an all natural beeswax moisturizer, which contains lanolin and mineral oil. The formula softens dry, chapped, irritated skin. Among its many extra benefits include: non-water solubility (won't wash off easily), seals in the body's natural moisture, and it's long lasting formula.

Founded in 1996 by President Jim Kaiser, Jamark Laboratories has always employed a multi-layer marketing approach that included the Internet, some retail outlets and appearances on QVC. Visit the site and you'll see customer friendly buttons like Specials, Factory Outlet, Articles and Information, VIP Offers and a "share with a friend" free sample with purchase. The company knows that 9 out of 10 women who try the product, love it - but how do you get customers to the site?

While attending a Solid Cactus Boot Camp, Jim's son Steve (National Sales Manager) talked to other store owners who felt that Pay-Per-Click (PPC) marketing was the best way to drive people to their websites. Steve was convinced and began working with Solid Cactus on a PPC plan the next day. His one

requirement - the budget could not exceed \$500 per month. The experts at Solid Cactus accepted the challenge.

None of your bee's wax!

Bee's wax is an unusual ingredient in a skin moisturizer. As part of Solid Cactus' competitor research prior to the start of Jamarklabs.com's PPC marketing, a Google keyword discovery analysis showed that bee's wax was not listed as a keyword for competitor sites which were similar in product pricing. This was a first step in developing a group of keywords that would be tested during phase one of the PPC marketing campaign.

A PPC specialist launched the PPC marketing in June, well ahead of Jamarklabs.com's busy season. "This is really important," she noted, "you need to test your PPC marketing far enough in advance to be able to make adjustments and be ready for your peak selling season." For Jamarklabs.com, the busy season is September-January so the summer was a perfect time to build ads, test creative word choices, gather data and make adjustments.

Remarkable Results!

When September arrived, the PPC marketing was hitting its stride. Strong GoogleAdWord performers were also being used on Yahoo! and MSN with similar results. The statistics said it all - conversions increased while the return on advertising spending (ROAS) almost tripled. All of this was accomplished with a small, consistently placed budget that used researched, but perhaps unusual keywords.

GOOGLE AdWords Results

Report Date	Conversion Rate	Cost/Conversion	ROAS
Oct 8 - 08	7.07%	3.89	862.80%
Nov 8 - 08	8.11%	3.78	1,048.60%
Dec 8 - 08	10.14%	2.97	1,198.20%
Jan 8 - 09	9.58%	3.14	1,033.70%
Feb 8 - 09	7.94%	3.67	804.10%

Steve Kaiser was impressed. "Everybody at Solid Cactus is really good at what they do. I try not to bother them. They have the professionalism and expertise, and I've hired them to do the job. So I just stay out of the way." The PPC marketing continues in a maintenance mode during the slower months, focusing on promoting Steve's incentives, promotions, coupons and the addition of new products with the same testing, managing bids and optimizing of ads.

Steve mentioned another good reason to work with Solid Cactus. "It's a one-stop shop," he noted, "I can get all the marketing help I need from them." Jamarklabs.com uses the Solid Cactus Call Center, SEO and recently did a site redesign. Future plans include adding flash video and a zip code locator to the site.

About Jamarklabs.com

Jamarklabs.com, headquartered in Grand Rapids, MI, is owned and operated by the Kaiser family. President and Co-Founder Jim Kaiser has over 30 years in the healthcare and pharmaceutical industries and son Steve is the National Sales Manager. The Surgeon's Skin Secret line of products was launched online in 1996 and has grown to over 40 items/configurations delivered from a 10,000 square foot facility on the South East Side of Grand Rapids. For information, visit <http://www.jamarklabs.com> or call 888.252.6275.

About Solid Cactus eCommerce Marketing

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