



To Your Health – VitaminPro.com

Reaches the Health Conscious in a Crowded Market

“...Solid Cactus... they watch our site and, as we grow, help us by making recommendations to our online marketing strategy.”

—Dr. Dan Schlenger, OVitaminPro.com

The vitamin market segment on the web is a very crowded place that includes everything from wholesalers to Mom and Pop shops selling home remedies for “what ails you.”

When the owners of OVitaminPro.com launched their site, their goal was to reach out to specific consumers – those who have a higher than average interest in their health as shown by their willingness to research conditions and use lab results to determine their product choices. Thus, using internet marketing search terms such as “vitamin E” or “fish oil” was not going to be particularly useful. Enter Solid Cactus’ pay-per-click (PPC) strategy using a combination of broad, phrase and exact match terms for maximum return.

To target those health conscious consumers, Solid Cactus created an Internet marketing strategy that used specific ads written for each product on the site with small, targeted Ad Groups. The combination of high-quality products, compelling copy and the promotion of value propositions such as \$1 shipping produced strong conversion rates.



Dan and Mary Schlenger at home with their Border Collie Oscar enjoying the Holidays with family and friends.

During the first month on Google, the Return on Ad Spend (ROAS = Sales Value/ Ad Cost) was a remarkable 3,506%. This trend continued throughout the year (see

chart) with an average Google and Yahoo! ROAS through three quarters of 3,405%. This is a strong result for their specific market segment and target audience.

OVitaminPro.com Investment in Ad Spending Pays Dividends!

Month	Google ROAS	Yahoo! ROAS	Average ROAS
January	3,560.8%	N/A	3,560.8%
February	4,752.1%	4,267.7%	4,509.9%
March	2,491.9%	4,081.1%	3,286.5%
April	2,838.2%	5,963.8%	4,401.0%
May	3,087.9%	4,753.6%	3,920.7%
June	1,985.2%	5,782.7%	3,883.9%
July	1,784.9%	2,028.3%	1,906.6%
August	2,212.8%	3,004.9%	2,608.8%
September	2,234.9%	2,900.0%	2,567.5%
Overall Average	2,772%	4,098%	3,405%

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OVitaminPro's commitment to customer service and insistence on quality products has built strong repeat business as proven by high traffic through the site's Login feature, which allows customers to save items, create a wish list, create a registry, and keep track of past orders. This is a logical outcome of the marketing efforts, as most people purchase vitamins and supplements on a monthly basis. The combination of word-of-mouth and Internet marketing bodes well for OVitaminPro.com's future. In order to grow the customer base even more, PPC campaigns continue to drive approximately 20% of the site's sales.

"One of the things we really like about Solid Cactus is the way they watch our site and, as we grow, help us by making recommendations to our online marketing strategy," said Dr. Dan Schlenger, co-owner of [OVitaminPro.com](http://www.ovitaminpro.com). "It's a constant puzzle and they sort through the pieces to find the ones that fit."

Perhaps the most important measurement for OVitaminPro is the low CPC (Cost Per Click). The industry norm is \$0.52. However using several targeted campaign strategies, Solid Cactus has built "Quality Score" which directly influences CPC and as a result, the average CPC for OvitaminPro is a mere \$0.25. (see chart)

Quality Score is a dynamic variable calculated for each of your keywords. It combines a variety of factors and measures how relevant your keyword is to your ad text and to a user's search query.

Since the marketing focus is brand-centric, the campaigns take advantage of relatively low search volume and fewer competitors. This is confirmed by the high proportion of exact match conversions versus broad or phrase conversions. Additionally, click through rates (CTR) of 4.28% have consistently stayed above the industry average of 2.47%

Click, Click

Q3	Industry	OVitaminPro
CPC	\$0.52	\$0.25
CTR	2.47%	4.28%

CPC (Cost Per Click) - This is the average cost the advertiser is charged when someone clicks on your PPC ad.

CTR (Click Through Rate) - The percentage of people who clicked on a PPC advertisement to go to your site. This measures how persuasive your PPC ads are. Literally, CTR is # clicks/# impressions where impressions are the number of times your ad was displayed.



OVitaminPro.com provides the highest-quality professional nutritional supplements with efficacy proven in their clinic.

Recently, [OVitaminPro.com](http://www.ovitaminpro.com) added international AdWords campaigns targeting Canada, the United Kingdom and the Netherlands which have already borne fruit.


"This is still new for us and we ran into shipping issues that stumped us," noted Mary Schlenger, [OVitaminPro.com](http://www.ovitaminpro.com) co-owner, "but our relationship with Solid Cactus helped us there too. We had attended one of the eCommerce Boot Camps and were able to call some of the other companies we met there who gave us great advice and suggestions from their experience."

[OVitaminPro.com](http://www.ovitaminpro.com) will probably hire its first employee soon, giving the Schlenagers a respite from their 24/7 involvement with the company. "It might also give me time to update our blog more often," laughed Mary. "We know people read it and Solid Cactus keeps reminding us how important it is for Search Engine Optimization."

[OVitaminPro.com](http://www.ovitaminpro.com), using a combination of PPC keywords, content campaigns and geotargeting is trending towards record sales months. Add in their commitment to superior customer service, and you have an unbeatable marketing plan. OvitaminPro intends to provide the highest quality professional nutritional supplements with the efficacy proven in their clinic. The website is the result of 25 years of passion about improving the wellness of the health-conscious community.

About OvitaminPro.com

OVitaminPro.com, headquartered in Minden, Nevada, provides vitamins and health supplements at competitive costs. Owned and operated by the husband-wife team of chiropractor Dr. Dan and nutritionist Mary Schlenger, the couple has been providing patients at their clinic with experience-proven advice for more than 25 years. Wanting to provide the highest-quality professional nutritional supplements with the efficacy proven in their clinic, they launched OvitaminPro.com.

For information, visit <http://www.ovitaminpro.com> or call 877.465.0844. 

About Solid Cactus eCommerce Marketing

You know your audience. We help you find them. Opening your doors for business alone won't bring you shoppers. Marketing is the lifeblood of your eCommerce website, and when it comes to [eCommerce marketing](#) there are many channels to help you attract the right visitors to your online store. [Pay-Per-Click](#), [Search Engine Optimization](#), [Social Media Optimization](#), [Affiliate Marketing](#), [Comparison Shopping Engines](#), and [Email Marketing](#) are all effective online marketing solutions to target your key audience. eCommerce marketing is much more than just getting traffic to your eCommerce store, too; it's also about generating repeat business, building customer relationships, and raising brand awareness.