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Demand and Supply and Marketing

By Darrin F. Coe, MA

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According to Dough McCormick, Chariman and CEO of iVillage, Inc, "Technologists focus on supply but they don't understand advertising is focused on demand. Just because we have an available ad doesn't mean we have to sell it."

What in the world does that mean? It means not every product online is going to sell. Online retailers and marketers are not going to succeed just because they are online. Marketing is about understanding the demand of the consumer and meeting it or creating demand for a product.

This means online business people must take the time to understand the consumer. They need to develop an understanding of the consumer's thinking, motivation, and needs. Just because you develop a website and slap up some product graphics and have a checkout process using paypal does not mean you'll be selling and rolling in money.

Is there a demand for your product or service? If there is how does your product or service fulfill that demand? If there is not a demand can one be created through advertising and marketing? For some products or services you'll not be able to create demand and people won't buy simply because you provide a supply.

So what's the practical application of focusing on demand instead of supply?

1. Take the time to research your demographics
2. Consider streamlining your websites to include interactive elements that help develop an understanding of what your visitor desires.
3. You may need to develop a different marketing campaign based on whether there is a strong demand or weak demand for what you are offering.

4. Demand can be created via a long term process of education/awareness, then branding, then interest, then trial, then demand.
5. In a demand mindset you'll need to be more strategic, combining a campaign of both rational information with desire oriented emotionalness

Remember, just because you supply it does not mean there is a demand for it. Take the time to study your idealized market and idealized customer profile then search them out to ascertain what their demand level is for your product or service. This will help you develop your marketing strategy. Be prepared for a long-term commitment.

Darrin F. Coe, MA holds a master's degree in psychology and operates "The Center For Understanding Consumer Thinking". He is the author of the special report, "The Internet Consumer Exposed" available at <http://dcoe1.tripod.com/exposed1> visit The Center at <http://dcoe1.tripod.com> and subscribe to the Darrin Coe Ezine for more marketing and consumer information.

KEI Concerns and CID Alternative

By Serge M Botans

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Like many folks, I have been using KEI for some time now to determine what keywords I should target with my web site. And this has led me to becoming concerned with the results KEI provides and the keywords it suggests. I need to say here that my concern is very subjective as many folks are happily using KEI and don't seem to have a problem with it.

My main concern with KEI is that, by the way it works, it strongly favours demand numbers without, I feel, sufficiently taking into account the corresponding supply numbers.

I need to say here that I interpret supply numbers as a representation of how competitive a keyword is. For example, if keyword 1 has a supply of 200,000 while keyword 2 has a supply of 5,000,000, then I would consider keyword 2 as being more competitive than keyword 1.

And all things being equal, I would prefer to target a keyword that is less competitive and with less demand, rather than a highly competitive keyword that has a higher

demand. The reason for this is that I feel that I have a better chance of cornering a section of a less competitive market than I do that of a highly competitive one.

Based on my concern with KEI, I have decided to create an alternative. I have called this alternative "Competition Indexed Demand" (CID). Now, CID works out the marketing potential of keywords in a similar way to KEI but it uses a different formula, one that takes more into account the supply numbers of keywords (or their competitiveness).

For example, using "ranking" as the starting keyword with Overture, KEI suggests the following top 3 keywords,

Keyword	Demand	Supply	KEI
nfl quarterback ranking	43,474	75,800	24,934
nfl power ranking	43,171	122,000	15,277
college basketball ranking	71,149	541,000	9,357

while CID suggests the following top 3 keywords,

Keyword	Demand	Supply	CID
dick vitale college basketball ranking	16,983	33,400	640
nfl quarterback ranking	43,474	75,800	427
vote nba power ranking	3,129	30,200	394

Comparing the 2 sets of results, you can see how CID favours lower competition compared to KEI. I have now used CID for quite a number of keyword research projects and have found that not only it favours lower competition, but it also suggests keywords that, I feel, have a better demand–supply balance.

Given that CID is an alternative to KEI, you now have to make a decision when doing your keyword research in order to determine the marketing potential of the best keywords to use. The decision is: shall I use KEI or CID? The answer to this question is straightforward: if you want to focus on high demand then use KEI, and if you want to focus on lower competition, then use CID.

Furthermore, based on my observations of KEI and CID results, I have felt the need to come up with 2 rules to avoid both KEI and CID generating what I feel are inappropriately high

numbers. My observation has been that these high numbers are generally generated because the demand and/or supply numbers are too high.

These 2 rules are:

– "the 100 thousand demand rule" which states that "any keywords whose demand numbers are above 100 thousands should be ignored",

– "the 10 million supply rule" which states that "any keywords whose supply numbers are above 10 million should be ignored".

Applying these 2 rules to KEI and/or CID will help you determine more realistically the marketing potential of keywords.

In conclusion, CID should be seen as an alternative to KEI and not as replacement for KEI. The reason for this is that CID focusses on the competitiveness of keywords while KEI focusses on the demand.

Serge M Botans

Contact: author@cattle-ramp-seo.com
Phone: 61-03-9478-7088 or 61-0415-642424
Web Site: www.cattle-ramp-seo.com

PS. I have not currently released the CID formula. However, you can download my program Keywords Analysis to research your keywords using KEI and/or CID
www.cattle-ramp-seo.com/KeywordsAnalysis.zip

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Serge M Botans is the CEO of the
self-help search engine optimisation
web site www.cattle-ramp-seo.com
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