



## Low Hanging Fruit Keyword Research Gets a Cold Shower

The following audio is an interview with Mr. "X", Theme Zoom's own marketing strategy consultant.

As a high profile pay-per-click expert for fortune 500 companies, Mr. "X" teaches clients how to OWN their markets from the top down.

I call this "swallowing your market whole". Other people call it market domination.

In order to teach people how to dominate a vertical market it is necessary to *un-teach* many of the seductive and backwards ideas about "low hanging fruit" keyword research.

In the end, the person who can afford to pay the most for a customer WINS. This does not mean you have to pay a ton to acquire a customer, but you have a serious advantage over your competition when you know how much your customer is worth. (This is sometimes called LTV or lifetime value of the customer).

What does this have to do with pay per click campaign management?

Everything.

When you know your average customer is worth 3000 dollars for example, you are not going to sweat during a "duel" with a competitor who is raising his bid price above what is considered "normal".

A lot of Internet Marketing PPC methods teach you to research low hanging fruit in order to sell you cheaper ways to build your list.

Similarly, many large corporations use PPC as "branding campaigns" without knowing what they are doing and why. They are not keeping track of their "LTV" keywords or "lifetime value" keywords within their PPC campaign.

In this audio we cover the pitfalls of chasing “low hanging fruit” while teaching you to reach for the top of your vertical market.

“Mr. X” breaks down the different core idea that you will need master in order to own your market.

1. Right Structure
2. Smart Leverage
3. Built in Sustainability.

Find out more in the podcast:

<http://tinyurl.com/2ewdch>

If you prefer to download this audio for you traveling player:

<http://video.themezoom.com/TZMA/public-audio/MR-X/stop-groveling-for-low-hanging-fruit-part-1.zip>

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