

DEMAND BUILDER



The ONLY RISK-FREE solution to
generate DEMAND to your website

**DEMAND
BUILDER**



I just want people to come to my site! I have invested so much money building it but, no-one is looking at it! I've tried SEO and PPC. They've certainly got me higher rankings on search engines, but the ROI is poor and diminishing! So, how do I generate relevant, quality traffic cost effectively and without RISK? How can Lemon Interactive help me drive prospects to my site? How do I keep the cost down? Most importantly, how do I get my money back! Please help!

Don't worry We've listened to you.

Welcome to **DEMAND BUILDER**

From Lemon Interactive

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INTERACTIVE

How people arrive at your site

Lets start with the basics



Ultimately what's important to your business

It all starts from the right Traffic!

TRAFFIC

No point in having high rankings in Google when it is not generating traffic

Quality and relevant traffic can make your business thrive

Converting as much web traffic as possible into sales leads

Keeping costs down

Generating an income!

So what about SEO, PPC, SMM etc...

Only **DEMAND BUILDER** gives you the guarantee of success for your investment

SEO

- SEO may not be enough.
- It is time-consuming and results can take time
- Not all traffic originates from Google... so you are missing a wider market
- Difficult to generate revenues from a new site
- Difficult to see ROI straight away



Pay Per Click (PPC)

- Products like Google Adwords drive traffic but not necessarily relevancy
- Each click relevant or not costs you
- Click fraud is growing
- Consumers are suspicious of PPC
- Google is inflating its prices
- CPC is higher than Demand Builder



Social Media Marketing

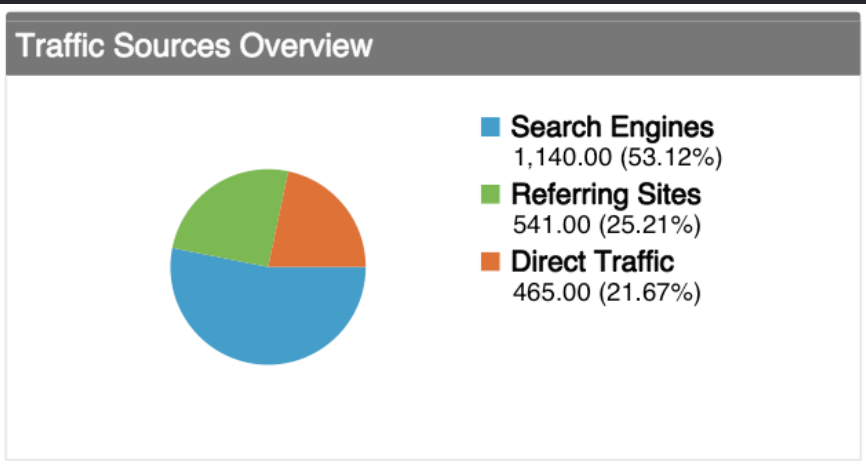
- SMM is not yet fully established so on its own is not effective
- Social networks are growing fast
- Relevancy of users is easier to target
- People are spending more time using social network searches than before

Typical Traffic Profiles

Using SEO alone or PPC (via Google) can limit your audience!

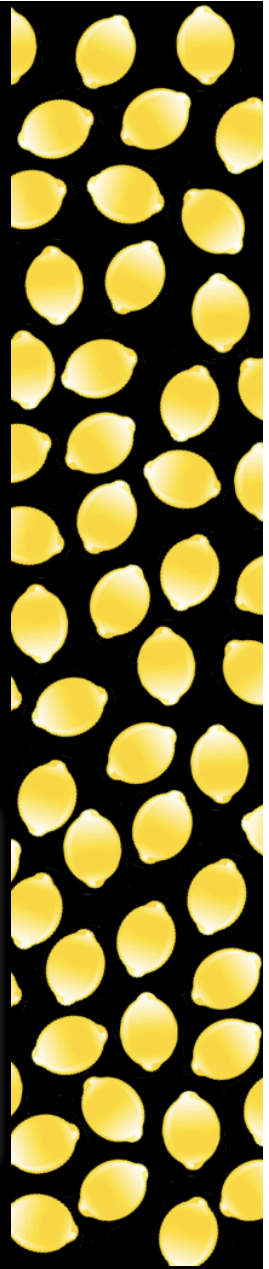
Using a real and typical excerpt from a customer Google Analytics report, it is clear that 53% of the traffic originates from Google. The remainder from other sites and direct. Supplementing your Google Marketing via Demand Builder allows you to address this untapped market

Breaking down the actual traffic into sources, we see that sites like Facebook can affect a big chunk of the traffic. But your PPC and traditional SEO do not address such sites! With Demand Builder, you can!



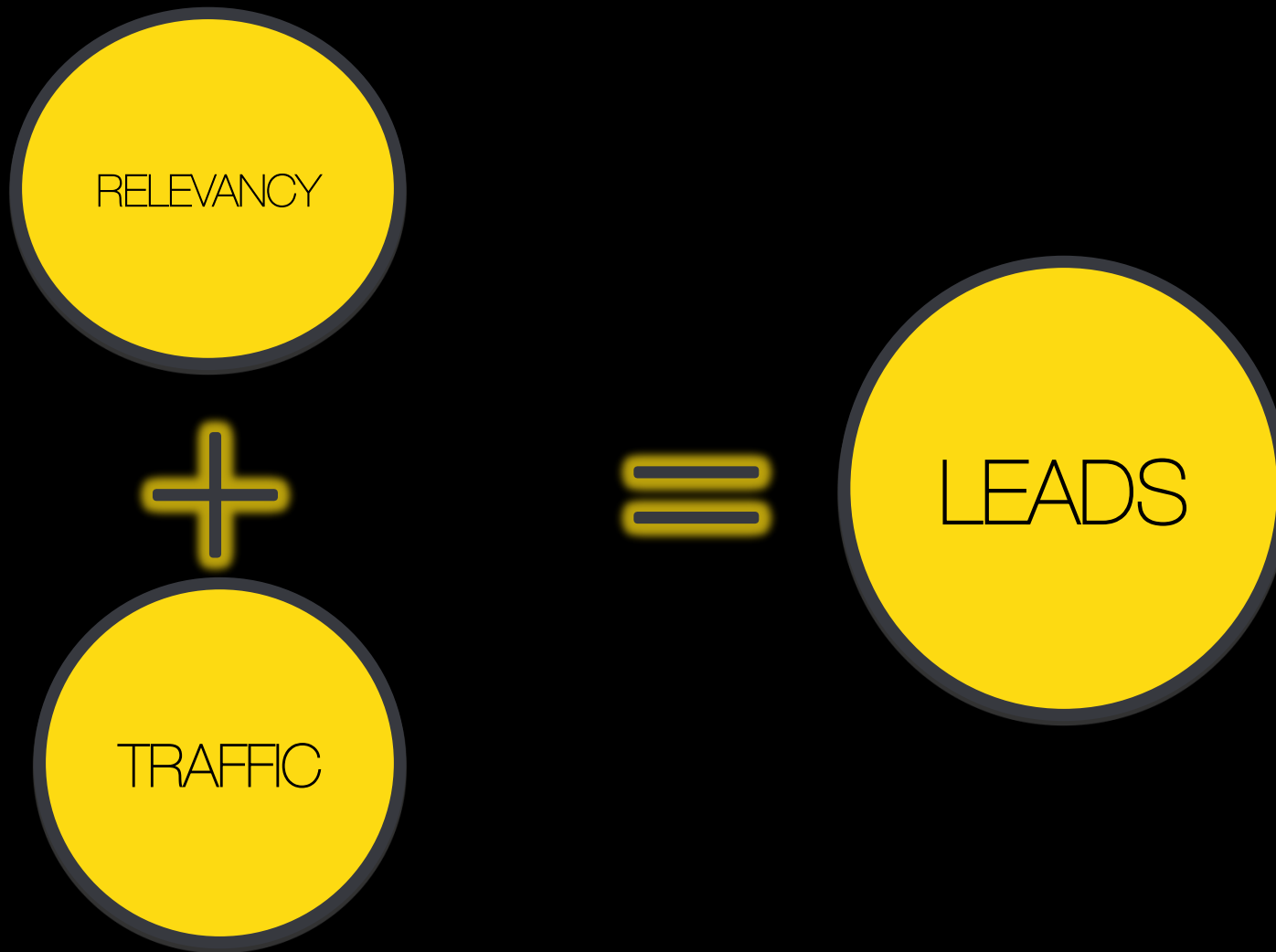
Sources	Visits	% visits
google (organic)	1,059	49.35%
(direct) ((none))	465	21.67%
facebook.com (referral)	353	16.45%
yahoo (organic)	43	2.00%

Only **DEMAND BUILDER** covers the entire internet maximising your return!



Introducing **DEMAND BUILDER**

The simple equation

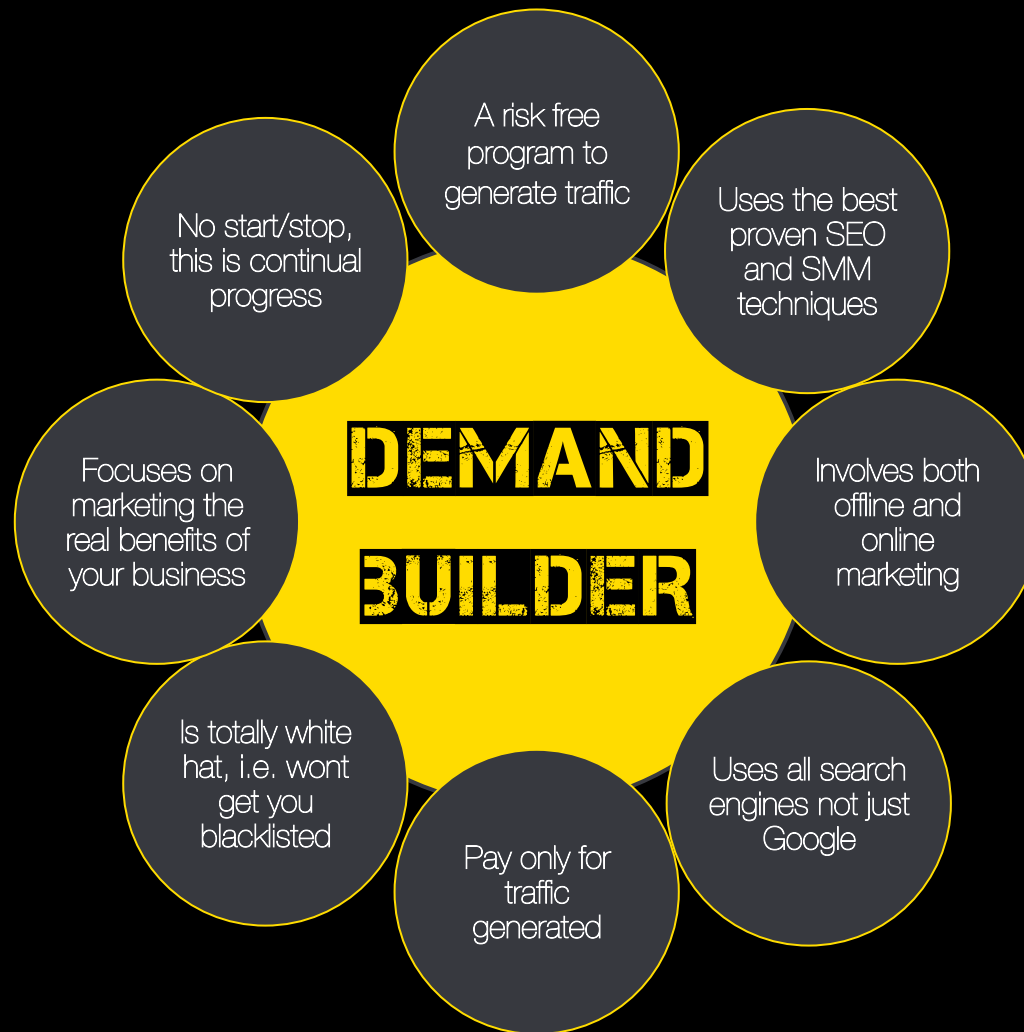


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So what is **DEMAND BUILDER**?

How we start to generate DEMAND



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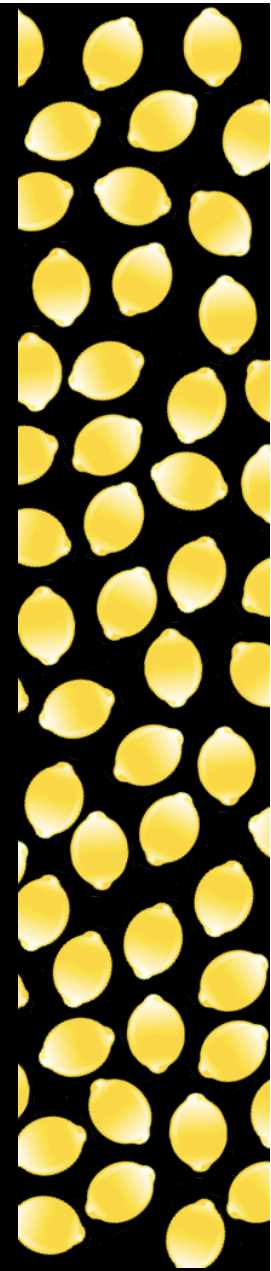
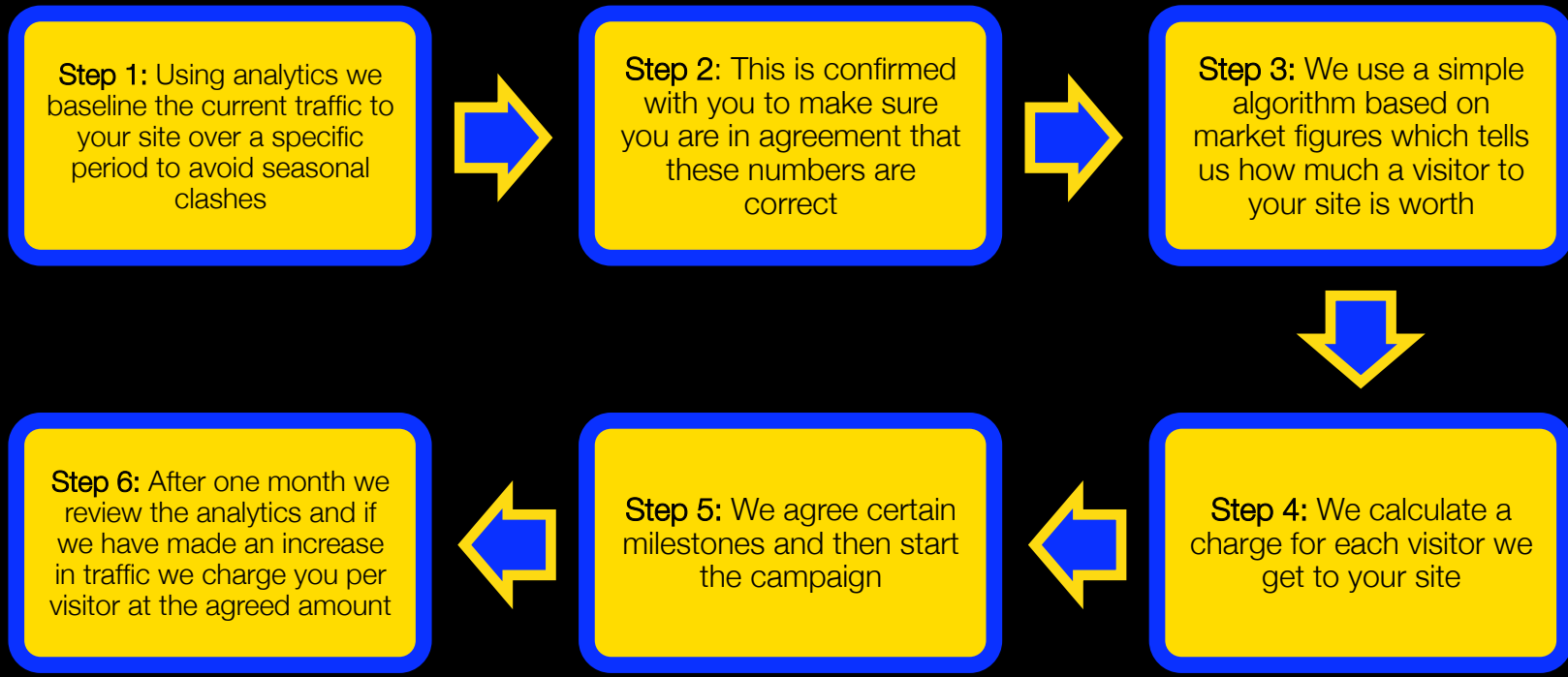
So how do we build demand?

The three basic areas to focus on



How does **DEMAND BUILDER** work?

No results – No Fee!





topseos.com WINNER

topseos.com WINNER

Lemon Interactive is a Demand Generation company

Demand Building is our core competency

As part of the Lemon Group we have delivered over £1bn in revenue generation and benefits realisation programs

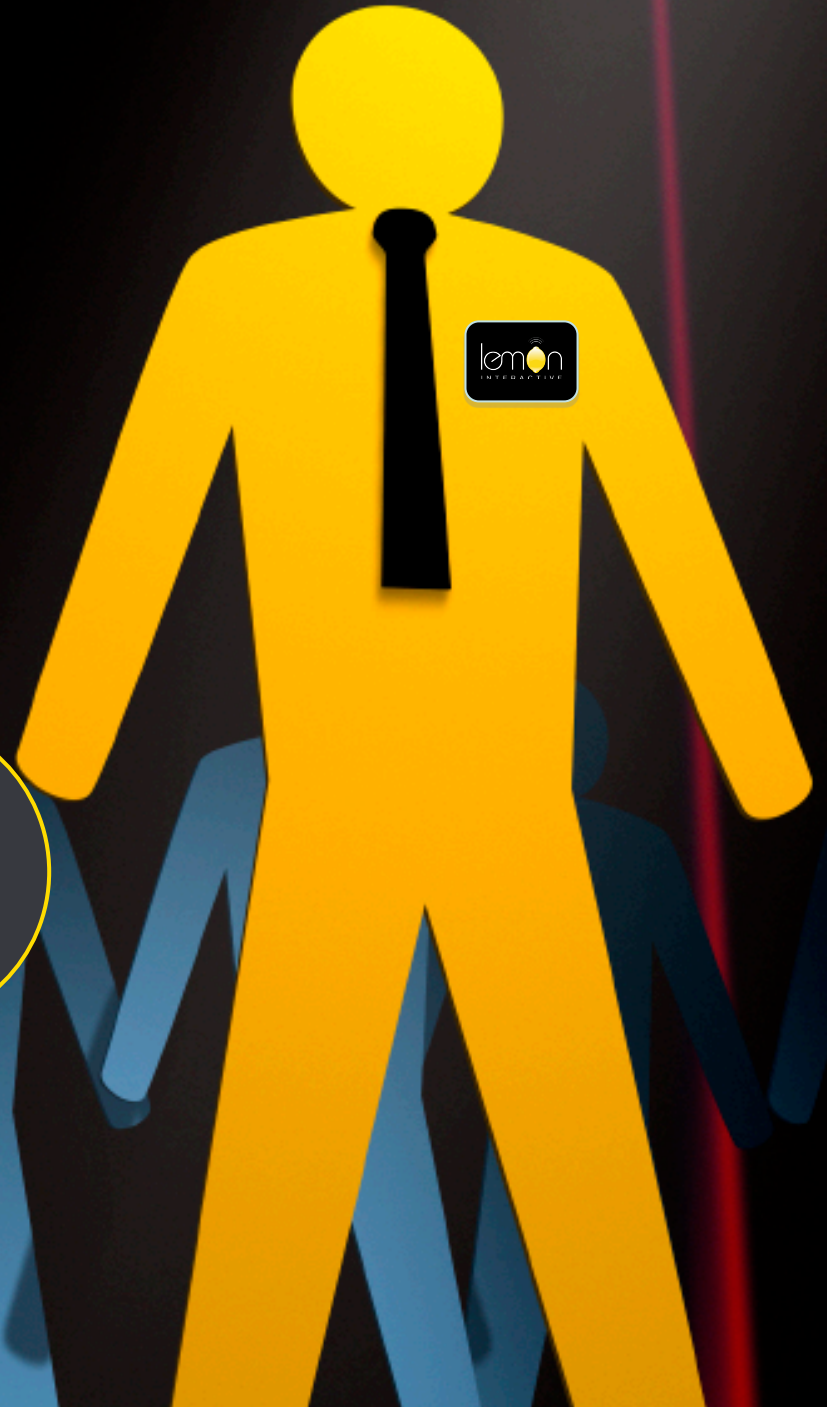
We put quality above all that we do to satisfy your requirements

We have a proven track record in delivering ROI.

Why choose Lemon Interactive?

We are the partner of choice to many organisations

Top 5 Ranked company by TopSEO's in 2010



How you can help yourself?

These activities can help complement **DEMAND BUILDER**

Get used to creating content!

Keep a blog update on your site

Write relevant articles and give them to us to distribute for you

Refresh your website regularly with new content, Google loves that!

Create your own videos and we will distribute them for you

Create a Facebook page and keep it updated.. We can help run it for you.

Use Twitter regularly and follow people who share your business passion

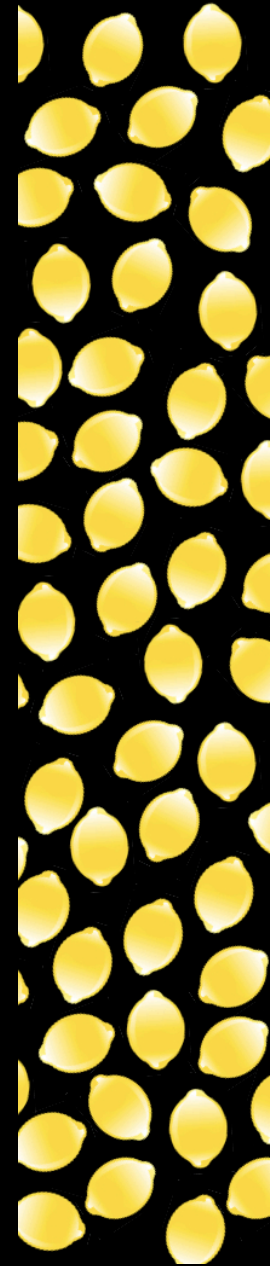
Advise on forums and become an expert in your field

Create images and we will distribute them for you

Analyse your competitors and stay ahead of them. Tell us what they are up to.

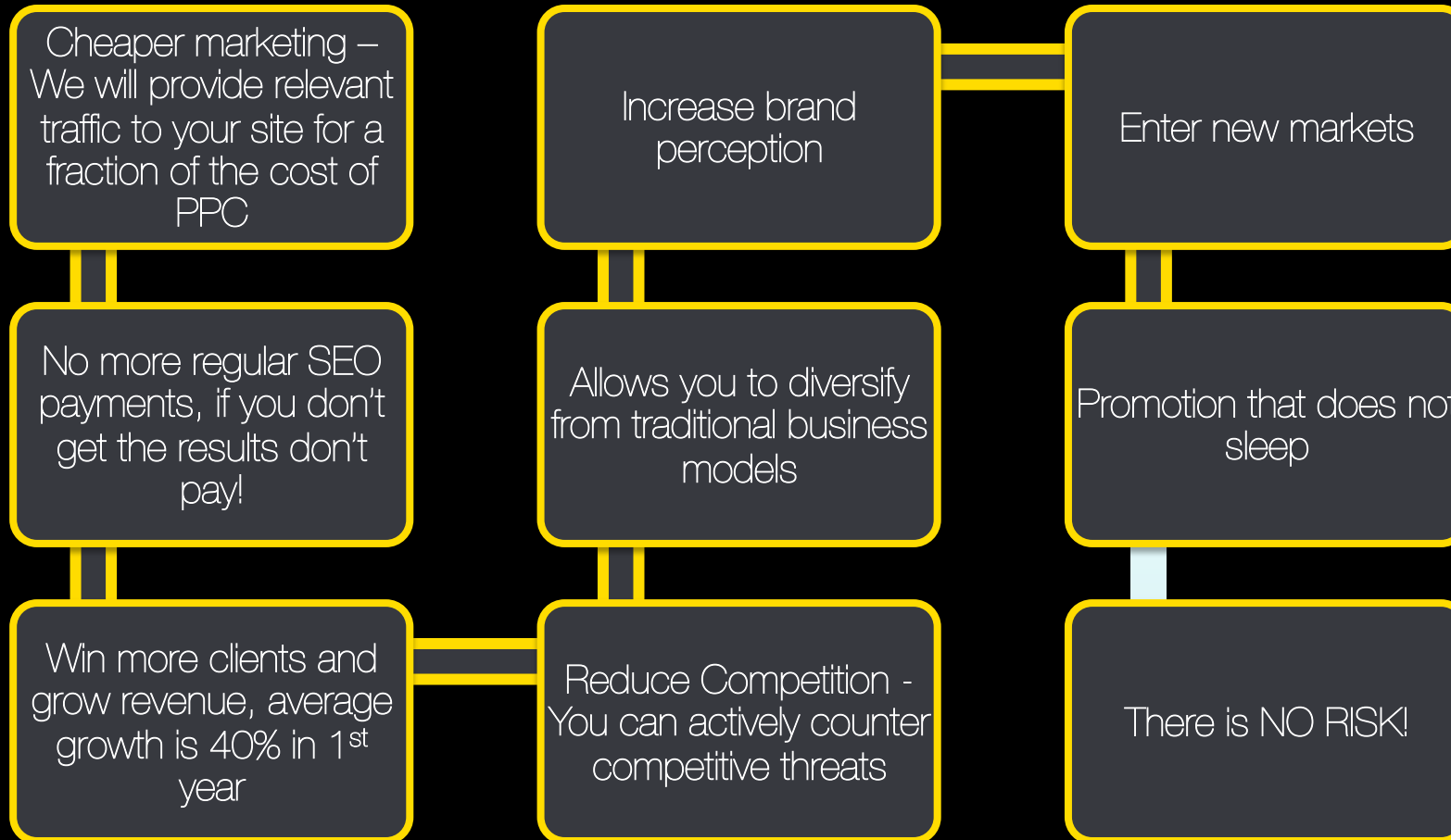
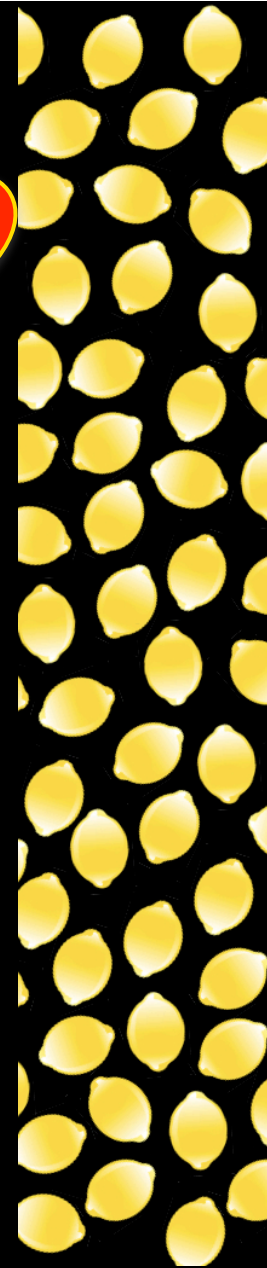
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So what about the benefits to you

DEMAND BUILDER builds revenue there is no doubt about that



Interested? Heres how we get cracking!

Follow these simple steps to start your SEO journey

Contact us
and arrange
to discuss
your
specific
requirement

We will then
have a chat
about the
results

Start the
campaign
and get on
the road to
making
money!

We will
conduct
a full
analysis
of your
site

Create a
full plan
of your
costs
per
visitor



Contact Us

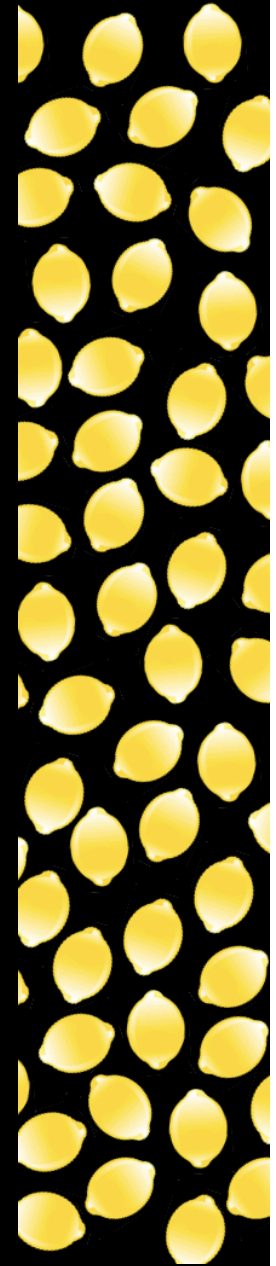
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If you want to be the best,
be with the best.

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