

February 2012

Dear {FIRST_NAME|Reader},



Happy 2012 and welcome to Performance Marketing, the monthly newsletter for online marketers looking for results.

Have you heard of Pinterest? It's the hot new image-sharing site with exploding popularity. In January, comScore reported

the site had 11.7 million unique users making it the fastest site in history to break through the 10 million unique visitor mark. But is Pinterest just the latest fun time sink or does this growing social site have implications for online marketing? Read this month's feature article to find out how much attention you need to pay to this new arrival and its potential for your business.

Happy marketing! Daniel Laury Founder, President and CEO LSF Interactive dlaury@lsfinteractive.com



Feature Article

Generate Interest with Pinterest



Pinterest Managed by Cold Brew Labs in Palo Alto, CA, Pinterest is the hot new image-sharing site with exploding popularity. The site was launched in

March 2010 and is in "open beta," meaning it's still invite-only. But despite that fact, brands as varied as Nordstrom, Whole Foods Market, AMC Theatres, and Real Simple magazine have been quick to adopt this exciting and fun new channel.

What is Pinterest?

Pinterest is an online pinboard that invites you to "organize and share things you love." The website and app allow users to create and manage themebased image collections by "pinning" them from the original source onto customized virtual "boards." This newest social network allows users to follow, comment, and repin images from other Pinterest users. The site has quickly gained popularity and now drives more referral traffic than YouTube, LinkedIn and Google+ combined

Our Favorite Apps

From Cary Johnson, Managing Director, LSF Interactive:



"I'm able to book a flight and/or check in when not at my computer and still get "A" boarding pass."



'It's the best way to track mv swim workouts."

From Gregg Stewart, President, 15miles:



'I find the ratings and reviews invaluable when I am traveling."



It's very relaxing to seek revenge on the green pigs who stole the birds' eggs."

Stat of the Month

Average Bounce Rate = 40%

The Bounce Rate (defined by Google) is the percentage of single-page visits to your site. It's a measure of visit quality. A high Bounce Rate shows your entrance or landing pages aren't relevant to your visitors. What's your Bounce Rate?

Read more >>

LSF Interactive Client News

What do defibrillators, massage chairs, and LCD modules have in common? They're the products of three companies in our line-up of new and returning LSF Interactive clients. 2012 has gotten off to a great start with brands in a wide range of industries turning to us for their online marketing needs.

Our current projects include developing mobile websites (All Star Glass), running PPC campaigns (American Reading Company, Income At Home), breathing new life into tired sites (Displaytech, GM&P, VitalityWeb) and more. It's great to be able to help these companies take their marketing to a more sophisticated, and profitable, level.



AED Brands is an authorized dealer of the most reliable and accurate Automated External Defibrillators (AEDs) on the market.



All Star Glass, the fifth largest auto glass company in the U.S., has been serving customers for over 30 years.



More than a million children in thousands of MERICAN READING schools across the country are using American Reading's award-winning system to learn to read.



ARAMARK provides award-winning food services, facilities management, and apparel to institutions, universities, arenas, and businesses around the world.



Over the course of more than 20 years, Displaytech has become a major supplier of LCD modules.



Givit is the first service to make it easy to share video privately.



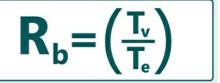
GM&P is a results-driven strategic advertising agency.



Income At Home helps people create an income from their homes.



VitalityWeb offers high quality ergonomic office chairs, recliners, massagers, pillows, back supports and supplies.



Source: Bounce Rate Demystified, Feb. 2012

Related Articles

Reaching the Multi-Channel Multi-Tasker in 2012 by Daniel Laury, Founder, President and CEO, LSF Interactive

Optimizing Your Local Listing on Apple's Siri by Gregg Stewart, President of 15miles and LSF Interactive partner

LSF Interactive Blog

Read our blog for news and tactics for online marketing from LSF Interactive experts at

http://www.lsfinteractive.com/blog.



Contact Us

To find out more about how performance marketing can help your business, call 1.877.728.4822 (U.S.) or +33.1.5805.1158 (Europe).

Daniel Laury

Founder, President and CEO LSF Interactive dlaury@lsfinteractive.com

Cary Johnson

Managing Director LSF Interactive 877.728.4822 ext. 415 ci@lsfinteractive.com

Previous Issues

Four Reasons Search Needs Social

Dos and Don'ts of Mobile Marketing

How to Survive the AdWords Layout

About LSF Interactive

LSF Interactive is a technology-focused online marketing and media buying company that leads brands to dominate their industries and generate more revenue per campaign. LSF Interactive uses new generation customercentered, integrated and results-driven digital marketing solutions and services managed by an experienced team of experts and supported by a state-of-the-art reporting platform.

Headquartered in San Francisco, California, the 110-people strong LSF Interactive is a division of the LSF Network Group that has offices on two continents and manages more than 360 accounts worldwide including ClubMed, Waterford Wedgewood, Royal Doulton, Lancome, Dansk, Career Education Corporation, NetGear, LastMinuteTravel.com, Le Figaro and many more. For more information, please visit www.lsfinteractive.com and www.lsfinteractive.com and www.lsfinteractive.com.

Change

Five Steps for a Killer YouTube Strategy

How to Prevent a Panda Penalty

Four Ways to Extend PPC Potential

Metrics That Matter

How to Attract Local Searchers

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LSF Network, Inc. 720 Market Street, Suite 600 San Francisco, CA 94102 USA

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