



Marketing Strategy

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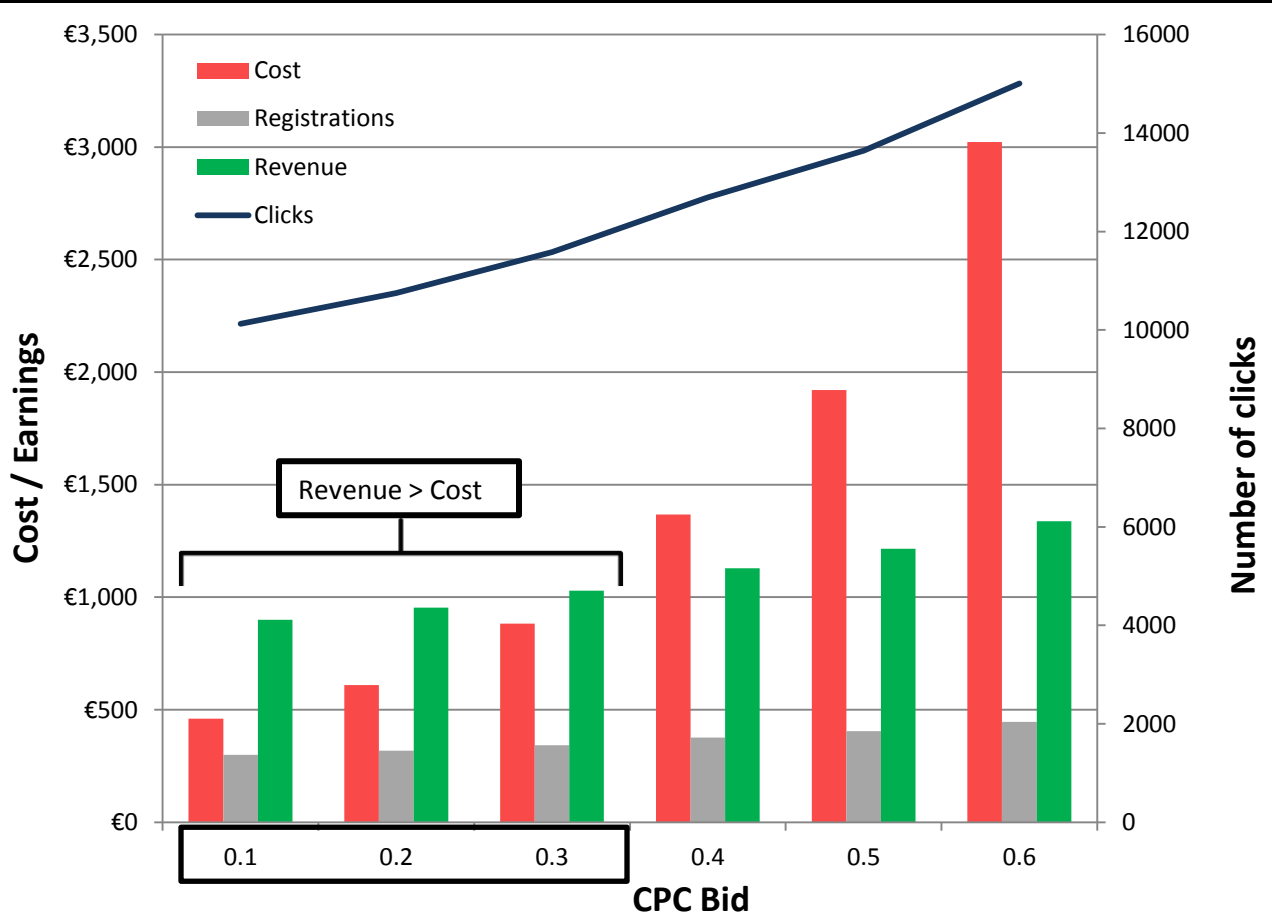
Ad Assumptions

- Based on Google Adwords Click Estimates
- Target U.K., U.S., Ireland, France, Germany
- English Language Ads only
- 136 Key words
- Projections based on Google search
 - *Important: excludes Display Network traffic*

Subscription Assumptions:

- 3% of clicks lead to email registration
- 1% of Free Registrations convert to Paid Subscription (i.e. 1 in 3,333 clicks convert)
- 6-month lifespan of Paid Subscription

Monthly Spend to Revenue at different CPC



Signals Experience

October 2010

Country	Impressions ¹	Clicks	CPC	CTR
U.K.	1,478,164	3,650	€0.59	0.3%
U.S.	234,114	1,225	€0.43	0.6%
Ireland	227,084	302	€0.52	0.1%
Germany	289,650	275	€0.39	0.1%
France	138,321	307	€0.51	0.2%

¹ 97% of Impressions came from Display network, not Search. Total spend of €8,870 delivered 23,972 clicks for the month.

Google Adword Structure

Headline

25 characters

URL

Description Line 1

35 characters

Description Line 2

35 characters

Keywords			
Keyword	Impressions	CPC	Click %
<i>Search term</i>	<i>Number of</i>	<i>cost</i>	<i>Projected</i>
	<i>Ad Appearances</i>	<i>per click</i>	<i>clicks</i>
	<i>on search</i>		

Keywords			
Keyword	Impressions	CPC	Click %
“How to Trade”	29,580 – 37,170	0.05-0.07	6.0%
“How to Trade Stocks”	4,700	0.05	1.3%

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Trading How To
Forex for beginners
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Stock trading for beginners

Keywords			
Keyword	Impressions	CPC	Click %
"Online Trading"	19,890 – 32,580	0.05-0.07	5.1%

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Trading on the Market
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Trading Forex Online
On Line Trading

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Trading for Beginners
Trading for You
Trading Markets
Trading Services
Trading Tips
Trading the Market
Trading Commodity

Keywords			
Keyword	Impressions	CPC	Click %
"Trade Online"	7,500	0.05-0.07	7.1%

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Trade the Dow

Trade Dax
Trade Gold
Trade FTSE
Trade USDJPY
Trade Futures

Trade Markets
Trade mentor
Trade mentoring
Trade with a community
Trade the markets

Keywords			
Keyword	Impressions	CPC	Click %
"Future Trading"	12,500	0.05-0.07	3.7%
"Futures Trading"	18,000	0.05-0.11	2.4%

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Keywords			
Keyword	Impressions	CPC	Click %
"How To Day Trade"	4,000	0.05-0.07	10.0%
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Forex Day Trading Day Trading Strategies Day Trading FX	Day Trading Forex Day Trading System	Day Trading Futures Day Trading Systems	

Keywords			
Keyword	Impressions	CPC	Click %
"Swing Trading"	5,250	0.06-0.17	5.1%

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Technical trading

Swing Trading Strategies

Technical Indicators trading

Keywords			
Keyword	Impressions	CPC	Click %
"Learn Trading"	3,750	0.04-0.06	6.4%
"Learn To Trade"	6,750	0.05-0.08	1.5%

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Financial Market Trading

Keywords			
Keyword	Impressions	CPC	Click %
"Forex Trading Signals"	1,000	0.04-0.16	14.1%

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FX secrets
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Trading Strategies

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FX trading strategies
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Trading Ideas

Forex trading tools
FX trading tools
Best Trading Strategies
Trading signals

Keywords

Community Trading

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Live trading

Real time trading

Commodities Trading Forum

Market Trading

Short Term Trading

Community of Traders

Livecast

Live trading online

Forex Trading Forum

Indices Trading Forum

Momentum Trading

Trading Community

Community trading

Private trading

Live trading room

Stocks Trading Forum

Trading forum

Risk Trading

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Keywords

Best Trading Platform	FX Trading Tools	Best Trading Software
Commodities Trading Software	FX Trading Software	Currency Trading Software
Electronic Trading Software	FX Trading Platform	Financial Trading Platform
Forex Trading Platform	Forex Trading Software	Online Trading Software
Share Trading Platform	Share Trading Software	Stock Trading Software
Commodities Trading Platform	Online Trading Platform	Currency Trading Platform
Online Trading Software	Trading Platform	Trading Software
Online Share Trading Software	Trading Charts	Online Stock Trading Plat.
Online Forex Trading Software	Trading Tools	Online Forex Trading Plat.
Online FX Trading Software	Trading Program	Online FX Trading Platform
Technical Trading Software	Trading Systems Software	

Best Trading Tools

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Summary

On an assumed 0.03% conversion rate of click-to-subscription (for a 6-month subscription life), avg CPC has to be less than €0.10 (using €0.30 bid).

A €50 max-a-day budget with a CPC limit of €0.30, running for 3 months, should deliver sufficient traffic to determine next steps.

Display network will be the source of most visits.

Max spend: €4,500 Expected Cost: €2,650