

# International Search Engine Marketing



## Background

Tourism Queensland used Columbus our search marketing agency, to develop an international campaign strategy to promote Queensland as a holiday destination within key international markets. Tourism Queensland wanted to gain a better understanding of the search landscape in these markets and performance data on creative messaging and user queries.

## Objectives

The objectives of this campaign were:

- Increase qualified search engine traffic to the Tourism Queensland international websites
- Implement unique campaigns targeted to each market
- Increase online exposure for Tourism Queensland in the international markets
- Centralise search engine marketing activity
- Gain benchmarking insights for future marketing activity

## Target Market

The following key markets were targeted:

- China
- Hong Kong
- Taiwan
- Japan
- Korea
- Singapore
- North America
- UK
- Germany
- Italy
- France

Based on market share data (see information below), budgets were allocated with a skew to the primary search engine in each market. For some markets, budget was allocated to a second search engine part way through the campaign to extend the campaign and compare the different search engine results.

China	
<b>Baidu</b>	68%
<b>Google</b>	23%

Japan	
<b>Yahoo</b>	64%
<b>Google</b>	21%

USA	
<b>Google</b>	70%
<b>Yahoo</b>	19%

Taiwan	
<b>Yahoo</b>	60%
<b>Google</b>	18%

Singapore	
<b>Google</b>	66%
<b>Yahoo</b>	27%

Hong Kong	
<b>Yahoo</b>	72%
<b>Google</b>	25%

UK	
<b>Google</b>	87%
<b>Yahoo</b>	3%

NZ	
<b>Google</b>	89%
<b>Yahoo</b>	2%

Korea	
<b>Naver</b>	73%
<b>Daum</b>	11%
<b>Yahoo</b>	6%

Germany	
<b>Google</b>	89%
<b>Yahoo</b>	4%

Italy	
<b>Google</b>	59%
<b>MSN</b>	25%

France	
<b>Google</b>	90%
<b>Yahoo</b>	3%

## Market Insights

The table below gives some insights into what users in each market are searching for, the cost per click, click through rate and average position.

Click Through Rate	Cost Per Click	Average Position in listings	Top Keywords	Other Insights	
<b>China – Baidu (Simplified Chinese)</b>					
N/A	\$0.13	1.97	旅游	澳大利亚	Baidu doesn't report on impressions or click through rate. Users research their holiday mainly on generic travel terms, including <b>travel, Australia, Australia scenery, Australia map, tour attractions.</b>
			澳大利亚旅游地图	野生动物园	
			旅游景点	澳洲旅游地图	
			澳大利亚风景	旅游线路	
			澳大利亚黄金海岸	澳大利亚风光	
<b>Taiwan – Yahoo (Traditional Chinese)</b>					
0.25%	\$1.46	1.61	旅遊	澳洲 旅遊	Users research their holiday mainly on general and Australian travel terms, including <b>Australia travel, working/study tour, travel, sightseeing.</b>
			澳洲 打工 遊學	打工 遊學	
			澳洲	國外 打工	
			觀光景點	遊學 打工	
			澳洲 打工	旅行	
<b>Taiwan – Google (Traditional Chinese)</b>					
0.03%	\$1.12	1.70	澳洲 打工	澳洲 打工 度假	Google content network* used to deliver more visitors than Google search, including <b>Australia, Australia travel, tour, Australia working holiday.</b>
			澳洲	Content targeting: Destinations Travel Attractions	
			澳洲 旅遊		
			旅行		
			旅遊		
<b>Hong Kong – Yahoo (Traditional Chinese)</b>					
0.30%	\$1.35	2.44	travel	旅行	General travel terms such as <b>travel, tour, Australia</b> used with some specific destination searches such as <b>Gold Coast.</b> Use of Chinese and English search terms.
			旅遊	gold coast	
			australia	golf	
			澳洲	restaurant	
			spa	黃金海岸	
<b>Hong Kong – Google (Traditional Chinese)</b>					
0.02%	\$1.28	1.70	旅遊	Content targeting: Gold Coast Golf Cairns Great Barrier Reef Whitsundays	Google content network* used to deliver most visitors to site compared to Google search.
			travel		
			酒		
			Australia		
<b>Singapore – Google</b>					
0.05%	\$1.74	1.58	Australia	Content targeting: Australia beach Travel specials Wildlife attractions Adventure activities Honeymoon travel Nightlife attractions	Google content network* was used to deliver most visitors to site compared to Google search. Users research their holiday mainly on generic and some specific travel terms. Popular activity was <b>shopping</b> and key
			shopping		
			gold coast		

				Shopping attractions	destination was <b>Gold Coast</b> .
<b>Korea – Yahoo</b>					
0.30%	\$1.24	2.41	여행	여행지	Users research their holiday mainly on generic travel terms, including <b>travel, travel Australia, overseas travel</b> and some destination terms including <b>Brisbane</b> and <b>Gold Coast</b> .
			호주 여행	브리즈번	
			해외 여행	테마 여행	
			투어	골드 코스트	
			관광	오스트 레일 리아	
<b>Korea – Google</b>					
0.02%	\$1.67	1.87	관광지	브리즈번	Google content network* was used to deliver most visitors to site compared with Google search.  Recommendation for future search campaigns would be to use Naver as this has the biggest share.
			여행	Content targeting: Generic travel Geographical areas Travel info	
			Australia		
			레크레이션		
			관광		
<b>Japan – Yahoo</b>					
1.99%	\$1.51	3.14	ケアンズ	アウトバック	Users search on specific destinations within Queensland to research their holiday. Popular destinations were <b>Cairns, Gold Coast</b> and <b>Brisbane</b> . Also other keywords that generated response included the <b>Great Barrier Reef, Outback, Sunshine Coast</b> and <b>Australian World Heritage sites</b> .
			ゴールドコースト	オーストラリア 旅行	
			ブリスベン	Australia	
			グレートバリアリーフ	オーストラリア 世界遺産	
			オーストラリア ケアンズ	サンシャインコースト	
<b>Japan - Google</b>					
0.19%	\$1.91	2.92	ケアンズ	ゴールデンウィーク	Google content network* was used to deliver most visitors to site compared with Google search. Searches used specific destinations, including <b>Cairns</b> and <b>Gold Coast</b> . Use of Japanese and English terms.
			Australia	アウトバック	
			ゴールドコースト	Content targeting: Attractions Destinations	
			旅行		
			海外 旅行		
<b>New Zealand – Google</b>					
1.46%	\$1.89	2.59	australia	brisbane	Strong brand and destination awareness with users searching mainly on <b>specific destinations within Queensland</b> . Popular destinations were <b>Gold Coast, Cairns</b> and <b>Sunshine Coast</b> .
			gold coast	gold coast australia	
			theme parks	surfers paradise	
			cairns	sea world	
			sunshine coast	movieworld	
<b>USA – Google</b>					
1.34%	\$1.06	3.82	rainforest animals	animals australia	Large volumes of traffic, with our maximum daily budgets reached every day. Primary destination was <b>Great Barrier Reef</b> . Strong interest in
			rainforest	wildlife	
			the rainforest	australia	

			rainforest plants	tropical rainforest	<b>rainforests</b> and <b>wildlife</b> .
			great barrier reef	shopping	
<b>UK – Google</b>					
1.79%	\$1.19	4.66	rainforest	cairns	Large volumes of traffic, with our maximum daily budgets reached every day. Popular destinations were <b>Cairns</b> and <b>Brisbane</b> . Strong interest in <b>rainforests</b> and <b>wildlife</b> .
			rainforest animals	rainforest plants	
			rainforests	great barrier reef	
			Australia	brisbane australia	
			the rainforest	wildlife	
<b>Germany – Google</b>					
0.79%	\$1.52	2.40	australien	cairns	Google content network* used. Users research their holiday mainly on generic and some specific travel terms. Popular destinations were <b>Brisbane, Fraser Coast, Cairns</b> and <b>Outback</b> . Use of German & English search terms
			flug australien	outback	
			australien reisen	queensland	
			brisbane	tauchen	
			fraser island		
<b>Italy – Google</b>					
0.62%	\$1.38	1.71	australia	viaggi Australia	Google content network* used. Strong interest in the <b>aboriginal culture</b> and <b>Australian wildlife</b> . Popular destination was <b>Brisbane</b> . Use of Italian & English search terms
			aborigeni	baleen	
			canguri	tour Australia	
			koala	viaggio Australia	
			brisbane	animali australia	
<b>France – Google</b>					
0.55%	\$1.49	2.19	vacances jeunes	plongée	Google content network* used. User demographics were skewed towards young travelers with users searching on <b>youth</b> and <b>student</b> travel. Popular activities were <b>wildlife, outback</b> and <b>adventure</b> .
			voyage australie	faune australie	
			vol australie	voyage jeunes	
			vacances pour jeunes	voyage étudiants	
			brisbane	aborigènes australie	

\*Google Content network is a group of affiliate websites within each Country that also serve out contextually relevant “Ads by Google” (insert screen grab). For example, a travel site that serves Google ads, might list our search ad (or some such garble)

## Recommendations

For one month of activity, the below budgets are recommended. These budgets would allow good visibility (good presence and daily budget that should last most of the day) in each market and are accompanied by targeted Cost per Clicks.

Market	Budget AUD	CPC AUD
China	\$12,500.00	\$0.15
Korea	\$12,500.00	\$1.50
HK	\$12,500.00	\$1.50
Taiwan	\$12,500.00	\$1.50
Japan	\$12,500.00	\$2.00
Singapore	\$12,500.00	\$2.00
France	\$10,000.00	\$2.00
Germany	\$12,500.00	\$2.00
Italy	\$9,000.00	\$1.50
UK	\$13,000.00	\$2.00
USA	\$13,000.00	\$2.00
NZ	\$12,500.00	\$2.00

## More Information

Please contact Jodie Aczel, International Digital Marketing Coordinator at Tourism Queensland for more information.

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If you would like to know more about Search Engine Marketing or to enquire about activity, please contact Melanie Chung at Columbus

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