



CASE STUDY: BIGWORDS.COM

Draft 1.0

February 25 2009

1 CASE STUDY: REVIEW

BIGWORDS

BIGWORDS.com is a textbook price comparison website. At the beginning of each term, we do a major marketing push combining several on-line and off-line components using Non-Traditional Asset Coordination (NAC).

Over the course of the past several years, our approach has helped BIGWORDS sustainably grow at a rate of approximately 40% per year, while maintaining an ROI of approximately 3 to 1.

For instance, in August and September 2008, we mobilized and managed the following assets, achieving 47% y/y revenue increase, with an ROI of 389%.

BIGGER MARKETS ASSETS

- Our on-campus street teams blanketed campuses nationwide with flyers and schwagg.



- YouTube viral videos pushed the buzz farther out.
- Nationwide campus newspaper buys provided another medium to make a brand impression.
- Google, Yahoo, and MSN PPC Management made sure to put BIGWORDS in front of everyone looking for textbooks.
- Organic search engine optimization puts BIGWORDS at the top of most textbook related searches.
- Social Network Marketing reached over 1000 blogs and social networks in just a few weeks.

BIGWORDS OWN ASSETS

MANAGED BY BIGGER MARKETS

- Email campaign to BIGWORDS email list
- Bulk mail giveaways to BIGWORDS snail list

By combining our many on-line and off-line tactics, and managing them all under one roof, we are able to achieve spectacular results through coordination both of assets and message.

2 STREET TEAM

THE BIGWORDS STREET TEAM IN ACTION



3 CONTACT INFORMATION

REPRESENTATIVE INFORMATION



Paul Geller, CEO, Bigger Markets

Office: 1 (888) 444-1115 x 4

Mobile: 1 (407) 802-8555