

CREATIVE COMPOST



Where Great Marketing Ideas Grow

Vol. V, No. 12

Start Spreading the News...

CONTENT is King for Email Marketing

You delete most email ads, right? But, like most people, we bet you at least scan most newsletters. So, it follows that open rates would jump if you made your email offers look like newsletters.

The smallest bit of quality content can make any email feel like a valuable, must-read publication. Remember, people wouldn't have signed up for your list if they weren't interested in your products.

Why not take your existing "deal of the week" email, add a paragraph of content, and re-christen it a newsletter? There's plenty of readily available content if you're creative: tip of the week, industry news, trivia, or how-to advice. Staples' monthly missive, for example, is positioned as "free small business tips and great deals," and offers a mix of product promotions, business trends, and expert Q&A.

Speaking of email, strong subject lines are your most powerful gate openers. Take a lesson from the covers of top-selling magazines at the newsstand and use numbers: "10 Tips" or "Top 3 Tactics." When distributing email newsletters, use subject lines to promote your last story, not the first, to keep readers' attention to the very end.

Finally, a note about timing. Just as direct mail campaigns are planned around an "in-hand" date, your email drop should do

the same. Consider the following when mapping out your next campaign:

- The best time to reach business prospects is mid-day from Tuesday to Thursday. Targeting consumers at a home email address? Switch your focus to the weekend.
- Consider time zones and firewalls when plotting your strategy. If you anticipate significant delays between sending and receiving, release your message earlier in the day.
- Don't let spam filters choke your campaign. Before releasing it to the world, send a copy of your message to spamcheck@sitesell.net. Within minutes, you'll receive a free report with suggestions for eliminating common spam filter triggers.

Showcase Your Service Business: Volunteer!

As a service provider, how do you showcase your professional skills to attract a steady stream of new customers?

Let's say you offer financial planning, leadership seminars, or coaching expertise. If you provide a service instead of a tangible product, one of the best ways

to displays your "wares" is to volunteer.

Shun the trade show where you sit patiently behind a table to hand out brochures amidst a sea of exhibitors. Even if you get a few warm, sympathetic smiles, attendees are typically drawn to displays with items they can see and touch.

Demonstrate what you can do by volunteering for your favorite charity or local business organization. Many non-profits are hungry for the services you can provide, and you'll benefit from the exposure and positive buzz that comes with the professional job you'll do for them.

Are you an accountant or financial planner? Join a nonprofit's board of directors as treasurer. Is your service

(cont'd on p. 4)

In this issue...

Page 2

Gaining an Email Stronghold

Page 3

A Better Elevator Pitch

Page 4

Quick Tips for the Month



Dieting: A New Hobby

IT'S MORE POPULAR than hunting, fishing, snow skiing or even golf, says The Media Audit, a syndicated media ratings service. What is it? Dieting! According to a new report, the percentage of Americans who diet at least four weeks a year jumped to nearly 25% in 2003.

Approximately 16.5% of dieters have incomes of \$100,000+, compared to 13.5% of all adults. Approximately 24.6% of white adults diet, compared to 25.6% of Hispanics and 23.5% of African-Americans. Just over 37% of all dieters are men.

Narrowing the digital divide

PENETRATION OF DIGITAL SERVICES into urban markets has grown from 11% to 42% over the past five years, according to the latest State of Broadband Urban Markets study. Conducted by research firm Horowitz Associates, the study series has tracked the growth in cable, satellite, and high-speed Internet services among urban consumers over the past five years.

- Fifty-nine percent of urban homes now have access to the Internet, with 32% of these connections high speed.
- Almost one-third (29%) of urban homes have digital cable, and 15% have a satellite dish. Digital cable usage is highest among African-Americans and English-oriented Latinos, while satellite enjoys its highest penetration in Asian and Spanish-dominant Latino households.

GAINING an email stronghold

According to a survey from Quris, Inc., the average consumer has a natural threshold of about 10-20 for engaging in email relationships with companies. This is the "inner circle" of trusted companies from whom people are willing to regularly receive and read email.

According to Quris, gaining access to content that is otherwise restricted is a strong motivator to provide one's email address. Also a strong motivator for email subscriptions is simply having good content for people who come across it via a search engine. The top demotivator by far is excess frequency, followed by loss of interest in the topic and low perceived value. So, how do you secure your place among the inner circle?

- Use personalization, especially in the form of service-oriented messages such as account status where applicable.
- Invest in editorial. Interesting content is cited as the most important motivating factor for steadfast loyalty.
- Segment users based on historic patterns of engagement, including analysis of what they've shown interest in and how frequently they're willing to receive email.
- Invest in converting existing customers into email subscribers through traditional offline marketing programs.

Think about who's in your personal inner circle, and why. Then provide the same warm and fuzzy feeling to your customers and prospects. They'll return the favor in a highly measurable way...via sales.

Source: www.quris.com

Tips from the DM Trenches

When crafting a successful direct mail piece, your target audience is king. That was just one of the tidbits presented at the 2004 Direct Mail Training Seminar in NYC, at which Fahoury Ink Chief Creative Officer Lisa Fahoury served as a panelist. The event was sponsored by Prompt Mailers, one of the northeast's largest printing and data processing companies.

Fahoury's three-person panel fielded questions on what makes a great direct mail piece. Consensus among the experts was that generic 'one-size-fits-all' efforts won't gain you many friends among today's jaded buyers. Start with a quality mailing list, according to panelist Paul Wry of Vanguard Media, and build your creative efforts from there. Fahoury concurred, telling the audience that high-response efforts demand a thoughtful approach. "Know what hot buttons stimulate action among your audience, then craft a message that hammers them home at every possible opportunity."

Fellow presenter Rick Lester, Resource Group for the Arts, delivered an impressive testimonial to the power of the database, and how to mine it for critical touchpoints that let you judge the success of your marketing. Lester identified prospects as tryers, buyers, and advocates, then challenged participants to take a hard look at their efforts to convert one-time buyers into enthusiastic advocates — people who go out of their way to buy from you.

Considering the lifetime value of an advocate to your business, how are you doing on this front?

Source: Dennis Lacognata, Prompt Mailers www.promptmailers.com

A better elevator pitch

We've all heard the advice: have a compelling introduction at the ready when someone asks, "So, what do you do?" and the world will beat a path to your door. If you're struggling with your intro, Paul Karasik of The Business Institute offers a terrific tip in his latest book, *How to Market to High-Net-Worth Households*. He calls it the "You know how/what I do" statement. Here's an example for a financial planner: "You know how many recent divorcees are overwhelmed with the responsibility of dealing with their finances. What I do is provide safe investment opportunities so they can stop worrying and get their lives back on track."

Why does this work so well? For starters, it immediately puts the focus on the prospect rather than you or your product, and quickly establishes both empathy and authority. Most importantly, it stresses benefits, not features. Test it out at your next networking event and let us know how you do.

Source: www.paulkarasik.com

CREATIVE COMPOST

Where Great Marketing Ideas Grow
is published quarterly by:

FAHOURY INK

201 Gregory Avenue
West Orange, NJ 07052-4529

Ph: (973) 324-2100

Fax: (973) 324-2111

Email: compost@fahouryink.com

Subscriptions are free to qualified business professionals. Please send all inquiries regarding subscriptions, Letters to the Editor, new product information or editorial contributions to the address or email above. Kindly include your phone number for verification. All submissions become the property of *Creative Compost*. We reserve the right to edit your submission for length and clarity. Download free back issues at fahouryink.com.

© 2004 Fahoury Ink. All rights reserved.

DM 101 for Do Not Call Refugees

Businesses that previously relied on telemarketing for a steady stream of sales or leads are now turning to direct mail as a replacement. How do the two compare?

Let's start with lists. Thanks to Do Not Call legislation, there are fewer names with phone numbers available, but they can be cheaper than net names mailed if you negotiate payment for only the names you call, not the gross names purchased. Purging a purchased list against a house file and do not call list could reduce it to half its original volume. As with any list purchase, quiz your broker on its source and age.

Single-transaction telemarketing is most effective for simple products with short sales cycles involving just one decision maker. Direct mail gives you the luxury of space — ample room to outline the benefits of a complex product or offer.

In terms of response, it's difficult to compare telemarketing to direct mail. Is your goal to close the sale, or simply to generate a qualified lead? Where are your prospects in the sales cycle? Does telemarketing even belong in the mix?

For example, a mortgage broker has a house file of over 3,000 satisfied customers. Most of the company's business

comes from referrals, so why should they spend a minute on telemarketing? Instead, they should concentrate on keeping in touch with former clients via mail or email. These borrowers will in all likelihood need another mortgage someday, and in the meantime, they could be telling all their friends, relatives, and co-workers what a great job Mr. Mortgage did for them.

If you've been using telemarketing for sales, you may need to adjust your mindset, especially for B2B efforts. Consider using direct mail to qualify prospects, perhaps offering a "bait" piece such as an industry report or white paper, then close the deal via telemarketing.

As far as effectiveness, telemarketing can't be beat for its ability to be adjusted on the fly. Script not working? It's easy enough to tweak your offer if you're not getting the results you anticipated, and much less painful than tossing out an expensive carton of unused brochures.

As with any marketing effort, integration is key. Judicious use of telemarketing where appropriate — mixed with targeted direct mail and email campaigns — will ensure you're getting the most from each and every contact with a potential customer.



KATKEV Associates, Inc.

Data & Mailing Services

732-935-9010 • www.katkev.com

MAILING SERVICES

Personalized Laser Printing
Inkjet Addressing
Folding/Tabbing/Inserting
High-Speed Duplication
Hand Assembly
Premium Fulfillment
Product/Literature Assembly

DATA SERVICES

Data Entry
Database Management
Data Hygiene
Merge/Purge
Postal Presorts
CASS Certification
Maximum Postal Discounts

Specializing in Complex Matched Mailings of Any Size



PRSR STD
U.S. POSTAGE
PAID
RED BANK, NJ
PERMIT NO. 42

Creativity on Call™

201 Gregory Avenue
West Orange, NJ 07052-4529

See page 2 for tips
from the direct mail
trenches...

This Month's Quick Tips

EVER HAD THE DESIRE to be a radio deejay...along with your own personal high-energy jingle? Jam Productions, the country's oldest radio-jingle syndicator, now offers "Personal Cuts" — professionally written and performed songs beginning at 20 seconds for use on your voicemail or website. Check out some demos at www.jingles.com.

WHO DOESN'T LIKE to feel like an insider? If you've received an email from a pal generously passing along an exclusive "friends and family" discount for a local retailer, you've experienced the latest form of viral marketing. Because you're receiving the coupon from a trusted source, these promos drive customers into retail stores like mooing cattle.

TO MAKE THE MOST of your attendance at your next trade show, don't forget the PR component.

- Instead of simply unveiling your latest product at the show, maximize the hype by scheduling a formal press conference.
- Request a list of registered media from show management prior to the event, and make appointments in advance to have them stop by your booth for a little one-on-one time.
- Don't overlook the PR value of your engineers or R&D staff. Publications' product reviewers, often techies themselves, love to talk to a technical contact rather than a PR flak whenever they can.

Service Biz (from p. 1)

landscape architecture? Help out your local parks department or gardening club.

Consultants and coaches can run one of the annual events hosted by the local Chamber of Commerce. Sure, you won't be paid directly for your contribution, but the positive image you project and good word-of-mouth could be the key to your next paid assignment.

Advertisers have used the concept of sampling for years. Give your time and talents to further the needs of one of your local organizations. You never know when you may impress just the right person who hires you next.

Source: Dara Myers, Select Professional Help, provides professional management, financial analysis, and market research to implement projects and short-term assignments. Reach her at dara@selectprofessionalhelp.com.