

# AT THE CORE OF THE ISSUE



ON THE MARK MARKETING

## ***"The SME Rapid Business Builder"***

**August 2009**



### **Your Guide to Successful Email Marketing**

The role of marketing today is constantly changing. We find ourselves under pressure to find new and effective ways of reaching our audience and convincing them to do business with us.

Web page design has changed from static sales brochures to dynamic and interactive business portals through which we can access the markets we serve and the new customers we seek.

Statistics tell us that the average web surfer will rush past our sites faster than you can blink an eye and if we are fortunate enough to have them click on our site we have less than 6 seconds to capture their attention. Even so, they are likely to surf to another site in less than 20 seconds unless they find something of interest to them.

### **NEW FREE**

#### **Words Blocked by Spam Filters**

Generations of sales and advertising gurus have proclaimed the words "Free" and "New" as among the most powerful motivators. No longer! Today's sceptical prospects have heard it all before. They no longer believe. But there's one word that gets them in every time!

First, you must understand why some of what you have been taught is wrong, or at least outdated and incomplete.

The most famous and oft quoted text books on marketing - sales and advertising - were written generations ago by legends such as John Caples, David Ogilvy, Claude Hopkins and one or two others. To this day, the majority of their secrets and insights remain perfectly valid.

Their main teaching is you don't talk about a product's features but about benefits the buyer receives by using the product. The bigger the benefits the greater the response, declared these old sages

This makes sense. But there's a problem. These giants wrote this advice

Importantly if it is knowledge/information, they are looking for 71% are prepared to leave their contact information in order to get it.

Email marketing offers you an opportunity to use the web portal to establish a relationship with the visitor via email communications. Typically, our web sites should be setup to provide an Autoresponder email advising the visitor the information they want free can be found on a drop page attached to our web site.

Drop pages are specifically designed to allow visitors to come to the drop page and perform a function authorised by the web page designer.

Drop-pages cannot be accessed from your web page and to all intents and purposes do not exist. You should however design your drop-page so it can link back to your home page ensuring visitors from your email marketing efforts are constantly being pointed to your web site.

Typically, the email solution should also send a copy of the latest email newsletter to the visitor a week later offering the visitor the option to Opt-in or Opt-out of receiving the regular newsletter.

Newsletters should be designed to provide information the visitor may be constantly on the lookout for and information about your products and services. If you push too heavily, into the area of products and services and fail to continue to provide information of interest to the visitor then they will Opt-out of your email system and you will lose contact with the visitor.

### **Coco Chanel Once Said**

**"In the laboratory we make perfume. In the store we sell dreams".**

long ago when, compared with today, prospects were under-marketed. So, yes, back then, flat-out big benefits and words like FREE and NEW got people excited.

## Word of Mouth Marketing

Word of Mouth marketing is one of the latest "connected marketing opportunities" confronting marketers. But what exactly is it? How do you manage it? And even more importantly how do you measure it! Even the experts are not really sure.

We have collected a range of articles written by both local and international experts to help you gain some insight into this fascinating and "impactful" new marketing trend.

If you're ready to give your customers a reason to talk about your products and services to their friends then call On the Mark Marketing today!

Do you really know what you sell?

It's only by understanding the fundamental business you are in that you can ever hope to reach your true potential.

For example:

You don't sell grass seed. You sell a greener, lusher lawn. You don't sell air conditioners. You are selling warm, cosy winter nights and cool summer days. and you most certainly don't sell shoes or clothing. You are selling image and comfort.

The million-dollar question is, what can you add, adapt or offer that complements what you now have AND satisfies the needs and desires of your present, or an entirely new target market?

Remember the old advertising adage "Don't sell the sausage ... sell the sizzle?"

Back in 1781, Samuel Johnson understood this well. When he was appointed to auction off the Henry Thrale brewery, he announced, "We are not here to sell a parcel of boilers and vats, but the potentiality of growing rich beyond the dreams of avarice."

Get the idea?

Whenever you are marketing anything, always ask, "What are we really selling?" Don't stop until you've got a long list of answers. Then test your best, one by one with advertising, press releases or market surveys. The difference in responses will often astonish you, open up unsuspected new markets as well as create more opportunities to again raise the question **What are we really selling?**

But we're just getting started. Let's think even bigger....

On The Mark Marketing is committed to protecting your privacy. Your information will not be shared outside OTMM. For more information, please see the [OTMM Privacy Statement](#). You have received this Email Newsletter because you indicated your interest in receiving Newsletters. If you do not wish to receive this communication in future, then please [click here](#) to unsubscribe.

Copyright © 2009 On The Mark Marketing Pty Ltd. All rights reserved.

**THIS EMAIL IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY.**

The document may be copied, provided all the text is included and the copies contain the OTMM copyright notices provided herein.

On The Mark Marketing Pty Ltd | Nexus Norwest 4 Columbia Court | Baulkham Hills | NSW | 2153