

Getting the Most from your Marketing

BoB Presentation
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Second Opinion Marketing

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IMPROVING COMMUNICATIONS AND GROWING SMALL BUSINESSES

The Secrets of Effective Direct Marketing

- The importance of **keeping in touch**
- Basic rules for an **effective letter**
- Getting your **targeting** right
- Writing **attention grabbing** headlines

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Why keep in touch?

Reasons customers leave:

- Move away or die/become insolvent - 4%
- Influenced away - 5%
- Get a better deal - 9%
- Unresolved conflict - 14%
- **Perceived indifference - 68%**

(Source: Michael LeBoeuf – How to Win Customers and Keep them for Life)

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A customer thinks you've
forgotten them
if you don't speak to them for
6 weeks or more

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How often do **YOU** keep in touch?

Might your customers **think** you've forgotten them?

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Methods of keeping in touch

- Letters
- Email
- Newsletters
- E-newsletters
- Phone
- Face to face
- Events
- Cards
- Postcards
- Special offer mailings
- Sales mailings
- Say thank you
- Provide something for nothing – tips, information, advice

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A Simple Model for Writing Effectively

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A Simple Model for Writing Effectively

Attention

Interest

Desire

Action

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Get the headline & P.S. right!

- 5 times more people read the headline than read the body copy
- If there's no benefit in the headline 90% of people won't read on
- You only have 3 or 4 seconds to get their attention
- 79% read the PS almost immediately

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Some rules for effective direct mail letters

- Use simple words
- Avoid jargon
- Write like you talk
- Talk about benefits NOT features
- Make a connection – quickly
- Get the benefit in the headline
- Be specific – 93.4% is better than over 90%
- Use emotional not intellectual language
- Read your copy out loud
- Use a PS
- Don't worry about the length of your letter
- Tell the reader what to do next
- Use WIFIM

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Use the right type of words

Intellectual

Immediately

Additionally

Observed

Difficult

I regret

Emotional

Right now

What's more

Seen

Tough

I'm sorry to say

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Words that work in direct mail

- Free
- Unique
- Powerful
- Proven
- Stunning
- Hurry
- Offer
- Announcing
- Now
- Bargain
- Exciting
- You
- New
- Guaranteed
- Save
- Exclusive

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BUT be careful using these same words in email copy

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Letters that sell – some approaches that work

- Telling a story to grab attention
- Using testimonials – don't take out word for it
- Lure of large potential gains
- Guarantees
- Inviting the customer to visualise
- Ask questions

Writing letters – getting it wrong

'We at Lemon Press are looking at you as a prospective new account for the New Year onwards, so I would like to briefly introduce our company to you.'

'Welcome to the Elemental IT partnership Programme. Please take a few minutes to read through our brochure. It explains how your company can undertake technically complex web based projects with ease.'

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Getting it Right

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The Alley Deli

Gordons Alley, Atlanta City

David Jones
1 West Street, Off Gordons Alley
Atlanta City

Whoever said there's no such things as a free lunch doesn't know about this letter

Good morning

Let me introduce myself.

My name is Norman Gordon. I own the just-opened Alley Deli in Gordon's Alley.

And if you're wondering whatever happened to the old fashioned (and delicious) deli sandwich... it's back. Right here!

I've enclosed a copy of our menu. I'm so proud of the excellent quality and superb taste of everything we have, I would like you to become a charter member of our TASTERS CLUB.

It's a great organisation. No dues. No meetings. All you have to do is eat and enjoy.

Your only requirement is to accept one free lunch from me.

Whoever said there's no such thing as a free lunch?

There is.

For you.

I'll call in a few days. Pick and choose what you want from the enclosed menu and I'll have it delivered to you a short time

Enjoy.

Norman Gordon

The Alley Deli

Gordons Alley, Atlanta City

David Jones
1 West Street, Off Gordons Alley
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Enjoy.

Norman Gordon

500 mailed
80% response

Targeting:

Talk to someone, not everyone!

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Writing Attention Grabbing Headlines

- Get their attention
- Use the words that work
- Make an offer
- Don't be restricted by grammar
- Use emotional rather than intellectual words
- Have a go...
- Test and measure...

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Headlines

- Write a headline for a piece of direct mail to be sent out promoting your products or services
- Get together and select the best headline from your table to share with us all

In Summary

- Do keep in touch with existing customers
- Carefully target any direct mail
- Don't write 'we, we' copy
- Follow the basic AIDA principle
- Test, measure and adjust

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