

Premier Edition - Issue #1 – 2000

A marketing lifesaver to help you beat the competition

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If it helps, please forward to a friend.

Shhh...don't tell the competition!

\*\*\* This month's Topic - E-MAIL VERSUS D-MAIL \*\*\*

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#### 1. \*\*\*\*\* EVER WONDERED? \*\*\*\*\*

Which works better, E-Mail or Direct Mail?

Answer.... Both, when used efficiently and, often, together

- ~ Got a good new offer?
- ~ Testing a new product or service?
- ~ Need timely response to a limited time offer?
- ~ Want more information on your targeted customers?

E-Mail – make it work for you – you have 4 seconds

- ~~ Start with the benefit to the reader
- ~~ Have a call to action at the top and bottom
- ~~ Is your offer something that people WANT?
- ~~ Customize closely to a specific person, group, interest
- ~~ Add your web site link
- ~~ Use information that's relevant to the customer
- ~~ Users will participate more if assured their information will be kept confidential

Direct Mail – I have mailed a lot of strange things as part of my client's marketing programs. You can mail anything. I mean anything!

- \* Seed packets
- \* Coconuts
- \* Mini-garbage cans
- \* Model ships in a bottle with a message

Get ideas and catalogs from your ad specialty company.

Both strategies require testing. This can be done with a small group of customers or prospects. Top things to consider are the list and the copy.

^^^ THE LIST – A good, targeted list yields good results.  
The larger your list, the more ways to segment

^^^ THE COPY – What you say and how you say it  
What should you say? In either format start with  
WIIFM – “what’s in it for me?” (for the reader)  
Stress one benefit of doing business with you

- Be brief - get to the point fast
- Personalize and customize whenever possible
- Establish credibility – tell them “why YOU” are best
- Use testimonials – ask customers why they love you
- Let them choose how they want to respond to you
- Give them all the options to reach you - snail mail,
- phone, fax and E-Mail in all communications
- Do the unexpected - what your competition DOESN'T
- Try different wording, offers, looks
- Copy what the big guys are doing on a smaller scale
- Code each variable to see what works best

Boost your response in any format

CREATE URGENCY – deadlines, sign up bonuses,  
offer increased value for the quickest responses

DON'T STOP – when you decide on a program keep  
doing it. Just when you are sick of it, people will  
start responding

USE AIDA – (who?) – Joan Throckmorton, who teaches  
Direct Mail seminars for the Direct Marketing Assn.  
(See Resource Review below) says it stands for  
Attract Attention, Arouse Interest, Stimulate Desire,  
Call for Action.

CROSSOVER – Use D-Mail to draw them to your E-Mail  
newsletter or web site where they can E-Mail you to get

information. Use E-Mail to get demographic information  
This will save you postage and keep you targeted.

So... which is better, E-Mail or Direct Mail? Both are good.  
It depends on your objectives and your audience.

2. \*\*\*\*\* RESOURCE REVIEW \*\*\*\*\*

I recommend the following books/tapes on business marketing

1. "Write on Target" - How To Write Direct Mail Copy  
by Donna Baier Stein  
<http://www.amazon.com/exec/obidos/ASIN/0844259144/custommarketings>
2. "Direct Marketing Tactics" - Building Your Business  
Using Direct Mail and Direct Response Advertising  
by Lois K. Geller  
<http://www.amazon.com/exec/obidos/ASIN/156052474X/custommarketings>
3. "Winning Direct Response Advertising From Print  
Through Interactive Media" - by Joan Throckmorton  
<http://www.amazon.com/exec/obidos/ASIN/0844234281/custommarketings>
4. "Selling The Invisible" - A Field Guide To Modern  
Marketing By Harry Beckwith - in book and tape format  
Book = <http://www.amazon.com/exec/obidos/ASIN/0446520942/custommarketings>  
tape = <http://www.amazon.com/exec/obidos/ASIN/1570424713/custommarketings>

Buy them right now, get them fast and pay a great price. Click  
<http://amazon.com/exec/obidos/redirect-home/custommarketings>

3. \*\*\*\*\* TIPS AND TRENDS \*\*\*\*\*

Ask your ad specialty provider for an invitation to the next major  
incentive show in your city. You will discover aisles and aisles  
of IDEAS for you to take back to your business.

\* To get the most from your employee investment, include  
all your salespeople in all advertising development. Often  
they are the last to know about a promotion. Develop a  
Sales Advisory Council to review all campaigns.

4. \*\*\* INSIDER IN-SITE - "Insider" site of the month \*\*\*\*





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