



Issue #3 - year - 2000

A free marketing newsletter with information to help you beat the competition - Written/Published by Caryn Amster, Pres., Custom Marketing Associates

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If it helps, shhhh....don't tell your competition!

TABLE OF CONTENTS

- \*\*\*\* This month's Topic - Ever Wondered? -Feature
1. "Do You Have Their Permission? Permission Marketing"
2. Resource Review
3. Tips, Trends, Stats and Strategies
4. Insider In-Site - "Insider" web site to check
5. Quote of the month
6. Funny stuff - Topical (not tropical) humor
7. Survey on line and last month's survey results
8. Monthly Rant- new this month
9. Market speak, marketing definitions - new this month

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

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DO YOU HAVE THEIR PERMISSION - PERMISSION MARKETING

Permission Marketing is e-mailing (I include snail mailing and faxing) people with your offer for a product/service they have given permission to receive. Permission is often not given directly to your company but recipients have indicated, somewhere, they are open to receive sales literature on the topic.

Is it annoying customers, turning them against you or is it the best way to reach a highly targeted and interested audience?

I tell my small to mid-sized clients that they should replicate the marketing tactics that the big guys use. And...the big guys

ARE using Permission Marketing. Often they are gaining this permission by luring prospects to their web site with a contest (not that there's anything wrong with that), buying lists of prospects who have indicated interest in their offering and using one medium to gain permission for another (direct mail to develop an email list). The only way for a customer to get off the list is to "opt-out" or DIE!

- So, is P.M. for you? Take this quiz! Are you prepared to
- ? Add a call to action in all of your advertising giving readers a chance to respond?
  - ? Honestly and regularly measure your results so you will know what is working and if you are changing buying habits?
  - ? Continually dream up new marketing ideas to keep earning their permission and their interest? This could be done in advance of launch in case you get avalanched with requests.
  - ? Learn and regularly update the value of a customer so you will know what is working and what is not?
  - ? Really talk to your customers once in a while? Faxes, direct mail and e-mail are wonderful marketing tools, but I believe that nothing will ever replace the face to face or voice to voice interaction with your customer.

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

I recommend the following book on Permission Marketing. Just click to buy it now, get it fast and pay a great price.

"Permission Marketing: Turning Strangers into Friends, and Friends Into Customers" by Seth Godin and Don Peppers  
Creative ways to stop "interruption advertising" and creative ways to make customers want to give you their permission.  
<http://www.amazon.com/exec/obidos/ASIN/0684856360>

And...if you prefer the tape version,  
<http://www.amazon.com/exec/obidos/ASIN/067104642X>

3. \*\*\*\*\* TIPS, TRENDS, STATS AND STRATEGIES  
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Many think that Permission e-mailing is the future of direct

marketing and site stats saying that it is 5 times more cost effective than direct mail and 20 times better than Internet banner ads. Others think it has reached saturation.

There are over 30 million American women now using the Internet according to Nielsen Media Research. They are outpacing males in terms of audience growth. It is estimated that by 2002, 60% of all Internet users will be women. They will spend more than \$18 billion by 2003.

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

Doing a lot of research? Don't always have time to get to the library? I found an invaluable web site this month. Check out <http://www.libraryspot.com>. This site connects you to medical, business and other libraries. A great place for business research.

BTW - Those readers located in Chicago's Northwest Suburbs, don't forget the Schaumburg Library for your research. Click on <http://www.stdl.org>. You will need a Schaumburg Library card to do expanded searches but there is a LOT available without it.

5. \*\*\*\*\* QUOTE OF THE MONTH

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"Poor is the man whose pleasures depend on the permission of another."

Madonna

"It is easier to get forgiveness than permission."

Stewart's Law of Retroaction, Murphy's Law, Book Two

6. \*\*\*\*\* FUNNY STUFF - Topical Humor

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And now for a different kind of permission marketing. Consider the 20-30 minutes you spend behind that car in front of you all the way home and these bumper stickers seen around the world.

1. So many pedestrians...so little time.
2. Honk if anything falls off
3. Cover me, I'm changing lanes
4. Saw it...wanted it ... had a fit....got it!
5. He who hesitates is not only lost but miles from the next exit.



7. \*\*\*\*\* SURVEY ON LINE

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This month's question, what is your biggest marketing challenge?  
Please e-mail me at <mailto:info@marketingcoaches.com> and be sure to give me your your e-mail address and type of business. Thank you.

**\*\* Last Month's Survey results \*\***

Thanks for all the responses. O.K. - I hear you!  
You are all business-to-business companies. I will try to write to that area.

8. \*\*\*\*\* Monthly Rant - New This Month \*\*\*\*\*

Heard about the idea of using e-signatures to seal contracts on the Internet? In the future, you could keep your signature on line and, without ever seeing or speaking to your prospective customer, you could finalize contracts with an e-signature. I'm skeptical. How do I know it is your real signature? How do you enforce a totally on line e-contract if the customer doesn't pay. What do you think? Let me hear from you!

9. \*\*\*\*\* Marketing speak - New This Month \*\*\*\*\*

Marketing definition of the month

Thousands of buzz words show up every year in every profession. To demystify the marketing ones, this new feature defines a new word a month.

Bounce - The percentage of e-mail messages that bounce back to the sender's box because they were undeliverable.

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