

- > E-mail newsletters - Whether for free or for a fee these are gaining popularity
- > Discussion lists - Where you can show your expertise with people open to buy your services and products
- > Direct e-mail mail - Clicked on a web site banner ad lately???
Direct mail campaigns achieve 7.5% average click through rate.

Real world ideas

- > "Adver-tithing" - My term for cooperative advertising with a non profit organization to get both of you higher visibility. It creates a lot in interest and good will for your business.
- > CD business cards - Put a video tour of your business in their hand. Put that tour on your web site.
- > I-Audio ads - Want to target customers by time of day? This new advertising medium allows people to hear your message when they pick up their voice mail by phone. Ads are interactive so they can get more information by hitting the phone key pad. People leaving messages for subscribers do NOT hear the ads.
- > Interactive television - Commercials on enhanced and interactive television platforms like WebTV let viewers click on your ad while viewing and buy right then and there.
- > Print ads - This is the best new strategic weapon to drive people to your web site. Lots of dot-coms are using it. Print should be THE medium of choice for B To B's as these folks give a lot more consideration to purchases than consumers. They appreciate in-depth information that print can give them.
- > Bump and Wave - No this is not obscene. Try a wave of three personalized letters sent to your top 50 prospects one week apart. Each letter is short, tells ONE really good reason to use you and includes something "bumpy". Tell them to wait to sign their new contract until they talk to you and put a pen in the envelope. Mail on Monday to be received on Wednesday (slowest business mail day.) Try it and email me the results. I will use your story in a newsletter.

Whatever ad media you decide to try, remember to

- > Check rates and ask about options
- > Be creative - dare to be different and remembered
- > Make sure it really reaches your audience - figures lie
- > Try for lower rates by pre-payment and multiple placements
- > Try it even if it is not where YOU would see or hear it
- > Get everything in writing
- > Narrow your targeting - more - more - more
- > Whatever you do, don't stop! One ad is NOT a campaign.

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

Want info now? Just click to buy it, get it fast and pay a great price from Amazon. This month's recommendations are:

Advertising On The Internet - 2nd Edition - 1999

Robin Lee Zeff, Brad Aronson

Measuring web advertising results, buying and selling ads and maximizing your online advertising are highlights of this big 435 page paperback book.

<http://www.amazon.com/exec/obidos/ASIN/0471344044/custommarketings>

Business-To-Business Internet Marketing - Barry Silverstein - 2000

The One book to read on B to B marketing. He starts with an overview of direct marketing and applies those principles to the Net.

<http://www.amazon.com/exec/obidos/ASIN/1885068387/custommarketings>

3. ***** TIPS, TRENDS, STATS AND STRATEGIES *****

Stats of the month - Consider getting to your B To B clients when their guard is down, on leisure time web sites.

A recent survey of 1,000 wired customers showed that nearly half of all respondents found "leisure time" websites less obtrusive than ads on other online destinations. A big 92% thought online ads were an "okay" way to support a web site.

Two thirds of all wired customers spend 4 or more hours a week on leisure time sites and a quarter of those spend more than 11 hours a week. From Media Magazine

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

These advertising related web sites can give you more info

on your own market and competitive forms of advertising. You can often discover a lot about your own market area by talking to any media's advertising rep.

www.cabletvadbureau.com - over 60 cable networks that accept advertising. This site gives you information on value of advertising, viewer profiles, contact information and a link to their site.

www.rab.com - free guide to all ad media, not just radio.

5. ***** QUOTES OF THE MONTH *****

"Advertising is a valuable economic factor because it is the cheapest way of selling goods, particularly if the goods are worthless." Sinclair Lewis

"Advertising is like learning, a little can be dangerous."
P.T. Barnum

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

An advertising poem

When the client moans and sighs
Make his logo twice the size.
When the client's hopping mad,
Put his picture in the ad.
If he still should prove refractory
Add a picture of his factory
Anonymous

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

Feedback from last month - Audrey Beauvais from Apple-A-Day Baskets tells about giving away a shiny red apple with a sticker bearing the name of her business at her last TS booth. People were sugared out from all the candy at the other booths and they loved her giveaway. Thanks Audrey!

This month's survey question - What do you find is your best advertising option? E-mail me your story.

8. ***** Monthly Rant *****



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