

**SMALL BUSINESS**



**MARKETING GUIDE**

RSVP

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A lot of small business owners have wasted enormous amounts of time and money on marketing myths.

Even the most successful marketers have been lured by the new and shiny marketing objects placed before them. The fact is they almost always return to the tried and true, reliable methods. What you'll see presented here are seven of the most common myths. The facts are laid out after each myth—so you can see for yourself. You'll also want to review the fact pages in the document and review the section on what other small business marketers are doing to be successful. The answers may surprise you. But the facts don't lie.

Follow this path and you, like other small business marketers in your area now using these methods, can experience the biggest transformation in the history of your marketing.



## 7 Myths That Are Stunting The Growth of Small Businesses

### **Myth #1: People aren't spending money, so the only way to lure them is by discounting.**

**D**on't get me wrong, I'm not saying you should never discount or send out a promotional offer to get people in the door. However, it is not the only way. Plus, the bigger problem is lowering prices permanently, believing that people can't afford or won't pay higher prices because of the times.

This is mostly due to the problem of commoditization. Many small business' products and services fall into the bucket of being viewed as a commodity. If there are other businesses that offer products and services similar to yours, your business falls into this category. This means you'll never be successful at competing on price, because there will always be someone in your niche who will offer a lower price.

To combat this, work on creating a strong USP (*Unique Selling Proposition*) that focuses on the exclusive values your product or service brings to your customer or client. What unique solution do you provide that solves their problem, eases their pain, or fulfills their need, want or desire?

A couple of examples of something unique: a restaurant in a busy neighborhood with lots of dining options and not much parking might be the only restaurant to offer free valet parking or might be the only restaurant that uses organic, locally grown produce. Look at what you do that is different and capitalize on that in



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all of your marketing. When you can clearly communicate your uniqueness, you'll find more people willing to pay full price and even premium prices for what you are offering.

In addition to creating a strong USP, consider targeting people who are the least affected by price. The affluent and mass affluent market is in an explosive growth phase. They have disposable income and will pay premium prices for things, even the most absurd things, when marketed properly.

*(A FREE resource to check out how to market to the affluent is at <http://bit.ly/affluent-white-paper-2013>)*

### **Myth #2: No one uses mail. Online is the way to go.**

**D**igital marketing is big. Emails, websites, social media, videos...that must be the way to go, everybody is doing it. And direct mail, it must be dead, right?

WRONG! According to the Direct Mail Association (DMA) Factbook for 2013, 65% of consumers of all ages have made a purchase as a result of direct mail.

Plus, if you went into the most successful companies, even the companies that are just about 100% online, you'll discover that their growth and wealth are tied to using physical mail. The kind that uses a postage stamp and is delivered to your mailbox.

Nothing can replace direct mail. The biggest companies have tried. Think of all the catalogs you receive in the mail. Those are really expensive to produce. Believe me, if they could find a way to do away with them and still get the results they need, they would. Their testing indicates that nothing produces better results, so they keep using direct mail. In fact, according to

FREE Resource:  
How to Find, Reach &  
Sell to the Affluent:  
<http://bit.ly/affluent-white-paper-2013>

"I state this as FACT: The greatest transformative power possible in marketing is to be able to successfully use direct mail."—Dan Kennedy, marketing consultant dubbed "The Millionaire Maker"

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DeliverMagazine.com, direct-mail for advertising purposes rose 5.8%. Of course this doesn't take into account the companies who've dumped catalogs and switched everything to online—which means the remaining companies who've done their research, have actually dramatically INCREASED their direct mail spending.

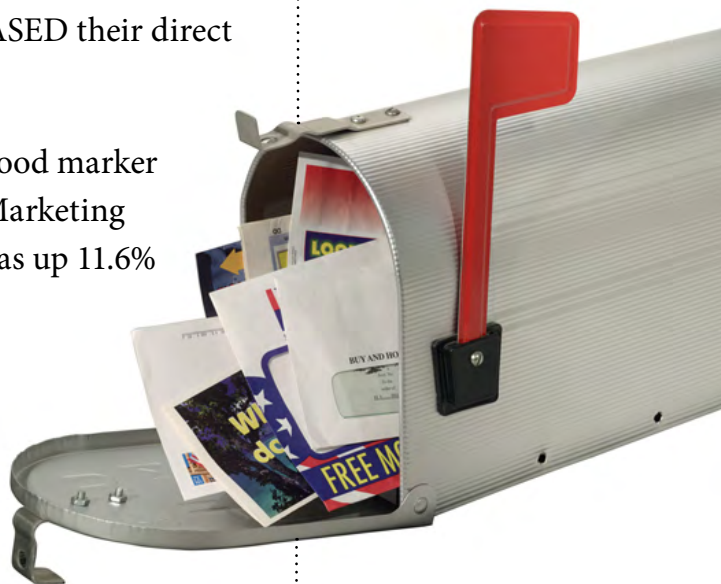
This isn't just in the catalog arena. Another good marker is the political market. Borrell Assc./Direct Marketing news said that political direct-mail in 2012 was up 11.6% from 2008.

Plus, proof positive that direct mail must be a component to marketing success, is the dirty little secret that online marketers don't want you to know—is that THEY need to use direct mail to sell their online services. Even the world's largest E-commerce Event, Internet Retailer Conference and Exhibition, is sold via Direct Mail. Not to mention the fact that Google uses direct mail to sell Pay Per Click (PPC) and Google Places advertising media.

This demonstrates that even those who sell e-commerce and online advertising must rely on direct mail for THEIR income.

Nothing can replace being able to hold a direct mail piece in your hands, to touch it, tack it up on a board or refrigerator, pull it down and look at it again.

**There is even scientific research that now supports this.**



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### Scientific Study Shows Direct Mail Creates a Greater Lasting Impression Than Online Media

The case study “Using neuroscience to Understand the Role of Direct Mail,” by Bangor University and Millward Brown, investigated how the brain processes physical marketing material, such as direct mail, as compared to digital materials, such as email.

This research strongly suggests that putting physical pieces of direct mail into the hands of consumers creates a lasting impression not available with viewing online images. The study says that the brain remained more active producing “more brain responses connected with internal feelings, suggesting greater internalization of the ads” and “greater emotional engagement.”

Furthermore, Millward stated, “The ‘real’ experience that the physical media provides means it’s better at becoming part of the memory. It generates more emotion, which should help to develop more positive brand associations. The real experience is also internalized, which means the materials have a more personal effect, and therefore should aid motivation.”

In other words, the emotional response triggered by putting direct mail in the hands of your customers is more effective at motivating consumers to purchase than online media.

*This myth is further fueled by the fairytale that “People don’t read mail and print media, they go to the Internet to search for things.”*

As you’ll see in the facts section of this guide, people do read mail. Stats such as 50% of consumers say they pay more

Scientific Research strongly suggests that “greater emotional processing is facilitated by the physical material than by the virtual.”

## 7 Myths That Are Stunting The Growth of Small Businesses

attention to mail than email and the fact that “Boomers” who are most qualified to have the money to pay for things, prefer mail and trust it more than online, are undeniable facts that can’t be ignored.

A common “sister” myth is “People hate ‘junk’ mail.” The truth is 64% of consumers surveyed still value traditional mail (USPS) and direct mail boasts a 4.4% response rate compared to email’s average response rate of 0.12% (DM News). Direct mail has a response rate of up to 10 to 30 times that of email –and even higher when compared to online display ads according to DM News. There is no denying that people read “junk mail.”

### **Here are four reasons why people love physical print media and why you should consider using it:**

**I**t’s *tangible and easier to hold onto* – A print piece is a physical thing. Post cards, magazines, and newspapers can be in homes and offices for months or even years which means your ad has a longer shelf life. The internet is perishable. Your ad can vanish into cyber space with the click of a mouse.

*Considered more credible and less risky* – Consumers inherently know print advertising is an investment, giving added legitimacy to any message received in their mail box. On the internet, the saturation of pop-up ads and banner ads can be overwhelming and annoying to consumers. Mix this with the dreaded spam and fear of viruses, and it’s enough to curtail consumers from clicking on your ad. There is no risk in reading a print ad or a direct mail piece.

Direct mail has a response rate of up to 10 to 30 times that of email





## 7 Myths That Are Stunting The Growth of Small Businesses

*Easier to remember a brand* – Big companies might be able to afford to spend a lot of money on branding, but for small companies, every advertising dollar must count. While it's important to make sure whatever media you use produces results for you, it is much easier and cheaper to solidify your brand identity with direct mail or other print ads. This is because the shelf life of many print vehicles is much longer which means your message will be seen multiple times, reinforcing the image you want to portray.

*Customers believe the Internet isn't relevant to them* – CNN reported that even though the Internet has become a key tool for accessing services, getting an education, finding jobs, getting the news, keeping up with people you know and much more, one in five U.S. adults still do not use the Internet at all, according to a new Pew Report.

*Why? Mostly they're just not interested -- not in the Web, e-mail, YouTube, Facebook or anything else that happens online.*

“Among current non-Internet users, almost half (48%) say the main reason they don't go online now is because they don't think the Internet is relevant to them -- often saying they don't want to use the Internet and don't need to use it to get the information they want or conduct the communication they want,” states the report.

**Myth #3: Online marketing is less expensive than direct mail.**

**T**here are many more factors to consider than hard costs when deciding where to spend your marketing dollars.

## 7 Myths That Are Stunting The Growth of Small Businesses

Whether it's TV, radio, email, PPC or other online marketing, print advertising or direct mail, smart marketers test to see which avenues produce response.

In the case of all channels, how "expensive" it is relates to its effectiveness. And its effectiveness depends on whether or not your marketing message triggers your target market profitably.

While usually, it's not less expensive to mail today than it was in years past, generally higher response rates and order values make it more profitable to use mail than other channels.

In fact, there's significant data that suggests direct mail done well makes marketers more money.

*The Direct Marketing Association (DMA) in a June 2012 Response Rate Study compared rates over time. The report indicates that the response rate for direct mail to an existing customer averages 3.4%, compared to 0.12% for email.*

To further understand what this means, they found that "for every 1,000 existing customers receiving a direct-mail piece, 34 will respond on average. For email, the average response--measured by taking the click-through rate and multiplying the conversion per click -- is 0.12%. Thus, only 1 customer out of 1,000 would follow the email solicitation through to a sale."

No matter what channel you use, an important criteria to consider is the list, or who will be receiving your marketing.

For instance, a lot of marketers play "blind archery," spending a lot of money on advertising that goes to prospects that are not qualified to buy their products or services. For example, a banner ad or PPC ad cannot distinguish between someone who has the income to purchase what you are selling and those that

While direct mail can be more expensive than email, shared targeted direct mail campaigns, like RSVP post cards, have LOWER COST per lead (at just 5 cents per home) than ANY other.

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cannot. A list that is specifically targeted to those qualified to spend money on your products and services can yield a better Return on Investment (ROI) with less waste.

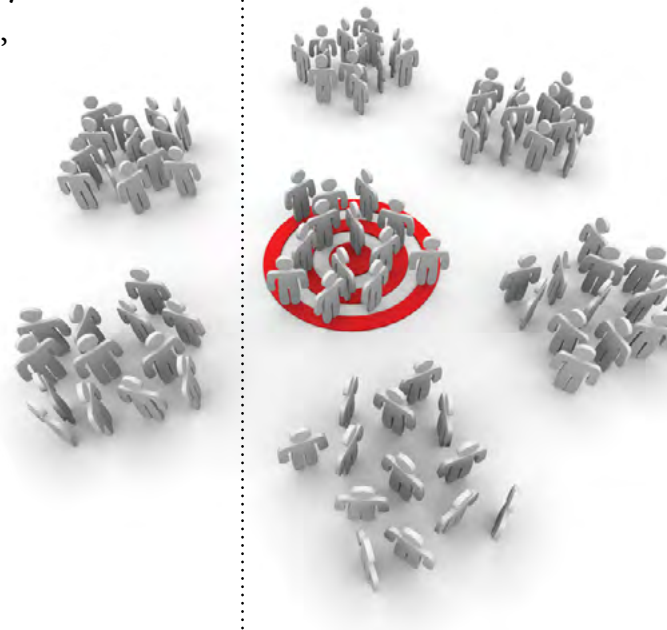
## There's a lot of wealth in a list

**B**y far, the most important aspect of any campaign is the list of people you mail to. *One mailing of an effective campaign to one list could easily create ten or twenty times the response as mailing to another list.* “There’s a big secret most don’t realize,” marketing guru and Millionaire Maker, Dan Kennedy says, “If someone else is investing heavily in collecting names with a certain common interest, and you can figure out how to reach inside those names and pull out money, you have the ultimate leapfrog opportunity.”

## The Role Of The List

**A** great list will buy a good offer, with a mediocre ad presentation. A great list will buy a mediocre offer with a good ad presentation. But a poor list will refuse to buy a great offer even with a great ad presentation. To reach the target market willing and able to spend money on your products or services, your greatest success comes from “matching” your marketing message to the target market using the media they trust the most.

50% of Direct Mail Success is in having the right list to mail to. 25% is in having the right presentation. 15% is in having the right offer. 10% accounts for other factors.



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### **Myth #4: You should shift all your marketing to online.**

Previously I mentioned how the biggest online marketers capture business. The real money being made with online media is by marketers who drive buyers to it using offline media. A recent example is a successful info-marketer who acquired 600,000 subscribers by using direct mail to drive tens of millions of visitors online to watch a video. Then this marketer took the subscribers back offline and used mail to send them additional offers.

Another thing to consider is that if you are relying solely on email to market your business, there is a number of problems you face. There is considerable talk that the U.S. government will tax business email and, along with the individual States, soon demand sales taxes on all e-commerce. The need to raise taxes and invent new ones will surely shift to online which means email and e-commerce most likely won't remain free. Combine this with the fact that opt-out rates are rising and open rates are declining. The combination isn't good. I'm not saying to not use email or online marketing strategies, I'm saying don't rely on them alone. Integration between online and offline media is key.

*It's important to think about long-term sustainability when considering your marketing plan. No marketing plan should rely on one type of media.*

Consumers do not look at just one media. Many marketers make the mistake in thinking that consumers only look at online media. Traditional marketing communication channels should not be forsaken, especially if you want to target the consumers least affected by price, the affluent consumer.

The need to raise taxes and invent new ones will surely shift to online which means email and e-commerce most likely won't remain free.

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### **Don't Risk Ignoring Half Of Your Audience: Use Multichannel Marketing That Incorporates Traditional Media**

**P**rint marketing will remain a part of normal and luxury advertising strategies because neglecting it means neglecting half of your sales opportunities. An Epsilon Channel Preference Study cited “50% of consumers say they pay more attention to postal mail than e-mail.” It is also easily malleable as new technology comes out. This medium is especially effective in marketing to Baby Boomers and older consumers, who are likely more able to afford luxury goods. This is because not only have they grown up with and prefer print, but it is the media they trust. “26% of consumers rank direct mail as more trustworthy than e-mail...only 6% ranked blogs and social media as trustworthy.”—Epsilon. It should also be noted that with Boomers the percentage that pay attention to postal mail over email climbs to 70%.

### **The Most Dangerous Number In The World**

**E**ven more dangerous is using just one type of media.

If you have too much of your income coming from one media, or if you have one lead source that regularly attracts all your business, you are putting your business at great risk. If something happens to this chosen media because of regulations or some other factor, you've lost your main source of income.

Another reason why you need variety is that regulations and industry shifts can have dramatic and immediate impact on your business. For example, last spring Google made changes that caused some small businesses to scramble because the

*“One is a very bad number, anywhere you find it ... if one media produces a disproportionate percentage of your customers, you are subject to being summarily put out of business.”*

*—Dan Kennedy, No B.S. Success In The New Economy*

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majority of their business and income came from Google searches. Their visibility online (and sales) plummeted overnight.

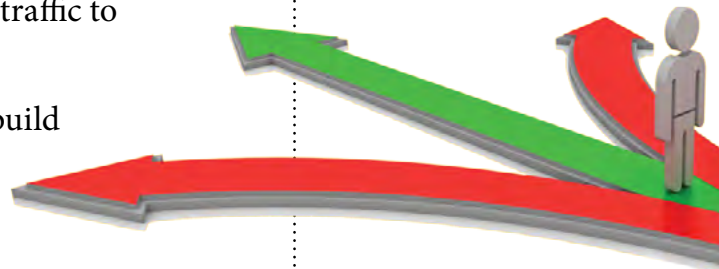
The solution is to set yourself up for success by creating a “feeder system” with a variety of methods to generate leads for your business:

- Create a direct mail campaign to drive traffic to your website.
- Send a monthly mailing/newsletter to build relationships, gain trust and sell your services.
- Use search engine optimization (SEO) to naturally attract leads to your website when people are searching for your products or services.

Relieve stress and protect your business by not relying too heavily on one marketing media for your income. And put your business on autopilot using a variety of media in your “feeder system.” When you do, you’ll earn your desired income and no longer fear regulation changes.

### **Additional things to consider:**

**O***ne* *online encourages price comparison.* Because online is a more competitive marketplace and is much easier to search for your competitors, it encourages people to shop for the lowest price, a game you’ll rarely win at. Instead of keeping all of your marketing online, take some of it offline where you are less likely to have to compete on price. Marketing that starts offline, drives traffic online to your website and then drives your prospects and customers back offline is one way to minimize



Relieve stress and protect your business by not relying too heavily on one marketing media for your income.

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price shopping and keep people focused on the value you provide.

*You can also use direct mail to take you out of the price comparison market.* For example, let's say you have a booth at a home show where your competitors are also showcasing products and services similar to yours. Sending a direct mail piece out before the home show with a special offer will drive people to your booth; sending a direct mail piece out after the home show will drive them back to your business, and yours alone, because chances are good that your competitor won't be doing this.

Not only will this give you the opportunity to get first crack at prospects, it will allow you to follow up with the consumers who didn't purchase at the home show because they became confused by all the choices presented by you and your competitors. When you are the only one who shows up, you'll make it easy for them to make the decision to buy from you.

*Direct Mail has a long shelf life while online ads are short lived.* Most online advertising only has a shelf life of a few days at most. It's even shorter if they delete their emails or click away from a web page and can't remember or figure out how to get back to it.

Direct mail has a much longer shelf life, lasting weeks, months and sometimes even years, depending on the piece. In order to encourage people to hold onto it longer, use attractive images and/or include pieces that have some perceived value to the customer. For example, a direct mail piece that has a redeemable certificate for a free upgrade with purchase will be considered more valuable than a straight ad. People will hold onto the certificate to redeem when they need your product or service.

Sending a direct mail piece out before a home show with a special offer will drive people to your booth

Direct mail has a much longer shelf life, lasting weeks, months and sometimes even years, depending on the piece.

## 7 Myths That Are Stunting The Growth of Small Businesses

*Direct mail is more trusted*, especially by Baby Boomers who grew up on direct mail and also with the affluent market who are least affected by price and have more disposable income to spend. These days it's about trust. Use the media that your audience trusts and you'll get better results.

*Direct Mail drives Internet leads.* When doing a post card campaign you will usually see your website's direct searches number jump. If you are tracking where your leads are coming from, you might hear a lot of people say they are coming from the Internet and, in turn, you think you should spend more on the Internet. Before you jump to that conclusion, check to see how many direct searches you have. If you see a large number of direct searches, say 45% of your web traffic came from people who typed your business name directly in, then this is not from Internet traffic. So how did these people come up with your business name out of the blue? They didn't. They were exposed to one of your print advertising pieces and decided to check you out on the Internet.

In order to accurately track where your leads are coming from, put a marketing code on your direct mail that tells you which postcard they received and when it mailed.

### **Myth #5: Social Media Is Your Ticket to Success**

This is one of the most alluring myths out there, but the plain fact is that, if used incorrectly, Facebook, Twitter, LinkedIn, and other social media can end up wasting far more time than they return in benefits.



Put a marketing code on your direct mail so you can accurately track where leads are coming from.



## 7 Myths That Are Stunting The Growth of Small Businesses

It might be the case that participating in certain targeted discussions or reaching out to specific groups will reward your business and enable you to build useful relationships that way.

Yet simply jumping into social media without a careful strategy and a cost-benefit analysis is unlikely to yield much profit. If you have a way to measure ROI from social media, such as Klout, be sure to use it.

### **Myth #6: Direct mail is complicated.**

**D**irect mail has a longer history than most media. This means there has been a lot more time to refine and hone the technique to get things right, which makes it, in many ways, less complicated.

In addition, there are three main reasons that cause a direct mail program to fail so it is a lot easier to fix than other media.

Direct mail allows you to target EXACTLY who you want to reach without waste. And direct mail is easily tracked.

Plus, it is the only advertising medium that 99.999% of all people receive. This means that people know how to use this media. You don't have to worry about them trying to figure out how to find your ad because they accidentally clicked away from it like you do online. You don't have to worry about whether or not they are watching when your ad appears on TV. And finally, because so many companies have shifted their marketing online, there is a lot less competition in the mail box for your customers' attention.



## 7 Myths That Are Stunting The Growth of Small Businesses

### Myth #7: "I tried direct mail and it didn't work."

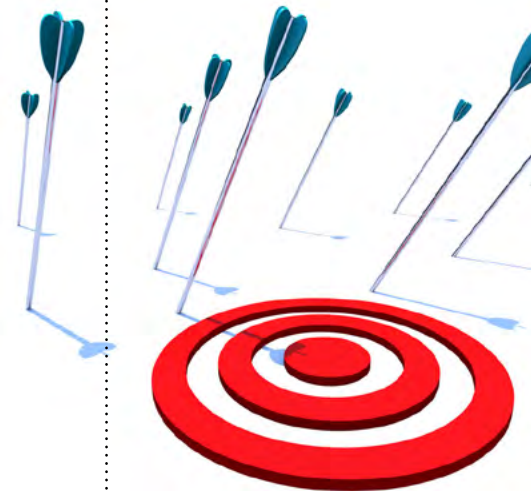
This is probably one of the more growth stunting myths out there. Just because you try a type of marketing once and it doesn't work for you, does NOT mean the method doesn't work. Direct mail has been proven to be one of the most effective marketing methods time and time again.

Sending one direct mail postcard or letter out and getting no or little response may mean a variety of things.

- You mailed to the wrong list.
- Your offer was weak.
- You didn't hit the correct hot buttons of your audience.
- Your timing was off.

Give marketing methods a fair trial. Do not try them just once or twice and determine they don't work. Before you give up on a marketing technique, it's a good idea to test things. Even the best marketers in the world have to test offers, headline, pricing etc. Get feedback from a marketing expert to try and find out why something isn't working. They may be able to provide you with some simple tweaks to test. This is especially true when it comes to something with a strong proven track record for success such as direct mail.

Give marketing methods a fair trial. Do not try them just once or twice and determine they don't work.



## Marketing Facts Worth A Fortune

**3**-D or dimensional mailings, outperform standard formats by 250%, but increase the cost per lead by only 50%.—DMA (Direct Mail Association) 3-D mailings or what some refer to as “bulky mail” raise to the top of the mail pile because they are hard to stack, therefore they draw more attention.

*“Direct mail list vendors have been working on their databases for decades.* Email lists are improving but they are still not at the same level of quality. This means that your direct mail list from a good vendor will be more tightly targeted on your desired customer.” (“Why Direct Mail Still Yields The Lowest Cost Per Lead and Highest Conversion Rate” Business 2 Community)

*50% of consumers say they pay more attention to postal mail than e-mail.* –Epsilon Channel Preference Study. This means that if you are only using email to market and are not including direct mail, you are missing half the sales opportunities on any given campaign.

*60% of consumers say they enjoy checking their mailbox and receiving mail.* –Epsilon. (This preference even extends to the 18-34 age group.—Epsilon) This suggests that there is a positive pay-off when consumers find direct mail that matches their interests in their mailbox and that opening new mail and discovering something of interest is an activity they look forward to. On the flip side, consider that *65% say they receive too many emails every day to open them all.* –Epsilon And according to E-Commerce Alliance Research, “A fast-growing percentage of people express frustration and resentment at e-mail marketing, even from sources they have a good relationship with.”

RSVP Postcard Deck are a dimensional mailing that because of the shared costs with other small business owners actually are LESS expensive than doing a mailing on your own.

## Marketing Facts Worth A Fortune

**E**ven though the Internet has become a key tool for accessing services, getting an education, finding jobs, getting the news, keeping up with people you know and much more, *one in five U.S. adults still does not use the Internet at all*, according to a new Pew report. --CNN

According to the Direct Mail Association (DMA) Factbook for 2013, *65% of consumers of all ages have made a purchase as a result of direct mail.*

*98% of consumers retrieve their mail from the mailbox the day it is delivered*, and 77% sort through it that same day. –USPS data reported in DM News



*“NOTHING out-performs direct-mail for new donor acquisition. Non-profits wish that social media, websites, e-mail, etc. could do this job as well, but so far, extensive experimenting by the entire non-profit world has failed to come up with any way to survive and grow without relying on direct-mail.”*- NP Economic Research

## How To Make Your Ads Produce Better Results

The following information will help you create better ads that get better response. We've also included samples of successful ads for you to use as an example to create your own successful ads. One important point to keep in mind for all advertising is that you should ALWAYS have a way to track response. If you can't measure response, then it's a waste of time and money.

Including a call tracking number specific to the ad placed or mailed is a helpful tool in measuring response for print media and direct mail. Another benefit to this type of tracking is the ability to monitor your staff's phone skills. We've found that this can be a very valuable tool in and of itself as leads are often generated by marketing only to be lost by the way the staff handles the incoming call. Monitoring this can allow you the ability to provide additional training that will greatly improve your sales. Keep in mind that some users will not call. Instead, as a result of your direct mail or print ad, they will look you up online. Be sure to check to see if your direct searches number jumps up when sending a direct mail piece out. This is also an indication that your ad is working.

*You can also include a unique URL on each ad to help track response.*

*Another way to measure response is to include a "Quick Response" (QR) code on your ad.*

While many rely on staff to ask what brought them in, this is not a reliable way to measure as often people forget, don't keep track of response or the person coming in can't remember where they heard about your store or offer. It's still a good idea to train your staff to ask, but this should not be your sole method of tracking response.

Always measure response. Call tracking, QR codes, and unique URLs can all be used to reliably measure response.



# How To Make Your Ads Produce Better Results

## Build trigger-specific messaging and content

Your marketing should communicate your objective, whether awareness, differentiation, or improving perception. Clearly communicating your product or service's USP --- its Unique Selling Proposition --- is the most crucial step in determining your marketing message.

To determine your USP, answer the following questions:

- What problem does your product/service solve?
- What is truly unique about your product or service (no one else has it) that is important to selling (differentiated enough to make or break the sale) and matters most to the consumer (can rise to their top-of-mind in their decision matrix)?

## Create Urgency

Why should the prospect buy now? What action do you want them to take after viewing? Call, fill out a form, place an order, arrange an appointment, explore the website, etc. Give them a reason to buy now, but be aware that they may still be early in the customer buying cycle and provide them with a way to begin evaluating your product/service as a solution to their need.

For example, research tells us that affluent women want: more time, value, and a quick, easy path to information and purchasing.

Most purchase decisions are made with fewer than six variables; often one single differentiator makes the sale.

# How To Make Your Ads Produce Better Results

## Develop advertising that leverages your consumers purchasing triggers

**B**usy consumers decide within 2-3 seconds whether an ad is worth reviewing or passing over. The affluent are no different; they don't want to search the ad for information or savings, so a clear and simple design is essential to drive response. In those seconds, the ad must communicate its product or service identity, create appeal (fulfill a desire) and motivate the consumer to respond.

Creative imagery, combined with a headline and worthwhile offer, are the focus for brands that want to execute a direct mail campaign with commerce goals.

## Create headlines and copy that leverage triggers

**E**ighty percent of the success of your ad is dependent on your headline. Think about what the concepts, ideas, and words are that "click" in your buyer's mind. Don't use words and concepts that have been heard a million times before. Strive to be fresh, innovative, provocative and action-stirring. A great way to come up with a headline is to think about what the problem is that your product/service solves.

Also, does your headline clearly identify and support the category and the benefit to the ready buyer? Does it create a need or desire in the mind of the consumer?

Consumer response is relative to an ad's design, the offer's appeal, and the perception of value. They are most effective when used together.



# How To Make Your Ads Produce Better Results

## The role of imagery

The role of imagery is to help clearly define the product/service category and its promise or benefit.

Images are the second-most important attention-getting device, after the headline, and should support the “promise,” or benefit, of the product/service.

Photos are always preferred over illustrations; people like to look at people. Show the consumer using your product/service; or show them enjoying its benefits, although this can be less direct. This approach requires a focused headline to identify the product/service and create relevancy to the image. Before and after photos are another tried-and-true technique.

Your marketing images should reflect and match your consumer’s lifestyle; for example, when marketing to the affluent consumer, home improvement products and services should mirror the quality of the homes they sell to and service. If service personnel are shown, are they professionally dressed and groomed? (Would she want this person coming to her home?) If you’re a restaurant, show an upscale couple or group enjoying a meal or drinks, not a plate of food in an empty room --- because it’s really about enjoying a fun night out.

*Use value added content and give consumers a simple way to purchase.*

Include social proof. Consumers’ voices are increasingly becoming more important and more trusted in touting how great products and services are. A consumer’s testimonial can sell your product or service when even your best sales person

Full color formats are the most effective at conveying the richness and exclusivity of luxury brands.



# How To Make Your Ads Produce Better Results

cannot. Be sure to illustrate social proof in your marketing alongside a strong call to action. This will give consumers more confidence when purchasing your product or service.

One tip, look for more specific testimonials to display over general testimonials. For example, a general testimonial like, “Wow, XYZ was beyond my expectations. You’re terrific!” doesn’t say much about the product or service. But a more specific testimonial like, “My 25 year old sofa looks brand new! I get compliments every time I have people over since I had Sofas R Us recover it.” Or “Getting our backyard makeover has improved our social calendar and saved us money because we are no longer embarrassed to have friends over to our house.”

## **What’s your call to action?**

To trigger any action you must have an offer, a solid call to action with a deadline. How this is structured is virtually unlimited.

Common offers include some type of special pricing, free delivery or an extra bonus item; offers can also be about the first to have something in a limited supply of goods. If you are offering a pricing incentive, give a reason for the special.

# Real Life Marketing Examples That Got Killer Results

## Example 1

Indigo Landing highlights a great offer and creates longevity by featuring their special menus. They use attractive imagery that matches their audience and include a unique selling proposition. Call tracking was used to measure response.



## Example 2

Mr. Sandless (Wood Floor Refinishing) demonstrates a great offer with compelling reasons why the customer should use their service over traditional refinishing services—displaying a strong USP.



They created urgency by including an expiration date. It's important to note that their strong USP of "No sanding. No dust. No Mess. No Odor" created phone calls well beyond the expiration date. An attractive before and after picture shows

"Our results have been terrific, well over triple figures in phone calls due directly to the RSVP mailing... (it)reached the perfect niche clientele that we are looking to attract to our restaurant. The call tracking reservation line you suggested was perfect...it provided us with exact information needed on the number of calls received as a direct result of this promotion. The added ability to monitor recordings of those calls and to hear how our staff handles potential customers was also very useful. That information provided us added insight as to how to improve phone techniques in order to create more reservations." –David Rosenthal, Asst. Manager, Indigo Landing Restaurant, Alexandria, VA

A new start up business, Bill and Debbie Ishak of Mr. Sandless, in Knoxville, TN said, "The cards hit our market about February 20 and our phones started ringing right away. This one mailing resulted in over 100 customer inquiries into our service and we attained approximately 18k in sales from it. What really amazed me is that clients continued to call from this mailing into May..."

# Real Life Marketing Examples That Got Killer Results

the results customers can expect. Phone tracking was used to measure response and traffic was driven to the website to continue the conversation and give them more information.

## Example 3

Northern Deckworks uses beautiful imagery that matches their ideal client. Realizing that clients might be thinking about adding a deck or gazebo, but not ready to purchase, they include

a response device for customers to mail back to them. This allows the customer to raise their hand and let Northern Deckworks know they are interested. It also allows them to follow up with hot prospects and spend their advertising money wisely as they can do additional mailings those most interested in their product.

“We have advertised in all different kinds of media in the past but nothing else has given us this kind of response. Not only did we get a lot of calls from the ad, but the calls were from our target market, confirmed by our very high closing rate.”—The Squeegee Squad, Fort Myers, FL



## Example 4

Easily commoditized, Squeegee Squad capitalizes on how they differ from their competitors. While there may be other power washers in the area, the fact that they get up on ladders and hand squeegee the windows is a powerful USP. The picture of them physically cleaning the windows is also a powerful image that reinforces their message.



# Real Life Marketing Examples That Got Killer Results

## The Formula For Successful Marketing

The formula revealed here in this survival guide is really a combination of the following:

- The right list. The prospects you reach must not only be interested in what you offer, but they must also be able to afford to buy it.
- The right message. Your message must clearly communicate an irresistible offer that excites your target audience.
- The right media. You must use a reliable mix of online and offline media proven to get results.

It's the integration of online and offline marketing. It's focusing on the value you have to offer. And targeting a focused group of people within your market that can afford to buy your products and services. Because let's face it. The middle class is shrinking. There is less disposable income. Taxes are on the rise. Unemployment is rampant. And, as a result, people are holding onto their money longer and more often.

You have a few decisions to make here. You can ignore everything I've said and continue on with the status quo, struggling to get new customers. You can become less dependent on online media and start integrating more direct mail into your marketing plan. Or you can move to make use of the most reliable media, direct mail, a top priority in your business so you can make more money faster.

## Real Life Marketing Examples That Got Killer Results

In order to help you move quickly to successfully integrate direct mail with your online media, I've created a special opportunity for you to use pooled resources with other small business owners and save a significant amount of money while putting you on the clear path to substantially boost your customer base and profits.

*Called the Survive and Thrive Pack, this allows you to share costs with other small business owners on your printing costs, postage costs, list costs, graphic design costs, etc. making your advertising costs considerably lower than if you create your marketing independently.*

Designed to follow the guidance I've given here, this will not only save you money, but it will help you prevent the pain of figuring out how to do this all on your own, save you time and help you move easily and inexpensively to incorporating direct mail, a media that is less fragile and more reliable.

Now you have a BIG decision to make. Are you going to continue on with the status quo, marketing as you have been? Or are you going to fight back against the government attacks on small business... the shrinking pool of middle-class consumers... the tax hikes... and start using the proven methods I've laid out in this guide?

RESOURCE: To dramatically reduce your advertising costs –saving on printing, postage, lists, graphic design, online and more visit [www.SurviveAndThriveWithRSVP.com](http://www.SurviveAndThriveWithRSVP.com)

## Real Life Marketing Examples That Got Killer Results

I suggest the decision here has three conditions to consider:

1. Do you want to attract more customers than you currently are and grow your business profits?
2. Did you grasp the importance of using direct mail as an integral part of your marketing?
3. Would you like to save money on your marketing costs such as printing, postage, lists, etc.?

If you answered yes to all three of these questions, then please click on the link below and fill out the Survive and Thrive Form without delay. And we'll get you the information on how you can become a part of this savvy group of small business owners getting results by integrating direct mail with online media and using pooled resources to save money on their offline and online marketing services.

Visit [www.RSVPpublications.com](http://www.RSVPpublications.com) for more info.

Or contact RSVP at 855-200-RSVP (7787)

