

W19

Wednesday

Morning

Fax

from

The

Castle

Press

8 real-life tips for 2004 from Marketing Sherpa

Once each year, the Marketing Sherpa consultancy asks subscribers to report on what life in the advertising and selling trenches during the previous year taught them. Some of the answers may open up new ideas you can put to work profitably:

- A client commissioned ALTI Business Upgrade Consulting to send a six-message follow-up to 2,300 names gleaned from a trade show. But the client did not deliver the list until a week after the event closed. Even with tweaks, the campaign produced 0 (zero) conversions.
- Smaller enterprises are underserved by IT services. So Rech Transgorm offered them a year's free test of its product. In two months, sales doubled.
- "I've learned that using ... polls and petitions dealing with relevant hot-button issues can be a great way to build a mailing list," writes Paul Chaney of the American Family Association.
- "Our lesson learned was how to improve e-mail marketing," advises Michael Beresford of NetScope. His outfit's first move was to involve recipients by offering them the opportunity for a significant discount in exchange for their suggestions on future topics. This improved click-through rates by more than 25%.

Next, NetScope switched the "To" line from an individual's to the company's name – which produced open rates by another 15%. Third, it changed the subject line into a new format: "Newsletter Title You asked to see Topic." It added 8% to response.

The Castle Press *supplies free paper dummies to help your visualizations.*

- Dave Etienne of the Cincinnati Metro Transit Authority recounts that he mailed an oversized postcard in a Clean Air ridership promotion, including a one-way free ride coupon, to 800,000 residents in selected Zip codes. More than 42,000 coupons were redeemed, which amounted to a 5% response rate.
- By telephone contacts made before a business-to-business questionnaire arrived in the mail, the Expertia company produced a 25% response rate – up 15% over a similar survey two years earlier.
- Ron Ragan of Business Direct Marketing writes that his agency introduced physicians in a primary-care physician group with variably imaged and printed postcards. He mailed 6,311 cards for one doctor. Within 48 hours of the drop, the M.D. had made 42 appointments directly traceable to the personalized cards.
- Price cuts can backfire, experience has taught Marlene Jensen of Jensen-Fann publishers. When she lowered the cost of one remnant hardcover book by \$1 – testing new price points of \$0.93, \$0.96, and \$0.97 – she expected a sharp increase in sales from the 30 to 40 monthly sales usual at the higher prices. Result: not a single order came in at the lower prices.

The Castle Press – *your best choice for a printing partner since 1931.*



1222 North Fair Oaks Avenue
Pasadena, California 91103
1-800-794-0858
www.castlepress.com

(5.19.04)