

## Marketing Inspiration for 2003: Top Marketers Reveal Their Learnings

Monday | Brenda cross-promotes belts on the shoe web page  
Tuesday | 837 more belts sold online

### WHAT WILL YOU DO WITH YOUR WEBTRENDS?

#### **Small Actions. Big Results.**

While analyzing web visitor behavior in her WebTrends, Brenda noticed that after buying shoes, people we're clicking back to the home page, and then to the belts page. So, she added a direct link from the shoes to the belts.

**A simple act of pure genius.**



Get the guide to  
marketing genius!  
[www.ms0.org/wt.cfm](http://www.ms0.org/wt.cfm)

INSIGHT BY WEBTRENDS | **GENIUS BY YOU**

**WEBTRENDS**  
web analytics from NetIQ

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## Introduction by Anne Holland

When I was a marketing director five years ago (before I became a marketing journalist) the CEO of my old company used to ask each marketer to write a quick note once a quarter saying what their biggest "Lesson Learned" was.

Then his assistant gathered the notes together into a report for everyone to gather inspiration from.

It was astonishing to look through. Fun, inspirational, and very useful.

So as 2002 drew to a close, I emailed a quick note to MarketingSherpa readers asking for their help in creating a similar report, so we could all share our hard-won lessons to improve campaigns and beat this recession!

The responses were astonishing - both in number and in value.

My personal favorite quote of all was from David Yancey, CEO Internet Business Forum who wrote in humbly, "What I learned in 2002 is that I didn't really learn that much in 2001, since I apparently needed to learn a very great deal of it all over again in 2002." Oh I've often felt the same way!

In fact much of the advice contained in this Report is stuff you already know.

Which doesn't lessen its value one iota, because if you're anything like me, you're probably so swept up in daily deadlines and details that there's rarely time to consider best practices. Or whether your current campaigns really do incorporate all of the marketing lessons you've learnt in the past.

You'll also find some specific tips that you didn't know. For example, I was dumbfounded to learn that one marketer increased their site traffic by changing their seemingly perfectly good URL for another shorter one.

As I read through and organized the 680 quotes contained here, I started to see some very definite trends which lead me to proclaim that for most marketers 2003 is going to be the Year of Customer Closeness.

Listening to your customers ... speaking very honestly to them ... personalizing campaigns (even down to handwriting notes) ... providing a higher-than-usual level of customer service ... personally networking with as many customers as possible ... trusting customer feedback over your CEO's opinions ... viewing word-of-mouth as a key sales channel ....

Here are four quotes that best describe what I'm talking about:

*"High touch is back. Making personal contact with prospects in a meaningful way became much more effective this year than any other method."*

Pam McConathy Sr. VP Pierpont Communications

*"They're not suspects or prospects ... they're people."*

Karen Myers, Team Leader, Time4me Team

*"In this down market, lead chasing is out referrals are in."*

Mark Galloway, President, Wire The Market, Inc.

*"Customers appreciate nice even more than a two for one sale. Because nice leaves them feeling important."*

Yvonne DiVita, President and Founder, Windsor Enterprises

See what I mean? Marketers - and customers - are sick of hype, dishonesty, and focusing on technology instead of people. Maybe what really works is the Golden Rule after all.

It's a lovely thought.

My thanks to everyone who participated in creating this annual report. (Yes, we will do this again next year!)

This report is no-cost for everyone who wants a copy. Feel free to send copies to friends and colleagues. It's truly a community effort, and I'd like as many in the marketing community to benefit from it as possible.

Sincerely,

Anne Holland, Publisher & Managing Editor, Newsletters  
MarketingSherpa, Inc.

[anneh@marketingsherpa.com](mailto:anneh@marketingsherpa.com)

<http://www.marketingsherpa.com>

## Part I: General Inspiration

1 "Every situation is filled with possibilities if you look deeply with an open heart and mind."

Gail Howard, Executive Partner  
Biz Info Wiz and My Tax Cure, [bizinfowiz.com](#) &  
[mytaxcure.com](#)

2 "My top lessons learned this year:

1. Get it in writing!
2. Test, test, test
3. Never stop thinking of better copy
4. When in doubt - get professional help
5. Read all of the Sherpa case studies - they're awesome!"

Sandra Geary, VP Marketing  
WinForMe, [www.winforme.com](#)

3 "When you join a new organization set your #1 Mom coffee mug down on your desk and immediately ask to be taken to what I call the great idea! graveyard. In every company there's a place where once great ideas--direct mail pieces, trade show giveaways and old marketing plans--go to die.

An afternoon spent with a company's past marketing wins and losses can give you incredible insight about what has been tried what worked and what didn't. I've found this process is a great way to get up to speed on the company's history and better understand the rationale behind work you inherit. And nothing can explain why the CFO isn't approving your purchase requests for new shwag better than the box of 5,000 logo-imprinted can koozies you'll find!"

Amber Link, Marketing Communications Manager  
SciQuest, [www.sciquest.com](#)

4 "Achievements and obstacles are building blocks to success if appropriately embraced and molded into positive developments for the business..."

Ross C. Atkinson, CMO  
Outtask, Inc., [www.outtask.com](#)

5 "There is no substitute for just plain hard work and preparation for the future."

Joseph Cusano,  
CommerceMall, [CommerceMall.mygv.com](#)

6 "I've just had four horrendous days - and the problems aren't solved yet.

Imagine what visitors to two of my sites are thinking. After four days, if they try do anything on two sites, they're likely to be greeted with error messages. We've been unable to process submissions to two directories, and a message board is still displaying Script Error messages.

For a while, thousands of visitors a day were seeing a site that had a great gaping hole on its main page.

Our challenges began when our web host switched to a new system and new server, and introduced a few unannounced changes in directory paths. We're still trying to sort out exactly what he DID do so that we can clean up all the mess. (Thank goodness for backups.)

Thousands of people will have visited my sites for the first time, encountered error messages and thought: This site is useless. I'm outta here.

Making all this worse is the fact that we'd just completed a long affiliate marketing case study promoted it on the main page and bought advertising in Overture and Google Adwords - doing all we could to attract MORE people to us.

A few years ago, I would have been terribly angry and frustrated, my stomach churning, and unable to sleep worrying about problems only a fraction as bad as those we're facing now.

The funny thing is, I'm finding myself coping with all this costly mess very calmly.

It took a while, but I've learned that in doing business online, problems are inevitable.

Instead of worrying about problems, I've come to see myself as a problem solver. When one pops up, I just think, Here's another one. I've solved so many, I can solve this.

I can even look back at all the challenges I've overcome to build my business and get a lot of satisfaction from that.

However, I must admit I can't help wishing this latest problem - er challenge - hadn't happened just when we'd started promoting a new affiliate marketing case study!"

Allan Gardyne, CEO  
AssociatePrograms.com,  
<http://www.AssociatePrograms.com>

7 "Never listen to the media (sorry, Anne). Even in the worst of markets, there is always a way to make money. Well-managed companies that provide a valuable service to their clients can always find a way to survive.

If we listened to the published reports of how poorly the online advertising market was doing, we would have thrown in the towel long ago. Instead, we kept our heads down and kept on plugging away.

I've learned that tough markets can be a blessing for a well-run company. It keeps you lean and focused and gets rid of lots of weaker competition. And it puts you in a position to benefit that much more when the market turns around."

Phil Nadel, President  
PhoneHog.com, <http://www.PhoneHog.com>

8 "We'd like to leave you with a few famous quotes which we found to be especially relevant in 2002:

#### LESSONS LEARNED:

1. 'The only new thing in the world is the history you don't know.' - HARRY S. TRUMAN
2. 'The four most dangerous words in investing are: It's different this time.' - SIR JOHN TEMPLETON
3. 'Risk is good. Not properly managing your risk is a dangerous leap.' - EVEL KNIEVEL, Motorcycle

stuntman

4. And finally, 'your most valuable asset is your time. Don't ever lose sight of this. Use it wisely!'

Which lessons did YOU find most relevant in 2002?"

Ken Ghata, Managing Director  
Wall Street Consulting, [www.wallstreet-events.com](http://www.wallstreet-events.com)

9 "Don't allow yourself to become depressed when sales slump. It takes a good attitude and a caring spirit to reach your customers. Use the time to find out what your customer REALLY need, and adjust your sales approach to fit. You'll become a better person, and your company will provide a better service."

Chris Hanse, President  
C. Hanse Industries, Inc., [www.chanseind.com](http://www.chanseind.com)

10 "The most useful lesson that I learned this year may be on of the most basic: Don't give up – persist, and keep marketing at all costs. Everyone seems to be running scared out there right now, and aren't sure what to do next. Now's a great time to gain market share - our competitors seem paralyzed, and are not as energized as they once were. The economy may be down, but it's far from dead.

Keep it simple, keep it consistent, but by all means, don't slack off like everyone else. Get out there and market!"

Tom Martin, President  
Martin & Company, [www.martincompany.biz](http://www.martincompany.biz)

11 "Listen carefully, spellcheck emails and sleep on problems if you can."

Claire Thompson, Founding Partner  
tannissan mae, [www.tannissanmae.com](http://www.tannissanmae.com)

12 "Buyers have a habitual system for buying. If you don't have a stronger system in a way that helps them learn why your service is better, then their old habits of buying will keep them static and they will not use your service."

Jeff Smith, President  
Woodworth Financial, [Woodworthfinancial](http://Woodworthfinancial)

13 "In this crummy economy, the one thing I CAN still control is the quality of everything connected to the work product I deliver. Somehow

knowing that I can still provide excellence helps me ride out the economic down times -- at least I can hold my head up with pride, even if my bank coffers are not overflowing!"

Karen Strickholm, President  
The Strickholm Company, under construction;  
StrickholmCompany@msn.com

**14** "If it's to be, it's up to me."

I came across the above statement several years ago and following it on a 'daily' basis has served me quite well."

Phil McKinney, Owner  
MaxPatch Ink Supplies, <http://www.maxpatchink.com>

**15** "Never undermine those virtual ad agencies run by professionals who reached the sad ripe age of 40..."

Some of the best talent was let go from major ad agencies because of simple age discrimination. The same ad agencies only wish to have that talent back, but the clients are keeping them busy!"

Ilan Geva, Principal  
cmyk & beyond-a marketing brain trust,  
[www.cmykandbeyond.com](http://www.cmykandbeyond.com)

**16** "Never stop marketing!"

No matter what the economic conditions may be, never stop marketing! Companies who cancel marketing plans and neglect creating new marketing strategies are essentially putting a tourniquet on sales.

Instead, spend whatever you can muster to maintain your company's voice in the market. As an additional bonus, your message will come across even stronger to your target markets when others cut back."

Laura Box, Consultant  
Federal Marketing Associates, Inc., [www.fma-onthemark.com](http://www.fma-onthemark.com)

**17** "The best lesson I learned from 2002 is that most of what I thought was marketing education was primarily a bizarre form of time eating entertainment. In other words I got so caught up in learning things that I didn't DO enough things.

So I established a new rule for myself. I call it hour for hour. I time my research and reading now. After I spend an hour reading or researching about a new technique, I take a break. Then I try to spend an hour actually doing what it is I am reading about.

Many times after 10 minutes of doing I will realize that particular method is not something I am comfortable with. If that is the case, I stop that particular education and save myself many wasted hours.

If it IS something I am comfortable with after I work with it for an hour, then I have increased the effectiveness of the education by taking it in bits. Then I go back, study for another hour, and repeat the process.

This simple lesson has saved me tons of time."

Ed Osworth, Sales Engineer  
A Better Life, <http://www.oregondreams.com>

**18** "Strive to be the most effective you can, not the most efficient. You can be the most efficient at what you do, but if you are not heading in the right direction, you'll never get to where you want to go."

Adrian Gover, Learning & Development Facilitator  
TeleTech International, <http://www.telettech.com>

**19** "The only way to beat the recession is to refuse to participate in it. Rather than give up, work harder, smarter, and stay positive. If your competition chooses to participate, let them."

Mike Roberts, Sales Manager  
CL Graphics, [www.clgraphics.com](http://www.clgraphics.com)

**20** "Nothing replaces persistence."

Bob Mumm, IT-Guy  
BCNS Technologies, [www.cpunetworks.net](http://www.cpunetworks.net)

**21** "I think Winston Churchill put it best: This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning."

Bill Nussey, CEO  
Silverpop, [www.silverpop.com](http://www.silverpop.com)

**22** "No divine inspiration, other than, especially during bad times: discipline; hard work; staying true to your core values; and working harder and smarter will carry you through. Work



hard to find and keep your customers. Treat them like gold."

Roger Rader, Publisher  
Marketing Bulletin Board, [www.MarketingExec.com](http://www.MarketingExec.com)

**23** "I've learned to trust my dreams instead of my fears."

Steven Sessions, President  
SessionsGroup, [www.sessionsgroup.com](http://www.sessionsgroup.com)

**24** "Don't wait."

Diane Hunt, Executive Creative Director  
Silbar/Hunt Integrated Marketing, [dhunt@silbarhunt.com](mailto:dhunt@silbarhunt.com)

**25** "I learned (again) that nothing replaces dumb luck as long as you know what to do with and how to learn from it when it occurs.

Recently I was interviewed by someone who wanted to know how I'd become so successful at branding myself as the EQ Coach. Some of the points he mentioned I had simply stumbled upon. But ... I knew what to do with the information I got.

Marketing can be accidental (because it happens so fast, and you need to keep trying new things), but it mustn't be random. I try new things all the time and when I get a big kick in business, I got back and figure out what made it happen. Then I do more of the same!"

Susan Dunn, Coach, Speaker, Writer  
The EQ Coach, <http://www.susandunn.cc>

**26** "If you are not sure where to start, I love the saying: Ready, fire, aim. Most people are too scared to act. Just do it and figure out what you can learn from it. Then, you'll know where to aim next time."

Joel Koh, Quality Master Black Belt  
GE Commercial Finance, [www.bizproductivity.com](http://www.bizproductivity.com)

**27** "Keep it simple. Your learning curve will be much smoother if you start with small campaigns and then, as you get more experience with the technology and the various electronic media, expand your repertoire."

Tobias Bodine, Editor, iConnect E-Newsletter  
Institute of Noetic Sciences, <http://www.noetic.org>

**28** "There are more things in every day's market facts than are dreamt of in all our manuals..."

Alberto Guastini, CEO

Publinter, <http://www.publinter.com>

**29** "Personal insight and personal success trickle in with disciplined effort, but with persistence, they rise to flood level within us and pour forth to others."

Craig Lunde, President  
EnviroMark, Inc., [www.40seconds.net/craig.htm](http://www.40seconds.net/craig.htm)

**30** "This year I learned again the lesson from baseball's cliché champ, Yogi Berra: 'it ain't over til it's over'.

In this harsher ad climate, decisions were put off, budgets cut, but we continued to believe in the value of [our product]. In time, others believed, clients were won, successes measurable. Sometimes perspiration is as powerful as inspiration.

Lesson learned: Beliefs and quality values are more enduring than present economic forces, and win the marketing game in the end."

John Pillsbury, Business Developer  
Destiny Media Technologies, [www.clipstream.com](http://www.clipstream.com)

**31** "'There isn't a difference anywhere that doesn't make a difference someplace else.'

Translation: Paying attention to all of the places Your Company/You can make a difference always adds up in unexpected and in non-arithmetic ways but add to your bottom line.

Always believed it. Continue to see it manifest in new dna."

David J Driscoll, EVP Sales & Marketing  
Quantum Loyalty Systems, [www.quantumloyalty.com](http://www.quantumloyalty.com)

**32** "We are proud that we raised the visibility and increased the importance of marketing in Silicon Valley. By blending business and marketing strategy at the earliest stages, we proved that marketing makes a significant impact on an organization's bottom line, especially at a time when our community and industries are facing tough challenges."

Cynthia Holladay, Chairman, Board of Advisors  
Silicon Valley American Marketing Association (SVAMA), <http://www.svama.org>

**33** "Marketing 101 is back. The basics do count.



It's refreshing to think 'inside-the-box' and flex one's creative muscle with tried and true methods."

Joseph C. Loll, Principal  
Little Chocolate Donuts, [www.littlechocolatedonuts.com](http://www.littlechocolatedonuts.com)

**34** "There is a difference between knowing what to do to market your business and doing it."

Charlie Cook, Marketing Guru  
InMind Communications, LLC,  
<http://www.charliecook.net>

**35** "In 2002, I learned that paying attention to the news of the day (or, the 'we're all gonna die' report) must be tempered with marketing zeal and a long-term positive outlook. Marketing is so susceptible to knee-jerk reactions, we all must be cautious about letting the mood of the moment affect our efforts.

I'm lucky to talk with entrepreneurs and small-business owners every month. In this past year, I've sought those who are thriving in the current marketing climate. There's great commonality in what drives these people—from beer brewers to toy distributors. They're amazingly enthusiastic, and approach an impaired buying environment with just as much as ardor as they would a boom time (perhaps more—it's a problem to be solved, after all)."

Kimberly L. McCall, President  
Marketing Angel, [www.MarketingAngel.com](http://www.MarketingAngel.com)

**36** "A couple of years ago, people seemed to think that throwing money at a marketing problem was the answer. I think the last year has taught people that it's just as important to throw brains."

Stephen McGill, President & Creative Director  
McGill Buckley Intercreative Marketing,  
[www.mcgillbuckley.com](http://www.mcgillbuckley.com)

**37** "Keep your skills up, stay in touch with the market but never make yourself indispensable; people will fight tooth and nail to keep you where you are."

David Bowen, Marketing Manager  
naturejobs, [www.naturejobs.com](http://www.naturejobs.com)

**38** "That there are more opportunities out there than ever if you build your plan with a cadence.

I've been in marketing for over twenty years, and

unless you love what you do, are constantly open to opportunity and give 200%, you will neither thrive nor survive."

Greg Coloian, Director of Client Services  
KGA, [keckgarrett.com](http://keckgarrett.com)

**39** "Best lesson I have learned is TAKE NOTHING FOR GRANTED.

The printer will always be late. No click-through rate is ever what they say it will be. Not everyone thinks the way that you do.

Start small, start well-informed as you can be, listen to other people and learn from smaller mistakes so that you don't get poleaxed by big mistakes."

Steve Moore, Supreme Burrito  
DHG Partners LLC, [www.dallashillgroup.com](http://www.dallashillgroup.com)

**40** "It seems many of the things we always believed are proving again proving true. You have to stay true to your instincts and ignore the hype."

Keith Kopinski, President/Founder  
Propaganda Clothing/Kill Divas, [www.killdivas.com](http://www.killdivas.com)

**41** "Given the number of lemons available, 2002 was a vintage year for lemonade!"

Gerhard Friedrich, Executive Director, Organization Strategy and Performance  
RWD Technologies, [rwd.com](http://rwd.com)

**42** "It's about basic blocking and tackling: Targeting-> Perceived Value-> Revenue Earned"

Rick Wolk, Director of Marketing  
PalTalk, & PalPersonals, [www.paltalk.com](http://www.paltalk.com)

**43** "The best lesson learned this year is to not forget the basics. Don't assume. Don't be in too much of a rush. Marketing basics are more important now than ever before. Also, don't assume your message is getting to its intended audience. Be dramatic and command attention."

Rick Wemmers, Senior Partner  
Wemmers Consulting Group, [www.wemmers.com](http://www.wemmers.com)

**44** "Always reading and learning will separate you from the pack. Taking what you've learned and creatively applying it to new situations will have you rise to the top. Luckily for you, but unfortunate for the world, is that most people never bother doing even the first of these things."

Jeff Briggs, Creative Director  
MessageBroadcast.com, MessageBroadcast.com

**45** "You need it done well, done cheap and done fast. Pick 2"

Paul Shapiro, Vice President of Marketing  
Vie Financial Group, [www.viefinancial.com](http://www.viefinancial.com)

**46** "Never underestimate the power of even the smallest marketing promotion. As long as it's smart and on target, the smallest marketing promotion can make a huge impact."

April Guy, Marketing Coordinator  
HPC Interactive, [www.apartmentguide.com](http://www.apartmentguide.com)

**47** "Most bad business decisions are made because ego is mistaken for leadership. Learn to trust other people's abilities and instincts, and listen to them: you are never too old to learn. Take action, then take responsibility, no matter how it goes. As one of my clients told me, 'We're going to take our best shot, and if we're going to hit the wall, I'd rather hit it at full speed!'"

Susan Hodder, Vice President  
Collaborative Insight, [www.collaborative.com](http://www.collaborative.com)

**48** "The best way to be successful is to listen, learn, practice to be able to get it right the first time. .A baby falls over when trying to walk but doesn't give up, keeps trying and repeats all the time and gains success no matter what it takes... just keeps trying till he or she gets it right"

Glenn Nilson, Publisher  
The globalstarezine, [voice.voice2video.net/ezine](http://voice.voice2video.net/ezine)

**49** "My most useful lesson this year is that there is no such thing as a failed campaign. It was just a test that taught me what not to do next time ;)"

John Taylor, Taylor  
Lakeshost.com, <http://www.lakeshost.com>

**50** "This year, I've learned to be very, very patient with my target audience... it's the only way to get money from them."

Sérgio Pedro,  
Medimobiliário S.A., [www.imomercado.com](http://www.imomercado.com)

**51** "Play into your strengths. For the first six months of this year I spent 90% of my time selling and 10% promoting sales. In mid-June, a talking light bulb appeared over my head. You're a below

average salesman but an above average promoter it said. So I switched the amount of effort devoted to each activity and have experienced excellent results. The moral of this story is Sell not, lest ye be not promoted."

Carl M. DiManno, Owner  
AeroAction, [www.AeroAction.com](http://www.AeroAction.com)

**52** "Lesson learned this year...What the mind can conceive and believe will be achieved.

The passion and determination in people has to be transferred constantly to the mind....This is the single most important factor in any success story."

Will Corry, Publishing Director  
e mail-gatherers ltd UK, [www.trinityenews.com](http://www.trinityenews.com)

**53** "Another organizations success can be your demise. Not all programs are created equal"

George Karavaras, Internet Analyst  
Irwin Home Equity, [www.premierequity.com](http://www.premierequity.com)

**54** "Down economy, shmown economy! By delivering solid, measurable results, the value proposition of direct response advertising is actually stronger during a down economy. Use it to your advantage."

Jeff Giesea, President  
FierceMarkets, Inc., [www.fiercemarkets.com](http://www.fiercemarkets.com)

**55** "Lay back and think about your options before you deliver."

Villi, Webmaster  
SA, [www.sjova.is](http://www.sjova.is)

**56** "I've known--not personally-- and quoted King Solomon for a number of years. Often it was just to explain my mess, but it came true especially this year when so many airlines are having financial trouble: Where there are no oxen, the stable is clean, but much increase comes from the strength of the ox.

I don't think I've ever had so much stuff going on thinking I'll never get it done or what is going on? It was so busy that I had very little time to even look at results. Just kept plugging away day after day.

BUT....when I was forced to look at the figures in our semi-annual review, revenue was up by 89%!

Maybe I won't worry so much about cleaning my stable!"

Michael Dunne, National Account Manager  
Japan Airlines, [www.japanair.com](http://www.japanair.com)

57 "The more you mail the more you make."

Don Kaplan, Director of Marketing  
I.R.M.,

58 "Persistence. Don't give up if your first pitch has failed. Look for new angles and alternative ways of reaching your goal. Continue to contact your target until you reach your objective."

Michelle McCann, Public Relations Manager  
WebSurveyor Corporation, [www.websurveyor.com](http://www.websurveyor.com)

59 "The Pain, Insane, falls mainly on the Vain. Those companies and individuals who are humble, teachable, relentlessly focused on improving quality and service, tend to do OK in these tough times. But those who have allowed themselves to become overconfident will increasingly experience more than their share of the pain that can be inflicted by an insane world economic picture."

Dick Kindig, President  
Kindig Omnimedia, [www.omnimedia1.com](http://www.omnimedia1.com)

60 "Too often marketing takes a backseat to other needs or activities. My New Year's Resolution is: Marketing First - Concentrate on the Marketing Mission and everything else will fall into place."

Donna W Gustafson, Resource Development Director  
Rancho Vista Equine Therapy Center,  
[www.ranchovista.org](http://www.ranchovista.org)

61 "Consistency, timeliness, and quality products & service are the touchstones to success. We have managed to keep our heads above water on a very limited budget by sticking to those principles."

Michael Woods,  
Microsphere Manufacturing & Design Corp.,  
[www.microsphere.com](http://www.microsphere.com)

62 "The big marketing budgets of the dot-com '90s bred marketing complacency. In addition to weak business plans, many great products and ideas lost out to bad advertising buys and equally worse marketing decisions. Budgets were blown on me too campaigns that, although were often highly creative, lacked reach to the customer.

We need to combine innovative ideas with strong business basics. Our messages need to benefit the customer and not the company. We must examine the customer's needs and address them. And we must investigate where customers are and ensure that the message reaches them.

It shouldn't have taken these difficult economic times for us to realize that we need to have a strong business plan and be innovative with our ideas, tactics and budgets...however, maybe that's how the economy ended up here in the first place."

Caryl Felicetta, President  
i-Position/The Argyle Studio, <http://www.i-Position.com>

63 "The role of marketing is forever tied to the role of technology...traditional marketing will not work in today's competitive environment. It must consider all aspects of the customer experience."

Sheri McHale, Sr Director, Marketing  
Epsilon, [www.epsilon.com](http://www.epsilon.com)

## Part II: Planning and Campaign Management

**64** “My GM in a staff meeting: If you do not have time to do the things right the first time, where are you going to find time to do them again.”

Enrique Gonzalez, Director  
SIOR S.A., [sior@mipyme.com](mailto:sior@mipyme.com)

**65** “In Dutch it would be: Des te beter voorbereid, des te meer tijd voor improvisatie.

I'll try to translate this: The more time you have spend on preparing / organising, the more time there will be left for improvisation. Or maybe this is better: All the better prepared, the more time left for improvisation.”

Jaap Gunter, Owner  
RTR trading b.v., [www.liedercables.biz](http://www.liedercables.biz)

**66** “Based on all the programs we have run for ourselves and our clients, one thing has become extremely clear - coming up with good ideas is relatively easy. Having the discipline to ensure they get developed and executed properly is not.

Many elements of the execution phase of programs may seem mundane, but a good strategy means nothing if it isn't well-implemented. We have a saying here - there is no substitute for hard work.”

David Wieler, Vice President, Marketing  
The Kenna Group, [www.thekennagroup.com](http://www.thekennagroup.com)

**67** “Expect the best, prepare for the worst!”

Les Sinclair, Program Director  
WQMZ-FM, [www.z95.net](http://www.z95.net)

**68** “However long you think it will take... Double it.”

Barry Yarkoni, Postmaster General and CEO  
MailersClub, [www.MailersClub.com](http://www.MailersClub.com)

**69** “I learned that marketing is the lifeblood of any business, and that planning is the key, and implementing the plan action... is the means. When I first started out I had no idea about marketing, and just wanted to be in control of my own ship. Boy, was I naive. But marketing can be done when you focus on the needs of your customers, and are consistent in addressing these needs, and getting

this message in front of them. Marketing is do-able!”

Chris Miller, Owner  
metaphysical marmalade™, <http://www.metaMarm.com>

**70** “It is a good idea to have a plan. It is even a better idea to have a back up plan. It is even a better idea to have a plan to back up your back up plan. The best idea of all is to have a plan when all of your other plans fail.”

Paul Matlenga, CIO  
[Insiderslist.com/Tradersclub.com](http://Insiderslist.com/Tradersclub.com),  
<http://www.insiderslist.com>

**71** “We learned that... No amount of extra effort - be it time, money, sweat, or brainpower - can make up for a lack of careful planning. Every single campaign... including PR, marketing, web design, content, networking, or whatever... must be carefully planned before it can be successfully executed.”

Joe Garecht, President  
Local Victory, <http://www.localvictory.com>

**72** “Slow and steady truly does win the race: We were able to successfully execute nearly every project that top management thought was impossible when we first went to them with the idea. Not only were they impressed, but we were able to generate some great results just by staying the course and following through with our plans. I've actually gotten feedback that they are looking forward to seeing plans for 2003. We turned doubt into faith.”

Rebecca Kauten, Public Relations  
TeamQuest Corporation, [www.teamquest.com](http://www.teamquest.com)

**73** “Never lose sight of sight of the importance of planning but never be surprised by the results.

Marketing last year was like fishing for Tuna and coming up with Shark, Octopus, Jellyfish with just enough Tuna to make the planning worth while.”

Justin Hannemann, Direct Marketing Manager  
Barnardos, [www.barnardos.org.au](http://www.barnardos.org.au)

**74** “What I learned is that, no matter how small, each and every detail is critical to the success of a campaign. A meticulous approach to the

formation of a campaign is essential - so check and then double check the details before execution."

Abramo Lerardo, Client Services Manager  
Action Mailing Lists, [www.aml.com.au](http://www.aml.com.au)

**75** "Whenever you're trying to move new concepts or initiatives forward, remember two important rules:

1) Everything is always going to take a lot longer than anyone anticipated

2) It's always going to cost a lot more than anyone thought it would.

So do everything you possibly can to bring it in on time and on budget, and always be ready by continually asking, What if #1 happens? What if #2 happens?

The Goal? Be 80% Pro-active and only 20% Re-active."

George Gonzo, Director New Business Development  
Global Television/Calgary, [www.canada.com](http://www.canada.com)

**76** "Every software consulting project will cost twice as much as expected, take twice as long and have half as many features as you had hoped."

John Bresee, Co-founder  
Backcountrystore.com, <http://www.backcountrystore.com>

**77** "Don't subcontract to anybody something which seems to be obvious for you without a close follow-up."

JP Crenn, Director  
CMCV, [www.cmcv.fr](http://www.cmcv.fr)

**78** "Don't underestimate how long everything takes, especially in a recession. Allow extra time in your mind, because even the best ideas need to overcome great inertia.

Then, when you get everything lined up, implement with speed. Test to confirm your expectations and give your sponsors confidence, then roll out as fast as you can. Forget the fact that it took you months to get the project moving, now turn up the heat."

Peter Davies, Director  
Peter Davies Marketing, [www.peterdavies.biz](http://www.peterdavies.biz)

**79** "The magic beans of your next great

marketing program - execution."

Bill Lawler, Principal  
Lawler Marketing Group, [www.lawlermarketing.com](http://www.lawlermarketing.com)

**80** "Managing the communication around a marketing project is much more important than the idea of the project in itself. A good idea is a first step, to sell it and to create a synergy around it is the way of success!

This is what I've learned this year!"

Nicolas Borge, Customer relationship product's chief  
PagesJaunes, [www.bienvenue.pagesjaunes.fr](http://www.bienvenue.pagesjaunes.fr)

**81** "I've found that keeping these 2 mottos in mind helps avoid numerous production pitfalls: - never assume anything - cover thine arse!"

Wendy Gault, Snr Account Manager  
Spearhead Marketing, [www.spearheadmarketing.co.uk](http://www.spearheadmarketing.co.uk)

**82** "As the Director of a newly-created Public Relations and Marketing department in a non-profit human services agency, I dove in head-first and put our name out in the community with a number of press releases, giveaway items, and speaking engagements. Part of my job, too, was to centralize marketing and ensure that all programs within the agency were in compliance when they produced flyers, etc.

I quickly learned two important lessons: marketing is not a one-person event; and yes, I did need to give final proof sign-off to even very small items that staff purchased (such as pens).

I temporarily accepted everyone's comment that sounds like a marketing project... and found that I became overwhelmed and inefficient. Now, I am better able to solicit people to serve on teams for big events and teach people what role I have in helping them promote their programs.

My big mistake was telling a program manager that she could order her own pens for her program, with the agency logo on it. I was trying not to micro-manage, but when the pens were produced, the logo looked like a blob and was unreadable.

My mentor told me that it was good to make mistakes, because it meant I was trying!!! I have

learned a lot this first year and feel as though I'm ready to go to the next level.”

Ginny Murray, Director of Public Relations and Marketing

Brockton Area Multi-Services, Inc. (BAMSI),

[vmurray@bamsi.org](mailto:vmurray@bamsi.org)



## Part III: Learning from Mistakes

**83** “ITV Digital: proof that no matter how hard you try, you can't polish a turd.”

Stefan Bardega, Head of Strategy  
Outrider, [www.outrider.com](http://www.outrider.com)

**84** “What I learned in 2002 is that I didn't really learn that much in 2001, since I apparently needed to learn a very great deal of it all over again in 2002.”

David Yancey, Chairman, CEO, and Expert Emeritus  
Internet Business Forum, Inc., <http://www.ibizcafe.com>

**85** “One oh s\*\*t takes away 5 atta-boys. It doesn't take long to take away the good will you've built up if you make a big mistake. That means you need to build up those atta-boys to protect yourself in case you do make (or are perceived to have made) a giant-sized goof.”

Kevin Rudden, Director of Corporate Communications  
Precise Software Solutions, [www.precise.com](http://www.precise.com)

**86** “Mistakes in marketing are disguised opportunities.' When our marketing test accidentally went viral, we received a 200%+ response rate. But the real value came in mining our web data logs and finding unique B2B sites that were not on our radar. We now incorporate those sites and enable very low cost campaigns.”

Stephen Axel, VP Global Marketing  
Aladdin Knowledge Systems, [www.eAladdin.com](http://www.eAladdin.com)

**87** “Recent marketing lesson learned - Never sponsor an email newsletter during a natural disaster, such as an ice storm that takes out your systems, as your highly coveted prospects may not be able to access your website. Not that we can control everything...”

One of my mantra's - Marketing strategy is useless without good execution.

Another point on execution - Amazing results can occur from small focused teams.”

Mike Lough, VP, Marketing  
LiveWire Logic, Inc., [www.realdialog.com](http://www.realdialog.com)



## Part IV: Branding

**88** “The power of an aligned and effective brand equity statement cannot be under estimated. The statement needs to be shared broadly within an organization and among strategic partners in order to assure all promotional investment is aimed at bringing the equity to life in the hearts and minds of a brand’s strategic targets.

Failure to create a differentiating equity position is a clear recipe for sub-optimal business results. In a increasingly fractionated market the need to create and sustain a brand equity increases. It is a key to separating winning brands from losing brands.”

Edward Burghard, Harley Procter Marketer Marketing Director  
Procter & Gamble, BurghardEM@aol.com

**89** “The power of branding should never be undervalued. This year, I worked with a client that developed a new travel accessory. As we are a new brand, we had difficulty establishing relationships with potential distribution partners. It became clear that we needed the cache of an existing travel brand to establish a foot in the market.

This is not rocket science to marketers, but many clients end up learning this the hard way.”

Nancy Fareed, Owner/Consultant  
Circle Marketing International,

**90** “Creating a brand campaign is a true collective effort from everyone concerned, be the marketer, the agency and the broadcaster.....If you don’t invest in stamping your brand in the minds of your target profile you will loose.....and be thrown into the trash bins of 'the losing brand'! So don’t skimp when it comes to putting money for branding and marketing.....”

Jishnu Banerjee, Marketing Manager  
Ekwest Interactive, [www.restaurant.ca](http://www.restaurant.ca)

**91** “Looking back over 25 years, from consumer and B2B marketing perspectives the lesson I have learned is that CONTINUITY is the strongest weapon any company has in its arsenal. When your brand is in place year over year and

your values remain consistent, and your customers rely on your business then you have established your position in the market and you can begin to rely on forecasts! Continuity, continuity, continuity in marketing is like location, location, location in Real Estate.”

Gerald A Kasten, Marketing  
Dex Media, LLC, [jxkaste@qwest.com](mailto:jxkaste@qwest.com)

**92** “Isn't it interesting that all the advice given on good marketing, business, and CRM performance points to the need for sound ethical and Christian values, yet our big companies continue to make the 'crooked' short cuts and risk the colossal collapse at the end just as we do with our individual spiritual lives.”

Patrick Martin, Chief Engineer  
Dominica Water & Sewerage Co. LTD., N/A

**93** “Companies that focus on selling -- instead of creating the desire to buy -- are also the ones for whom branding is meaningless. They see their brands as the name and the logo... and ignore that's its everything about them: their defining characteristics, their personality, the things they represent to the marketplace -- qualities that help to attract new customers and retain the ones they have.

So, before we do research on a client's market, we canvass their employees. It's one of the best ways to understand whether any brand equity exists.”

Peter Altschuler, Chief Creative Officer  
Wordsworth & Company, [www.wordsworthandco.com](http://www.wordsworthandco.com)

**94** “Consumers today want brands to be emotionally interactive. They want to relate to and be inspired by the brands values - but they expect the brand to listen to their needs. Just like any other relationship. There is give and take. Too much either way - and you lose them.”

Michael Switzer, Big Cheese  
Mousetrap Marketing and Advertising, [mousetrapads.com](http://mousetrapads.com)

## Part V: Integrated, Multichannel, and Offline Marketing

**95** “Don't touch anything that isn't in line with your overall business objectives and goals. Integrate online marketing into your existing marketing mix. By doing so, don't forget to integrate existing communication technologies like phones (incl. cellular phone) and the good old fax (especially in the B2B segment). To re-display product sheets, flyers, etc. and to offer a PDF file download is definitely not enough and not the main advantage of the Web. You need to use the INTERactivity of the INTERNet to be successful and to cover the expectations of the visitors. Content is good; added value is better. And last but not least: eMarketing is not about operating systems; it's about operations, processes and humans.”

Chris, Online Relationship Improvement Advisor  
omaco ltd, [http://www.omaco.com/english/index\\_e.htm](http://www.omaco.com/english/index_e.htm)

**96** “The most compelling lesson I've learned while writing an Internet marketing book and teaching graduate and undergraduate students the last two years is how far we are from getting the greatest marketing benefit from the Web. Most organizations are remaining true to their heritage, whether they were originally focused on mass media, direct response, or the Internet. Few have learned to combine all three.

Mass media-trained marketers do image-building presentations on the Web but forget to collect customer data. Direct marketers do a great job of direct-response but a less good job of brand building. Internet-pure plays often stumble in mass media, failing to use its brand-building ability to the greatest extent.

We will be getting the greatest return on promotional investment when marketers learn to use each medium to best advantage and seamlessly integrate messages across all media.”

Mary Lou Roberts, Professor of Marketing  
University of Massachusetts Boston,  
[www.integratingstrategies.com](http://www.integratingstrategies.com)

**97** “Integrated campaigns that utilize a variety of channels have considerably increased our success

rates.”

Jason Goodwin, Head of Customer Intelligence Solutions  
SAS, [www.sas.com](http://www.sas.com)

**98** “Most Useful Lesson: Successful Integrated Marketing Requires Planning, Process and Patience.

Interested in doing an integrated marketing campaign with direct mail and e-mail? First, agree on a modest trial campaign. Then, make sure you're your lists can support being both e-mailed (have valid e-mail addresses) and mailed (have complete postal addresses). Next, make sure you can get the names in a timely and clean manner. (If you have trouble pulling names for the mail only, imagine the difficulties you will have when you add e-mail to the mix.) Next, make sure all your team and all your vendors are clear on the goals or the campaign and what their role is. Finally, execute. The devil is in the details.

In short: Integrated marketing is a lot of work- work which requires strong data and project management, as well as a lot of patience.”

Adam Kaplan, Director of Web Marketing  
Environmental Defense, [www.environmentaldefense.org](http://www.environmentaldefense.org)

**99** “Keep your telemarketing in-house - it's much easier to up date them on new products/services, listen to what they are saying to clients, keep them motivated and ensure that it's not a new recruit that's been trained by someone else that's actually on your campaign. I've tried both and I would only outsource again if they were paid strictly on measurable results.”

Lisa Bundschu, Marketing Manager  
Documation, [www.documation.co.uk](http://www.documation.co.uk)

**100** “Based on the successful marketing work we did with our client The School for Film & Television, which is an acting school in NYC, the best lesson we learned this year is to keep some very basic principles in mind:

1. Be consistent with your marketing efforts, regardless of external economic conditions. A review of your marketing strategies during an

economic slow down is imperative, but that doesn't mean you should stop. There may be unique opportunities available during a change in market conditions. Although SFT had to tighten their budget, they still continued their marketing efforts, and, as a result, managed to fill their classrooms to 100 percent capacity.

2. Plan your marketing campaigns for a six-month period. Because of the volatility of most industries at this time, last minute changes to a campaign might be necessary, whether in content, medium or budget. But it is important to express a coherent, branded message in all campaigns and medium.

3. Integrate your marketing across several mediums. Don't just focus on one method of reaching your audience. Use each medium for its strengths for reaching your particular demographic. Recent studies indicate that nearly 80 percent of major brand marketers believe that interactive media and marketing must now be considered a mainstream medium.

4. Target each campaign to your specific audience. Although your brand should remain consistent, remember that you must address the concerns of each of your audiences. For SFT, campaigns directed toward high school students evoke different emotions compared to those we designed for college graduates.

5. Measure your results and learn from your mistakes. Without this last step, all previous steps are void. Regularly incorporate surveys into the mix and check your statistics."

Marya Triandafellos, President  
MET Design, Inc., <http://www.metdesign.com>

**101** "I was speaking at a conference about the power of multi-channel marketing. I always suggest marketers who are selling goods and services include an 800 toll free number in their emails. I've seen several instances where up to 20% of revenues can come through the phone channel.

A major food marketer (I don't want to identify them without their permission) came up to me afterwards and said they agreed 100%. In fact, their

analysis has shown that those who purchase via phone buy more items and spend more than those who order online. One the company realized the power of the synergy between email and phone they are experimenting with marketing techniques to drive even more phone orders from email.

In thinking about what they said, it makes sense to me. A knowledgeable CSR makes the purchasing process come alive - and it's easy to cross-sell and up-sell."

Reggie Brady, President  
Reggie Brady Marketing Solutions, :- ( it's not live!

**102** "Clients who have learned to hold a unique view of their customers and use information to interact with them across all channels in a personal, relevant and timely way have the competitive edge today. Those companies that don't are finding the competitive landscape very arduous."

Susan Spaulding, President  
Market Directions, [www.marketdirections.com](http://www.marketdirections.com)

**103** "The lesson I've learned is that you can't forget offline advertising to support your online venture. And with ad revenues down, deals are out there to be had. Online is terrific for order processing and supplying more information but offline is still the king of lead generation."

Michael S. Winicki, Owner  
What Sounds Good Inc., [www.hobbees.com](http://www.hobbees.com),  
[aw.safeshopper.com](http://aw.safeshopper.com)

**104** "Currently the best way to build your online market audience is through targeted offline marketing"

Dawn Charles, E-commerce Project Leader  
Simplet Australia, [www.simplygreatmeals.com.au](http://www.simplygreatmeals.com.au)

**105** "I learned that customer acquisition using online channels is incredibly more efficient than using offline methods like TV or direct mail. For the first time, online publishing tools allow you to use reach and frequency GRP's similar to the offline world - thus making the whole online marketing space a place every major marketer needs/ed to be."

Jason Shulman, EVP, Corporate Development  
Freestyle Interactive, [www.freestyleinteractive.com](http://www.freestyleinteractive.com)

**106** "I subscribe to a lot of e-mail newsletters

including MarketingSherpa and the one thing I've really learned from them is to think big. To not think that a small website has to have marketing campaigns that are small or expect small results. A well-organized and multi-faceted campaign can make up for a smaller budget by being targeted, but using every resource available."

Beth Bridges, Marketing & Sales Director  
Fresno State Winery, [www.fresnostatewinery.com](http://www.fresnostatewinery.com)

**107** "This year's most useful lesson was the power of a comprehensive campaign involving marketing, media and PR. All the work that goes into creating the strategy and tools pays off in the end when awareness goes from zero to fifty in a few short weeks. You exceed client expectations and the rest is much easier."

Jeanae, Account Leader  
Panagraph, [www.panagraph.com](http://www.panagraph.com)

**108** "I'm the membership manager at an art museum. We time our acquisition mailings around major exhibitions. We used to send our mailings eight weeks out and invite respondents to a preview event. I found that response doubled (to 2%) when we delayed the mailing to arrive just when print and broadcast promotion launched, at the time of the opening, and the time when the art critic's review was published. The synergy of multi-media advertising plus editorial coverage as a backdrop to the mailing outweighed the benefit of seeing a preview of the exhibition."

Phil Scharper, Membership Manager  
The Walters Art Museum, [pscharper@thewalters.org](mailto:pscharper@thewalters.org)

**109** "The lesson I learned this year is: that the offline must know what the online is doing (and vice versa). It does not work to launch a campaign without a careful examination of how the entire complement of marketing activities are going to work together, support and sustain each other. Communicate across all of your channels!"

Snowflake Rosen, Communications Director  
MindComet, [www.mindcomet.com](http://www.mindcomet.com)

**110** "It's amazing how much money marketers invest in brand awareness campaigns only to have the online piece fall short. While mass media channels are great for generating brand awareness research has shown that more and more consumers

are turning to the Internet for more product information. Yet time and time again we see really poor sites with little or no CRM and no integration of ad campaigns.

The Internet is the perfect channel for providing customized personal information yet marketers continually overlook its potential. In an era of consumer mistrust it's up to all of us to think of customers rather than consumers."

Richard Meyer, Marketing Consultant  
Eli Lilly and Company, [www.lilly.com](http://www.lilly.com)

**111** "One of the most important things to remember when marketing through digital channels (the internet, the mobile phone or even interactive TV) is that the consumer can actually be more adept with technology than the marketer. In the UK, this has been highlighted by 2002's marketing tool of choice, SMS text messaging, which was used by teenagers to chat to each other - before brands and business started to catch on to its potential. A young audience may be the holy grail for most marketers - but they can also teach us about this brave new digital world."

Philip Smith, Editor  
Revolution, [www.revolutionmagazine.com](http://www.revolutionmagazine.com)

**112** "Instant messenger is a surprisingly effective tool for reaching consumers online. Click throughs on links are over 10%. Users love to interact with IM-- and it's not just kids."

Anna Murray, President  
e\*media, inc., [www.emediaweb.com](http://www.emediaweb.com)

**113** "Integrated marketing in its new meaning is one the biggest things this year.

Many agencies and clients alike call campaigns integrated when one creative execution is simultaneously implemented in film, outdoor, web, and print.

However, real integration is about finding each media and channel its own unique role in delivering the right message at right time. This requires a lot from strategic planners and media planners but also from the creatives. Everyone must be able to see past the conventional ways of doing things (hey, let's



make a TV campaign) and instead turn to consumers: How do they act with the brand, where do they meet the brand, where would it be relevant to meet the brand, where do they meet your competitors, etc. By finding unique and relevant connection points with consumers we can deliver our message more efficiently - and often with smaller investment. Each media and channel has its own unique role in the delivery. It is important to notice that the role of a media is not permanent and depends on the task at hand, the target group and the creative idea. (See for example Cannes Media Lions winners 2002)

I think the greatest campaigns and brand building actions in 2003 will be those where media is used creatively (old media is used in new ways and new channels and connection points are detected and utilised as media) to deliver an unique and relevant message."

Susanna Karainen, Planner  
PHS Interactive (TBWA \ PHS), [www.phs.fi](http://www.phs.fi)

**114** "The biggest takeaway that I have gained from 2002 is that truly exceptional breakthrough marketing campaigns are those which have been thought through all consumer touchpoints - we can no longer work in isolation - an idea must cascade through media, packaging, innovation and most importantly in-store at the point of purchase."

Matthew Diamond, Managing Director  
Capital C,

**115** "Never underestimate the power of handing out flyers! We were planning a local tradeshow during which we were to present a seminar. Historically these seminars haven't gotten much attendance, but this time my sales rep suggested we hand out simple little flyers. Naturally, being a marketing elitist, I first shrug off the idea, and later thought, If it'll make him happy, I'll do it. We printed them on our black and white copier on blue paper and handed them out like candy before the seminar.

The results? Standing room only! It was incredible. I shall never again overlook what I would consider a minor effort! Lesson learned: It doesn't have to cost a bundle, be 4 color and involve designers to be

successful."

Lisset Johnson, Director of Marketing  
Citrine Technologies, Inc., [www.citrinetech.com](http://www.citrinetech.com)

**116** "For a while now we have been debating about sending our flip-flops with our name on them to our best prospects. When we priced them out we found out that they were just way to expensive so we created them ourselves just on paper with ribbon for the straps. We had an assembly party within the company with pizza and beverages. My greatest lesson this year is that you don't have to spend a ton of money for a great campaign. We received great praise for our paper flip-flops and we had a wonderful time putting them together as a company."

Jennifer Lee, Sr. Account Executive  
Paradise Graphic Design, <http://www.paradise-graphic.com>

**117** "In raising funds for a private club, nothing worked as well as nicely penned, highly personal 'thank you' cards on elegant Crane stationery. Over 500 cards were sent, establishing a tone for the fundraiser, many early in the campaign, even to the donors of the smallest amounts. Resulting word-of-mouth at events, parties, and in one-on-one conversations propelled a three year campaign to finish at 200% of goal.

It's a reminder that simple detail and diligence apply to both professional and personal pursuits."

Stu Cartwright, Rear Commodore  
Northern Lake George Yacht Club, [www.nlgyc.com](http://www.nlgyc.com)

## Part VI: Marketing Teamwork

**118** “I have learned that right now, there is no such thing as too much measurement or too much focus. I have also been fascinated to see where our new marketing leaders are coming from: operations, IT, salespeople-turned-marketing-turned-operations, business managers who used to be product managers, etc. The power centers have shifted radically in the last six months.”

Kristin Zhivago, Editor  
Marketing Technology, <http://www.zhivago.com>

**119** “Learn to sort the tigers in your team from the pussycats then let them know that you recognise that they are indeed tigers and then give them Tiger tasks...believe me they will then be real tigers and you have a motivated litter of can-do don't-mess kittens ready when you are to sit on your patch by the fire!”

Ash Gupta, Managing Partner  
The Gupta Partnership, [www.guptapartnership.com](http://www.guptapartnership.com)

**120** “Shoot (get the message out) first and ask questions later...if you wait for the committee to decide, you'll miss the market.”

Ken Downey, Director, Marketing  
CERA, [www.cera.com](http://www.cera.com)

**121** “Keep your creative teams small. Remember, none of us is as dumb as all of us.”

Dave Mercer, Senior Line Technician  
The Zipatoni Co., [WWW.ZIPATONI.COM](http://WWW.ZIPATONI.COM)

**122** “It doesn't matter how great your marketing idea or campaign is - if operations and the people in the front line of customer contact is not behind it - it will fail!”

Dawn Patterson, Owner  
Patterson Advertising,

**123** “A lesson we seem to learn over and over is that communicating the objectives of any marketing program to the entire organization is essential for it's success. Without the commitment of all levels within the organization you can never have true success.”

Tim White, Sr. Vice President Marketing  
Linen's & Things, [twhite@lnt.com](mailto:twhite@lnt.com)

**124** “The biggest problem with downsizing your marketing department, is people who survive are expected to wear a variety of hats; however not all of the hats seem to fit well and result is poor marketing results.”

Lomit Patel, Principal  
Lomit.com Marketing, [www.lomit.com](http://www.lomit.com)

**125** “Train and organize your people first. Then develop your business processes. Finally engage vendors and buy tools to support them. For some strange reason most large companies do this back to front or even leave out steps 1 and 2.”

Keith Allan, Marketing Database Manager  
Walt Disney Parks and Resorts, [www.disney.com](http://www.disney.com)

**126** “I have several:

Given time you can always find the right employee; most dot.comer's did not understand the concept of planning, hence wages went up.

Planning, or thinking about a problem actually does work.

Collaborating with a number of people will produce more results than thinking about an issue alone.”

John Cass, Marketing Manager  
RedV Network, [www.redv.net](http://www.redv.net)

**127** “Network and listen to others expressing good and bad points about it. One never stops learning and it helps to remember that what you think is OK, might turn somebody else off your project idea.”

Eric Sutherland, Technical Author  
Trog Associates Ltd,  
<http://myweb.ecomplanet.com/SUTH3179>

**128** “No matter how much you know about marketing, and no matter how long you've been in the industry, never underestimate the collective energy and ideas that result from working with a team. When developing your team, be sure to include members from outside your marketing department; these people can offer new perspectives, as well as immediate access to a mini

focus group.”

Jennifer Bonk, Marketing Communications Manager  
Elogex, Inc., [www.elogex.com](http://www.elogex.com)

**129** “Everyone in the company is a salesman for the company.”

Richard Stumpf, Director, Marketing & Licensing  
Cherry Lane Music, [www.cherrylane.com](http://www.cherrylane.com)

**130** “It's not just the ceo and stockholders, stupid. It's the market, customer, suppliers, and employees that marketing must knit together.”

Rick Gordon,

**131** “The best marketing mix can't compensate for departments not working together.”

Larry Steven Londre,  
Londre Marketing Consultants / USC / CSUN,



## Part VII: Internet Marketing – General Tips & Notes

**132** “Despite seeing more and more real live examples and cases of significantly improved ROIs everyday, use of interactive digital direct marketing technologies has still barely scratched the surface of traditional marketing budgets. The potential is staggering.”

Jim Van Kerkhove, President  
H2F Media Inc., [www.h2fmedia.com](http://www.h2fmedia.com)

**133** “I’ve been in the online marketing industry since 1998, and I think I may have learned more this year than in the previous four years combined. If I had to pick just one key insight, it would be how much skepticism about online marketing exists in the minds of people who aren’t directly in the industry. Hype, consolidation, poor business models and even poorer business practices (spam, un-targeted pop-ups, etc.) have tainted the industry a great deal.

Here in Cincinnati I like to refer to myself as the Local Internet Marketing Evangelist out there telling other professionals in the marketing industry and the general public about how effective online marketing can be and that it isn’t just a collection of annoying, privacy-invading tricks. This was in evidence last month when I was asked to speak at a luncheon on the topic of Online Marketing Techniques that Work, but Don’t Annoy. We have a lot of work ahead of us in 2003 and beyond to deliver on the promise of online marketing.”

Rob Bunting, Director of eMarketing Strategy  
ViewSource Media, <http://www.viewsource.com>

**134** “The Best Lesson I learned in 2002 is: Spending money on the Internet is the best money I ever spent!

I use to spend close to \$100,000 in advertising for magazines and newspapers and it made me famous but not rich! I hardly every got a sale from a newspaper or magazine ad.

This year I only spent \$30,000 and only \$15,000 was for the Internet. The Internet gave me the biggest return. I closed \$3+ million worth of Real Estate in

September 2002 from Internet leads. I am getting close to 300 leads a month from my Internet sites. I also found it is better to have more than one web site and make sure you have a quick follow-up procedure in place if you want to turn those leads into real buyers.”

Ginny Lee,  
Naples Realty Services Inc.,  
[www.naplesbestrealestatecenter.com](http://www.naplesbestrealestatecenter.com)

**135** “This was the year that we truly learned the impact that the Internet can have in reaching the golden jewel of the marketing demo segment: The daytime At Work Audience. Through research from the Online Publishers Association and various others, we realized that we are sitting on one of the most valuable assets of marketing - the ability to influence consumers in an environment where no other media can penetrate the way the Internet can.”

Kyoo Kim, Advertising Manager  
MSNBC.com, [www.msnbc.com](http://www.msnbc.com)

**136** “The days of the free viral ride on the Internet are not quite over. We’ve never spent a penny on marketing and have managed to secure a respectable following and some top search engine positioning by going anti-niche. We’re planning more contests, more content and a nice profit for 2003. Look out for GraciousJaneMarie.com, TeddyBearWars.com, VeryShinyObjects.com, greenlightWRITE.com and all our other interwoven domains.”

Nancy Kamp, Publisher  
greenlightWRITE.com, <http://www.greenlightWRITE.com>

**137** “Marketing on EBay is NOT simple or easy.”

Daniel Dougherty, Owner  
RVA, Inc, [olddan@mindspring.com](mailto:olddan@mindspring.com)

**138** “Technology is a tool, not a strategy.”

Thaddeus Neal, eBusiness Consultant  
Maverick Technologies, LLC, [www.mavtech.cc](http://www.mavtech.cc)

**139** “As an e-Business specialist, I learned that e-business (and all related e's like e-commerce, e-learning, etc) it too far from the technology perspective. I started giving real valuable answers to

my clients when I stopped thinking as a programmer and started thinking as a marketer.”

Jose Carlos Ferreyra, e-Business manager  
Eli Lilly, <http://www.jcferreyra.com>

**140** “It seems that everyone who can turn on a computer and browse the Web is an online marketing expert.”

Sean Corbett, Manager Digital Marketing  
R&R Partners, [www.rrpartners.com](http://www.rrpartners.com)

**141** “Probably the most important lesson that I have learned this year is how important innovative solutions and measurable results are. That and how you can produce them cheaply!

I have realized through not only my own efforts to promote my company but also when working with clients that search engine placement, email marketing, and media buying online are the cheap marketing wave of the future. Even advertising online for that matter!

Hand over fist, the money you pay to ramp up your internet marketing is nothing compared to the revenue that it will create.”

Maren Brisson, Marketing Coordinator  
Websitebiz, [www.websitebiz.com](http://www.websitebiz.com)

**142** “As an Irish based charity, we have utilised the web to gain alternative sources of income from around the globe. Auctions, ecards, online sponsorship pages, the list goes on. All providing cost effective ways for our charity to increase our income and maintain contact with our supporters.”

Kevin Kent, Marketing Co-ordinator  
Beaumont Hospital Foundation, [www.bhf.ie](http://www.bhf.ie)

**143** “You need to believe in the Internet and have faith. This is still a technology very much in transition. You can make grandiose predictions about how the Internet will change everything and it will...but never the way you expect.”

Josh Gordon, Author  
Selling 2.0, <http://www.JoshGordon.net>

**144** “It starts online. Companies today ignore the powers and perils of the Internet at great cost. It enables the weak to compete (and often survive when they otherwise would fail) and threatens the

strong in new and unconventional ways. The dot.bomb financial failures didn't lessen the importance of the Web, but this has provided a false and costly cover for those who wish to delay embracing the online world as the strategic starting point for effective communications, marketing and brand management.”

Jay Byrne, President  
v-Fluence, [www.v-Fluence.com](http://www.v-Fluence.com)

**145** “2002 was the year of the “bottom line”. In the short history of the Internet, no year proved the need to get back to basics and actually make money than this one.

The year 2000 wiped out the wild-eyed ideas that should never have existed in the first place, then, 2002 wiped out the good ideas that weren't being managed properly.

What we learned this year is that by thinking outside the box in our marketing strategy, watching costs carefully, and working together as a team, it is possible to survive and make a profit, even in an economic downturn!”

Marty Fahnce, President  
Thane Internet Group, <http://www.thane.com>

**146** “The lesson I learned in 2002 I've shared with the merchants at our Online Mall.

I have a direct connection with the visitors to our Mall. I'm always asking them what they want when shopping or browsing for information in our community of Boise, Idaho.

After I get their requests I will go out and recruit a merchant that can fulfill those needs. Time after time a potential merchant would say to me But I do not even use the Internet.

The lesson I learned and then shared with the merchants I was contacting to lease at the Mall was a very simple solution. You may not be using the Internet but your customers are!

Ever since I have started sharing that lesson, sales have gotten easier to close and the merchants with a brick and mortar establishment are opening up Internet

locations to enhance their overall marketing efforts.

I am still learning new lessons and I find these business owners that were anti ecommerce a year ago are very talented. They are now taking steps to capture the growing number of consumers that appreciate an online shopping or browsing experience provided to them by proactive merchants seeking a non traditional revenue stream."

Scott Yant, Mall Director  
Verbatim Inc., [www.boiseonlinemall.com](http://www.boiseonlinemall.com)

**147** "WAKE-UP! The Internet Bust is subsiding.

Over the course of the last few years, as the Internet industry (and corresponding Web vendor revenues) has bottomed out, we, as Web applications engineers have become jaded, discouraged and have lost sight of the fact that we are in the business of creating robust revenue streams and trimming operational processes for our clients. We woke from this slumber when a new client mentioned that we were the professionals--the trusted advisor, and it was our duty to build their business on the Web. It was the light at the end of this seemingly endless somber tunnel of inactivity. And for that we have learned what we are really here for."

Steven Keith, Business Development  
Gorilla Polymedia, Inc., [www.gorillapolymedia.com](http://www.gorillapolymedia.com)

**148** "This year, I learned the relative value of e-marketing vs. direct postal mail for government clients. Our e-marketing programs outperformed our direct mail programs by a factor of at least 10 to 1 ... and at less than a quarter of the cost!"

Winthrop Morgan, MPH, CeM, Senior Marketing Specialist  
American Institutes for Research, [www.air.org](http://www.air.org)

**149** "The web remains a resourceful, inexpensive medium for helping companies get their message out. While many companies have scaled back their marketing efforts, we've noticed that companies looking to gain market share and grow revenue have been increasing their Internet marketing expenditure in an effort to offset marketing budget reductions in other areas and to show a much greater return on investment (ROI)."

Brian K. St.Ours, President & CEO  
eWareness, Inc., <http://www.ewarenessinc.com>

**150** "I learned the web is not dead. It's not just a one way street anymore and the marketing potential is endless. Through advertainment, brands have a way of creating a one to one relationship with their consumers."

Clay Randall, Marketing Director  
ayzenberg group, [clay@ayzenberg.com](mailto:clay@ayzenberg.com)

**151** "Lesson Learned

The Internet is growing at a parabolic rate. To take advantage of this a web presence is now a necessity. To make the most of your web site you must bring 3 major pieces together:

- 1) Visitor friendly - Good navigation, search, etc.
- 2) Good copy - useful information with a dash of sizzle.
- 3) Site optimization - This is the best way to gain traffic and build your business.

Without these 3 components working together you are spinning your wheels. First they have to find you. You can optimize and get the traffic, but if they can't find what they came for they can't buy. If they find it and are not sure if that is what they are looking for (or what is in it for me) they won't buy.

So the quote would be: You can lead the horse to water, but you can't make him drink."

Sid Pickard, Owner  
Pickard & Son, Publishers, [www.ChessCentral.com](http://www.ChessCentral.com)

**152** "Having now conducted over a half dozen cross-media advertising effectiveness studies for a variety of brands, I can say with certainty that online advertising makes a significant contribution to overall success. However, most marketers only have a toe in the water. And, the benefit is proportional to the investment. Worse, still, when budget cuts occur, online is often the victim.

The key thing I have learned is that if you are forced to cut advertising budgets, cut online advertising last. It is typically the most cost-effective element in the marketing mix and therefore cutting it first hurts the brand more than cutting other areas of the

advertising mix.”

Rex Briggs, Principal  
Marketing Evolution, [www.marketingevolution.com](http://www.marketingevolution.com)

**153** “Dedicating time to find, research and aggregate a list of credible online performance advertising networks is not the easiest thing that you will do. However, it will be well worth your time in the long run. We have been continually working at updating our network resource list over the last two years and it has paid off well.

Analyzing online media purchases and creating an effective campaign for our clients is simple now that we know exactly where to turn to for the greatest results, especially for the tricky CPA/CPS campaigns. Give this task the due diligence that it deserves and your returns will be well worth the effort.”

Alan Pohlman, VP Business Development  
HyperX Media, [www.hyperxmedia.com](http://www.hyperxmedia.com)

**154** “Here's a web marketing related tip we discovered in 2002 and will really run with in 2003 and beyond:

Seek out businesses who will let you advertise on your their website's thank-you pages. Since most users have finished their business at a site once they've reached that page it's a perfect time to refer them to a related (but obviously not competitive) business.

The click through rates are extremely high from those pages and the traffic is as targeted as the businesses you choose to partner with.

Give it a try!”

Ed Kohler, Proprietor  
Haystack In A Needle,  
<http://www.HaystackInANeedle.com/>

**155** “For one of our clients this year we did an online pseudo slot machine game. Little did we know just how addictive it was or how successful it would become.

There were instant win prizes given away but we encouraged even players who had won to keep playing to register for a monthly grand prize. Users

were encouraged to come back month after month during the course of the campaign because each month's chances were cleared after a monthly prize was drawn.

All in all, the game generated over 100,000 new users with a 57% opt-in rate for future communications for the company. The best results though were that 39% of registrations came from referrals. We allowed users to gain extra tokens by referring their friends and gave them even more tokens (the necessary carrot) if those friends signed up - which encouraged users to refer valid e-mail addresses.

This game provided us some really solid results in terms of how the database was grown but we were also very impressed with the brand impression results we found. Time spent interacting with the brand through the game was at over 7 man years when calculating number of players and average time spent playing the game. That's very significant for us because we're always fighting the question of how can you prove that you actually get online brand impressions - how do you know they're seeing your marketing. With banners it's very difficult to say that you know a user was actively viewing your ad...with the game we know they were actively interacting with what we wanted them to look at...subliminal branding through the game.”

Kristi Shadid, Senior Producer  
lookandfeel New Media, [www.lookandfeel.com](http://www.lookandfeel.com)

**156** “I learned the power of the Internet community when it came to my defense in a battle with my landlord who sued me when I was unable to return to my apartment four blocks from the World Trade Center. NY One News broadcast the fact that the landlord had re-rented the apartment 2 1/2 months after I left but they were suing me for a year's rent. This did not make the landlord drop the bogus lawsuit.

Then an Aussie named Jon Counsel -- moderator of ISales -- built a Web site describing my plight and emailed a message to his list of 65,000.

Paul Myers e-mailed his list of 100,000+ and, thanks

to viral emailing, within 48 hours more than 3 million people had gotten the message.

Immediately, several hundred of them faxed, phoned and emailed my piglet landlord's lawyer who dropped the case and refunded my \$6 300 security deposit.

The lesson? The Internet can be even more powerful than traditional media - possibly because e-mail is an easy way for people to express their opinions."

B.L. Ochman, President

whatsnextonline.com, <http://www.whatsnextonline.com>



## Part VIII: Website Design & Traffic

**157** "I learned how difficult it is to design a website that attracts the right visitors and motivates them to stay and dig deeper. We fell victim to one of the faults I help clients with...making assumptions about customers and not proactively soliciting their feedback/suggestions.

I finally realized our mistake and sought out feedback and advice. My new website, now in design with a late Jan live date, will more appropriately reflect what the 'right visitors' value and provide motivation for them to visit and stay to learn more about us."

Bruce Storer, President  
CRL Innovations, LLC, [crlinnovations.com](http://crlinnovations.com)

**158** "I quickly learned that when I asked site visitors for feedback via e-mail, I wasn't likely to receive many messages. However, when I asked for comments and included a link to an online survey (with multiple-choice and open-ended questions) reader response was surprisingly strong."

James E. Powell, President  
The Office Letter, <http://www.officeletter.com/>

**159** "Not all visitors to your site are alike.

We recently ran a campaign which created a 3% drop in visitors to a client site - potential disaster! But - visitors to those parts of the site which actually generate leads were up 25%! We'd improved quality.

Lesson: Total visitors to your site is a meaningless number - you need to look a little deeper."

Brandt Dainow, Senior Consultant  
Think UK, <http://www.think.uk.com>

**160** "A server in US in English language does not make the service global. It requires localization in Content, Language, Scope, timeframe and IT servers."

Kow, Founder  
EEplace, [www.eeplace.com](http://www.eeplace.com)

**161** "Huh?"

That was the collective response to our 2002 surprise: the majority of our 'converted' web customers (existing customers who began to use the web as a channel for purchase) actually came from our catalog order form, instead of from phones.

With an older demographic, Herrschners maintains a relatively high percentage of customers who still prefer to handwrite and mail-in our order form...so imagine our surprise when these supposed technophobes spearheaded the majority of our web growth! So much for the belief in a mail > phone > web technology progression.

In response, we have changed our promotional messages to more specifically target this group, and recently introduced an online version of our order form that attempts to merge printed familiarity with online convenience/selection."

Jeff Hesemann, Marketing Director  
Herrschners, Inc., <http://www.herrschners.com>

**162** "If it's slick, it ain't sticky! Bells and whistles do get noticed but, on the internet, that notice produces resentment. It's easy to get excited about flash, music and multiple popups, etc. But what do people do after they notice it? Do they stick around after experiencing your slick stuff? We tested and found that most of the slick stuff had to go. So much, in fact, that we made it our new motto. Remember: If it's slick, it ain't sticky!"

J. R. Young, Webmaster  
<http://www.purchasepepperspray.com>

**163** "This year underlined for me that there's really no limit to the amount of useful information you can find in your site's log files. With the right tools you can really get to know your visitors.

As well as identifying the search phrases your site is pulling traffic for in the search engines, and finding possible areas of weakness or new phrases to target, log file analysis can help you discover whether Google visitors stay longer or buy more than MSN visitors, for example, or if visitors who arrive after a



search for 'blue widgets' are more likely to buy than visitors who searched for 'widget sellers'.

You can also track what your visitors are looking at on the site, and identify new opportunities to meet their needs - cross-selling, promotions, resources, information and so on.

And for measuring and improving the success of promotions and advertising campaigns, it's absolutely vital - good statistics reporting can enable you to test, tweak and improve conversions in real time. There's a treasure trove of marketing information in your logfiles - if you can find the right tools to make them yield up their gold."

Jo Barker, Director  
Search Engine Concepts,  
<http://www.searchengineconcepts.co.uk>

**164** "This year I got around to building an Internet store, after having several bricks and mortar stores over the past 30 years, selling kitchenware. The store is still a work in progress, but it's open and doing some business, and right away it's proved what I had suspected: by expanding my customer base, I'm able to sell items that previously were not moving very well. And, even better, many items are selling at better prices than I was ever able to command at my stores.

Too early to make any definitive statements, but it looks like the Internet store will work better than my much more limited local stores. When you have thousands of items to sell it's quite a project to put it on the Internet, but the effort could be worthwhile."

Kendall F Smith, Owner  
KitchenDance, [www.kitchendance.com](http://www.kitchendance.com)

**165** "The biggest lesson I learned this year in marketing my company was that education has become an integral part of the sales process. As a result, I have found that offering prospective clients a free workshop greatly assists with getting in the door. The trick of course is to provide enough value or transfer of knowledge without giving the solutions away or any other piece of intellectual property. The other issue to be monitored carefully is that prospective clients do not perceive your brand/image as low cost because of the free

workshop.

The basis for this approach is in the fact that more clients are skeptical today than ever before. Industry buzzwords and/or typical value propositions are dismissed, because the clients have experienced so many broken promises/surprises which failed to deliver on the original expectations.

It is tough to develop a unique marketing message and supporting content and collateral today. The good thing, when markets are this tough is that you get the opportunity to test and refine that will hopefully lead to a unique message on its own."

Mark Palmer, President & Chief Knowledge Officer  
PeopleWerx Inc., [www.peoplewerx.com](http://www.peoplewerx.com)

**166** "Measure the results, then refine your site and traffic generation efforts in a feedback loop. The concept works for Bosch fuel injection systems, and it works for Web sites also. Measure, refine, measure, refine."

andre@hjsys.com, Founder  
HJS Consulting, <http://www.hjsys.com>

**167** "Lesson Learned - the value of web analytics to improve site performance. It is so easy to overlook the information that is collected from site visitors as they move through a site.

Using this information to fine tune a site can be invaluable. Rather than making new jerk reactions - we have learned to use analytics to help us identify the areas we need to focus our resources."

Jason Burby, Director of Web Analytics  
ZAAZ, [www.zaaz.com](http://www.zaaz.com)

**168** "The new communications reality has really kicked-in; we have found that web and e-mail interface has increased incredibly. One of our Clients now has 7000 unique visitors to their web site every month, the highest level of any contact point the company has. In addition, e-dialogue responses are 2-3 times that of traditional direct mail."

Jeremy Bramwell, Director  
IAS Marketing, [iasbranding.co.uk](http://iasbranding.co.uk)

**169** "When IT gives you a deadline, add 2 weeks!"

Emily Smith, E-Mail Marketing Manager  
PalmBeachJewelry.com, [www.palmbeachjewelry.com](http://www.palmbeachjewelry.com)

**170** "7 lessons for a Webmaster

1) Be a big fish in a small pond! — Visibility is the key. People go to look for whales, but only notice the fish when the pool is small.

If you concentrate on the UK market, don't optimise for global search engines. The UK has less than 10% of all internet sites. Concentrate on UK search engines and cut your competition by 90% ( and potential sales hardly at all).

2) No website is finished — Websites can always be improved, and repeat visitors will be encouraged by new features.

So plan your site with ease of change in mind before you even publish the first version.

3) Words are better than pictures — If your priority is to attract new customers, the site must appeal first to the search engines so that prospects can find you.

Search engines use text as the basis for categorising a site and ignore pictures. Pictures/design only come into play once the visitor has arrived.

4) Expect the Unexpected — The joy of the internet is that you don't know in advance quite what connections you are going to make.

Look out for the new opportunities and use the web site to develop and test new markets.

5) Others like a mention — If you write an article, or conduct a survey, that mentions other sites, they are likely to link to you and so help promote your own site.

6) Don't destroy your own work — When you have worked hard to achieve good rankings in search engines and built up links from other sites, don't change your site structure and page names without careful thought. You could break all the established links.

7) Always check the results — Monitor your web statistics and track the orders and enquiries from your site. You can measure the results of your web promotion very accurately.

Lack of suitable promotion is the main reason for disappointing website results."

Stephen Orr, CEO

Web 4 Marketing, [www.web4marketing.co.uk](http://www.web4marketing.co.uk)

**171** "We work in a developing region, where internet penetration in the more affluent Arabian Gulf is still only 15% and in the larger Arab world at barely above 1%. Hence marketing spend is still in its infancy; and so is an appreciation of the complexity involved in putting cutting edge work online.

Lessons I've learnt include:

Never underestimate users' determination to talk to you. Clients have asked us not to include contact details on sites because they don't have the resources to respond to users. But when surfers have something to say, they find us any which way they can. So, always let the client know that they should be ready to interact with users or risk annoying them – and hurting their brand – if they don't respond.

If you're going to spend, don't nickel and dime. Clients have paid for activities and promotions on their web sites but fallen short on traditional and/or web advertising budgets. And when traffic doesn't pick up significantly, some assume the internet doesn't work. On the same principle that you have to spend money to make money, marketers must consider that you have to advertise consistently to users to get users.

All prizes are not created equal. Brand promotions online don't get registrants just by virtue of giving something away for free. We've found that not only do you have to heavily advertise the promotion URL, you also have to make the incentive attainable. We gave away a handful of high value prizes for one client without advertising support and five times as many medium value prizes for another with print and online advertising support; and the former had

just 4% of the number of registrants compared to the latter (both had comparable unique visitors at the outset of the activity).

Channel to channel works the best. Although logic dictates this, it doesn't always seem to sink in. Advertising via email and on web sites garners a much higher response rate than putting a URL on a print ad (especially when Creatives in the ad agency hide the domain name in the smallest possible font size); and marketing a promotion through sending out SMS messages that users can reply to via their cell phone (rather than go to a web site to fill a form) also generates significant response."

Ahmad Abuljobain, Managing Director - Digital Unit  
iLeo MENA, <http://www.iLeoMENA.com>

**172** "Internet advertising has a fundamental rule: do ut des (it's Latin), i.e. if you want readers' attention and click you have to give them something back (a special discount, useful information, something free, a report, a white paper, etc.). Internet isn't like the other media, because people have million of channels (i.e. web sites) to choose from."

Francesco Fabbri, Director  
eMailers, <http://www.emailers.it>

**173** "No matter how hard you try not everyone is going think your website is a good idea. BUT there are people who will love it and that's why I do this!"

Michaela Blackman, Web Development Manager  
Auckland University, <http://www.alumninet.co.nz>

**174** "An Internet rookie, I've been learning by trial and error (I had a good high school teacher who was fond of saying Never underestimate trial and error as a learning modality).

By tracking which pages on my web site readers of my weekly ezine were clicking to, I finally figured out where to best place ads and other pertinent info."

Mario Pagnoni, Author, The Joy of Bocce  
Striker, <Http://www.joyofbocce.com>

**175** "You must have an email collection device on every single page of your website. It is absolutely imperative."

Joe Peterson, VP Business Development  
BlueHornet Networks, <http://www.bluehornet.com>

**176** "Remember to pay all your bills (including your domain name registrar!)

We miscommunicated with our registrar and now one of our former client's URL is now a Russian porno site."

Rob Ainbinder, Sales Manager  
Deep River Communication,  
[www.deeprivercommunication.com](http://www.deeprivercommunication.com)

**177** "This year I've learnt to, within reason, always take the risks. Without them, we would still be sitting around doing non-interactive websites. Now, we do dynamic, interesting websites, advertising campaigns, mobile game design and graphics. It's a lot more exciting, and profitable, to take risks. Despite that, we haven't even got our domain name yet :)"

Joel Falconer-Try, CEO  
Highland Studios, <http://highlandstudios.web1000.com>

**178** "The easier you make it for the customer to buy the greater the probability that they will."

Roy Weissman, GM  
Pocketflier.com, [www.pocketflier.com](http://www.pocketflier.com)

**179** "Simply being on the internet is not a goal worthy of any site. Establish your true needs and create a site that accomplishes that goal."

William Carpenter, Internet Marketing Manager  
Thane Internet Group, [www.thane.com](http://www.thane.com)

**180** "I got a successful 'viral marketing' tactic. My publisher (Publishing Group Il Denaro, based in Naples - Italy) every year gives a prize to 10 entrepreneurs and 5 researchers that got innovative ideas in their business and/or task. Into our website [www.denaro.it](http://www.denaro.it) I created a Special Section dedicated to prize with contents, photos, with a swift address [www.denaro.it/talenti](http://www.denaro.it/talenti). For each winner and finalist - last and past editions - I built a microsite, so they can email and communicate their personal internet address. It's getting a lot of success, specially for researchers that have not a personal website. A lot of new users come to our website thanks to their personal address. Furthermore, they sent a Christmas e-card linked to Special Section home

page promoting the prize and the microsites.”  
Dario Pennino, Web marketing manager  
Editorial Group Il Denaro, [www.denaro.it/english](http://www.denaro.it/english)

**181** “In e-retail, find a way to visually impart unique product benefits into your advertising. Words with or without images don't tell the complete story or create sufficient product interest.”  
Eugene Higley, Director - Interactive Marketing / Web Dev.  
Neat Group, Inc., [neatravel.com](http://neatravel.com)

**182** “I have a few lessons learned from 2002 to share:

1.It's very important to listen to you customers and get their feedback. So many marketers do not take the time or effort to do this and they miss a great opportunity. Your customer's feedback will help you keep focused and on track with what's really important to the people who keep you in business.

2.Segmenting your customer database so you can deliver targeted messages and testing all email and direct mail campaigns is the best way to increase response rates and get the most for your money.

3.My drama teacher in high school, Mal Mosing, once said, “less is more” when it comes to acting. I feel that's also true in business, especially in regards to the Web and e-commerce. LESS to fill in on registration pages, means MORE people will fill it out. LESS words and MORE links on a Web page to other parts of your site, makes for a better user experience gets them to the information they're looking for faster. Having your contracts spend LESS time in your prospect's legal department as a result of MORE simplified contracts and agreements means your sale will close faster.

4.If you're working in the Web and e-commerce world as a marketer, you need to have technical as well as business expertise and knowledge. It's the only way you can be totally aware of what you/your company really needs, that you're getting what you're paying for and that you get respect from your vendors – both internal and external. They say it'll take 4 hours to program, but you know it'll only take 1 or that it's easy enough to do yourself. Being

able to do some things in-house dramatically decreases turnaround time, gives you the flexibility to make changes on the fly and saves a lot of money.”

Matt Monarski, Director of Marketing  
The Sales Board, Inc., [www.thesalesboard.com](http://www.thesalesboard.com)

**183** “No matter how hard you try to sell your product or idea, if there is no demand for it, ROI is just a pipe dream.

We help retailers sell products across a network of online auctions and marketplaces (eBay, etc.). Early in the year, we struggled justifying our service costs to some clients who felt that they should be able to plug just about any product into our engine and see amazing results.

True, we could get them exposure like they had never had before just sitting back and praying that people would find their site, but we all quickly discovered that no matter on how many different online marketplaces you expose a Computer Gargoyle (that sits on top of your computer to protect it from evil spirits), if no one wants one then no one wants one.

We have since focused our energies on companies with niche product categories, but ones that have products that people actually want.”

Travis Kimball, Marketing Director  
Infopia Marketplace Manager,  
[www.marketplacemanager.com](http://www.marketplacemanager.com)

**184** “I learned to view our website from the 'users' point of view and realise that being 'flashy' and appearing to be innovative were not the be all and end all. Information - quickly & easily - is where it's really at! (The redesign is now under way)”

David Clark, Partner  
Clark & Stewart, [www.clarkandstewart.co.uk](http://www.clarkandstewart.co.uk)

**185** “The single most inspiring lesson learned this past year was simply that when one builds a web-site and utilizes outsourced creative people, he/she should hire locally, and stay the heck out of Bulgaria. Although the creative ended up being quite nice and on-target, getting the point across was a nightmare.



The lesson... Saving money on any type of marketing venture is not always the smartest idea.”

Don Council, Owner  
AAA Travel Incentives,  
<http://www.aaatravelincentives.com>

**186** “In 2002 we saw the role of website begin its transformation from a spoke in the wheel of marketing to the hub itself.”

Anthony Cospito, VP Marketing  
CRM Metrix, Inc., [www.crmmetrix.com](http://www.crmmetrix.com)

**187** “This year [we] paid to build a new web site. A primary requirement was that it would have to be flexible enough that we could control it ourselves. We did not want to wait for someone outside of KEMP to respond. We paid a premium for this feature (interface) as well as some other features. The results were what we wanted. However .....

KEMP is a provider of Internet Security Infrastructure and content management. We learned we are not web developers, or even editors. We do not have time for even the simplest of changes. In practice it turns out we are waiting for ourselves more often than not. We are considering moving the changing of the web to our web design professionals, outside of KEMP.”

K W Mahon, VP Sales/Engineering  
KEMP Technologies, [www.kemptechnologies.com](http://www.kemptechnologies.com)

**188** “We found out that the best way to get people to our web site is by asking them to fill out relevant online surveys - people love to give their opinions on topics related to their industry.

We put up a short online survey, attach a nice prize to it (for one lucky winner) and send an email to our current customers and prospects to invite them to participate in the survey. This is a double whammy for us - we find out valuable information about our target market (the survey usually asks people questions about the industry) and after they are done with the survey we direct them to our web site which many times results in sales. Also, we found a goldmine in [www.supersurvey.com](http://www.supersurvey.com) - this is the best affordable platform for conducting online surveys on a small budget.”

POli Marinova, Marketing Consultant

UATP Insider's Club, [www.uatp.com](http://www.uatp.com)

**189** “Some of the most effective revenue lifts can result from very humble and non-technical actions. For example, by changing the default item in a selection menu, we were able to increase upsells.”

Matt Wier, Assoc. Director, eMarketing  
Checks In The Mail, [www.citm.com](http://www.citm.com)

**190** “Don't just put up a site and never update it. Use tools to determine what keywords people are searching for, create optimized landing pages with keyword rich content and meta tags. Subscribe to some savvy search engine e-newsletters like High Rankings and I-Search and read, read, read.”

Karyn Zoldan, Owner and Legend in My Own Mind  
Bridge Marketing, <http://www.bridgemarketing.com>

**191** “Don't waste a lot of time looking at competitor websites when trying to understand your competition. Ordering their products gives you a much better understanding of the way their company works, from customer service to product quality. It isn't what they SAY they do on their website -- it is what they deliver. And once you've ordered, they'll send you all of their marketing, too, which is very helpful in further understanding how they operate.”

Gennifer Chenault, Manager, Market Research & Development  
Ingenix, [www.ingenixonline.com](http://www.ingenixonline.com)

**192** “A Marketing Haiku - in a non-traditional, but appropriate format (considering the topic)

Customer service - fantasia

under-estimations

creative annulments

where to go butt -

back to the beginning... (repeat)

Marketing lesson / Change

This year has really shown us the importance of customer service. Recession or not, if you're not face-to-face, eye-to-eye, page-to-page with your

customers, someone else will be.

All plugs aside, that is why we have changed the format of our website. To help educate our customers so we can always be on the same playing field."

Keith Caven, President  
Caven Marketing Group, [www.cavenmarketing.com](http://www.cavenmarketing.com)

**193** "The best lessons I've learned in 2003:

Great looking websites do not always make Great marketable websites - no frames and flashless websites are essential when getting listed in search engines.

Design agencies are much more concerned with the set up of a website rather than their ongoing maintenance and marketing Are you sure that your website is getting noticed? Make sure you have access to web activity and listing reports.

Educate yourself to be internet savvy. Taking basic HTML and web marketing courses are essential for marketers today."

John Crowder, Marketing Manager  
A.Algeo Ltd, [www.algeos.com](http://www.algeos.com)

**194** "It was amazing how much difference simple change in offer layout and copy text has made. We're selling over the web SMS-sending (big think in Europe) and by simply clearing up the pitch page so user can easily grasp different packages and paying solutions has increased our sales by 20%. Keep it simple and easily readable and it works. Sounds basic enough but so often overlooked."

Mr. Siim Teller, Editor  
Everyday.com Estonia, <http://ee.everyday.com>

**195** "It definitely pays to personalize direct mail. We've consistently learned that typical response and profile capture rates more than double when a direct mail piece displays more information is available at your own personalized website at [www.acme.com/first.lastname](http://www.acme.com/first.lastname). We also learned that more hungry companies want to see direct mail responders even when those responders don't fill out a web-form.

Another lesson learned:

We learned though our agency and individual marketing partners that clients are done with trying to make marketing efforts fit into the confines of CRM and SFA solutions. Their clients now have a laser-sharp focus on tactical and truly ROI-justified lead-gen efforts that get better quality leads into the hands of sales teams."

Jeff Kostermans, President and CEO  
LeadGenesys, [www.leadgenesys.com](http://www.leadgenesys.com)

**196** "Size does matter - we shortened our URL and visits increased dramatically. Was: [www.washingtonflyermag.com](http://www.washingtonflyermag.com) Is: [www.fly2dc.com](http://www.fly2dc.com)"

Peter Abrahams, Publisher  
Washington Flyer Magazine, [www.fly2dc.com](http://www.fly2dc.com)

**197** "Web creativity fits only one size: a 56K modem."

Toon Diependaele, Online Marketing Manager, Global Marketing  
Sony Ericsson Mobile Communications,  
[www.sonyericsson.com](http://www.sonyericsson.com)

**198** "Recently one of our writers recalled the early days of our website. It was young and "mewling," he said. I looked that one up. It means "To cry, weakly; whimper." Yes, I guess that was true in 1999. Now, with many writers contributing and interacting, I've had to learn how important it is to set aside and others run the show. As a founder, I did it ALL. Now, with many people depending upon the website, it's time to share decision-making authority and information with anyone interested in the website. Control freak? No more. This is the Internet, and we're all in it together."

Bruce L. Cook,  
Cook Communication, [www.AuthorMe.com](http://www.AuthorMe.com)



## Part IX: ROI, Metrics & Measurement

**199** “Through all of its ups and downs, 2002 has taught me the true value of performance and accountability in a down market. At the end of the day, whether through brand or direct-response marketing, advertisers seek increased sales and maximum return on their investment. Only the Internet can meet both these needs, and, as such, will continue to develop as the medium of choice for ROI-driven advertising.”

Scott Ferber, CEO  
Advertising.com, [www.advertising.com](http://www.advertising.com)

**200** “That more often than anticipated, executives do not have a firm grasp of the dollar value of visitors to their site. Each company and product line has a different ROI for web traffic, so we assumed our prospects would know that ROI for their own site. When we explained how our software would multiply the value of their website, they did not have a dollar figure in mind to multiply against in many cases. We had to provide them with ballpark ROI information for their own site traffic, to then discuss how our software would increase the return on that investment.”

Don Rua,  
FullSeven Technologies, [www.fullseven.com](http://www.fullseven.com)

**201** “We live a world fixated on detail while the essence of the experience often goes unexamined. So often people retell stories with nothing but the finest points of what happened rather than mining the available wisdom.

Robert Frost got it right: We dance around in a circle and suppose; But the Secret sits in the middle and knows.

My take on this is: Wisdom is between the details...and so sometimes is delay.”

David C. Facer, Leadership and Integrity Consultant and Coach  
Wellspring Coach, [www.wellspringcoach.com](http://www.wellspringcoach.com)

**202** “The most useful lesson we learned as a B2B Web marketing firm is that from our small industrial manufacturing clients to our cutting edge Fortune

500 customers, no one has a firm grasp on how to measure the success of their web site or strategy. Despite the dotcom bust, interest in trying to find answers for web strategy have increased significantly. Unfortunately, it's the budgets that have mirrored the economic down turn.”

Aaron Kahlow, VP of Marketing  
BusinessOL, Inc., [www.businessol.com](http://www.businessol.com)

**203** “Customer attitudinal data provides a base for building a customer intimacy model but tracking, analyzing and understanding true buying behavior and more importantly what caused that behavior is PRICELESS.”

Mike Rodriguez, Account Manager  
Maritz Loyalty Marketing, <http://loyalty.maritz.com>

**204** “For all the quantitative and qualitative analysis nothing beats timely customer or field sales endorsements of a campaign.”

John Dodds, Global Marketing Communications Director  
Air Products, [www.airproducts.com](http://www.airproducts.com)

**205** “The weekly sales dashboard has taken off. It's become an integral part of our planning, merchandising and evaluating process for all Web campaigns we create. Each data point is reviewed and results communicated across teams for greater efficiency.”

Kelly Makimaa, Marketing Director  
Idea Integration, [www.idea.com](http://www.idea.com)

**206** “After all the fully integrated programs we've done this year...and the even more plentiful turn-and-burn-on-a-shoestring projects...these truths seem truer than ever:

All the automation and analytics in the world are no substitute for insight and imagination. At the end of the day, success still depends on more powerful ideas, not more power tools.

Of course, the reverse is true too: Imagination without hard facts and feedback is a good description of daydreaming.”

Jonathan Young, Managing Director  
SwiftPartners, LLC, [www.swiftpartners.com](http://www.swiftpartners.com)

**207** “With due apologies to Mark Twain: ROI is like the weather. Marketers talk about it, but few can do anything about it. Demonstrating Marketing ROI demands a deep understanding of the client’s business model and a high competency with finance and its quantitative methods. Many Marketing Service Providers struggle with those disciplines and cower at the prospect of holding themselves accountable to them.

That won't last long.”

Tom Barnes, Founder  
Mediathink, <http://www.mediathink.com>

**208** “Implementing marketing campaigns on the Internet is all about the numbers. We've found that when an option to sign up for newsletters or other offers was extended to a large audience that was not specifically targeted, we still got a 1-2% response rate.”

Alisa Oswald, Marketing Services Manager  
Unisys Corporation, <http://ecomcommunity.unisys.com>

**209** “An informed gut feeling is more reliable than an uninformed opinion.”

Rachael, Marketing Manager  
Undisclosed, Undisclosed

**210** “Big lesson! Sometimes, it is not about the numbers. A large number of ezine subscribers does not necessarily equal a large number of customers. The internet conditions folks to expect much for nothing.

The lesson: Find your true customers. This, for me, meant being willing to risk a 60% reduction in subscribers in order to find those who are my customers. Numbers speak but money counts!”

Rhoberta Shaler, Motivational Speaker  
Living Richly, [www.LivingRichly.com](http://www.LivingRichly.com)

**211** “For Internet marketing campaigns, if you can't measure a result, don't do it.

On a similar note, for the first time in seven years in this business, I'm finally seeing marketing people question why they don't know the real metrics around their offline marketing. The Internet marketing work we've done for our clients has opened the black box on marketing in general, and

it's monumentally exciting to be at that nexus.”

Andrew Eklund, Founder and CEO  
Ciceron, <http://www.ciceron.com>

**212** “Taking advantage of the 'view-through' reporting function (or whatever your particular ad-server might call it) allowed our agency to track a significant number of conversions by prospects who 'viewed' online ads in the campaign, but never clicked. We'd like to think our ads make an impression despite not getting an immediate response, and this proved the case.”

Fred Jorgensen, Account Supervisor, Interactive  
Trahan, Burden & Charles, Inc., <http://www.tbc.us>

**213** “Without a doubt, the most important lesson I learned this year was to trust my intuition. It's easy to create a strategy and plan and then follow it through efficiently, but I believe the best results (with much fewer regrets) come when one is open enough to listen to that little voice, and flexible enough to heed it. Many times throughout the year I've been on deadline or on press and had the opportunity to say well, that's what we approved so it will be fine when I knew it could be better. Not being afraid to make a significant change at the last minute has meant that I now have marketing materials that I'm proud of, instead of just being satisfied with. And no regrets.”

Denise Klarquist, Director, Marketing and Design  
Cheskin, [www.cheskin.com](http://www.cheskin.com)

**214** “ROI is what matters and Conversion Marketing is the key. When it comes to creating a successful online marketing program, success is a process, not an event and the devil is certainly in the details.

Understanding what really works online entails a detailed analysis of the data. And, the amount of data can be overwhelming. So, we have learned to focus on the metrics and data our customers are most focused on...how does this program help achieve ROI.

For example, in the past, just driving search engine traffic to a site was enough. Today, with the complexities and cost of pay-per-click and bidding for placement (what I call the EBay for keywords)

associated with search engine traffic, it is critical to get the most conversions for all expenditures. To increase conversion per dollar spent, you have to focus on much more than just raw traffic. First, you have to track, measure and analyze your results. Second, you need to go beyond the click and focus on the other elements that influence increased conversion. The beyond the click elements include usability, content, performance, and creative elements. Only when you take a more solution-based and comprehensive approach will you optimize the conversion of a campaign. This is where you really create value for your clients by making a dramatic increase in conversions.

So, I tell my team over and over... Success is a process, not an event and remember, the devil is in the details. Our value to our customers is by defining and managing a successful process and mining the details to find the diamond in the rough that can make all the difference in optimizing a campaign."

Scott Delea, Vice President of Online Marketing Services  
DigitalGrit, Inc., [www.digitalgrit.com](http://www.digitalgrit.com)

**215** "Throwing xxit against the wall and seeing what sticks is fun but don't forget, to be successful, you have to continue throwing the things that stick and leave the other alone."

David Thornton, CEO  
eMailProjector.com, [www.emailprojector.com](http://www.emailprojector.com)

**216** "You cannot manage, or improve, that which you do not measure."

Scott Boys, Marketing Manager  
Intell-A-Pro, Incorporated, <http://www.intellapro.com>

**217** "Don't expect anything but be prepared for everything. Our campaign this year was targeted to retail customers, but our best response was from wholesale customers. In many cases, the more money we spent on an internet marketing campaign, the worse the response."

Steven Schreiber, President, Co-Owner  
Mimi Lee Designs, LLC, <http://www.mimilee.com>

**218** "It's finally sinking in out there--- it's all just a big math problem. It doesn't matter if you are paying/charging CPM, CPC or CPA--- what counts is what it costs to get the sought after results. We

actually coined the term CPX. X is whatever you can apply a value to--- impressions, clicks, leads, branding, etc. Define X and apply a value and the metrics fall in place from there."

Jeff Hirsch, CSMO  
Fastclick.com, [www.fastclick.com](http://www.fastclick.com)

**219** "Be wary of Cost Per Click deals. I've tried some (including a couple from name brand search engines) that were completely ineffective, if not outright fraudulent. I suspect some of these companies are paying users to click on ads repeatedly. That's the only way to explain some of the results I've seen.

The only way you'll know for sure is to use tracking URLs--that way you can track the transaction all the way to the sale level.

If you want to try one, start with a small test. Check your web logs against the reported clicks. If you see a big discrepancy between the two, that's your first warning sign. Then, since you're using tracking URLs, you can check the campaign's sales metrics against your expected standard.

I've been burned enough that I generally won't consider any more Cost Per Click deals (exceptions being Overture and Google)."

Bob Chambers, E-Commerce Manager  
Unitrin Direct Auto Insurance, [www.unitrindirect.com](http://www.unitrindirect.com)

**220** "As the economy worsened, strong personal relationships reinforced with measurable accountability in ad spending became essential to success for marketers and vendors alike. If you can't track, measure it, analyze and adjust it, you can forget it."

Steven Bustin, EVP Sales  
Digital Wake, <http://www.digital-wake.com>

**221** "At the end of the day we need to decide. After expensive research and extensive data analysis, we still need to decide how to spend our precious resources. It comes down to a plugged in, close-to-the-customer, advocate in the final stroke."

Ann Lombardo, Director of Product Advocacy  
WeightWatchers.com, Inc., [www.WeightWatchers.com](http://www.WeightWatchers.com)

**222** "New Definition of Job Security for

Marketing Professionals: Measure and document results, but don't stop there! Communicate results from your marketing efforts to company stakeholders. If you think that you are too busy, ask how many laid-off marketing professionals took the time to do this. (Information that was shared by numerous colleagues that were recently laid off from established companies in the Central Florida area.)"

Davia Dennis, President  
CRM2, [www.crm2.com](http://www.crm2.com)

## Part X: Budgeting & Procurement

**223** “This is something I’ve been thinking about for a long time. I start with the proposition that marketing is a company’s communication channel for conveying the company’s image, influencing consumers’ brand attitudes vis-à-vis competitors and market forces, and achieving benchmarks, goals, and sales revenue.

Logically, therefore, it doesn’t matter how good a product or service is if it’s not strategically positioned and consistently promoted/advertised and sold in the marketplace. So one would rationalize that a business can’t survive if it doesn’t generate revenue. And clearly marketing is the road to revenue.

The enigma (and conflict): Given the critical relationship between business survival and marketing, why is it that in an economic downturn, the first thing many companies do is to eliminate or severely reduce the marketing budget (and marketers)? There are many potential reasons (symptoms), but if there’s a lesson to be learned (diagnosis) it can be traced to a failure in managerial discipline and vision. My point is that marketing is no more than an investment in the business and should be managed like all other financial investments and resource management (the cure). Simplistically stated, a CFO’s or business manager’s job is to ensure that every dollar invested / spent delivers \$XX in return. Compared to marketing’s core goal – ultimately generating \$XX return for each marketing-invested dollar – one can clearly see the relationship. Suspending marketing efforts brings up many issues and arguments against it, but the one that stands out to me at least is that doing so is no different than putting money under a mattress. It doesn’t grow.

In the long run, a halt in marketing means that a company has to pretty much start all over at some future time – all past marketing investments are constructively wasted (and therefore an inefficient use of capital assets). In the interim, smart

competitors capture the company’s markets. A look at long-standing successful companies illustrates that instead of halting marketing efforts, they use the downturned economy as an opportunity -- they just manage their budget intelligently and efficiently. Even companies that are on the brink of bankruptcy – or even in bankruptcy – continue to market, e.g., Kmart, WorldCom.

So what's wrong with Management? I sense there's a bigger lesson to be learned here. For example, is it a failure in business education (etc.)?”

Carmen Paulino, Marketing Director  
Xaphon Interactive Media, <http://www.xaphon.com>

**224** “Lesson #1 2002; Nothing is what it seems! - consider the world of e-marketing in the travel arena. We consistently hear that growth is exponential yet nary a lodging company is mentioned. The airlines get plenty of play in all the press on this subject. Hence, if your sales double or triple in an arena that only provides 1-2% of your total sales, be careful of how you spend your money; don't spend 80% of your budget on the segment that is only growing to less than 10% of your total sales. Be sure to measure what segments you want to grow, what the total resources you want to commit and what percent of your total resources you are using, and then determine the potential results. Do not commit 25% of your budget to grow a segment that can only furnish 10% of total sales, rather spend more on what can drive the highest ROI. This is a long way of stating 'The 80/20 rule is true!'.”

Todd Aaronson, President  
Republic Marketing, (small marketing firm in SC)

**225** “The best lesson we learned in 2002 is to never stop marketing, not even in a down economy!

As a marketing firm, we have always encouraged our clients to resist the temptation of cutting their marketing budgets because once the economy rebounds, they will need to be top of mind with their prospects and customers.

We decided to practice what we preach by keeping



our own marketing efforts going full-swing, and our business is in a growth mode again. It proved to us first-hand how critically important marketing is to the bottom line!"

Pam Selker Rak, President  
CommuniTech, [www.mktgcommunications.com](http://www.mktgcommunications.com)

**226** "Quote from a 'traditional' sales director, in a temper, shouting at his sales force during a sales meeting, pounding the table.

"I am not going to spend one more pound on marketing until the sales figures improve."

Mike McConnell, Tutor  
Anglia Ploytechnic University, [www.enterprise.apu.ac.uk](http://www.enterprise.apu.ac.uk)

**227** "Marketers and sales executives alike must fully understand that they will lose up to 20% of their customers yearly. To defeat this, one must adopt a ferris wheel mentality. As you lose customers, so you must find new ones to replace them; as a ferris wheels accepts new riders as old ones depart."

Patrick J. Tormey, President and Adjunct Professor of Business  
Real Deals USA, Inc. and LIM College, Westchester Community College and IONA College,

**228** "If you have to fight really, really hard for a marketing budget, you'd better re-think how you're marketing, and fast--the numbers should speak for themselves."

Rafe VanDenBerg, Director of Marketing  
Crucial Technology, [www.crucial.com](http://www.crucial.com)

**229** "Aiming to find low cost marketing channels is not a good goal to set your sights for. Low cost-per-acquisition is.

Marketing managers and professionals are always evaluating a raft of new marketing channels or media. But in doing so they need to look beyond the initial price tag - and be prepared to find out what the cost-per-acquisition they will achieve using each media.

Here is a case study: 'Digital brochures' have been sweeping the online travel industry. Holiday or tour operators are always keen to reduce the cost of printing and distributing a glossy travel brochure.

But while a move to digital marketing channel for their brochure information might be saving money- what is the final effect on customer purchasing?

What if a percentage of customers are now no longer buying their product because of the difficulty of downloading a digital file? What if some customers are generally unimpressed by the black and white print out they make and show to their travel companions? In this case has the holiday operator's cost-per-acquisition just increased more than the cost saving of this channel?"

Matthew Smith, Marketing Director  
Travel Brochures Direct Marketing,  
[www.TravelBrochures.com.au](http://www.TravelBrochures.com.au)

**230** "Despite the economic challenges of the past year, most of our clients recognized that they needed to continue investing in marketing to generate much-needed revenues. However, the key was marketing smarter. How do we spend less to generate more? Consistently, through both our retail and financial clients, Customer Communications Group found that modeling to identify those customers with highest propensity brought the highest response. By spending money up front for analysis, we were able to substantially increase the ROI and effectively reduce marketing costs."

Lane Croyle Ware, Senior Vice President - Strategic Marketing/Account Management  
Customer Communications Group, Inc.,  
<http://www.customer.com>

**231** "If there is one lesson I have learned in 2002 that is ALWAYS get estimates! This avoids confusion, sets boundaries, clarifies everything and above all else, provides you with a big picture of your marketing scheme."

Catherine Benevides, President  
Beantrends Inc., <http://www.beantrends.com/>

**232** "Marketing Is The Root Of All Income."  
Scott Becker, Owner - Marketing Consultant  
NPS Marketing,

**233** "If you do nothing.....You'll get nowhere.

What ever you think it will cost to launch your product, triple it.

marketing is an interesting balance between cause



and effect.”

Ruth E. Hedges, Owner  
Unismart Capital, [www.fundingroadmap.com](http://www.fundingroadmap.com)

**234** “The lesson learned by this young lad is to learn not to be strong-armed by pushy salespeople.

I was ordering jackets for my staff with our logo on it. The guy (Gabby) wanted \$70, then \$40, then \$60. During his last visit, he said that \$59 is the best that he could do. I said let me check my other option; I just picked up a phone, dialed my own cell phone number, and had a conversation with my own answering machine. I went back to him saying that I could get the jackets for \$38, which was less than his lowest price offered. In the end, after a great deal of haggling, I ended up getting the jackets for \$35 dollars.

The lesson to be learned here is to never be intimidated by flashy, quick talking salesmen. Be patient, calm, and never let them bully you. You are the one in control. After all, without you the customer they are in fact nothing but a suit.”

Jay, Marketing Coordinator  
HGC Engineering, [www.hgcengineering.com](http://www.hgcengineering.com)

**235** “I have learned that constrained marketing budgets can foster maximum innovation and creativity!”

Philip Foti, President  
Medployment.com, <http://www.medployment.com>

**236** “The lessons we learn in a recession are often to do with cost. Each time we look to recover by doing what we did before but less expensively. In 2003 we are going to see marketing, the last bastion of inefficiency, sort out its process and become leaner, quicker, more direct...and most cost-efficient.”

Fred Burt, Business Development Director  
BrandWizard Technologies, [www.brandwizard.com](http://www.brandwizard.com)

**237** “The one thing that really stands out in my mind as a lesson learned, would be negotiating with training facilities for better rates.

We offer public classes for Crystal Reports and this holiday season things have really slowed down. I

began working with a facility in Baltimore that not only let me negotiate lower prices when classes were lean, but we also worked together to create referral programs that would benefit both of our businesses.

This not only gave us the opportunity to make money, but provided other services to our students that we normally don't market.

So with a little creativity, each of us succeeded!”

Janet Twilley, Sales Manager  
Hammerman Associates, [www.hammerman.com](http://www.hammerman.com)

**238** “Always get the president's approval for purchases in writing. NEVER deviate from this. NEVER. NEVER be seduced by the charming salesperson, NEVER. See all purchase approvals in writing before you proceed.”

Linda Wilson, Marketing Director  
Entology, Inc., [www.entology.com](http://www.entology.com)

**239** “A tough economy is NOT the time to trim marketing. Market smarter, not less.”

Chris Lavelle,  
East Valley Tribune, [www.aztrib.com/](http://www.aztrib.com/)

**240** “Always check the references of the companies that you deal with, no matter how good the sales person is on the phone. This will save you a lot of time and money in the future.”

Gavin Linde,  
[www.digichi.com](http://www.digichi.com)

**241** “Never sacrifice money that can be used for messaging and production values merely to buy reach and frequency. A whole rack of stuff from the thrift shop does not equal one great outfit in anything except cost.

(For that matter, never buy a second lottery ticket. One of them is a guaranteed loser, and why would you invest in that?)”

Bob Killian, Chief Creative Officer  
Killian & Company Advertising,  
[www.killianadvertising.com](http://www.killianadvertising.com)

## Part XI: Creative

**242** “The secret to marketing is consistency. If you publish an ezine, publish the same date each week or month and don't skip an issue. If you network, show your face at functions at least once a month. If you advertise in the newspaper, advertise on a schedule. People buy after hearing about you or seeing you or your ads several times. If you're always out there, they can't help but know who you are and what you do or sell.”

Renee Kennedy, Marketing Consultant  
The Write Market, <http://www.thewritemarket.com>

**243** “Advertising creative people are like choirboys: the tighter you make their briefs, the sweeter you'll get them to sing.”

Nat Gutwirth, SVP, Creative Director  
The Weightman Group, [www.weightman.com](http://www.weightman.com)

**244** “The most important lesson I learned this year...I actually learned years ago. That is to ASK FOR THE SALE. Repeatedly this year I saw ads I'd written that presented the benefits and looked great to me, fall far short of other, less crafted ads that included a Click here now, or limited offer, get it now. It's obviously a truism because it's so true - people need help to make a move, even after they've decided to buy. I have ASK in bold letters at the top of my monitor now.”

Diana Ward, Owner/Webmaster  
Forward Productions, <http://forwardproductions.com>

**245** “The Internet is made up of many advertising mediums, and people react to each of them often and in increasing frequency. My search engine strategy, email strategy, web based and rich media strategies are as different as Radio, Television and Outdoor strategies are to offline marketers. The key is finding the appropriate offer and creative for each type of Online advertising medium and content category just as one would with all the possible offline vehicles.”

Dan Williams, General Manager  
Performance Marketing Group, LLC., [www.pmgv.com](http://www.pmgv.com)

**246** “When assessing whether a TV commercial is making the cut or not, I still apply the golden rule:

Is it an idea in search of an execution or an execution in search of an idea? With the cutting edge technology available these days, many TV commercials are lacking inspiration and hence fall into the latter or me-too category. What I have learnt therefore is that the consumer is not a moron... she is still your wife (original quote attributed to David Ogilvy). Hence, the bulk of TV commercials annoy rather than appeal. So if an idea is weak, no amount of execution can make it brilliant. A strong idea makes its point simply and convincingly.”

Chan Foo, Business Analysis & Planning Manager  
Grey Worldwide, [www.greycanberra.com.au](http://www.greycanberra.com.au)

**247** “The noise of interruption based advertising has caused the hearing of many customers to be altered forever. They still hear your words, but are unable to process them without some type of relationship showing mutual value.”

Steve Schroeder, VP Marketing  
WebPrez, [www.WebPrez.Biz](http://www.WebPrez.Biz)

**248** “The most interesting thing I've learned in marketing this year is that high touch is back. Making personal contact with prospects in a meaningful way became much more effective this year than any other method. And this includes using direct mail, if it is super creative and targeted! We've seen some great results from these types of campaigns. I've also noticed that email marketing, if commercial in nature, is increasingly getting lost in a sea of annoying spam!”

Pam McConathy, Sr. VP  
Pierpont Communications, [www.piercom.com](http://www.piercom.com)

**249** “In a very tough market environment (i.e. 2002), you must make your buyer think your product is a must-have not a nice-to-have. Hence, develop a value proposition for your product which makes the buyer say, ‘I absolutely can not live without that product.’ If you can not make the buyer think that for your product/service, you are in trouble.”

Sami Jajeh, EVP, Strategic Marketing  
Abovo Group, Inc., [www.abovogroup.com](http://www.abovogroup.com)

**250** “I've probably made more mistakes than

most people and I continue to do so. However to maximise my marketing efforts, I try and imagine that my target audience is just one person. I know that if I try to sell him our first meeting, more than likely I'll be rejected. However, if I persist and vary my message each time, eventually I will find his hot button and he will buy. So my motto is Focus...Focus...Focus and do it with consistency and continuity. Eventually, they buy."

Carl Dhir,  
Bahcley Sinclair, [www.bahcleysinclair.com](http://www.bahcleysinclair.com)

**251** "Improve attraction at the introduction of a new brand by combining the natural curiosity of the target group and humor. I successfully introduced my company to the market with a three-step campaign: Initially I announced with officially looking mailing and ads that it was 'officially' decided that our town would receive a new name. This stimulated and agitated peoples' feelings and curiosity. In the second action I spread a mailing looking like an official press release announcing that in two days the new name of the town would be revealed. Finally I sent out a mailing revealing the name of my company."

Jaap Cleutjens,  
Diamond-E Consulting, [www.diamond-e.com](http://www.diamond-e.com)

**252** "Your true values and motivations are obvious to customers regardless of what you say they are."

David C Facer Jr, President  
Wellspring Group, [www.wellspringcoach.com](http://www.wellspringcoach.com)

**253** "Believe in the product you are selling. There may be other products in the market that can meet the same requirement. Do not get distracted. Concentrate on how your product meets the requirement."

Shantiprakash Gupta, Principal Consultant  
Godrej Infotech Limited, [www.godrejinfotech.com](http://www.godrejinfotech.com)

**254** "A product wrapped around a positive basic truth, will sell in the good times and the bad times."

Gary Slee, Principal  
Rapid Wealth Systems Pty Ltd, [www.goodfast.com](http://www.goodfast.com)

**255** "Clients want Solutions not just Technology."

Daniel J Garvin, President

Concentric Solutions LLC,  
[www.concentricsolutionsllc.net](http://www.concentricsolutionsllc.net)

**256** "Design school taught me about balance and white space and how to unclutter a busy ad layout.

By the time I earned my master's degree I was creating slick, great-looking ads.

They all bombed.

So I read a few direct marketing books, followed the rules, and created a mailer that sold tons of badges for a police equipment company.

That was twenty years ago.

Moral: Nothing has changed. Good design certainly helps, but most successful ads still follow proven direct response rules."

Scott Miller, Chief Response Geek  
AdAnalysis.com, <http://AdAnalysis.com/>

**257** "Testing can prove that the most fundamental things everyone always told you may not actually apply to your audience, especially if you are marketing to a niche."

Pamella Neely, Marketing Manager  
A Common Reader, [www.commonreader.com](http://www.commonreader.com)

**258** "Change your marketing. Change your results."

Bret Rowe,  
Expense Improvement,  
<http://www.expenseimprovement.com>

**259** "More and more often I have been reminded this year of the inside -out view most companies and their marketers adopt. I have yet to see a brief this year, to an ad/pr/design/web agency that includes any sincere wish for the output to deliver something of true value to the viewer listener reader or surfer. Its all about US US US. and what we want out of it. Here are a few quotes which I use to help me remember the OUTSIDE -In perspective I need to retain to ensure I assist my clients be truly customer focused.

The task of the marketing department isn't to be clever at practising marketing, but to be clever at

getting the whole business to be clever at practising marketing

Messages don't put meaning into people. People put meaning into messages (Therefore all comm briefs should be based on what meaning do we want people to put into this radio ad/promo offer/website introduction etc)

the marketing challenge is not to make customers feel better about your brand; the challenge is to ensure that the brand makes your customers feel better about themselves

Customer focused doesn't mean Thinking a lot about customers it means thinking like customers"

Howard Russell, Principal  
Strategic Insight, [stratin@xtra.co.nz](mailto:stratin@xtra.co.nz)

**260** "Keep tweaking web ads! Slight changes in color, images, wording & offers do make a difference. Review the results of all variations at the end of the week and keep the one with the best results."

Rick Fernandez, Marketing Design  
GameSpy Industries, [www.GameSpy.com](http://www.GameSpy.com)

**261** "The best lesson I learned this year was that the advertising principles established decades ago by Claude C. Hopkins and John Caples are still the best. Objective and perpetual testing of all the variables, whatever the medium, is the only way to achieve successful ROI."

Gary Korb, Writer of All Things Copy  
Famous Smoke Shop, <http://www.famous-smoke.com>

**262** "A simple sponsorship can make more for your brand, than a whole online media campaign if you keep in mind that an emotional content and environment connection between the website and your brand, although hard to find, once in a while may appear in front of you."

Pedro Almeida, Operations Manager  
Media Contacts Portugal, [www.mediacontacts.com](http://www.mediacontacts.com)

**263** "You have to remember the basics of direct marketing and know that software cannot make a silk purse out of sows ear."

Patricia A. Sahn, Consultant  
PAS Associates-Database Marketing and Crm,  
[pasfds@rcn.com](mailto:pasfds@rcn.com)

**264** "As a wet behind the ears marketing youngster, it's easy to get sidetracked and distracted in the creative process. But I think I can pinpoint the most important lesson I've learned in the past six months. The most important component across any media is the CONTENT. Whether it's email, collateral, copywriting, web development, etc., the most important marketing component is what you actually have to say. Flashy graphics, accompanying sound, or animated dancing monkeys are great, but the message is what counts."

Derek Baird, Marketing Specialist  
Physician Micro Systems, Inc., [www.pmsi.com](http://www.pmsi.com)

**265** "The buyer buys to benefit.

Actually, I learned it more than 25 years ago, but it's always served me well."

Mark Blass, General Manager/m-Business  
Imirage, Inc., <http://www.goliberator.com>

**266** "You can't get what you don't ask for!"

Melissa Valdez-Schultz, Broadcast Supervisor  
NKH&W Inc., [www.nkhw.com](http://www.nkhw.com)

**267** "If the deal is good enough, people will always find money to go for it!"

Fred Meyers, President  
the queensboro shirt company, [www.queensboro.com](http://www.queensboro.com)

**268** "We produce banner ads for our 10 magazines and many products (from interactive CD-ROM's to Bibles). We had a prioritized schedule for creating new banner ads so our site always looked fresh, following the general assumption that ANY repeated ad on a website becomes stale after a fairly short period of time. However, when we studied response analysis, we discovered we had violated the most basic rule of marketing: Never change your control if it's winning.

Because we were not thinking of banner ads as promotions like package inserts or direct mail, we were pulling banner ads with phenomenal response numbers in order to replace them with ads with a fresher look. We also discovered that an ad in one size could significantly outpull the same ad in both a larger and/or smaller size.

Now we pay very close attention to response

analysis and only change that which needs changing, i.e., low response or seasonal ads. We let rotation of the ads which work keep our site fresh, not all new creative work on a regular schedule.”

Louie Parrott Parker, Director of Marketing Production  
Christianity Today, International,  
lparker@christianitytoday.com

**269** “Everyone likes humor however not everyone can deliver it. We had a client who promoted their services using a cartoon in a dedicated email message. Interesting idea however the result was devastating. We re-ran the campaign using a more traditional marketing message which hit the consumers hot button of fear. The results were phenomenal. Lesson learned - humor is a great tool but be selective in when and how to use it.”

Deb Alloway, Business Development  
DotComVest Ltd, [www.freetechmail.org](http://www.freetechmail.org)

**270** “My biggest lesson learned was that people LOVE something for nothing. I also learned that if I offer something for nothing, it should be something that costs me next to nothing (including shipping)!

When I first started my business, we offered free chocolate bowls to promote the site and to get a little traffic and to gain ezine subscribers.

They cost us only about 15 -20 cents to make, and we expected to get rid of only a few hundred. We posted ONE link, and received 18,000 requests for chocolate bowls within 24 hours!!! It took months for our little business to fulfill all of the orders, and it was all we could do to keep from going bankrupt because of it.”

Susan Allred, Owner  
AC Bouquet Candy Bouquets & Gift Baskets,  
<http://www.acbouquet.com>

**271** “I tried an initial buy of 10,000 page views generated by targeted pop-under adverts, with a one page sales letter that consistently pulls between 1-2%. I wanted to see how much the medium would damage the conversion rate - 0.3% would still have made it worth my while.

10,000 page views, zero sales. Not an expensive lesson by any means, but perhaps worth sharing...:-

)”

Aran Jones,  
[www.cymuned.org](http://www.cymuned.org)

**272** “When you target customers strategically, with a great offer and an eye-catching piece, you really can achieve response rates of 26% with 4% of leads being tagged as HOT!

That focus is the key to success!”

Kirsty Wertz, Marketing  
Reynolds & Reynolds, [www.reysource.com](http://www.reysource.com)

**273** “The slick campaigns we so proudly created in the 80's and 90's are as outré as huge hair and football-tackle shoulder pads. Sincerity -- the human touch that can't be faked -- is what works now; I see it working better with each passing day. Striving for clever text and graphic gorgeousness has become an exercise in self-indulgence. These may still win awards, but they don't win friends, and building genuine relationships is what successful marketing is about today.”

Erin Harris, Queen  
GlitzQueen Marketing, [www.glitzqueen.com](http://www.glitzqueen.com)

**274** “We've got a database of 230,000 opt-in-members that we send promotions to for external companies using SMS (mobile messaging) and email.

I received an email-campaign from one of the big financial magazines here in Norway (designed by a ad-agency). I took one look and told our salesman: This won't sell.

It didn't. Not one single sale.

The salesman gave them another campaign for free, and this time I set it up.

We sent 10,000 mails. 900 subscriptions almost broke their mailbox.

Lesson learnt? Trust your guts. Go with your instincts. Don't be blinded by authorities and titles.”

Haakon Rian Ueland, Email Promotion Manager &  
Designer  
SmartWare, <http://www.smartsoftware.org>



**275** “This year, I've learned that direct marketing doesn't have to be pretty to generate a response, and it doesn't have to include ALL of the information. It just initiates dialogue. Even though creative is the fun part, it's not the most important part.”

Candice Garrison, Director of Marketing  
Emerald Technology Consulting, LLC,  
[www.emeraldtc.com](http://www.emeraldtc.com)

**276** “The most successful online campaign is the one that identifies the crossroads between what the user wants and what will benefit the campaign creator's business or client's business. The biggest mistake is to place your goals ahead of satisfying those of the consumer.”

Dan Leeds, Senior Director, Web Strategy & Development  
ClubMom, Inc, <http://www.clubmom.com>

**277** “Truly there is no accounting for taste. What you don't think will work because of its low creativity may do surprisingly well because the offer and audience were right on.”

JD Biros, Senior Partner  
Sudden Impact Marketing, [www.simarketing.net](http://www.simarketing.net)

**278** “This is the biggest lesson I learned this year, regarding marketing single events: Don't announce your event too early. It's tempting to want to "test" the market with an early announcement, especially for an event in an unusual genre, but advertising early won't necessarily inspire early sales. It can be very deceptive.

It's wiser to conserve your marketing funds for a strong campaign closer to the event date.”

Carol Philips Brubaker, Marketing and Public Relations  
Manager  
Hult Center for the Performing Arts

**279** “The key lesson learned in the last 18 months is that you absolutely positively must respect your audience. Respect them, and everything else falls in place.”

Kevin Neilson,  
Flextronics,

**280** “A Surprising Result from a Test

Our client, a cable TV programming company, had a limited media budget (under \$500,000). This forced

us to think even more creatively than usual. Eventually we decided to focus on the low hanging fruit – small markets with targeted demographics. We were able to run three flights (radio and print) in 6 week bursts. The ads and spots were intrusive and memorable. What a surprise when awareness research came in — and our client had higher recognition than Fox News!! You don't need a mega-budget to reach your targets—just great creative teamed with a smart strategy.

A Lesson Learned: There's a silver lining to a recession. With diminished budgets you have to add new tactics and areas of expertise to your offering. With media budgets restricted, we began to explore guerilla tactics, along with PR. This richer mix yielded great results. Our clients are happy and on-budget - and we have a lot more expertise to offer.

I hope I'm not turning these in too late but with the holidays and all, I couldn't devote any time to this until now.”

Mary F. Pisarkiewicz, Founder/Chief Creative Officer  
Pisarkiewicz Mazur & Co Inc, [www.designpm.com](http://www.designpm.com)

**281** “As audiences become more fragmented, many marketers complain that the core audience for their product is harder to reach.

Rather than lament that the audience has left, with a recent project I learned that it could be quite beneficial to figure out where they have gone.

This project was for a music company that was looking to overcome the recent malaise in CD sales. They had a product line that, while innovative and relevant, was not finding its audience in traditional outlets for music marketing and distribution.

In thinking about this line of releases, it became more and more apparent that the real selling proposition for the line was how and where the audience actually listens to these CDs, rather than the specific artists that perform or songs they sing.

As these CDs were usually used while the audience was eating and drinking, it became a natural to sell them as an impulse buy to the food and beverages they were purchasing, rather than as an



independent music purchase.

After three months of opening and selling to a new channel, the line was embraced by the wholesale grocery trade, and the customers once again found the same music, albeit in quite a different venue!"

Mark Jaffe, President  
Entertainment and Business Consulting,  
[mjaffe@charter.net](mailto:mjaffe@charter.net)

## Part XII: Copywriting

**282** “This isn't anything earth shattering ... be honest with your donors. Write from their perspective (with their voice) when putting together an appeals letter ... use their language.”

Tom Hagan, Director of Development  
Christian Home and Bible School, [www.chbs.org](http://www.chbs.org)

**283** “One of my design clients specializes in package goods for Fortune 500 companies. He knows his stuff. When I wrote his capabilities brochure, I realized that he uses words as tight containers of meaning and information--like the words found on things you buy. I had to climb inside his voice and write about his company in a tone and style familiar to him. Lots of trial and error. But we found a powerful common ground.”

Eileen Sutton, President  
EF Sutton Creative, none as yet

**284** “Yes, we have learned that content really is king, and that reality is queen.

Be straight forward, and honest about everything. Tell people the way it is and you will earn respect and your customers will be loyal.”

Heather Davis, Co-Owner  
The Cozy Moose on Moosehead Lake,  
<http://www.mooseheadcabins.com>

**285** “Content sells....whether it's bikinis or bearings, customers NEED more information about your product and they need to DO more with that information.”

Frank Russo, Publisher  
Thomas Publishing Co. Verdex, [www.bearingsHQ.com](http://www.bearingsHQ.com)

**286** “Copywriting: You cannot develop promotional material as one-size-fits-all. You need to write for your segment. That might mean all benefits, all features, or combination of both. In other words, you will have promotional materials based on the different segments you market to. It's all about target marketing - if you want to increase your revenues.

For example, if you sell software, your C-Level contact will be interested in bottom line info - ie.

benefits. Your programmers want specs - i.e. features. Your users will want to know the how's and why's - this feature will create this result with this benefit - i.e. combo of features and benefits.”

Sue Duris, President  
M4 Communications, Inc., [www.m4communications.com](http://www.m4communications.com)

**287** “I have been a professional image consultant for 12 years. This year I started calling myself The Wardrobe Wizard. Previously when I told people I was an image consultant often their eyes would glaze over in confusion. Now when I tell them I am a Wardrobe Wizard, their eyes light up with curiosity and they want to know more.”

Nancy Goldblatt, Owner  
Wardrobe Wizard, [goldblat@bcpl.net](mailto:goldblat@bcpl.net)

**288** “I have to remind myself when we try to be too clever that it is neither necessary nor wise to trick, fool, or manipulate customers into doing what we want. The better course, instead, is to find those customers who are naturally interested in what we have to offer and do our very best to simply communicate, cooperate, and collaborate with them.”

John David Kuntz, Chief Consultant  
Center for the Asymmetric Enterprise,  
[asymmetric2050@hotmail.com](mailto:asymmetric2050@hotmail.com)

**289** “I learned that good copy writing is based on evoking all the emotions of the reader, not on creating a convincing logical case.”

Thomas F. Ribar, President  
Management Solutions International,  
[www.vision4success.com](http://www.vision4success.com)

**290** “Using Keywords in promotions for seminars has provided focused responses, similar to the effect that Metatag keywords have in a web search.”

Gene Yelle, Business Advisor & Adjunct Professor  
NYS SBDC/SUNYIT – Utica, NY USA,  
[www.sunyit.edu/~sgay](http://www.sunyit.edu/~sgay)

**291** “As a novelist, it seems to me that in competitive marketplaces, the organization with the best story often wins. And in my experience as a consumer, most marketers are terrible storytellers.

It's a shame that marketing departments are now flooded with financially oriented MBA-types who can't spin a yarn. The sad result is simplistic and boring communications focused on mundane features and trumped-up competitive advantage. Worse still are tedious price-based marketing messages: Yuk!

Fortunately, lots of companies do tell a good story and I tend to purchase their products. One of my favorite examples is Henkel Consumer Adhesives, maker of Duck Brand duct tape. At [www.ducktapeclub.com](http://www.ducktapeclub.com) they've revolutionized a traditional business with a fun and slightly wacky communications approach.

Find a good storyteller and put her to work – you may find yourself selling more.”

David M. Scott, Author  
 Eyeball Wars: a novel of dot-com intrigue,  
[www.freshspot.com](http://www.freshspot.com)

**292** “We all think that if we just create great copy and send it out to enough people, someone will buy it. NOT! We've been mailing newsletters and bulletins and press releases to our mailing list of 5000+ since March, and it wasn't until we put Free into the copy that sales and traffic really took off. Then the PR efforts kicked in and gave it the boost we needed. Lesson learned: The copy may be Pulitzer-prize worthy, but if it doesn't grab attention and become meaningful to the reader, and if no one knows its there, it won't do you a lick of good.”

Katie Delahaye Paine, CEO  
 KDPaine & Partners, [www.measuresofsuccess.com](http://www.measuresofsuccess.com)

**293** “In selling, about 55% of the meaning that we attach to communication efforts by others is based on what we see or feel; only 7% comes from the words. This fact coupled with the listening efficiency of people, which means that customers miss about 75% of the messages spoken by others, simple means that you must clearly articulate product features, repeat them, and repeat them several additional times and perhaps then only 60% of what you have said will have been heard”

Patrick J. Tormey, Owner and Professor  
 Real Deals USA, Inc. and LIM College; Westchester  
 Community College; IONA College,

**294** “The art and science of effective marketing has always revolved around having the right message for your prospect, and about making a persuasive appeal. Since there is really nothing new 'under the sun' in marketing, in a tough economy you have to make every marketing decision-and marketing dollar-count.

While every marketer knows the importance of a strong headline, one of the most important lessons learned in 2003 was the importance of choosing the exact right words to use in print, in email, on the web, and in presentations.

In several direct mail tests, by incorporating hypnotic marketing techniques (marketing psychology) into copywriting we were able to greatly improve results and achieve the desired outcome. Using known influential words to create embedded commands in sales letters is powerful.”

Bob Martel, President  
 JMB Marketing Group, [www.jmbmarketing.com](http://www.jmbmarketing.com)

**295** “Write pop culture and entertainment ad copy to the insider fan -- you'll pull in the true fan, and most folks who aren't deeply concerned with the property won't mind.”

Shava Nerad, VP Marketing and Business Development  
 eMarket Group, Ltd., <http://emarket-group.com>

**296** “When you are a market leader it hurts you to mention competitors on your website, in articles/papers, etc., since it legitimizes their position in the market. On the other hand, when you are a follower it makes sense because it allows you to be categorized along with the industry leaders. Thus the benefits of comparative advertising depend heavily on your position in the market.”

Cheryl L. Johannes, Sr. Consultant and Learning Solutions  
 Specialist  
 Light Management Consulting LLC, <http://www.light-mc.com>

**297** “Nothing sells new business like past successes. Testimonials from clients written on sell sheets have driven significant revenue in two specific instances: (1) revenue doubled on a supplement in Trusts & Estates magazine and (2) frequent sponsorship sell-outs on a weekly e-newsletter written by the editors of Registered Rep.

and Trusts & Estates magazines.”

Noelle Wojciehowski, Group Marketing Director  
PRIMEDIA Financial Services Group,  
[www.wealthmanagement.com](http://www.wealthmanagement.com)

**298** “The most important thing I’ve come to realize this year is that the relationship people have with their computer - whether business or personal - is a very intimate one.

The online audience is willing to develop a dialog with you if you respect their intelligence, ask what they want and give them relevant content. Reach out to them - appropriately - with well-crafted communication about the benefit of your product or service. Don't make them search you out then give them warmed-over aren't we great ad copy. Treat them as if you've just shaken their hand and asked how you can help them, not as if you're peering down on them from a 747 headed to LA. They'll love you for it.”

Leah Schomburg, Manager Account Management  
Porter & Associates, [porterandassociates.com](http://porterandassociates.com)

**299** “Sell the Offer, not the Product. This year, the campaigns that performed best for clients were those that took an educational tone and offered free information on how to solve a business problem, vs. those that were heavily promotional or focused on product benefits. In one example, simply mentioning the client's name (a company with a good reputation and market awareness) in the first paragraph of an e-mail campaign depressed response 50 percent. In this buying climate, people don't want to be sold to. They want something for free.”

Howard J. Sewell, President  
Connect Direct, <http://www.connectthe.com>

**300** “Explain the VALUE, not the BENEFITS, of everything you do or sell. Even better if you can translate it into dollars and cents.

Your website, ezine, marketing materials and sales copy must be laden with benefits. If you sell mousetraps, for example, potential customers don't much care if the mousetrap is 6 inches by 3 inches, and has a platform to put the cheese, and a spring trap. Instead, explain that your \$3 mousetrap will

save them \$150 in extermination bills.

This tip is particularly relevant when pitching a story about your product or service to the media. Explain the problem their readers or viewers face, and how you are the solution to the problem, in dollars and cents.

For more publicity and marketing tips, sign up for The Publicity Hound's Tips of the Week, a free weekly ezine at <http://www.PublicityHound.com> and receive free by autoresponder the handy checklist 89 Reasons to Send a News Release.”

Joan Stewart, Publisher  
The Publicity Hound, <http://www.PublicityHound.com>

**301** “In my quest to write continuously better copy I've learned a new way to explain the need for tone and style in a marketing campaign. Describe the piece within the analogy of a story. Ask the client to think of the communication message as a story that you are writing about them, and the company as a character in the story. This really helps free up ideas and often leads to a wealth of insight into brand personality, product qualities and corporate voice. It's really just a matter of changing the perspective (or as we once used to say, shifting the paradigm). Happy New Year!”

Stefanie Wilson, Writer / Strategist  
TMP Worldwide, [www.tmp.com](http://www.tmp.com)

**302** “When it comes to online copywriting, direct mail/direct marketing experience is invaluable. A personal touch also helps, especially with email promotions. Revise, rewrite, refine... then test. My lesson learned is that you're always learning, then applying that knowledge to the next project.”

Darcy Silvers, APR, Senior Copywriter  
Lenox Collections, <http://www.LenoxCollections.com>

**303** “Reuse of editorial published about my company has a much greater impact on customers and prospects than anything created internally.”

Jody Lister, Director of Marketing & Creative Services  
Reprint Management Services, [www.reprintbuyer.com](http://www.reprintbuyer.com)

**304** “Old lessons ring true. Keep your marketing message simple, clear and easily understood. Remember, jargon is junk!”

Erik Dorsey, Marketing Manager  
GRX Technologies, [www.grx.com](http://www.grx.com)

**305** “There's a sing-song quality to really good copywriting. Example: "It's easy, it's free, and it will change your life." Read your copy aloud. The good stuff sings.”

Barbara Keddy, President  
Be Great! Marketing, [bkeddy@begreatmarketing.com](mailto:bkeddy@begreatmarketing.com)

## Part XIII: Multicultural

**306** “Over 50% of our business is overseas to countries like Germany, Japan, Switzerland, France etc. The biggest lesson learned was not to underestimate the importance of cultural differences in preparing marketing messages (email, direct mail, website etc. ). It means everything to the customer - it is an added variable in understanding your customers and communicating one-to-one. You also run the risk of offending folks if you don't understand how, when and in what format they prefer. It requires more segmentation and a few extra steps but the payoff is worth it and the risk of offending is a lot less.”

Jeff Stripp, VP Marketing & Sales  
Treeage Software Inc., [www.treeage.com](http://www.treeage.com)

**307** “Lesson learned from several successful customers of doo4yoo: Direct marketing is going multinational without being multilingual. - Communities of immigrants (sometimes even 2nd and 3rd gen) from Turkey and the former Eastern Block, form a increasingly cash-laden market to be targeted in their own native language media (attractive pricing due to rather low circulation but comparatively large number of reader - even daily papers circulate weeks within the community!) all across Europe.”

Carsten Luther, Chief Communications Officer  
doo4yoo Datenservice GmbH, [www.doo4yoo.com](http://www.doo4yoo.com)



## Part XIV: Positioning, Niche Marketing & Focus

**308** “My biggest lesson was to go back to the most important part of the marketing/sales/advertising/PT/etc. continuum -- positioning.

What can be said about a client's company/product that will differentiate them from competition AND provide reasons for prospects to consider buying AND agree to PAY.”

Andy Chiodo, President  
Chiodo Consulting, [www.chiodoconsulting.com](http://www.chiodoconsulting.com)

**309** “I'd like to share this quote I came across in the course of my work this year from Jerry Mander, president of the International Forum on Globalization: Television is an instrument of mental cloning on a global scale. That's its primary job: to get everyone in the world -- whether they're in the Western industrialized nations or on the islands in the Pacific -- to view things in exactly the same way, to absorb an identical model of the way life is supposed to be lived. And also to change them internally so they are merged with the larger corporate technological system.

While I'm not sure I entirely agree with this viewpoint, it did get me thinking. What eventually percolated out of the grey matter was this: Whether it be in marketing or in life, shameless promotion of diversity and uniqueness is a wonderful thing. The unique nature of your business, your culture or even yourself is what the customer wants in this world of mass-production and standardization. For the sake of your business -- and just keeping this world a little less dull -- hold on to it.”

Jo Drysdall, Editor  
Business Daily Review,  
<http://www.businessdailyreview.com>

**310** “Trying to find a niche in this cookie market is difficult. We have taken the slightly humorous way to get noticed, starting with our name. cookiesinheaven.

It really is an icebreaker when people look at the name with a quizzical eye and I reply that we ran it together so you couldn't tell whether the cookies

were in heaven, or the cookies were so sinfully good you ended up in a special place in heaven for cookie lovers.”

Jillian Johnson, Customer Evangelist  
cookiesinheaven, <http://www.cookiesinheaven.com>

**311** “Lessons learned about pricing: The topic of pricing is deep, but let me share a few of my insights learned.

You have no right to TELL the marketplace the optimum price point. You have an OBLIGATION to discover.

Price optimization is not static. It is a dynamic discovery process.

BTW, it's not about the product. It's about the lifetime relationship. As a marketer, my job is to always maximize the lifetime relationship.

1) Always use the scientific method.

One Price will always outpull another. ALWAYS. Keep testing.

It's important not to fall in love with my hypothesis. Don't confuse sincere belief with the truth. You can be sincerely WRONG. That's why continuous testing WITH MEASUREMENT will reveal the truth.

2) Price is based ENTIRELY on perceived value.

Take a Seiko Watch. Display it in a Jewelry store, on purple velvet, in a locked glass case, it may sell for \$499. Place the same watch in a Target, and they'll sell it for \$99.

The better the presentation, the higher the perceived value.

3) Adopt a philosophy of continuous improvement to the value of your offer.

A sack of beans is a sack of beans is a sack of beans. NOT! 25 pounds of beans may cost \$9. Buckeye

Beans sells 8 ounces of beans, with a spice package and CHARMING STORIES, and they'll get \$5 a package. (Do the math. That works out to \$250 per pound)

Or take some beans. Get a Four Star Chef. Center a meal around a MOUTH-WATERING Bean Dish. At a resort, with Dom Perignon, and now your package may yield \$150.

There are no rules. If you are packaged as a commodity, price is the only issue. If you are packaged as a unique and special propriety, the sky is the limit.

Those are my thoughts on optimal pricing. Digits are almost irrelevant when the value is maximized."

Joe Nicassio, Director  
Rapid Results Enterprises, Inc.,  
RapidResultsMarketing.com

**312** "If all politics is local, then all marketing is segmented. Even within industries we found promotions have to multi-targeted based upon position, geography, etc. A \$30 discount of 20% is important to the recipient spending their own money while a pint of ice cream as a promotion can be a greater motivator to someone in a large organization, if they get eat the ice cream."

Alan M. Douglas, President  
Douglas Publications, Inc.,  
www.douglaspublications.com

**313** "My lesson learned for 2002 is very simple: it's very hard to get too specific in your messaging. The more specific I get, the more business rolls in. This rule also extends to my niche/category in the marketplace. The more specific I get, the more business rolls in. Very simple, very elegant."

Thomas Myer, Principal  
Triple Dog Dare Media,  
http://www.tripledogdaremedia.com

**314** "Knowing who your online audience is can really help your advertisers improve their targeting and response rates. Early tests of Tacoda Systems, found that online ads delivered to audience segments performed 333% better in click rates than ads delivered into a contextual editorial environment."

George Simpson, President  
George H. Simpson Communications,  
www.georgesimpson.com

**315** "2002 revealed that an increasing number of Fortune 500 companies that engage in multicultural marketing efforts are seeking to include the diverse Gay & Lesbian (or GLBT) population among their primary target audiences. For the first time, a number of different clients approached us with requests for multicultural marketing strategies that included a Gay/Lesbian component. This distinct trend reflects several factors:

-- The growing recognition among marketers of Gay & Lesbian consumers as a viable and often highly lucrative source of revenue.

-- The corresponding need for specialized marketing experts who understand the unique cultural perspectives and needs of Gay & Lesbian consumers and who can create branding strategies and campaigns that help clients to reach out to this increasingly visible and influential market.

Marketing to Gay & Lesbian consumers can be a delicate and tricky matter, since -- like some other multicultural segments -- GLBT consumers are characterized by a relatively high level of political activism, and their sensitivities are easily offended by a marketing approach that fails to communicate in the correct idiom. An inappropriate and unsophisticated Gay & Lesbian marketing strategy can lead a campaign to backfire horribly against the brand.

The definition of multicultural marketing itself is expanding to include more subtle and diverse groups such as Gays and Lesbians, who cannot be defined by the places they come from or the colors of their skin or the languages that they speak. Classic, 20th-century marketing concepts like ethnic media and ethnic marketing are increasingly outdated, and are being replaced by broader, more inclusive 21st-century terminology that reflects the true cultural diversity of today's consumer markets."

Dennis Hunter, Director, Strategic Consulting  
GlobalWorks Group LLC, <http://www.globalworks.com>

**316** "Attitude is a niche market."

Rich Westerfield, President  
TradeShow Marketing Institute, [www.tsmi.org](http://www.tsmi.org)

**317** "Focusing Outside The Focus Range

Who would order woodworking supplies online? I asked myself, picturing heavy equipment & wood. However, online Canadian merchants with affiliate programs are difficult to find, so I signed up and added the store to the shopping channel of my Canadian network.

Three weeks later, I received an email informing me that I had just made a \$1400.00 sale.

Through pondering this success, I began thinking about individual visitors, and realized two important things:

1. Not everyone thinks like I do. Just because I personally wouldn't purchase a certain product or service online, doesn't mean someone else won't. I specifically recall adding several shoe stores to my directory, and thinking it 'was a waste of time.' My second largest sale in December was through a shoe store.
2. Base affiliate choices on visitors, not just site content. Banners within each shopping category are now focused on products and services that people searching that category might also be interested in. For example: Pets=shedding=furniture slipcovers. My banner click-through rates on these seemingly unmatched ads are more than 3 times the average.

Don't be afraid to test an unlikely angle. If it proves successful, dissect it, analyze it and learn from it. General advice is useful, but knowing what makes YOUR visitors tick is literally worth its weight in gold."

Melody McKinnon, Netpreneur  
Canadians Internet International,  
<http://www.canadiansinternet.com>

## Part XV: Email Marketing

**318** “Plain Text Ads Rule Supreme.

With a very minimal budget, my company targeted high-level quality leads via e-marketing efforts with response rate peaks in the high 30's. Yes, that's a percent rate. Contrary to popular belief, plain text ads outperformed all other e-marketing strategies, including opt-in html emails and banner/graphic ads. By establishing friendly relationships with the ad sales people, we were also able to quickly act on “fire sale” ad pricing in industry and solution specific email newsletters. However, the secret is not just in the venue but also in the content. Forget industry jargon and acronyms. If your company's product or service fills a unique niche, you don't even need to offer anything for free, despite what the experts say. What you do need to offer is something educational, something informative, something that will change the everyday life of audience members for the better. Perhaps a new tip or trick for dealing with information overload, perhaps access to an industry specific white paper. For ad copy, work off a standard boilerplate but tailor it to your audience each time you place an ad. And – I know you've heard this before -- keep it simple. Lastly – the special sauce – your headline/title says all. Keep a list of all headlines/subject lines/titles that grab your attention the minute they enter the black hole of your in-box. Utilize this list for inspiration, for key words, for ideas, whenever you need to write new copy. You need to grab attention quickly in this swirling media land so sum it up in five words or less. Viola!”

Susan Rubinsky, Marketing Director  
Scopeware, <http://www.scopeware.com>

**319** “Top lesson learned is the shelf life of an online audience is rarely longer than 1-2 months. There's little consistency in the composition of and online audience as it grows over a 6-12 month time span. That is the #1 reason why online performance is still so difficult to project over a long-term horizon.”

Jesse DeLorenzo, Partner  
Evolve, LLC,

**320** “In determining the most effective time to execute your retention and/or acquisition-based email marketing campaigns in 2003, study the trends associated with activity on your company website.

If you find that the majority of your customers download data from your website later in the afternoons on Wednesday's and Thursday's, you'll most likely find that your customers will be more responsive to your communication at that time as well. Many of our most active and experienced email marketing customers have indicated that they have seen click-through rates increase significantly when practicing such a strategy.”

Jeff Moriarty, Director of Sales & Marketing  
DM2, [www.dm2lists.com](http://www.dm2lists.com)

**321** “The major lesson that I learned is that we marketers need to lead by example and get actively involved with anti-spam legislation. Likewise, we need to encourage email clients to respect our stringent opt-in policies and allow our customers to receive the emails they requested in their Inbox, not their Junk Mail Folder!”

Karen Iannone, Director of Marketing  
Smarter Living, Inc., [SmarterLiving.com](http://SmarterLiving.com)

**322** “Lesson #1-Spam is alive and well and kickin'! More than ever, make sure your list for electronic marketing is an opt-in list. Your opens ratio has the opportunity to go above 50%. In two recent campaigns using opt-in lists we were able to have open ratio's in the 50% range, however, when using 'purchased' or 'partner' lists the open ratios are below 20%.

Lesson #2-If you have a list keep it clean! We recently started an e-mail campaign for a company that had been collecting e-mails via opt-in for over three years. This company had not done one electronic marketing campaign since gathering this data. We broke the list into four equal parts and sorted the names alphabetically so our first blast (25% of the list) was completely random. Lo and behold, not only did we have a bounce ratio in excess of 30% and an unsubscribe rate of over 2%

but we were reported to the spam cop for the first time ever. Note the offended recipient had opted-in several years ago but since there had been no correspondence since, the opt-in was forgotten and the campaign considered Spam. And, a 30%+ bounce ratio is a waste of server time, effort and significantly reduces the effectiveness of the campaign.

Lesson #3 - CRM does not have to be expensive! Consider the above lessons and think of 'having a relationship with your customer, rather than scaring yourself with the word 'maintenance'. It's not about overspending on sophisticated software and having the hardware and personnel to back it up. By conducting simple informational campaigns that have either a call to action or survey to measure response and effectiveness, your company can maintain it's relationship with your customers for next to nothing. That includes electronic and direct mail campaigns. The goal is to make sure that you are staying in contact, without being intrusive, to your potential and past customers. The ultimate goal being that when they go to make their next purchase for your type of goods, they have a connection (emotionally created by you) to your product. As long as you keep your delivery simple and non-intrusive, you gain everything and loss nothing. A Quris survey in October of 2002 displayed this notion with 67% of consumers saying they 'like' the companies they feel do a good job with e-mail marketing."

Todd Aaronson, President  
Republic Marketing, (small marketing firm in SC)

**323** "In this email marketing business, the faster you start thinking, talking, and acting like a direct marketer, the better off you'll be."

Larry Chase, Publisher  
Web Digest For Marketer, <http://wdfm.com>

**324** "Email IS a powerful marketing tool when used to target those who want to hear from you. The new tools available to manage email programs -- that track response, click throughs, what prospects/customers did and didn't open, and who they forwarded the email to, are invaluable. Add this tool to your marketing communications kit in 2003. It's making our lead generation efforts very

effective."

Julia Biolchini, VP, Marketing  
Protocol-Colorado Springs, [www.protocolusa.com](http://www.protocolusa.com)

**325** "This year I've learned that the old adage applies to email marketing as well -- it is more profitable to retain customers than acquire new ones.

With time, more and more companies will see the real gold of email marketing is in customer retention."

Joe Colopy, President  
BrontoMail Inc., <http://brantomail.com>

**326** "For writing subject lines for email marketing campaigns, I've come up with a credo (influenced by the recent Lord of the Rings movie): Don't let one subject line rule them all. My marketing colleagues and I often have to say this to each other. What this means is, the first subject line you write (or the first couple) might seem precious -- it's what happens during any creative activity.

So get rid of them. You might be familiar with the creature Golem from Lord of the Rings, who grows so attached to a ring that he hides in a cave and mutters My precious to the object for years on end. I noticed a startling resemblance in some marketing colleagues, who become so attached to their subject lines, down to the exact wording and punctuation, that nobody can convince them of how horrible they actually are. This happens with traditional ad headlines as well. The precious creations usually miss the mark, and furthermore they can disrupt a campaign. While they're not exactly evil, they can cause serious trouble.

The lesson: write lots and lots of them to get the precious ones out of your system. Then you'll be ready to hit your target."

Doug Pond, Publisher/Designer/Writer/Janitor  
Subject Line Marketing & Design,  
<http://www.thesubjectline.com/eservices.htm>

**327** "I always thought that e-mail newsletters should be short, one or two pages maximum. However, reading on MarketingSherpa convinced me to give more information in the e-mail newsletter, therefore creating value for the reader. Since then, traffic is up, downloads of free eBooks are up and,



after sending the newsletter, we see the traffic shoot through the roof! E-mail newsletters should not be short, but should provide as much information as useful for the reader!."

Sander van Kempen, CEO  
eBook.nl, [www.ebook.nl](http://www.ebook.nl)

**328** "There's a window closing on the ease and ability for organizations to develop opt-in email marketing solutions. Today, consumers simply unsubscribe to unwanted email messaging. But, with growing volume, the time will come when an unsolicited email will trigger both legal and societal backlash. BenNevis drives results with these solutions today. Mike 612-799-3040"

Michael Paradis, Executive Vice President  
BenNevis Inc., [www.bennevisinc.com](http://www.bennevisinc.com)

**329** "When setting up a opt-in subscription site, be sure to test, test twice and then a third time, yourself, independently with known recipients. DESPITE all the assurances from your web service: tested it thoroughly, piece of cake, done it hundreds of times, solid programming, etc. If your subscribe confirmation notice goes out wrong, you can't do it over again."

Phil Dunne, Wine Columnist  
Culinary Communications, [www.intheglass.com](http://www.intheglass.com)

**330** "Never forget about your AOL users when running an email campaign..."

M Drahuschak, Online Marketing Specialist  
Hyland Software, INC, [www.onbase.com](http://www.onbase.com)

**331** "That reading the actual email addresses of your opt in list will give you great insight about your target demographic! Personal email addresses are just that - very personal. For us - addresses such bebebabe, wantitall, diva, angel etc. help us understand which voice to communicate to our target in and give us insight into how they feel or want to feel about themselves -which is imperative information in apparel."

Julie Kessler, Online Marketing Manager  
bebe stores inc., [www.bebe.com](http://www.bebe.com)

**332** "As a brand communications generalist who has delved into more sophisticated email marketing campaigns this past year, I learned two key things about email marketing, as a relationship development tool: 1) It is much more than sending an email, rather it's a plan and process that creates a springboard for a series of branched actions. 2) It's

addictive - I get a total buzz by contacting and stimulating email and phone dialogue with hundreds of business acquaintances in a matter of minutes."

Ben Wallace, Brand Development Director  
Words At Work, [www.wordsatwork.com](http://www.wordsatwork.com)

**333** "Lesson Learned: To achieve good results with emarketing, you have to focus on the most important factors.

We often recommends and provide ultra-targeted email campaigns for our clients. We've found that the biggest factor in achieving good results is all in the list. Using small lists with very specific content and offers achieves extremely good results.

Yet, almost always, the list data is the last thing developed -- done too quickly and with too little consideration for accuracy or quality. On far too many occasions, this has caused the campaign to be late or caused the distribution to be off-target or diluted -- directly affecting campaign results.

So my very useful lesson is: Get the list right first!"

Michael Douglas, Director, Interactive Services  
Abovo Group, Inc., [www.abovogroup.com](http://www.abovogroup.com)

**334** "Having recently directed a company re-branding and invested in rich html brand statements we were reluctant to re-consider that hoary old chestnut of plain text over html. Speaking with other companies suggested that many stuck with plain text as at least that seemed to get delivered, and we did face delivery problems with our own in-house list, with a significant number of emails bouncing into the ether never to return!

Recently our campaigns accommodate plain text with some selective html and results are encouraging. By linking to the re-designed web site we can use our design rich features where at least people will see it as intended (or as close as possible given all the technology options). By using feedback, learning from other companies (often in different industries) we're learning and adjusting all the time and overcoming our pre-conceived notions. It takes time and boring analysis but we are beginning to see real results."



Robert McCaffrey, Marketing Manager  
BSP evolution, [www.bspevolution.com](http://www.bspevolution.com)

**335** “Just keep on keeping on writing to your prospects (targeted, of course). The day you least expect it, you'll get the call which starts ‘My colleague passed me your letter and I wondered if you could help me.’ Not a new one, but a true one.”

Martin Richards, Managing Director  
Renaissance Education, [www.edulon.co.uk](http://www.edulon.co.uk)

**336** “Spam and unsolicited mail are the devil's work!! To all my fellow marketeers, please do not ruin the power of e-mail/online marketing by applying the same rules as traditional campaigns. Send only to those who ask to be sent to...”

David Hamilton, Business Development Director  
Limon Media, [www.limonemedia.com](http://www.limonemedia.com)

**337** “2002 has become a year of pushed messaging. Email spam has increased so much that I delete 90% of my email without even reading it. My marketing strategy for 2003 will be based much more on pulled information such as downloads. This will ensure that any leads are already qualified.”

Richard Igoe, Owner  
AffiliateGuerrilla.com, <http://www.affiliateguerrilla.com>

**338** “I've done a complete 180 on marketing by email. With SPAM Filters, and Mail Controls, email has become a technological nightmare. I'm going back to the telephone as the easiest, most reliable way to let someone know about my Website. I'll gladly pay for a quality prospect list.

For the beginner or average marketer, I say let the pros deal with the issues of compiling a list.”

Tom Donaldson, Independent Vitacorp Distributor  
<http://SmartPeopleWanted.com>

**339** “The biggest lesson I think I've learned is if you want to know how you can serve your customers / members/ donors better - ask them what they want and how you can improve. I just finished working with Wisconsin Public Radio on an online survey to aid in the development of e-newsletters. One listener gave some wonderful advice - If your initiatives are driven by listener needs rather than your own promotional needs, you will do well and

better than 99% of other e-mail services.”

Betsy Harman, Principal  
Betsy Harman Online Fundraising & Marketing,  
<http://www.webpledgetools.org>

**340** “Spammers have a history of using certain keywords to encourage end-users to click on things to verify that they are legit. Having a proper unsubscribe function is something that all of us responsible email marketers must provide.”

David Herscott, Managing Director  
MEA Digital, <http://www.meadigital.com>

**341** “An interesting thing happened on the way to my first email marketing campaign:

During development the campaign, I realized that it really was not about ROI. Although increased sales was a major factor in launching an email marketing campaign, the true focus became providing useful, relevant content to our subscribers. We feel this tremendous responsibility to publish newsletters and communications that truly increase our subscribers' search engine knowledge base and subsequently, improve their organizations.

Email marketing has been more work than we dreamed but with the struggle comes the reward. We've learned so much and now we're looking forward to honorably serving each and every subscriber with relevant communications because that's what our subscribers long for.”

Jennifer Gosse, VP Marketing & Communications  
Vortaloptics, <http://www.vortaloptics.com>

**342** “Email is no longer an appropriate way to open a dialogue with new prospective customers.”

Tolithia Kornweibel, Marketing Manager  
Esurance Inc., <http://www.esurance.com>

**343** “The rise of the subject line: Once the lowly subject line was a mere afterthought in email marketing. Now, with spam-spooked email recipients, the subject line has become a critical component in enticing recipients to open an email. An effective and consistent subject line can increase awareness of content, assure recipients it is safe to open, and help avoid spam-filtering triggers. 2003 is the time to more fully consider the subject line as an integral part of email message content.”

Denise Baerg, Relationship Management Director  
Interelate, [www.interelate.com](http://www.interelate.com)

**344** “Our company recently began an email marketing campaign to inform current customers and potential prospects of upcoming events in which we would be participating. The results are not in yet but the feedback so far has been very positive. We attribute this to two things: relevancy and something free. Emails are only sent when the tradeshow is relevant to the customer and when he or she gets something free from the event--free entrance, free prize, or even a free product. This motivates the customer to at least respond, allowing us to capture information that can be used in future marketing programs. One caveat: Never say FREE in your subject line. It will almost guarantee that the email is deleted.”

Tyson Schauster, Sales Analyst  
Amerimax Building Products,  
<http://www.amerimaxbp.com>

**345** “Our best e-marketing lesson learned this year was aligning our email campaigns with the look, feel, and functionality of our website. This has allowed us to create a consistent brand image and message to be sent across multiple channels. We have had a steady growth in response rates for these types campaigns, which in turn has helped drive traffic to our website. These emails even without a Special offers, drove the most traffic and sales this year, by brand recognition alone.”

Sonny Jones, Merchandising and Web Marketing  
Manager  
Grill Lover's Catalog, [www.grilllovers.com](http://www.grilllovers.com)

**346** “The main lesson we learned this year was to never underestimate or think you always know what the buyer wants. We ran an email campaign which had 5 topics of interest. We believed at the time that topic 5 was of the least interest to our customers. We were able to track click throughs on each topic. What we learned was that topic 5 held the most interest to our customers.”

Karen Lordan, Managing Director  
Time & Billing Software Consultants Pty Ltd,  
<http://www.timesheet.com.au>

**347** “Even with the most carefully built double opt-in mailing list, some people will forget and

accuse you of spamming. Always be sure to provide a means to opt-out and make sure complaints are handled personally, not automatically.”

Peter Platt, Director of Internet Marketing  
Butler/Till Media, [www.butlertillmedia.com](http://www.butlertillmedia.com)

**348** “We had several interesting events this year.

One: Subject line sells the wrong products like crazy.

We sent out an email with a subject line 75% off sale. The email offered 75% off a product we normally sell for \$2500.

Sales went crazy! But NOT on the product promoted in the email. What I learned from this is that many people are only reading subject lines.

Takeaway: Some people buy based only on the subject line of your email. And people love percent-off sales.

Two: Slow-loading, off-the-wall postcard lights up the sales -- for products not advertised!

We sent out a very creative promotion for an off-the-wall product I created called The Unified Field Marketing Discovery.

The email contained a postcard that appeared to be made of rare parchment paper with a colorful live stamp. You can view the postcard here:  
<http://ufmdprofit.com/postcard/>

Sales again went crazy. But not the product advertised! I guess the really cool postcard convinced people we do know what we're doing. And they bought other information products we produce. Even though the ufmd was too off-the-wall for most customers.

We sold \$22,500 that week. Just not of the product advertised. Go figure.

What's more, the postcard was a large graphic and loaded slowly, even though we sliced it into a million pieces.

Takeaway: While conventional wisdom says slow-loading graphics and especially emails don't sell, our experience says otherwise. Boring, dumb, slow-loading graphics don't sell. But if you come up with an exciting concept, a graphic can outpull text only by two or three times.

Considering that I'm a copywriter by trade and training, this is a difficult admission."

Marlon Sanders, CEO  
Higher Response Marketing Inc., [amazingformula.com](http://amazingformula.com)

**349** "Sending postcards that encourage people to visit our web site is resulting in 250 new subscribers per month to our email newsletter."

Steve Clark, President  
Sales Warrior, Inc., <http://www.saleswarrior.net/>

**350** "Perhaps the most valuable lesson I've learned this year is that thoughtful email marketing strategy is virtually bullet-proof. I've sold it to clients in the past, but this is the first year I've actively participated in strategy and implementation, with excellent results. I've worked with two clients that have gone from an opt-in list of 0 to 15,000 or more in a matter of two months with a combination of direct response, surveys and email newsletters. Both myself and my clients are sold on email as a cost-effective, highly-measurable marketing medium."

Kent Lewis, President  
emailROI, Inc., <http://www.emailroi.com>

**351** "When you send out a direct email or email newsletter, test everything! Then test it again. Then have someone else test it. In an emailed newsletter, I included a link to a special newsletter email address that had always come to me. However, something had happened since the last time the address was used, and any mail that came in was lost."

Kim Knipe, Marketing Manager  
Principia Products, [www.PrincipiaProducts.com](http://www.PrincipiaProducts.com)

**352** "As an email publishing service provider we've seen too many clients waste money on list brokerages and rentals. Not one of our clients has come back from this experience satisfied. The lesson learned -- build your list through co-reg on industry specific sites and through traditional marketing efforts."

Jhaura S. Wachsman, Principal  
Consultlogic, <http://www.consultlogic.com/>

**353** "Sound Familiar ???"

Hello, I was trying to get in touch with the individual that is responsible for your company's online marketing initiatives.

It's Always amazes me how so many vendors have so many exclusive 150 million double, triple-opt-in, half-summersault, double-decaf consumer-databases built just for me... I always get a giggle out of that... So much so that in the brief moments of trying to stop laughing and catch my breath I accidentally hang up on them... Is there any hope for me ?"

Glenn Callahan, Director - Internet & E-Com Systems  
Norwegian Cruise Line Limited Group, [www.ncl.com](http://www.ncl.com)

**354** "The only way to make email marketing work for everyone (consumers and marketers) is to increase the CPMs. Higher CPM rates equal better clients, less email clutter, and lower complaints."

Gary Guseinov, President  
Direct Synergy, [www.directsynergy.com](http://www.directsynergy.com)

**355** "2002 will be remembered as the year that terms like spam filters and black lists firmly entered the vocabulary of marketers around the world. Legitimate permission marketers, who follow all the rules for name acquisition (utilizing double opt-in, etc), began to see their innocuous newsletters get rejected by spam content filters. The nets of these spam filters became so wide that many permission marketers struggled to get their messages successfully delivered. The important lesson learned is that success via email marketing now takes more than just maximizing open, click-through and conversion rates -- it takes a concerted effort and new technologies just to make sure that each email reaches its intended audience."

Scott Dorsey, President  
ExactTarget, [www.exacttarget.com](http://www.exacttarget.com)

**356** "Some best practices learned this year from adventures in permission e-mail marketing:

- Look at permission e-mail as a program, not a one-off campaign.

- Ms. Right has more to offer you than Ms Right-now ... so be patient.

- Promise something of value that you (preferably, you alone) can deliver, and then deliver on your promise, every time.

- Balance transactional and informational content in your e-mail.

- Keep your e-mail copy simplresting: simple, interesting, arresting.

- Trust is everything. Never sell out your opt-in list, don't bait and switch, etc.

- Measure, refine, rinse, repeat as necessary.

- Finally, always rely on meaningful ideas, good ad copy, and clear action steps to fetch results. Technology is great, but it does not a good e-marketer make."

Anthony Vlahos, Marketing Manager  
lexisONE, The Resource for Small Law Firms,  
<http://www.lexisONE.com>

**357** "1. More people think they can write compelling proposals than can write compelling proposals.

2. Faking it 'til you make it only works for some people and with some people."

Roger Berg, Consultant  
Northeast Quality Research: Learn from your customers,  
[custsatres@netscape.net](mailto:custsatres@netscape.net)

**358** "After switching email newsletter services several times in 2002, I have found that the most important feature a company such as Sparklist, Lyris, Topica, etc. can have is how their email is actually delivered to web-based email services. Our newsletter sent by some email newsletter hosts were delivered into the bulk or junk mail folders of the subscribers web email account, while others are delivered into the regular inbox (even if both showed the subscribers email only in the To field). This alone can dictate the failure or success of an email campaign because most messages delivered into bulk or junk folders are never read. Be sure to test your service to see which folder your newsletter

is delivered into Yahoo, Hotmail and other such web base email accounts."

Tim Burkewood, President  
Success Interviews, <http://www.successinterviews.com>

**359** "The subject line is everything in email marketing. Without a compelling subject line, it doesn't matter how wonderful the rest of the email effort is."

Michael Martin, Director, Marketing Programs  
Employease, [www.employease.com](http://www.employease.com)

**360** "If you are going to try and deploy 112 million emails in a single month, make sure you get plenty of rest. But seriously folks: Borrowing a page from Cold War diplomacy: Trust but verify. That is, you should trust your instincts as it relates to copy, offer, lists, timing, etc. but always, always verify (aka test). You may LOVE that color but if it doesn't raise response/revenue then it should be dropped."

David Koch, Email Marketing Manager  
AmericanGreetings.com, [www.americangreetings.com](http://www.americangreetings.com)

**361** "Our clients all know current customers and recent responders are the best prospects. They understand that building and maintaining a database of both prospects and customers is very valuable. However, our clients last year were still very much pre-occupied with how to select the most targeted media option for their business-to-business e-mail campaign. How do I generate 'new' leads at the lowest cost possible?

The lesson our marketing agency learned this year was that the more time we invested in building strong and thorough list evaluation strategies for our clients, the better results they received.

Our clients are very savvy about developing an effective target audience profile so they can determine who they would like to send their campaign to. But the process breaks down for many marketers that approach brokers and ask for list recommendations, since few brokers will take the time to investigate and properly assess the list quality, the source of the names, weather the selection options they were given match the qualification form, and what is the maintenance of the file etc.



A client recently came to us to help his marketing team generate signed resellers for a new software product. They wanted to target resellers/VARs/System Integrators that sold CRM, call center, or e-mail technology solutions and market to them using e-mail. We created a comprehensive table of 70+ email lists that were possible candidates for our client, then narrowed the list to 40. Then our client's dedicated marketing strategist went to work on researching, evaluating, and ranking those 40 lists using an exhaustive list of criteria. We know that since the opt-in E-mail list rental market isn't as mature as direct mail, and thus doesn't provide as many selection criteria and narrow targeting, that this is absolutely an essential piece of the marketing process to ensure marketing dollars are invested wisely on list selection. Our clients can't afford to spend \$500/M on an e-mail list that doesn't produce an ROI. In this economy, it's just too much of a risk."

Heather Fairchild, VP of Marketing  
Interweb New Media, [www.interwebnewmedia.com](http://www.interwebnewmedia.com)

**362** "As time passes email is becoming less effective as a marketing tool due to email filtering, etc. Will do more direct mail in 2003."

K W Mahon, VP Sales/Engineering  
KEMP Technologies, [www.kemptechnologies.com](http://www.kemptechnologies.com)

**363** "After managing direct response email campaigns for another company in 2000, I experienced response rates ranging from 6%-12%, which seemed typical at the time. This year, I learned that email marketing is simply not what it used to be. In a crowded playing field, and with the resulting new email filters, as marketers we now must count ourselves lucky to get our messages in our customers' inboxes."

Kasey Fenner, Marketing Manager

**364** "As much as email as a marketing channel has grown in importance over the past year, I do not believe that all other media forms are going away. However, if marketers don't get their heads out of the sand and start integrating email into their overall customer communications strategy, and if they don't create meaningful dialogues with their customers once and for all, then they will be doomed to a fate lower than that of the Osbournes."

Al DiGuido, CEO  
Bigfoot Interactive, [www.bigfootinteractive.com](http://www.bigfootinteractive.com)

**365** "Never overlook the value of e-mail promotions and newsletters. We have grown our bottom line through judicious use of e-mail."

Elizabeth Schoch, Writer  
MediaPower, Inc., [www.mpdirect.com](http://www.mpdirect.com)

**366** "Lesson 1: In our studies, personalized email has a two to three times higher open rate than those with generic subject lines. This year, my company began providing email marketing services for an outdoor attraction. They had an opt-in list of approximately 35,000 names, but not all of the email addresses had associated first and last names. Instead of sending the same subject line to all subscribers, I recommended we use the first name in the subject line of the email message, and test the results against each other. We were pleasantly surprised that across three campaigns, the messages with the personalized subject lines had a two to three times higher open rate. This is nothing new to email marketing, and we expected a slightly higher rate, but not double or triple. We modified the Web opt-in form to require first and last names for future subscribers.

Lesson 2: A highly loyal email subscriber list can be gold for co-marketing opportunities. We had been producing an email newsletter for a retailer for several months when one of my colleagues suggested we broker co-marketing opportunities between clients in order to build lists. Now one client "sponsors" the other client's email newsletters, and vice versa, with the end result being both clients grow their lists. Don't think of a list of loyal subscribers as beneficial to only one company. Think of complementary products and companies. A restaurateur might find value in a wine retailer's subscriber base. A grocery chain might want to include their coupons in an email newsletter on parenting ideas. But avoid sending company B's messages directly to the list of company A. The subscribers of company A didn't give you permission to send company B's offers. But done tastefully in an email newsletter, you can help cross-promote two or more clients."

Kelly Michael Stewart, CEO

Element E Communications,  
<http://www.elementcommunications.com>

Rachel Rice, Website Coordinator  
 Swanson Health Products, [www.swansonvitamins.com](http://www.swansonvitamins.com)

**367** “it was interesting what I learnt and read on email marketing and how to manage it, open my eyes to the way others perception can be to receiving unsolicited mails”

Michael O'Callaghan, Marketing Executive  
 DB Computer Solutions Limited, [www.dbcomp.ie](http://www.dbcomp.ie)

**368** “A recent study of online marketing strategies of 600 companies with more than 100 employees shows that 58% of firms are now using HTML e-mail marketing offers and 33% are using rich media e-mail. It is also clear however, that many of these same companies that fail to use best practices in their marketing initiatives are not achieving the maximum benefit from them. Do not make the mistake of assuming that increasing the size and number of e-mail campaigns will automatically lead to better results. In fact, just the opposite can happen if well-intentioned campaigns are executed poorly.”

Paul Ritter, Senior Research Analyst  
 The Yankee Group,  
<http://www.yankeegroup.com/public/products/products.jsp>

**369** “It's easy to complain about your email host provider. But try bringing it in house. Then you wish for the good old days.

Expectations for email campaigns are almost always overblown. Even after the bust of the last two years, many still approach marketing as if there is a one-to-one correlation to sales. Marketing does not equal sales. Effective marketing leads to sales, but the two are not the same.”

Dave Goetz, President  
 CustomZines, [www.customzines.com](http://www.customzines.com)

**370** “Always have another person proof read email content for a campaign prior to publishing.”

Catherine O'Shea, Assistant Marketing Manager  
 ireland.com, [www.ireland.com](http://www.ireland.com)

**371** “I learned the importance of double opt-in names and allowing your house file to choose whether or not they wish to be opted-in! (Suffice it to say, we're treading a bit lightly in the email arena these days.)”

**372** “If the purpose of your email communication is to attract users to your website be careful with the timings of delivery and the numbers involved within each delivery. Your website may not be able to accept too many concurrent users and fail, destroying all of your good work! Tuesday afternoons and Thursday mornings are the best delivery times!”

Adele Goody, E-Marketing Manager  
 Incisive Media Plc, [www.ifaonline.co.uk](http://www.ifaonline.co.uk)

**373** “Well, it's actually two:

1. strategy and creative for a professional, high-volume HTML email campaign can last and cost the same as for the traditional DM campaign. The savings are in the broadcast and reporting.

2. Usability is king and can't be replaced by a fancy design, offers and communications. If they can't use it, they won't (or: will try and then give up - hence the churn you'd been wondering about...)”

Lazar Dzamic, Digital Strategist  
 EHS Brann, [www.ehsbrann.com](http://www.ehsbrann.com)

**374** “80% of people will fork over their e-mail address and other data so long as you clearly explain precisely how and why you'll be using it to communicate with them. The premise must be solid and it is the premise that gets them to the edge of the cliff. The incentive merely makes it fun to jump off.”

Johnathan Crawford, President  
 Data Dog Marketing, [www.datadogmarketing.com](http://www.datadogmarketing.com)

**375** “Because the email was sent, the assumption can not be made that it was received. The year of spam filters, overloaded email servers and stuffed email boxes.”

Ray Daly, Webmaster  
 NEA, [www.nea.org](http://www.nea.org)



## Part XVI: Marketing with Email Newsletters

**376** “We found that writing an e-zine and sending it out every two weeks really keep our community of readers alive. We felt like it worked better than our support forum.”

Ted Bergeron, Webmaster  
Web Developers Network, <http://www.webdevnet.com/>

**377** “Always, always prepare clients for readership fallout that may come from a brand new email newsletter campaign. That first communiqué can be pretty interesting, depending on how clean their list is...”

Marci De Vries, President  
MDV Communications,  
<http://www.mdvcommunications.com>

**378** “The free electronic newsletter for [marketbuilding.com](http://marketbuilding.com) went from a quarterly publication to a monthly and interest in our marketing services picked up significantly. It proved once again that we should practice what we preach.”

Robert Weinberg, President  
MarketBuilding Team, [www.marketbuilding.com](http://www.marketbuilding.com)

**379** “You hear how eNewsletters should be used for relationship marketing and creating a sense of community among your clients and prospects. It sounds good in theory. In practice, however, I've found otherwise. I should clarify that I'm talking about the advice you often hear about ensuring that every person who responds via email to your website or eNewsletter should get a friendly, personal, real-life response within a short time. I've been there. When you convey a chatty, inviting tone, that's when you get in return. Not leads, not profitable relationships. The recipient will be impressed -- he or she will think, Hey, that's a real person who cares, not just an auto-response. I think I'll write again. You wind up with a thousand pen pals tying up your customer service department or whoever is replying. The websites and email campaigns of some very successful companies use a cool and distinctly impersonal tone. At first I thought, They could use a new copywriter. But now I'll bet that it's a deliberate attempt to dissuade frivolous contact.

I created a business-to-business eNewsletter campaign in which an email link that said Tell us what you think appeared in every issue. Out of our list of 25,000 subscribers, a lot of people wrote in to tell us what they thought, which I was very excited about at first. In terms of managing the expectations of my client, at the outset I told him not to expect the newsletter to generate a lot of leads; its primary purpose would be relationship marketing, to retain and cross-sell his current clients and encourage past clients to return. But now I thought I'd created a legitimate lead-generating tool! Not so. Almost all of the replies were the chatty type. My client pointed out that, while the words Tell us what you think is inviting, the phrase either appealed to the wrong demographic (he said he didn't want to create a Lonely Hearts Club) or the wrong type of interaction from the right market. I argued that it might be better for customer service to become more efficient at handling the replies rather than discouraging correspondence. We kept the email link in for a couple more issues and it became clear that we were attracting the wrong crowd. So I changed the location of the email link and the language to the more formal and impersonal Contact us, and it was an improvement: the chatty emails all but disappeared and the legitimate leads increased.”

Doug Pond, Publisher/Editor/Writer/Janitor  
Subject Line Marketing & Design,  
<http://www.thesubjectline.com/eservices.htm>

**380** “Yes... by all means, start that mailing list. But don't make the mistake I made. I waited until I had enough subscribers to send a newsletter. Even though I was able to include header information for each subscriber, proving the newsletter had been requested, I had numerous unsubscribe requests. I was guilty of not treating my subscribers the way I would have wanted to be treated. So when you start that new list, remember that even 1 subscriber is enough. Besides, making contact with 1 subscriber will be good practice for when you finally have 2, 200, or even 20,000 subscribers.”

Gary Bucher, Owner  
The Automatic Responder Software Company,

<http://automatic-responder-software.com>

**381** “Ask people when they unsubscribe from your e-newsletter why they want to be taken off the list.

A simple list of 5 options with radio buttons is all you need. They just click the option most suitable to unsubscribe.

Options could include: I get too many emails, The emails you send don't contain interesting content, I don't have time to read them, I no longer need your product/service etc, I have already bought this product/service, Your emails always take too long to download (for HTML emails)

This gives you useful feedback to make your e-shots more powerful and useful in the future.”

Loic Robertson, Director of Sales & Marketing  
Netizen Ltd, [www.netizen.co.uk](http://www.netizen.co.uk)

**382** “We are a credit collection agency. To gather e-mail addresses for our new newsletter, we did the following two things:

1. Called our existing customers and asked them if they wanted to receive our newsletter.
2. Snail mailed 8000 postcards to a companies in a certain region, of a certain size, who had a need of credit collection. In the postcard we encouraged the receiver to return the card, or to sign up via the web. In return they would get our free newsletter + have a chance to win a book.

The call-campaign was a success, and we gathered a lot of subscribers here. On the contrary, the postcard campaign, that was fancy enough (even with an incentive) was a disaster and a waste of good money. We had a response rate of app. 0.22% which requires no further comment.

We didn't have a wow-feeling about it beforehand, perhaps we should have known better, but we certainly learned a valuable lesson ...”

Erlend Førsund, Marketer  
Vest Inkasso AS, [www.vestinkasso.no](http://www.vestinkasso.no)

**383** “To mercilessly misquote “The Graduate”: I

have just one word for you. Newsletters. (Two words really – email newsletters.)

To start a list, I ask everyone I encounter to join – through my web site, after presentations, in my email signature file, coerce friends and family. I send weekly email issues to my subscription list. (I send one, brief article per issue.)

I focus on tips and tools that will make the subscribers life easier or better and relate to my line of work (in my case technology) – such as a new spam filter or an opportunity for grant funding for technology. I rarely mention my own services.

I have had subscribers email thanks for an article saved them time or money. I have seen my articles (with my name and company) reprinted in other newsletters. Often subscribers forward the article to encourage others to join the list. This is my reward for 1 hour of work per week. Not bad!”

Ann Treacy, President  
Treacy Information Services, <http://www.treacyinfo.com>

**384** “I have found that my biggest click through rates are on video links. People like the visual and auditory experience. I use a video link with my newsletter to promote a monthly topic. My click through rates on video links is 4 times greater than other links.”

Brian Monahan, Personal Life Coach/Owner  
Ideal Life Coaching, [www.ideallifecoaching.com](http://www.ideallifecoaching.com)

**385** “Just recently, I realized the wisdom in the words practice what you preach.

Every month, our company sends out a marketing newsletter, all written and edited by myself. In this past issue, I had written an article about personalizing your subject line in an email - the do's and don'ts of how to be personal.

To my own amusement, however, I had a subscriber respond to me that the paradox in my article made him laugh...for I preached about how to be personal in a first person tone with plenty of my own experiences, but had forgotten to actually put my name as a byline to the article.

At least it made him laugh.”

Jeannie Schuett, Marketing Manager  
EmailLabs, <http://www.emaillabs.com>

**386** “I learned that the opt-in confirmation rate of subscribers gained through automated co-op newsletter pop-ups such as SubscriptionRocket and SubscriberDrive is far less than those generated directly from signup-form on my own website.”

Henrik Flensborg, Webmaster  
Henrik Flensborg, <http://www.keyword-optimization-tools.com>

**387** “Just developing an e-newsletter strategy and not sure what content to include? Rather than presume the interests of your readers, ask them first via a quick survey.”

Carolyn Gardner, President  
cardcommunications, [www.cardcommunications.com](http://www.cardcommunications.com)

**388** “Our business-to-business clients have seen strong click-through rates for their e-mail newsletters this year. The click-through rates have been much higher for links to educational and informational material than for links to product information.

We’ve always recommended to clients that two-thirds of each newsletter should be educational/informative content and one-third product oriented -- and this year's data indicates that the formula still holds true.”

Cliff Allen, CEO  
Coravue, inc., <http://www.coravue.com>

**389** “My most successful marketing strategy for my new e-mail newsletter cost me nothing, other than a bit of time.

I searched out the education committee chairpersons of several respected trade associations and asked them for their feedback on my new free newsletter. I accepted all feedback, thanked them, and then asked them if they felt it would be appropriate for the trade association to send all their members a note recommending they take a look at my newsletter

Not only did they agree to this but most of them sent the note under their own signature, which was much more effective. All I had to do was craft the

outline for them and they took it from there.”

Ken Farrish, President  
BC Building Info, [www.bcbuilding.info](http://www.bcbuilding.info)

**390** “The most valuable lesson I learnt was that people prefer to be educated rather than promoted to. Whilst people are happy to receive a newsletter containing sales and marketing focused articles, they are not keen to receive e-mails promoting awards/customers you have won etc. Being regarded as an informed source of information in your field can go a long way to promote your business.”

Emma Austen, Marketing Manager  
e1 Business, [www.e1business.com](http://www.e1business.com)

## Part XVII: PR & Publicity

**391** “Whether selling my services to a client or a story to the media, the moral I learned early on is that it doesn't matter who you are. The only thing that matters is what they want and if you can deliver. Answer that, and you've done the job. This should set the tone for all marketing programs and activities.”

Tim O'Brien, Principal  
O'Brien Communications, timobrien@adelphia.net

**392** “The RedSheriff Marketing Department remained extraordinarily busy by sending out Press Releases with newsworthy information on a weekly basis. Whilst not always published by the Press, RedSheriff experienced the 'power of giving' when the team was contacted by journalists any time quantitative or qualitative information was required to support their own news pieces.”

Louisa Williams, Director of Global Marketing  
RedSheriff, www.redsheriff.com

**393** “Press Releases often miss the mark because they sound so canned and formula driven. Try using a cross between that and a pitch letter. Provide content and an insightful quote from a CLIENT that captures the value proposition for them rather than what the company expects to accomplish with the release of a new product.”

Judy Luther, President  
Informed Strategies, www.informedstrategies.com

**394** “Only those that have continued to observe and listen to the rapidly evolving methods of communicating with the marketplace will survive and thrive. Our world of communications is undergoing a massive transformation. Today's consumer is inundated with multiple information streams and has developed new forms of communication to circumvent the traditional sources. The media, print, broadcast and Internet based, may soon become reactionary information sources, as a connected population shares information amongst itself. Consider the phenomena of Smart Mobs and Weblogs. These consumer based sources transmit their own news and actually influence - faster and more directly

than traditional sources. Why? Because they have developed out of a community of people with mutual interests. As more and more PR firms fall by the wayside, a new type of communications firm will evolve, one that understands that the only way to succeed in our new world is to become one of it's citizens, not a voyeuristic flack sitting on the sidelines trying to figure it all out. Learn from the inside, grasshopper.”

Steve Lundin, CEO  
BIGfrontier Communications Group, www.bigfrontier.org

**395** “Be prepared for success.

I know that a lot of people talk about different ways of getting publicity, and working to be known - but I'd like to talk about what happens when something \*works\*. Just as you have a plan for 'worst case scenario' (or should) - there should be a plan to handle the 'best case scenario' because believe it or not, it can be just as hard.

One week, I opened my second business - the next week, I was doing 6, 7, 8 live interviews a day, and this schedule lasted several weeks. Several talk shows contacted me and for a while, even though I was going to be whisked away to New York and California at a moment's notice. This really made my head spin and I got close to burn out. There would be so much to do if I were to be not only taken away from my family and business for several days, but also the need to prepare for being on TV. The thought was both exhilarating and terrifying. The enormous time commitment that would have been needed could have crippled me.

Looking back, I wish I had thought about a better schedule and system to handle the interviews and follow ups; wish I had my site more complete. Wish I had trained someone to completely handle business #1 to reduce the stress and the often extreme fatigue that came with the pace I was going.

I wish I had stuck to my diet so that I wouldn't worry about being seen on TV \*grin\*

Made it through, but hope that my experience can help any other major publicity hopefuls to think about the What if I actually \*get\* all the publicity I want?? Could I handle that?"

Jodie Gastel, Owner  
Score Brownie Points,  
<http://www.ScoreBrowniePoints.com>

**396** "The more I work in the advertising/PR field, the more I find wisdom in a quote from the movie: This is Spinal Tap.

It's a good mantra/reality checker for those times when we find ourselves getting a bit too creative and the product or idea gets lost. -- There's such a fine line... between clever and stupid."

William Myers, Director of Marketing Communications  
Roof Consultants Institute,

**397** "My specialty is public communication mix in the health sector.

In the last year we had to propose a strategy to position a new medicine on the market. Knowing the strict rules of almost no advertisement, we set great store by PR, direct marketing, e-mail and mobile phone messages. We made psychological profiles of the different specialties of doctors who prescribed the medicine and organised for them the best suited forums and events. Our profile studies showed for example that golf events are preferred by the so called masculine medical specialties such as traumatologists, while internal diseases doctors prefer classical music. We inquired doctors and patients about the medicine and out of their words we created a press – release, which became the ground for further publications about the disease the medicine was used for. Over 12 media dedicated articles or broadcasts on it. We are counting so much on studying the mind and the cultural differences of the clients and mediators because people's psychology in Bulgaria is a strong phenomenon. The e-mail and mobile phone messages (used only with doctors who explicitly have agreed to receive messages in this way) had a limited effect. However, it was worth trying it. In 2003 we know more than in 2002."

Denitsa Sacheva, Director, Public Communications  
International Healthcare and Health Insurance Institute,  
[www.zdrave.net](http://www.zdrave.net)

**398** "Although I believe we all have learned lessons numerous lessons in 2002, I have to say that one of the best lesson learned involved a change in strategic thinking as it relates to PR strategy and associated tactics.

With my help, I have helped my clients change their top executives. Inspired by the penguin who puts one foot in front of the other and relentless baby steps, we have shifted their mindset from 'press releases for press release sake' to unconventional thinking regarding strategic outbound pitching. Over the course of the year, my clients have realized that change doesn't have to be a pedantic, regimented process. The shift in strategy to unconventional thinking has resulted in happy customers, positive news coverage in targeted publications, and new friends in the media and analyst community.

In addition, we're able to increase budgets for such unconventional programs due to savings associated with slashed wire service fees!!!

We're going out more strategically and the media appear to be responding. We've outlawed PowerPoint and we're leveraging technology in a useful way. We're relying on custom pitches more and more versus sending out buzzword laden press releases. We're not biting off more than we can chew. Bottom line, we've changed our approach due to the change in respective marketplaces and the results have been amazing.

Keep blast!ing out strategic news in 2003!"

Katheen Bagley, Master Blast!er  
blast! PR, [www.blastpr.com](http://www.blastpr.com)

**399** "The best lesson learnt this year for me, was to write each press release especially for the publication intended. A simple blanket approach won't work half as well. With this simple lesson, I've achieved 100% success rate in getting my press releases published in national magazines. It takes a little more time, but the effort is worth the extra sales and profits."

Mangla Sachdev,  
Publicity Workshop, [publicity@e-mile.co.uk](mailto:publicity@e-mile.co.uk)



**400** “I learned that public relations should have preceded our advertising campaign. We would have gotten a lot more mileage from our financing than we did.”

Linda Starr, Partner  
Digital Music Design,  
<http://www.digitalmusicdesign.com>

**401** “My lesson for 2002 is that promoting your business by submitting articles to relevant publications really does work!

A few months ago, I wrote an article and submitted it to a large bi-weekly email newsletter.

My traffic went SKY HIGH the day my story ran. I had more than 50 new people sign up for my eNewsletter, and contracted with three new clients as a result of one simple 800-word article.

My advice? Write an informational piece on whatever you're knowledgeable about, something that relates to your business, and submit it to publications that reach your prospects.

You say you can't write? Hire a ghostwriter to write a piece in your name! Submit it to as many forums as possible, and watch your sales grow!”

Renaë Gregoire, President  
The Write Idea, [www.ineedcopy.com](http://www.ineedcopy.com)

**402** “I was reminded (once again) creativity is the most important ingredient in a successful marketing and promotional campaign. This was proven to me by the success of my Soul for Sale eBay promotion which garnered front page news coverage, radio air time and a TV interview - all for \$0... It just took some creativity, determination and a few press releases. The best thing about this lesson is it shows us all that even in the midst of an economic depression (and with limited resources), even the smallest companies can develop a powerful marketing campaign without needing deep pockets.”

James Burchill, Owner  
James Burchill & Associates, [www.jamesburchill.com](http://www.jamesburchill.com)

**403** “Perhaps it's due to recession, September 11, or the threat of a world conflagration, but humor and a light touch seems to work better than ever in

PR.”

Bob James, Managing Director  
frost miller group, [www.frostmiller.com](http://www.frostmiller.com)

**404** “US-written press releases are different than European-written press releases in format and tone. I'm based in the US and someone in the UK coached me by saying that US press releases are less often picked up in the UK and Europe because of the structure and content. I write press releases for European distribution, so I changed the format of all of my releases.”

Dee Dee LaBruyere, Public Relations Manager  
Protocom Development Systems, [www.protocom.com](http://www.protocom.com)

**405** “The most useful lesson I learned this year from my experience in PR is that no matter how much we want to innovate, we consistently return to the tried and true. The wrappers may be different (eMail marketing rather than a mailed letter campaign, or electronic brochures instead of printed brochures), but the principles that have guided us so far in our professional PR careers are still as valid as they were when I started in this field some 20 years ago. So, hold on to what you know; be open to the new ways in which you can deliver your message; communicate your message clearly in proper English; once you've got the words right, don't reinvent them: commit to and repeat them until your employees all sing from the same hymn book. Don't compromise your professional integrity: be honest in your communication; it's okay to embellish, provided that what you say is still true.”

Margarida Anderson, Corporate Communications  
Manager  
RCG Information Technology, [manderson@rcgit.com](mailto:manderson@rcgit.com)

**406** “Push the envelope when it comes to creativity. Our lecture series featured Dr. Robert Sapolsky, an energetic and entertaining speaker. His book *Why Zebras Don't Get Ulcers* however was relatively unknown by many outside of the science discipline. To get the word out, I purchased more than 30 inflatable zebras and placed them strategically around campus. The author loved the idea ... and best of all, we nearly packed the house for his lecture. I originally wanted to put one of those huge inflatables on the front lawn of campus, but nobody had a zebra. I found lemurs, but no

zebras. For future reference, if anybody needs a 40-foot inflatable lemur...it does exist."

Daniel M. Becker, Director of Marketing and Communications  
Barat Education Foundation,  
[www.thebaratfoundation.org](http://www.thebaratfoundation.org)

**407** "Unless you're Coke, Nike or Microsoft, there's no need for a small to mid-size company to focus all of your PR efforts on building a brand identity. In today's economy, most PR is about driving sales to improve your bottom line. Although, many PR people would never want to admit that PR is a sales tool, we've learned, over the course of 2002, that our clients most benefited from our services when we reduced the amount of SPIN (i.e. spam to journalists) and helped the clients highlight specific news that was both attractive to vertical media and their readers - our clients' target customers."

David Libby, Principal  
Libby Communications, Inc.,  
<http://www.libbycommunications.com>

**408** "I learned that targeting my efforts is thousands times more effective than random publicity efforts.

I used to send out the standard press kits and press releases, with fairly low success. In the past eight weeks I've been quoted in Sunday's New York Times, Glamour Magazine, Family Circle Magazine, Voice of America, the American Airlines in-flight magazine, and Fortune Magazine!

Instead of doing traditional publicity, I've been combing publications, looking for articles on my areas (book publishing and promotion) and for journalists who cover those areas consistently. Every time I zero in on an appropriate journalist, I look for their contact information. And then, every two weeks, I come up with a new angle about my how-to-publish areas, and send out short, snappy, personalized emails to my journalists!

This has been so much more effective than just randomly throwing out press releases--and I'm getting the exact journalists, in the exact media, that I'm targeting! I'll never go back to the standard

wisdom again!"

Fern Reiss, Author, The Publishing Game series  
PublishingGame.com, [www.PublishingGame.com](http://www.PublishingGame.com)

**409** "Riding the PR wave of a national news event can gain your company more exposure than creating noise from scratch.

But act fast, make it newsworthy, and have your spokesperson ready.

ARAG Group administers legal insurance plans, and within the past year we added an identity theft component to the coverage.

With all the recent news surrounding ID theft, we were able to gain significant exposure for the company (CNN, national business and insurance pubs, regional outlets, local channels) by connecting our product to the general interest stories being written about the fast growing white collar crime in America.

Expediency was the key. For example, the same day we learned about the largest case of ID theft in history, we sent out follow-up info about our coverage directly to all major and minor media outlets.

Because we are a smaller company and didn't have to fight through the red tape of an approval process before distribution, we beat the me too rush of corporate publicity, and watched the clips come in.

It would have been impossible to generate the same amount of coverage by creating a corporate news event on our own.

So take advantage of the news out there -- and ride the wave to success!"

Paul Kluding, Public Relations Manager  
ARAG Group, [www.araggroup.com](http://www.araggroup.com)

**410** "It was another regular day at the office when I got the call. The voice sounded familiar yet I listened attentively as the caller outlined they reason for calling much like a sales pitch. It was a personality from the local television station asking me for a business interview. I got really excited and

consented to take advantage of the free publicity. He had learned about me through the articles I had contributed to a local newspaper.

The interview went great, it was even broadcasted twice at prime time & played a pivotal role in me being invited to tutor at a local University. Wow that was a few thousands dollars of free productive advertising.

Lesson: Helping others succeed is the way to your own success."

Troy Holder, Marketing / Design Professional  
Q'Designs and Marketing,  
[www.qdesignsandmarketing.com](http://www.qdesignsandmarketing.com)

**411** "If information is the currency of the new century, PR agencies are an integral part of the value chain, not just a marketing appendix. Just take a look at the stock market: Share prices are nothing but a derivative of available information. The better the information, the fairer the price (not necessarily higher though;-). Same in the media: The better the information, the better the coverage, even in crisis. Consequently the self-conception of PR-Workers will have to change. Away from the ugly duckling of marketing services to a self-confident contributor of value for companies."

Sascha Stoltenow, Consultant  
Cohn & Wolfe Public Relations, [www.cohnwolfe.com](http://www.cohnwolfe.com)

**412** "Positioning company representatives as experts is a better long-term PR strategy than promoting the company or peddling products. It helps get phone calls returned and increases the image of the client as well.

We did this with a CEO who had a first hand expertise in the e-Commerce area related to the healthcare market. The news angle was and continues to be the Healthcare Insurance Portability and Accountability Act.

Try to be creative in seeking any news hooks connected to legislation that is pending or being enacted. Given we are in the Presidential election cycle there will be plenty of opportunities."

Albert Maruggi, President  
Provident Partners, [www.providentpartners.net](http://www.providentpartners.net)

**413** "The most important lesson I've learned this year is to slow down. E-mail and e-marketing has allowed us to manage client accounts in lightening speed - but nothing is more important than careful listening and in-person client contact, combined with the creative use of technology.

Same holds true for press contacts. While email has allowed us to work better and more efficiently with reporters, it can't replace a conversation. Personal contact still rules."

Malli Gero, President  
Gero Communications, [www.gerocom.com](http://www.gerocom.com)

**414** "Listen....listen carefully and sincerely. When working on PR campaigns with clients, I use to insist on ways to do it. Now, after years of lessons learned, I understand the value of really listening and understanding what the client really wants. Often, it is easy to confuse as clients may not be able to articulate exactly what they want unless we ask questions and listen carefully. Listening will change the way you talk about your product or service and being truly sincere, caring about your customers will create that strong relationship that will keep and grow your customers!"

Michelle Painchaud, Executive Partner  
Beyond Excellence Inc., [www.beyond-excellence.mb.ca](http://www.beyond-excellence.mb.ca)

## Part XVIII: Business-to-Business Marketing

**415** “We sent out a html email offering our email services to our high end clients. It described the different levels of email services that we offer and gave prices for each level. It did not mention how the clients could use the services, only described the services. One of our inside salespeople brought this up and told me that the clients all close for the holidays, but need to get information out about their January trade show activities. We followed up with a text email to the same group, offering our email services to let their customers know what shows they will be at and what they will be offering. We got ten great leads from the second email! My lesson was to make sure that the communications we send are relevant to the customer's current situation... and the salespeople know that best!”

Diane Bedard, Marketing Communications Specialist  
Impact Promotional Publishing, [www.impact-i.com](http://www.impact-i.com)

**416** “Never, ever, ever, ever, ever, stop prospecting for new business.”

Peter Clough, President  
E-Base Systems, <http://www.ebasesystems.com>

**417** “Web based marketing, promotion and lead generation is coming off age. We'll all probably look back and say yes 2002 is when people started to realise this really works”

Nick Copley, VP  
Bitpipe, [www.bitpipe.com](http://www.bitpipe.com)

**418** “With 2002 being one of those years of being asked to do more with less I can say in the world of high-tech, B2B direct mail, the most effective format in terms of response rate, cost per inquiry and cost per qualified lead is the #10 package.

This would be a plain #10 envelope, no window, and no teaser copy and mailed with a first class postage stamp. This format has a higher probability of getting past the gatekeepers / garbage can.”

Chuck Fuerst / Roger Paulson, Direct Marketing Specialist  
Lawson Software, [www.lawson.com](http://www.lawson.com)

**419** “It sounds basic, but we've learned that the greatest returns begin with an investment in

understanding your customer. Listen to your customer before you try to meet their needs. For instance, if you are designing a lead-generation program, remember that the sales force is your customer. Understand how they work, what they value, what tools they use, how they define a “qualified” lead. Share your ideas with them along the way. Encourage feedback throughout. Invite them to co-create a solution with you.”

Pam Van Orden, Chief Creative Officer  
White Canvas, [www.whitecanvas.com](http://www.whitecanvas.com)

**420** “Approach a prospective client as though you were an employee of their firm. Set aside the pitch and listen, EXQUISITELY, to their successes, failures, challenges and plans for the future. You may find that your offering is not what they need at all or that they only really need a small (i.e. low budget) service/product. What matters is building trust, not revenue. If you can remember that, you'll form long-lasting relationships that will benefit both firms in the long run.”

Todd Badgley, Business Director - Integrated Communications  
LAGA, [www.laga.com](http://www.laga.com)

**421** “A few lessons..

1- Marketing has become a business of accountability: ROI leads measurable results.

2- Keyword advertising is deceiving. You can generate low cost clicks, but unless you generate revenue, you will never see a return on your click thru investment.

3- Copy is key to your success on the Internet. Don't use your words to describe your product, use the words your customers use to find your product.

4- You know those hard won leads you just delivered to the Sales department? They just tossed them in the garbage. Upwards of 90% of leads never get follow-up. Marketing and Sales must have a tight relationship, or we'll all leave money on the table.”

Jeff Ramminger, EVP, Products & Technology

KnowledgeStorm, [www.knowledgestorm.com](http://www.knowledgestorm.com)

**422** “Most marketers thought their lead systems were working when times were good but now almost all requests we get for consulting now are regarding lead generation and qualification problems or shortfalls. So the lesson learned is that the lead system for most companies is still broken and in need of repair if not rebuilding.”

John M. Coe, President  
The Sales & Marketing Institute,  
[john.coe@b2bmarketing.com](mailto:john.coe@b2bmarketing.com)

**423** “Many companies are transitioning from selling products or services to packaged solutions. In helping clients market their solutions, we’ve found that many companies think they can simply insert the “s” word into the same old pitch—without fundamentally changing anything or trying to understand their buyer’s problem. We’ve identified four areas where marketing and communications professionals can contribute to a successful transition from product to solution:

**1. FOCUS ON THE CUSTOMER’S WORLD.** Align your company’s strategy, structure and systems to support a customer focus. This may include vision and mission, organizational structure or sales rep compensation. Inject customer research into solution development and design, if it isn’t already there. Develop exchange programs that offer employees opportunities to better understand the customer’s world. Reinforce the customer point of view in internal communications through executive messages, customer profiles and case studies.

**2. ALIGN THE BUYING AND SELLING PROCESS.** Provide tools that help buyers make decisions since the buying process for solutions is more complex, with more players. Evaluate and improve post-sale opportunities, such as training and help desks. Conduct stakeholder analysis and develop targeted communication programs to help educate all stakeholders, including channel partners supplier and employees.

**3. MAKE INTANGIBLES VISIBLE.** Visually depict key solutions with conceptual models or process maps and use them consistently in all

communications. Use multimedia to cost-effectively customize visual models and allow various levels of buyer to drill down as needed.

#### 4. ACQUIRE, MANAGE AND SHARE KNOWLEDGE THAT FUELS SOLUTIONS.

Develop accessible, searchable information resources such as intranets and Weblogs. Institute customer-segmented best practice forums that bring together the many functions that touch that customer segment.”

Laurie Kumerow, Senior Writer and Account Manager  
Words At Work, [www.wordsatwork.com](http://www.wordsatwork.com)

**424** “The most successful campaigns are not the result of just one marketing tactic, but rather the concerted effect of multiple outreach programs. This lesson was illustrated quite dramatically this year as the registration and attendance numbers for our regional seminars nearly doubled. We promoted each seminar using telemarketing, email, direct mail, and fax, but also through event listings in local publications, on our Web site, and on the Microsoft Web site events page (our seminars are held in Microsoft offices). I really believe that reaching prospects through multiple touchpoints is the key to gaining mindshare and triggering response.”

Christine Smith, Director of Marketing Communications  
MediaBin, Inc., [www.mediabin.com](http://www.mediabin.com)

**425** “Feed them Well and they will come.

We have learned in 22 years that if you feed healthcare providers well, they will stay for an hour. If you serve drinks, they will stay for the entire event.”

Brion T. Domman, MBA, MHA, Founder  
Frontier Healthcare, Inc., [www.frontierpurchasing.com](http://www.frontierpurchasing.com)

**426** “I specialize in high tech marcomm and PR in the IBM eServer iSeries (formerly AS/400) marketplace.

In this tough year for high tech, the biggest lesson learned, or rather confirmed, is how important it is to put my clients first, and to go that extra mile for them. I’ve had to be flexible in contracts, rates and working arrangements. I had to put in some long hours over Thanksgiving to get a project out the



door. But people (and that's what clients are, just people) really appreciate that and will try hard to keep you in their budget.

The second lesson learned is to be proactive. With all the downsizing, clients don't have the luxury of thinking about what they should be doing next. Several of my suggestions have been happily accepted by my clients, and that's meant more revenue for WordsWorth."

Hellena Smejda, President  
WordsWorth International, email only -  
hsmejda@wordsworth-international.net

**427** "A successful specific presentation to an audience of 10 can fail in front of an audience of 100. Adjust the presentation to the audience!"

Frank Schieber, Marketing Coordinator  
Maid Brigade, Inc., [www.maidbrigade.com](http://www.maidbrigade.com)

**428** "By closing a marketing campaign in an imaginative way it can become an extremely powerful mechanism for increasing response. We performed a very high-profile, very expensive direct marketing campaign that was followed up by telemarketing. As with any telemarketing effort, we were unable to make phone contact with a percentage of the intended prospects by the time the influence of the direct marketing piece had run its course. Rather than giving up on those prospects who we were unable to reach as lost causes, we sent each of them a personalized, hand-signed letter from the appropriate sales rep within our organization. It reminding them of their having received the direct mail piece, apologizing for being unable to reach them by phone over the previous several weeks, assuring them we wouldn't be bothering them with any further calls, and providing them with our contact information should they ever wish to contact us. With this letter we included a very plain, simple fact sheet about our company and our services. To date have almost as many sales opportunities in development, as a result of people responding to that last gasp letter as we do from the original campaign. Remember, it ain't over until it's over -- and sometimes it's useful to just back off and let prospects contact you at their own pace and under their own terms."

Bill Muller, Director of Marketing

iProspect, [www.iprospect.com](http://www.iprospect.com)

**429** "When scheduling any kind of event, from a con-call to an online demonstration to a seminar, you need to contact the invitees more than once. Even if they say they are coming, give them a call a couple of days ahead of time to confirm their attendance. I find that if I send an email invite, then send a reminder, then a phone call to the people who say they are attending then participation is much greater, and it really does not take that much time to do it. Folks seem to appreciate the follow up, too. Of course, remember to follow up after the event!"

Cristina Redlus, Director, Channel Marketing  
Compoze Software, Inc., [www.compoze.com](http://www.compoze.com)

**430** "Never, give the presentation audience enough dope so that they get empowered enough to raise serious questions or doubts about the presentation"

Saurav, Bhowmik, Media Planner  
Leo Burnett, Bangladesh,

**431** "This year I learned the value of a good lead. What makes a good lead? A good lead is a real name, with a real phone number, with a real address, and a true opt-in who actually DID request my business opportunity information. A good lead is someone who really wanted to find out more how they could improve their life and well-being and are serious about finding - not just any home business - but the RIGHT home business for them.

And best of all, a good lead is a real person who is genuinely interested in what you have to show them and who eventually becomes a good friend as well - regardless of whether they join your program or not.

Good leads are very hard to find - but they are truly the most wonderful people on the Internet, and I'm not talking about profit here, I'm talking about friendships that can last a lifetime.

They're not suspects or prospects ... they're people, and I'm glad I learned this valuable lesson this year."

Karen Myers, Team Leader  
Time4me Team, <http://www.time4me.net>

**432** “To close that gap and tighten the handoff from marketing to sales on demand creation. Millions of dollars are lost between marketing and sales when demand is created, brought to the door and the sales department perceives it as 'cold'.

Lesson: Hire an intermediary between the sales and marketing departments to qualify leads and make the hand off smoother to generate more revenue.

Tactic: Use audio and web conferencing to inexpensively increase your lead generation tactics.”

Sandy Cahill, Director of Marketing  
Encounter Collaborative, [www.encounter.net](#)

**433** “Business cards with round corners may look cool in the US. But in Japan, a card with rounded corners is the tell-tell sign that you're meeting with a prostitute.

My previous company embarked on a week long tour to meet potential Japanese partners. During formal introductions, little snickers of laughter and embarrassed smiles were coming from our Japanese counterparts. It was only after the last meeting on our first day that our interpreter fessed up to the reason. (We also learned how to order new business cards for 4 executives written in Japanese/English and shipped out in less than 24 hours...with square cut corners!)”

Stephanie Worthington, Director of Marketing  
EVault, Inc., [www.evault.com](#)

**434** “I recently discovered in the B2B arena that initiatives including incentives don't always outpull campaigns that don't include incentives. I recently was forced (due to budget constraints) to develop an online survey on behalf of one of our international clients by sending out an email blast with a linked survey using only an emotional appeal in the invitation copy. And to my surprise, the campaign surged to 33% response within 3 days! Although it's an old cliché, customer relationships can make or break a campaign. Of course, the right medium and message are clearly just as critical.”

Dana McElyea, Director of Research  
Oden Marketing and Design, [www.oden.com](#)

**435** “At the end of the day, it's the pipeline that

matters!”

Michael Moore, Principal  
AMS, [www.ams.com](#)

**436** “Never underestimate the power of a business breakfast. You will not only fill your prospects tummies but you will also be on their mind all day.”

Courtney Hopkins, Account Manager  
Paragon Innovations Inc, [www.paragoninnovations.com](#)

**437** “THE FACT: Display advertising is not a primary means of communication in specialised B2B markets. Permanent display advertising is valuable reinforcement to support direct marketing and e-marketing and is a required part of the mix wherever the sales volume is significant (not purely 121).

THE EXPERIENCE? Expensive advertising doesn't register until the prospect is made aware of your relevance to them by a more direct contact method, analyst recommendation, etc. Once the brand is accepted as relevant THEN strategically placed non perishable advertising on the targets track is highly effective as reinforcement. Stand alone perishable print advertising is mainly to give a warm feeling to the sales force, wrap fish 'n chips and for the CEO to show at the golf club - you often can't afford the repeats and no one wants to search a magazine for an advert they missed.

THE DEFINING QUOTE: was a phone conversation ....until we talked I'd never heard of you ....now we are talking I see your promotion everywhere. (from a senior Compaq guy who traveled though airports where I had well placed, and striking illuminated signs for 2 years - which he never registered). Case closed.

BTW Bonus: Airport advertising in Europe is great business decision maker OTS value, the US seems not to have got it yet; also linear strip passport-free domestic airports mean no nodal positions at immigration, departure lounge dwell time, nor promotion for the shopping at the airport Malls (cause you don't have many). Also airside is cheaper than groundside in Europe as the OTS is lower, but the target decision maker % is higher airside. etc”

Brian Catt, European Marketing Director  
Anon,  
[http://ourworld.compuserve.com/homepages/brian\\_catt](http://ourworld.compuserve.com/homepages/brian_catt)

**438** Here are a couple different lesson we learned.

1. Effective web sites can no longer be solely marketing-driven and limit access to free online content in exchange for a user's personal contact information. That's a sure fire way to get your database full of junk. Web sites should be user-driven and allow the user to have an experience where there are clear options on how to communicate their level of interest to the organization when they are good and ready. Your leads will be much more valuable.
2. In a bad economy, your best defense is often a good offense. Many companies that held firm to their marketing budgets for 2002 are now seeing the fruits of their labor. The most successful were those who held firm or increased marketing budgets but also modified their strategy to include an integrated approach utilizing a combination of tactics, including aggressive guerilla tactics.
3. Often company rivals, sales and marketing teams that work closely together to re-strategize marketing plans and programs on a regular basis will be much more effective in presenting a solution that meets demand. Today, marketing plans and programs need to be fluid, flexible and able to be modified at a moment's notice. Many companies today have annual budgets but quarterly marketing plans.”  
Les Hubbard, Managing Director  
Brickmill Marketing Services, [www.brickmill.com](http://www.brickmill.com)

**439** “Get as much as you can out of each marketing initiative by leveraging information. If you wrote an abstract for a speaking opportunity, maybe it can form the basis of a white paper, an article, or a Web seminar.”  
Jan Pickering, Manager, Marketing Communications  
ViryaNet, [www.viryonet.com](http://www.viryonet.com)

**440** “Shoot-from-the-hip doesn't work in this environment. This year we invested more in corporate branding, critical assessments of our

activities and long-term strategy. Going into 2003 we have a more solid brand to build upon, less guesswork and a clearer set of goals that everyone can get behind.”

Joe Longtin, Marketing Programs Manager  
Quest Software, [www.quest.com](http://www.quest.com)

**441** “Business people are just consumers in disguise; therefore B-to-B marketers need to market as such. B-to-B marketers have such an advantage for making a one-to-one connection: they have a sales force, they have face time with clients AND they have annual gatherings (AKA tradeshow) - marketing in the B-to-B world can be deliberate and effective - all the tools are there!”

Heather Hudetz, Principal/Co-founder  
The Red Group, [www.theredgroup.com](http://www.theredgroup.com)

**442** “When holding marketing events, only the multi-channel approach ensures attendees. This means sending multiple mail and html email invites, follow up calls for registration and confirmation shortly before the event, and even an offering for an enticing small parting giveaway for the attendees. If you're faithful to all of these steps, they will come.”

Leslie Surley, Business Development Manager  
Intesol Corporation, [www.intesol.com](http://www.intesol.com)

**443** “Sit in the shoes of your prospective client's CEO - this way it is much less about you and much more about them – simple, but amazing the perspective and business you will gain because you organized around their priorities not your product”

Brad Singer, VP Marketing and Business Development  
Teleknowledge, [www.teleknowledge.com](http://www.teleknowledge.com)

**444** “My company recently sent out some very expensive gift baskets to our clients thanking them for their business and wishing them Seasons Greeting. At one of these business' the card with the basket was addressed to the receptionist as she would be the person receiving the gift but it was meant for the entire office. Well she has just left a very effusive message thanking our company and it is obvious she thinks the basket is just hers alone. The need to target and be specific when addressing your audience online or off-line has just been re-enforced, most expensively I might add. I have just ordered another basket addressed it correctly (with all the names in the office) and sent it express

delivery.”

Yvonne Finn, Manager/Owner  
Employer's Choice Employment Agency,  
employerschoice@on.aibn.com

**445** “What we learned was that B2B marketing needs to look towards consumer marketing constantly for direction and ideas. B2B marketers are prone to use confusing, jargon-filled, overly hyped text to describe what they do. They forget that the target buyer is a real live person. The same person that shops at The Gap for make-me-look-hip jeans, goes to Target for cutting edge picture frames and toilet paper, and hits Starbucks on their way in everyday for a cup of kick start the day coffee. They don't sit down at their desks and put on their b2b market- to-me-differently helmets and suddenly turn receptive to a different form of marketing.

We wrote a simple, straight-talking no-nonsense 52-page guide for a product-launch campaign this summer, called: “Winning on the Web: The Executive Pocket Guide to Smarter Marketing.” Our goal was to emulate the highly successful, humorous, consumer book series “Worst-Case Scenario Guides” out there. We wrote about how the Web has changed the classic 4 P's of marketing, and we put it in straight talk, human terms. We avoided jargon and industry speak as much as possible.

Not only have we had more than 10,000 copies requested as a result, but many times been contacted by folks raving about the approach, and wanting 5-25 copies for their colleagues and customers.

Real people buy a cup of joe and real people buy \$25,000 of software. Sometimes in the same hour. In both cases, they need to really understand what they are getting and why they want it, and what it will do for them. Present this simply, and watch the results percolate.”

Brent Hieggelke, Director of Marketing  
NetIQ WebTrends, [www.webtrends.com](http://www.webtrends.com)

**446** “The biggest lesson learned this year was that internet marketing takes the same time and careful thought as any traditional marketing program. It should not be run by the seat of your

pants! But well worth the results when applied properly. One other lesson learned is that B2B is much different than consumer marketing and any marketing on the internet must be careful not to erode the effectiveness of personal relationships!”

Deb Kohls, Vice President  
Friend Communications,  
[www.friendcommunications.com](http://www.friendcommunications.com)

**447** “As the B-to-B and technology marketing world embraces the new interactive marketing tools, I've learned that the established, tried and true marketing tactics cannot be replaced. While you must continue to evolve with the new ways, you can't take your eyes off the tactics that got you there in the first place..”

Don Klosterman, Sr. Vice President  
Parker Stephens, Inc., [www.parkerstephens.com](http://www.parkerstephens.com)

**448** “I publish a periodic newsletter for clients and others on software design and documentation. In addition to the main article, I include a project focus describing a recent project I did and a short list of the services I can provide. One of my white paper clients read the list of services and emailed me back, saying that he hadn't known I did those other things as well. He has passed my name onto others in his organization that can use those other services. While it hasn't yet resulted in another engagement with that client, it made me aware that I need to work on publicizing the variety of things I can do so I don't get pigeon-holed.”

Ellen Ferlazzo, Software Designer / Writer  
Sprezzatura Systems, Inc., <http://www.sprez.com>

**449** “The free press still isn't free. You get what you pay for in press coverage, network relationships and tradeshow space.”

Jon Campbell, VP, Sales and Marketing  
KnowledgeTech, <http://www.knowledgetech.cc>

**450** “Internet Marketing takes a lot more time than one could expect. We've been marketing our services by Internet only, that is no paper ads and no radio or TV promotions. The sad story seems to be, that if it's on the net, it's a con. Most of our customers (small and medium sized enterprises) seem to be very cautious and skeptical about Internet Marketing. They only believe in what they see, and if there are no references, there is no



product (or service).

This is our main lesson learned this year :)"

Jörgen Vallo-Jonsson, CEO  
Företagsporten AB, <http://www.foretagsporten.se>

**451** "Generating interest and generating interest in your product are two very separate things. We did a direct mail test of three different versions of a campaign to generate sales leads. Two of the approaches, which were of the more traditional features/benefits variety, had absolutely no success in breaking through the junk mail clutter. The third, in which we took a highly creative, humorous approach, without even mentioning our product, generated an astounding 15% response rate in having people go to a web site we created. However, when we tried to convert these active, amused prospects into qualified leads that are interested in our product, we didn't have a lot of success. We're now working on follow-up campaigns that will both amuse and generate product interest."

Rick Mosenkis, CEO  
Trichys, [www.trichys.com](http://www.trichys.com)

**452** "I learned that sales-focused how to talk with a customer materials are the most valuable communications item a group can produce. Tools which provide business issues, anxiety questions, conversation strategies, etc., broken out by prospect industry, job title, and place in the sales cycle are extremely difficult to produce, but amazingly gratifying. Plus, that approach can be used for customers' marketing comms efforts, as well."

John R. Hines, Director, Corporate & Marketing Communications  
GE Access, <http://geaccess.com>

**453** "You've got to pitch like a bitch if you want to get rich"

Collin Ryan, Account Executive  
Insight, [www.insight.com](http://www.insight.com)

**454** "In this down market, lead chasing is out, referrals are in. We've all been told to sell high, but in a down market it is an imperative. Flat or declining budgets force new-new thing decisions to be made by the very senior executives as it inevitably means robbing Peter to pay Paul. Sell

high or go play golf - don't chase leads."

Mark Galloway, President  
Wire The Market, Inc., [www.wirethemarket.com](http://www.wirethemarket.com)

**455** "I've learned that the Internet really does work to generate high value leads even for complex products that sell for millions or even hundreds of millions of dollars and involve complex sales transactions with multiple purchase influencers at the most senior corporate levels of responsibility (aka -the C suite).

By developing communications and contact plans tailored to specific customer/audience segments, particularly at Senior Levels in the World's largest companies, we have found that they do respond. They respond both to direct messaging as well as branding - and when given the opportunity to nominate themselves as a prospective lead - they do. We knew and expected that this should happen - but its been great to get confirmation on paper with actual names and numbers."

Michael Donnelly, Managing Partner  
One to One Interactive, [www.onetooneinteractive.com](http://www.onetooneinteractive.com)

**456** "Don't try to fit your square peg in a prospect's round hole. If your prospect has a need and money, be prepared with more than one product/service, approach or tactic for your client. You had better be prepared to solve their dilemma, as someone else in line will. The next prospect with a need AND money is tougher to find."

Darren Angus, VP  
ICV Digital Media, [www.icvdm.com](http://www.icvdm.com)

**457** "Pricing Models

1. If you can't explain it on a single PowerPoint slide, your pricing model is too complex.

2. No matter how simple you think the pricing model is, your sales reps are the ones that have to explain it to customers. Don't ask them if it's simple, ask them to explain it back to you. This is a much better test.

3. You need to get the sales force's buy in. They tend to be comfortable with what they are working with currently because when push comes to shove, they simply adjust the price point to their needs to close a



deal.

Braindance, [www.braindance.net](http://www.braindance.net)

4. Compare the new pricing model with existing deals to investigate how the new pricing model will affect your revenue stream and no less important, the sales reps' commissions.

**461** "C-Suite executives are attracted to provocative ideas. So long as they can grasp them in a millisecond."

Ron Carroll, Senior Partner  
Y&R, NY, [www.yr.com](http://www.yr.com)

5. Pricing has an effect on the product and this must be part of the planning process. After the pricing model is selected, the coding will take time.

6. The transition to a new pricing model needs to be planned meticulously. Issues such as current sales cycles, sales training etc. must be addressed before making changes."

Daniel Shefer, Director, Product Marketing  
Interwise, [www.interwise.com](http://www.interwise.com)

**458** "Lesson Learned - The market rewards businesses in for the long haul. Advertising help build our company in spirit internally, but we need to stick it out for a longer campaign to reach real dollar results (actually haven't realized it yet). We found value in deep relationship with an industry magazine. Helped us with product management, keeping a pulse on the movement and demand in the market. We are a small shop and the investment was not small for advertising. Wouldn't change a thing if I had it to do it over yet we cannot yet point to a \$ ROI."

Jeff Buck, Principal  
QuantiSense, Inc., [www.quantisense.com](http://www.quantisense.com)

**459** "If my sales force quotes Glengarry Glen Ross It's the leads, the whole thing is the leads one more time I'm going to shoot myself."

Erika Brown, Marketing Director  
Frost & Sullivan, <http://www.summits.frost.com>

**460** "Most successful tactic: Setting up web windows for employees/sales people to access, for the purpose of building those elusive email databases. We know that a wealth of information resides in the field---regardless of CRM systems, etc. By sending the Allie allie in come free emails to employees, married to a strong What's in it for me? Message, we've been able to build email/contact databases in record time. This means we can get to the real job at hand---selling our clients stuff."

Moira Shanahan, President

## Part XIX: Online Publishing Business - Ad & Content Sales

**462** “I learned that, even with over 1,100 hours of archived content, there was a lot I needed to learn about the Internet subscription model if I was going to be successful.”

Allan Hunkin, President  
Success Media Group Inc., <http://www.successtalk.com>

**463** “What’s in a name? A lot, that’s what...”

This year I had two books published which brought my tally of current “in print” books for sale up to four. Being the true marcoms person that I am I’ve been tracking the books’ progress daily on the British Amazon website <[www.amazon.co.uk](http://www.amazon.co.uk)>.

Now, here’s the interesting bit. The two with titles that give a strong indication of the books’ content – “Powerwriting” and “The Horse Lover’ Joke Book” – have been doing very well all through the pre-Christmas period. All the more interesting for the fact that a book about business writing isn’t my idea of a Christmas stocking filler.

The third book, “Canine Capers,” which only has its contents mentioned in the subtitle, “over 350 jokes to make your tail wag” remained pretty static for a few weeks then began sinking slowly. (Number 4 was published in 1989 and doesn’t count, really, although it still sells the odd copy – bless its heart.)

Is this a coincidence or do the first two books’ titles jump more marketably to mind? Or rather, more efficiently into the search facilities’ beady electronic minds? One book maybe, but two is one too many to be a coincidence, methinks.

There’s a very successful brand of DIY paints and varnishes here in the UK that runs a no-nonsense ad campaign with the strapline “it does what it says on the tin (can).”

In our current back-to-basics-never-mind-the-BS-just-tell-me-what’s-in-it-for-me climate, perhaps we should conclude that any product can benefit from a name that zaps you with what it does, whether it’s

got a tin (can) to say it on or not.

Am I dreaming or has this underlined a useful, if evergreen, marketing and branding point? I would welcome others’ views on it”

Suzan St Maur, Business writer (& part-time joke writer)  
Errrr, don't have one apart from me,  
[suze@suzanstmaur.com](mailto:suze@suzanstmaur.com)

**464** “Recently, our company received a call to provide ROS Ads within our site. In her message to us, the agent required that the campaign be placed online -- like yesterday! We had not done business with that particular agency in the past, however, we were in an existing strategic alliance with the agency’s client. Gladly, I contacted the agency and left a message explaining that I was e-mailing our Insertion Order to process the request as quickly as possible.

Sure enough, a few hours later, I received a call at the office wherein the agent, seemingly upset, told me that her agency does not sign any documents not belonging to them. I apologized and explained that we would require the Insertion Order signed by them to ensure prompt payment as our experience dictated that most agencies took up to 10 months to pay their invoices. She then told me that her agency always pays on time but that we were not the only victims of not receiving payments on time: the agent stated that her agency also suffered from many of their clients not paying on time.

I told the agent that it appeared to me that her agency needed to have the same conversation I was having with her, with her clients. I further explained that our company also has payroll to meet and expenses to pay, no different than their multi-million dollar ad agency operation. Our employees (including myself) would also like to get their checks paid every two weeks and the landlord receive his piece of the pie every 1st of the month.

The agent appeared understanding but bothered. She mentioned that she would send us their Insertion Order and call me back within the hour.

Ten minutes later, the agent sent me an e-mail explaining that their client (a strategic partner of ours) was no longer interested in obtaining ads because the flight dates seemed to short and not worth their investment.

The irony of this story is that every agency we have worked with where an agent requests for yesterday-like treatment, in other words, demands a lot - has either not paid us on time or refused to pay us at all.

Maybe next time we don't get paid or our pay is delayed by many, many, MANY months, we will just send the invoice directly to their client."

Sal Rodas, Marketing Director  
Rocketeria, Inc., <http://www.rocketeria.com>

**465** "Last July 2002, we started a one-month free-trial campaign for our business book summary services. The key strategies were:

1. Not to ask for credit card information at the start. There is absolutely no obligation on their part during the trial period.
2. Use e-books to send more emails. With only a month to convince the subscribers to sign-up for the paid service, we were stuck with only one welcome email (day 0) and five book summary emails (days 1, 7, 14, 21, and 28). However, by giving away a business e-book 3 days after emailing a book summary we were able to send additional emails on days 4, 10, 17 and 24. It gave us a good reason to send 10 emails in a span on 1-month. Now we have 10 opportunities to push them to sign-up without being annoying.
3. Put all the marketing content from our web site to those emails. Since we found out that only 10% of the subscribers ever come back to our site to check around, we decided to bring the site to them. We got all our testimonials, books summary catalogs, list of benefits, comparisons, and payment instructions from our web site and spread them across our 10 emails.

Most of our sales were made between the 4th and 8th emails. And our sign-ups increased ten times ever since we launched the campaign."

Jorge Azurin, General Manager  
BusinessSummaries, <http://www.bizsum.com>

**466** "The best lesson I learned this year is that organizations learn. We're a specialty agriculture publishing and multimedia company. At our annual sales meeting this year, we put a lot of energy into emphasizing a marketing benchmark from a Cahner's study. Companies typically put only about 23% (on average) of their marketing budgets into run-of-press advertising, yet we were relying almost entirely on ROP in a mature/consolidating market. It's helped our sales teams put new energy into new ideas for our customers."

Ken Hall, Manager Custom Media Services  
Meister Publishing Company, [www.meisternet.com](http://www.meisternet.com)

**467** "Dear Sherpa ,

I learned that many advertisers favor email blasts over ads. It seems to be the biggest trend in the industry. Do they work? My subscribers seem convinced but I'm not so sure. It's so easy to zap mail like that. I try to tell them to do ads that are more like news. Rather than just saying essentially We're great, their ads should say We've got something new! Make it into an event."

Charlotte Wolter, Editor  
New Telephony, [www.newtelephony.com](http://www.newtelephony.com)

**468** "My observations on the interactive advertising world is that because there is so strong an effort by agencies to make online media part of the total mix, that online is losing its appeal as a new medium. This push to mainstream online advertising, predominately through cross-media campaigns will ultimately ensure its survival as a medium, but doom it to a relatively small portion of the total media pie and see that it never attains the lofty projections that early founders once predicted."

Adam Herman, Managing Editor  
MEDIA Magazine, [www.mediapost.com](http://www.mediapost.com)

**469** "It's all about personalization.

Given the IAB's new guidelines, newsletters aren't going to cut it anymore. It's going to be about striking the right chord in with your audience - and finding products to represent that strike a tone with you, the marketer.

In other words, you have to find people who care as much about the product and the effort as you do - and share in its fortunes.”

Jennifer Kronstain, Principal  
JenniferKronstain.com, <http://www.jenniferkronstain.com>

**470** “Lesson Learned: As ad dollars dropped, we continued to publish Kidznsnow.com (online ezine). Feedback was great from subscribers and consumer traffic continued to rise. We pulled in the reins on spending, but rolled up our sleeves to deliver quality content.

We turned to tried and true gorilla marketing to get the publication out to the masses. To create a community of family travel and winter sports enthusiasts we created the Rippin' Riders Kids Testing Team. We asked winter sports manufacturers for product for our family testers. We presented info on the product (previews) on the site; then asked families to submit reviews. It made for quality content, great exposure for the product suppliers, plus kept our community (families) in the loop. The other plus was the high amount of press we received on the program (small PR budget).

With traffic up and ad dollars stagnant, the mantra is PERSEVERE - persevere - persevere. So we are hangin', while readers rippin' it up on the slopes.”

Tammie Thompson, Publisher  
Kidz n'Fun, <http://www.kidznsnow.com>

**471** “Lesson Learned: Online Publishing Ain't Dead

When we launched our website ([www.WirelessGamingReview.com](http://www.WirelessGamingReview.com)) just as the Internet Economy was sliding inexorably to the bottom of a deep, dark pit, more than a few people said we were idiots.

Instead, thanks to our passion, hard work, and some amount of, well, idiocy, we've built a thriving little Internet publishing business with no outside investment. We did it like many of you did... by picking a niche segment to serve, obsessing about their needs, and then asking people who wanted to reach that audience to support our efforts.

To date, videogame companies like Sega, THQ, JAMDAT and many others have pitched in to help us bring the latest information about mobile videogames to the people who play them. Our sponsors get exclusive placement on a section of the site for a fixed price and a specified length of time. From the strength of that model and from our growing audience, we're building a decent little web publishing business.

When the naysayers said the web was dead, they were just talking about the VC-funded web. Web publishing is alive and well. That's a great lesson for 2002.”

Matthew Bellows, President  
WGR Media, Inc., [www.wirelessgamingreview.com](http://www.wirelessgamingreview.com)

**472** “Using our magazines' blow-in/bind-in subscriber cards as a method for getting people to subscribe to our electronic newsletters.

Hanley-Wood launched several weekly and biweekly email newsletters designed primarily to increase reader contact, with links to get them to come more frequently back to the magazine websites which support and compliment Builder magazine and Remodeling magazine. The websites had been recently redesigned and we were looking to build new traffic.

The websites had sign up for free news alert promotion buttons, but they weren't generating a lot of new incremental subscribers.

Meanwhile the circulation department recognized future list rental sales depended on having email addresses, but found it hard to obtain subscriber emails. It was also evident that we needed a better database list management platform because we had a several hundred thousand names across many titles, but the system did a poor job of adding and cross referencing email address if and when we got them.

Out of that, we bid and secured a new vendor (Digital Connections in Toronto) to manage the email address database and email campaign (as well as chose a new list rental company--that's another story.) But we also realized we needed to update

the subscriber cards.

Through that exercise, we gave subscribers the chance to check off (add) our electronic newsletters to their magazine subscription request...and of course, that meant capturing their email address.

Result: Newsletter subscription files tripled in a relatively short period, in part because we were reaching people who weren't normally visiting us on line."

Wyatt Kash, Editor  
Hanley-Wood, [www.builderonline.com](http://www.builderonline.com), [www.hanley-wood.com](http://www.hanley-wood.com)

**473** "I learned that if you want help, just ask.

In the world of subscription websites, content management and online marketing, there is surprisingly more cooperation than ruthless competition. Perhaps the online publishing medium is still in its infancy and the spirit of cooperation still dominates.

Personally, I have found most of my new Internet colleagues to be helpful and cooperative, eager to share advice and expertise, and enthusiastically celebrating each others successes and triumphs. This is refreshing and energizing, and quite different from much of what I've experienced in the corporate world.

I suppose most people feel the pie is big enough for everyone to have a piece and that more is to be gained by being supportive and nurturing than by petty turf wars and professional back stabbing.

Hope this continues."

Peter A. Schaible, Director  
Subscription Website Publishers Association,  
[www.swepa.com](http://www.swepa.com)

**474** "I am publishing a paid ezine to those who signed up twice for one year free subscription. Why Twice? I have two ezine titled the same Only The Expert Knows USA Email Marketing. One is free, the other, paid one. I asked all subscribers of free ezine version to re-register it again because there was a system error. (This was just a plot and the system was fine.) Out of 1400 subscribers about 300

re-registered. For those 300 subscribers I am sending a paid ezine for one year free by stating that this paid version costs you \$30 per month and after one year you have to decide if you want to keep it by paying the fee or not. What I got from the plot is that I got readers who are strongly motivated to read my paid ezine down the road. For those who did not re-register, I just told that the system was fixed and you would keep receiving the current free ezine. As you know, the paid version is richer in contents and more columns featured without ads. The free version has ads. and one or two featured columns only. You may be wondering why I did such a tedious method to target potential paid subscribers. The reason is that people do not sign up the paid ezine so easily. They want to evaluate its value first for a certain period. For me, it is a challenge to convince them that my ezine is worth while paying. So far, two people out of 300 are unsubscribed. At the same time, I have been getting very positive feedback mail from subscribers and non-subscribers (those who are forwarded by someone in the list). This is my way of targeting the potential paid subscribers. It seems it is working for my favor."

Norito H.Yoshida, Email Marketing Consultant  
Mail Marketing. Biz, [www.mail-marketing.biz](http://www.mail-marketing.biz) in Japanese

**475** "To hold out for the right title for my new book, Principled Profit: Marketing That Puts People First (a book on ethical, cooperative marketing). It took me two months to find the title, during which I rejected at least 100--and thought I had settled on at least eight or ten.

By choosing two people I wanted to write to about the book, I was able to achieve my perfect 10 title, and it was worth the struggle."

Shel Horowitz, Author  
Grassroots Marketing: Getting Noticed in a Noisy World,  
<http://www.frugalmarketing.com>

**476** "1. Content is valuable. The time of paid content is still far off, though. The sad fate of Media Unspun is a case in point.

2. It's time we used a little more common sense and a little less research including spot surveys to make up our mind about anything and everything."

Deepak Mankar, Web Journalist



Deepak Mankar,  
[http://www.hindustantimes.com/news/376\\_00030007.htm](http://www.hindustantimes.com/news/376_00030007.htm)

**477** “A while back I received a subscription effort from Seybold. The enclosed editor's letter right off the top told me the newsletter price -- right in the opening paragraph. The language was something like, Our marketing folks told me to follow the 16 rules of effective marketing in my sales letter and to not reveal the subscription price till the very end, but I'm going to ignore those rules and tell you it up front -- it's \$595.00.

I looked at it, surprised -- surprised at the price, yes, I hadn't realized the Seybold letter cost so much -- but even more surprised at the editor's audacious clarity. I mean, I've gotten lots of sub offers, and you have to search and search and search for the most basic piece of information: the price. And I realized that our Seybold editor had just sold me absolutely on one thing: That if I subscribed to his publication it was going to tell me exactly what I needed to know, right up front, and it wasn't going to tell me anything I didn't need to know, or tell me something in a way that made me fight to get to the information I wanted out of it.

So I started thinking, why do all those other subscription marketers seem so interested in wasting my time? Why do they cheat themselves out of getting full (or perhaps any) value out of the great you will get sales copy that they craft?-- because when I start reading an offer and don't see such basic info right away I skip over everything else until I reach that point where the info I'm looking for is, which is usually hidden at the end. In essence, you've made me DELETE the meat of your marketing message.

It was a lesson well and deeply learned by me, and all the marketing materials I create for Boxoffice Magazine and for Boxoffice Online from that Seybold Moment of realization on are sure to feature exactly that bold cut-the-crap stroke, right at the top.”

Kim Williamson, Editor-in-Chief  
 Boxoffice Magazine/Boxoffice Online,  
[kimw@boxoffice.com](mailto:kimw@boxoffice.com)

**478** “Top search engine positions should be included in online media kits. If a website can boast a top ranking for popular keywords within their industry it can give their media kit a competitive advantage in a saturated, buyers market. Present advertisers with a stronger value proposition by including your top search engine rankings.”

Clay Fisher, Marketing & Technical Director  
 Engineerush - Search Engine Marketing Firm,  
[www.engineerush.com](http://www.engineerush.com)

**479** “What I Learned from the Summer of 2002.....

In tough times as always continue to; Under Promise and Over Deliver.

Be clear how you will be paid.

Know what works on your site and be the champion of that market share. We had a lot of success. A huge success for us was helping Companies that need to recruit for the same title nationwide across our network; Insurance or Financial Planners, etc.

Make sure people know who you are and what you can do for them...honestly and directly.

Help your bosses to be Flexible so you can sell deals.”

Scott Brewitt, Senior Advertising Sales Manager  
[Salary.com](http://Salary.com), [www.salary.com](http://www.salary.com)

**480** “Good faith. Both sides have to commit something to the equation. But the company selling an ad service like search engine rankings or email distribution needs to run a test and spend some of its own money on the front end to establish a metric. Otherwise, the service provider's guarantees of performance are empty promises. The product provider should provide a higher commission during the test phase to compensate the service provider for having to prove his/her service. But if the service provider asks for the \$500 or \$1,000 deposit for a setup fee or other service fee and is unwilling to do a test without the setup fee, I think you should be skeptical. Theoretically, the product provider would have to lay out \$50,000 to try 50 different service providers only to find that 1 or 2

have legitimately useful traffic. Why should he be out \$48k to the other service providers. Their business is providing the service and they should not expect you to pay to test their success rate. Let them pay for it upfront out of their own pocket and let them have the opportunity (with a higher commission rate) to get their money back based on performance. If their promises match their integrity the service provider will do the deal.”

Jason Ciment, CEO  
MagMall.com, [www.magmall.com](http://www.magmall.com)

**481** “Over the past year I've learned a valuable lesson: what I do gets far better results than what I think about doing. (I'm sure that seems obvious to everyone else, but I'm a little slower than many of my colleagues!) I'm always coming up with great ideas that will boost our marketing, but too often I'd let those plans be back-burnered because of some urgent need. This year we took those ideas, formalized them into a very structured plan, and worked the plan. The result: a 25% increase in our subscriber base in a single year. I think I've learned my lesson: we are already starting work on implementing our plan for 2003!”

Michael Duduit, CEO  
American Ministry Resources LLC,  
<http://www.preaching.com>

**482** “On one of our website channels, BuildingChurchLeaders.com, we discovered that offering a free usable and practical download does generate a larger than expected amount of traffic and repeat downloads. We're able to let customers see a sample of our downloadable products at no charge, and in turn, the products speak for themselves. If customers find them helpful, they come back to purchase with confidence since they know what they're getting.

We can also promote the free download at conferences, in magazines, and other mediums to drive more traffic. Who says you can't get anything for free anymore?”

Cory Whitehead, Resources Marketing Coordinator  
Christianity Today International,  
[www.BuildingChurchLeaders.com](http://www.BuildingChurchLeaders.com)

**483** “1. Expect your audience to NOT do what you expect them to do.

2. Don't overestimate the audience's interest or understanding of your marketing message.

3. Know your customer's budget planning cycles and make sure you have your marketing collateral in their hands PRIOR to their planning process.

4. Even if you have a great product or service, don't expect to be successful in your sales and marketing efforts when you have NO budget!

I apologize that my contributions all seem to appear negative...but I've been beating my head against the wall in the online content business since 1999 and I'm growing weary...”

John Halliburton, Wearer of ALL Hats  
N2Performance.com, <http://www.n2performance.com>

**484** “I've learned that giving away content increases sales of workshops, consulting, and, yes, even print versions of the same content.”

Jonathan Price, CEO  
The Communication Circle,  
<http://www.webwritingthatworks.com>

**485** “Never give up.”

Larry Genkin, CEO  
Larstan Business Reports, [www.larstan.com](http://www.larstan.com)

**486** “The most useful lesson I learned this year is that I should never assume that any self-reported list of information describing our customers is error-free.

We have a paid subscription for professionals that comes with a \$50 per year price tag and a weekly newsletter. The newsletter alerts members to new items they can use that week.

I think we all assumed that because this is a paid service, people would obviously remember to change their personal information when necessary (especially credit card info and email addresses) . Not so.

Not only are a significant number of our members' credit cards expired before their trial period is even up, we were losing at least 3% of our members through email address attrition every year. So, if we want to hang onto these people as customers we

have to work on scrubbing our data both up-front (when processing new credit cards make sure they won't expire before they get charged at the end of the trial period) and throughout the membership period.

After creating new post-processing tests for credit cards and email addresses our growth rate has come off a one-year plateau and is now nicely positive once again!"

Rich Tatum, Web Site Manager  
Christianity Today International,  
<http://ChristianityToday.com/>

**487** "The biggest and most profitable lesson I've learned this year is to have an intelligent person telephone expires. We've been getting excellent results, including the predictable but still always surprising, I just forgot to renew, this after six notices.

I am fortunate to have the former executive director of the Newsletter Association call my audience of newsletter editors and publishers. He can engage them as no ordinary telemarketer can. And when they balk because of tough times, he counters, Hell, look at me, I'm making telemarketing calls."

Paul Swift, Editor-Publisher  
The Newsletter on Newsletters, [www.newsletterbiz.com](http://www.newsletterbiz.com)

**488** "This year taught us to be smart about how we spend our money, look for cost efficiencies and ask the right questions on every project. And we stay close to our customers so we know when their needs change, and know what keeps them up at night. That way we can help them solve their problems."

Glenn L. Laudenslager IV, Group Marketing Manager  
PRIMEDIA Business Magazines & Media,  
[www.primeidiabusiness.com](http://www.primeidiabusiness.com)

**489** "I am continually amazed at the effectiveness of engaging readers through the use of personal introductory paragraphs in my newsletters ([savvygardener.com](http://savvygardener.com), [focusonflow.com](http://focusonflow.com)). Even the readers of my BtoB NL regularly click through on links placed in personal intros. This should be obvious but it isn't."

Kevin Marsh, VP  
[Savvygardener.com](http://Savvygardener.com), Marsh-McBirney, Inc,

[www.savvygardener.com](http://www.savvygardener.com), [www.marsh-mcBirney.com](http://www.marsh-mcBirney.com)

**490** "It's a lesson, we have to admit re-learning every now and then, even to our embarrassment: the more client contact made, the better the sales volume. Our ad sales were sluggish until we recommitted ourselves to seeing more people back in June. Call reports and more detailed client contact information helped both the reps and management. By August things began to roll. October through today we have a string of goals achieved to be proud of (and get paid for)! No staff turnover, just focused effort. No wild discounts. In reality, more clients are on contracts and rate card rates than ever before. The first half of the year, our reps would have told you how bad the economy was. Now they can't remember when its been this good. It's so simple, I hate to admit I missed it for so long."

Vince Saputo, Director of Sales  
The Fauquier Citizen (newspaper), [www.citizenet.com](http://www.citizenet.com)

**491** "Let's make no mistake, for many in the magazine community 2002 has been tough. A shaky US market felt the full blow of the advertising slump and last year's terrorist attacks; social, political and economic disasters have resonated throughout Latin America; the world's biggest sporting event was not enough to rescue Japan's sliding economy; and much of the remaining atlas has lived under the shadow of quasi global recession.

Of course the cumulative effects of these, and other negative factors, have had an impact on our international community. Converging media giants have faltered and many cross-border publishers have followed a strategy of consolidation. Business-to-business magazines have been hit particularly hard by falling ad revenues and staff-cuts have been prevalent. A 'back-to-basics' mantra has echoed throughout Europe and America, and publishers have regrouped and refocused on 'core activities'. However, even in the hardest hit markets the industry has responded well.

Many company reports for the quarter ending 30 September indicate reasonable short-term success and signs for long-term optimism for those pursuing cost-cutting initiatives. Circulation figures, which still make up the bulk of revenues for the majority of

publishing countries – including 11 of the world's largest 15 – remain stable, and national readership figures show magazines continue to extend their reach the world over, often carving out new niche audiences in the process.

Meanwhile, the b2b sector is finding pockets of growth in the younger markets of Central and Eastern Europe, measured success in Asia, and stability in Scandinavia. Studies from around the world this year highlight that decision-makers continue to view b2b magazines as, quite simply, the vital investment. And although fall-out from the dotcom bubble is still reflected in comparative ad figures, the new medium has turned out to be a welcome friend, providing a successful secondary subscription service for the industry.

Also, let's remember not all global markets contracted this year. In the five largest regions in Asia-Pacific for example, excluding Japan, magazine advertising is expected to report average growth of 5.4% for 2002. And as free-market principles develop around the world the promise of new opportunities are very real. This year has seen significant regions, including Brazil and India, open the doors to foreign investment. While China, the world's most populous country, third largest land mass and – since the start of 2002 – the tenth largest ad market, continues to undergo media reform, and encouraged heavy magazine investment.

So what's next? In October, Magazine Publishers of America unveiled a new logo incorporating the letters 'MPA' on a turning page. The connotations for this emblem are apt, as the industry is indeed preparing to embark on a new chapter. PricewaterhouseCoopers, in its Media Outlook 2002-2006 report forecasts the long-term media future as being "highly digitalised in which niche and customised content are the norm." Once new business models are in place, this is certainly a future where magazines should feel at home.

Yes, 2002 has been a testing year for much of the magazine world. Yet as the year draws to a close, magazines remain, if not the perfect picture of health, then certainly an image of resilient well-

being."

Arif Durrani, Editor

FIPP - Magazine World, [www.magazineworld.org](http://www.magazineworld.org)

**492** "I am hesitant to reveal my biggest lessons learned due to the amount of blood and sweat spilled learning them. However getting past that here we go:

1. E-mail is the killer app of the Internet
2. Newsletters are the killer app of E-mail
3. Relevancy to the reader trumps permission (i.e. you can send hunters hunting info successfully even if the permission level is low, whereas no matter what you send to double confirmed subscribers, if its off topic it gets ignored.
4. Spam issues seem worse to us who are in the industry. Believe it or not regular people out in the world are not that bothered by it - just a vocal few.
5. You cannot count on pass around to build sales or a subscriber base. It's just not enough.
6. There is no long term direct response business online for general products (non-niche).
7. E-mail is better when used in combination with other media - telemarketing is particularly effective. Use e-mail to find prospects, then use the phone or other contact device to close them.
8. Don't try to do too much with e-mail or the web. They are just pieces of the marketing puzzle.
9. The only value a newsletter has is its bond with its readers. Once that bond is built it can then be used sparingly to drive other initiatives. Abuse of the bond makes it evaporate.
10. Always listen to the Marketing Sherpa so I don't have to learn all my lessons the hard way!"

John Nesbit, VP Business Development

PENN Media, <http://www.pennmedia.com>

**493** "This year I was amazed at how resistant to change many advertisers are. Why marketers are still spending heavily on print and avoiding e-mail

publications is beyond me! Upon completion of an e-mail newsletter campaign you can have a list of sales leads ready to be closed. The biggest reason I get for sticking to print: We always have done it that way.”

Jason Nelson, Sales Manager  
FierceMarkets.com,  
<http://www.fiercemarkets.com/advertise/publications.htm>

**494** “The one most important lesson I learned this year is that my content, the content I create everyday, can be repurposed a thousand different ways. Previous I thought it could only be repurposed maybe three or four ways, but no more! Articles can be chapters of an ebook; one or more chapters of an ebook can become a 'special report'; special reports can become an 'e-course'; an e-course, articles, special reports and e-courses can become the content base for a subscription web site; written content can be enhanced with images, animation to create multimedia CD-rom and DVD products, etc...and much more. There are more ways to re-use existing content than I ever thought possible.”

David Vallieres, Editor and Publisher  
InfoProductLab, <http://www.infoproductlab.com>

**495** “I've learned if your product's content is good enough, people will pay for it. Just find where you can create and capture the most value, and go for it. You'll be pleasantly surprised!”

Stephanie Bauer, Manager, Web Operations  
CTIA, [www.wow-com.com](http://www.wow-com.com)

**496** “We started by making plenty of mistakes on our own. Then we read, we asked questions, we talked to many of the contributing writers. Based upon this learning we set a path of our OWN! We continue to work with some of the contributing authors, and we know the path we are on is very solid and produces solid results.”

Bill Phelan, CEO  
OneMade/Collector Online, [www.collectoronline.com](http://www.collectoronline.com)

**497** “I have a content site that bombed in 2000 (ad model of course). The funny thing is we put up a relaunch page in August with a button to send an email if you want to know when we come back. Site traffic is 25-30,000 per month, no content. At our peak in 2000 we had 110,000 uniques with 4 million page views. So I'm reading your notices every week

about sourcing users for data and info (you know ask your customers), so I did. I sent out 1500 emails to folks who asked about when we were coming back, the results blew me away. I asked was would you pay a \$10 fee for a subscription to the site please reply Yes of No. I received over 400 replies (27%) Of those 270, 67% said Yes we would pay. I did this in late Oct. Now I'm trying to raise less than \$40,000 to relaunch. An investor backed out in Sept, that's why we put up the relaunch page in the first place, not to dupe people. So, what I've learned is to ask for emails and then ask them what they will do, simple, but you still have to do it.”

Tom,



## Part XX: Search Engine Marketing

**498** “The very best lesson I’ve learned in the last 3 months is that (in the travel industry) the internet is for the travel industry predominantly to be seen as a distribution tool before a communication tool to establish a name.

First and foremost make sure you are to be found almost everywhere (this will make sure you have a profound basis!!!!) before you are to create brand awareness. This will make the effect double (if not more) effective!!”

F.J. Brouwers, Online Marketeer  
Travel-Trex (Sun-Trex and other), [www.suntrex.nl](http://www.suntrex.nl)

**499** “The most useful lesson I learned this year was taking advantage of the power of pay-per-click search engines. This advertising venue is an ideal medium that enables you to target your intended audience by focusing on very specific key words. PPC search engines are generally quite affordable and give you specific reports that illustrate which of your keywords work best. Utilizing this method of online advertising has greatly increased our sales leads and the number of new accounts that sign up for our service; in addition, the average new customer gained is of a higher caliber and is willing to spend more in order to receive highly reliable service and customer support.”

Beth Sullivan, Marketing Director  
Adhost Internet, <http://adhost.com>

**500** “Ethical search engine optimization standards often make things difficult when optimizing a site. Sometimes it requires a sizable investment on the part of our client. But it is a great feeling when you can show your client that their site is now performing much better than it was before, with no trickery or short term results that will disappear.”

Jeannette Kocsis, Manager  
Harte-Hanks, <http://www.targetyourtraffic.com>

**501** “Search Engine Optimisation. It is not rocket science but finding a reputable firm who won't try to bamboozle you is like trying to find a plumber in London. Every site is different (ours is built in

frames and contains multiple index pages) and therefore needs individual attention. Whilst the solution developed for our site was not elegant due to the above constraints, it has been effective and was very good value for money.

I was always a little skeptical about carrying out SEO but following my recent experience I am an advocate - so long as it carried out appropriately. The company I used can be found at [www.dmcc.net](http://www.dmcc.net)”

Gavin, Web Wunderkid  
Toys R Us, [www.toysrus.co.uk](http://www.toysrus.co.uk)

**502** “Don't make assumptions about marketing vehicles - you could be missing out. Because we have vast insider experience working with the larger PPC engines, we assumed that our client's click through and conversion rates on smaller engines would be far less based on the quality of the traffic and the limited amount. We quickly discovered that different clients had vastly different experiences, depending on their product, website, keywords etc.

In some cases their campaign performed significantly better on the smaller engines, where the market was not as competitive for their keywords, and in other cases it was similar to the bigger guys or a little worse. It really reaffirmed our view that clients' needs must be addressed individually and every possible advertising venue should be explored. Don't write something off just because it hasn't worked for one website, do as many tests as you can across multiple markets. Also, don't believe everything you hear!”

Mary O'Brien, Partner  
TrafficMentor, Inc., [www.trafficmentorseo.com](http://www.trafficmentorseo.com)

**503** “As a Director of Technology, in 2002 I was surprised to learn just how valuable it can be to plan and execute an effective search engine marketing (SEM) campaign.

It truly does makes the difference that sets you apart from your competitors. If you can identify the best target keywords for your site, and then concurrently

run a search engine optimization campaign along with a pay-per-click campaign, and track the results, too, you simply cannot go wrong.

But, that's just the beginning of a journey that will lead you to an ongoing mission of improving your site, armed with the data gathered from your SEM campaign. Success is waiting for you if you can find the time and patience (and budget) to nurture your site's online marketing efforts."

Cory Kleinschmidt, Director of Technology  
Siteopedia.com, <http://www.siteopedia.com>

**504** "Optimize, optimize, optimize. Find a search engine optimizer who knows their stuff and turn them loose. It will pay off!"

Janet Gray, Owner  
Two Roads Fitness, <http://www.tworoadsfitness.com>

**505** "Nothing, but nothing, gets you to the top of the search engines more effectively than plenty of regularly updated, meaty copy!"

Stephen Bell, Marketing Manager  
Elcom Systems Ltd., <http://uk.elcom.com>

**506** "This year was my first year in business and I was told by many companies that they could get my site listed on Google for \$1K to \$10K if I enlisted their services.

Instead of shelling out money we did not have, we used one of the articles sent by MarketingSherpa - I think it was called 8 ways to improve your website ranking.

Once we implemented the tips provided, our site came up as #1 in our category. How do we know? Hyatt's regional catering division called us up to offer their services because we were #1 when they did a Google search! And it did not cost us anything!"

Radhika Murari, President  
The Perfect Circles Inc., <http://www.theperfectcircles.com/>

**507** "The best things in life are those that are the simplest, but they are also the most easily overlooked. When we planned a keyword campaign on Google and Overture, we came up with a long list of words that were related to our niche business, a subscription-based daily report on Italian politics

and current affairs in English. After a couple of months we realized that the most obvious combination of keywords (Italian politics, Italian news) drew by far the highest percentage of traffic from those search engines: between eight to ten times as much as the other creative keywords. The lesson we learned was: Keep it as simple as possible.

As the Italians say, Talk the way you eat and you'll get your point across much faster."

Caren Davidkhanian, Editor and Publisher  
The Italian Press Digest,  
[www.italianpressdigest.com/homepage.html?source=sherpa](http://www.italianpressdigest.com/homepage.html?source=sherpa)

**508** "When optimising a web site, the same sort of work and hours could yield up to 20 times more clicks based on the industry and the ever growing online demand!"

John Bolakis, CEO  
BMCOptimise, <http://www.bmcoptimise.com.au>

**509** "Stepping into the shoes of an SEO has been difficult.

The wealth of information available out there has our team under constant watch for changes and developments that seem to happen almost daily.

My lesson learned in the last 12 months, has been keep on keeping on, putting my ear to the track, stay above board in all matters and not be afraid to change."

David Hallmark, SEO Coordinator  
CrystalVision web Site Design & Internet Services,  
<http://www.cvwpa.com/>

**510** "In dealing with search engines, it's all about relevancy.

Don't try to fool the search engines, just try your best to clearly establish what it is your site is relevant to.

If you're selling Chevrolettes, make sure you don't get listed under African antelopes (Impalas)"

Robert J Hustwit, Founder & CEO  
Platinum Web Site Services, [www.platinumservices.com](http://www.platinumservices.com)

**511** "Reaching prospective customers is a huge challenge for our company since we provide very

niche information management services for the Plastics Industry. Early 4th quarter, we decided to take a close look and implement Pay-for-Performance campaigns utilizing online keyword sponsorships with Google and Overture. It's only been two months and we're starting to see significant success. Is this a way of the future for online marketing? It looks like it's catching on quickly in both B2B and B2C marketing."

Nathan Potter, Marketing Manager  
IDES - One Source. Plastics Data., <http://www.ides.com>

**512** "The biggest Internet marketing lesson I learned in 2002 was about deep linking combined with the use of what I call secondary keywords, especially when trying to maximize your return on pay-per-click services like Overture, Kanoodle and FindWhat. Keywords like point of sale or guitar (primary keywords) are quite costly to bid on effectively, especially in Overture. However, if you focus in on what your client is doing more specifically (pharmacy point of sale or used bass guitars), the cost per click is lower, and you get more focused traffic from people who are more likely to act on your site. As well, making sure to link to pages that deal with these keywords increases conversion. For example, for pharmacy pos don't link to your homepage if you deal in more than one retail sector, but link directly to your pharmacy page. This creates a double-whammy effect, and dramatically increases your conversion rate. You will also have less competition for these secondary keywords on non-paid sites like Google."

Ken Munro, Owner  
Main Sail Productions, <http://www.mainsail.ca/>

**513** "I learned that the more upfront work you put into designing your web site will cause you to be successful beyond belief. I used a site called WordTracker, and carefully crafted our web site copy using words that the search engines would find. The difference was astounding. We went from less than 500 hits per year to an average of 2500 hits per month--from all over the world. And, we consistently show up on the top 10 lists of the largest search engines--I never expected this!

Right now I'm in the process of updating our website, and you can be sure that I'm not writing a

word without updating my keywords. It was definitely worth ALL the time I put in!"

Lynn Wheatcraft, Director of Marketing  
Bright Side, Inc., [www.bright-side.com](http://www.bright-side.com)

**514** "When using Overture's pay-for-placement service, always research keyword terms using their keyword suggestion tool before bidding on keyword phrases. This will save you time, money, and generate targeted traffic to your Web site."

Matthew Shehorn, Search Engine Marketing Specialist  
The MasterLink Group, Inc., <http://www.masterlink.com>

**515** "Search engines are designed for searchers not submitters"

Robert Fleming, President  
eMarketing Association,  
<http://www.emarketingassociation.com/>

**516** "Google Is The GOD of Internet Marketing! If you are not ranking in Google then you are not doing your job."

Anon,

**517** "The most valuable lesson I learned this year is the value of getting free publicity or exposure. By submitting my articles to various submission sites, my placement in search engines has increased and thus my visibility to my target market. Can't beat that!"

Janice D. Byer, MVA, Virtual Assistant, Web Designer & Owner  
Docu-Type Administrative & Web Design Services,  
<http://www.docutype.net>

**518** "The most important thing I learned this year was:

Sponsored Links (like espotting and overture) or adwords at google are much cheaper than banner advertising and generate much more traffic!

For example: adwords (at google) brought from December 1st until today, December 18<sup>th</sup>, 1.557 visitors at my customers web-site. At the same time a full-size-banner at yahoo brought only 32 visitors. The prices: yahoo about 400 Euro, adwords about 260 Euro... that is 140 Euro less, but almost 50 times more visitors!

I hope this helps somebody. If you need help contact

me. So far I have customers in Austria, Canada and Germany. The good thing with the internet is: you can do everything from everywhere, and I'd like some new customers from all over the world."

Wolfgang M. Bauer, Manager & Co-owner  
abcEDV GmbH, <http://www.abcedv.at>

**519** "With search engine optimization (SEO) and high page rankings becoming even more critical than ever, it's very important to exercise caution when selecting and utilizing a SEO firm. Unfortunately, we were black listed on Google for a number of months in 2002 because a firm we hired used unacceptable techniques to drive page rankings. All is well now, but we're smarter and much more cautious regarding our SEO partners, and plan to focus a lot more on SEO issues internally this year to stay educated."

Bill Gould, Director of Marketing  
Informative Graphics, [www.infograph.com](http://www.infograph.com)

**520** "Its hard to think of just one lesson learned (or re-learned) in 2002 so, I'll mention a few, and you can choose.

1) Set BOTH goals and objectives for every campaign AND put in place a way of measuring based on the objectives, because you can't optimize a campaign if you don't know EXACTLY what you really want to have happen.

2) Landing pages make a huge difference. When you are spending large media dollars every month, and you could have doubled your conversion by testing different landing pages, you are missing a huge opportunity to drive your business forward. This is true not just for catalog/e-tail merchants, but also B-To-B marketers.

3) When doing search marketing, go broad meaning your campaign should, at least initially, include all the reputable search engine traffic sources, and your keyword/key phrase list should be as broad as possible. By going broad, you can capture the value in some of the lower traffic keywords that are highly targeted, convert well and also may have low CPCs.

4) Brands have a definite measurable advantage in both organic SEO and PPC search marketing SEM.

They get higher organic position due to their online PR and visibility, and they also have advantages within the paid search because as a percentage of search impressions, branded ads are more likely to get clicked on. Higher CTRs are rewarded in the Google adwords system and to some extent within the Overture systems as well (due to the clickindex)."

Kevin Lee, CEO  
Did-it.com, <http://www.did-it.com>

## Part XXI: Market Research

**521** “Think you know your target customers?

Don't assume you do, even if you have worked with them for years. Spend the time and money and test, test, test. Human reactions are unpredictable-ideas and attitudes change quickly, so that clever headline you thought would rock, may sink to the bottom of the sea of deleted email and direct mail. So test clever, direct, orange, blue, electronic and postal-test before you leap.”

Anna Melillo, Cozmic Marketing Warrior  
Consultant to Charles Schwab

**522** “It may be marketing 101, but remind yourself to get customer feedback early on and keep on asking for it all along the way. Whether you produce an e-newsletter and think making it fancy/ad-supported might be fun or have decided to change the palette on your web site because you just know your customers will respond to skin tones online (!), it's amazing how fast a marketing effort can become marketing-team-agenda centric and lose touch with just the consumers it is supposed to reach.”

Andrea Learned, President  
ReachWomen LLC, [www.reachwomen.com](http://www.reachwomen.com)

**523** “Overwhelmingly approved by the client and adored by the creative team, a branding campaign was ready to roll.

Before launching, we ran good old-fashioned focus groups to test the messaging with consumers. The feedback was surprising. People had an unanticipated negative reaction to one word in the headline, brought on by recent events in the economy and political campaigning.

After reviewing the focus group results, we dropped the main headline and shifted the direction of the messaging. Though a slight shift, the results made quite a positive impact.

Lesson Learned: Technology is a wonderful thing, but people are still people and one-on-one interaction with the consumer is still the best testing

tool.”

Raeann Van Arsdall, Account Executive  
Edge Design and Advertising, [www.netroedge.com](http://www.netroedge.com)

**524** “These 3 aren't new or just learned. But they are important enough to be stated again.

First, know that the message is key. This is sometimes hard to remember when faced with beautiful art from designers, but if the message gets lost in the art, if the graphics don't support the message, begin again.

Second, research. This is done far too infrequently. So many mistakes would never have happened if the research had been done. Not to mention resources best utilized.

Finally, build in project time to put it aside for a day once it's completed and then look at it with a fresh eye.

One more thought - enjoy your work. This is a great business!”

Anita Daniel, Marketing Consultant  
Market Insight, [Market-Consultants.com](http://Market-Consultants.com)

**525** “Always ensure that communications you send out employ closed loop interactions. Take advantage of the fact that technology today allows for greater interactions with our customers. Only through touching our customers can we know them better, and even gain insights about them. Otherwise, we're just throwing darts blindly, not knowing if what we send out actually hits the mark.”

Paul Khoo, Partner  
PeopleWorkz SG, [www.peopleworkz.net](http://www.peopleworkz.net)

**526** “Listen to the customer or the customer's customer. They already have the answer or at least a signpost... a marketer simply has to interpret the information. Keep it simple. Don't lose sight of common sense and logic - don't make it a complex issue just because you recently read the latest 'guru book'. Remember - for marketing to be taken seriously as a strategic steering mechanism it has to



be understood by business people - marketing needs to be marketed!

My favorite quote heard was about marketing was - It's not rocket science - simply plasma physics!"

Denis Baddeley, Marketeer and Entrepreneur  
www.somervillebaddeley.com

**527** "The people with intimate knowledge of the product/service are not qualified to be the marketers. They are too focused on what they know of the product and not how it is perceived by the customer."

Brandy Toth, Marketing Executive  
AMMA Corporation, www.ammacorp.com

**528** "K Position is due to release four software applications for the search engine marketing industry and found the forums to be a great source of information. We've been able to understand the main issues faced by our target market, right from the horses mouth, to help us to develop our software in line with their needs. When someone complains that our competitors software does X we've been able to make sure we do Y - giving us some great USP's.

Obviously in the future people will start talking about our software on the forums. As a customer-focused company developing a strong reputation for innovation we intend to utilise - even any negative comments - to our advantage by making improvements and updating features.

Don't underestimate the power of forums they are an essential insight into your potential customers competitors and form an important aspect of the marketing mix."

Kathryn Hill, Marketing & Operations Manager  
K Position Ltd, www.kposition.co.uk

**529** "Whether you are refreshing your brand or creating a new one, the value of research can not be overstated. In at least 5 projects this year, our clients have been shocked at the difference between their own perceptions and the truth. What is the truth? well the truth is what your customers and the general market really think of you and your brand, rather than your guess at what the market thinks.

Who we are, is not who we think we are in our heads, who we are, is how we are perceived by others in the real world. This can be applied exactly to a brand and positioning for any company. Do your research, it's worth it!"

Jane Toohey, Director  
Marketing Angels, www.marketingangels.com.au

**530** "What has been the most useful lesson learnt? Listen to the bloody client and listen to their needs!

The average client are self serving ... service that need!

My basic problem was telling the client what I know and NOT listening to what the client WANTED to know.

All my client contacts are via direct input. They wish to either see or hear an answer to their questions ... Not a long winded pontification or education on a business capability. The short story? My son (aged 8) asked the question that all fathers (nearly) always dread Dad where did I come from? So Dear Old Dad told him; as his eyes got bigger ... so I was carried away with my own eloquence. At the end of the ramble he asked Shit Dad that was COOL but Kevin said he came from Sydney ... where did I come from?

Listen what the client wants to know not what you want him to know."

Ronald Martin, The Main Mongrel  
MineTours ..., rm.martin@bigpond.com

**531** "My taste in adult media is not necessarily my customers' taste in adult media. Give the people what they want, not what you think they should want."

Jay A. Schaefer, Online Marketing Manager  
Game Link, Inc., www.gamelink.com

**532** "Stop talking and listen to your clients. If you take the time to listen you will find a way to far exceed their expectations. You have two ears and one mouth - try to use them that way."

Larry Bailin, CEO  
Single Throw, Inc., www.SingleThrow.com

**533** "Research (A hard lesson)

Early this year, I lost a heap of hard earned money because I was so excited about my software idea I convinced myself that research was a waste of time and resources.

When we finally offered the product to potential customers the message was clear my excitement wasn't shared. In hind site, some well-placed research would have saved my business both time and money."

Stephen Plowright, Director of Sales and Marketing  
WordsRU.com, [www.wordsru.com](http://www.wordsru.com)

**534** "He who talks the most, has the least."

Felena Taylor, Director of Marketing  
Infogate, [www.infogate.com](http://www.infogate.com)

**535** "Here is the lesson I have learned and re-learn: Listen to Learn. Learn to Listen.

FYI: When I truly Listen I truly Learn. It is hard. I want to be heard and I want to show what I know. But when I open myself to listen I learn and that equips me to take whatever the next steps are. Simple."

Dan Denton, Director of Development  
Bethel Seminary San Diego, [www.Bethel.edu](http://www.Bethel.edu)

**536** "The most fascinating thing that I learned was how people's experiences with our product differs even though they have the same products."

Hedge Stahm, Marketing Specialist  
Physician Micro Systems, Inc, [www.pmsi.com](http://www.pmsi.com)

**537** "Our biggest lesson learned this year:

We have always know that the US Federal Government collects and processes more data and information than anyone else in the history of human kind, regardless of the subject. However, the role it plays in effectively disseminating this information can be improved.

We wanted to expand our resources and resorted to a variety of local government agencies from different states, all dealing within our area of specialty. To our surprise, it turned out that these state and local government agencies, particularly

from California, Texas and Florida, represent an even greater wealth of specific information than the Federal Government does. Furthermore, their bureaucrats are more willing to provide you with the assistance you need, especially if you are a small firm like ours.

Many small companies are ignoring the incredible wealth of information that's available from their own local and state government agencies. This information, if researched, collected, processed and presented properly, can be a value-added element to any marketing campaign, thus representing a tremendous savings in time, money and effort.

More and more local and state government agencies are investing in developing sophisticated web sites, making their information available in ways never seen before. So if your are in Advertising, Marketing, Promotions, Public Relations or Sales, never ignore the vast information resources available to you at your local and state government agency."

Carlos Ayala, Owner  
Overweight Teen Solutions, <http://www.Overweight-Teen-Solutions.com>

**538** "You don't have to make decisions in a vacuum because you don't have a big research budget. Just pick up the phone, call 20 of your client's customers, and ask them what they think. This will give you a much better shot at pleasing the customer than relying entirely on what you assume they want."

Paul Kowal, President  
Kowal Associates, Inc., [www.kowalassociates.com](http://www.kowalassociates.com)

**539** "If you want to be successful, focus on finding the simplest ways to meet what your customers want, not on what your business wants [from your customers]. That will come later."

Dave Texidor, Customer Experience Designer  
Insight, [www.insight.com](http://www.insight.com)

**540** "Don't listen to the CEO, he's not close enough to the client"

Keith Agombar,

**541** "Always remember: You are not the target.

Insight about your target is possibly the most valuable component to a campaign's success. Who knew a paper weight with a chip embedded into it could out-perform the chance to win a PC - the target knew."

Vanessa Lim, Media Planner  
Tocquigny Advertising, Interactive + Marketing,  
[www.tocquigny.com](http://www.tocquigny.com)

**542** "During times of economic uncertainty, many companies cut back on their marketing efforts. Uncertainty leads them to a fear of failure. Yet, some marketers have wisely chosen to invest in marketing research and testing of brand initiatives. A strategic investment in marketing research not only reduces uncertainty, but also shows marketers how best to allocate future marketing budgets. This provides a powerful competitive advantage."

Mitch McCasland, Founder, Director of Brand Strategy & Research  
Brand Inquiry Partners, [www.brandinquiry.com](http://www.brandinquiry.com)

**543** "Prospective buyers will volunteer a surprising amount of personal information about themselves, their buying intentions & budget, their likes and dislikes, etc. in exchange for small trinkets such as T-shirts!"

Katherine Hutchison, VP, Marketing  
ClearCommerce Corporation, [www.clearcommerce.com](http://www.clearcommerce.com)

**544** "In tough economic times, like those of 2002, creative and funky sales tactics work less and less (however, thought to work more and more). The most important and proven two tactics I've used are ones that bring it all back to sales 101 and which are very often overlooked..... 1) asking lots of (the right) questions and 2) listening (not just hearing) the answers."

Noah Balanoff, Business Development Manager  
Straightline, [www.slinyc.com](http://www.slinyc.com)

**545** "If you'll excuse the language, my lesson learned is that:

The cream may rise to the top, but shit also floats.

Whether in marketing or life, dig deeper and research the truth behind any claim before you dive in. Sometimes that little extra effort can save you from floating for the wrong reasons."

Jeffrey K. Rohrs, Senior Digital Marketing Strategist  
Optiem, [www.optiem.com](http://www.optiem.com)

**546** "I know - or thought I knew - a fair amount about web-based marketing. While it's often "more art than science," there is a fair amount of excellent research available to anyone seeking it -- some at cost, some not. Astute readers will know this already, but I've learned via an expensive mistake that it's dangerous [at the very least] to assign any inherent credibility to marketing research data - regardless of source, purported applicability, or whatever. Advice? Look at every bit of research data with the eye of a ruthless skeptic. This just may help avoid the trap of giving only "casual assessment" to the worth and applicability of the data you're reviewing."

Phil L. Beukema, President  
Corporate Apparel Unlimited, LLC,  
[www.CAUnlimited.com](http://www.CAUnlimited.com)

**547** "With all of the customers abandoning electric deregulation throughout the nation, it has become painfully clear that simply because deregulation works in one utility environment (telecommunications), it does not follow that customer choice will be successful in all utility environments. Evaluating the needs of the customer and determining the structure that best suits those needs should still be tantamount in designing market offerings."

William G. Jackson Jr., Director of Sales, Marketing & Economic Development  
Long Island Power Authority, [www.lipower.org](http://www.lipower.org)

**548** "My greatest lesson learned in 2002 was that people who feel connected to you will rush to be of help to you. Surveys embedded in the newsletter I published reached their response cap in less than 5 hours -- without incentives. Several hundred emailed to let me know they had attempted to complete the survey but it was already closed. I was both honored and humbled by their enthusiasm and support."

Faith Kuczaj, The Creative Resource Maven  
[creativeresourcemaven@yahoo.com](mailto:creativeresourcemaven@yahoo.com),

## Part XXII: Partnerships & Affiliates

**549** “As a so-called ‘expert’ in the affiliate marketing arena, this past year has been highlighted by my revelation that, with a few exceptions, merchants must accept that their affiliate channels should be comprised of a small number of closely held ‘partnerships’. This means the days of running affiliate programs with thousands of members, administered through solution providers who take their cut for doing virtually nothing, are over.”

Jim Gribble, Managing Director  
LinkProfits, [www.linkprofits.com](http://www.linkprofits.com)

**550** “In the process of launching a new company this year, I once again learned about the incredible power of partnering.

Present a true win-win cross-promotional concept to a potential partner and you'll be amazed at what you can accomplish. Even a start-up can forge valuable alliances with major players if it confidently presents the right offer to a key decision maker.

This is all the more true during challenging economic times when resources are tight. In many cases, no money needs to change hands to forge a cross-promotional partnership that yields significant value for both partners.”

David Hessekiel, President  
Cause Marketing Forum, Inc.,  
[www.causemarketingforum.com](http://www.causemarketingforum.com)

**551** “I learned that you can do something for an affiliate that costs you and is good for him now but in the long run pays off more for you in the future. The result for the affiliate was to drive their site stats above the million mark. In the long end our we are still enjoying the benefit through loyalty and exchange of the affiliate. As we made them stronger, their loyalty and exchange made them a greater source of support to us. More than this they openly credited us with their success; this has led to positioning us as a leader in the area and has brought prestige, and additional traffic. I learned that thinking in the short term is important but thinking in the long term pays beyond expectation.”

Vaughn Trevisanut, Publisher  
Daily Peloton, [www.dailypeloton.com](http://www.dailypeloton.com)

**552** “Tough times call for creative solutions. With little budget and aggressive lead targets, I knew that traditional marketing tactics alone would fail. We needed to develop a cost effective, creative way to reach our target audience and deliver more qualified leads than ever. Affiliate Marketing was our answer. By securing a number of co-marketing agreements with select organizations in our target market, we reduced our marketing expenses by 50% and increased monthly qualified leads from 8% to 20%. Never again will I rely solely on traditional marketing tactics. I have learned that, regardless of the product or service, Affiliate Marketing Programs can achieve tremendous results. Affiliate Marketing will forever become the focal point of my marketing mix.”

Christine Sten, Director of Marketing  
Respond Inc., [www.respond-inc.com](http://www.respond-inc.com)

**553** “The most important marketing lesson I learned in 2002 has been the value of networking with similar online businesses. By establishing a personal, one-on-one relationship with these business owners, we were able to brainstorm the partnering methods most beneficial to both parties. Reciprocal linking, content sharing, newsletter ads, specific product linking and just informal cross promotion have resulted in a win-win relationship, with greatly increased targeted traffic for all. Most important to me: dealing with people instead of systems and processes has made marketing a lot more fun!”

Dan Eskelson, Owner  
Clearwater Landscapes, Inc.,  
<http://clearwaterlandscapes.com>

**554** “Make friends with everybody.”

David Johns, President  
Digital Content Solutions, [www.dicoso.com](http://www.dicoso.com)

**555** “I learned that if you want something, ask for it!

A consultant at our firm was asked to be the keynote

speaker at an industry function that would be attended by many of our prospects. Of course, we were thrilled with the invitation, but I wanted more. I called the Marketing Director for the event, thanked her for the invitation, and asked that since we were both targeting the same type of prospect, if she'd be willing to do some co-marketing. Not knowing what to expect, she agreed and gave me a full page ad in the event program, a link on their site, and a one time use of their prospect mailing list. In return we linked to their site, and did an e-mail announcement about the event to our clients and prospect list.

Now, our standard policy is that whenever we are invited to speak at an industry event we try to get the most marketing leverage possible by asking the organizer if they will help us to co-market."

Lisa King, Marketing Manager  
Medical Device Consultants, Inc., [www.mdc.com](http://www.mdc.com)



## Part XXIII: Customer Service & Customer Relations

**556** “Being the roller coaster year that 2002 was, I found that re-focusing on what is important, namely servicing existing customers, was the difference between a mediocre year and a growing year for my computer & Internet solutions business. Any and all businesses can benefit greatly when they spend some extra time on continuous cultivation of existing customer relationships - whether by spending a little time on the phone, sending a periodic e-mail, dropping by a good customer just to say Hi, or whatever. The bottom line is: in a weak economy it may not be the best time to go out and try to solicit new customers. However, it is a very GOOD time to re-visit with old ones and re-establish those relationships. Think REFERRALS. Small things mean a lot. When was the last time you sent a Thank You card to a new customer? How about a follow-up phone call or e-mail to make sure that everything is OK? These may seem like trivial things, but they cost almost nothing! However, they are invaluable to building a successful business, any business. Plus, almost no one does them! Stand out from your competition and watch your business grow - in a strong or weak economy. May 2003 be your best year yet!”

Peter J. Canavan, Consultant  
PJC Services, <http://www.pjcservices.com/>

**557** “As with life, relationships are about journeys. There is no one single, isolated moment that defines a relationship wholly or completely. Rather, it is a series of moments that build upon and encompass one another to create a binding experience. Relationships with your customers are no different. It is the sum of several moments that ensure customer loyalty.”

Mia, Director, Brand Valuation  
Interbrand, [www.interbrand.com](http://www.interbrand.com)

**558** “I’ve learned that customer relationships cannot be managed by software. Instead, software must be used to strategically “connect” customers to information they want, when they want it, in the format they desire. To do so, we have to start thinking outside the box and stop relying on IT to

solve our problems. Instead, we must leverage IT solutions that help us develop and mature customer relationships, focusing first on the most valuable customers. In addition, we must use IT solutions to assisting us in evaluating our efforts; to assure we are providing value to those we attempt to build lasting relationships with.”

Scott Abel, Content Management Strategist  
Nims Associates, Inc., [www.nims.net](http://www.nims.net)

**559** “The most useful lesson or execution Optiem experienced this year was launching the preferred customer “affinity” program for a global paint manufacturer. By integrating the incentive offers with the client’s point-of-sale systems (they distribute their product through company owned stores), the client has an exact ROI for their program. To date, the ROI has been hundreds of percent greater than the expense. Also adding to the success of our online marketing was offering permission-based (email) promotions at a time when the client was running television ads - thereby increasing open rates and clickthroughs.”

Thom Ruhe, President  
Optiem, [www.optiem.com](http://www.optiem.com)

**560** “A couple months ago, I grew increasingly frustrated explaining to an airline client what CRM is all about and why it should involve more than their current frequent flyer program.

Why should I give them more than they’re already getting? he asked.

I don’t think it’s about giving or getting, I replied. Just think of it as a program that has a level above the Golden Rule--a Platinum Rule.

His eyes brightened. I knew I was back in a language with which he identified.

The Golden Rule says (paraphrased) ‘Treat others the way YOU want to be treated.’ The Platinum Rule for your valued customers instead says ‘Treat others the way THEY want to be treated.’ I explained.

How do we do that? Read their minds? he smirked.

No. Just ask them., I responded.

I could see the light bulb come on."

Alan McClure, President  
Blue Water Consulting, Inc., [www.bluewatercrm.com](http://www.bluewatercrm.com)

**561** "You can't develop a positive customer relationship until you've first provided a positive customer experience."

Amy Roberson, Sr. Business Analyst  
Virtual Hold Technology, <http://www.virtualhold.com>

**562** "CRM starts at home. The best way to keep your customers happy is to keep your employees happy."

Roberto Arguero, Sr. Manager  
Technologists, Inc., [www.technologistsinc.com](http://www.technologistsinc.com)

**563** "The most useful lesson that I learned this year is during one of my marketing module, services marketing. Due to the requirement to complete an assignment relating to services marketing, my team mates and I learned how a F&B company function and how the small appreciative actions from management can affect the whole service level. From the company, I learned that excellent services do not come from the staff performing the services. External factors like customers, working environment, management policies and relationship between staff, especially the relationship between management and staff played an impact on the overall level of service provided. I was amazed by the management staff, whom could remember all the staffs' names and their personalities and these small part from the director actually created a family like environment that motivates staff to perform their roles better and most importantly, enjoyed working in the organization. Since that lesson, I learned to appreciate more towards service providing staff and I would like to take this opportunity to thank all the personnel that are providing services in that company for their excellent services rendered."

Magdeline Goh,  
Student,

**564** "A mentor of mine once stated all problems in business are people problems. My corollary to

that is all opportunities in business require building relationships. The lesson which the market drove home for us this year is that business success is built on solid relationships with your customers. For us 2002 was focused on maintaining and strengthening the relationships we had with existing clients. By gaining a greater share of customer, we've gained a greater share of the market, with a much smaller investment."

Kimball Norup, Vice President - Marketing  
Nelson Human Resource Solutions, [www.nelsonjobs.com](http://www.nelsonjobs.com)

**565** "It's a funny dichotomy. Businesses sometimes hesitate to stay in contact with their clients because they don't want to intrude on their privacy. On the other hand, clients feel businesses are obligated to keep them informed of changes and advancements in their specialty. As long as you have permission, it is always valuable to keep open communication with your clients."

Yvonne Robinson, Public Relations  
GotMarketing, [www.gotmarketing.com](http://www.gotmarketing.com)

**566** "My quote for the day

The old school business ethics will always remain. No matter how technical things become, businesses that practice excellent customer service, communication, and results will prosper.

Times have changed, business has advanced, opportunity has flourished..... all for those who believe in the bottom line, client loyalty, and results...

To each their own, I wish the best of luck to all, especially Canadians!"

Tara Blackburn, Owner  
Leading Edge Internet Marketing,  
[www.leadingedgeinternetmarketing.com](http://www.leadingedgeinternetmarketing.com)

**567** "One key lesson is to listen and learn from your customers no matter if is from their on or offline interactions with your brand."

Lynda Keeler, Vice President Interactive Services  
Sony Corporation of America, [www.sony.com](http://www.sony.com)

**568** "No doubt 2002 has been a tough year... all the more reason we invested in CRM deployment. We have worked 24/7 to protect customer loyalty.

By driving this priority, we have protected our firm against the downside; we have proven, to ourselves and our customers, our staying power and we are ready for the coming growth cycle. It's always easy to scale back when things get tough. We didn't. We invested in our CRM culture and our customers, and the ROI is solid. Bring on 2003!"

Phil Ruggieri, Managing Partner  
Bretton Woods Group,  
WWW.GLOBALSOFTWARESOURCE.COM

**569** "The old 'AIDA' model (Awareness, Interest, Desire, Action) is being replaced by 'RIDA' - a Relationship comes first. The relationship can be formed around a topic which is independent of the product or service being sold - a networking group, arts or charity work, or a newsgroup such as this one. But it is not initially a buyer/seller relationship; it is personal: a basis for creating trust, which leads to permission to make suggestions, which result in a purchase decision."

Chris Lynn, Partner  
Hillam Technology Partners, [www.hillamtech.com](http://www.hillamtech.com)

**570** "Lesson Learned: No matter what your service or product may be...

Always offer the BEST Service possible; Always offer Honesty & Sincerity; And, a touch of Good Humor wouldn't hurt. Can't guarantee that the above formula works, but if you feel good about how you are doing business, success usually follows."

Bobbi Glassel, Owner  
Bobbi Glassel & Associates, Building

**571** "In difficult times, people appreciate their friends more than ever, so building close business relationships has kept me ahead of faceless competition. This has worked especially well with ad. salespeople - staff cutbacks mean that they often work closely with editors, and many marketers still treat them like dirt!"

Liz Wilson, Marketing Manager  
Michell Instruments Ltd, [www.michell-instruments.com](http://www.michell-instruments.com)

**572** "I learned: A Customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect."

Angelo D'Alessio, General Manager

SHS Multimedia, [www.shsmultimedia.com](http://www.shsmultimedia.com)

**573** "Customer Service. Everyone wants it. Few deliver it. Be the few.

and

Customer Service. Under-promise. Over-deliver."

Margie Vano, Owner  
UnitedMessageTherapists.com,  
<http://www.unitedmessagetherapists.com>

**574** "Customer Relationship Management will not survive its implementer's idiocy; businesses still look for best and cheapest instead of organizational fit and customer benefits. Customers hardly notice any progress in the way they are treated and defect!"

Drs. Rob Beltman, Marketing Consultant  
ICSB, [www.icsb.nl](http://www.icsb.nl)

**575** "Customer is still the King."

Sarma M.V.K, Head -ERP Projects  
Ramco Systems,

**576** "We develop complex software solutions for the mining industry and hey - our products are flawed. We are constantly working on improving our products but nevertheless there are faults and eventually the end user will come across them. But it is through these faults that we can increase customer loyalty.

Constant communication to get the client to express their thoughts and feelings of the product leads to rapid and effective learning, adaptation, diffusion, and commitment."

Brad Negus, Marketing Co-ordinator  
Micromine Pty Ltd, [www.micromine.com](http://www.micromine.com)

**577** "Appreciating the customers we have!"

Camille Jacks, PR Manager  
Amulet Development Corp., <http://www.amuletc.com>

**578** "Privacy has become a big issue this year. The question of Who owns the consumer's data? is always a vexed question. The fact is, the consumer owns their information, companies don't. Companies that understand this will always have the respect of their customers."

David Barratt, Director

One to One Marketing Communications,  
[www.oto.com.au](http://www.oto.com.au)

**579** “Make sure you contact your clients often, in some way. Every contact - even an invoice is an opportunity for communication and additional sales.”

Linda Hamilton, General Manager  
HotSpace, [www.hotSpace.com.au](http://www.hotSpace.com.au)

**580** “Engage your customers and then just listen. There is no better indicator of what your customers want than what they tell you they want!”

Andrew Bank, VP, Business Development  
Techstreet, Inc., [www.techstreet.com](http://www.techstreet.com)

**581** “The lesson I have relearned is to focus on the customer. They don't care about or understand new branches or our industry jargon. Treat them like people and not segments. Focus your message, tell them what you are going to offer them, then give them a chance and a way to respond.”

Andy Grosman, Account Development Manager  
American Express Incentive Services, [www.aeis.com](http://www.aeis.com)

**582** “Even with sophisticated customer relationship (CRM) architecture and systems, the central success issue for companies of any size is the gathering, storage, sharing and application of timely, in-depth, relevant customer data which leads to opportunities for higher levels of customer loyalty behavior. Increasingly, companies will have the ability to store, mine, and apply customer information; however, so few of them have developed truly current, relevant, clean data in the first place, allowing them to be intimate with customers and tailor experiences and communication with them on an individual basis, that this will begin to be seen, at last, as the important 'new' priority for business that, in reality, it always has been. Without high quality, leveraged anecdotal and dimensional customer data, the best architecture and systems will be weak foundations for revenue growth, offering relatively little strategic advantage.”

Michael Lowenstein, Managing Director  
Customer Retention Associates,  
[www.customerloyalty.org](http://www.customerloyalty.org)

**583** “Too many companies extracted too much

customer good will from the high flying days of unlimited budgets and single-source suppliers. The rules have changed; and the customers have gotten wiser, tougher, and more diligent. Right on. Software providers that value their customers first will win.

The customer-first approach is best depicted in the Bob Dylan song, 4th Time Around: It was then that I got up to leave, But she said, Don't forget, Everybody must give something back, For something they get.”

James W. Strohecker, Sr. Director Corporate Marketing  
Chordiant Software, Inc., [www.chordiant.com](http://www.chordiant.com)

**584** “We live in an amazing time. A proliferation of truly inexpensive marketing technologies are available to help us connect with clients on a very personal basis. Yet many marketers have opted to spend and spend on flashy, automated approaches that do little to make clients feel personally appreciated.

It is my hope that the latest quest for Marketing ROI will remind us that now, as ever: “It is not what you have, but how you use it”.”

Ian Bowman, Principal  
Bowman Business Development,  
[www.servicemarketinglabs.com](http://www.servicemarketinglabs.com)

**585** “Email generates more (unstructured) response and data than a web site. Whatever systems you put in place to control audience response, it's almost never enough. The moment you open a channel, they want to talk to you. If you try to restrict that ability, they'll squeeze their comments into whatever free-form space you give them.

Make sure your processes are built to treat them as human beings.”

Mat Morrison, eCRM Consultant  
<http://www.mediaczar.com>

**586** “Even though I work in a high-tech environment with very technically astute clients, what was clear to me over and over again this past year was that nothing matters more than personal attention, quick turnaround on commitments, anticipation of clients' needs, and a proactive attitude towards helping clients succeed.



While much has changed through recent years, the fundamentals of customer care will never go out of style and will never diminish in importance."

Fred Morgenstern, Vice President, Production  
Dynamics Direct, Inc., [www.dynamicsdirect.com](http://www.dynamicsdirect.com)

**587** "I have learned that is best to be objective, honest and realistic when dealing with clients. They will appreciate this approach in the long term and it also helps to instill credibility, trust and confidence in your experience and judgment."

Geoff Caplan, Vice President, Marketing  
The Opt In Group, <http://www.theoptingroup.com>

**588** "Trust, listen and respect your customers. They provide you with the opportunity to make your dreams a reality."

Paul Bryden, Sales & Marketing Manager  
GEO-SLOPE International Ltd., <http://www.geo-slope.com>

**589** "CRM is not a solution; it's simply and fundamentally an enabling technology that helps address the age old business challenges of 'building' Customers 'developing' Relations and 'defining process' Management."

William McLaren, Director, Customer Management  
Chubb plc, [Chubbplc.com](http://www.chubbplc.com)

**590** "There is always hope for customer focused marketing, no matter what the company! I've done work at and for the most product-based technology companies in the world (as both an employee and consultant). There are many companies which, though seemingly on an endless path to simply discuss direct and database marketing, ultimately act on it --- just at a later date.

For example, I worked on strategic planning for direct and database marketing, which culminated in a lengthy report detailing cost justification and implementation steps (a phased approach). Nothing happened....for 3 years! They just weren't ready. But in the last 6 months, nearly everything we discussed in the report has been implemented. So although it may seem hopeless, my advice would be to keep hammering away at getting customer-focused marketing implemented at your company. Patience and persistence is my mantra!

In a B-to-B environment, direct marketing is not always easily accepted, particularly at senior management levels. The product and sales are king.

But over time, it becomes obvious that in order to sustain growth, a customer-focused approach must be taken. This has been borne out in real-life client situations time and time again."

Judith Remondi, President  
R M S, Direct, [www.rms-direct.com](http://www.rms-direct.com)

**591** "The one thing we found that is essential is to have morals and integrity when dealing with people in person or by e-mails. And staying power through the recession in the art business is the only thing that will insure your success. Our customers and members are made to feel that they can rely on us and that we will do everything in our power to help them because we are nothing without them.

Not everything you do has to result in money

Kindness and helpfulness will bring you those rewards eventually"

Pat Zubriski, Joint Owner  
4 The Artist/Artspace2000, <http://www.artspace2000.com>

**592** "The most effective marketing tactic is consistently exceeding the expectations of your clients."

Brett Hayes, CEO  
RentQuick.com, [www.rentquick.com](http://www.rentquick.com)

**593** "There has been no greater lesson I have learned this past year than the importance of appreciation. Taking time to express genuine, honest gratitude to our customers, vendors, and partners has had an amazing impact on our business in 2002. The greatest thing is that appreciation is contagious. Imagine, if your next fast food experience was accompanied by a genuine thank you versus next. Sometimes the greatest marketing techniques are free."

Dan Noyes, President  
Zephoria Inc., <http://www.zephoria.com>

**594** "When planning your 2003 marketing campaigns, don't overlook your existing customers. Stay in touch with them through newsletters and personal phone calls. Drop by their offices with a



free lunch one day - enough for some of their pals in other departments. Keep them happy and active, and let them market for you."

Brian Holmen, Brand Communications Manager  
Eview 360, <http://www.eview360.com>

**595** "2002 was a sharing year. I learned that pure, simple and genuine community involvement can do wonders for your business. Companies who concentrate on giving back to their communities reap generous rewards. Following the Golden Rule boosts moral and benefits everyone!"

Marge Purnell, Quality Assurance/PR  
The Sedona Group, [www.sedonagroup.com](http://www.sedonagroup.com)

**596** "Always be there for your clients and take the extra steps to guarantee their best chance at success!"

Jim Montague, Director, New Business  
Network Applications, Inc., [www.netappls.com](http://www.netappls.com)

**597** "Relationships are a valuable asset in growing and maintaining business. Hence our agency philosophy is - It's all about relationships."

Alexis Johnson, Marketing & PR  
Latham SRM, [latham@latham.com](mailto:latham@latham.com)

**598** "I do street fairs and crafts fairs all over the East Coast. I give each of my customers my web addresses, I stamp it on the back of each piece. I sell framed fruit crate labels, and give free repair offer with every purchase, no matter when or even why the break happened. The most important thing is give customers a good value and good service, even if once in a while it costs you something; the returns outweigh the costs in the end. This I consider good policy and a lesson I learned many years ago."

Dee Turgeman, Owner  
Collectible Collections, [www.cclabels2.com](http://www.cclabels2.com)

**599** "This year's lessons (or reaffirmations): -

Always respect the intelligence of your customers.

- Always focus your energies on your current customers first and prospective customers second.

- Always do more for your best customers and employees.

- Always remember what's really important."

Jay Bower, President  
Crossbow Group, [www.crossbowgroup.com](http://www.crossbowgroup.com)

**600** "You have to meet people where they are and at the pace they move. No need to fight human behavior and habits that may be slow to change. Educate your customers and over time they will see the light. ;)"

Ken Lubeck, CTO  
Church Communication Network, [www.ccnonline.net](http://www.ccnonline.net)

**601** "Every client research study I ever did revealed that the main reason people were doing little, or no business or switched their accounts was because they never heard from you after the account was opened or worse yet, because they felt disrespected because you felt that they were not going to be a big account. I don't know why I called this a revelation. You'd do the same thing, right? Neither one of us will buy from a store or company or a person who doesn't respect us and when it happens we can't wait to pass that missive on."

Jerry Rosenstrach, Executive Director, Marketing  
The Progress Center, [www.theprogresscenter.com](http://www.theprogresscenter.com)

**602** "Manage your sponsor(s) closely to manage stakeholders' expectations from day 1. No consensus = no relationship marketing programme.

Biggest challenge for relationship marketing is the change management one. Ignore this at your peril."

Paul Crick,

**603** "I am the Marketing Director for an East Coast law firm with over 100 attorneys. The firm publishes a daily memo of all pertinent firm developments and communications. Every Tuesday, it also contains a weekly marketing tip. The following is the most significant tip I published this year.

I was recently in a meeting and the name of an attorney came up.

Not a good person to cite in my company, a VIP attendee advised me and continued that a couple of years ago, this attorney's secretary was supposed to provide him with some information but never did. The individual still remembers the unfulfilled request, however.

How many more of us are handicapped in the eyes of how many other colleagues, clients and prospective clients for small oversights like this??

Another recent and substantial client is another example of how important every detail of everybody's job is. This client recently engaged my firm because his former attorneys at a well known larger firm didn't return his phone calls."

Julie Meyer, Marketing Director  
Dilworth Paxson, [jmeyer@dilworthlaw.com](mailto:jmeyer@dilworthlaw.com) (email only/no website link, please)

## Part XXIV: Referral Marketing

**604** “Make the most of referral marketing. Word of mouth backed by personal commission opportunities can work wonders when promoting successful products & services.”

Andrew Shillito, Managing Director  
Decifer Solutions Ltd., [www.decifer-response.co.uk](http://www.decifer-response.co.uk)

**605** “During a recession the old fashioned, word of mouth, is the most cost effective and most enjoyable marketing ever. Happy customers will tell other customers about you, and if you provide them the means to do so they will gladly help, especially during challenging times. Especially with our new product launch. The only pre-requisite - have a very well received product that provides the customer value.”

Brad Dennison, VP Marketing  
dbTrigger LLC, [www.dbtrigger.com](http://www.dbtrigger.com)

**606** “Marketing can be done anywhere, anytime and with anyone. By telling your colleagues and your friends what you do and allowing them to experience your product, they will then go and market your product for you if it crops up in their own conversations. Word of mouth marketing is stronger than any other type of marketing that I have come across. That is my lesson for this year as my own new boss. (started up 6 months ago)”

Lindsay Bannerman, Director  
NewBusinessVoice, <http://www.NewBusinessVoice.com>

**607** “My first lesson learned is about my network: always treat your network well! There is a lot of business to get from people you already know. The second lesson is about the customer of the customer. Always, go thru the customer and see what he/she is trying to achieve. Really try to understand what they are doing. Then your offer will be much more solution focused and add more value.”

Donald Wijkniet, Managing Director  
Result Control, [www.resultcontrol.nl](http://www.resultcontrol.nl)

**608** “Even as I continue to monitor and evaluate the various methods and media for promotion of my design business, what keeps floating to the top time

after time is this simple lesson: the best promotion comes from happy clients who tell others about their good experiences with you. If you're not getting a lot of word-of-mouth referrals, you probably need to re-evaluate the product or service you're providing.”

Eric Siegmund, Owner  
Website Design & Consulting,  
<http://www.eric siegmund.com/>

**609** “Over the years, I have discovered success is powered by three things: know-how, reputation and a network of contacts.

That's it. That's the secret.

The formula for success = your human capital (what you know and can do) times your social capital (who you know and who knows you) times your reputation (who trusts you).

You can take away all my money and even my customer list, but if I can keep my smarts, my business relationships and reputation, I'll get it all back and then some. Having knowledge, social capital and trust is the ultimate security blanket in good times and bad.

Today's economic climate is an excellent time to reach new prospective customers and build better relationships with your present customers. But, building your company's social capital is not about sitting alone in front of your computer trying to come up with a winning marketing formula on your own. No one I know who is successful in creating a marketing presence does it that way.

Successful people may have started out going it alone, but as soon as they possibly could, they began to leverage their own and other people's ideas experiences and relationships, and that's what this message is all about.

Why not begin to build your personal social capital today?”

John G. Agno, Certified Executive Coach  
Signature, Inc., <http://www.CoachedtoSuccess.com>

## Part XXV: Growing Your Consultancy or Agency Business

**610** “Always ask your audience / client about their level of experience and knowledge before opening your mouth about what you know / plan to do / envisage for their campaign etc. This avoids teaching grandmothers to suck eggs, or blinding your audience / client with jargon, science or technobabble.”

Lindsey Annison, CEO  
Cybersavvy UK, <http://www.webpr.co.uk>

**611** “No more guessing. As a copywriter (and now a writer who contracts work out), 2002 has been 'year of the brief'. Understanding - and sometimes inventing - the aims, goals and targets of a campaign is far more important than writing that will move you to tears - but not action.”

Simon Young, Managing Director  
Simon Young Writers, <http://www.simonyoung.co.nz>

**612** “After being in business for almost 16 yrs my best way to market my services is still getting out there in the general public. You can send out all the letters, fliers, promos you want but until people see you and feel comfortable you won't hear from them. Also happy customers are walking bill boards-stay in touch with your customers, send thank-yous, go the extra step they will remember you for that.”

Dee Fox Bentley, Owner  
fox's foliage & fantastic baskets, [www.foxsfol.com](http://www.foxsfol.com)

**613** “The one lesson I have learned in creating revenue via operations of an online business is simple to say, yet very difficult to perform. It has nothing to do with a particular promotion or marketing scheme. It has everything to do with your business model and integrity process for building a long-term business model. A model that works for your customers more than it works for you. Focus on a specialty in one area of expertise is the key. Having a core competency is not enough. You must immerse yourself, your business, your business associates and your 'self' deep into the most intricate details of your business model and the productive outcome for your client/s. It is all about FOCUS on ONE THING you do well.”

Paul J. Bruemmer, CEO  
Web Ignite Corporation, <http://www.web-ignite.com>

**614** “I've learned that your reputation is your wealth because word of mouth is the biggest seller for a marketing business.

Follow through on promises by delivering what you say you will and success will be at your fingertips.”

Simone Kelly, President/CEO  
Gots To Have It, Marketing, <http://www.gotstohaveit.com>

**615** “You Know What They Say About Making Assumptions...”

I've been working in the SEO field for several years, offering customized link building and promotional awareness campaigns. Until recently, my website was my primary source of lead generation and I depended on it for the bulk of my business.

Using email as my primary mode of communication, I exclusively sent proposals, rates, follow-ups, and notes electronically.

Well, no more. And herein lies the lesson I'd like to share:

While it's very important to send written confirmation/contractual agreements, I've learned it's more important to speak directly with the person signing the bottom line to be sure they are clear on the services they are getting.

This includes a clear explanation of my proposal and any additional services they may benefit from!  
(Always up sell!!)

Don't assume they understand everything based on the outline you've sent. They don't. And don't assume they only need/want/could use the basic service they are contracting for. They might not.

I walked away from a VERY large contract after working with a client who, after it was all said and done, never really understood the idea behind link building. They were a referral from an SEO firm

and I assumed they knew the basics – very wrong of me.

After this happened, I made it a policy to always call my clients via telephone and talk with them before I started their campaign. The goodwill this imparts is invaluable and the referrals I've generated made up for the contract I lost.

There is no substitute for old fashioned, face-to-face interaction with a client. When that's not possible, do the next best thing. Pick up the phone."

Debra O'Neil-Mastaler, Owner  
Alliance-Link, <http://www.alliance-link.com>

**616** "One of the biggest lessons I've learned in my 14-year career spent mostly on the agency side of marketing is to be as honest and forthright as possible. If you make a mistake, get it right out in front of your boss and your client. Take responsibility, explain why it happened (and why it won't happen again!) and set the stage to move forward. People appreciate honesty and integrity and in most cases, will forgive and forget.

You get into trouble when you try to cover up or gloss over your mistakes. Keeping it real and treating your clients and co-workers with respect and honesty always pays off in the end."

Michelle Draghetti, Marketing Manager  
Swardlick Marketing Group, [www.swardlick.com](http://www.swardlick.com)

**617** "Try out-of-the-box approaches to get meetings with targeted companies. In 2002, I did a PR survey -- some in-person and others by phone -- which enabled me to have 15- to 30-minute conversations with decision makers who would have probably never talked to me if I was pitching business. Then, in the process of each conversation, I was able to subtly uncover opportunities for PR business."

Jack E. Appleman, CBC, President  
SG Communications, [sgonweb.com](http://sgonweb.com)

**618** "The People You Choose to Work With You Are Your Most Important Asset"

Judith Condon, Owner  
Turtle Marketing, [turtlemarketinggetclientsnow.com](http://turtlemarketinggetclientsnow.com)

**619** "The most valuable thing I learned - or

maybe I just got more confident about approaching things in this way - was that if you want to encourage an existing client to undertake a new initiative, or if you want to approach a potential client with a new initiative, you can increase your success rate exponentially by making sure you have a solid ROI strategy before you even have that first meeting.

We found that when we were able to call someone and say, We have this idea that we think would work for you. We know you are already spending \$X - our idea doesn't call for incremental dollars, but just a piece of your existing budget. And we've worked out a pilot project that is designed to deliver X results for \$X... we got at least an initial meeting almost 100% of the time. When we didn't use this approach, we almost never got an initial meeting, and almost never progressed to the next stage.

Doing things this way looks a little more labour-intensive on the front end, but virtually eliminates wasted effort. It can also seem like a 'no-brainer' - but we continue to be surprised at how very little homework our competition does in this regard, and at how much our clients/potential clients appreciate talking with people who know something about their business and how their marketing dollars are planned and allocated."

Sarah Welstead, President  
StayAwake, [www.stayawake.tv](http://www.stayawake.tv)

**620** "Get something up front!"

For independent consultants, it can be very easy to offer to provide a sample or two (or three) of your work, customized for the particular client, in an effort to win a contract. Sometimes this can mean quite a bit of time invested on your part.

If you ask for even a token deposit up front, two things are going to happen:

First, your customer will have made a psychological investment in you as his provider of services. This is often a stronger commitment than the money spent out of pocket.

Second, you will have cash money to show for your



efforts, should your client decide not to go forward with the project, or to take it to someone else.

Get a deposit before you start work, and you won't come away empty-handed."

Tim Star, Owner  
AronyaNet, [www.aronyanet.com](http://www.aronyanet.com)

**621** "Perseverance and Patience Pays off. There is a delicate balance between marketing yourself and waiting until the prospect has a need. Give it your best shot and hopefully you will be on their list when a need arises. Like your mother said, don't wear out your welcome by calling. I have had this happen 2 - 3 times, and it was a welcome 'surprise'. Also, look for was to work with allied service providers. It is a win-win to build your business, together and separately. Listservs are a great way to get exposure and to do good (for others) and stay connected. Use listservs effectively."

Barbara Halpern, Master-Mind  
Marketing Momentum, [www.marketingmomentum.net](http://www.marketingmomentum.net)

**622** "From time to time people still contact me amazed that my marketing 'strategy' worked for them. It shouldn't work, but it frequently does! When I started my first business I was encouraged to track carefully all the sources of my business. What worked for me? Newspaper ads, Free talks, Give aways, Article writing?"

I became quite systematic at tracking all of these, but as I was just starting out in business I had quite a bit of free time too. During some of this time I would just lie on the floor, and look at the ceiling. No meditation, no positive visualization, no chanting, nuffink! Just examining that ceiling. I got to know it pretty well.

And not surprisingly sometimes I would nod off to sleep. Frequently, sleep or not, I would be startled from my relaxation by the sound of the phone ringing. Usually it was a new customer enquiry."

Stephen Bray, Founder  
QuietQuality™, [www.quietquality.com](http://www.quietquality.com)

**623** "The client \*may\* always be right, but that doesn't mean they know what they want.

At a recent meeting with a potential client, I

assumed their team really understood email marketing, because they seemed to have a good idea of what they wanted to do. Turned out, they were basing all their ideas on a competitor's campaign (that, for a couple reasons, wasn't optimal for their goals).

I asked what had been their inspiration for the project and that's when they mentioned the campaign. It was the first time I'd ever asked that question, but it won't be the last!

We discussed why their competitor's campaign might not work for them and what would work. As a result, the strategy we worked out for them will help them reach their goals; had I not asked and just given them what they said they wanted, their results likely would have been disappointing.

What I learned: It's always a good idea to ask lots of questions."

Jessica Albon, Focusing Chief  
The Write Exposure, <http://www.designdoodles.com>

**624** "I've learned that simplicity is indeed elegant and superior to complexity in the agency business. That my clients sell things, their consumers buy those things, and my job is to facilitate the process. OK, so maybe I didn't JUST learn this after 23 years, but I had an intense refresher course in the last 12 months. Know what? It really was refreshing!"

John, SVP, Director of Planning  
Arc Marketing, [jmucha@clari.com](mailto:jmucha@clari.com)

**625** "Lesson learned from a major mistake: Never get involved with a company that has indecisive leadership. Nothing derails a marketing plan faster than senior managers that turn like weather vanes with the prevailing wind. Any questions by other division heads would cause them to stop the marketing process while they spent weeks trying to decide what they should do about off hand comments. It was a mess that I will never go through again."

Jerry Muller, Partner  
Benchmark TMC, [www.benchmarktmc.com](http://www.benchmarktmc.com)

**626** "My goal was to get in front of the top

decision-makers (the ones that you wouldn't dream of being able to talk to off of a cold call) of 10 large corporations to show them my marketing program that I had developed specifically for their type of business. I decided to contact them by mail, using three hand-addressed, hand-written greeting cards, each sent two days apart. So over a one-week period, the recipient got three eye-catching greeting cards with a personalized note in each of them, as well as my business card enclosed. When I called that person shortly after they received the final card, I was able to secure 6 appointments out of those 10 contacts. Better still, I'm now doing business with 5 of those 6 companies. Not only did the decision-maker take my call because they knew me, they were interested in what I had to say about marketing because they could see by my approach that I thought outside the box."

Catherine Turner, President  
Success Concepts Online, Inc.,  
<http://www.successconceptsonline.com/>

**627** "After yet another year in this amazing market I finally learned how to decipher the questions asked by our clients (here in China) and how to discover who is driving their direct marketing initiatives? For example:

Do we get to keep the information provided by respondents to the campaign, if so what file format is used? Means: Using DM is our IT director's idea.

Can we rent addresses of all women aged 23-29 in Shanghai who have a positive outlook on life, or are thinking of a career in finance? Means: Using DM is our HR Director's idea.

Can you guarantee a fixed price for each consumer response, and accept 100% of payment after the campaign is over? Means: Using DM is our Supply Chain Director's idea.

Will you repay us the cost of mail to everyone who doesn't respond? Means: Using DM is our CFO's idea.

How many people will open the DM pack? Means: Using DM is our Branding Manager's idea.

Can you make sure that ever recipient will respond to our DM campaign? Means: Using DM is most probably the latest great idea of our new CEO (who used to be our Sales Director)!

You guys seem to be growing pretty fast, where do you find professional DM staff in China? Means: I am the only one who really believes in DM - are you guys hiring at the moment?"

Steven McCormack, Sales Director  
ChinaLOOP Information Services Limited,  
[www.chinaloop.com](http://www.chinaloop.com)

**628** "The client who says to me I am looking for some good ideas is not a winner. Neither is the one who says Give me the recipe and I'll cook the dish myself."

Michel Marquis, Consultant  
Créativité-communication Michel Marquis inc.,  
[michel@creativite-communication.com](mailto:michel@creativite-communication.com)

**629** "Lesson learned ? - always spell check. I had a new client and after receiving his ad copy and payment I e-mailed that I would be checking the stats and get back with him in a few days. His terse one word reply made me look at my message. I had told him I was going to be looking at the stars for the next few days !! His company got great results - but they haven't been back yet ;)"

Karin Gamble, CEO  
[NetMediaReps.com](http://NetMediaReps.com), [www.netmediareps.com](http://www.netmediareps.com)

**630** "Marketing in the new economy has returned me to what I learned as a 25-year-old freelancer working out of my spare bedroom: Know your customers. Over-service them until they gasp with delight. Do it again."

Janet Quinn, Account Supervisor  
Babcock and Jenkins, [bnj.com](http://bnj.com)

**631** "Lesson learned in marketing: At times it is necessary to outsource some business tasks. While this can a great help it can prove to be a trying experience if some issues are not looked at. Is the expense worth it? Could you restructure your time and do it yourself? What is the level of expertise of those you contract? Do their values blend with yours? In closing, hiring someone as a favor to them usually does not work. When contracting out, go in with your eyes open and a hand on your wallet.

Happy marketing in 2003!"

Audrey Pihulyk, President  
Possibilities Network Inc., [www.possibilitiesnetwork.com](http://www.possibilitiesnetwork.com)

**632** "A client needed assistance evaluating email service providers. We went through a detailed, but remote, Request For Proposal process to narrow the field. However, as usual, the final decision came down to the face-to-face. Although we work in the abstract Internet space, one simply cannot replace the value of a hand shake and seeing if a vendor's philosophy rings true in person. In my case, it truly reinforced the necessity of taking that step!"

Kelly Cook, Internet Strategist  
Online Authority, [www.onlineauthority.com](http://www.onlineauthority.com)

**633** "the most important lesson we've learned this year has been patience: waiting for clients to get the idea about e-mail as a medium; waiting for them to collect the data; waiting for them to OK the design; waiting for them to approve the campaign. the good news is, now clients don't have to wait to find out how their campaign went, we don't have to wait for the cheque!"

Tim Maguire, Creative Partner  
talented, <http://www.talented.uk.com>

**634** "2001 was a difficult year not only for marketing firms, but for many of our clients as well. We worked closely with all our clients to help them meet challenging goals, including finding sales leads, forging into new markets, moving away from precipitously declining product lines and more. We also took the opportunity to tighten up our own operations, which is always a painful process. Tougher times forced us to confront issues of overstaffing and inefficiency. As a result, we are a smaller but wiser firm with stronger client relationships -- not a bad result, all in all."

Stephen van Schouwen, Partner  
van Schouwen Associates, <http://www.vsamarketing.com>

**635** "Perception is the only thing that counts.

We can't try hard enough to get inside a client's head and assess how he-she-they see an issue at hand.

I have a foreign-speaking client and although language is rarely a big problem, the differences in continental perspective often factors into our

understanding of each other and my successful completion of a task.

But it's not just an international dissonance - it takes practice to remember that everyone we deal with (client, vendor, staff) is going to see a common matter differently. Right or wrong, their perception is their truth - and often is all that matters."

Steve Hofstatter, Director  
Craftsman Consulting Group,

**636** "Contrary to popular belief, clients are people.

Deal with them as human beings rather than aliens, and they will work with you to resolve problems, understand your failings and appreciate your successes. Keep things from them or wait until the last minute to involve them, and they inevitably lose faith in you and your team. We have spent more time on projects than initially estimated, for example; and because we have an open book and door policy with clients, we have always resolved issues amicably and to the satisfaction of all parties.

Fees beat project-based costs any day. We charge based on industry norms of an hourly rate x number of hours; yet time spent is variable – sometimes employees meet the requirements quickly, sometimes not; and clients can be skeptical of reported hours. The best formula we've found is to apply a fee based on scope of work & the percentage of each person's time with quarterly reconciliations."

Ahmad Abuljobain, Managing Director - Digital Unit  
iLeo MENA, <http://www.iLeoMENA.com>

**637** "The year 2002 two has been eye opening for companies like us who are into the interactive marketing space.

The main lesson learned is that Interactive Media is a complimentary medium, rather than a competitive media to the traditional advertising media.

Most of our clients used to allocate their budgets in percentage towards interactive media and traditional media, that entailed us only a small percentage of advertising spend.

Then we changed our strategy, we tell the advertising companies and brand managers that even though the budget allocation for interactive media is 1 %, we shall give you ideas how you can use new media to enhance the effectiveness of the rest 99 % of their advertising spend. Plus we have been able to convince them to use new media for market research, consumer insights, managing the traditional media etc. Thus the end result has been, they now treat us as their partner rather than their competitor, earlier new media companies were people who were taking business away from them.

In fact, now we specifically come up with ideas that compliment the traditional media.

so when you can't beat them, Join them :)

I hope the above strategy is also used by other interactive marketing companies. We even changed our base line, now it is: Communicate2 Your partner in interactive marketing"

Vivek Bhargava, Managing Director  
Communicate2, [www.communicate2.com](http://www.communicate2.com)

**638** "All you ever learnt in advertising, can go for a toss when you meet a new client. The idea is to have knowledge slightly above the clients threshold."

Nikhil Bhagwat, Sr. Account Executive  
iContract, [www.contractadvertising.com](http://www.contractadvertising.com)

**639** "A one-member consultation firm e-mailed a request for information about my copyediting services. He attached an article he was planning to submit to a chamber of commerce newsletter.

In an effort to show the extent of my writing and editing ability, and because I thrive on finding ways to substitute one word for 10, I tore the piece apart -- and tracked every change.

Well, the sight of all that red frightened the prospect away. If I had to do it again, I would simply strengthen the first paragraph or give a short list of ways to improve the copy and then follow up with a phone call to discuss my ideas further. Lesson learned: Leave a little mystery."

Donna Kozik, Copywriter Consultant & E-zine Publisher  
<http://www.DonnaKozik.com>

**640** "My greatest lesson learned this year is not to overlook the talents of those closest to you. We recently lost a key AE on one of our most important accounts. As a stop-gap measure while we sought a replacement our administrative assistant was given the task of managing the account day-to-day with the guidance of myself and our senior partner. The client contact was quite familiar with this assistant from arranging meetings and travel and they had a great rapport.

Three months later the account is still in her capable hands and the client has never been happier. Instead of replacing the AE we lost we ended up hiring a new assistant and promoting our newest AE.

Look carefully around your office - there may be a lot of hidden potential you can tap into."

Mike Pulis, Planner/Analyst  
Lavidge & Baumayr, [www.lavidge.com](http://www.lavidge.com)

**641** "Having moved from senior posts at two global PR agencies, to an equity position at a emerging PR shop, every day presents a new client service lesson.

#1 - Every thing my team and I do counts. Whether it's an email on behalf of a client to the press; a communication with the client; a first draft of a release; etc., PR agency teams are only as strong as their weakest link. Every great PR team needs creative, strategic thinkers. However, just as important is a focus on detail, detail, detail. Global agencies, by and large, don't artfully marry the senior talent with mid-to-junior level talent. The senior player - by and large - is relegated to bringing in more business that is turned over to mid-to-junior players. While well-meaning, the less senior players often fumble one or more client plays, and ultimately lose the game; i.e., the client's confidence, and ultimately the business.

Finding the right talent to nurture - combined with a recognition of the necessary skills, character and creativity needed to be a great PR strategist - are my year's greatest life lessons."

Nancy Tamosaitis, Managing Director  
Mansfield Communications Inc., [www.mcipr.com](http://www.mcipr.com)



**642** “Apply the lowest common denominator rule to all clients - they won't be confused, and you won't be disappointed.”

Paddy Lewis, Ringmaster

Paddy Lewis Consulting, <http://www.paddy.co.nz>

**643** “The most important lesson we learned in 2002 is what we call giving clients love. The upside of success is acquiring a lot of clients, and the downside of acquiring a lot of clients is that there is less and less time to talk to all of them - without hiring more people and diluting profits. However, when we have been too busy to call our customers just to check in, we've lost residual, ongoing business we should have kept. When we make the effort to call just to call, it pays off in spades. I would say that 70% of our customer sat is impacted by communication or love as we like to call it. Only 30% of customer sat comes from the actual marketing services and even the actual results we provide.”

John Waddy, President, Travel eMarketing

Travel eMarketing, LLC, [www.TraveleMarketing.com](http://www.TraveleMarketing.com)

**644** “I've learned so much from starting a new business in a bad economy that it's hard to tell where to start, but here are the top three. I've learned that, yes, it really does take twice as much money and three times as much time as I thought it would to get anything to happen in my new business. But, I've also learned that I wouldn't change that for the world. I am building relationships based on some pretty high work ethics - mine - so I feel good about what I'm doing no matter how small my successes today. It looks like it all comes down to clichés, and learning that there is a reason phrases like do what you love and you'll succeed are clichés...they're true.”

Liz Micik, Chief Cook and Bottle Washer

the Ordinary Marketer, [ordinarymarketer.com](http://ordinarymarketer.com)

**645** “Doing your best for every client in a personalised manner reaps rewards of varying magnitude over varying timeframes and yields constantly surprising results.

We gained a recurrence of a very large client after four years absence solely due to the embedded memory of our superior delivery, sincerity and

professionalism that personally touched those we dealt with in the company. This client sought us out at much cost in time, effort and internal bargaining on their behalf. Therefore we conclude - people do matter and often make the difference.”

Kevin Argus, Senior Marketing Analyst

Full Potential, [www.fullpotential.com.au](http://www.fullpotential.com.au)

**646** “The most important lesson that I learned this year is the most important one for anyone working with first time clients.

I was very eager to obtain a contract from this high profile client that.... my first meeting with him, I jumped the gun and said I would take a project on as a sample of my work. Since it was a small project and I knew it would only take me a few hours to complete. Well, my eagerness turned into a disaster. I finished the project and it turned out to take longer than anticipated. I drove three times to the printers due to last minute changes the prospective client demanded. The client turned out to be so picky even if it was at no charge. I ended up wasting double the time making changes that were petty and a waste of time rather than to enhance the end product. And spend all day trying to print the final project. Yes, the client finally was delighted with the final project but hasn't called me since. I sold cheap too quick!!!!”

Martha Sanchez, Marketing Consultant/Owner

MJ & Amigos Marketing Associates, [www.mjamigos.com](http://www.mjamigos.com)

**647** “No matter how close or certain you are about an agreement between yourself and the client, until they have signed on the dotted line and shown a commitment to proceed in the form of a financial deposit, the deal is still anybody's. Just remember business is not business until both the customer and the supplier receive in full what they have asked for.”

Scott Ramsay, Director

Hunter Marketing Ltd, [www.marketingnz.co.nz](http://www.marketingnz.co.nz)

**648** “We took time out to take some of our more experienced business customers out to dinner. In the course of these relaxed evenings, we gained valuable insights into the fears and misperceptions they had about multimedia before coming to us. This feedback will be invaluable to our future



marketing and client relations!"

Kerry Lorette, Business Development  
M-Plex Multimedia, <http://www.mplex.com.au>

**649** "Having a Focused Approach to cater to the needs of our clients to provide the best Internet Marketing Solution has its foundation in simple logic. This is Exceed Expectations"

Jim Boswell, Internet Marketing Consultant  
Calders Design and Print Company,  
<http://www.calders.co.nz>

**650** "The top 10 lessons I have learned in 2002 playing the online marketing game:

1) Return on Investment is king. If you can get your client the return they are trying to achieve you will always make money.

2) You must have in-depth knowledge of your client's business, understand the mind set of their customers and be able to apply that to the appropriate type of online marketing strategy in order to achieve a high return on investment.

3) Be thankful for the clients that you do have and nurture these relationships with care.

4) You never know where your next big client is going to come from, so never underestimate the power of networking and meeting new people.

5) People will use and abuse you for information and advice. If someone comes to you with big budgets and promises, ask a lot of questions before wasting your time and getting excited.

6) Never celebrate until the check has cleared.

7) During poor economic times, high overhead can destroy a business. Put your company in a position to be agile and mobile.

8) If you are frustrated by the lack of internet media budgets being allocated, just remember that online media only accounts for about 5% of all the media dollars spent during the year. It will take time before our industry gets the positive attention we know we deserve.

9) Cost per acquisition campaigns can make everyone involved money if you have a fresh offer from a reputable company targeted to the right list. Without these elements you are simply adding to the spam dilemma that plagues our industry.

10) Be honest with your clients, publishers and employees. Your integrity can make or break your company."

Jason DeLuca, Director  
Morpheus Media, [www.morpheusmedia.com](http://www.morpheusmedia.com)

**651** "Make your own Networking Kit ... keep it in your car, briefcase, purse, etc.

Have you ever been at a networking event ... start talking to someone and they ask you for your business card ... and you realize that you forgot to bring any. Uh 'oh ... here's Tip #2:

Make your own Networking Kit ... that has everything you might need for your networking exploits. Items might include: 1) business cards, 2) pen / marker, 3) spiral bound pocket note pad, 4) post-it notes, 5) collateral (resumes, postcards, brochures), 5) money -- for parking, subway, etc, 6) event information including directions, and #7) preprinted name tag and maybe even a tag holder. Then just put everything in a zip-lock bag and leave your 'kit' in your car, briefcase, or purse.

Just like the Amex tag line ... don't leave home without it."

Ray Fix, President  
Wildwood Marketing, [www.wildwoodmarketing.com](http://www.wildwoodmarketing.com)

**652** "Direct marketing, email or direct mail, does not achieve optimal response performance in a vacuum. The best lists properly targeted will not produce the desired results without a relevant offer, correct strategic timing, interesting and clear creative with a call to action and the synergy of other events such as advertising, pr or on-site promotions.

We help our clients and produce the most successful campaigns by teaching this lesson before accepting a campaign. If this lesson can not be taught, it is better to take a pass on that job. There is no such reply I

told you so during post campaign analysis.”

Grace M. Piku, Vice President, Sales  
MKTG Services, Inc., [www.mktgservices.com](http://www.mktgservices.com)

**653** “This year I realised that the more I know the more I need to learn. That with marketing, the overabundance of information available now only confuses my customers more - but for me, it means more and more work to help them all figure it out.”

Maria Carlton, Director  
Compass Development Group Ltd,  
[maria@compassnz.com](mailto:maria@compassnz.com)

**654** “Never underestimate a client's interest in underestimating how much they feel they should pay for something.”

Michael Bellavia, COO  
ANIMAX, [www.animaxent.com](http://www.animaxent.com)

**655** “2002 was a special year. The Internet bubble burst reached its ripple effects across industries. We learnt that the new business paradigm needed the support of the old one. Getting customers online did not erase healthy business laws that were in place long before the Internet came about. So the people who got that were the survivors.

In the online marketing field, many of the loud mouthed frauds using deceptive practices were forced to go bust, as people understood more about the process and weren't willing to be fooled anymore. The good guys are on their way to winning. And we are witnessing the infancy of a new profession.

On a personal note, I learnt (with surprise) that the majority of people (the millions who make up the 95% of all businesses in America) do not really know what Internet marketing is all about. If you are doing it every day, you lose perspective and think everybody knows it too. With the Internet bubble burst, people got scared that it is another gimmick that, perhaps, caused many of those companies to fall. I learnt that we have a long, educational process in front of us, to explain to the general public that we are here to stay and are as reputable as 'traditional' marketers. But that's why it's fun, isn't it? :) I mean, how often in history do we have the

chance to carve new roads? (forgive the pathos, I get carried away :) ).”

Cristina Lucas, Owner  
Lucas Marketing Services,  
<http://www.4businesswriting.com>

**656** “The best thing I learned was the importance of flexibility in your business strategy. My firm started out as a consulting firm and has evolved into an e-marketing consulting, training and presentation resource. This flexibility in strategy has allowed me to capitalize on strengths in communications to deliver knowledge and resources to groups around the country.”

Paul Gibler, Principal Consultant and the Web Chef  
ConnectingDots, <http://www.connectingdots.com>

**657** “I've learned (or more appropriately, 're-learned') that your value to your clients increases immeasurably with more face-to-face time; that's where your real value to them comes through. Sometimes they need to be 'reminded' how truly capable you really are... (and maybe you need to remind yourself!). And if they don't appreciate you and all the things you do for them, by all means continue to service them -- but go out and find new clients who DO appreciate what you can do for them.”

Barry Parks, President  
Communications Marketing & Design Inc.,  
[www.cmdinc1.com](http://www.cmdinc1.com)

**658** “My lesson learned is really one re-learned. I believe that developing and following a positioning statement will maximize an organization's success. So, I developed one for my young firm. But when it came time to accept a project from a prospect who did not truly meet my written client criteria, I did the wrong thing. Revenue momentarily blinded me. That client's revenues did not adequately repay the time and resources used in servicing him. Fortunately, the project was not a long-term one. I finished it and have respectfully declined additional assignments. Lesson learned: clients or projects that don't fit your mission sap valuable resources that could be used more effectively pursuing your goals.”

Harry Hoover, Managing Principal  
Hoover ink PR, [www.hoover-ink.com](http://www.hoover-ink.com)

**659** “Life is about figuring out WHAT you are meant to do, then learning HOW to do it in a way that rewards you with satisfaction, health, and harmony in your life. Once I stopped concentrating on making money and started concentrating on genuinely helping others, money started flowing.”

Gail Cassidy, Owner  
Tomlyn Publications, <http://www.coachability.com>

**660** “In the pursuit of serving anchor clients better, we took the opportunity this year to get into their companies and 'skunk around.' We sent a key client contact -- a senior designer or project manager -- into our client's offices for a full day at no cost. The agenda is to be available to our client to brainstorm, debrief, plan, post-mortem on past campaigns, research new opportunities, or just sit back, observe and listen to what challenges our client is (and will be) facing in his/her particular industry. Our clients saw it as our investment in their businesses and a statement of support for a long-term relationship; we see it as a great investment as it has helped us anticipate workflow for the future and areas where we will need to develop certain capabilities -- in advance!”

Catherine Winckler, Partner  
Fleming Design/Switch Interactive,  
[www.flemingdesign.com](http://www.flemingdesign.com)

**661** “Even in this tough economy, companies are still investing in marketing. Many of these companies are visionary; some are just smart. It is our job, now more than ever, to make sure that our customers are as successful as possible. This means working harder for our customers - doing the little extra. For example, after we've completed a customer project, we continue to monitor their progress and send them any additional information (stories, web sites, tips) that will continue to help them in their marketing strategy. This tactic has a positive impact on their business as well as on ours because our customer's success leads to our success.”

Susan Wheeler, Principal  
Pathfinder Consulting Solutions,  
[www.consultpathfinder.com](http://www.consultpathfinder.com)

**662** “Take everything business people say with a grain of salt -- don't let yourself believe until the

check is in your hands (and it clears).”

J.H. Gregory, President  
Point2 Interactive Advertising,  
<http://point2interactive.com>

**663** “Clients without marketing budgets make the biggest noise when you tell them it isn't free.”

Dixon Jones, Managing Director  
Receptional, [www.receptional.com](http://www.receptional.com)

**664** “Earlier in 2002, the economy started having a negative impact on one of my clients which didn't have the marketing savvy to respond in time to save themselves. To replace them in my roster took several months of meeting with many cool companies who needed PR but who just couldn't make a commitment. In order to bring them along, I offered a few companies a trial-run where I did a standalone project at less than my normal retainer amount. When those projects wrapped-up, I invited those companies to come aboard, but according to my normal terms. The flurry of work drove goodwill and let me expand my portfolio -- and my approach kept me close enough to my standard business model that I actually reinforced it for future client work. Crisis averted (phew!).”

Roger Darnell, Principal  
The Darnell Works Agency, [www.darnellworks.com](http://www.darnellworks.com)

**665** “Never underestimate the value of customer referrals. We did some research this year and found that one of our clients we've serviced for three years has brought us over \$25,000.00 in additional revenue. The cost - some emails, thank you cards, and good service.

The Lesson - Treat your customers right and they will be one of the best (and least expensive) sources for growing your business.”

Tim Hamblin, CEO  
Blitz Promotions, <http://www.blitzpromotions.com>

**666** “Marketing Lesson of the Year:

To offset the costs of web hosting my company offers web hosting to some of our clients. The lesson to be learned here is: know who you are dealing with! One of our clients used our servers to send out massive amounts of unsolicited e-mail. It cost us a lot of time and aggravation. We nearly lost our

hosting over this unscrupulous client. It turned out that a search on Google Groups showed he was a known spammer. The moral of this story is to use due diligence when working with other people. Not everyone follows acceptable e-mail practices."

Michael Stankard, CIO  
Eco Electronics Inc, [www.datarecovery.net](http://www.datarecovery.net)

**667** "We're a small, young company and shied away from publicising ourselves against the bigger PR players in the UK. Then, we thought we might put in one of our campaigns for the annual UK Cream PR Awards. Well, it won!!!

Lesson? Have faith in your own abilities."

Richard Postins, Director  
Prova, [www.provapr.co.uk](http://www.provapr.co.uk)

**668** "I learned that I don't know a damn thing (until I ask of course!) We now require clients to provide us with real answers to basic marketing questions and that usually takes the form of surveys. We start with management, go to the employees, then out to customers and prospects. We tabulate the data and then we can say Here's what we know... It's proven to be powerful, enlightening and extremely economical when you consider the huge amounts of money spent on marketing and advertising directed by folks that don't have answers to even the most basic questions.

The other big lesson .....paying a LOT more attention to project management, means lower costs for clients and more profitability for us. We all know that of course. Well, I don't know about you, but if you're like most, projects can get out of control pretty damn fast. We have learned that the investment in process and control is one that results in immediate benefit."

Stephen Roberts, Director of Business Development  
Small Planet, Inc., <http://www.outofdarkness.com>

**669** "I learned that building loyalty for commentary that promotes a consulting practice is a trifecta: topical e-mail periodicals, tied to oft-updated Web content (in my case, a Weblog), tied to an easy Web user comments system."

Jay Small, Principal Consultant  
Small Initiatives, <http://smallinitiatives.com/>

**670** "Sometimes the client isn't always right. It's

your responsibility to say no and stand behind it if its in their best interest

Earlier in my career a major Financial Services client of mine insisted on using soft offers in a mail format specifically designed to include hard offers. Against our better judgment we complied and the campaign bombed and we were fired. Never again!"

James Lipka, Director Business Development  
Protocol, [www.protocolusa.com](http://www.protocolusa.com)

**671** "With the economy in a slowdown, there was little room for rejecting prospective clients. A small business in Washington, DC sought out our marketing program. They were willing to spend a few thousand each month to develop a business plan. I was hesitant. They wanted results yesterday. And were spending grass roots marketing effort money to get there. In other words, it is a long-term, strategic approach. After taking the first months' retainer, they called or e-mailed daily, looking for results! I had not yet done the initial evaluation. And we all know that results were months or a year or more away. The lesson is this--I returned the first months' retainer, did not charge for anything already spent, and gracefully opted-out. I knew it was a loser when I took it, but wanted the dough. I would have been richer to reject from the get-go. And always be wary of those with champagne tastes and Pepsi-Cola pockets."

Micah U. Buchdahl, Esq., President  
HTMLawyers, Inc., [www.HTMLawyers.com](http://www.HTMLawyers.com)

**672** "Fear of risk...loss of control. That was my motto when speaking to challenged cost-center marketing execs. Now...after 9-11 and possible war...I'm on the other end of this quote!

Here's hoping that all of us marketing executives and professionals can fare the new economic and professional marketing environment!"

Denice MacDonald, New Media Consultant  
I V Media, Inc., [ivm-inc.com](http://ivm-inc.com)

**673** "If you don't offer it, don't say you do - even if you can outsource it. If you have a website, treat it like an office that is expecting visitors and potential clients. Surround yourself with people who get it. Everything from design, content and technology. A



wise person once said: you only get one chance to make a first impression."

Mitch Joel, Co-owner  
Twist Image, [www.twistimage.com](http://www.twistimage.com)

**674** "We learned to stay close to the people we know best. In a very tough year for the advertising industry, when new business was scarce, it was the people who we've done business with before who kept us afloat. Most of our new business came from old friends who come back to do more business with us, or from their referrals to others."

Jane BenBassett, Vice President, Account Management Director  
The Stern Agency, [www.sternagency.com](http://www.sternagency.com)

**675** "It is very important to continue to network, now more than ever. I've joined several networking groups including our local Chamber of Commerce. But...do not just join and be lazy about it or NOTHING will come of it. You must get involved and attend every event you possibly can! Join a committee. Attend the opening of everything except envelopes.

People will get to know you and you will get to know others and you will get business, lots of it."

Stephanie Stipkovich, President  
Safari Online Marketing & Web Design,  
<http://www.SafariOnlineMarketing.com>

**676** "We learned though our agency and individual marketing partners that clients are done with trying to make marketing efforts fit into the confines of CRM and SFA solutions. Their clients now have a laser-sharp focus on tactical and truly ROI-justified lead-gen efforts that get better quality leads into the hands of sales teams."

Jeff Kostermans, President and CEO  
LeadGenesys, [www.leadgenesys.com](http://www.leadgenesys.com)

**677** "This year I learned the value of volunteering.

Though it's hard to say enough good things about revenue, I found my most rewarding project (by far) this year was done at cost for a local classical choral society.

What pro bono work lacks in revenue it more than

makes up for in creative freedom and the satisfaction of contributing something meaningful to the community. The client is so thankful!

And while the appreciation alone is nice, there are also two levels of enlightened self-interest to rationalize all the unbillable hours:

1) The time spent building the site and the offline materials represents a tax-deductible donation (so maintain that timesheet!).

2) I ended up with a fresh new showcase and case history to use for attracting new clients and pointing the way toward best practices for existing clients.

In times like these we're all struggling to build and maintain revenue streams. This year I gained personally and professionally by putting my slack time to work for a worthy (if cash poor) cause. It sure was fun rendering Mozart in an entirely new way."

Scott Anderson, President/Creative Director  
The Shadow Marketing Network,  
[www.shadowmarketing.net](http://www.shadowmarketing.net)

**678** "This was a banner year for me. I threw in the corporate towel and hit the pavement running--all on my own. Throughout the year, the most valuable lesson I learned came from an online giant--Tim Sanders of Yahoo! He spoke locally and his message resonated in my brain for weeks: Nice, smart people succeed. NSPS. I bought into his concept to the point that it helped increase my business every week just by focusing my sights outward instead of inward. I go out of my way to help others because we are all in this together. While I have been successful with enough new clients to pay my bills and stay afloat to greet the New Year with a smile, the greater satisfaction has come from helping several struggling small businesses to recognize where they were failing, and then helping them get on the track to success. Throughout it all, I learned the value of community. I expect to continue increasing my success through the principle that nice, smart people succeed. As an Internet Business Consultant, the lesson I learned went far beyond best practices in email marketing, PR, or copywriting. It went to the core of doing business



anywhere--remembering that sharing = caring. In columns I write online and off, I often remind my readers that every customer counts. Be nice, be smart, and you will succeed. Customers appreciate nice even more than a two for one sale. Because nice leaves them feeling important."

Yvonne DiVita, President and Founder  
Windsor Enterprises, [www.windsorenterprises.com](http://www.windsorenterprises.com)

**679** "The biggest lesson I learned was to trust my instincts. When it comes to working with, or not working with, clients if something doesn't feel right - even if you are unable to identify it - don't move forward. Not everyone is the right type of client and you're not the right person for every client. Sometimes, the best thing you can do is walk away."

Tami Belt, CEO  
Blue Cube Marketing Solutions,

## End Quote – One to Grow On

680 “A little song... A little dance... A little seltzer in the pants... - Ted Knight - Eulogy to Chuckles the Clown

While this may at first seem like irrelevant silliness, I suggest you take a second to think about it.

That's life, isn't it? Or do you take yourself and your occupation too seriously to realize it?

Try to maintain some perspective the next time you feel your blood pressure boiling, or that acid reflux starting to act up on you. After all, aren't we just hurtling through space on a tiny fleck of dust?

Make sure you enjoy what you do for a living. Life is too short, too precious, to spend your days toiling in misery doing something you despise.

Ecommerce, marketing, business -- are they just a means to an end for you - or do you truly enjoy what you do? If you're unhappy, then take a step back and re-evaluate where you are - and where you hope you're going.

I have this bumper sticker hanging in my office that quotes a couple of goofy, yet rich, Long Islanders-turned-Vermonters who made tons of money making tons of ice cream.

It says, If it's not fun, why do it?

Think about it. Enjoy the ride.”

Joe Chapuis, Editor  
The Net Tips Newsletter,  
<http://www.RequiredReading.com>

## More Resources: Practical Marketing Reports from SherpaStore

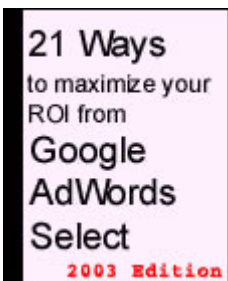


### [Buyers' Guide to Email Broadcast Services for Marketers & Publishers: How to Pick a List Host](#)

Are you searching for the right vendor to send out your bulk/broadcast email marketing campaigns or email newsletters? Find out how to pick the right vendor for your needs (and budget), plus how to avoid vendors that might get you filtered out.

### [MarketingSherpa's Best Practices in Marketing with Email Newsletters](#)

Step-by-step 194-page guide details 29 ways to get more opt-in subscribers for your newsletter list; how to create a newsletter readers open and respond to; and how to measure your results. Must-read for all marketers publishing newsletters.



### [21 Ways to Maximize Your ROI from Google AdWords Select: 2003 Edition](#)

Paid Google listings are one of the most effective ways to get new customers to visit your Web site. This new Report helps you buy, copywrite and test listings to improve ad clicks, decrease cost-per-click, and weed out poor clicks to improve ROI.

### [Proven Online Subscription Sales Tactics: 31 Case Studies & 25 Tactics to Get More Paid Subscribers](#)

Sell more subscriptions to your Web site or email newsletter by using tactics proven by top publishers. Includes tactics for business-to-business and business-to-consumer. From the pages of award-winning ContentBiz.



### [Search Engine Marketing: How-To Handbook](#)

This practical handbook for webmasters, site designers and do-it-yourself online marketers includes 300+ pages of specific tactics to get your Web site listed in Google, Yahoo, AOL and MSN Top 10 search engine results. 100% guaranteed.