

TRAFFIC CONVERSION SECRETS

MODULE #8 OF 8

OFFLINE MARKETING STRATEGIES: “HOW TO CRUSH YOUR ONLINE COMPETITORS”

QUOTE OF THE WEEK:

“Doing isn’t difficult. Deciding is.”

~ Foster Hibbard

ACTION PLAN:

1. Decide your OFFLINE tactics to grow your online sales
2. CALL each online customer and THANK them personally
3. Craft a PRODUCT CONSUMPTION postcard campaign
4. Conduct REBATE teleseminar campaigns with JV Partners

Starts Here

This is the eighth and final lesson in this Traffic Conversion series. This lesson is about offline marketing strategies to build your online business.

It’s really the fastest, easiest and most economical way to crush your online competitors. I use the word “crush” versus clobber because that’s what it’s like. You can literally crush a competitor.

Marketing is warfare, whether you like it or not, and it’s a zero sum game, in many cases. There is so much money within a market. If you want to get the lion’s share of that market, you need to market both online and offline.

I am going to impart as many strategies and secrets as possible.

For the past eight months, here are the strategies we have covered:

- ☞ Target Market Strategies — How your target market finds you.
- ☞ Opt-in Strategies — How to capture that all-important “shy yes.”

- ☞ Online Audio Strategies — How to make websites and emails talk.
- ☞ Teleseminar Strategies — How to pull more cash out of your online or offline list.
- ☞ Copywriting Strategies — How to boost selling power with words.
- ☞ Recycling Strategies — How to monetize your abandonment traffic.
- ☞ Auto Responder Strategies — How to grab more sales while you sleep.

And, finally, this is session eight of eight:

- ☞ Offline Marketing Strategies — How to crush your online competitors.

This is the final lesson. But, it's not the end. It's just the beginning. There is no finish line in this business.

If there is a theme for this session, it's really communication strategies.

We want to expose as many messages of ourselves in as many different ways as possible to our prospect and customer base.

To me, email is creative avoidance. It's a form of procrastination.

What I have learned is that there are really seven levels of customer intimacy. I want you to write this down or highlight this.

Now, picture a thermometer. On this thermometer, at each level, the temperature gets hotter and hotter. Customer intimacy is like intimacy with a lover, a spouse or a friend.

Think of a thermometer and think of seven gauges. I want you to draw a thermometer and write seven hash marks going up.

At the very bottom, which is the lowest gauge, not freezing level, but, it's around 50 degrees, I want you to write the words "snail mail" — that includes postcards and direct mail.

If you define customer intimacy with speed, then mail is the lowest level of customer intimacy.

Here's what I mean...

Now, be honest. Have you ever courted a best friend, a lover, your spouse? Did you notice that if you ever spend extensive time with them in high frequency, suddenly, you realize you are thinking alike and that you have so much in common?

It's a function of speed, interaction and communicating with another person. It has to do with speed. So, if you want to increase the level of intimacy, you have to increase the speed.

Snail mail takes a couple of days. If it takes two or three days for someone to receive your letter, then how long does it take for them to write back?

It takes a day to read it and another two days to get a response back. That's almost a week.

With snail mail, if I have a thought I want to express, I may be a month farther down the line, yet I am only getting back a response to my initial letter. I may write six, seven or eight letters before getting a response.

Have you ever written someone multiple letters and you only got one back? How does that feel?

Because of the amount of time it takes to get feedback — and we are talking about speed — I believe snail mail is the lowest level of intimacy. It's difficult to build a relationship fast with snail mail. Don't you agree?

If you just ask the question, "How do you feel?" And someone writes back, "I feel great today. How do you feel?" By the time they get the letter, it may be irrelevant. Do you see what I'm saying?

That is why it is at the lowest level. It's around 50 degrees on the customer intimacy thermometer.

The next level at hash mark number two is email.

Why is email number two? It's faster than snail mail. When you send someone email, boom, you can get something back within minutes.

Think about it. It's real time.

"How do you feel, John?" "I feel great, thanks." "How was your day?" "My day was great." Do you see how much more intimate you can get?

I'm talking intimacy in the sense where you are actually feeling trust for someone, actually getting to know that person.

With email, if you have an email exchange with someone, as long as they are not those long, verbose blocks of email, then you can get a lot more messages back and forth.

Short emails back and forth is a really great way to get intimate with your customers and prospects and get to know them. And they are floored when you answer them.

Email is faster, so it's more intimate. That's hash mark number two.

Slash number three is an instant message. Do you belong to Yahoo instant messaging or MSN instant messaging?

Think about how fast that is. “How do you feel?” “Great. How do you feel?” “Great.” “What are you doing right now?” “Well, I’m writing a letter. What are you doing?”

Do you see how fast that is? It’s a lot more intimate.

The speed is a lot faster: back and forth, back and forth. If someone that you are snail mailing to becomes an email buddy, you can get to become more knowledgeable of that person’s life and more intimate with them. I’m not talking about romantic intimacy, but simply getting to know them.

That is why email really has created the antipathy of cocooning.

An IM is instant. That is slash number three. Instant messaging is a lot faster than email.

That’s just a fact, and you can get a lot more intimate with someone.

Not everyone on your email list is going to be on your IM list. Don’t you have to be more intimate with that person to be on their IM list?

Think about it. It takes a lot for the person to be on your IM list because you know they are going to get into your world instantly if they see you. It’s kind of like being exposed. You are naked in front of them saying, “Wow, I can get an instant message,” because they see that you are online.

In an email, they don’t see you.

Let’s keep going up the thermometer now to the fourth level. I would say that the fourth level is around 85 degrees, Fahrenheit.

That is a teleseminar.

It’s a heck of a lot more intimate. I am exposed to you. I am reacting to you. I can go live and see how you are doing, or I can mute the phone.

Now, obviously, the bigger the seminar, the less intimate it is because there is a lot more background noise — the smaller the seminar, the more intimate.

Teleseminars are a lot more intimate, not only because of the speed, which is instant, even faster than IM, but also because you can hear my voice as an added element.

I am going to get into the offline strategies soon, but you must understand the different levels of customer intimacy because you need to take advantage of all of them.

A teleseminar is halfway up the ladder.

Now, the fifth level of intimacy is a one-on-one phone consultation.

Think about this. All of my focus is on you, and — hopefully — all your focus is on me. You are the most important person in the Universe at this time, so I want your focus on me in return for that level of “passionate courtesy.”

You should consider giving out free consultations. Why is that important? It’s a higher level of intimacy. It’s 90 to 95 degrees, whereas snail mail may be about 50 degrees. Email may be 65 degrees.

IM on the thermometer may be 75 degrees. Seminar by phone may be 85 degrees. I would say one-on-one phone consultations are between 90 and 95 degrees.

It’s getting hot.

Why? It’s just you and me or you and your client — you and your prospect. There is nowhere to hide. It’s very intimate.

There is no way you can multi-task. You may be multi-tasking during a teleseminar. Chances are, you do.

When you are in a teleconference, you’d be shocked what people are doing in their homes and offices. They can have kids running on their backs. They can be surfing the web. They are going ahead of your curriculum.

But, when you’re one-on-one with someone, you can’t do that. That’s a much higher level of intimacy.

That is a one-on-one phone consultation. That is level number five.

Level number six is a physical seminar, where you physically go to a seminar and give a public or platform speech.

Why is that more intimate? I believe that you are exposed completely —your body language and your physical appearance. Not only are they listening to you, they are seeing you. They are sizing you up and they are judging you.

Their judgment is happening millisecond by millisecond.

Plus, they are going to observe the way you are with the crowd and the way you are with them when they come up to you afterward and say either, “Hey, that was a great speech” or “That was a horrible speech” and “I have a question about...”

They are going to size you up. How do you handle it in the crowd? So, a seminar to me is level six. That’s like 100 degrees.

Don’t you have more butterflies when you are in a public speaking scenario?

I’ll tell you this, a teleconference can be a very difficult platform to sell from because everyone is multi-tasking.

But, with a seminar, think how much more intimate it is for the listener because they can’t goof off. They have to be on their best behavior. They can’t give an extra bone to the dog. They can’t have the cat lying on their laps.

With a seminar setting, it's far more intimate. Both parties have to be on their best behavior. They are sizing each other up because there is the visual.

Then, finally, the highest level of intimacy, I would say somewhere around 110 degrees Fahrenheit on the thermometer, is a one-on-one personal consultation. You are seeing me. I am seeing you.

You are judging what I'm wearing. You are judging my body language. Is it in concert and consistent with what I am saying? Am I interested in what you have to say? Am I giving you what you think to be the truth or am I dodging the question?

All these things can be going on in your mind. I know they've gone on in my mind with one-on-one consultations.

How many public speakers, how many gurus or how many people who are really good at what they do give one-on-one consultation?

Very, very few. It's way too intimate.

So, those are the seven levels of customer intimacy. Use all of them: snail mail, email, IM, teleseminars, one-on-one phone consultations, seminars and one-on-one consultations.

So, let's start with the first part of the action plan, which is deciding on your offline tactics to grow your online sales.

I don't want you to be an Internet marketer. I want you to be a direct marketer who has an online presence. With an online presence, you need an offline presence. These are the different types of tactics you can use. I've given you seven of them already.

- ☞ Snail mail — Snail mail includes postcards and direct mail letters.
- ☞ Email.
- ☞ IM — Instant Messaging.
- ☞ Teleseminars.
- ☞ One-On-One Phone Consultations — they don't have to be an hour; they can be ten minutes. You can do a lightening round one-on-one.
- ☞ Seminar. Being a speaker for a seminar is another tactic.
- ☞ One-On-One Personal Consultation is the last of the seven, which we have already talked about. But, there are others.
- ☞ Other tactics you can use:
- ☞ Space Ads are another tactic. Write a help wanted ad. Space ads are very powerful.

- ☞ Fax broadcasts are very powerful. What if you have a teleconference and you send a fax to confirm their passcode and teleclinic number. There is no spam filter for fax broadcasting. Right? It's very important.
- ☞ Voice broadcasting. What if you had people aboard your online shopping cart who were having trouble? You could send a voice broadcast out for 10 cents a call.

The voice broadcast could say, "Hi, this is Alex from Heritage House Publishing. I'm so sorry I missed you today because according to our records you had trouble ordering online.

"I invite you to come back in the next 24 hours and go to www.MarketingWithPostcards.com/special... there is a surprise bonus gift we have waiting for you if you decide to call back and place your order. Again, I'm sorry I missed your call and I hope our paths cross often."

That's about 35 seconds.

One out of 20 will order. What does that cost you? One out of 20 at 10 cents a call is \$2.00.

Especially if you have something that is service related, the voice broadcast is an awesome way to get people to come back to your website.

The fax broadcast is good also. Don't spam people with fax broadcasting, only send to someone when they have given you their fax number.

- ☞ Articles. This is the final tactic I will cover in this session, although there are literally dozens. When you write an article, it has a heck of a lot more credibility and credence than when you write an ad.

An article has an implied endorsement of the publication, and they can be online or offline.

Action plan number one is to decide on your offline marketing tactics to grow your online sales. I just gave you 11 offline tactics when it comes to increasing your online sales.

I will go over them very quickly — snail mail, which is postcards and direct mail, email, instant messaging, seminar by phone, one-on-one phone consultations, physical seminars, one-on-one personal contact, space ads, writing articles, voice broadcasting and fax broadcasting.

Those are just a few that you can work with.

Action plan number two — I've been talking about using the phone. The follow-up call is what will mark the difference between you and all your competitors.

Call each online customer and thank them personally.

Can you do this? Can you call every customer who orders from you online and thank them? If it gets too hectic, can you have someone else thank them?

Call each of your online customers and thank them personally — a random act of kindness.

Confirm they received your product, that they've opened it and begun consuming it; make sure they received their bonus gift and anything else you may offer them as support.

If you don't want to call people, big deal. Do voice broadcasting for 10 cents a piece. The way voice broadcasting works is, it only leaves a message when they get an answering machine. They won't talk to someone.

Here's an example of a message that might be left on an answering machine: they will say, "Hi. It's (your name). I'm so sorry I missed you. I'm just calling because I noticed that you ordered (your product). First, I wanted to confirm that it was you, indeed, who ordered. If it wasn't, don't bother calling back. I just wanted to insure that to be true.

Second, I want to make sure that you send back that bonus gift reply form that is on the inside cover. Please open up the box, fill that out and fax it.

And third, we just want you to know that there are human beings behind this online website, and we really appreciate your business. We do hope our paths cross often."

What are you going to do when you call people after they order? If you get one order a day, can't you call those people? They are worth 10 times more than the people who are opting in. And, they are worth 100 times more than the people landing on your website.

So, I hope you have decided at least to write down your offline tactics to grow your online sales. And, I hope, as of today, you have decided to call each customer and thank them personally.

As Foster Hibbard says in the quote of the month, "Doing isn't difficult. Deciding is." Deciding to call is what is difficult. Doing it is not difficult once you end up doing it.

You want to touch your customers multiple times, especially after they've purchased your product. Tap into offline marketing tactics, like sending bonus gifts via snail mail.

If you have any information product or physical product of any kind, give them a bonus gift. Have them fax the reply in or mail or email it. It doesn't matter how they get it to you. But, they must open your product to get it.

If you have an eBook, have them send an email from inside the eBook for the bonus gift request.

They want the bonus gifts. Everyone is greedy. So, bribe them for it. Realize that whoever asks for this is less likely to ask for a refund.

Do you notice this? Do you sense this? Whoever asks for the bonus gifts is less likely to ask for a refund.

Do you know where the largest amount of refund requests come from? They come from the people who didn't even open the box.

In the network economy, which we are in right now, we are out of the industrial economy. It is a competitive advantage to make more customer contacts. You have a competitive advantage in the network economy when you have more customer contacts or exposures.

The more you mix it up offline and online, the better you will do.

The number one reason for divorce in America is the same reason for the number one reason a product is returned in marketing. That reason, time and time again, survey after survey, is a lack of communication.

So, what you want to do is communicate with them more frequently.

How easy is this bonus gift reply form? You have a sheet of paper. It's in black and white. It says, "Bonus gift reply form. Fill out form and fax to..." and then my fax number.

"Yes, rush these three bonus gifts." And, then have the bonus gifts listed. Make sure some of them come by mail. Some of them come by email. And, boom, you have a competitive advantage because people are consuming your course before they consume another course.

I want to end with a story by Jimmy Valvano, who is no longer with us. He used to be the head coach of North Carolina State University.

He said, "I don't care if I am six points behind or six points ahead. I just want to be six points behind or six points ahead with two minutes to go. When there are two minutes to go and I am six points ahead or behind, I am in the position to win." I want you to be in the position to win.

We have gone through eight modules. You have learned target market strategies, offline marketing strategies, copywriting strategies, exit survey strategies, recycling strategies and more.

I have taught eight different, highly-targeted, highly-in-demand topics, which I have surveyed. When I surveyed, I found that these are the eight areas people want to know about most.

I hope it has been very worthwhile for you. If you want to give me a testimonial about these eight months or you want to give me feedback that isn't positive, either way, please go to (Your Testimonial Web Page Goes Here – for an examples, see www.AskMyList.com/testimonial)

You can give an audio testimonial, as well.

Good Luck. Good Sales. And, I hope our paths cross soon.

Ends Here # #