

MyMarketingPartner.net

We've Turned The Art Of Marketing Into A Science™

3-Part Test For Every Mailing and How To Grade it

Like you, I am receiving tons of sales letters, post cards, e-mails and catalogs each year - and I am amazed how poor of a job most companies do in crafting their marketing message(s). Just remember this idea. Testing each piece before any major investment should be done. In some cases, I advise clients to send out multiple versions of a campaign to different lists so we can track how well a specific headline, low risk offer and list would perform. To do this, I always suggest some sort of code on each piece to determine which version got the greatest response. Codes, versions, offers - they're all part of a process called testing.

The 3 Variables To Test On Every Marketing Campaign Are:

1. The List - There is no factor more important to the success of a campaign than the list of people you target. In fact, the quality of the list represents at least 40% of the campaign's success.

It's easy to see why. If you were selling mortgages, you probably wouldn't make a lot of money offering a loan to someone who just bought a house in the last 60 days. However, you could make a lot of money by knowing precisely which home owners or renters are most likely to buy your products. Have they been in the home for longer than 5 years? Do they have a loan from a financial institution that known to have high interest rates? What about home owners or renters who have a FICO score of XXX and are XX years of age?

The only way to know the answer is to test. Test your in-house mailing list if you have one. Test lists you rent from mailing-list brokers. Here's how: Ask a mailing-list broker about renting a few thousand names from each of two or more mailing lists. (MyMarketingPartner.net offers this service). Then send the exact same mailing (except for the codes) to the different lists. The list that generates the most responses is your winner.

P.S. Don't forget to implement some type of D.R.I.P. marketing program - this is where you continuously hit a target group on a regular basis. We have used this for many of our client projects with tremendous success. If you want to read one of past article on D.R.I.P. Marketing - visit our web site and request this **FREE** report.

2. The Low-Risk Offer - Your low-risk offers (LRO) are the inducement for someone to respond immediately to your campaign. Remember, the objective of a low-risk offer needs to target both the NOW buyers and the FUTURE buyers - remember, your prospects are at different parts of the *Educational Buying Spectrum*. Both LROs are key elements to test because it's almost impossible to predict what offer will get the best results - nonetheless, you are offering something for both groups. Need more of a definition of this - call or e- mail us.

Here's a story about a mortgage company that tested two offers. One mailing offered \$100 off on their mortgage application fee. The other mailing offered a free "Mortgage Buyers Guide". Surprisingly, the Mortgage Buyers Guide won the test. Who would have predicted that? Test discounts. Test free gifts. Test free samples. Test free informational reports - remember, people are typically not experts buying what you sell. Teach them to be an expert and know what to look for. And don't forget to test pricing. I have heard many stories about products that nobody would buy for \$4.00, but sold out at \$12.00

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3. The Headline - The headline is the ad for the ad - a good headline can and will increase your success significantly. If you don't know what the problems, frustrations or annoyances are of the people you are trying to sell; it's going to be hard for you to get their attention. People buy on emotions and support that emotion through logic. You can't come up with one great headline - Just think about the biggest issues or solutions your product or service can provide and dramatize it.

A mortgage company can get attention the attention of someone by saying: **Everyone wants to sell you a mortgage, we'll teach you how to buy one** (Oh yes, you need to add in a sub- headline to validate their emotion from a logical standpoint - call us and we can help). Just remember words can be a powerful attention- grabber. There's nothing wrong with a big, bold headline that says something as simple as "*How to Avoid the Biggest Problems When Buying XYZ*" can draw a prospects attention to what you are selling. Just be careful not to get too clever. Here are 8 sample headlines:

1. How to _____ So that You Can _____
2. The Best Kept Secret in _____
3. A Quiz: Test Your _____ Smarts
4. Announcing _____
5. Discover the 3 - 4 Essential Elements That Guarantee _____
6. Good News for _____
7. How to Bounce Back from _____
8. How to Get Other People to _____

Evaluate your results. If you wanted appointments for salespeople, then you should test the list, the LRO and headline which netted the most appointments - don't forget to implement a backend telemarketing campaign to augment the actual marketing piece. Keep testing until you get the results you want. Then start again.

MyMarketingPartner.net is a national sales and marketing consulting firm that does something unique in its industry. Since 2002 we've been helping our clients become more profitable by converting more of their prospects into clients and clients into repeat buyers...all by turning the art of marketing into a science.

If you would like to explore how we can help your business, we would welcome the opportunity. You can reach us by calling (856) 401-9577 or e-mail our Founder, Glenn Fallavollita at glenn@MyMarketingPartner.net or calling us at the number listed below.

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