

# **What Is A Direct Response Email Marketing System?**

## **Can It Help My Business?**

By Grahame Brown

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# In Business, It's Important To Stay One Step Ahead Of The Competition.

With the rising popularity of email and local search engine usage by consumers, a **direct response email marketing system** can ensure that your business remains competitive and viable.

## What Is Direct Response Email Marketing?

**Direct response email marketing** (*also known as permission-based email marketing*) is an automated email marketing system that allows you to perform ongoing, hands-off follow-ups with your customers and prospects.

If you're wondering whether or not customers will respond to this type of marketing, read these important facts below.

A survey by *Forrester Research* revealed that a staggering 79% of surveyed consumers have signed up to receive email from at least one company. A full 75% of those surveyed stated that they read email every day of the week!

The *Direct Marketing Association (US)* states that every \$1 spent on email marketing yields up to \$51.45 return on investment (ROI).

Another recent survey of 55,000 participants, conducted by *Decision Direct Research* revealed that the number of respondents that visited a web site after receiving an email promotion increased to 62% in 2007. Undoubtedly the 2009 and 2010 figures will be higher.

This very interesting article appeared in the *Direct Marketing Association (UK)* website in October 2009 and relates to the *smart companies* being heard on the web. This can be viewed via the link below.

[Direct Marketing UK Article](#)

This is all very compelling information for any business owner and should not be ignored. There are many more studies and surveys that show proper implementation of direct response email marketing achieve results.

Ultimately the effects of utilizing such a powerful system will translate into greater customer loyalty, increased profits and lower marketing costs for your business.

You will find a complete explanation of direct response email marketing in this report. If there are any points you don't understand, you will want to take advantage of the **free, no-obligation consultation** offered at the end of this report where everything will be explained in more detail.

## **How Does Direct Response Email Marketing Work?**

Here is a step-by-step illustration showing you exactly how a **direct response email marketing system** functions.

**Step 1:** Your customer or visitor comes to your web page. They sign up after seeing the opt-in form that offers a free report or gift in exchange for subscribing.

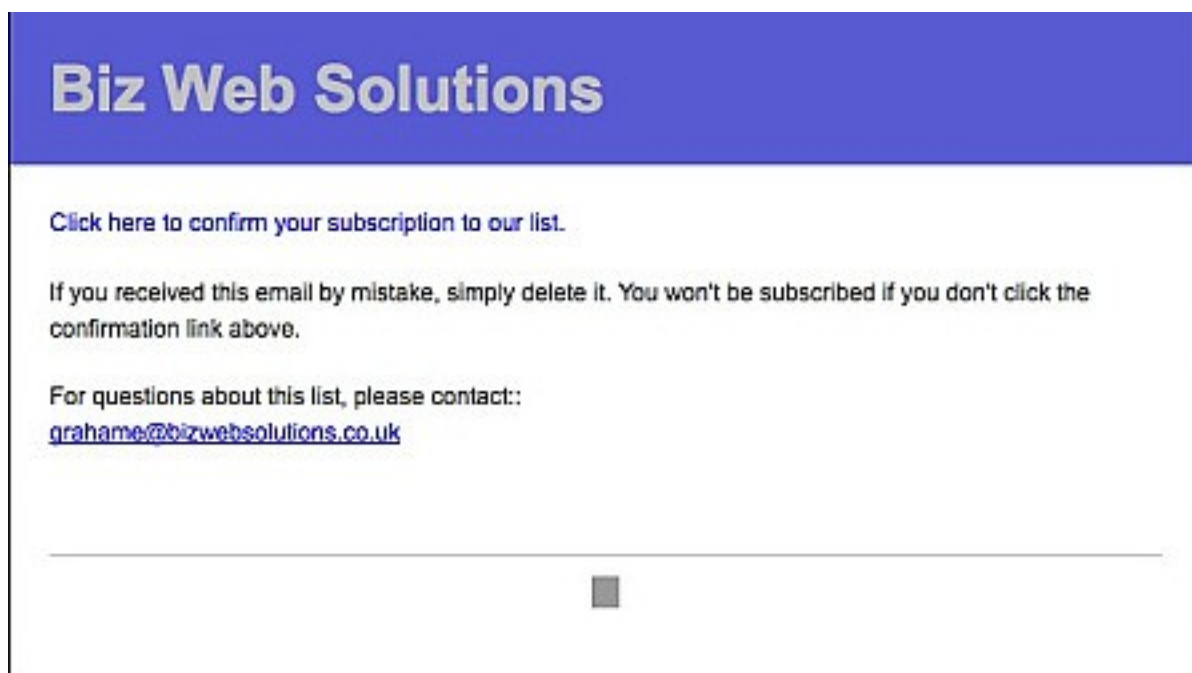
In the example below, we show the email opt-in form with the image of a free report below.

The image displays two components of a marketing campaign. The top component is an email opt-in form with a blue background. It features an orange header with the text "Please sign in here for your free report." Below this, there are three input fields labeled "Email Address", "First Name", and "Last Name". A "Download Now" button is positioned below the fields, and a link "unsubscribe from list" is located at the bottom right of the form area.

The bottom component is a promotional graphic with a white background. At the top, a black banner contains the text "\*\*\*\*\*AVAILABLE FROM 26/10/2009\*\*\*\*\*". Below the banner, the text reads "Please sign in above and you will be led to the download page." The central focus is a blue book cover titled "Free Report" with the subtitle "How to Increase Profits and Lower Marketing Costs." Below the book cover, the text states: "This free report will explain in detail how your business could benefit from this time proven technique that continues to work and is one of the very best ways of retaining and obtaining clients and customers."

Your customer simply enters their name and email address, then clicks a submit button. The button shown in the example says *'Download now'* as opposed the normal but more mundane *'Submit'*.

**Step 2:** After they enter their name and email address and click the submit button, they are redirected to a '*confirmation page*' page, similar to that depicted in the example below.



This confirmation email includes a confirmation link that the new subscriber must click to actually be placed on the email list. This procedure ensures that they have implicitly requested to be added to your email list and prevents the possibility of unsolicited emails (spam) being sent out.

**Step 3:** After receiving the confirmation email and clicking the confirmation link in that email message, they immediately receive a **Welcome Message** in their Inbox.

The welcome message is the first of a preloaded series of messages. They will generally receive the remaining messages once every week. The message will tell them what they can expect as a result of

becoming a subscriber to your business newsletter or offers.

It will also begin educating them about the products or services your business has to offer. The weekly email messages that follow will do the same. These messages can also include...

- Weekly specials and additional discount offers.
- Upcoming community-based events.
- Helpful tips that benefit them as subscribers.
- Surveys and polls.
- Any other style of message you wish to convey.

More importantly it keeps your business in the forefront of their minds. This is a powerful and proven marketing technique that has been used by large companies and corporations for decades.

You now have the unique opportunity to utilize this profitable marketing technique at a much lower entry point than these large corporations generally pay.

### **How Do You Benefit?**

As stated earlier, effective email marketing keeps you in touch with your current as well as potential customers. As an astute business owner, you know that when you stay in the forefront of your customers mind, they much more likely to do business with you, rather than with your competitors.

You can instantly notify your customers of upcoming specials, discounts and events.

To see the true potential, take a look at the example below...

Let's say you develop an email list of 500 subscribers. You arrange to have an email message sent that notifies them of a special 20% discount on a popular product or service.

Let's assume the full suggested retail price of the service is £50 but they will pay only £40 with the discounted 20% offer.

Now, let's say that only 10% of your subscribers respond by coming to your establishment to take advantage of your discount offer. That's 50 customers.

Now let's calculate - 50 customers x £40 = **£2000 in total sales!**  
Pretty impressive I would say.

Also, this simplified example does not take into account any additional purchases those 50 customers may possibly make.

**Can you see the power and potential here?**

It's no small wonder that large corporations have been successfully using direct response email marketing for decades.

Results like this would make it possible for you to stop paying for marginal and ineffective advertising that yields a low return on investment. This *'increased profits and lower advertising formula'* is highly desirable.

What would happen if you could get only 20% of your daily customer traffic to subscribe to your business newsletter?

If you have 50 to 1000 customer contacts each day that would give you:

- 10 to 200 new list members each day
- 60 to 1200 each 6-day week,
- 240 to 4800 each 4-week month
- 2800 to 58000 each year!!!!!!!

With this kind of potential, you owe it to yourself, your business, your employees and your customers to have a good look at the possibility of implementing a direct response email marketing system.

### **Get Valuable Feedback From Your Customers.**

This system also allows you to send out surveys and ask your customers what products services interest them most. This makes it possible for you to save even more by allowing you to effectively recalculate inventory or supply purchases. This is *smart marketing* and *smart business* at it's finest.

### **We Work to Ensure the Highest Email Delivery Rates.**

According to *Time magazine*, between 40 -70% of all emails are spam filtered before anyone has a chance to read them. This is especially true of three major email providers:

MSN (including Hotmail),

Yahoo,

AOL (owned by Time-Warner).

Additionally up to 27% of all permission-based email never makes it to the recipient's inbox?

We take special precautions to ensure high email delivery rates. These precautions range from using the very latest email distribution technology to writing email messages that meet the strict guidelines of the vast majority of email spam filters.

## **How Can I Learn More About A Direct Response Email Marketing System?**

This is easy...just call us. Reservations for this valuable service will fill up quickly, especially as initial setup is included within the free website offer, so call now for your no-obligation appointment.

This is a **genuine free consultation** and there is no hidden sales agenda. The free consultation and analysis are designed to honestly reveal whether or not your business can benefit from the implementation of a direct response email marketing system.

**Call +44(0)7786 222433**  
or contact Grahame via email at:  
[grahame@bizwebsolutions.co.uk](mailto:grahame@bizwebsolutions.co.uk)