



E-BIZ JOURNAL

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Our journal for professional approach to Mktg and Communication
(by Marco Mancinelli – Publishing Director – press.mark@email.it )

“Well, the time has come”, yesterday I wrote to the partners of this experimental publishing project linked to marketing and communication issues. Yes, it’s like this: like all the marketing and communication community, we live the right time to share our experiences, skills and minds with companies, managers and business experts all world based. It’s a project that comes from the passion of an experts net in which European and North American marketers are involved. The project partners decided to distribute the E-Biz Journal only by e-mail with attached file: it’s very easy, immediate and, we believe, useful for contributing to give new inputs to the professionalism of marketers.

The contents? Reflections, remarks, case histories about the business issues.

Our choices for distributing the E-Biz Journal are based on the simple e-mail, because we wish to develop our project by a friendly approach to issues and international readers (at least, about 7.000).

The main concept that we follow is “speak about professional issues as between colleagues who meet during a smart happening”: informal, familiar, relaxed.

Well, the time has come to speak about biz issues and their sets.

New lines are about to come from international keyboards...

Where the marketing goes...

(by Marco Mancinelli – Publishing Director – press.mark@email.it )

“Marketing, where are you going?”, we could ask to this particular aspect of the business world. We live an age so full of changes. International relations change, the models of communication change, our professional days change, the priorities change and so on. We all perfectly know that the today’s marketing is not the same of yesterday: until few years ago, marketers had to promote products and services by standard procedures, because the concepts about targets weren’t so important as they actually are. In the past, it spoke about mass society and that requested “simple” actions for communicating the product’s value and name. The marketers of yesterday were a sort of public speakers in front of the same audience. Today, all that is not the same, no more. The process of targets diversification came to light in a very clear way. There’s no doubt, readers: when we organize a marketing plan, we must think to tell different publics (targets) our product. For doing that, we must individuate the right communication formula for every target. Every target has got his own mentality, his own lifestyle, his own explicit and latent desires, his own needs, his own expectations: we must consider all these aspects for making our proposal comprehensible.


So, this is our today and future challenge. This is our most important priority. What does it happen in the biz world about that? Still, not always this new rule is observed by all marketers involved in the realization of marketing campaigns. Many little and middle firms make the old mistake: they introduce their own proposals by using the same standard methods. It seems that all the consumers have the same characteristics, the same level of culture, the same expectations, the same way of communicating (and listening). Of course, it’s not like this. Great firms too, sometimes, don’t realize their marketing plans with the necessary open mind, maybe because the successes joined until to yesterday make them think to

have got definitively the right key to penetrate the market. But what was winning yesterday cannot be the same today (and tomorrow!). Especially, it's a question of new cultural approach to business. What have today's marketers to do for getting the right key?

1. Watching further;
2. Creating new minds to communicate;
3. Forgetting the actions of the past (they are useful as case histories and nothing else);
4. Developing own skills about the "society's reading";
5. Individuating every single target;
6. Considering that every target is a group characterised by his own aspects;
7. Thinking that time spends, society changes, new generations bring novelties to get, the language becomes more rich of images (and less formal);
8. Thinking to make the plus clear and interesting.

Easy? Absolutely no, but strongly necessary to achieve interesting and vital market shares. The modern business world is a sort of composite ocean, where all marketers have to face the new challenges by a new approach: open mind, society reading and analysis, innovation, diversification. The today's marketing requests flexible approaches based on the skills' updating. So, where the marketing goes, the marketers have to go. Follow it...

Writing sales copy

(by Phil J. Garrick – Project Leader )

Writing good sales copy is not an art, it is a science. There is no reason to get creative here. You want to follow the formula that has been proven to work. Nevertheless, I am always surprised at how many sales letters on the Internet can be improved upon.

Here are a list of some helpful tips when writing your own sales copy:

1. Make your Unique Selling Point (USP) very clear. Separate yourself from your competition. What is it that makes your product stand out from the other's?
2. Transfer Ownership. Your sales copy should make your reader imagine they have already bought your product. Use the word "you" often. Such as "you need", "your results", "you will achieve", "you will feel" etc. This way they'll already become emotionally attached before they buy. This is precisely why people who sell products at online auctions start their bids extremely low. Once someone has placed a bid they imagine they own the product and are more likely to participate in a bidding war.
3. Turn your sales copy into a story. This will draw them in without them even noticing you are selling them something. They'll already be interested when they get to your sales pitch.
4. Create Urgency. Make sure you show your reader that they are getting a bargain. Tell them the usual price you sell your product for is \$99. Then tell them if they order today they can buy it for \$69.95.

5. Direct your attention grabbing headline to a specific target audience. Your readers will feel important that belong to a select group of people who buy your product. For example; "New Teachers! Discover the Simple Strategies You Can Use Right Now to End Discipline Problems Forever!"
 6. Tell your reader how fast they can receive your product or service. Their buying decision may be based on how fast they can receive your product. They may need it by a certain deadline.
 7. Sell with BENEFITS. A benefit is not what the product does, a benefit is something the product does for you. Use bullets to highlight your product or services benefits. Benefits are the key to selling anything; make them stand out in your copy. You can use dots, dashes, or circles to highlight them.
 8. Completely remove the risk of purchasing your product. Give a money back guarantee that surpasses a normal one. Instead of the normal timed guarantee, give them extra back. Tell them they can keep the free bonuses or give them an extra long guarantee such as a one-year guarantee, or even a lifetime guarantee.
 9. Create added value with bonuses. Tell your reader they'll receive surprise bonuses. This'll raise your reader's curiosity and make them want to buy so they can find out what the surprise bonuses are. Just make sure the bonuses are related to your product!
 10. Let your reader know this specific package will not be offered again. You must create urgency so people buy now. You may always sell the same product but not with the same bonuses or price.
 11. Establish credibility. Give your readers a couple tips in your sales copy that will help them with their problem. This will give you and your business credibility and gain your readers trust to buy your products or services.
- Oh yeah...Don't Forget to Ask For The Order!

Online branding in today's economy

(by Michael Griffin – Business Consultant )

In today's current economy, it's more important than ever to effectively build your company's brand online. In economic recessions, making sure your brand is top of mind is critical. Connecting to clients through the Internet, as opposed to more traditional marketing techniques, can be more effective because of the:

- variety of approaches available
- high level of interactivity
- lower cost per campaign
- immediacy of results
- ability to better track results

According to a recent report entitled "Online Branding-The Internet's Impact on Branding" by the research firm Cyber Dialogue, more than a third of users (36%) undergo shifts in brand perceptions as a result of using the Internet. Assuring that your brand is correctly translated on the Internet increases your arsenal for targeting your market and improves the value of your brand-especially important in these tough times. How does today's business climate affect your branding strategies? Here are a few points to consider: (1) Assure that your online brand is

strong and clear; (2) Your goals should be to get noticed and to increase your relevance; (3) Focus on developing a usable and functional web presence and creating email communications that stand out in overcrowded "In" bins.

(A) Plan your online strategies for the next three months. In tough times, situations change quickly and budgets are tight. Make sure that your message is relevant and that you're getting the ROI anticipated.

(B) Provide an interactive experience for your clients to help build your relationship. In shaky times, your clients might need some hand holding, so stay in touch. Consider offering discounts or specials when possible.

(C) Review the imagery associated with your brand. Edit images that are inappropriate for today's climate. Be sensitive to your client's current state of mind and the current state of their business. Shy away from controversial imagery.

(D) Express how you are participating to help others.

Remember that your brand is "alive". Stick to your core principles, but remain flexible in communicating your brand.

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news_brand@yahoo.co.uk

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