



E-BIZ JOURNAL

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Finally, we're back...

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

Dear readers, many months spent since the first issue of E-BIZ Journal, we perfectly know...it was March when you received this particular e-magazine from our net of marketing and communication experts.

During the last months, we received a long series of e-mail messages from many of you: appreciations, comments, requests, impressions, advices and suggestions. Actually, E-BIZ Journal has at least **14.678** “certified” readers in all continents: this number, in fact, is the real number of total e-mail correctly received by you all. Moreover, we know that many, many of you sent our e-magazine to friends and colleagues. We really wish to thank you all, new and “old” readers, for the significant attention to our publishing product. It's been our deep passion for communication, especially, that brought us to create this particular instrument of skills and news sharing.

There's a special novelty...since today, E-BIZ Journal will be available for the free download thanks to www.comunitazione.it, the innovating italian portal of communication community, rich of interesting and qualified contents:



It's a special synergy studied and realized for rendering our e-magazine more and more present and always available **on line**.

This issue contains remarkable articles written by our experts community and I am sure that you'll find this number **2** interesting and (why not?) funny too.

A special mention is deserved by the results coming from the first world research realized via e-mail by our (and your) International Journal of Business Mktg and Communication staff: “**1.000 Marketers Say...**”. We asked to 1.000 readers what they think about the world economy trend, their job and other topics.

It's been a real intense and hard work of data survey, but we are very satisfied of it: read the results of this opinion poll and consider them as inputs for further reflections about the everyday work.

So, I wish you a good reading and not only..given that the particular time we live..

Merry Christmas and Happy New Year



A world research of E-BIZ Journal: “1.000 Marketers Say...”
(by Marco Mancinelli – Publishing Director – press.mark@email.it )

The opinion poll has been realized by E-BIZ Journal for discovering what a significant sample of the World Marketing and Communication Community thinks and feels about the working set, the economy trend and other.

Our staff (but I wish to express many special thanks to **Claire Weller** who brilliantly managed the data gathering) sent the questionnaire to a very large data base composed by our readers of the **5** continents (Europe, USA and South America, Asia, Africa and Oceania).

Here, the results, based on the answers of 1.000 readers who work as marketers and/or communicators...

“1.000 Marketers Say...”

→ E-mail Opinion Poll by E-BIZ Journal ←

(1) WHAT IS YOUR LEVEL OF TRUST ABOUT WORLD ECONOMY?

- HIGH	157	(15,7%)
- GOOD	563	(56,3%)
- MEDIUM	203	(20,3%)
- LOW	51	(5,1%)
- NEXT QUESTION?	26	(2,6%)

(2) WHAT DOES IT COUNT MORE AMONG...

- SKILLS	396	(39,6%)
- TRAINING	182	(18,2%)
- METHOD	198	(19,8%)
- EXPERIENCE	211	(21,1%)
- FORTUNE!	13	(1,3%)

(3) MARKETING IS...

- A BUSINESS TOOL	148	(14,8%)
- POWER	89	(8,9%)
- EVERGREEN METHOD	76	(7,6%)
- ANALYSIS	206	(20,6%)
- ACTION	481	(48,1%)

(4) COMMUNICATION IS...

- NECESSARY	620	(62,0%)
- GOOD SPEAKING	21	(2,1%)
- POWER	103	(10,3%)
- TRUTH	5	(0,5%)
- A MARKETING TOOL	251	(25,1%)

(5) IN 5 YEAR, YOU'LL...

- BE SATISFIED	200	(20,0%)
- BE VERY BUSY	567	(56,7%)
- BE A WINNER	142	(14,2%)
- CHANGE JOB	91	(9,1%)
- BE A LOSER...	0	(0,0%)

(6) YOUR WORKING TIME IS MOSTLY DEDICATED TO...

- ORGANIZE	183	(18,3%)
- ACT!	574	(57,4%)
- STUDY PROPOSALS	98	(9,8%)
- DO EVERYTHING	103	(10,3%)
- ENJOY THE LIFE!	42	(4,2%)

(7) YOUR JOB IS...

- PLEASANT	369	(36,9%)
- HARD	464	(46,4%)
- EASY	126	(12,6%)
- BAD	7	(0,7%)
- STRANGE!	34	(3,4%)

(8) DO YOU LIKE THIS INTERVIEW?

- SO MUCH!	871	(87,1%)
- NOT BAD	69	(6,9%)
- JUST A BIT	44	(4,4%)
- NO, IT'S AWFUL	7	(0,7%)
- DO YOUR BUSINESS!!!	9	(0,9%)

How to make marketing messages

(by Phil J. Garrick - Project Leader - news_brand@yahoo.co.uk )

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:

- 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?
- 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.
- 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.
- 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.

- 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!"
- 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.
- 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.
- 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.
- 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!
- 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.
- 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!...

Communication: the Winning Card!

(by Luca Clemente - Journalist - lucaclemente@fastwebnet.it )

To communicate!

Behind a simple word, there's a multitude of meanings, so different among them; it's enough to change the term with which it is accompanied and ambles, depth and importance immediately change.

To communicate is an art, absolutely.

As every art that deserve respect, the communication too changes time by time, follows the languages currents, meets the needs of people who uses it and utilizes the more suitable instruments towards the pursued aim.

Elasticity, ductility, and flexibility are some among the peculiarities that, if really present in a communication plan, can be able to reinforce and, above all, to render distinctive the image of a company.

The communication is maybe the most important strategic lever for a production company, in fact, by now we live an age in which, difficultly, the difference among occupying a respectable market share and being recognized as company leader of the reference market segment comes sanctioned by the goods characteristics.

In the XXI century, only who succeeds to get attractive the image of his range can really sell and gets profit; the first aim to join is to root in the consumers' mind that the product we sell is better than what is proposed by the industrial panorama, above all because it satisfies the requirements remained as uncovered by competitors: unavoidable requirements for a rational consumer...

If we succeed to join this fundamental aim, of course not so easy, we can get a double result:

(1) to render our customers faithful
and

(2) to make consumers accept our premium-price policy; otherwise, we'd get out from the market, progressively.

Therefore, we must be concentrated on the emotions that a product has to provoke in the single consumer who buys it and not on the mere requirement of needs satisfaction that brings to the purchase.

This has been the main passage that led the evolution of communication and the first marketers who understood that the importance of "the psychological item" overcomes "the physiological item" acquired, by an effective and efficient structural modification of the communicative items, an important competitive advantage, often decisive regarding the competitors: first step, rendering their market share faithful and, second step, assaulting those market parts left free by competitors.

So, we could get all in one phrase: to communicate is an everybody's need, but to know how to communicate is not a talent of everybody!

They search... but why aren't they buying?

(by Michael Griffin - Business Consultant )

There seems to be a common myth regarding site visitors and the buying process these days. I've heard this statement more than a few times over the last several months: "My visitors find me when they use search engines. They type in the exact key-phrases I'm listed under. So, when they get to my site why aren't they buying?"

The simple answer is that they aren't ready to buy yet.

Just because surfers type a specific key-phrase into a search engine does not mean they are ready to buy. In fact, it could mean just the opposite.

The buying process is made up of several stages, and your site visitors could fall into any one of the five.

Let's say a surfer typed "water filtration systems" into [Google](#). This same key-phrase can be used by people in all five of the buying-process stages. Take a look at the steps, and I'll show you why - during each one - your visitors might come to your site.

- **Step One - Need/Want Recognition** - Deciding there is, in fact, a need or a want to be filled. During this stage a site visitor may be wondering. Take yourself for example. Suppose someone told you about a new water filtration system that is just awesome. Being a health-conscious person, you want to determine if this is something that would be good for you and your family. You jump on the Internet and begin looking for general

information about the product. Right now you aren't the least bit interested in price or sales pitches. You just want to know what this filtration system is all about so you can decide IF there is a need or want on your part. Likewise, a site visitor in the need/want recognition stage is looking for solid, unbiased information.

- **Step Two - Information Search** - Trying to determine what's available. So now you've found out that these filtration systems are fabulous, and you've decided your family needs one after all. Next step? Jump back on the Internet and start searching for information. Are there various styles or sizes? What's the price difference? What features/accessories come with the system? This is one time to focus on benefits, to make yourself available for questions, and to direct your site visitor toward your product/service.
- **Step Three - Evaluation** - Eliminating products/services/companies and deciding who's best. After you've gathered a good bit of information, you'll begin to weed through the product brands and companies to determine which one you will actually buy. A site visitor in this stage will likely come to your site for additional information, to find the answers to questions he/she came up with since the last visit, or to double check facts and figures. This is a good time to not only focus on benefits, but also to have customer service, warranty, price incentive, and other information available.
- **Step Four - Purchase** - Actually buying your product/service. Finally... After all this time, the customers are ready to buy! Support their decisions by making your ordering process and shopping cart quick and simple to use.
- **Step Five - Buyer's Regret** - Wondering if they made the right decision. This is where money-back guarantees can save you! Most people simply need the reassurance that they *can* get their money back if need be. Especially with high-ticket items, buyer's regret is common. Reinforce their buying decisions by letting them know they can contact you with any problems they have.

So, as you can see, even though every stage in the process is different, the same exact key-phrase could be used to search the 'Net for information. Create your site to accommodate every step in the buying process. Don't assume that - just because someone typed your keywords into a search engine - they are automatically ready to buy.

To get meaningful marketing minds. And not only
(by Tony Lander - Advertising Consultant )

You need a fresh, effective marketing mind to give your product, service, or organization a boost. But your mind keeps falling back on old ideas. You're tired of them. You want a marketing approach that is exciting and full of life.

I got some real insight into fresh marketing recently when my wife gave birth to a baby boy.

As I stood in the delivery room, looking at my new son for the first time, I did what most parents do. I looked for familiar features. Yup.

He had my wife's hands. My forehead (poor child!). Some features seemed to be a blending of things I'd seen in other family members. Other features seemed entirely new. Nature is no dummy.

We can learn a lot by looking at the way nature does things. We can jump ahead by bringing those lessons to business. I once worked with a promising young media executive (now the president of a network) who advised me to become rich and famous by borrowing other people's good ideas. There's a lot of truth to the old adage that "there's nothing new under the sun".

Many of the best ideas you will come across have been used by other's in your business again and again. They wouldn't keep using them if the marketing ideas didn't work. Sometimes great good ideas become neglected. Are there old marketing techniques from the 80's, 70s, or 1960s that might work well today? How about great marketing ideas widely used in another city that haven't been tried yet in your town?

Network, borrow, and steal those good ideas. Remember, people can't copyright an idea, only the specific words used to express it.

Experts on creativity advise us to mix ideas to come up with something new. Think of two commonly done marketing tactics.

Can they be combined into something that is fresh, but has the successful elements of the tried and true? Most books only contain 5% new material.

The remaining 95% is lifted from other books and articles. Taking the information and writing it in your own way is called "research."

The publishing industry depends upon it. Psychologists also remind us that most people don't like things that are totally new.

When prospects tell you they want something new, they really may be telling you that they want a product or service that is familiar, but packaged with a fresh twist. So keep these three methods of creativity in mind as you plan your marketing campaigns in the weeks ahead.

- 1.** Borrow great ideas from other people.
- 2.** Look for ways to combine two or more good ideas into something that appears fresh and new.
- 3.** Look for good marketing ideas that are used in other places. Bring them to your industry or city.

The key to come up with great new marketing minds is, more often than not, based on looking for familiar friends that can be used in a slightly innovative way. The way is not so easy, but not even so difficult!

Outside of Biz, Inside the World

** Creativity, Art, Travels, Life Style **

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

- WORLDS AND MUSIC TO REMEMBER...

“Oh tell me where

your freedom lies

The streets are fields

that never die”

“The Crystal Ship”, by **Jim Morrison**, poet and **singer** (1943-1971)

- ART AND COLOURS TO ADMIRE...



“The garden of delights”
- **“Il giardino di delizie”** -
by
Giorgio Melzi
www.giorgiomelzi.com



“Country Concert”
- **“Concerto Country”** -
by
Giorgio Melzi
www.giorgiomelzi.com

E-BIZ JOURNAL



To our Readers...



Merry Christmas and Happy New Year

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