

Use Technology to Improve Your Marketing Results

by Chris Brown, president of Marketing Resources & Results



Sure it's fun to have the latest and greatest technology... but what good is technology to your business if it doesn't increase sales, reduce costs, or improve profits? The following are several ways to increase your marketing program results using everyday technology.

Use the subject line in your e-mail:

Make sure you always use a descriptive subject line to get your e-mail opened. Be aware of many of the words that spamming companies use and don't use those in your subject line or your message may be blocked. For example, the subject line of "Hot New Product" will probably be blocked because of the word "hot". Avoid HTML and large, long e-mails.

Conduct a market research survey quickly, inexpensively, and effectively using www.surveymonkey.com. For a small fee anyone can make a professional survey, gather the information and analyze the results.

Program your name into the e-mail return address. It takes less than a minute and your customers will feel more comfortable opening an e-mail from someone they recognize. If you'll be out of the office, consider using an automated response so they aren't stuck waiting for your reply.

Fax Machine and Cover Pages: Your fax cover page should include your tag line and a brief product or service description. A fax machine on your PC will reduce paper and increase productivity.

Use the signature feature in your e-mail. It's easy to include your name, company name, tag line, phone, e-mail, and web site in every e-mail. This is not only a good reminder of your services, it gives your customer choices on how to contact you by phone, fax or e-mail.

Put your Press Kits on Disk. Many information kits and press kits are now distributed on CD's or DVD's. This allows you to provide information electronically (photos as jpg's and press releases as word documents.) This allows the editors to copy, cut, and paste. Disks make for easy editing! You can also provide links to your web site, video clips and other information very neatly. Less expensive to make than cassettes, CD's and DVD's also ship easily.

Your Internet Web site: Just like every business has a phone number and business address, a website allows customers to locate you online. Your company's home page describes who you are to help set your image, branding & the category of business for your potential customers. Use your web page to sell and cross sell your products and services.

Trade links with other sites of non-competing companies reaching your target market.

Use your website to help you to establish credibility. Post your press releases and articles that you've written on an "In the News" page. Archive past articles. Quoted in a magazine? Post the link on your media page.

Take the time to obtain testimonials and permission to post them on your site from your best customers. When you post them, use your customer's name and a link to their web site. This helps your potential customers see

how they can benefit as well.

Comments from customers provide tangible word- of-mouth advertising.

The "Contact Us" page will help your customers and potential customers find you. Be sure to include your e-mail, phone, fax & regular mailing address. Put this on the bottom of every page.

Many people use www.google.com search engine or www.switchboard.com phone directory searches rather than looking up a name in the phone book.

If you've advertised in the yellow pages in the past, you should consider advertising on the web sites your potential customers use often. Ask your customers which search engines or directory sites they use. Don't assume you know.

Use your Intranet to post projects for your customers to review. Post proposals, special pricing, inventory levels, exclusive product photos — anything you'd like to share with your customer. Set it up so each customer gets a login account number so that they only see what you want them to see.

Try using these simple tools. You may be surprised how you can increase your marketing results. ■

Marketing Resources & Results helps their clients by identifying, writing and distributing press releases. For more information, call 330-656-9793 or visit www.Resources-Results.com.