

# **How To Increase Profits *and* Lower Marketing Expenses With A Direct Response Automated Marketing System**

**Written By Hanif Khaki, Founder  
Phase 3 Marketing Inc.  
[www.phase3marketing.com](http://www.phase3marketing.com)**

## Catch the Wave to Greater Profits and Lower Marketing Costs Before Your Competition Does!

With the rising popularity of email and local search engine usage by consumers, a **Direct Response Automated Marketing System** can ensure that your business remains competitive and viable.

### What Is Direct Response Automated Marketing?

Direct Response Automated Marketing (*also known as Permission-Based Email Marketing*) is an automated customer follow-up marketing system that allows you to perform ongoing, hands-off follow-ups with your clients and prospects.

If you're wondering whether or not your clients will respond to this type of marketing, read the important eye-opening 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* 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 2008 and 2009 figures will be higher.

These findings were taken from an article that appeared in *Ecommerce Times* and can be viewed at the link below.

<http://www.ecommercetimes.com/story/emarketing/59635.html>

These are very compelling numbers for any business owner and cannot be ignored. There are many more studies and surveys that prove beyond a shadow of a doubt that the proper implementation of Direct Response Automated Marketing gets results.

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

You will find a complete explanation of Direct Response Automated 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. At that time, everything will be made crystal clear to you.

## How Does Direct Response Automated Marketing Work?

Here is a step-by-step illustration showing you exactly how a Direct Response Automated Marketing System functions.

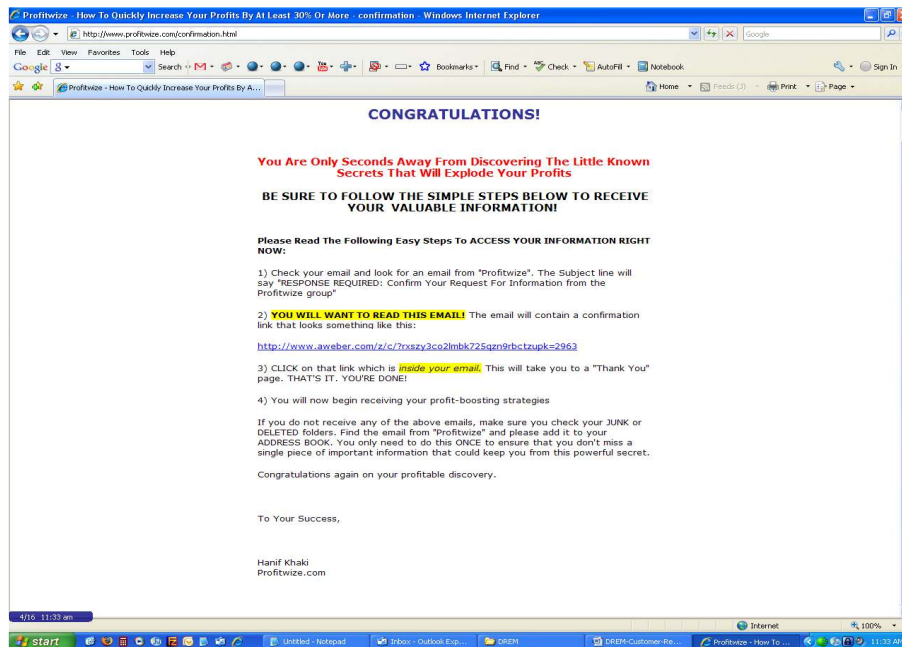
**Step 1:** Your customer or visitor comes to your web page. They sign up after seeing the opt-in form that offers a free report or gift in exchange for subscribing.

In the example below, the email opt-in form appears to the right along with the image of a free report.



Your client or prospect simply enters their first name and email address, then clicks a “*Send Me My Free Report*” or “*Keep Me Informed*” button.

**Step 2:** After they enter their name and email address and click the submit button, they are redirected to a **“Thank You”** page on your website, similar to that depicted in the example below.



The **“Thank You”** page thanks them for subscribing and instructs them to check their email Inbox or Junk Mail folder for a **confirmation email**.

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.

You may also include a printable coupon on the example **“Thank You”** page. This is an optional feature designed to increase loyalty by rewarding your new client/subscriber with a discounted or free offer. Your subscribers would print this coupon out, clip it and come in to your establishment for redemption.

**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.

This *Welcome Message* is the first of a pre-programmed series of messages. They will generally receive the remaining messages once every week. The *Welcome Message* will tell them what they can expect as a result of becoming a subscriber to your business newsletter.

It will also begin educating them about the products and/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.
- Almost any type message you wish to convey.

Most 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 system at a much lower entry point than what these large corporations generally pay!

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

As stated earlier, effective customer follow-up marketing keeps you in touch with your current clients as well as potential clients. As an astute business owner, you know that when you stay in the forefront of your client's mind, they are more likely to do business with you as opposed to doing business with your competitors.

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

To see the true potential, take a look at the example on the next page...

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 15% discount on a popular product or service.

Let's assume the full suggested retail price of the product or service is \$50 but they will pay only \$35 with the discounted 15% 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 \$35 = **\$1750 in total sales!** Quite impressive, you'll agree.

Also, this simplified example does not take into account any additional purchases these 50 customers may possibly make! Can you see the power and potential here? It's no wonder that large corporations have been successfully using Direct Response Automated Marketing for decades!

Results like this would make it possible for you to stop paying for marginal and ineffective advertising that yields low ROI (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 client traffic to subscribe to your business newsletter?

If you have 50 to 1000 client contacts each day that would give you 10 to 200 new list members each day, 60 to 1200 each 6-day week, 240 to 4,800 each 4-week month and over 2,800 to 58,000 each year!

With this kind of potential, you owe it to yourself, your business, your employees and your clients to at least look at the possibility of implementing a Direct Response Automated Marketing System.

### **Get Valuable Feedback From Your Clients**

This system would also allow you to send out surveys and ask your clients what products and/or services interest them most. This would make 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.

## **Working to Consistently Ensure the Highest Email Delivery Rates**

According to *Time Magazine*, between 40-70% of all emails are blocked (spam filtered) BEFORE anyone has a chance to read them! This is especially true for the four major email providers - MSN (including Hotmail), Yahoo, Earthlink and 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 (88.6% - 99.8%). These precautions range from using the very latest email distribution technology to creating email messages that meet the strict guidelines of the vast majority of email spam filters.

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

Simple...just call us! Reservations for this valuable service will fill up quickly, so call now to set up your no-obligation appointment. **To be fair to our clients, and to guarantee competitive advantages, we only accept one business per industry/per local area.** Please call early to avoid disappointment.

This is a **genuine free no-strings-attached consultation** and there is no hidden sales agenda, no sales pressure, and no hype. The free consultation and analysis are designed to honestly reveal whether or not your business can benefit from the implementation of a Direct Response Automated Marketing System. If you find for whatever reason that this does not make sense for your business, we will cheerfully part as friends, and either way you will have gained valuable expert insight that will certainly help you increase your business.

Call **416-858-5374** and mention the VIP code **“DRAM”**  
or contact us via email at:  
**hkhaki@phase3marketing.com**