



Basically Business

a monthly newsletter published by Sir Speedy

Email Tips to **improve results and ROI**

If you were satisfied with last year's email marketing results, congratulations! Just reload and enjoy another year of awesome. But if you want to up your game and beat previous returns, try these highly effective best practice tips.

List Growth: Start by assessing and refreshing the appeal of subscription lead magnets (ebooks, coupons, white papers and the like). Explore new ways to make them more enticing, perhaps enlist a new creative services provider.

Segmentation: Revisit and clarify your customer segmentation strategy. How should it differ this year from last? Review current methods, effectiveness and results, and verify that you're emailing according to subscribers' preferences, interests and behaviors.

Open Rates: Avoid ROI-killing spam filters by confirming all opt-ins and only sending campaigns from verified domains. Make subject lines more creative but don't sacrifice clarity for cleverness. Also, avoid super-salesy trigger words.

Optimize for Mobile: Keep formatting to one column that's less than 600 pixels wide and use fonts that clearly display on smaller screens. Feature a large call-to-action button to boost click-through rates.

Lead Nurturing: Improve your understanding of autoresponder features and use. Analyze your current email sequence to identify weaknesses and gaps. Eyeball the new-subscriber welcome series and cross-sell/up-sell promotion emails to see if they're converting.

Get a Fresh Start: If your email service isn't cutting it, assign someone to research

other options. Ask your provider to step up their level of support. Finally, accept that it may be time for a change and invite other platform providers in for a demo.

in this issue

The 10 Commandments of Direct Response Marketing—and Why You Shouldn't Break Them >>

Vinyl Vehicle Wraps Pedal to the Metal for Marketing ROI >>

The 10 Commandments of Direct Response Marketing—and Why You Shouldn't Break Them

Whether marketing happens online or offline, there is one thing every smart marketer worth their salt is after: They want the customer to respond. So let's review the 10 commandments of direct response marketing, as covered in one of the most authoritative books on the topic, *"No BS Direct Marketing,"* by Dan S. Kennedy, a top marketing consultant and legendary copywriter. Here's a quick look at his guidelines, as shared on the GKIC website:

1. There Will Always be an Offer or Offer(s)

In order to get consumers to stand up and take notice, come up with an offer "...that tells the consumer how your product can enhance their life, solve their problems, make their day better, etc., and the steps they need to take in order to reap the benefits."

2. There Will Be a Reason to Respond Right Now

It's called direct response marketing for a reason: you need your customer or prospect to respond RIGHT NOW. What sort of offer will spur them to action?

3. Clear Instructions

Don't make your customers guess. Tell them exactly what to do next!

4. There Will Be Tracking and Measurement

Tracking means accurately collecting all the information you need to determine what advertising is working and what isn't, which offer is pulling and which isn't, what marketing has traction and what doesn't.

5. Branding as a By-Product

Smaller companies often can't afford the luxury of branding campaigns. Stick to call-to-action offers "that are designed to motivate qualified leads to step forward and take action."

6. There Will Be Follow-Up

We're not just talking about a one-time follow-up based on a lead. Treat that lead like gold and as the beginning of a valuable relationship. Why? Because, "there are fortunes in the follow-up."

7. There Will Be Strong Copy

When all is said and done (and written), "your copy must be compelling enough to get your prospects to take immediate

action. Your vocabulary choices should aggravate your prospect's problems so much so that they can almost feel the pain, and then soothe them immediately with whatever it is you're offering, and how it can solve their issue."

8. In General, It Will Look Like Mail-Order Advertising

Kennedy suggests making a swipe file of mail-order newspapers and magazine advertisements that show clear calls-to-action. Next time you construct an offer, flip through the file for inspiration. The timeless principles of mail order still work.

9. Results Rule, Period

It doesn't matter what marketers think. All that counts is what the customers think. "If you make sales, then your strategy has worked. If it doesn't make sales, scrap it."

10. Keep Your Business on a Strict Direct Marketing Diet for at Least Six Months

Dan Kennedy says it best: "Anything that doesn't conform to the prior nine rules, do not let it in at all. Just say no. And bar the door."



Vinyl Vehicle Wraps

Pedal to the Metal for Marketing ROI



Adorning your company delivery and service fleet with bold, colorful graphics is a great way to outpace competitors without having to outspend them.

The Outdoor Advertising Association of America (OAAA) says that vehicle wraps, like those available from Sir Speedy, offer the lowest cost-per-impression of any advertising medium, capable of generating up to 70,000 daily impressions. Unlike other forms of advertising media, wraps work hard for you all day, every day—delivering high awareness at low cost for up to five years per wrap, on average.

Other marketing benefits include: strategic and creative versatility, as wraps make the ideal tool for onetime or short term events (like a new store launch), as well as ongoing campaigns

to build local foot traffic or generate brand awareness. Whether drivers are tooling around town, stuck in traffic, or parked somewhere just taking a break, their wrapped vehicle's rich, vibrant graphics can grab attention and showcase your brand. With a little imagination (and a reputable provider like Sir Speedy), any business with a company car or truck—from restaurants, retailers and real-estate firms, to salons, service pros and specialty shops—can add horsepower to their local marketing mix. Call today and let Sir Speedy show you how.



Did you know?

Signage solutions from Sir Speedy reflect the proven expertise of seasoned creative professionals who have mastered design and production and understand how to effectively integrate signage into your overall marketing strategy. Want to do more with signs? Come to us and let your imagination go! We've helped marketers develop attention-grabbing solutions for windows, walls, floors—even service and delivery vehicles. We're your go-to source for colorful, eye-popping wraps that turn your mobile fleet into 24/7 marketing billboards. Of course, posters, banners and yard signs are only part of Sir Speedy's comprehensive marketing support.

Share your business objectives with us and we'll help you design an integrated, multi-channel campaign, complete with professional quality promo products, online storefronts, direct marketing and more.



 **marketingtango**
THE RHYTHM OF INTEGRATED MARKETING

MarketingTango is a blog that covers a wide range of marketing tactics and their place in an integrated marketing strategy. *Get inspired, grow your business, and visit our website today!*

INSIDE

Vinyl Vehicle Wraps Pedal to the Metal

for Marketing ROI

Tips & Tricks

Be Found with Signage

What does your external signage say about your business? What is your customer's first impression from the curb, parking lot or lobby? The Small Business Administration took a look at six areas marketers should consider to create more effective external signage.

Convey the Brand Promise. Your main external sign is a key branding tool for you, keep it visible to customers and potential customers 24/7.

Remain Practical. You may not have control over the precise font used on your sign or where it hangs, but you can control its clarity and legibility.

Know Your Local Regulations. Every city has distinctive zoning regulations for commercial business signs. It would be beneficial to know them in advance.

Visibility. Is your business difficult to see from the road?

Supplemental Signage. They found you from the street, now what? Give them signage at the entry and on the walls in the lobby with supplemental banners, window clings or posters.

Keep Signs Spotless. Put the time and effort into proper maintenance and cleanliness.



SIR SPEEDY LABELS

For businesses large and small, labels are a marketing must.

- Branding
- Tracking
- Informing
- Promoting

Make your mark with labels from Sir Speedy