



Merrill Clark's

Marketing Essentials

Practical marketing tips & advice for today's busy business owners

AUGUST 2009

Great Marketing Never Sleeps!

If you stop marketing because of the economy...your best prospects will go elsewhere!

In fact, it happens a lot lately: Business owners cutting expenses to the bone. And unfortunately, advertising is reduced - or worse yet, completely eliminated.

Marketing is not an expense

The costs involved with making smart marketing strategies, compelling direct response sales copy in your advertising, and a website that generates leads and sales 24/7 is an **investment in you and your business!**

You see, a marketing machine creates a valuable asset to your business: Persuasive ads and websites that attract qualified leads... and when done right, can be your own "cash-generating ATM machine".

Don't be afraid

You may be scared to spend any money on advertising - till this whole economy thing blows over - but if you're committed to your business, you'll need to invest in some smart marketing tactics before it's too late.

My reasoning is this: If you reduce or eliminate spending on your marketing and lead generation strategy, history has proven that you'll quickly begin to lose market share and identity in your specific market, leading to non-existent sales.

Start getting new leads now

If you're one of the marketers that is maintaining or increasing spending on advertising, the same history has shown you will continue to gain market share, by getting more new leads and sales that might have gone to your competitors.

The way I see it is if you mail a postcard to prospective customers, the chances of them seeing it and responding to it will be much higher because they're getting far less mail than before - so yours stands out.

Direct response wins

During this time, branding, or image marketing is downright evil., but the biggest problem with it - is you can't track results.

Direct response marketing will keep leads coming in, assuming your ads and sales copy is top notch and has a powerful call-to-action and you can track every cent you spend.

Just make sure every tactic you use directly addresses your prospect with the sole purpose of compelling them to respond to your call-to-action, and not to "get your name out there".

You must toss the losers

Life has its fair share of winners and losers. Marketing is no different. **You have to test and track any ad or promo you do.** When you do, find the techniques that work are producing the best return on every dollar, keep doing them, and stop the ones that aren't working as well.

*Did you know?
Direct response marketing tactics & techniques will work effectively with your print advertising and also your Web, online, and e-mail marketing?*

Crestview Marketing Services LLC
P.O. Box 376
Stratham NH 03885
603-686-5140

webcontentNH.com
crestviewmarketing.com

Marketing Essentials

Provided by Crestview Marketing Services

AUGUST 2009

Response rates are usually much higher when sales copy is written by a professional copywriter using direct-response techniques...



Merrill Clark
Direct Response
Copywriter

**Crestview Marketing
Services LLC**
P.O. Box 376
Stratham NH 03885
603-686-5140

webcontentNH.com
crestviewmarketing.com

In Summary

One of the biggest challenges for business owners during a tanking economy is getting new leads that are pre-qualified, and converting those leads to paying customers that you can keep marketing to forever.

Granted nobody said it was going to be easy but when times are tough, like it is now, the tough make hard decisions and spend money on marketing and advertising wisely, tracking every penny spent.

And in addition to investing wisely, you'll need powerful and persuasive ad copy, web copy, and general sales copy that will attract prospects and converts them into life-long customers.

Do you really need to hire a professional copywriter?

The difference between a postcard, lead generation letter, or web page written by a business owner and a sales copywriter is usually pretty dramatic for two reasons.

First, the overall looks, tone, and purpose of the copy will be different. And second, the results or response rates should be much higher when you use a professional copywriter.

Most people writing their own copy tend to write about themselves, how great their company is, and features of their products and services. But, unfortunately, this kind of copy doesn't produce good results.

A professional copywriter spends the time researching your ideal prospects, their wants and needs, the benefits of your goods, your company, your competitors and their products.

The goal of spending this sometimes large amount of time is to try and figure out what the biggest single compelling idea is

that will persuade the largest amount of people to respond. And that's why results are usually much higher when the sales piece is written by a professional.

I just love happy clients!

Thanks for the outstanding work you did on the letter asking for support for our son's 'People to People' fundraising project.

To date, we've received donations from 13.2% of them, 2 promises of donations, plus 2 supportive letters from organizations that want to donate time and goods.

The overwhelming response far exceeded our expectations.

The Broad Family, Hampton NH

About Merrill

My clients hire me to generate more leads and increase sales by writing persuasive, money-making sales copy for:

- Sales letters
- Postcard marketing
- Email marketing
- Web, SEO copy and Internet strategy
- Brochure copy
- Blog setup
- Marketing and lead generation advice
- And much more!

Call me today at 603-686-5140 for a free 30-minute phone consultation to determine how I can best help you achieve your marketing and business goals.

To your marketing success,

Merrill Clark

**Sign up for my free marketing tips at
www.crestviewmarketing.com!**