

MARKETING TO BUSINESSES: 5 WAYS YOU MAY BE OVERLOOKING TO GENERATE LEADS AND SALES



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Marketing to Businesses:

5 Ways You May Be Overlooking to Generate Leads and Sales

Written by Craig Huey

In marketing to businesses, you need to get past the clutter, gatekeepers and anything that would interfere with commanding the attention of your prospect.

You want them to raise their hand. You want them to engage in conversation. What are the best ways to do it?

Here are 5 tips:

1. Three dimensional mail cuts through the clutter and gives extraordinary response rates.

Three dimensional mail is one of the best ways to take a small business-to-business target audience and gain response. I've gotten as high as 90%.

With three dimensional mail, you can break through the barriers. Sometimes a three dimensional piece is one piece, sometimes it's a series of two or three. Essential to three dimensional mail will be a phone call follow-up.

I explain all of this in detail in my video briefing, "3-D Marketing," [click here](#).

2. Use a videolog to shake up the hardest, most reluctant prospect.

We all know the power of video. But how do you get someone to watch the video? You do so by having it automatically play when they get a direct mail piece. They open it up, and the video plays. Powerful.

If you haven't seen one in action, watch my video briefing, "Videolog," [click here](#).

3. Have a powerful landing page that tracks with your marketing materials.

Need more detail? [Click here](#) to watch my video briefing, "Landing Pages vs. Websites."

4. Have retargeting and banner ads for anyone who's visited your landing page.

Need more information? [Click here](#) for a video briefing, "Why retargeting is a game changer."

5. With business to business marketing, you want to have a powerful conversion series in play. A conversion series is normally three to eleven parts. Here is our briefing on conversion series.

The \$350 Million Buyout, Thanks to the Special Marketing Campaign

For almost 10 years, I worked to make one small investment company into a giant that was purchased for over 350 million dollars.

DTN Wall Street, headquartered in Omaha, Nebraska launched a new investment product.

The marketing director, Chuck Wood, heard me speak at a conference in Las Vegas. He loved the idea of having accountable advertising on scientific marketing:

- Knowing your cost per lead and sales
- Targeting
- Testing to see what works best

The company had just branched out into a new venture from its core agricultural products for farmers to a completely different market – the individual investor. At that time, he had a little over 500 subscribers at \$39.95 a month.

As the internet started to take off in the late 1980's-1990's, investors could get "delayed" information on individual stocks and the market like never before. They built new technology to deliver it directly to the home or business.

So before Yahoo and Google Finance, before **TheStreet.com** and other services that allowed investors to access data, they created a new product.

The problem with any new launch is communicating the benefits in a powerful way and in this case, justifying the high price to a skeptical audience.

So I created a marketing plan for:

- Branding
- Positioning
- Direct response copy
- Creative strategy
- Media selection

We took them from under 1,000 subscribers to over 150,000 users.

It was an amazing success story. We started off creating display ads. We tested over 50 and 200 headlines, measuring carefully every word, every graphic, every offer. And it caused the company to grow drastically.

During this time, we created over 20 TV commercials, variations with different scripts, different actors with the same script, a variety of offers and much more – more than 100 different versions.

The first commercials CDMG produced for DTN Wall Street created such a huge response that they had to hire more staff. Our agency was asked to produce more spots and begin extensive testing.

Over 20 successful 60-and 30-second TV commercials for DTN Wall Street were produced.

With a strong value message, one of the most productive spots carried the title "Saving Money."

It was a simple, straightforward presentation of the savings gained with DTN Wall Street.

"Saving Money" and other commercials for DTN Wall Street that stressed "value" generated far more leads, reducing the average cost per lead by 250% when compared with commercials that strayed from clearly presenting the cost savings and low monthly rate.

DTN Wall Street VP and General Manager Charles R. Wood notes, "CDMG has made a tremendous difference in our direct marketing success."

Wood went on to write about Craig Huey, CDMG's President: "With your direction, creative expertise and full service...you've taken us to the next level of marketing, which is helping DTN grow and grow."

We have also created direct mail, email, inserts, and banner ads for DTN.

The marketing success turned an idea into a fortune. They became a public company.

The lessons learned still apply today. Do your marketing right. Test. Use direct response copy. Use multimedia. They could not do it on their own. They relied upon Creative Direct Marketing Group, Inc. to bring them up to the powerful professional standards to take them to the next level.

They knew they were too close to their own product to do it themselves.

They knew the value of working with a direct response ad agency team that is extremely focused on their client's success.

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