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February 12, 2014

“I’m Great!” is **Not an Offer** “I’m great and I’ll give you ten bucks!” is **better...**

One big difference between being a Mail Service Provider and a Marketing Service Provider is what you need to care about. As a Mail Service Provider (can we just say “Mail House”? It’s easier to type...) your job is to produce a mailing accurately and efficiently, and to hand it off to the Postal Service. Once the Postal Service has it, your job is done – how the mailing works is your clients’ problem. “No response?... Sorry, but we did our part correctly.”

As a Marketing Service Provider (can we just say “SnailWorks™ reseller?”), you still need to get the mailing right but your job isn’t done when you hand it off to the Postal Service. You need to watch that mail as it travels through the postal system, to make sure it gets delivered, and you need to track and monitor responses. If response is lousy your clients are going to look to you for help, and all of the multi-channel magic in the world won’t compensate for a bad campaign. Of course your clients are ultimately responsible for providing a sellable value proposition, and generally for the creative portion of the project, but as their marketing partner you are smart to make sure their campaign is as effective as possible. Helping them create and execute a successful campaign will mean much more to your clients than stuffing their envelopes correctly – and that is the whole point of becoming a Marketing Service Provider.

Charity begins at home – and your own marketing is the first place to look. At SnailWorks we want your self-promotional campaigns to rock, and a few simple things can help. **The number one thing you need to focus on in your campaign is the offer.** Remember, this is direct marketing – we are trying to elicit an action, ideally getting your prospect to go to your landing page to learn more about you and convert from being a prospect to a lead. We cannot over emphasize this point – **the primary purpose of your direct marketing campaign is to get your prospects to take an action, and you need to give them a reason to take that action. That reason is your offer. Your campaign needs to be about the offer, not about you!**

“We are the best printer in town! Click here to find out why!” is not an offer. Surprisingly few people are interested in how great you are. “Click here and get a \$10 Starbucks card on us,” may not be a great offer (depending on your love of coffee), but at least it gives your prospect a tangible reason to “click here.” While they are on your landing page make sure they see what a great printer you are before they get that card.

In every campaign you do, you need to have some kind of offer – some tangible reason to take action. It may be something industry related like a white paper or other information, it may be a special offer, it may be a gift card, but you can pretty much count on no one going to your landing page if you are not bribing them to be there. And once they are on the landing page, make sure you capture some information on them – at least know that they were there. Once you have captured their interest feel free to tell them how fabulous you are, but until then you need to buy their love.

Whenever you can, you should apply the same rules to your clients’ projects – do they have compelling offers? Or, for that matter, any offer at all? If you can help your clients stay focused on such fundamentals you can help them improve their results and look to you more as their marketing partner than just their envelope stuffer.

In fact, we have an offer for YOU: [click here](#) to read our white paper on how to make money with multi-channel.

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