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An Untapped Market!

When people think of an online business they naturally think in terms of online advertising. It stands to reason that if you are promoting a website you will be best served to advertise it with online marketing methods, and to a large degree this is correct.

However, despite the fact that the vast majority of your sales for any online business will come from your online marketing campaign, there is another way to generate sales that most people never use.

The use of offline marketing methods is a technique that only a very small number of people ever utilise, which means it is a market place that has not been over used or saturated with other advertisers.

The fact that it is rarely used to its full potential, means that you are at a definite advantage over others if you are one of the more aware marketers who is prepared to make use of it. The most obvious reason for this is because the competition is so much less than in the more traditional online advertising forums such as classifieds and pay-per-click.

When you advertise on one of the major search engines, you are competing with hundreds or even thousands of other marketers for the same advertising space and the same potential customers....when you advertise in an offline medium you may well be the only person marketing your particular product or program, which means you are not competing with anyone whatsoever.

We do not intend to give the impression that offline advertising is going to give you more sales than you would get when advertising online, but you should be aware that this is a proven way to increase your sales and it is a method that just about every top marketer will use to some degree as part of their overall marketing campaign.

The methods employed are simple and usually very cheap, which is one of the main reasons this is such an attractive means of promoting your business.

Just as with online advertising, there are many different methods available to use in the offline sector as well, and we have listed the various ones below:

- Newspaper Ads.
- Flyers.
- Drop cards.
- Posters.
- Shop windows.
- Magazines.
- Friends/family – we'll discuss this later.

Some of these methods can be free to use while others may cost you a small amount, but they are generally all reasonably cost effective in terms of the results you get in return for the input you need to provide. Even the most costly of the methods offer an excellent return on investment.

We will now discuss each method in turn to explain how they can be used.

Newspapers:-

These are obviously an excellent source of advertising because they are read by such a large audience, yet the costs do not need to be particularly high, especially with the smaller local papers.

Below is a list of potential questions you will need to ask yourself before you begin using papers as part of your offline marketing campaign:

- Which newspapers have classified sections?
- Which papers are free to advertise in?
- Which ones charge a fee and how much?
- What is the circulation of the paper?
- Is the paper daily, weekly or monthly?
- Use local papers!
- Look up local papers from different area codes, and possibly use them.

It is always a good idea to go out and get the papers you want to advertise in and look for the advertising contact number. Call them and get all the details you need on cost, how long the ad will run for, where the paper is distributed and what you need to do in order to place an ad etc.

Some papers are free to advertise in, some charge a fee but they are all cheap so long as the paper is just a local one. Place an ad in various small local papers from different area codes and you can have a regional or national ad campaign at a very low cost. (It would be very expensive to advertise in a national paper.)

We would always advise doing a little research before you jump straight in to using newspapers to make sure you are using the best ones that stand the greatest chance of giving you some decent results.

One of the most important determining factors as to whether you should use a particular paper is the distribution of it. How many copies of this paper are sold each day? There may be very little point in advertising in a paper that only sells a handful of copies because the number of people who will then actually see your ad is going to be very small.

You ideally want to advertise in a paper that has a large readership, because it means that more people are going to read the adverts, see your advert and potentially take action to look at your site. This is no different to any other form of advertising.....it is all about numbers; the higher the number of people who see your ad means more people to potentially become your customer.

Also have a look to see what other kinds of business opportunity are being advertised and get an idea of the potential competition you will be up against. Even though very few people use this medium for advertising online businesses, there are still going to be other income opportunities being advertised for offline companies and you will need to check these out to give you the ability to make your ad stand out as more appealing.

Setting this up can take a few hours but it can all be done from your home via the telephone, so it really isn't much trouble at all. The key is obviously to do a little research to make sure you get it right from the beginning.

Because of the number of newspapers there are in each location, it is possible to set up a campaign that reaches the majority of homes and work places without very much cost simply because each paper is so cheap to place adverts in.

Also, many regions and districts have free advertising papers whereby you can place your advertisement for free, and then people go out and buy the paper for the sole reason of reading the adverts that area contained within. These kinds of advert specific papers inevitably produce the highest response rate because the readers have bought the paper just for the adverts in it. They are looking for the offers and so are much more likely to take notice of the ad and actually visit your site.

Flyers;-

Most people have seen these kinds of things come thru their letter box on numerous occasions, and in all fairness the majority of them get ignored. People have got an image of this sort of thing as junk mail, but it is a bit of a misconception.

If you delivered 100 flyers to 100 homes, 99 of them would be thrown away with the trash, and this is immediately seen as wasted advertising. But, if you stop and think about it, any form of advertising gets a similar response rate.

Classifieds, pay-per-click, TV commercials or anything else you can think of will only ever get about 1 in 100 people actually taking any notice of it. That is just a normal rate, but most people don't realise advertising responses are so low.

Flyers delivered to letter boxes get the same results as anything else; the only difference is the amount of time it takes to get the flyer delivered to each home.

These are some of the things you will need to think about before you get set up to use flyers in your campaign;

- Where can you deliver them?
- How many would you need?
- What flyer do you use?
- How long will it take to deliver them?
- What size of area could you cover with them?

Delivering flyers is very time consuming if you are going around posting them to mail boxes on your own and we would normally only recommend this for people with a lot of spare time. However it is still an effective way to advertise in your local area.

One of the best things you can do with flyers is to combine it with newspapers. Go into your local store and ask if it is possible to place a flyer inside each of the newspapers they deliver. You'll probably have to go in and do it yourself, but they then get delivered by the delivery boy at no cost or time to yourself.

The other obvious way is to do it yourself door to door. Not ideal if you have a busy day job, but it is certainly something that can be done on weekends or during your spare time. Just be aware that you will have to put in quite a lot of hours in order to cover a wide area and get the flyers to as many households as possible.

Another option you have is to temporarily employ someone else to do it for you....maybe a local teenager who is willing to do it for some extra pocket money. You may even be able to get the local newspaper deliverer to go back out and deliver your flyers after they have finished their normal round.

Just because flyers thru letter boxes are sometimes seen to have slightly unpopular reputation, do not underestimate their power to get in new prospects and customers. They have a response rate just the same as every other type of marketing, but they are very often lower cost.

Drop cards:-

Drop cards are the small business type cards similar in size and appearance to a credit card. You can literally get thousands of these printed out for next to nothing if you look around for a good printer in your area.

Again, you need to ask yourself a few questions before you start using them;

- Where should you leave them?
- How many should you print?
- Where will they be seen and picked up?

These can be left just about anywhere you like. The places many marketers find work the best are in shops at the check out. As customers are waiting to pay, they see your drop card and pick one up and take it home. You only need to leave a small pile of them in each shop, and you can generate hundreds of prospects. You will obviously need permission to be able to do this.

Go to as many stores as you can, big or small, and ask politely if it is possible to leave your drop cards with them. You'll be surprised at how many say yes. You should also travel as wide an area as you can so as to take advantage of as many stores as possible. More stores obviously mean more shoppers and more people seeing your card. If you have a vehicle it will save time and cover a greater distance.

You can also leave drop cards absolutely anywhere other than in store checkouts. Park benches, restaurant tables, phone boxes or anywhere else you can think of. Big supermarkets are great if you can get them because of the sheer volume of customers using them each day.

You can also carry a handful of them around with you during the day and give them out to people you speak with in a similar way that a person may hand out a business card. Just tell them it is an income opportunity you are involved with that they may be interested in and give them the card.

The card should just have a small amount of information on it like a headline and website address. It is intended to arouse curiosity not actually sell the product or program, so don't go for the hard sell when you hand them out, just let them visit your website and let that do all the work for you.

Posters:-

These are a really great way to advertise because they act like your own mini billboards that are used so well by the big companies. For the sake of just one well printed poster, you can get the attention of hundreds or even thousands of people who can then potentially go on to visit your site.

As always ask yourself;

- What areas can I put them up?
- How many should I do?

You do have to be a little careful with this one because it is illegal in most areas to simply put up posters wherever you like, and if not done sensibly they can make a neighbourhood look scruffy. However, there are usually dedicated notice boards that allow locals to place posters for a short period of time, and it is again very often free.

So long as you use designated notice placements and have permission, put your poster up and you will have a stream of passers by seeing your ad.

You obviously won't be able to use the billboards that you see with big advertisements on, but your small poster will work in the same way. People will be walking past and noticing it without necessarily paying much attention, but it will catch the eye of many passers by if your headline is good enough, and that attention grabbing ability will make them take notice and then visit your website.

Using posters is one of the best ways to get visitors and new customers because the amount of work involved in placing them out is very minimal, yet the number of people who actually see the ad is very often far greater than with any other form of offline advertising.

In terms of the return you can expect for the amount of work you put in and the costs involved, posters are probably the best you can get in the offline marketing element of your campaign.

Shop windows:-

This is applicable to all of the above methods, i.e. drop cards, flyers or posters. Any one of these can be placed into a shop window and act as an advertisement. The more stores you can locate that will allow you to place a small ad in the window, the more money you will make.

You can literally advertise to thousands of people using this method, but you must again seek the permission of the store owner before you do this.

You will generally find that the smaller local stores will let you place items in their windows for no cost whatsoever, but you may end up having to pay a small fee to use some of the bigger store fronts.

Quite obviously the bigger the poster or card you can place in the window the better. You are still trying to attract the attention of prospects in just the same way as you would in any online marketing forum, so go for the best way to catch the eye and draw them in to have a closer look.

The idea of any item you place in a store window is to get people to go and visit your site which will then go on to do the presenting and selling of your product for you, so make sure your poster or flyer etc, is eye catching and likely to attract peoples attention and curiosity.

Magazines:-

This is the most expensive form of offline advertising you can do, but you'll still be surprised at how cheap it can be in certain magazines. What you have to consider is the cost against the number of readers and what category the magazine is aimed at.

The basic idea is the same as with newspaper advertising, but obviously magazines are not published on a daily basis....normally monthly or bi weekly.

- Which magazines are applicable?
- How much does advertising in each one cost?
- What circulation do they have/how many people read them?

So long as you can make more money than the cost of placing an ad it is worth doing, but you really will need to do a little more research before you attempt this to make sure it is going to be cost effective.

One of the best things you can do is contact some of the other businesses that have advertised in the magazine that you are looking at and speak to their marketing department. Ask them directly what their response has been to adverts they have placed in the past and check the costs in comparison to the revenue generated.

Magazines are generally more expensive to advertise in, but this is usually an indication that it produces a better result. (You pay for what you get).

You will have to take in to consideration what your product is, how it is related to the audience who read the magazine, and what is the likelihood of them converting into paying customers.

Magazines can be the most effective method at getting new prospects but it can also be very expensive if you do not do proper research before getting involved.

Friends and family:-

This is a bit of a tricky subject that should be approached with caution.

Traditionally in home business industries like network marketing and MLM, trying to sell to friends and family has been the main way to promote and attract new customers. However, in the last few years it has become increasingly evident that this is flawed technique that is being all but abandoned by the top earners in these specific industries.

There are numerous reasons why this method does not work if you are promoting a business that is very hands on and requires time and effort to build up before you start seeing any results, but it is not all doom and gloom.

This can be a good way of getting more sales if you approach things in the right way and you are promoting the sort of opportunity that can still utilise the friends and family network.

If you are involved in an opportunity that fits in to the following criteria then friends and family can still be used:

- ✓ Low cost!
- ✓ Direct sales!
- ✓ Instant income potential!
- ✓ Genuinely automated!
- ✓ No requirement to speak to anyone at any time!
- ✓ No long term commitment needed to make an income!

You really need to fill all those criteria before you attempt to approach friends and family with your offer. The reason for this is because it offers a virtually risk free opportunity to make some extra money

Many relationships can get strained or even ruined by trying to push people in to a high risk venture that takes up a lot of time, cost too much to get involved with and also returns very little results in the short term.

If you are going to be able to get your relatives to purchase from you or join up from your site, you have to offer something that is extremely easy to do and most importantly makes instant and substantial income. People will want to see some immediate results from anything you convince them to join.

Ask yourself:

- Is there anyone you think will be interested in your product or program?
- Are they likely to get involved?
- Can you face the rejection if they say no?

Be prepared for people to turn you down and say no. The rejection by close friends and relatives who say no to the offer can have a devastating effect on a person's morale and is very often a contributing factor in them giving up and quitting a business. If you are not prepared to take this rejection don't even attempt to make the offer in the first place.

Also be aware that trying to sell to friends and family is only providing you with a very small customer base which means you are not going to get very many people to buy from you and therefore the money you make will only be on a small scale.

Probably the best advice is to wait for a while until you actually see some results for yourself before mentioning it to you relatives. If you've joined a program that offers instant income, you will hopefully be able to make a couple of hundred dollars in your first week or so, and if you do then you have the perfect reason to present it to others.

If you make a few extra hundred dollars in a short period of time for very little effort, who isn't going to be interested in that? If you can go up to a friend and say you made \$200 in just one week, they are going to be naturally interested in doing the same thing, and then you can show them the opportunity and your website.

This is the easiest way to introduce friends and family without risking anything. You provide them with a genuine testimonial on how what you are showing them works. It doesn't get any better than that!

Just remember that this is only advisable if your program can give instant results with little or no effort. It certainly should not be used if you promote anything that involves building a team or waiting for a long time before you are able to generate sales for yourself.

Summary!

Offline marketing is an advertising resource that is sadly untapped by nearly every internet marketer, simply because beginners can't seem to appreciate its potential as a method to promote websites and web based businesses.

This means it is a market place that is wide open for exploiting and using to bring in increased revenue.

Competition is less, costs are less and the skills required are less. This all adds up to put offline marketing as one of the best ways to promote an online business.

Use the methods we have explained in this quick guide and combine them all together to form your offline branch of your entire business marketing campaign.

Importantly though, do not rely on these methods as your sole form of generating revenue because it should not be used as a means all by itself. Offline marketing is very much intended to act as a compliment for your main online advertising efforts, and when used in this sort of combination, your results should be far greater than your competitors who are unaware of this market and are failing to use it correctly.

Offline marketing will definitely serve to increase your income potential at a low cost for a high return on investment.