

One Simple Strategy That Local Businesses Often Overlook That Could Immediately Increase Revenue

**Most Business Owners Kick Themselves When They Realize They
Were Sitting On Plenty of Profit All Along**

DesignBlaze, LLC / Marketing Services

By Janeiro Blackmon, MBA

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Introduction

We are going to be covering one specific mistake that could be costing you money right now. Almost everybody overlooks this — even the marketing agencies cold-calling you every day, talking about: “I can getcha ranked on Google” ... While Search Engine Optimization (SEO) is a very important strategy for increasing your customer base, it is an intricate long term strategy that we will NOT be covering in this report. What we will be discussing is a very simple strategy that can be implemented immediately. We are talking about making your business more MONEY right away! How is this possible...? By utilizing something that has been right under your nose since you have been in business. Sounds crazy right? Well, it is the truth and this report is going to prove it to you. Let’s get right to the point.

The Problem

Most local businesses focus on generating new business (*this is NOT the problem). In focusing on new customers, many businesses overlook a few key things.

1. **They don’t use their database correctly!** They FAIL to properly utilize their list of customers that has already bought from them (*this is a BIG problem because you are leaving \$\$\$ on the table).
2. **They don’t have a database at all!** They FAIL to build a list of customers that have already purchased from them (*this is a HUGE problem and needs to be fixed ASAP).

Have you ever heard of a book by the name of “Acres of Diamonds” by Russell Conwell? Quickly, the story goes something like this:

There was a guy that had a farm and he heard about other people getting rich from discovering diamond mines. He sold his farm and wandered around in pursuit of diamond mine riches. With no success he fell into depression and uh... threw himself into a river! Meanwhile the guy that bought the land was walking alongside the streams on the property and spotted a beautiful stone. He kept it and showed it to a friend, the friend told him that it was a diamond! The guy that bought the land then hired experts to survey the land and excavate. He was in awe of their discovery: "Acres of Diamonds"! The original owner completely overlooked what was already in his possession and it cost him big.

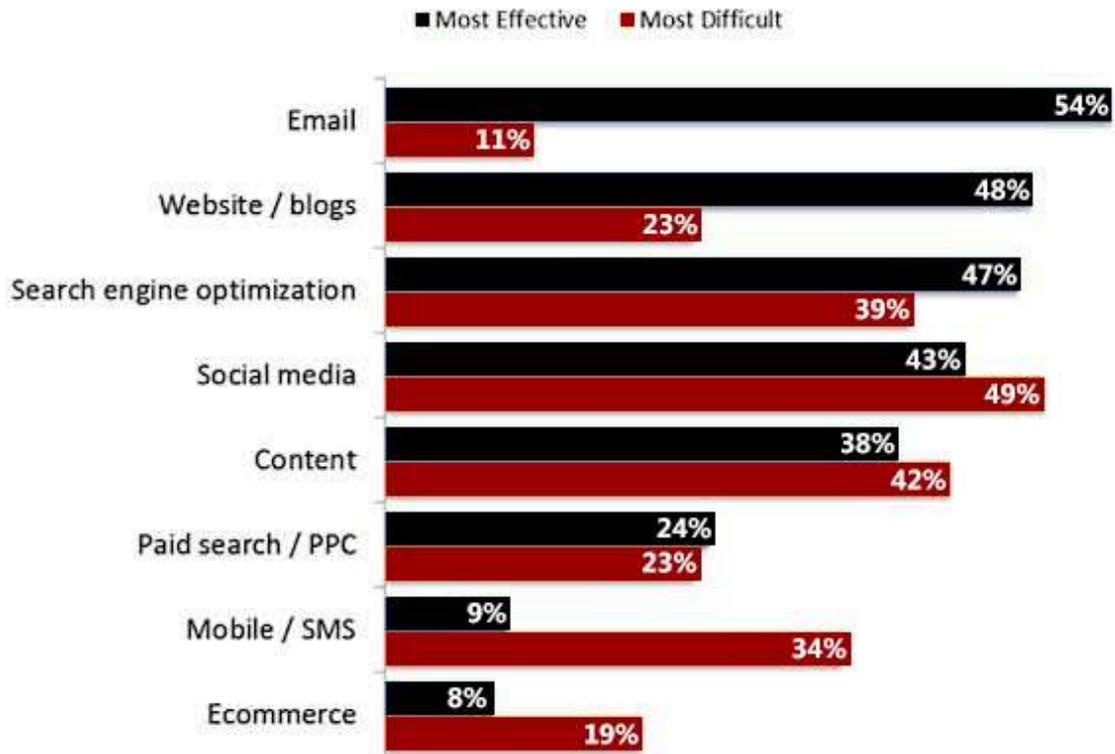
Your business literally could be sitting on "Acres of Diamonds"! The main problem is that most local businesses may not know how to turn those email addresses into dollars. Especially since they have already provided the customer with their main service, the issue their customer was experiencing has been solved and they don't really have anything else of relevance to offer their customers.

The Solution

Creative marketing is an essential component to any successful business, but some companies fail to capitalize on all of the marketing tools available to increase profits. With today's technology, email marketing can be a smart way to boost your business and put more \$\$\$ in your pocket!

Email is effective and very simple to implement.

Most effective types of digital marketing versus most difficult to execute

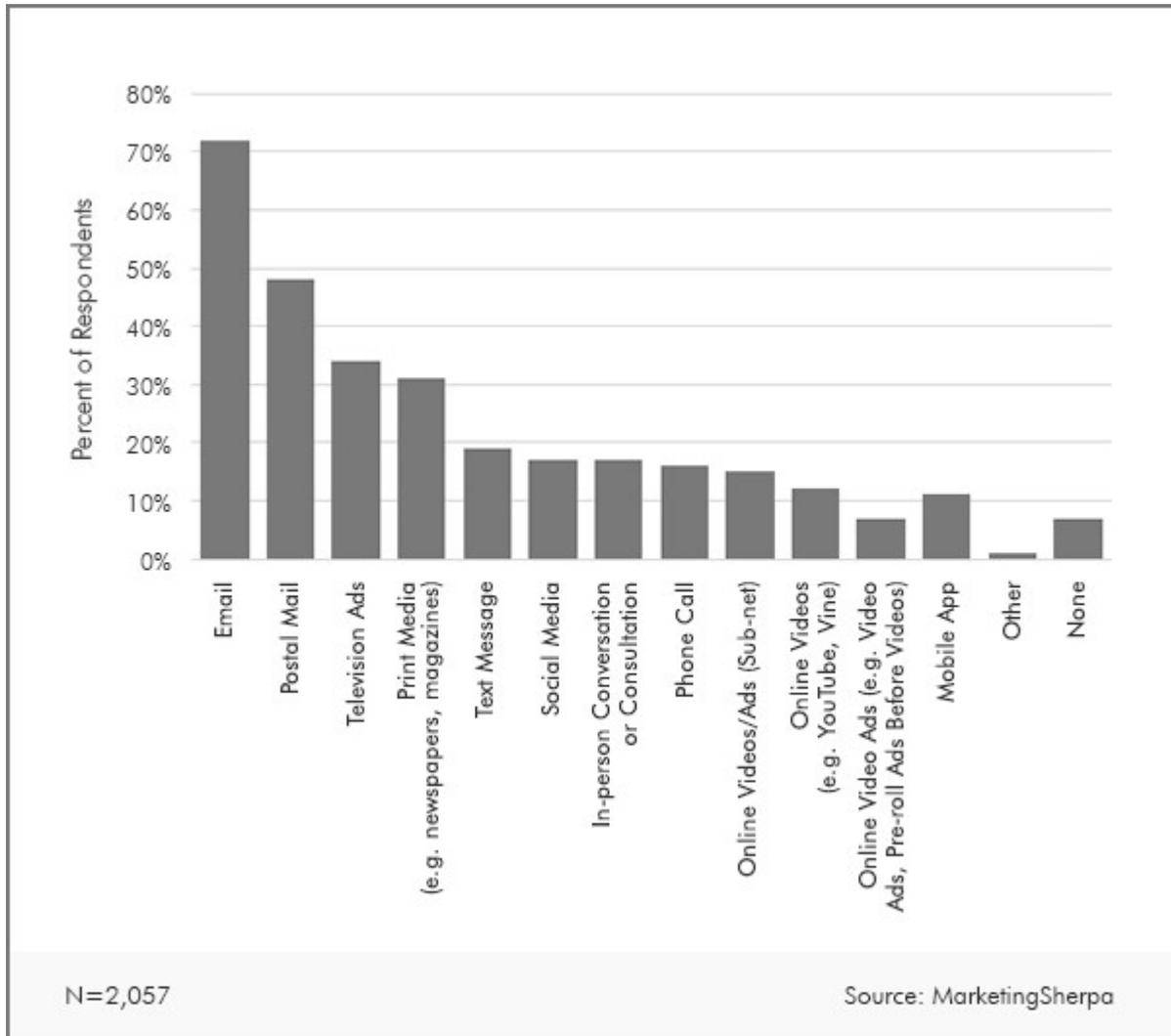


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Digital Marketing Strategy Survey N=333
Ascend2 and Research Partners, September 2014

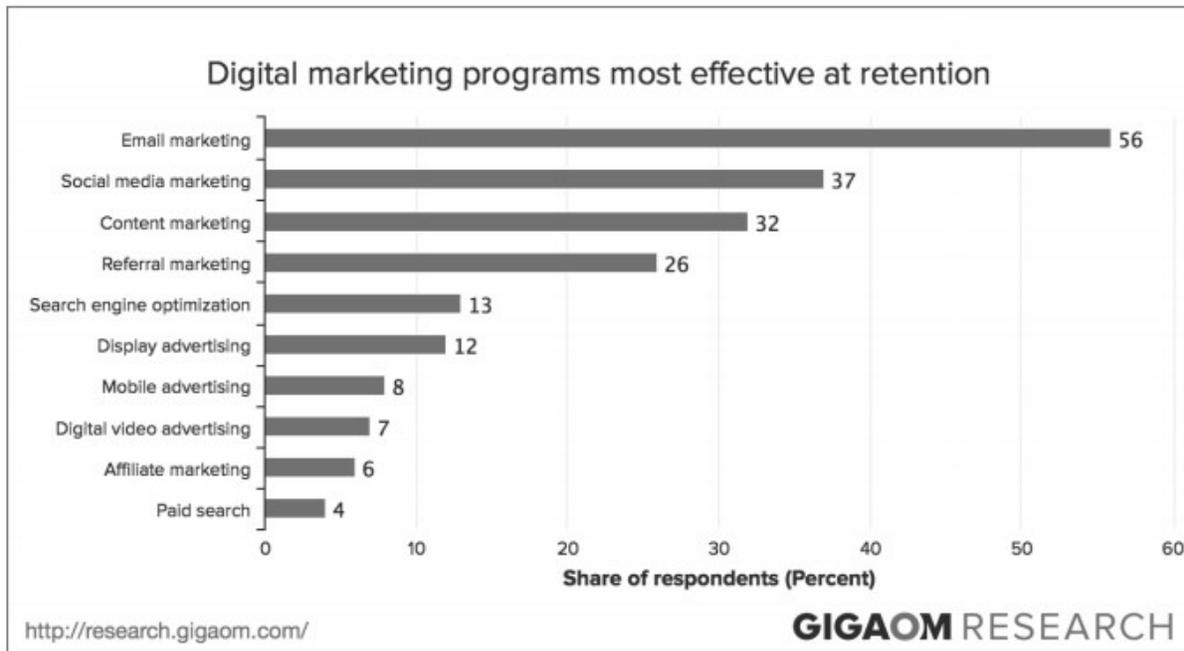
If you are not utilizing email, you are most likely using methods that are far less effective and tremendously more difficult to execute. Refer to the graph above for comparisons across multiple digital marketing channels. Depending on the size of your list, one email campaign can result in thousands of dollars in a matter of days. Let that idea sink in for a moment.

Email is the preferred way that most consumers want to be marketed to.



Many people find email less intrusive and according to MarketingSherpa, they prefer being marketed to by email much more than any other way. You want your customers to be happy and eager to hand over their money, the more convenient the sales cycle the better.

Email is great at increasing customer retention.



The following advice will help you make your email marketing strategy profitable.

- Provide value to your customers beyond products or services that your company provides. One way to accomplish this is through sending a **sponsored email**. The key is to match your customers up with a unique offer they will love. This will get their attention and let them know you are keeping their interests in mind. This technique can put instant cash in your bank account (don't worry we have an extremely simple solution for this, if your business qualifies, you won't have to do anything except get paid!).
- Design your email around a single **specific message** that is relevant and appropriate to their interests. It is important that your audience does not grow bored or bogged down by an excessive amount of facts within a single message. Create one simple message that is short and direct to the point. Audiences are sure to appreciate your willingness to limit the message to just the most relevant material.

- The subject line of an email should grab the reader's attention. Offering an incentive in the subject line will make the receiver more likely to open the email. A **well-written subject line** can make it far more likely that readers will open your email and consume your overall message.
- Reputation is the name of the game when it comes to email marketing. Do not cut corners or use any other misleading tactics. It is important to **match your offer to your customer**. The character of your business is at stake, so you must always make sure you keep this in mind.
- Make sure that all of the content that you're writing is directly for your target audience and no one else. If you write your messages properly and **limit the sales talk**, you'll escape the spam filters. Avoid over-exaggerating catch phrases and other deceiving methods like making empty promises. You will not only aggravate your consumers, you may decrease the deliverability of your email.
- Remember that your email list is **meant to increase your business profits**. Every email should be a way to get clients to make a purchase. From time to time you can share new product information, coupons, discounts and new promotions with your readers to keep them engaged.
- Do NOT flood your database with emails pleading with them to buy something. That is NOT the way to go about it. Customers may be put off by what appears to be "spam" at first glance. They will think that you only care about selling products and services. You want to have a **good relationship** with them and remain professional. Your customers will most definitely appreciate this and are more apt to make purchases from you because of it, which results in more money.

Sponsored email marketing is an effective and simple strategy to turn a dusty database into pure profit. Creating an email list of your loyal customers is essential to any business and is also a great way to interact with them, give them special offers and build an even better

relationship with them. Take what you have learned start earning more money today.

Conclusion

Email is an effective way of capitalizing on your current customers with the right message and the right strategy. To find out more about how your business can **quickly convert your current customer list into instant profits** with DesignBlaze Sponsored Email Marketing:

Call Us Today
For a FREE 3 minute assessment
614-456-7599

What if you haven't been capturing your customer's information? You really need to start building a database of customers that know and trust you! Give us a call to find out how you can solve this problem with minimal effort.



Janeiro Blackmon, MBA
Strategic Marketing Consultant
614-456-7599
neiro@designblaze.com

