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Business Marketing Bulletin
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Top Sponsor Ads

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Get your ad here to over 1450 subscribers for as low as \$5.68 per ad with our money-saving packages! Single ad purchases available as well. Read more here:

<http://www.seymourproducts.com/newsletter/advertise.shtml>

Free Download - eBay Workshop Collection

The workshop titles included in the ebook are...

- *From Hobby to Home Business
- *How to Compete in a Crowded Market
- *Understanding the Basics to Importing
- *Physical Products to Sell.....and much more!

You can download it for free here:

http://www.worldwidebrands.com/wwb/kh_freeebookWorkshops.asp?kbid=1028

***** ATTENTION *****

You are receiving this newsletter because you subscribed to it. As a subscriber you have acknowledged that there will be both in-house and third party advertising as part of our content. This allows BMB to remain free. If you would like to be removed from this list, please see instructions at the end of this newsletter. Seymour Products values your privacy.

<http://www.seymourproducts.com/privacy.shtml>

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What's New?

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Hello everyone and welcome new subscribers,

With each passing day, spring gets a little closer. If you are anything like me, you are already stricken with Spring Fever! ;-) Spring is a time of new life, renewed energy and fresh perspectives. Everything is fresh and clean and full of hope!

I came across this short article and thought it was really clever and full of good advice for all of us!

10 Ways To Spring Clean Your LIFE

1. Clean out the anger, hatred, jealousy, and self doubt.
2. Move out the frustrations, and lack of communication. Wash away delay and procrastination.
3. Dust off your attitude, and put on a fresh coat of positive.
4. Throw out misunderstanding, and lack of patience. Sweep out the dirt of gossip or lies
5. Recycle old relationships, roles, and routines that no longer work into a new, useable form.
6. Open the shades and let in the warmth of friendship.
7. Lighten up your thoughts with humor and fun.

8. Give away as much love, help, care, concern, and gratitude as possible.

9. Paint in new boundaries, and stencil some raised standards

10. Open the windows of your mind to new ideas and a fresh perspective on living a happier, better, easier life.

Kathy Gates is a Professional Life Coach who believes that "Life Rewards Action", and author of "7 SECRETS for a Great Life" ebook. She can help you make better decisions about your career, relationships, time, energy, and money that will help you live a happier, healthier life. Visit www.reallifecoach.com, email kathy@reallifecoach.com, or call 480.998.5843 for a FREE consultation right now!

In the News

Friendfeed is the Next Great Blogging Platform, Here's Why.....

<http://www.micropersuasion.com/2009/01/friendfeed-is-the-next-great-blogging-platform-heres-why.html>

New Ebooks this Week: Resell Ebooks Just \$1.00 Each!

Rank Me! (scripts/software)

Teach Your Child Manners with the Goops (child care)

System Cleaner (computer/internet)

File Foxhound (scripts/software)

Jamie Oliver's Sainsbury Recipes (ecookbooks)

MS Vista Performance Tips Videos (computers/internet)

His Guide to her Jewelry (romance)

Good Wine Guide (entertainment)

Wild Animals at Home (animals/nature)

Secrets of High Profit Websites (internet marketing)

<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Spring into Action Special!

The sooner your order, the better deal you get!

Order today, the 27th and get 10 free ebooks with every five you order!
Order tomorrow, the 28th and get five free ebooks with every five you order!
Order Thursday, the 29th, get two free ebooks with every five you order!
Order Friday, the 30th, get one free ebook with every five you order!

Order as many five-packs as you want, and then just email me with the exact titles of your free choices and I will send the links ASAP!

This special is valid from January 27 through January 30.

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge!

Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to Greg Ahrensfeld for being this week's trivia challenge winner! Good luck to everyone this week!

Last week's Q: *What is President Obama's favorite board game?*

Last Week's A: *Scrabble!*

Join in the fun and try to win a free feature ad. **Good luck all!**

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:

<http://www.seymourproducts.com/newsletter/advertise.shtml> for more information. Advertising prices are as low as \$5.00. I am also looking for ad swaps from other ezine publishers. **BMB now goes out to 1455 subscribers.**

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

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Freebies & Biz Helpers

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This week's free ebook:

The Island of Dr. Moreau

<http://www.seymourproducts.com/ebooks-resell/dl/TIoDM.zip>

Free Search Engine Optimization Training Class

<http://www.gnc-web-creations.com/seo-optimization.htm>

Free Advertising Groups

(if you don't want a lot of email, don't join these ad groups)

The_Coolest_Group_For_Advertising-subscribe@yahoogroups.com

Advertising_and_Invites-subscribe@yahoogroups.com

Free Business Building Tutorials

<http://www.seymourproducts.com/ebooks/index.shtml>

Free Download: **AM-Notebook** is a multi-featured personal information manager that provides an easy and reliable way to save notes, formula supported spreadsheets, to do lists, tasks and contacts within a light weight tray icon tool. <http://www.aignes.com/notebook.htm>

Write Better Ads - Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip

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Use Limited Time Offer Sales to call your visitors to action!

People will usually want to think about ordering something before they actually do and a lot of times your product is simply forgotten or lost in the shuffle of other products.

By using a Limited Time Offer Sale, you can usually get the potential customer to make up his mind right away and if it is a good product/offer, they will usually Buy Now!

For example:

Order Today and Save 50% or
Buy Now and Get a Free Bonus Plus 25% Off the Regular Price

Most people like to drink coffee in the morning to wake up but what food is more efficient at waking you up than caffeine?

terri@seymourproducts.com?subject=answer

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Feature Ad

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Get more traffic with this free program!

<http://www.trafficswarm.com/go.cgi?659014>

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Feedback

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Please send in your comments, suggestions, questions, etc to
terri@seymourproducts.com?subject=feedback
We appreciate all feedback, good or bad!

*I am a repeat customer. I don't know how many times I have return to your site and bought your ebooks. You are one of the few sites I trust and am always happy with the products and service. * Linda*

Terri,

*I found your site by accident while searching for some supplemental bonus material to my products. Thanks for great service and prompt support! I'll be back. * Mike*

*You have been so kind and patient and you are simply a joy to work with. I hope that my store takes off so that I can throw more money your way!
* Kate*

*I'm extremely interested in your site - I keep going back to it and find more and more that interests me each time I look. I find the idea of my own ebook store extremely exciting! * Sue*

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Feature Article
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Helping Consumers Navigate the eCommerce Forest

Nine design tips to help turn browsers into buyers.

By John Staubly, Creative Director Channel Intelligence, Inc.

According to the U.S. Department of Commerce, online consumer sales in 2002 topped \$45.5 billion dollars, an increase of more than 30 percent over the previous year. While many people look at those figures and be impressed, especially in this economy, I can't help but wonder what if? What if online sellers made it easier for consumers to actually purchase products from them?

The fact is many online sellers would do well to remember the plight of Hansel and Gretel. They were taken deep into the forest with nothing to guide them, and wandered around for days before finally finding their way home. In the meantime, they were nearly eaten by the wicked witch.

That's the way many consumers feel when they use the Internet to shop – lost in the woods with little to guide them. It's no wonder that shopping cart abandonment rates are still hovering between 98 and 99 percent.

All is not lost however. There are some simple, proven ways to help consumers find their way through the eCommerce forest. Follow these steps and you'll have a happy ending – namely the purchase of your products.

Create Well-Defined Buy Paths

It's easy for consumers to get lost in the dense information forest of eCommerce if they have to find their own way through. Maintaining a structured system of "buy paths" is critical to successfully closing the sale.

From any starting point, there are two paths. One is the optimal path of going direct to a buy page to make the purchase. The other is a long, winding trail with many detours along the way. Set a customer on this path and more likely than not the purchase will be abandoned.

Within the optimal group, there are several possible paths. These include buying the product directly from the manufacturer, buying online from a retailer or reseller, and buying offline. Typically, consumers have an idea of which product they're interested in and the path they'd like to take to purchase it. If that path can't be found, the result is usually an abandoned purchase due to frustration.

Carving these paths into a site, and marking them clearly, can often be a daunting task. The rewards, however, are worth it. You may need to include pit stops along the way where customers can find more product information, compare products, browse accessories, etc. But always there should be a link to get them back on the path to purchase quickly.

Keep Product Buttons Prominent

The easier you make it for consumers to find products from the home page, the more likely they are to complete a purchase. That's just common sense. The products button or link should be prominently featured so it is one of the first, if not the first, thing a site visitor sees. Methods we have found that work include placement in the upper left hand quadrant of the screen; variance in size, contrast, or color from other links; and using lines or a page design that guide the eyes toward the button.

Organize Search Results Properly

Obviously, the first order of business is making sure that search engines return the proper results when queried. From there, the order in which results are displayed is critical to simplifying the purchasing process. You'll achieve optimal results when the first link returned in a search on a product name or model/SKU number leads to a product description page. This design places consumers within easy reach of product information, data sheets, pictures, and various buy paths.

Reduce The Number of Clicks to Buy

The longer the path, the more likely consumers are to get lost, tired, hungry, or just plain disinterested. Excluding dropdown and fly-out menus, we want to provide customers with the shortest path to a buy as possible. More than four clicks from initial product description to a place where consumers are providing zip code or credit card information indicates a serious navigational problem on the Web site. Fewer than four is better.

Make Links Your Guideposts

When there are many paths and sub-paths in the forest, it's easy to become confused and lost if they're not clearly marked. The same goes for purchase paths on Web sites. The design, wording, placement, and appeal for the button or link are extremely

important because they determine the path the customer will ultimately travel down to purchase the product. Any confusion in this area and the customer might become lost or disinterested and abandon the purchase. Wording for online purchasing such as “Buy Online” or for offline purchasing such as “Buy from a local store” greatly increase the probability the customer will go down the right path. Placing that button in the upper right quadrant of the screen enhances it further, as does size, contrast or color, or lines that guide the eyes to the button.

Make Buy Buttons Obvious

The ability for a customer using a screen resolution of 800 x 600 or 1024 x 768 to see the buy button without having to scroll down below the fold is a critical element in page composition. If it’s too hard to find, customers might get lost. When the birds ate the breadcrumbs Hansel and Gretel used to mark their path, they were unable to find their way home. Manufacturers should place buy buttons to make it easy for consumers to find them.

Show Price

The ability for customers to see a price when comparing dealers (or choosing whether to buy direct) can increase conversion rates by as much as three percent in our experience. That may not sound like a lot, but think of it this way: it will more than double the typical conversion rates retailers currently experience. When you don’t show a price, consumers are forced to click through to every dealer to see their price, violating the “reduce the number of clicks” rule.

Show Out-Of-Stock Dealers

According to BizRate, more than half of all online shoppers (57 percent) begin their product searches on a retailer site – evidence that consumers do have preferences when it comes to where to buy. Not showing a dealer in your listings because the product is out of stock could cost you the sale. Show that the dealer does carry the product, but is currently out of stock. The consumer may be willing to wait.

Limit the Number of Dealers Shown

If there are too many dealers in a listing, the customer might feel overwhelmed – especially if you’ve chosen not to show price. Limiting the listings to authorized dealers is a way to avoid the frustration while also rewarding your best dealers. In addition, it makes it easier to assure that pricing rules and return policies are being adhered to by the dealers to whom you’re referring customers.

About the Author

John Staubly is Creative Director of [Channel Intelligence, Inc.](#), a company that develops services that improve the online and offline sales process between manufacturers, dealers, and consumers. These services, which are becoming an industry standard, allow manufacturers and dealers to capture incremental sales, maintain margins, reduce shopping cart abandonment, and refine product flow through the channel, all the while improving the shopping experience for the customer.

If you would be interested in any of my other articles for reprint or reference you can see the complete list at <http://www.seymourproducts.com/articles/index.shtml>
Feel free to use any of the articles you feel are appropriate for your business.

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Feature Ad

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If I could show you a way to **SAVE** money
and **EARN** money at the same time...

WOULD YOU LOOK AT IT ?

www.SavingsParty.com

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This 'n That - A Little Bit of Everything!

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Frugal Cleaning - Make Your Own Cleaners the Safe Way!
scroll down <http://frugalniftytips.blogspot.com/>

You can avoid having ulcers by adapting to the situation: If you fall in the mud puddle, check your pockets for fish. * Author Unknown

Consumer.gov is a "one-stop" link to a broad range of federal information resources available online. It is designed so that you can locate information by category - such as Food, Health, Product Safety, Your Money, and Transportation. Each category has subcategories to direct you to areas within individual federal web sites containing related information.
<http://www.consumer.gov/>

Try not to become a man of success, but rather try to become a man of value. * Albert Einstein

This week's riddle: Find the Word

What word most logically goes in the brackets:

EASY [HEAD] HARD

OOZE [....] FACT What is the missing word?

Answer at the end of the ezine.

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Subscription Management

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Subscriptions to this weekly ezine are free.

To receive this newsletter:

Send a blank email to: subscribe@seymourproducts.com

To not receive this newsletter:

Send blank email to: unsubscribe@seymourproducts.com

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Contact Info

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Answer to Riddle: FOOT – Take the first letter of the second word, then the first letter of the first word. Then take the second letter of the first word & the last letter of the second word.

