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Business Marketing Bulletin
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Top Sponsor Ads
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*****Changing Times Requires Changing Courses*****

We're marketing during changing times and it's no longer business as usual. Tips, articles, resources, and more for addressing new concerns, changing values, and priorities for helping you help your clients during changing times.

FREE e-book: Step It Up-Unique Marketing Strategies

Visit <http://www.WriteBusiness.net> To Subscribe

UNIQUE Lead Generation Tool

Here it is ...

<http://www.davidbreth.net/UniqueLeadGenerationKit>

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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.

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What's New?
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Hello everyone and welcome new subscribers,

Last week I had told you about the new business package that I was going to add to the store. Well, it took me a lot longer to find enough ebooks to add to this package than I thought, so it is not quite ready yet. Most of the ebooks this week are ebooks going into that package so hopefully it will be ready by the end of this week. I do apologize for the delay. I hope these ebooks will help any of you who do own offline businesses as well as those who own online businesses. Thank you for your patience.

If you have any marketing tips that work for you and would like to share them, please send them in for our Subscriber Marketing Ideas section and you will also get some free exposure. Thank you!

terri@seymourproducts.com?subject=Marketing_Ideas

In the News

eBay News May Favor Big Sellers

<http://www.internetnews.com/ec-news/article.php/3815136/eBay+News+May+Favor+Big+Sellers.htm>

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

Buying Triggers: 100 Mind Altering Selling Tools (business)

333 Sales Plans (business)

How to Attract a Flood of Clients (business)

Power of Creative Selling (business)

Shop Management (business)

Increasing Human Efficiency in Business (business)

The Book of Business Etiquette (business)

Selling Your Way to Your First Million (business)

Business Accelerator Secrets (business)

Six Pack Abs (health/fitness)

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

****Weekly Subscriber Special****

Buy a Bundle Now!

Choose any 25 ebooks and get them for just \$10.00, today April 14th Only!

Choose any 25 ebooks and get them for just \$15.00 April 15th Only!

Choose any 25 ebooks and get them for \$20.00, April 16th and 17th Only!

For today, order just ten ebooks from the store and then send me the remaining 15 titles of the ebooks you would like and I will send you the link.

Tomorrow order just 15 and send me the ten remaining titles. For Thursday and Friday, order 20 and send me the remaining 5 titles. Thank you!

This special is valid from April 14 through April 17.

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 **Mary Anne Hahn** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *Easter is on April 12th this year so if you are the third person to send in the name of a famous person (famous for any reason) who was born on April 12th, you will be the winner of this week's Trivia Challenge.*

Last Week's A: *Mary Anne's answer was Clare Dane but there were several.*

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.shtm> 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 1555 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: Dancing Made Easy

http://www.seymourproducts.com/ebooks-resell/dl/dancing_ez.zip

Find some great affiliate programs to join or submit yours for free!

<http://www.affiliateseeking.com/>

Blogs vs Ezines: The Debate Goes On

<http://www.allbusiness.com/technology/software-services-applications-internet-social/7714993-1.html>

List your website for free.

<http://www.smartlinks.us/submit.php>

<http://www.webpagestar.com/>

Free Download: Convert to PDF

doPDF^{6.2} installs itself as a virtual PDF printer driver so after a successful installation will appear in your **Printers and Faxes** list. To convert to PDF, you just have to print the document to doPDF, the free pdf converter. **Open** a document (with Microsoft Word, WordPad, NotePad or any other software), choose **Print** and select **doPDF**. It will ask you where to save the PDF file and when finished, the PDF file will be automatically opened in your default PDF viewer.

<http://www.dopdf.com/>

Write Better Ads Do It Free!

<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Personally Endorse Your Affiliate Products for More Sales

If you sell affiliate products as part of your business then you might want to consider actually using the product yourself and writing personal reviews/endorsements. This can dramatically increase your sales, especially if you have a mailing list or publish an ezine.

If your subscribers, who know you and trust you, find out from you personally how well the product works, then they are much more likely to purchase it from you.

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Feature Ad
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Designing on a Budget

Learn how to decorate and design on a dime! Created by a professional Interior Designer, this budget interior decorating manual will show you how to decorate cheap, for a fraction of retail prices! Includes everything you need to start your budget design project right away! Sign up for our free budget decorating newsletter, or Order this money-saving guide at <http://www.designingonabudget.com>

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Subscriber Marketing Ideas
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To be published in the Bulletin as well as receiving a free ebook of your choice, please submit your successful marketing ideas to me at terri@seymourproducts.com?subject=Marketing_Ideas Thank you!

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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 found your site very pleasing and would love to purchase text-links to my sites on it. *Susan*

We do offer a few select ads on our site so if anyone is interested, just email me for more information.

*I am glad I found your store, I enjoy it very much and I will be back.
* Valerie*

*You have always been/and are my mentor. I don't think there's anyone better to learn from. * Livvie*

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Feature Article
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3 Steps to Reinvigorating Tired Email Messages by Chris Marriott

When was the last time you thought about what you put in your email? I mean *really* thought about it? Sure, week in, week out, you look for new content and offers to put into your emails. But do you ever stop and think, as Peggy Lee used to sing, "Is that all there is?"

Most email marketers could benefit from stopping and rethinking their email campaigns, but some signals absolutely demand that they do. For instance:

- Response rates have gone flat or (egads!) declined
- Subscribers unsubscribe at especially high rates
- Increasingly high numbers of subscribers become inactive, neither opening nor clicking for four or more mailings

These signals indicate that, by and large, your subscribers have become too accustomed to your email. They know what to expect from your emails and thus do

not bother to engage with them. Marketers in these straits need to rethink what they send -- and fast.

Let's explore an approach that marketers can use to evaluate and refresh the contents of their emails.

First, take a good look back

For an ongoing campaign that's gone flat, take a look at every individual email over the past three to six months. For those of you running highly dynamic campaigns, try and look at the most-served offers week by week. Now, ask yourself a hard question: If I opened up every single one of these emails, what would look different?

According to MarketingSherpa's latest numbers, the No. 1 reason that people stop reading or unsubscribe from emails is that they "weren't relevant to me." This finding suggests that initially, subscribers did find the email relevant (otherwise, they wouldn't have signed up), but later became disinterested. Email marketers in this situation, then, should look for causes of dissatisfaction.

Do the offers tend to cover the same few product lines? Does the design look the same from week to week? Do you see anything other than "buy me!" in your emails?

Next, look for patterns you can break

Now comes the tough part. While it makes complete sense to start changing things in the email, two factors make change difficult. First, change requires resources. Someone has to redesign the email, find new products, or create new content. Many organizations can afford only minor, incremental changes. Secondly, the nature of a business may impede change. A tire retailer cannot include offers for pet food in its emails. A business-to-business software developer will not get very far with cookie recipes.

Still, even the most constrained marketer can find a way to, as The Cars once sang, shake it up. Here's how:

- **Change the offers.** Create new offers, especially if the offers tend to cover the same few products. Maybe your subscribers would like to know about something else.
- **Change the depiction of the offers.** Perhaps adding or subtracting information about the products will pique subscribers' interest. For instance, swapping out dry product specs for customer testimonials or suggested uses may cast old products in a new light. Or reducing bulky copy to a few key bullet points may work better in driving subscribers to the site.
- **Employ simple design tweaks.** Change a background color. Add a color block behind a call-to-action. Try smaller or larger pictures.
- **Go text-only for an issue.** Think of plain text as a real change of pace. We've seen clicks increase with the occasional plain text email because it stands in stark contrast to slick HTML emails. The effect doesn't last forever, but it keeps subscribers on their toes.

- **Consider content other than offers.** People don't always want to buy things. But they often want to learn things. So trying an email that focuses on content -- stories, articles, product uses, etc. -- can really grab attention. Marketers without copywriters at their disposal should look to their own websites for copy that they can use.

Watch for change

After implementing one or more changes, look to see if response changes. Better yet, formally test old vs. new configurations head-to-head to identify winning ideas. Should the new ideas actually decrease response, the marketer can quickly go back to what worked before. But, by and large, making basic changes will likely improve response, if only because the email looks a little different than before.

As successful as email has become, it doesn't work as a set-and-forget concept. Don't be afraid to grab the wheel and steer it in new directions every once in a while.

Chris Marriott is vice president and global managing director for [Acxiom Digital](http://www.acxiomdigital.com/).
<http://www.acxiomdigital.com/>

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

At what age do humans begin to gradually shrink?
terri@seymourproducts.com?subject=answer

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Feature Ad
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Are you an aspiring, struggling or stalled writer?

Do you procrastinate on working on your ebook, newsletter, articles or blog? Not sure how best to use Facebook and Twitter posts for your business? Subscribe to WriteSuccess, and get the tips, support and encouragement you need! For the ezine, visit <http://writesuccess.com> or follow on Twitter <http://twitter.com/writesuccess>

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This 'n That - A Little Bit of Everything!
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TripIt is an online travel assistant that organizes trips including air, hotel, car, rail, restaurant, and activities—even when booked through different online services. <http://www.tripit.com/>

Every day do something that will inch you closer to a better tomorrow.
*** Doug Firebaugh**

This site is for kids and their parents to come together to help animals and others in need. <http://childrendonate2.org/>

You have enemies? Good. That means you've stood up for something, sometime in your life. *** Winston Churchill**

Fun Free Download: Bella Breakout 1.0

Bella Breakout is a breakout game with cool graphics and a great soundtrack. It features all the gameplay of other classic breakout type games and is suitable for all the family. It contains 50 levels featuring a vast array of bricks and powerups. <http://www.bellabreakout.com/>

This week's riddle: Pepsi Anagram

Find a one-word anagram of PEPSI-COLA.

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: Episcopal