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# Boosting your Sales Through Direct Marketing & Public Relations

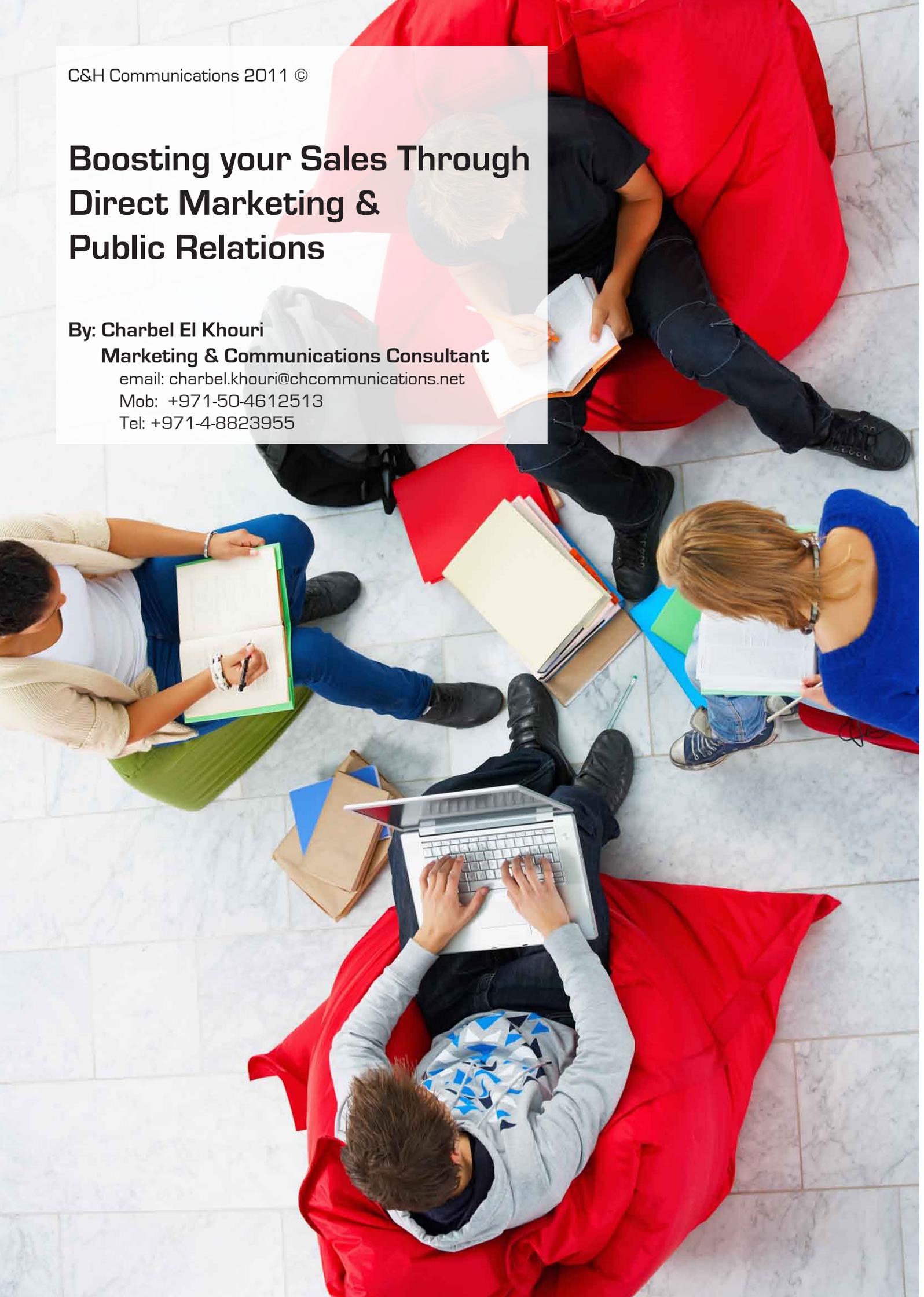
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If your marketing and advertising are falling short of your lowest expectations, consider this...

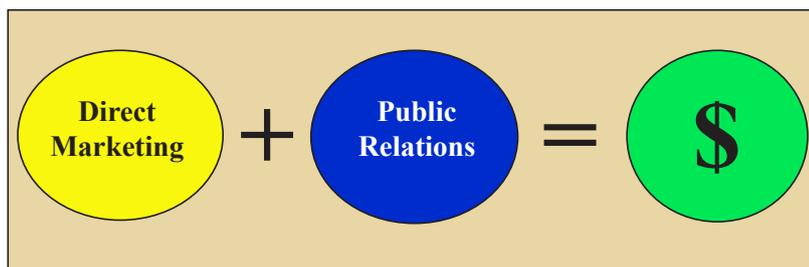
## **Discover the Marketing Methods Used by the Biggest Organizations in the World and How you Can Easily Implement Them into Your Organization's Marketing Strategy to Boost Sales, Attract Loyal Customers, and Dramatically Increase Your Profits!**

Although I can't guarantee the results you'll receive with any form of marketing, I can guarantee the effectiveness of the methods themselves based on solid statistics and facts. What's more, I can teach you what you need to do to put them to work for your organization, for FREE, today.

Dear Business Owner,

I hear this question all the time from businesses just like yours: Is it really possible to boost sales, dramatically increase your profits, and create loyal, long-term customers just by marketing your business using direct marketing and public relations?

The answer is YES, and if you'll give me just a few minutes of your time today, I'll show you exactly why – and how. Unless your organization currently has more customers than it can handle and is raking in so much money that you're using it to wallpaper the office, it's important that you read every word of this report.



Do you want to boost your sales? Increase your profits? Bring current and past customers back to your door and have them buying more than ever before? Do you want to inspire prospects to buy from you right now? Wouldn't it be nice if everyone in the community was talking about your organization and referring so many customers to you that you had to hire more help to accommodate the dramatic increase in business?

***It can happen, and I'm going to show you how.***

Listen. Today's fierce economic times mean that your organization has to do everything it can just to remain visible to your customers and competitors in the marketplace. If you want your organization to rise to the top, the traditional mass marketing and advertising techniques that you may be using now just aren't going to cut it. In fact, those techniques may be holding you down to lower-than-wanted sales figures and stagnated profits.

*Guess what?*

Those traditional mass marketing techniques are never going to be as effective as you want them to be, no matter what you do. They only accomplish the task of making potential customers aware of your organization and the products you sell. They do very little to actually make sales for you.

Methods like television commercials and newspaper ads may be effective for branding, but they're not effective as sales tools. As I just said, they simply create a general awareness that your organization and its products exist.

*So what?*

To be honest, it's not even the kind of awareness your potential customers need to compel them to buy from you right away. These methods produce a general awareness. Your potential customers need positive awareness if they're ever going to feel compelled to seek you out for the products or services that you offer.

## **How Do You Create a Positive Awareness of Your Organization and Use it to Increase Sales?**

Public relations is simply an overall strategy that your organization should use to create positive awareness of your organization. I know public relations is a big word to even think about because it includes so much. Dealing in PR requires a lot of thought, planning, and time. Your organization might even see it as a risky venture because you fear it could backfire. But the truth is if it's put together and managed the correct way, public relations will pay off for your organization in loyal customers and sales.

*Here's why.*

Public relations is designed to foster a sense of goodwill between the community, your organization, its employees, board members, and so on. It creates a positive image, good opinions, and would not make your organization one that people can do business with, but one that people want to do business with.

Listen. You may know that ABC Organization sells frozen foods. Maybe you've seen their ads in the paper or have listened to a television commercial. And with those things, you have a general awareness that they exist.

Yet imagine reading an article in the paper about ABC Organization that tells how they just donated a large amount of their frozen food products to orphanages across the country.

Then answer me this. How would this make you feel about the organization? The article made you aware that this organization existed and, at the same time, it put them in a positive light. It created positive awareness.

Public relations doesn't have to involve something spectacular, like the example we just discussed. It is simply defined as coming to the realization that the opinions of your potential and current customers, as well as employees and board members, will influence the success of your organization. How you treat an ill employee, the fact that you sponsored a school kid's sports team -- these littlest of things will effect the opinion the community as a whole has of you. This is called public relations, and good public relations will create a positive awareness of your organization.

## **Does Your Current Advertising Give You These Amazing Results and Benefits?**

Effective, organized public relations campaigns help your organization:

1. Gain prestige and a "favorable image." People want to work for or do business with an organization they view as having a good image or being prestigious.
2. Promote your products and services. What better way to promote your products than when you are shedding positive light on your organization?

3. *Detect and deal with issues and opportunities. The fact is that most companies wait for a problem to arise before deciding how to deal with it. Having a public relations strategy also means that you already know how to overcome any conflict or problem before it happens.*
4. *Determine the organization's posture in dealing with the public.*
5. *Foster goodwill of employees and members. You can do this by helping an ill employee with medical bills or providing paid time off to an employee with problems at home. There are numerous things you can do. Just remember that when you foster goodwill with your employees and members, it will benefit your organization as a whole because their glowing opinions will be shared with the community around them.*
6. *Prevent and solve labor problems.*
7. *Overcome misconceptions and prejudices about your organization and present your organization in the way you want.*
8. *Forestall attacks*
9. *Foster the goodwill of customers, supporters, suppliers, the government, dealers, and your entire industry as a whole. Good public relations will attract customers.*
10. *Enhance the ability to attract the best personnel. Again, this goes back to the fact that people want to work for companies that are viewed positively by the community.*
11. *Educate the public about the use of your product or service.*
12. *Educate the public on a point of view.*
13. *Foster the viability of the society in which your organization functions.*
14. *Direct the course of change.*

## I Know What You're Thinking – What If You're Not a Public Relations Expert?

What if you don't know where to start?

Let me see if I can answer that question for you.

Public relations has several phases. Each phase is just as important as the last because you're organizing the image your organization will present to the community and, in turn, starting to create positive awareness.

- It starts by analyzing the general climate of attitudes and the relation of your organization to its "universe" – or the community that you provide your products and services to. During this phase, you'll determine the attitude of any certain group toward your organization.
- Next, you'll analyze the state of opinion, then anticipate any problems, needs, or opportunities, as well as formulate your policy.
- Once these phases are complete, you'll plan the means you'll use to improve the attitude of any group. If you have any activities planned to do this, you'll carry out those activities.
- When all this is finished, you'll evaluate what was done, review any feedback, then make any necessary adjustments for future public relations.

I realize that public relations can be a confusing maze if you've never had any experience with it. If you need help, don't hesitate to contact me; I will be more than happy to answer your questions and help your business take control of its public image.

## Just Don't Make This Mistake and Shoot Yourself in the Foot Before You Even Get Started...

Let me tell you that too many companies listen to what I have to say about the importance of public relations. They'll implement a public relations strategy for their organization, then sit back and wait. The problem with this is that they are coupling their public relations with run-of-the-mill advertising and then expecting astronomical results.

Why would you work so hard on your image and create positive awareness if you're going to rely on a general awareness to bring customers to you and make sales?

It doesn't make much sense, does it?

If you want to boost your sales and increase your profits, then you have to ask your potential and current customers for the sale. -

You can't say, "Here's our product. Isn't it nice? Buy it if you ever think you might need it. Please."

You have to say, "Here's our product. Here's why you need it. Buy it now before it's too late!"

You must use direct marketing to ask for and make sales, collect information (leads), or compel the customer to take whatever action you require of them.

By definition, direct marketing is simply the process of selling via direct contact with the potential customer. Rather than putting a "one size fits all" advertisement out there, you are targeting your potential customers, delivering a message that's catered to them and their needs, then immediately asking them to take action.

Typically, the action that you ask them to take is to make a purchase. Needless to say, you can also ask them to give you more information, subscribe to a newsletter, request more info, and the list goes on. What action you ask them to take will be determined by the most effective way to successfully bring them to the ultimate action: purchasing your products or services.

## **Why is Direct Marketing More Effective Than More Traditional Advertising or Marketing Methods?**

That's a very good question, and the answer to that question is one that many businesses do not know. If you're not sure, then brace yourself. You're about to see that proverbial light bulb go off above your head.

You see, direct marketing is an effective sales and branding tool in the here and now. It's the *carpe diem* of advertising – or seizing the day. You're branding your products and services by delivering a targeted message, then asking for that sale right away. With direct marketing, you can target potential customers who would use your product and deliver a sales message that they can relate to – and one that makes them want to buy your product because they realize they need it.

Traditional advertising and marketing depends on time to be effective. A television commercial has to be viewed by a potential customer usually a dozen times to be effective. Since you're advertising to a mass audience, your message isn't targeted. They slowly become aware that you and your products exist, but you're not delivering a targeted message that tells them why they as an individual need your products.

### **Direct Marketing Delivers a Targeted Message, Then Asks the Customer to Take Action Right Away**

Picture this for a minute, if you will. A toothpaste organization runs commercials about their new anti-cavity, whitening toothpaste. Millions of people watch this commercial. They know the toothpaste exist, but let's be honest. Hundreds of toothpastes that claim the same thing exist too. It's simply not as effective.

Let's say instead this same organization creates a direct marketing campaign to sell their toothpaste. They decide they're going to target potential customers who have bought various teeth whitening products in the past six months. Their message is simply, "While Other Teeth Whitening Products Claim to Work, Ours Really Does." Then, maybe they offer a free tube and ask for the customer's information to add to their mailing list. They can also send coupons, each with a tracking code, so they know which customers responded and which ones didn't.

You ask for what you want! It's that simple. And then you track the results. You can't accurately track the results of a commercial or general advertisement. However, with direct marketing, you can pinpoint the response rate and success of any campaign.

## **Imagine Focusing Solely on Making Sales Instead of Fretting Over The Look and Feel of Your Next Marketing Campaign**

Making sales is the name of the game, after all. Isn't it?

Don't you ever wonder why you spend so much time and invest so much money in graphics and pictures for advertisements? They don't make sales. All they do is attract attention to your ads. Why do you simply want to attract attention? Why, instead, don't you want to make sales instead?

Direct marketing just requires good, strong copy. That's it. Copy is king with direct marketing because your words will sell (or not sell) the potential customer on taking action.

Your sales message has to be strong. It has to be targeted. And it in itself has to be creative, but only in the way that it effectively and strongly communicates your message and asks for the specified action to be taken. Listen when I tell you that successful marketers don't worry about spectacular designs or attention snagging pictures. They only care that the words they use will cause the potential customer to take action right away.

### **That's Not So Hard to Accomplish – Or Is It?**

I'll be honest with you and tell you that simply sitting down to write copy for your next direct marketing campaign doesn't mean you're going to be successful with it. Direct marketing is a different way of thinking. It's a different way of marketing and writing.

If you mention marketing to most people, they'll think of sales. But if you mention direct marketing to them, most people are really unsure what it is. Perhaps you know a little more now after reading this far into the report, but in addition to knowing the definition, you also have to know the mindset that's key to the success of any direct marketing campaign. Writing direct marketing copy and creating successful campaigns are the results of the right mindset.

- When you're involved in direct marketing, you have to realize that your product or service is your identity. It's not fancy ads, funny commercials, or graphic intensive marketing.
- You only market to interested prospects, not mass markets. Instead of running an ad that will be displayed to a city of one million people, you

might only target a segment of the city. You determine, define, and target interest by research. What's more, you realize that your best prospects are your current customers, past customers, or customers like them.

- Direct marketing is a numbers game, and you have to understand that. This is important because a large percentage of marketing does not produce results. You might get a 2 percent response rate from a direct marketing campaign. That's not a bad number for direct marketing. It just takes a certain mindset to accept the 98% no-response rate.
- Since the emphasis is on numbers, percentages, and research (data), you'll have to use the power of technology to organize and manage information. Effective direct marketers use databases and these databases are more valuable than the merchandise they sell. The database contains your current and past customers, their profiles, buying habits, etc. It's all the information you need to keep structuring successful direct marketing campaigns. You must possess the mindset that your database is invaluable, then use it as the important tool that it is.
- Every direct marketer must use a three step formula if they want to be successful: test, test, test! Armed with your database and numbers, it's easy to measure and test. Testing one variable versus a control will become a game for you. You will always try to beat past performances by making changes to things like headlines, offers, and copy so that you can find the best marketing formula that will meet your objectives. If something is ineffective, you'll scrap it.
- Interactivity will be an important thing on your mind. Because response or an actual purchase is the primary objective, interacting with and involving the prospect is key in all offers, messages, and the related calls to action. The good direct marketers know how to convert prospects into paying customers because they've tested their methods and learned to win the game. They use their data as their ultimate tool and weapon and continue to collect information to add to their database so their next campaign is even greater and more effective than the last.

## Getting Started with Your Successful Direct Marketing Campaign Is Easy

While it's true you could create your own direct marketing campaign or put together your own public relations strategy, it's always best to rely on sure fire methods that have worked for other companies like yours and produced the results that you would like to see. Its part of that three step formula we talked about! As valuable as your own tests will be, you have to start out by using the strategies implemented by highly successful direct marketers.

It's the first step toward the right mindset.

Don't forget the phrases "Public relations nightmare" and "Blame it on bad marketing" were coined for a reason. The last thing you want is either one of these phrases being used to describe your next campaign.

Do some research, use the internet; ask for professional advise from people in your network. Most importantly have the courage to go ahead and take a leap of faith into this long proven formula:

Direct Marketing + Public Relations = More Business/More Profit.

I wish you all the best in your endeavours in this field.

Please share with me your success stories, concerns, questions, or suggestions on my blog on: <http://www.charbel.khoury.blogspot.com>

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Graduate of the American University of Beirut in Lebanon with a Bachelor in Business Administration and holder of a Masters of Science in International Business from CERAM Sophia Antipolis in France. Charbel has been involved in marketing and public relations for the past 8 years where he has occupied various key positions in prestigious organizations across the Middle East. Currently, Charbel is an Associate in C&H Communications and holds the position of Marketing and Communications Consultant, managing key accounts and providing small and medium sized organization the support needed to achieve profitability.

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