

Tested Offline Tactics That Quickly Cultivate MORE Online Prospects

"19 Ways To Get More Clicks With Bricks"

PRE-CALL WELCOME: Welcome callers – first name and city – without “beep ins”

REASON WHY FOR CALL: Purpose of the free teleseminar and why it came to be

ALEX'S BACKGROUND: Alex Mandossian is acknowledged as one of the top Web traffic conversion strategists, postcard marketers and marketing coaches in the world. His list of clients reads like an eBusiness Who's Who:

Dale Carnegie Training

Anthony Robbins & Associates

Polaroid Corporation

ADNet International

1ShoppingCart.com

Mutuals.com

Nightingale-Conant Corporation

Just to name a few ...

ENDORSEMENT: Joel's personal comments about Alex's marketing coaching skills

KEY QUESTION: How did you come up with these tactics and why should we consider using offline marketing to build online databases? What's “bricks & clicks?”

What's OFFLINE TACTIC #1?

The Postcard – How To Seduce MORE online visitors With “Naked Mail”

CASE STUDY #1: Ah-ha.com “Member reactivation” postcard

CASE STUDY #2: AllBooks4Less.com “Buy 2, Get 1 Free” postcard

CASE STUDY #3: “Beautiful Music” CopywritingCoach.com cross sell postcard

CASE STUDY #4: Citibank “online account registration” postcard

CASE STUDY #5: Web Copy Secrets “affiliate sales” promotion postcard

CASE STUDY #6: AMEX Offer Zone “Holiday gifts” promotion postcard

What's OFFLINE TACTIC #2?

The BRC Warranty Survey – How To Survey Without “Human Touch”

CASE STUDY #7: 3Com U.S. Robotics “post-purchase” survey (in box)

What's OFFLINE TACTIC #3?

The Fax Broadcast – How To “Auto-Remind” Less Than Mail Or Postcards

CASE STUDY #8: Internet Support Group “domain registration”

CASE STUDY #9: Marketing Brain Dump “upgrade reminder”

What's OFFLINE TACTIC #4?

The Catalog/Booklet – How To Capture Thousands Of Clicks With 1 Mailing

CASE STUDY #10: AMEX Offer Zone “Point, Click, Save” booklet in the mail

What's OFFLINE TACTIC #5?

The Direct Mail – How To Sneak-In More Click Via The “Snail Mailbox”

CASE STUDY #11: Trevor Levine “copywriting” referral letter

CASE STUDY #12: Wine.com “10% Discount” letter

What's OFFLINE TACTIC#6?

The Bonus Gift Cover Letter – How To Cross Sell Without Package Inserts

CASE STUDY #13: MWP bonus gift announcement with “PS” cross sell

What's OFFLINE TACTIC#7?

The Refund Letter – How To Offset Refund Checks With New Affiliate Sales

CASE STUDY #14: MWP refund check accompanied with new offer (affiliate link)

What's OFFLINE TACTIC #8?

The Space Ad – How To Conduct An Offline Survey In A Space Publication

CASE STUDY #15: INC Magazine "We Want Your Opinion" online survey

What's OFFLINE TACTIC #9?

The Call Back – How To Increase Pulling-Power With A Telephone Message

CASE STUDY #16: Cutting Edge Magazine uses RealCallWorks.com to sell ad space

CASE STUDY #17: Alex's makes same day offline calls to all \$150+ online buyers

What's OFFLINE TACTIC #10?

The Handout – How To Boost Online Sales At Seminars, Book Signings, etc.

CASE STUDY #18: MWP CD-ROM version seminar handout AND postcard mailer

What's OFFLINE TACTIC #11?

The Teleseminar – How To Get More Opt-Ins By Giving Away Case Studies

CASE STUDY #19: www.MarketingWithPostcards.com/offline – to get case studies

CLOSING COMMENTS: Joel & George

FUTURE EVENTS: Joel Christopher Internet Marketing Workshop in San Antonio.

NOTES: