

Bring Your Costly Off-line Marketing Campaign On-line

By Rozey Gean

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Before you rush off to the printer and spend a huge chunk of your hard-earned fortune on commercial printing for a new local marketing campaign, stop the presses! Bring your costly off-line marketing campaign on line and size up your concepts at virtually no cost to you!

You have already joined the ranks of other entrepreneurs in cyberspace, designed a professional web site, and begun to generate a comfortable volume of sales. But, are you using your on-line presence to its fullest potential? Are you allowing your web site to effectively reach your on-line and off-line client base? If you happened to place a mental check mark in the box beside "No" to either one or both of the above questions, you are probably wasting a great deal of your time and money on your off-line marketing efforts.

Your web site can be used as a powerful tool to generate a steady flow of traffic both on line and off line. There are no secrets or miracles as to how this tried and true method of marketing works. But you can bet it does! By creating a test market for your on-line visitors, you can determine what will work best for you off line, as well.

NEWSLETTERS

One of the best concepts I can think of is your "free" company newsletter. Pull out those old receipts from your printing company. They will bring back memories of the hundreds, or even thousands, of dollars you spent in costly printing fees, not to mention the postage and your time that went into mailing them. If you were remotely successful in your off-line newsletter marketing campaign, you were fortunate enough to generate enough sales to contribute towards the high cost of printing the newsletter. Back then, your test market was your client base. You had no way of testing the market except to write the newsletter, have it printed, mail it out, and sit back and wait to see if anyone responded. Your on-line presence has created an entire new concept that will allow you to test your off-line market right on line at no, or little, cost to you.

The key to test marketing your off-line newsletter is to bring it on line. Imagine a spot on the home page of your web site that is clearly reserved for marketing your newsletter. You create a dynamic headline that entices your visitors to subscribe at no cost. You soon build up a generous subscriber base right on line, as you distribute your high-impact newsletter on a bi-weekly or

monthly basis. The sales begin to pour in. Your on-line audience is captivated by your savvy and enlightening marketing concepts.

It is now time to take this on-line newsletter to the streets on a local level. Your on-line test marketing has proven the newsletter to be a viable tool to your target audience. However, before you start those presses rolling, let me caution you of the importance to designate space in your off-line version of the newsletter to market your web site and on-line presence to your local clientele.

It is highly recommended that you create a correlation between the two.

Invite your off-line clients to visit your web site where they will find a wealth of information about your business, products, and services that would be extremely costly to provide to them off line. By inviting them to become familiar with your web site, they are apt to visit on a regular basis and even consult the web site when they are in a position to retain your services or purchase your products. The web site will serve as a means of keeping them up to date on line, thus saving your off-line advertising dollars for more important things - like a new car or home.

PRODUCT CATALOGS

An additional concept that comes to mind is your product catalog. The cost of printing a catalog can be monumental. If you are going to venture out and spend that much cash, test your market on line and see what works before you invest in having the catalog commercially printed. Discover what products sell the best, how to re-write your copy to enhance your sales, and how much one is willing to pay for the products. Once you discover your on-line catalog niche you will be better prepared to produce an off-line catalog. Again, be sure you include your web site address on all pages of your off-line catalog. Your goal would be to drive your clients to buy from you on-line where it is less costly to provide a full product catalog.

On-line market research has been tried and proven effective by the most successful entrepreneurs throughout cyberspace. Many, just like yours truly, are seeking the most inexpensive means of distributing effective and profit-generating off-line marketing materials. The key is to make money, not to spend money. By creating a simple relationship between your on-line and off-line marketing efforts, you, too, will soon discover the tried and true methods of using on-line market research to produce off-line results!

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Rozey Gean is the founder of the Marketing-Seek.com web site where writers, e-zine publishers and online entrepreneurs are brought together in an easy-to-use, friendly interface.

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