

BUSINESS EMAIL MARKETING

Tools of the trade



DEBUNK THE BIGGEST MYTH

about eMail Marketing

**Email Marketing is _____ about sending
'000's of unsolicited emails at a time**

Great Service Guide

WELCOME
Be excited they called

1. Answer before the 3rd Ring – bright and cheery – make the right impression

Welcome to The Rental Depot good morning/afternoon (your name) speaking ...

2. And I am speaking with? (seek the customers name)

TAKE INTEREST
In the customer's job - what is the equipment for?

3. Ask about the job, recommend the right equipment and/or alternatives. Ask plenty of open questions.

WHEN
When does the customer need the equipment?

4. When are you looking to do your job? Will you need the equipment today or on the weekend? Let them know about our Hire Saturday get Sunday FREE deal

HOW LONG
Ascertain how long they will need it for.

5. Do you think you will finish your job in the day or over the weekend?

THE COST
Supply the price to the customer include GST. Make the customer aware that added deposit is required.

6. Use Closed Questions – are you picking up or would you like it delivered? Are you paying cash or credit card?

RESERVE IT

7. Get Full Name
Phone Numbers
Customers Address
Site Address

OTHER DETAILS

8. ID
Deposit - Credit Card Details
Who Will Be Picking Up

OTHER SUGGESTIONS

9. Vehicle Required (ute/car/van), tie downs, best practices job/equipment



Systems / Procedures

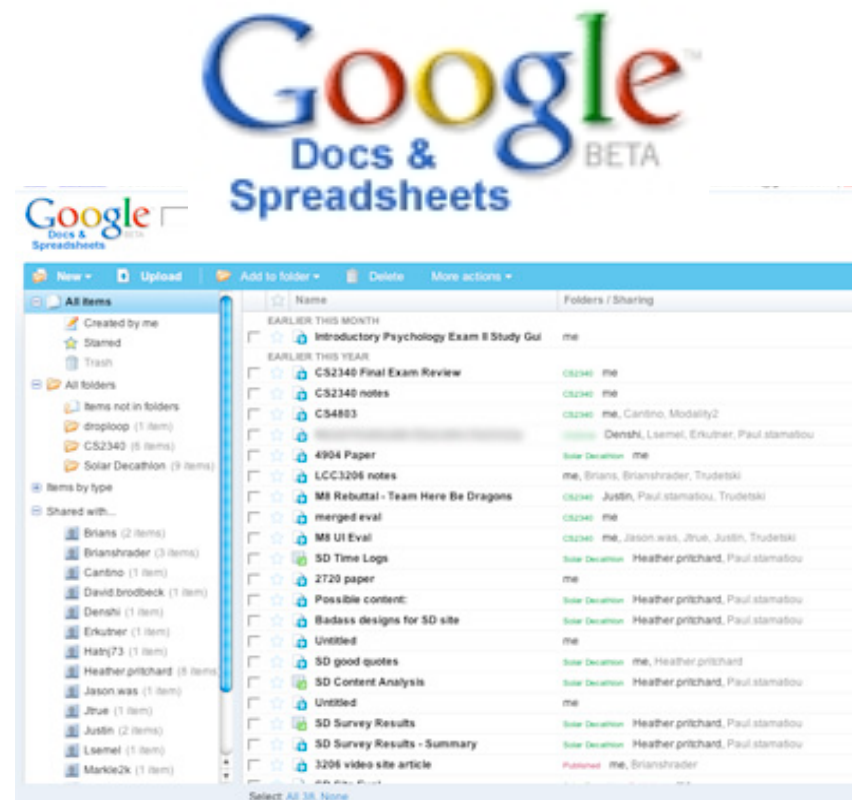
**7 Steps To Creating
A Winning
1 on 1
Email Marketing
System & Procedure**

Systems / Procedures

1. Centralised _____ Database

We need to build ongoing relationships with customers

- For every customer enquiry - the customers details gets databased / recorded
- Excel Spreadsheet on a company Server
- Google Docs & Spreadsheets is my preferred method



Systems / Procedures

2. Database of _____ Images

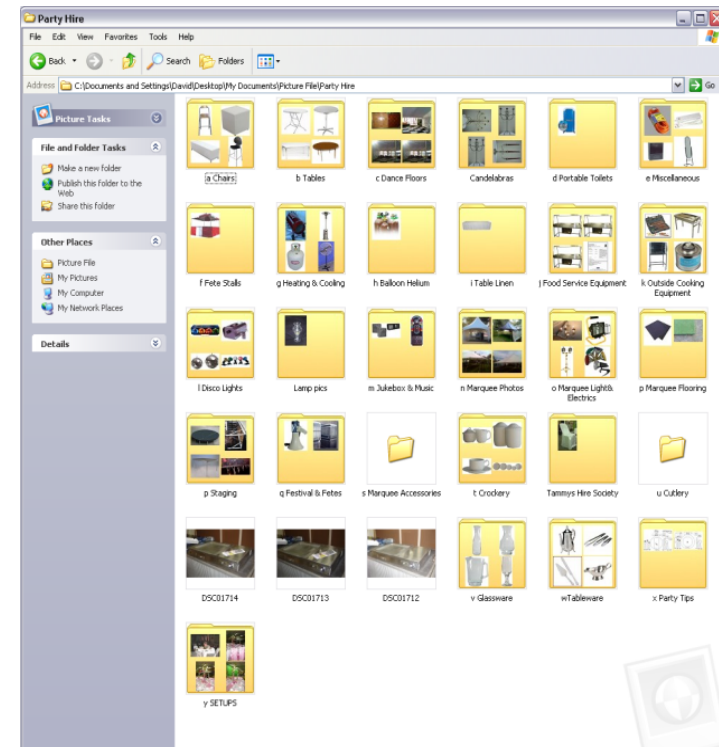
Customers / People are very visual by nature

- Low Resolution Photo for every product

take your own photos | use generic product shots from the web (seek permission) | use suppliers product shots (seek permission) | buy photos iStock Photos - www.istock.com

- Store in a folder

company server | on a thumb drive & download on individual computers | google docs (in the cloud)



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OR

Open Pixlr express (Efficient)

OR

Open Pixlr-o-matic (Playful)

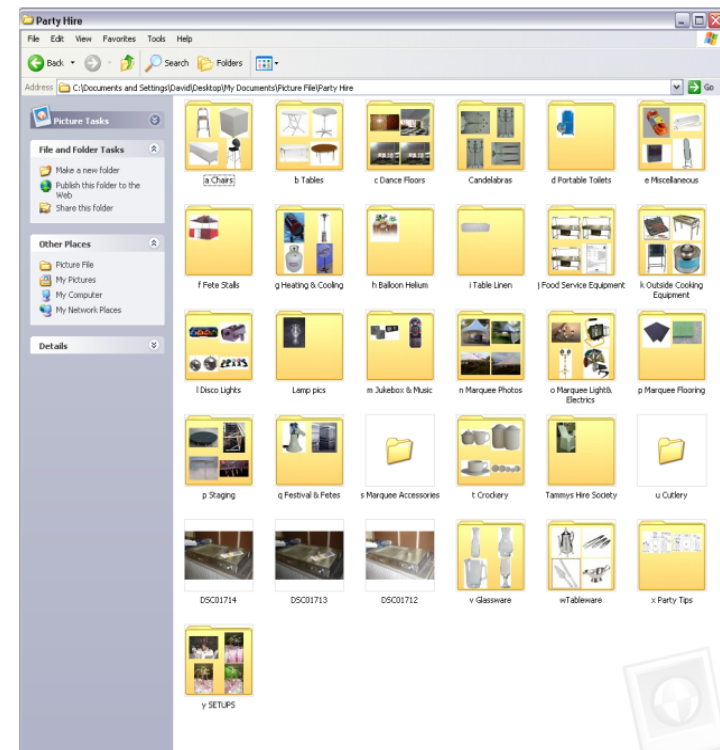


Systems / Procedures

3. Database of _____ Files

Customers are looking for experts in their field

- Low Resolution PDF Files for your products & services
how to's | technical product information | reasons to buy sales pitches | best usages | your catalogue - a dynamic PDF
- Store in a folder
company server | on a thumb drive & download on individual computers | google docs (in the cloud) | **on your website**



16 Reasons you'll be glad you did business with The Rental Depot

Professional Tools *for* Professional People

1. 16 years industry experience
2. We have Staff and Service personnel who are experts in their field, and are customer service focused
3. We constantly reinvest in our staff through ongoing training, new product updates and concerns
4. We are proud and active members of the Hire and Rental Industry Association Rental Association
5. We are the proud winners of the following:-
 - Small Business Awards in the Blacktown District 2003, 2005, and 2006
 - NSW Champion of Champion Awards in 2004 & 2006
 - International Business Swap Awards 2006
6. We regularly donate, sponsor and partake in worthwhile charities, such as – Blacktown Apex, Westmead Childrens Hospital, SS Crocifissio, Wesley Mission, Mc Happy Day – as well as donating to local schools and sporting associations within our area.
7. All our hire products are meticulously checked, tested and cleaned before leaving the depot and meet all OH&S and Workcover Authority regulations – your safety is guaranteed.

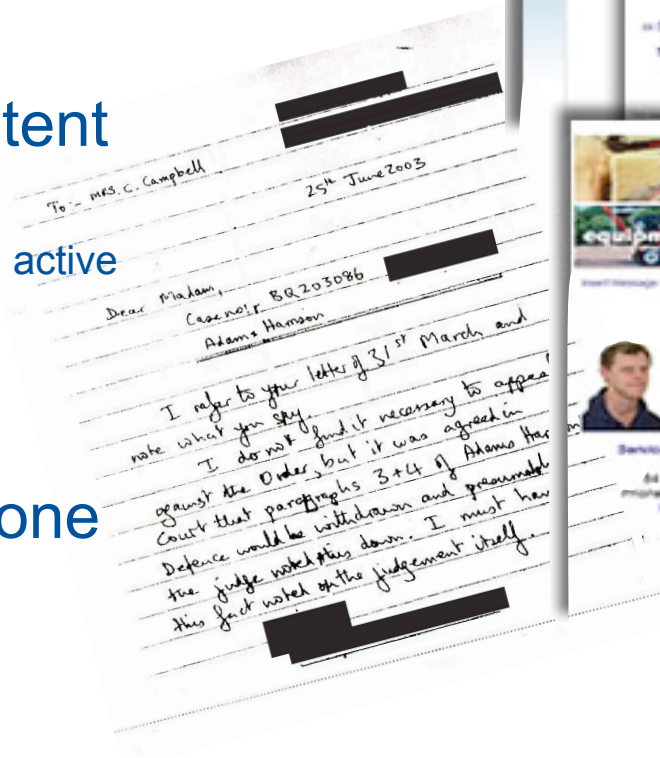


Systems / Procedures

4. Use a Professional

The Letterhead of the 21st Century

- Pre formatted and consistent branding (Letterhead) using photos of staff (personalisation) | active links to sections on your website (eg - account forms) | display testimonials & awards
- Every Staff Member has one load the signature so it comes up automatically for each and every staff member - you have



Systems / Procedures

5. Staff _____ Training

**Human Nature dictates we
like people who are like us**

People buy off people they like

- **Building Rapport**
use similar language and tone

From: xxxxxx
Sent: Monday, 28 May 2007 8:17 PM
To: enquiries@alerthire.com.au
Subject: re: snow machine hire

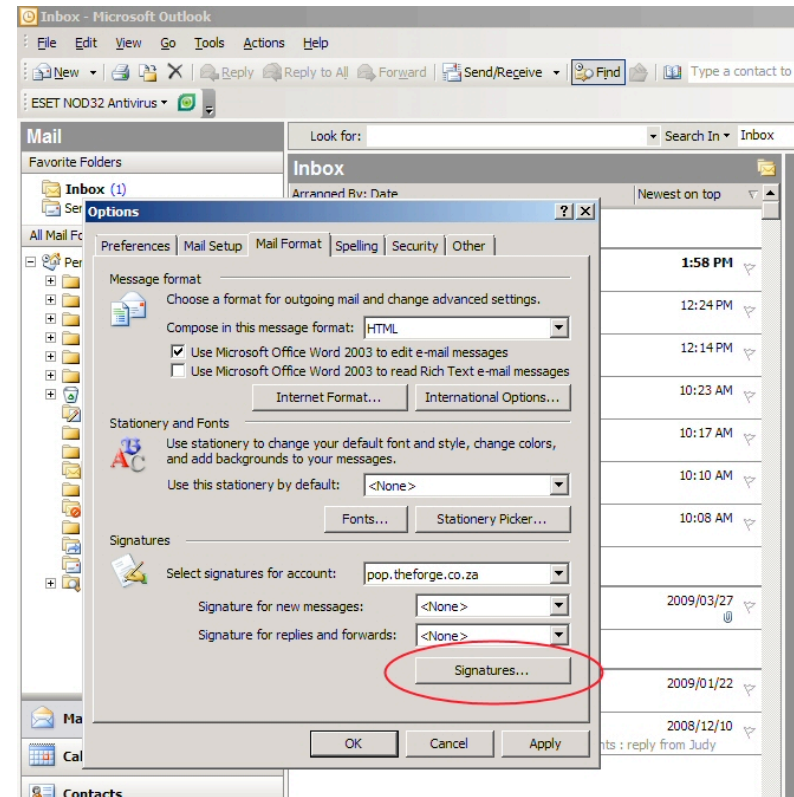
hi. i'm one of the leaders at xxxxxxxxxxxx st (HYS). in about 3 weeks time we are going to have a bit of a snowboard showcase in the carpark behind the st marys church. we are planning on getting some snow from the ice rinks (penrith and maybe blacktown) so that we can set up a table top to ride (me and a mate of mine). it'd be sick to get a snow machine too, because most, if not all, of the kids that will rock up on the friday night will never have seen snow before. it'll be a tripper for them... i'm just wondering how the snow machine works, how much snow it produces (keeping in mind that we'll get heaps from the ice rinks), what the cost would be to hire it and if you guys can swing any kind of deal for us? let us know. thanks heaps.
xxxxxxx.

Systems / Procedures

6. Using _____ & Scripts

Manage consistency of message & staff efficiency

- Pre formatted and consistent sales pitch / information using pre-written information about products or services
- For Every Staff Member have the signatures available for each and every staff member, on every computer used to answer email enquiries

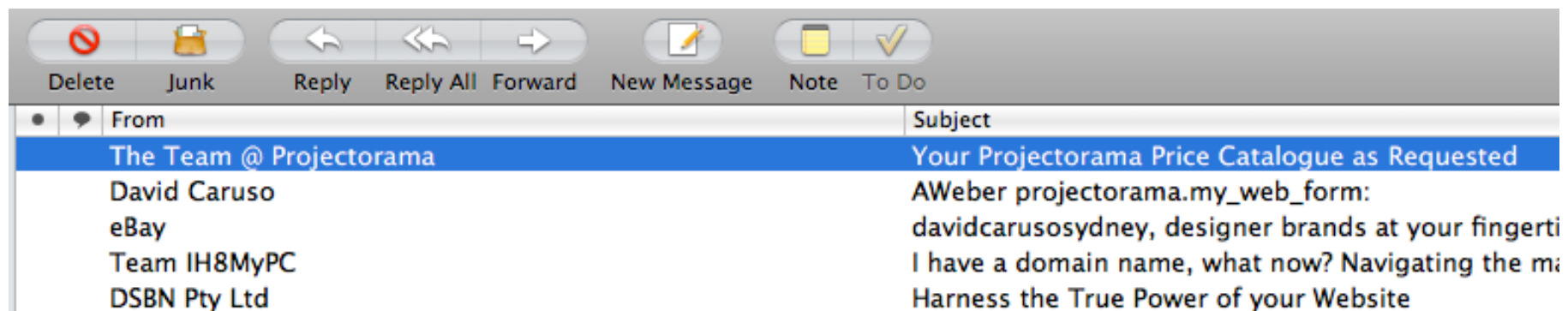
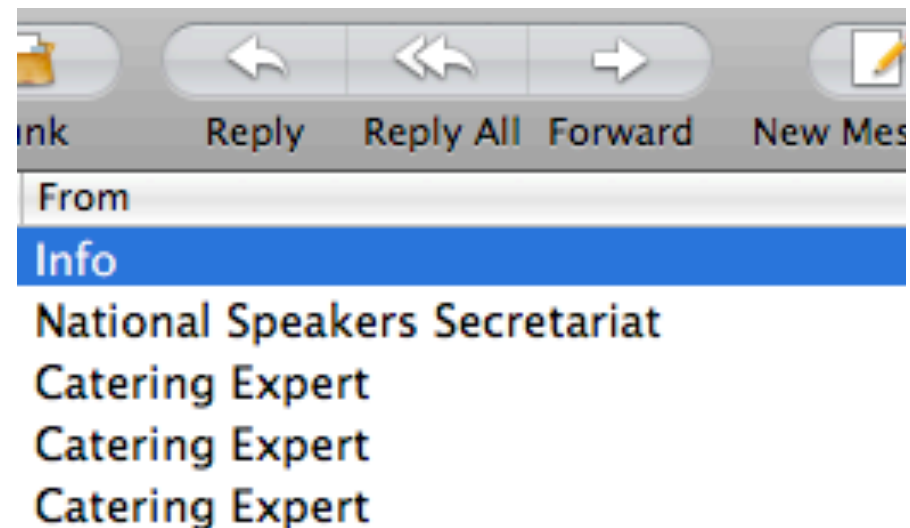


Systems / Procedures

7. Personalise the ‘ _____ ’

People identify with the information in the From line

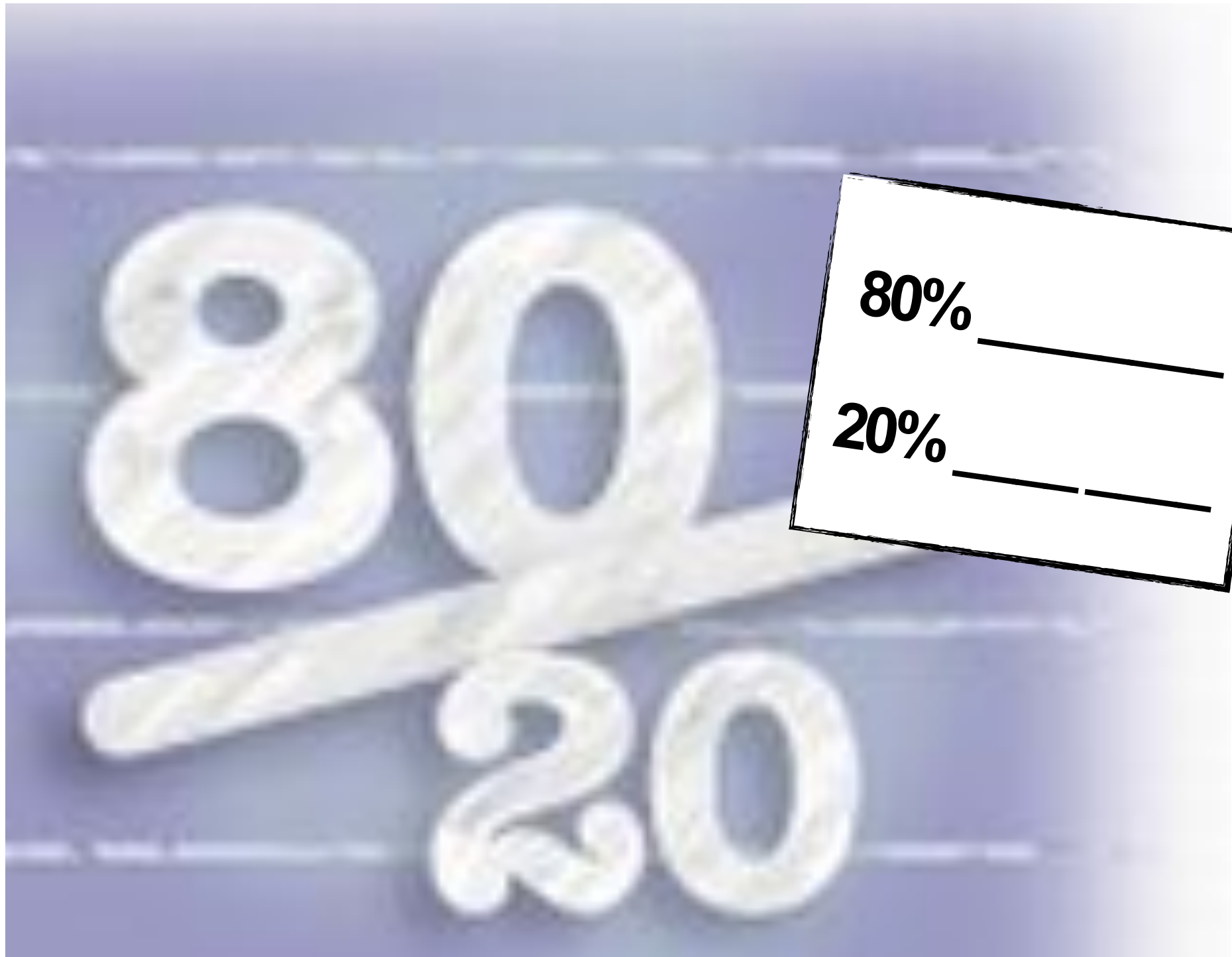
- Consistent branding
- Personalised for Staff Members



BUSINESS EMAIL MARKETING

Mass Email Marketing

Three wooden blocks are arranged in a small pyramid. The bottom row consists of a green block with a white letter 'A' on the left and an orange block with a white letter 'C' on the right. A blue block with a white letter 'B' is balanced on top of the space between the 'A' and 'C' blocks. The blocks are made of light-colored wood with a visible grain.



The Rental Depot's
Beer O'Clock
 Time to Down Tools - and watch a collection of strange and funny videos with your mates!



Join Our Mailing List!



3 Penny Place
 Arndell Park

Ph: 9672 3958

[visit
 The Rental Depot
 website](#)

The Rental Depot's
Beer O'Clock - a light hearted and
 funny look at the world around us

David

After a grinding week at work - you deserve to take
 5 minutes off, share a laugh with a couple of mates and
 get in a good mood -



It is Beer O'Clock and the weekend is near!

The Rental Depot is happy to share a couple of videos
 with you from around the world, outlining the strange,
 weird and funny.

Check them out below - you can even leave a comment!



**x3 Words That Will Motivate any
 Construction or Building Crew**

I just wanted to share with a secret - that one of my good customers Clive
 from The Expansion Joint Company, shared with me yesterday!

He had uncovered x3 tiny words - that will make any work crew - work
twice (x2) as fast and twice (x2) as efficient



_____ is only
 1 Aspect
 _____ with
 your customers
 through
 Email Marketing

Creating _____ vs _____ Content

There is a heightened kudos (and, therefore, providing a potential commercial benefit) *not* to the creator of the content *but* to the person who shared it.

Twitter research - suggests many people consider crediting the person they gained content or heard information from **as more important** than crediting the author.

so get sharing (via email marketing)



Email Strategy Fundamentals

1. High _____
2. _____
3. _____
4. Good _____ Through
Rates CTR
5. Spam Act _____

1. High Delivery



Email Marketing Program

- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Provide easy-to-use templates.
- Send readable formats – HTML /Text
- Handle Unsubscribers
- Ensure email delivery, tracks results
- Create campaigns

2. Targeted

<input type="checkbox"/>	Order ▲	List Name	Contacts
<input type="checkbox"/>	1	Get The Edge e-ne	5649
<input type="checkbox"/>	2	Earthmoving & Equ	510
<input type="checkbox"/>	3	Handyman & Smal	583
<input type="checkbox"/>	4	CCF Members	251
<input type="checkbox"/>	5	Mitre 10 Stores	30
<input type="checkbox"/>	6	HRIA Members	371
<input type="checkbox"/>	7	Bartercard Contac	576
<input type="checkbox"/>	8	Caterers	128
<input type="checkbox"/>	9	Event Coordinators	95
<input type="checkbox"/>	10	Party Hire Australia	169
<input type="checkbox"/>	11	ISES Members	444
<input type="checkbox"/>	12	Accountants	713
<input type="checkbox"/>	13	NSW Chamber of Commerce	496
<input type="checkbox"/>	14	Hills Chamber of Commerce	154
<input type="checkbox"/>	15	Hawkesbury Chamber of Commerce	98
<input type="checkbox"/>	16	New Car Dealers	32
<input type="checkbox"/>	17	Used Car Dealers	47
<input type="checkbox"/>	18	Media Contacts	67
<input type="checkbox"/>	19	Blacktown Business	65
<input type="checkbox"/>	20	BAS	34
<input type="checkbox"/>	21	Jukebox Enquiry	175
<input type="checkbox"/>	22	Equipment Hire Suppliers	53

Your
Database

3. Personalised

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After a grinding week at work - you deserve to take
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get in a good mood -

It is Beer O'Clock and the weekend is near!

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with you from around the world, outlining the strange,
weird and funny.

Check them out below - you can even leave a comment!



Hi David

How would you like to employ an extra salesperson for Business WIN Books without
the \$10,000 price tag.

- A salesperson who does not ask for holiday pay or take sick days.
- A salesperson who will work 24 hours a day, 7 days a week and will only charge
you for every lead delivered.
- **Better still** - a salesperson who will let you decide how much commission you
pay for each and every lead!

I've got to tell you, that this salesperson is the most liberating thing you can have as a
business owner.

So Allow Me To Introduce You to this Very Special Salesperson.

Business WIN Books meet Google Advertising
& Google Advertising let me introduce you to Business WIN Books

Now that the formal introductions are over - it is vitally important to be on a first name
basis with Google Advertising, to start reaping the rewards of a 24/7 salesperson who
will continually deliver spectacular results for your business.

You can get on a first name basis in two ways.

1. You can waste \$1000's of dollars trying to get to know Google Advertising
directly - *all* your money going into the Google coffers whilst you continue to get
poor results.

OR

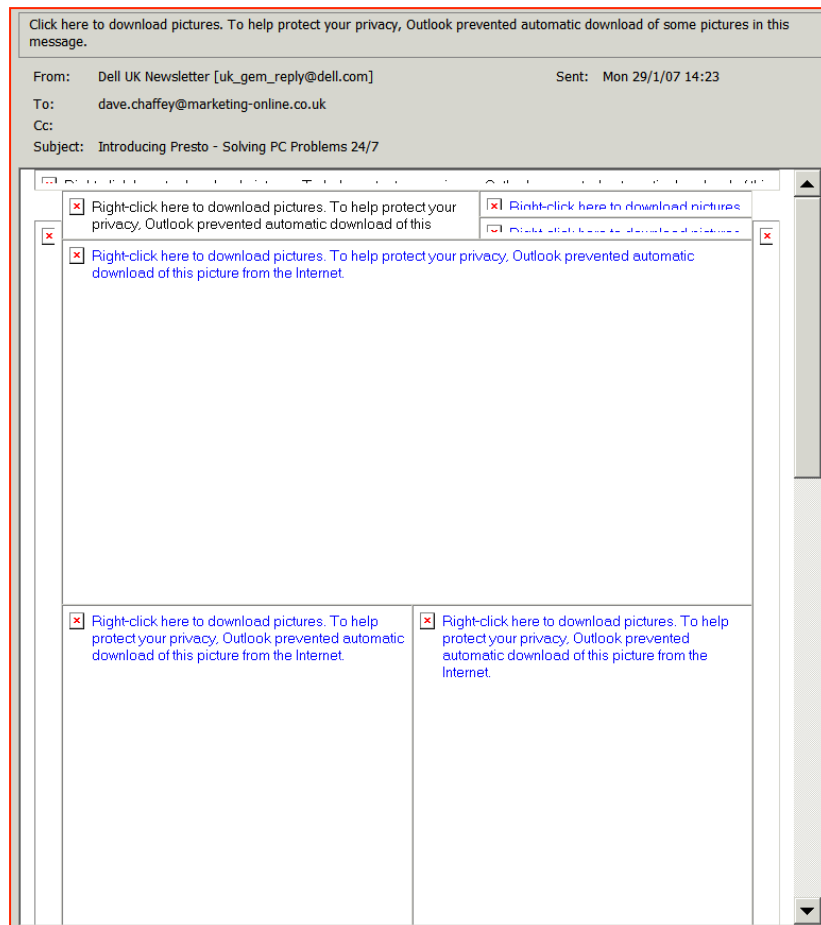
2. For a fraction of the price you would waste with Google - invest in a 1/2 day
workshop on '[Mastering Google Advertising](#)' - that is being held and conducted by
the renowned Google Advertising Speaker & Master Trainer - [David Caruso](#).

**Register for the last 3 spots
Mastering Google Advertising 'hands on' Workshop**

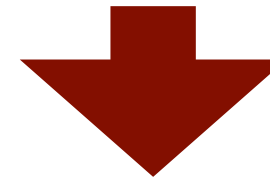
Thursday 16th July 2009

3. Personalised

Beware of _____ Emails



_____ plain
emails can cut
through the clutter -
& doesn't look like a
'mass sent' email



Hi David

How would you like to employ an extra salesperson for Business WIN Books without the \$75 000 price tag.

- A salesperson who does not ask for holiday pay or take sick days.
- A salesperson who will work 24 hours a day, 7 days a week and will only charge you for every lead delivered.
- **Better still** - a salesperson who will let you decide how much commission you pay for each and every lead!

I've got to tell you, that this salesperson is the most liberating thing you can have as a business owner.

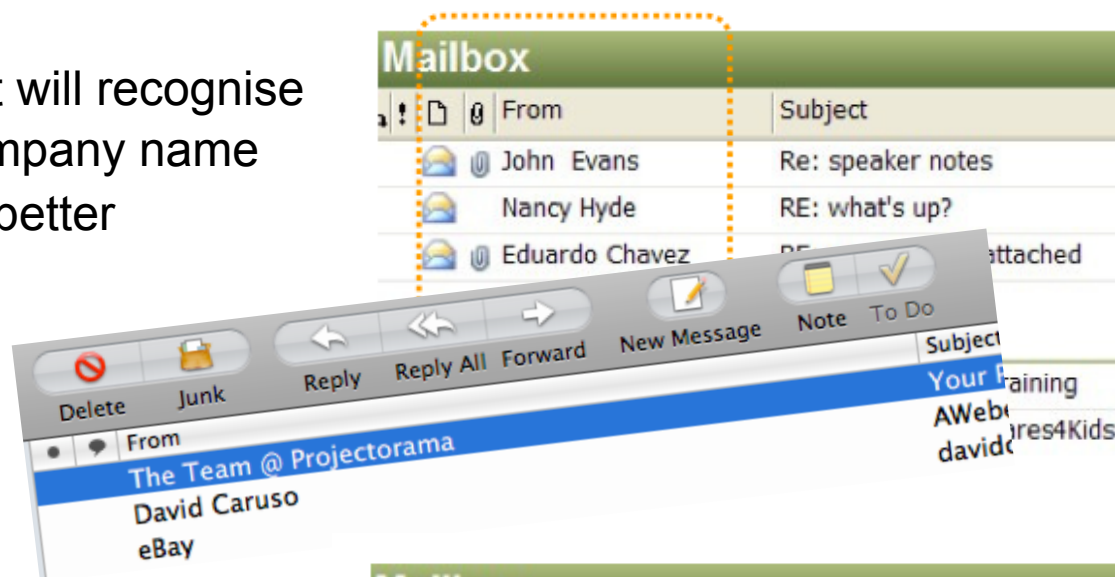
So Allow Me To Introduce You to this Very Special Salesperson.

Business WIN Books meet Google Advertising
& Google Advertising let me introduce you to Business WIN Books

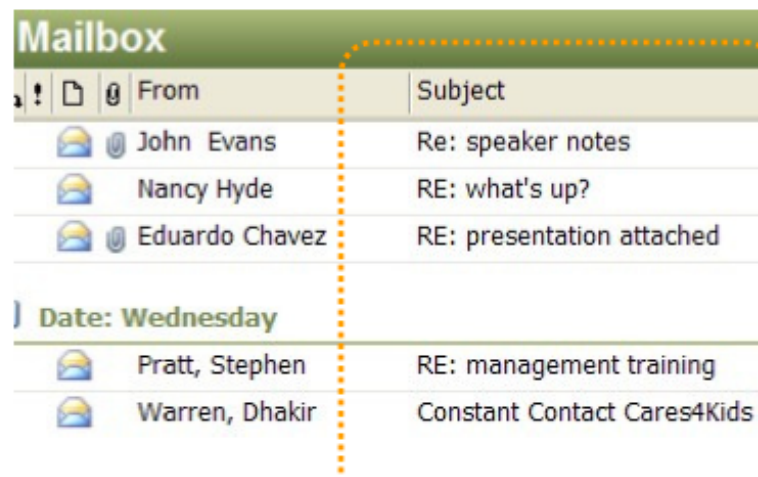
Now that the formal introductions are over - it is vitally important to be on a first name basis with Google Advertising, to start reaping the rewards of a 24/7 salesperson who will continually deliver spectacular results for your business.

4. High Click Through Rate (CTR)

- The “_____” line
 - Use a name the recipient will recognise
 - Include your company name
 - The clearer the better
 - The shorter the better
 - Be consistent



- The “_____” Line
 - Keep it short and simple
 - You have 3 seconds or less
 - 5-8 words
 - Incorporate a specific benefit
 - Capitalise and punctuate carefully
 - Test!



4. High Click Through Rate (CTR)

[see the full story here](#)

Yours in Machine, Hire and Rental

Join our list

Join Our Mailing List!

David

David Caruso
Managing Director
The Rental Depot Blacktown

Phone: 9672 3958

FEATURED Article

Get A Quote

We've all heard stories about 'cow builders' who charge a small fortune for repairs and leave the property in a worse state than when they arrived.

To stop this happening, it's essential to employ a good tradesperson who have a sense of how much the repair should cost...

[read more here](#)



1. ALWAYS
Use The ' _____ ' Technique

2. _____ IS KING

3. ALWAYS
Be looking at your metrics
Test and Tweak - Test and Tweak

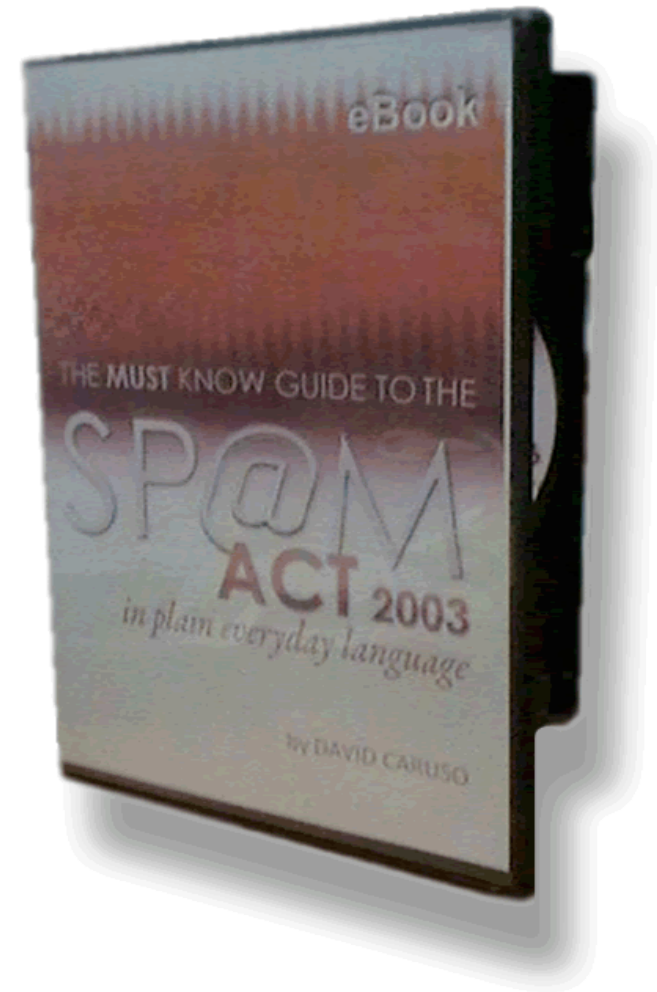
Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	457062	3.3% (15252)	18.9% (83411)	17.3% (14461)	0.1% (42)

5. The SPAM Act (Your Responsibility)

David Caruso - C.S.I

1. **C** _____
2. **unS** _____
3. **I** _____



Notes

Best Tips & Advice

Write Monthly eNewsletters ____ months in advance

➡ Use your _____ as a landing page

Write 1 Article - Submit it to a number of _____ | put it on your Blog | then use it in your eNewsletter

➡ [Read more....](#) = a visitor to your website

Use plain _____ email in sales/offer emails & _____ in monthly eNewsletters

➡ Have a web _____ form on every blog post

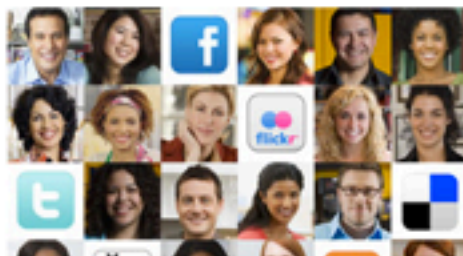
_____ the email in Constant Contact with relevant keyword hyperlinks scattered through

More  &  are great.
But **"more business"**
is what you're after 

With Social Campaigns, you get an online tool that makes it easy to run promotions and offers on your Facebook Page that deliver measurable results—like new customers. You can even track your results via real-time reporting.

[Learn More](#)

www.FreeTrialConstantContact.com



Sign up for your *Hints & Tips* newsletters!

Get the practical, "how-to" advice you need to succeed with email marketing, online surveys, and other proven marketing techniques.

[View previous Hints & Tips](#)

local deals with SaveLocal »

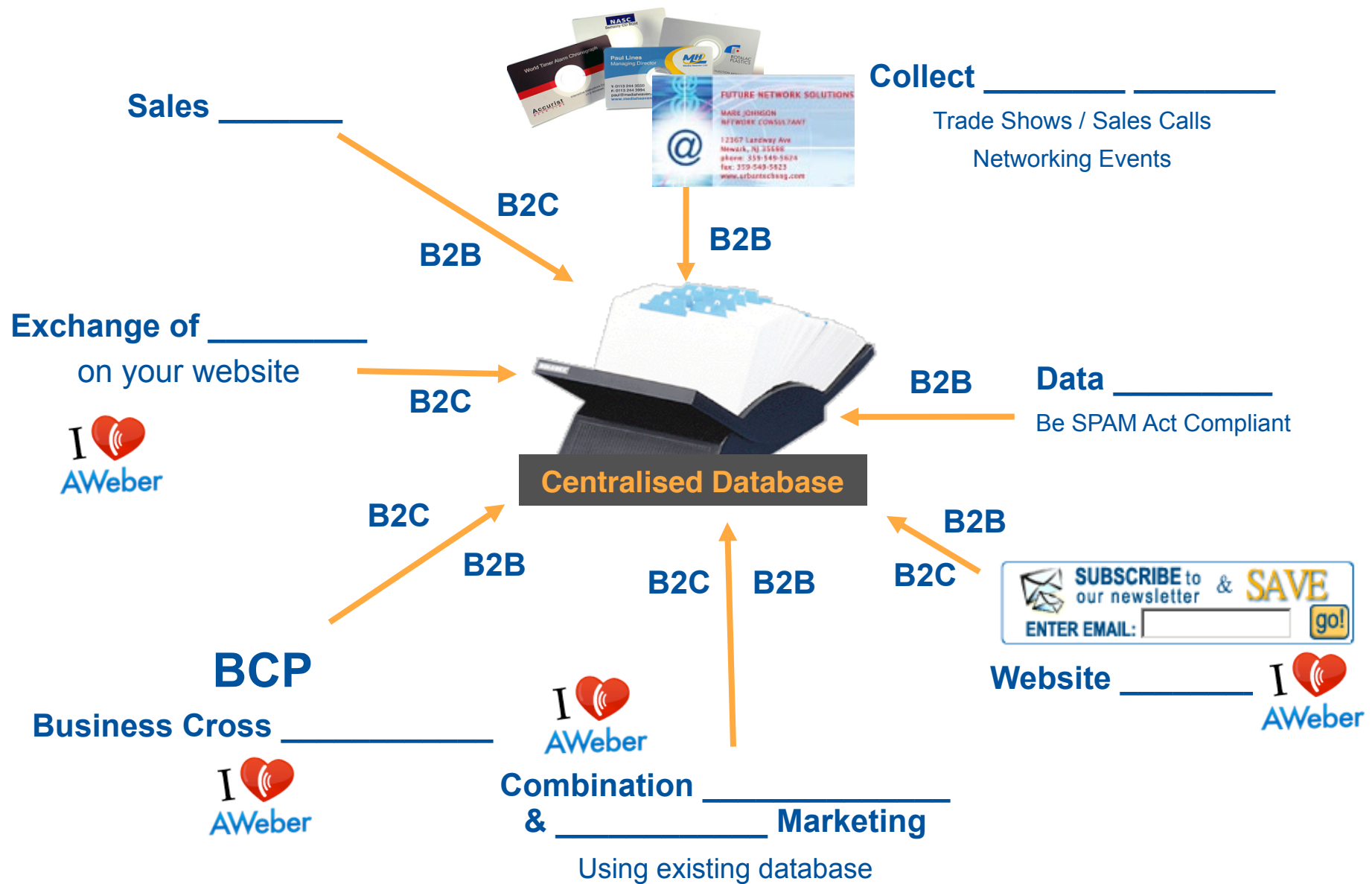
We're in your neighborhood!

Constant Contact has small business marketing experts across the country, ready to meet you in person and help you take your organization to the next level of success.

[Learn more](#)

Databasing





Notes



1. create the web form

Have All Suburbs Catering sensational new interactive price catalogue

EMAILED TO YOU RIGHT NOW!

Email:

First Name:

Surname:

Suburb:

Party Type:

Expected Number of Guests:

Party Date:

Phone Number (optional):

2. create the auto responder

From: The Team @ Projectorama <info@projectorama.com.au>
 Subject: Your Projectorama Price Catalogue as Requested
 Date: 27 September 2010 10:31:35 AM AEST
 To: David Caruso
 1 Attachment, 982 KB

Hi David

Thanks for requesting our new price catalogue.

David, I just want to let you know, that your event is as important to us as it is to you, so if there is anything further we can help you with at the moment - please call me (Margaret) personally on 9638 4911, I'll be happy to help.

We strive to be professional in everything we do - and that reflects in the products, equipment and services we will provide you.

If for some reason we can't help you with a Projector, we will certainly know where to get it from and can help you in doing so.

Thanks for again for requesting our catalogue - and I hope to speak to you soon.

Kind regards
 Margaret

Projectorama

Phone: 9638 4911
info@projectorama.com.au

Brodie St, Rydalmere, NSW 2150, AUSTRALIA

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/77ThisIsATestEmail>

 projectorama...pdf (982 KB)

stering Price Catalogue as Requested
 10:25:11 AM AEST
 1 KB

Hi David

Firstly I would like to thank you for downloading our menu for your 21st Birthday.

As Australia's largest caterer we cover all areas of Australia including your suburb Gladstoneville.

Your 21st Birthday is as important to us as it is to you - that's why we recommend you Book Today - to ensure that we can cater for your party.

We specialise in Sensational Buffets, Cocktail Parties, Spit Roasts, Stylish Barbecues and Fabulous Finger Food from 30 to 3000 guests.

The great news David, is that you do not have to give us the final details on your menu and guest numbers until 1 week prior to your party date - 3rd October 2010.

David, when you get a chance give me a call on 1800 888 140 - to discuss your party further, and when you call I will personally make you a member of our VIP Club which entitles you to some great savings and f.r.e.e offers for your party.

Talk to you soon

Kind regards
 Jessica Vesale

All Suburbs Catering
 1800 888 140

Servicing all of Australia
 1102 / 242 Elizabeth St., Sydney, NSW 2000, AUSTRALIA

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/77ThisIsATestEmail>

 All Suburbs...pdf (711 KB)

3. load the javascript code

```
<script type="text/javascript" src="http://forms.aweber.com/form/76/1536901776.js"></script>
```

Best Tips & Advice

Same --- Form on every Blog Post

**HAVE A 25% DISCOUNT
COUPON
EMAILED TO YOU THIS
VERY MINUTE**

*Save 25% on any hire fees - when you
present your coupon @ The Rental
Depot*

Email:

First Name:

Surname:

Suburb:

Machine:

**The Rental Depot is Sydney's
Best Hire and Hardware Store**

Email Me My 25% Saving Coupon NOW!

```
<script type="text/javascript" src="http://forms.aweber.com/form/76/1536901776.js"></script>
```

Databasing Tips

_____ Your Databases for Greater Penetration

Have a Process of Continually Cleaning Your _____
ie - returned mail | bounced emails | updated details

Databases and CRM systems are only as _____ as the information inputed, managed and maintained

Most SME Business owners can suffice with a simple excel database or basic CRM package found in existing software (ie Quickbooks | MYOB)

Understand the _____ Value of your Customers

Every Point of Contact should not be a _____ Pitch - look to engage, thank, or just acknowledge your customers!

Use Constant Contact as a central _____

...	A	B	C	D	E	F	G	H	I	J
1		Company	First	Surname	Address	Suburb	P/code	Phone	Mobile	Fax
2		A S I S International Australian Chapter			107 Douglas Pde	Williamstown VIC	3016	(03) 9646 6311		
3		A.A.S.W.			PO Box 1015	Milton QLD	4064	(07) 3369 9818		
4		A.I.E.S.E.C.			Business School, University of Qld St	Lucia QLD	4067	(07) 3365 4714		
5		A.O.E.M.A			PO Box 1	Dunkeld VIC	3294		0417 823 971	
6		AAPM(The Australian Association of Practice Managers)			PO Box 2477	Fortitude Valley QLD	4006	1800 196 000		
7		ABL State Chamber			19 Fennell St	North Parramatta NSW	2151	(02) 8838 0400		
8		ABL State Chamber			146- 148 Gordon St	Port Macquarie NSW	2444	(02) 6584 0910		
9		ABL State Chamber			Suite 8, 620 Macauley St	Albury NSW	2640	(02) 6041 4867		
10		Adelaide Indigenous Business Centre			47- 49 Waymouth St	Adelaide SA	5000	(08) 8413 1801		
11		Agribusiness Employers' Federation			Level 6 41 Currie St	Adelaide SA	5000	(08) 8212 0585		
12		Agricultural Business Research Institute			University of New England	Armidale NSW	2350	(02) 6773 3555		
13		AIESEC South Australia			University Of Adelaide	Adelaide SA	5000	(08) 8303 5909		
14		AIESEC South Australia			University Of South Australia	Adelaide SA	5000	(08) 8302 0312		
15		AIESEC South Australia			Flinders University	Bedford Park SA	5042	(08) 8201 2654		
16		Air Conditioning & Mechanical Contractors Association Of Australia			30 Cromwell St	Burwood VIC	3125	(03) 9888 8788		

Suggested Spreadsheet Format

**Company | First | Surname | Address |
Suburb | P/code| Phone | Mobile | Fax
| Email Address**