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

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**
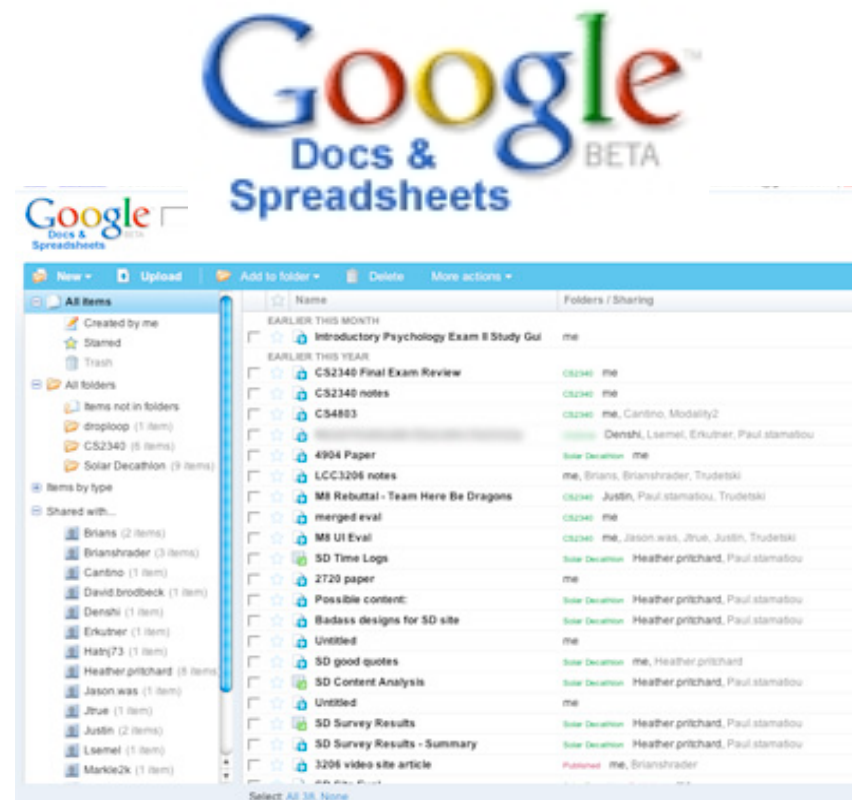
Systems / Procedures

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)
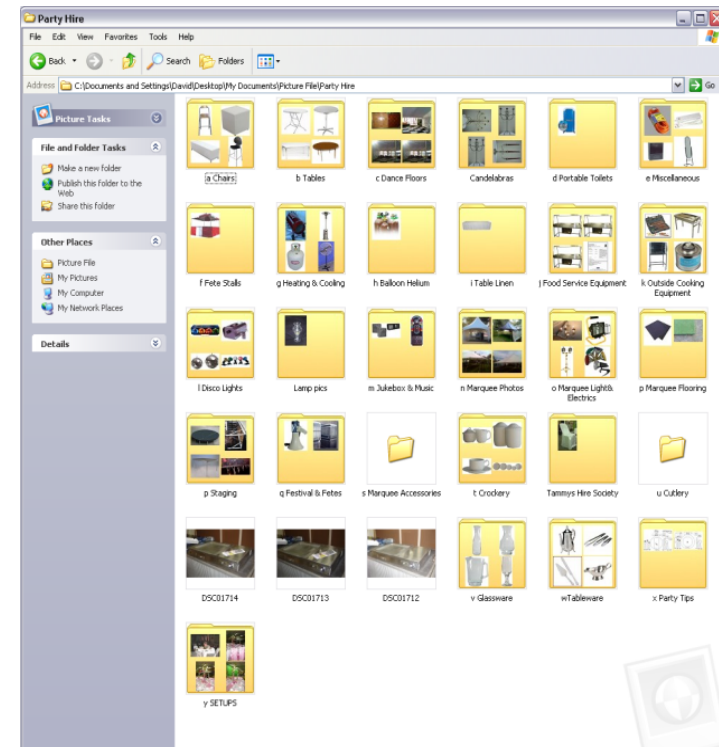
www.pixlr.com

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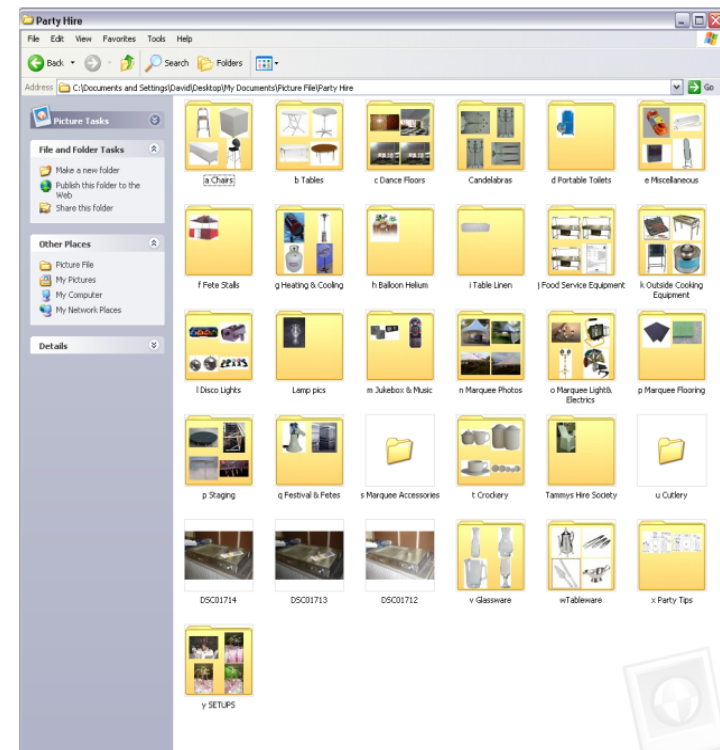
16 Reasons you'll be glad you did business with
The Rental Depot

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 upd[...] concerns

4. We are proud and active members of the Hire and Rental Industry Associatio[...] 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 a meticulously checked, tested and cleaned before leaving the depot and meet all OH&S and Workcover Authority regulations – your safety is guaranteed.
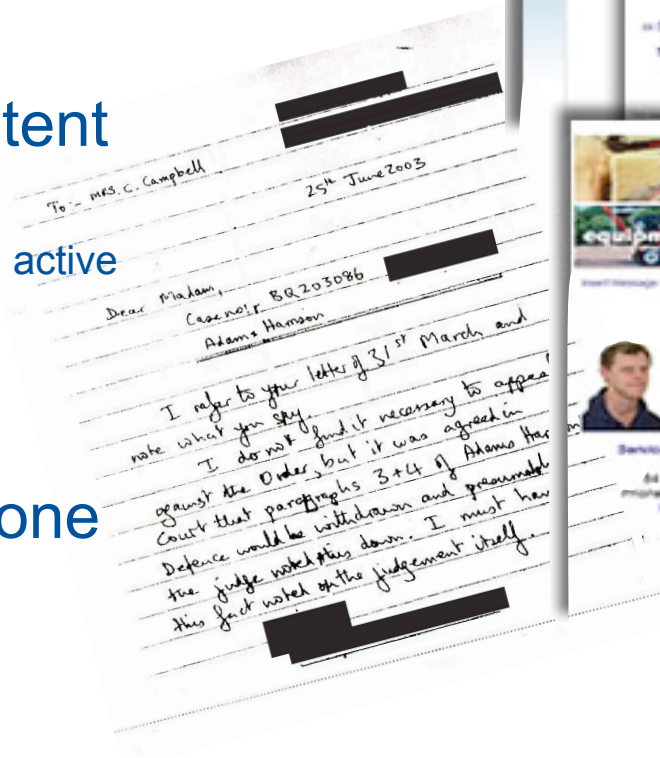
Systems / Procedures

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

10

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 xxxxxxxxxx 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.

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
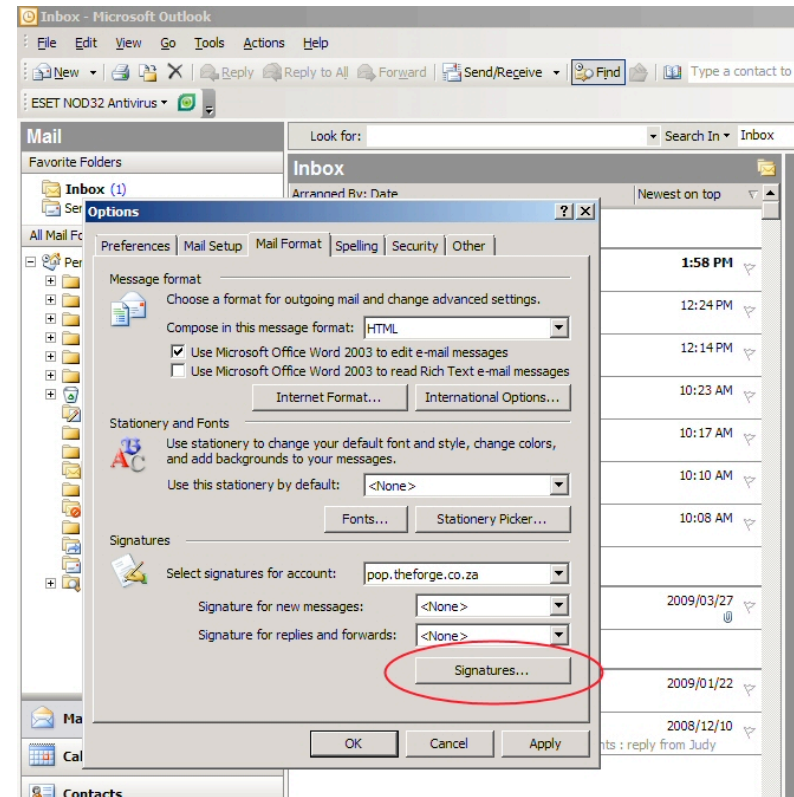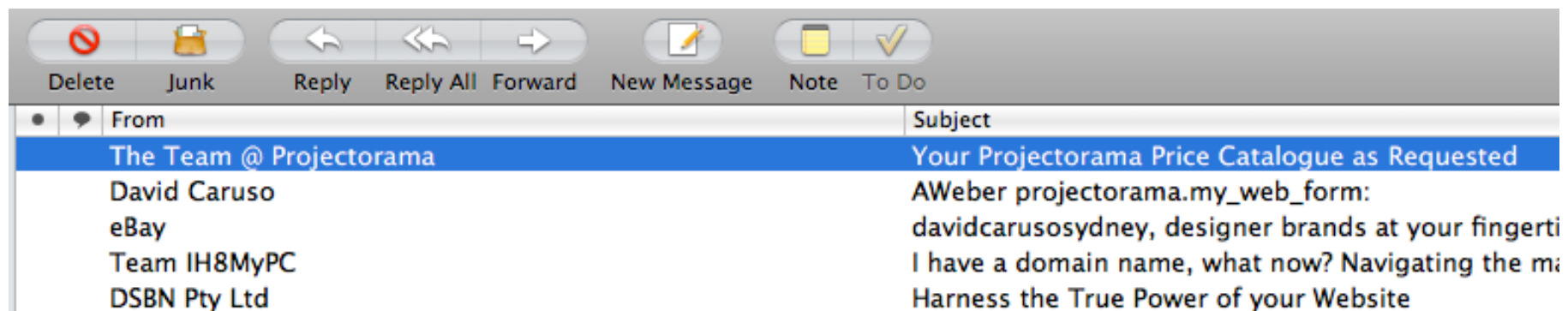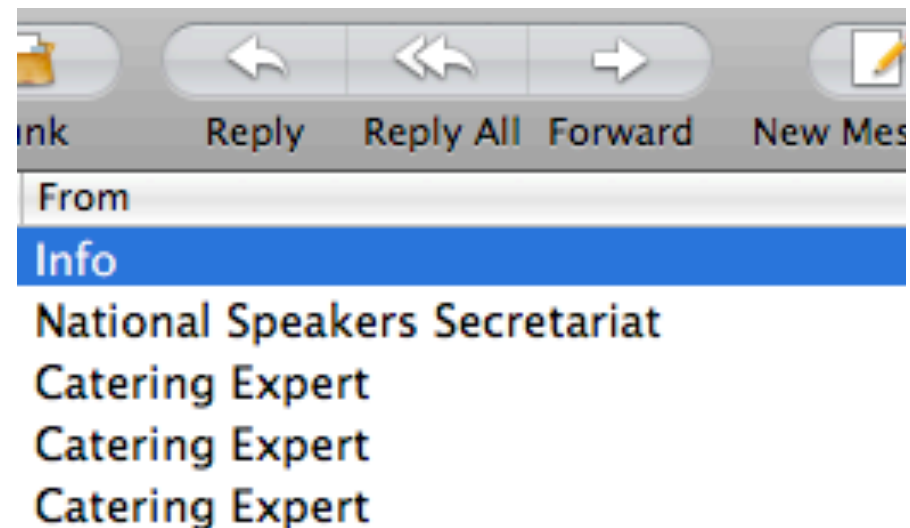
Systems / Procedures

7. Personalise the '_____ _____'
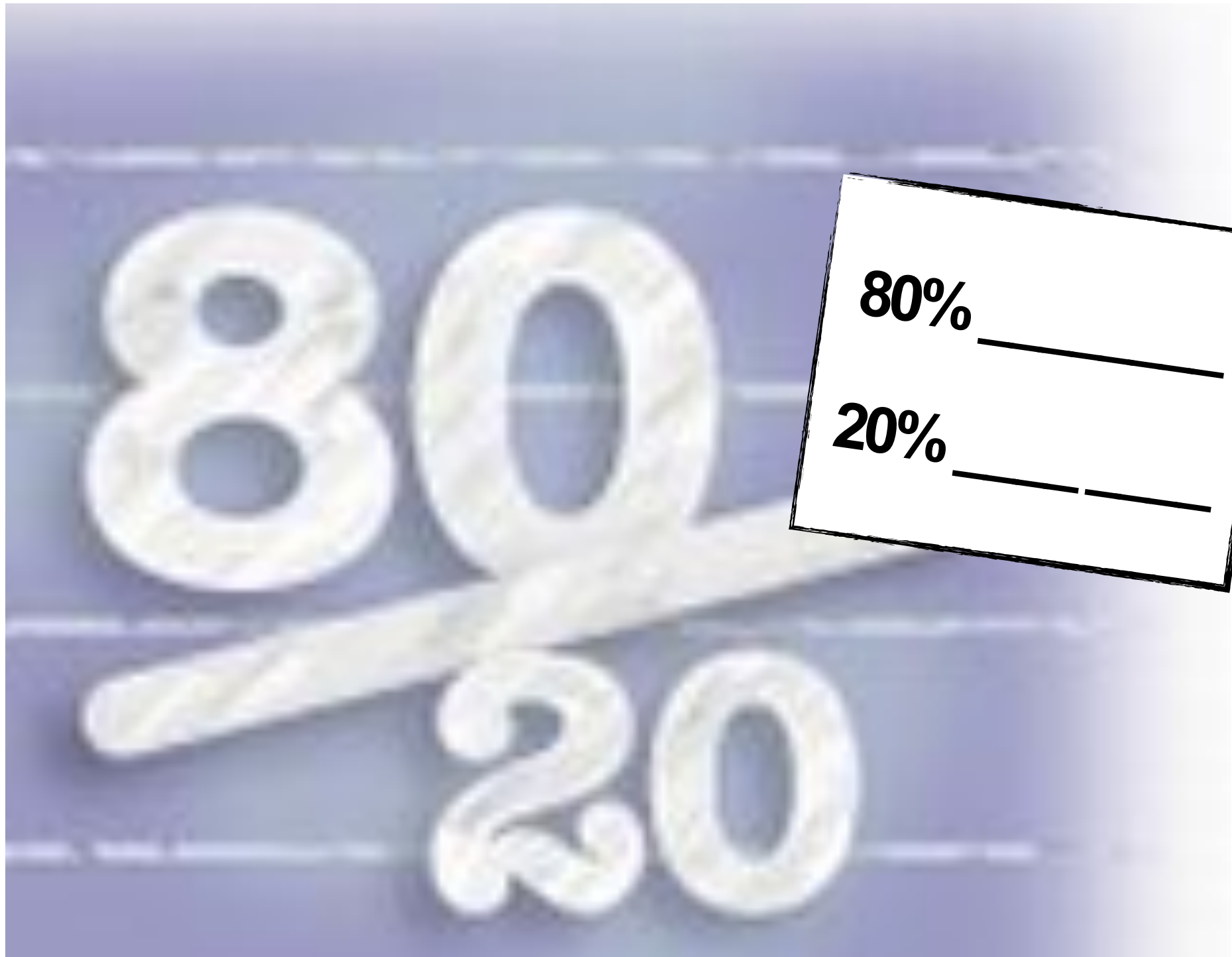
People identify with the information in the From line

• Consistent branding

• Personalised for Staff Members

BUSINESS EMAIL MARKETING
Mass Email Marketing

80% _____

20% _____ _____

_____ 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

www.FreeTrialConstantContact.com

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

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

_____ Your Database

20

3. Personalised

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!

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!

3 Penny Place
Arndell Park

Ph: 9672 3958

visit
The Rental Depot
website

1-800-SEXY-PLUMBING!

Hi David

How would you like to employ an extra salesperson for Business WIN Books without the $50,000 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.
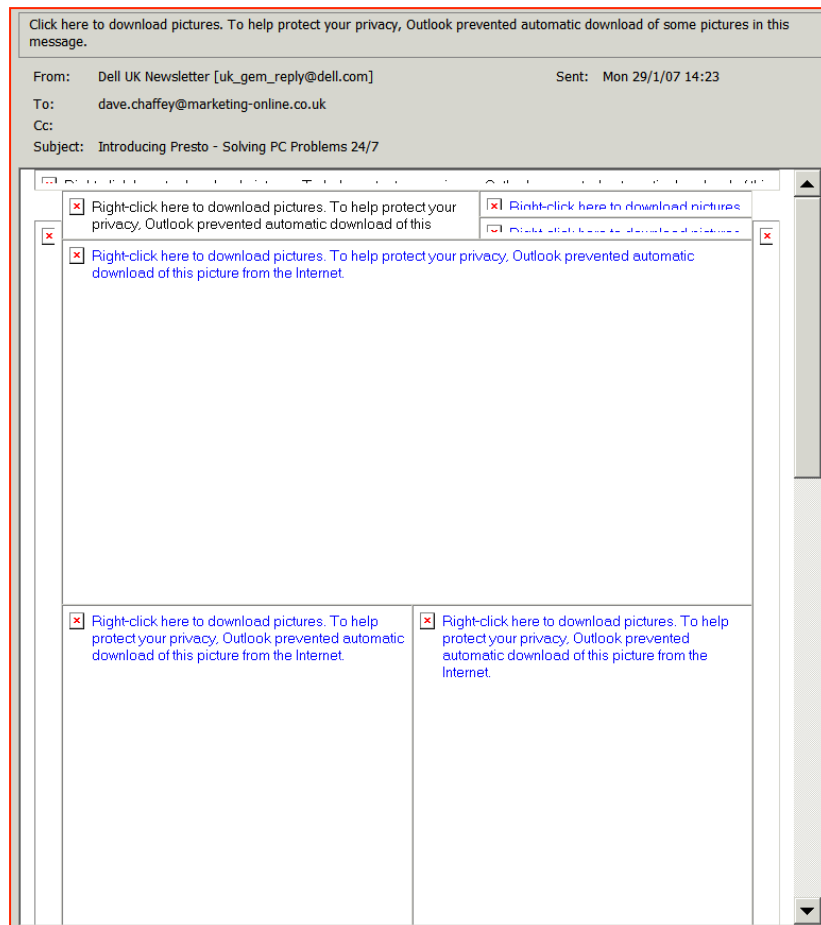
   OR

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
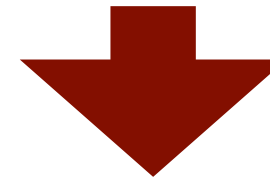**Mastering Google Advertising *'hands on'* Workshop**

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
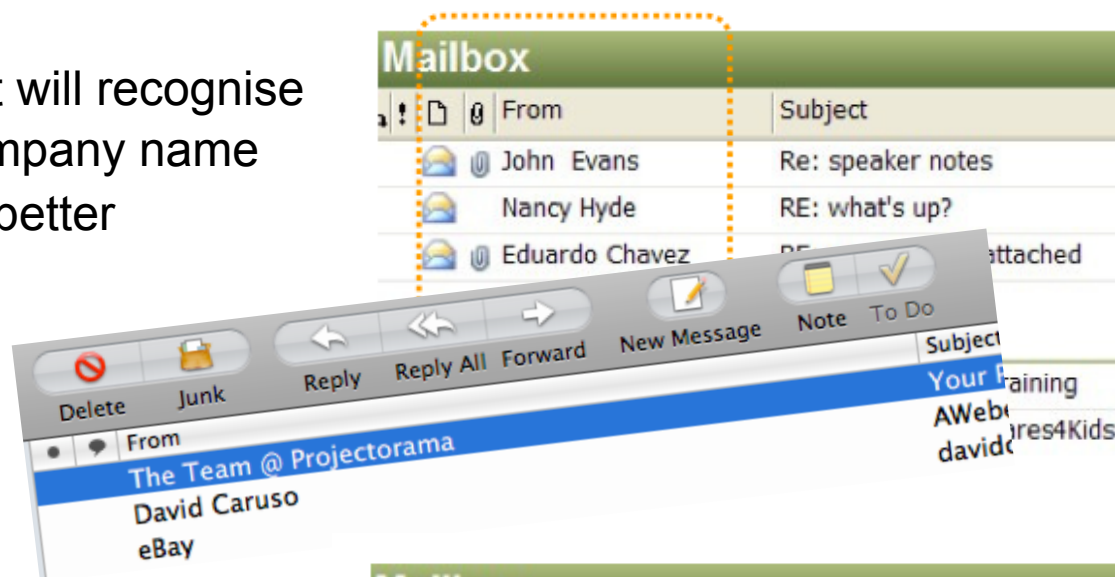
- **The "_____" Line**

  - Keep it short and simple
    - You have 3 seconds or less
    - 5-8 words
  - Incorporate a specific benefit
  - Capitalise and punctuate carefully
  - Test!
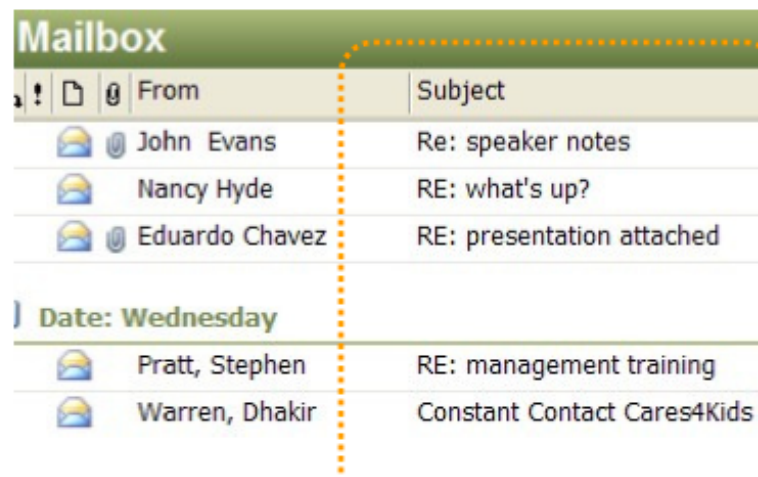
4. High Click Through Rate (CTR)

see the full story here

Yours in Machine, Hire and Rental

David

Join our list
Join Our Mailing List!

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 ...operty in a
worse state th... when
they arrived...

To stop thi... ...ng, it's
essential t... ...ploy
a good tr...
have ...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_____
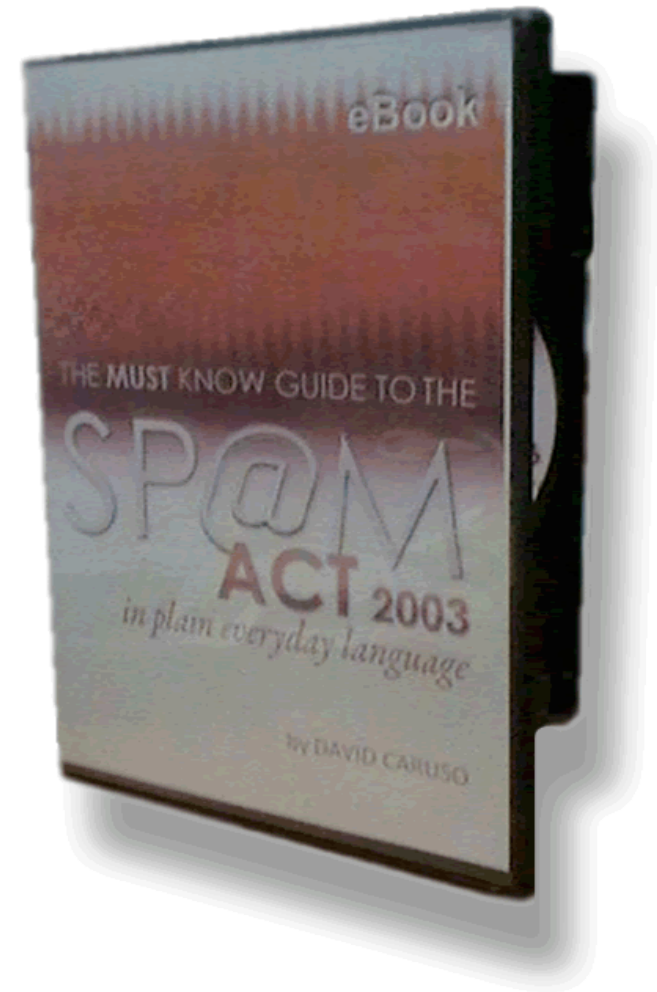
Notes

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
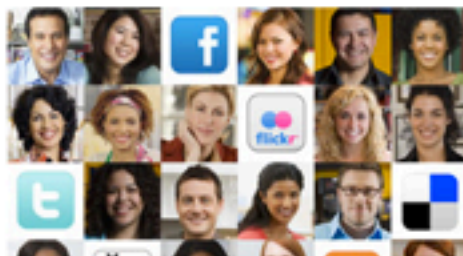
▶ Have a web _____ form on every blog post

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

www.FreeTrialConstantContact.com

Databasing

Sales _____

Collect _____ _____

Trade Shows / Sales Calls

Networking Events

B2C

B2B

B2B

Exchange of _____

on your website

B2C

I ❤ AWeber

B2B **Data _____**

Be SPAM Act Compliant

Centralised Database

B2C

B2B

BCP

Business Cross _____

I ❤ AWeber

I ❤ AWeber

B2C **B2B**

B2B

B2C

SUBSCRIBE to & SAVE
our newsletter
ENTER EMAIL: [   ] go!

Website _____ I ❤ AWeber

Combination _____

& _____ Marketing

Using existing database

30

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):

Send Me My FREE Price Catalogue Now!

2. create the auto responder

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 _____

	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