



## **Internet Marketing – Book Promotion Campaign Earns 4% Rate of Response and Sales**

### **The Situation**

I was Senior Book Editor Lighthouse Publishing Group – a niche publisher for stock marketing trading and investing books. The parent company sold memberships in a nationwide program that included a series of stock market trading workshops for beginning to sophisticated traders.

The situation was that we needed to create and promote a special holiday Collector's Edition of books by our *New York Times* best-selling author. We had a short timeline and a small budget. We needed to devise a swift economical marketing strategy to pre-sell the Collector's Edition series as a holiday special.

### **The Solution:**

We needed to strategically position a Collector's Edition that added value to the existing books and would appeal to traders of all levels.

Our market included a large and loyal group of past customers -- many of whom already owned the first three books and would buy largely on the author's reputation. However, to cover the printing costs and marketing expenses, we also needed to attract a significant number of new customers.

In addition to leveraging the live event and radio campaigns, we decided to market aggressively with direct response mailers and email.

We had two target markets: Our existing customer base and brokered triple-opt-in lists of customers of similar financial products.

We created 7 direct response sales letters pitching the offer as a holiday special and then customized them for each market for a total of 14 letters. We sent them out starting mid-November to approximately 5,000 existing customers and 15,000 brokered triple-opt-in email addresses.

### **The Direct Response Letters Themselves**

Both sets of letters described the individual books, but emphasized the value of the collection as a whole. In our copy and at the shopping cart, we priced the books in a way that made the package deal the most sensible.

We offered proof of value. We incorporated hyperlinks to testimonials. We also include short audio clips from the author and testimonials.

We offered incentives for accepting our offer. Buying the collection gave them bonuses like free tickets to events, entry into a raffle for free tuition to a workshop and a battery of CDs and special white paper reports.



We made it really easy for them to take action. We salted each letter with big Click Here buttons linked to the simple order form.

Our past customers received 7 letters in the familiar voice of the author. These letters conveyed feelings of exclusivity and privilege plus pats on the back for past involvement. The letters included early-bird bonuses and special pricing for buying multiple sets as gifts.

Our triple-opt-in prospects received letters with a more objective tone. They were familiar with trading and many were sophisticated investors. They would be familiar with our author's reputation as a successful trader. We appealed to their sense of elitism, to their greed disguised as altruism and added a nudge of family values, because after all, it was Christmas. This was our offer:

*"For the first time, you can access 20 years worth of trading wisdom and brilliant strategies from one of the world's most consistent success stories --[Author's name] -- all in one place! You'll reach for these brilliantly crafted Collector's Edition books time after time, write in the margins and share these tips with your friends --- and that grandson who's been looking over your shoulder at your charts. Let one of the leaders in the trading industry teach him the ropes, while instilling a passion for successful trading."*

## **The Launch**

The letters went out to approximately 20,000 prospects every few days over a 30 day period, with an option to opt-out, plus an exclusion function for those who responded with a purchase, etc.

We set up an isolated computer/server to handle the broadcast and responses, which was a good decision, because, even emailing the list in batches, the first 24 hours saw a huge response.

## **The Result:**

**We generated 4% rate of purchase for one title or more.** This rate of return was consistent through the entire list and it was one of the most profitable campaigns the publishing house ever conducted.