

CHANGING THE CHANNEL

12 Easy Ways to Make Millions For Your Business

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The Web site for this book is at www.ChangingTheChannelBook.com.

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MAIN IDEA

In “the good old days”, if you were good enough at one type of marketing, you could do fine. The arrival of the Internet has changed that dynamic. Today, it’s necessary that you use multiple channels to attract prospective customers. If you’re still just using your one or two traditional channels, you’re probably leaving money on the table.

There are twelve marketing channels which are important today:

1. Direct-response online marketing
2. Social media
3. Search engine marketing
4. Teleconferences
5. Direct mail
6. Direct print
7. Direct-response television
8. Direct-response radio
9. Telemarketing
10. Joint ventures
11. Event marketing
12. Public relations

The question today is not really whether to be a multi-channel marketer. That’s something of a no-brainer. The real key to success is figuring out which channels to select and then finding ways to integrate those channels together so you multiply both sales and profits. This is the essence of twenty-first century marketing.

The only three ways available to grow your business are:

1. Increase your number of customers.
2. Increase the purchases each customer makes.
3. Increase the average amount of each purchase.

By using a multi-channel marketing approach which harnesses the information era tools now available, you can achieve all three of these objectives in a dramatic way.

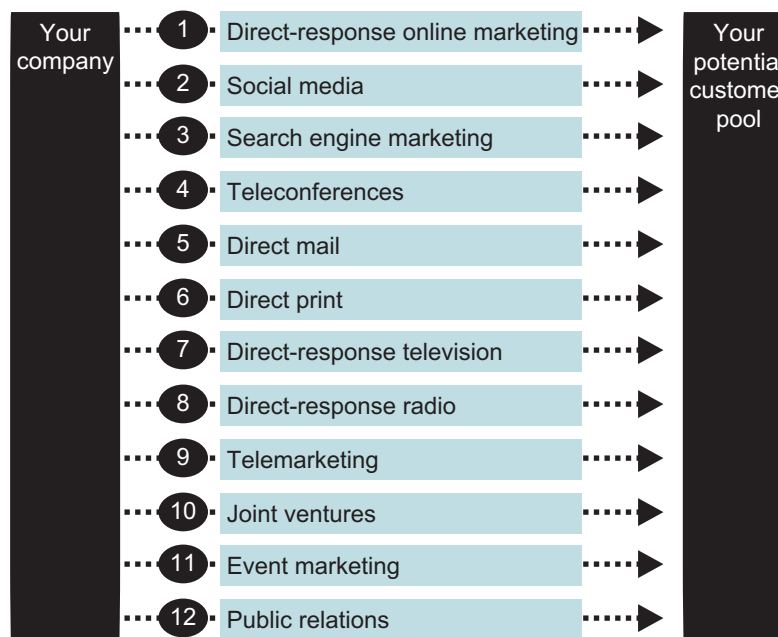
“For a business to be successful in the twenty-first century, it must be a direct marketer. Relying on one marketing method to build your business today is like swimming upstream with one hand tied behind your back. It can be done, but it is very difficult, and completely unnecessary.”

– Michael Masterson and MaryEllen Tribby

1. The key principles you need to know first Page 2

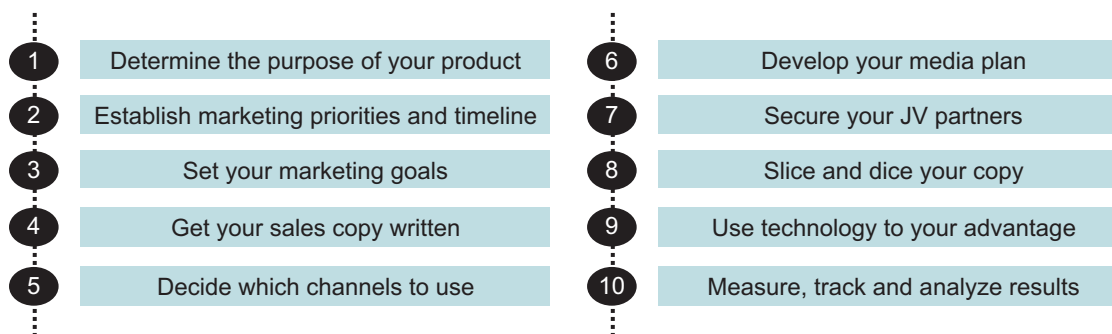
To be successful today, you need to be skillful in applying direct marketing principles to all of your advertising and marketing programs. To do that in practice, there are three principles you need to understand well – direct-response marketing (DRM), multi-channel marketing (MCM) and lifetime value (LTV) of your customers.

2. The twelve marketing channels of twenty-first century businesses Pages 2 - 7



3. How to put together a powerful multi-channel campaign Page 8

Once you have a reasonable understanding of all the channels which are available, you can start putting together a multi-channel campaign which fits your product or service like a glove. This isn’t as hard as it might seem at first glance but it involves ten steps:



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