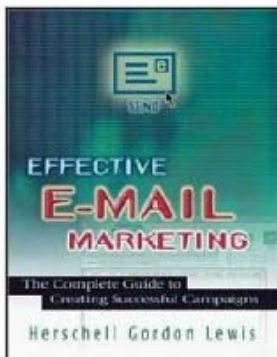


# Quick and Easy Tips for Effective B2B Copywriting

Thank you for joining us.

You must dial in using the phone numbers on the right of the screen in order to hear the presentation.

Today's Special Guest:  
Herschell Gordon Lewis



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Email Marketing Service Partner



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## Before we get started...

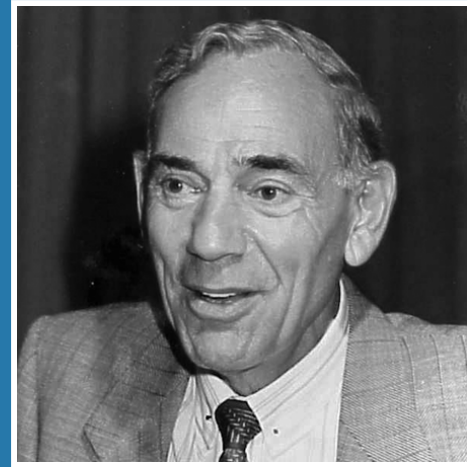
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Matt Elliott  
Director, Client Services  
717.627.4528 x313  
melliott@listrak.com



Herschell Gordon Lewis  
[www.herschellgordonlewis.com](http://www.herschellgordonlewis.com)

# The presenters

Contact us with questions



# Sorry, you won't hear them during this diatribe

- Paradigm
- Proactive
- Win-win
- Game plan
- 24/7
- Fast track
- Customer-centric
- At the end of the day
- Core competency
- Think outside the box
- Knowledge-based
- On the same page



When you choose words and phrases for force-communication, **clarity** is paramount.

Don't let any other component of the communications mix interfere with it.

# What you will hear...repeatedly

The Clarity Commandment



New (online) media have shortened our targets' attention-spans, considerably.

Effective 21<sup>st</sup> century copy differs dramatically from 20<sup>th</sup> century copy.

## Copywriting Tip

Capturing Your Audience's Attention





Print and mailed offers that include the means of responding by mail may actually reduce response.

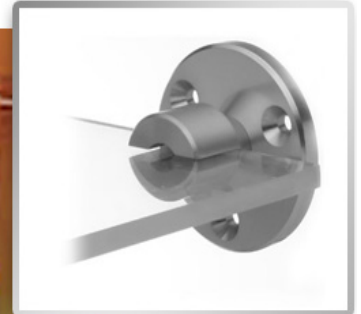
Example



## Introducing Our New Wire Suspension System

Services to you at No Charge:

- Engineering Support
- Specifying Support
- Order Support



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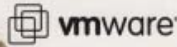
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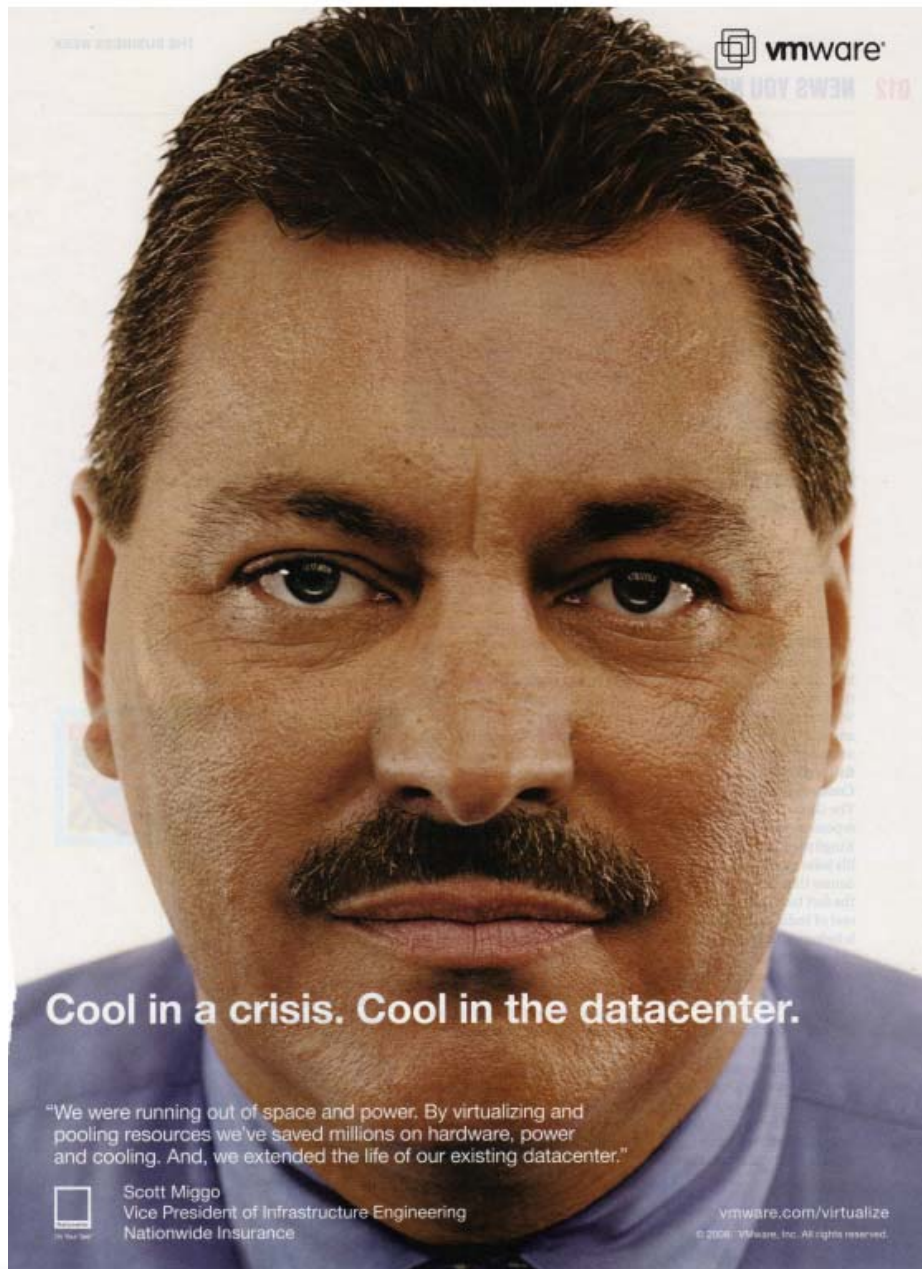
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1 23 4 5 6 7 8 9 10 11 12

# What might you have done differently in creating this email?



NEWS YOU SHOULD KNOW



Cool in a crisis. Cool in the datacenter.

"We were running out of space and power. By virtualizing and pooling resources we've saved millions on hardware, power and cooling. And, we extended the life of our existing datacenter."



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Vice President of Infrastructure Engineering  
Nationwide Insurance

[vmware.com/virtualize](http://vmware.com/virtualize)

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When your target's first reaction is "Huh?" you should know your message is less than professional.



Repeat: When your target's first reaction is "Huh?" you should know your message is less than professional.

**Jellyfish are mostly passive drifters.**

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Repeat: When your target's first reaction is "Huh?" you should know your message is less than professional.



Your prospect  
doesn't want a  
lecture.

---

Your prospect  
doesn't want  
generalities.

---

Your prospect  
wants useful  
information.

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**ca** Transforming  
IT Management



I'D SPEND  
MY POINTS  
GOING  
BACK TO  
LAKE  
TAHOE

TO CATCH  
THE ONE  
THAT  
GOT  
AWAY.

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**FREEDOM MATTERS**

**CHASE WHAT MATTERS™**




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How would you have worded this ad (which appeared in a business publication)?



# A solid "Huh?" from trying to be clever: What are they selling?



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There are a few things you can take for granted at Jafza. Opportunities, for instance. Because the free zone is located at the crossroads of the East and the West, with the growing markets of Africa and the Middle East within easy reach. With so much going in your favour, all you should plan for is growth.

Jafza. Where else?

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100% Free Zone

100% FOREIGN OWNERSHIP | 0% CORPORATE TAX | NO IMPORT DUTIES | NO CURRENCY RESTRICTIONS | OPEN JAFZA AS

Even without the overly art directed reverse against a light background, the reader of a business publication is confused.



Stock photo  
results in cliché  
concept:

Ugh.

## Thirsting for deeper information on b-to-b marketing?

White papers filled with research data and case studies have become one of the most trusted and preferred methods for really delving into a marketing topic or trend. Visit our Vendor Research Library to access these sponsored white papers and more...

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**10 Things You Should Know About CRM**

**Gain Valuable Insight into the Small Business Owner**

**Maximize the Earnings of Your e-Commerce Holiday Campaigns**

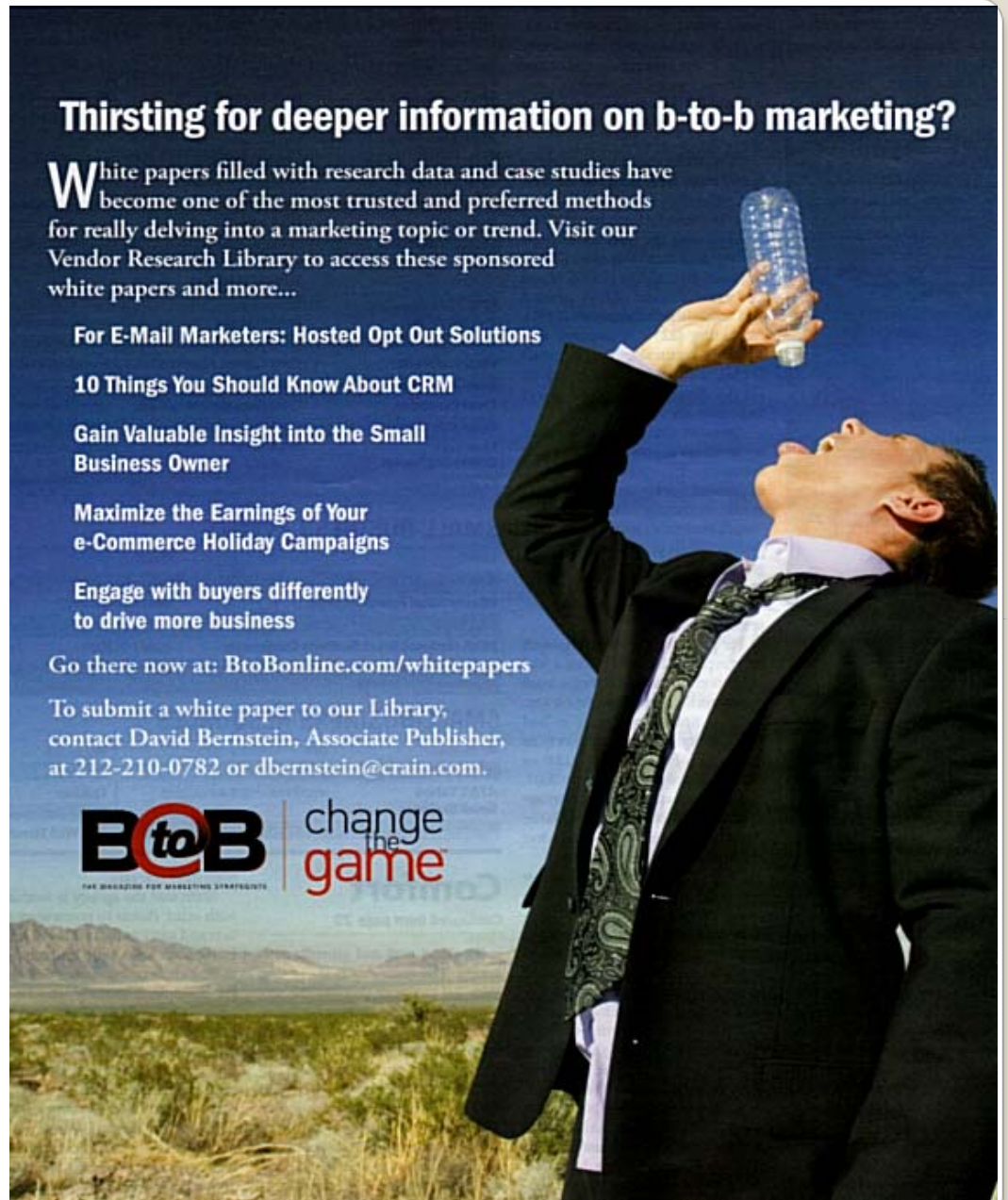
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photo.

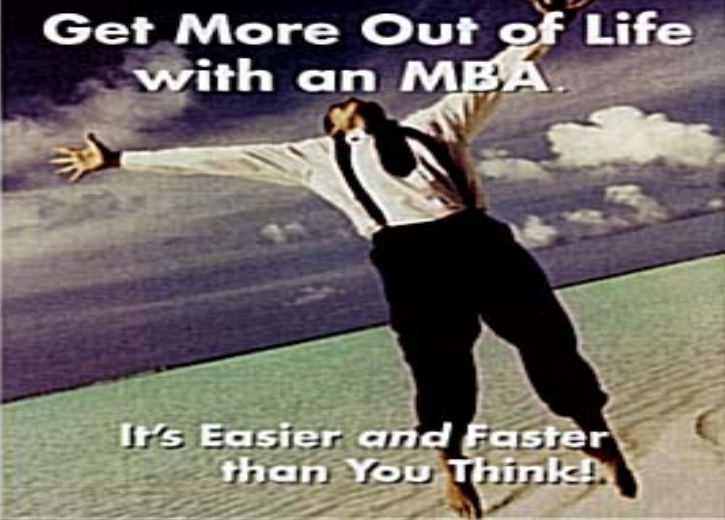
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Tourette Syndrome  
or St. Vitus' Dance.

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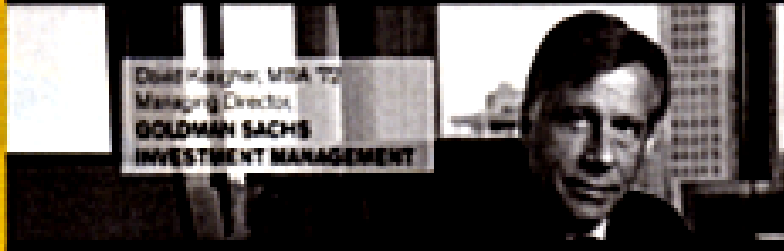
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Also, see why stating a benefit generates a motivator.



Compare the message we just examined with this one.



A "Huh?" can't compete with "I get it."

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# The formula for B2B force communication:

Clarity + Special Benefit = Motivation





All right, quick:  
What are they  
selling?



## Are Your Customers All-In?

Like a set of aces in the hole, a strong online brand will give your customers the confidence to go all-in. The competition won't enter their minds. Price will no longer be a consideration. Your brand will build such value and trust that your customers will be eager to cash in. All thanks to ImageWorks Studio's unique approach to building brands that make an impact and drive sales.

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All right, quick:  
What are they  
selling?

listrak.

When illustration and text don't quite match, the reader asks, "Are we there yet?"



**Master the code of business**

---

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# DOES YOUR WEBSITE SUCK?

4

There's only one way to find out just how good or bad your website is: ask your visitors. How to do this? Use a proven survey methodology, being implemented by some of the worlds leading brands, and ask your visitors the 4 most important survey questions.

4Q is a [free](#) survey tool developed by Google Analytics evangelist Avinash Kaushik and iPerceptions, the leading provider of web-focused Voice of Customer Analytics.

Sign up for free: [4qsurvey.com](http://4qsurvey.com)

iPerceptions

Pro and con:

Pro – a “grabber,” using “no-bs” language.

Con – needs a more specific statement of action and benefit.

listrak.

1. Increasing informality
2. Increasingly emphatic persuasion
3. Inclusion of validation
4. Promise of fast action

Trends for the 21<sup>st</sup> Century



The Internet is primarily responsible for all four trends.

They apply to both *email* and *web site* copy and have bled over to *all* media.

**NOTE:** The dynamics of email and web site differ because email arrives unannounced and web site copy usually is the result of a search mechanism.



Questions usually are strong involvement devices.

Does this one work?

Do the dominant earbuds skew perception?



What is the sign of a good decision?  
It's the excitement of knowing retirement is just around the corner. And the peace of mind that comes from being prepared for it.

You've made good decisions to get where you are. Now make one that can take you even further. Discover the financial strength of MassMutual. From innovative ways to save for retirement to our AAA financial strength rating from Standard & Poor's,<sup>1</sup> we focus on helping you secure the income you need to retire. And giving you the confidence of knowing you made a good decision.

  
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# WARNING

Your first-time visitor has the attention span of a gnat.





## In sync with today's economy and shrunken attention-spans

**Subject:** Market Your Business Without Breaking the Bank!  
**Date:** 11/19/2008 7:44:08 A.M. Eastern Standard Time  
**From:** [vistaprint@e.vistaprint.com](mailto:vistaprint@e.vistaprint.com)  
**Reply To:** [support-bv1sfj5a18vtebax753aac036mmrq@e.vistaprint.com](mailto:support-bv1sfj5a18vtebax753aac036mmrq@e.vistaprint.com)  
**To:**  [hglewis1@aol.com](mailto:hglewis1@aol.com)  
*Sent from the Internet ([Details](#))*

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d\\_snumb=5481074164&SHOPPER\\_ID=S510I44WUV2S5G0T1WS65S6Z2FEL17IQ](http://e.vistaprint.com/a/aBJJAOPAZdBOAB7XFjCBtiW$Vr$/vph22?d_snumb=5481074164&SHOPPER_ID=S510I44WUV2S5G0T1WS65S6Z2FEL17IQ)

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Can you sell directly from an email?

**YES!** In fact, that's the trend for 2009-2010

Two rules:

1. Absolute clarity
2. Absolute ease



And the key absolute  
in this era of microscopic  
attention-spans:

Specifics are in.  
Generalizations are out.



Airlines know how to use specifics  
to build image and business.

Coming up: Three ads from the same issue of *Business Week*.

Which do you think is strongest?



# No. 1: Continental


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**Proud to fly the newest jet fleet.**

Some things get better with age. Airplanes aren't one of them. That's why at Continental we're proud to fly the newest jet fleet. Our state-of-the-art planes are reliable, comfortable and fuel-efficient. And while we can certainly appreciate an aged wine and a classic film, when it comes to planes, we draw the line. For reservations and information, go to [continental.com](http://continental.com) or call 1-800-523-FARE.

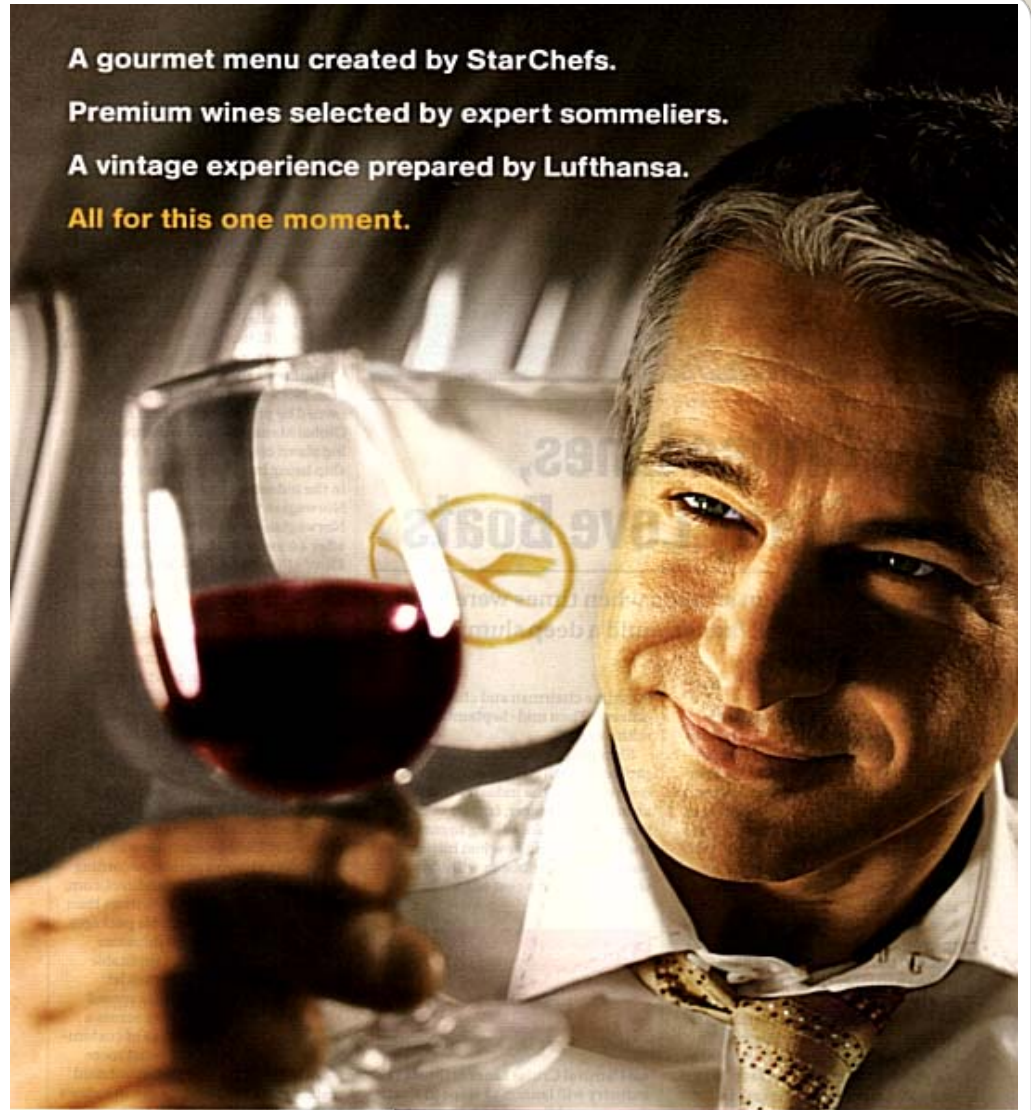
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Fly Right.**

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\*See [lufthansa.com/moments](http://lufthansa.com/moments) for complete terms and conditions.

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**Lufthansa**

A STAR ALLIANCE MEMBER 

# No. 3: Air France

In BUSINESS CLASS, a 6½ foot bed,  
quiet space for relaxing,  
refined cuisine and French wines  
MAKING THE SKY THE BEST PLACE ON EARTH.

AIR FRANCE

AIRFRANCE.COM/US

AIRFRANCE KLM

The advertisement features a woman with blonde hair sleeping peacefully on a large, white, curved bed in an airplane cabin. The background is a soft, out-of-focus blue. The text is positioned in the upper left and right areas. The Air France logo is visible in the bottom right, and the website URL is at the bottom center. The KLM logo is partially visible in the bottom left.

Don't expect the recipient of your mail or email to fish around for the point you should have made immediately.





# What if this online marketer had replaced the pitch with a specific?

## B2B Marketing Software: Buyer's Guide



### Are you ready to improve your lead quality?

Choosing the right on-demand marketing automation services provider for your company requires careful assessment. Whether you're just beginning to use marketing have on-going e-mail, web and event programs that you'd like to improve, it's important to match your objectives to the right marketing automation service solution. Common objectives for marketing automation include the ability to:

- Track response/success rates for web site and campaign effectiveness
- Develop and implement productive online surveys that capture relevant prospect data and furnish quality leads
- Quickly analyze and calculate meaningful ROI with clean data
- Segment and nurture prospects while reducing the time and resources needed for the campaign-to-execution cycle

Read this paper and gain access to the Buyer's Checklist for Marketing Automation.

### Buyer's Checklist for Shopping for a Marketing Automation Provider



First Name\*

Last Name\*

Company Name\*

Your E-Mail\*

Phone #\*

State/Province\*

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\* Indicates that these fields are required and must be filled in.


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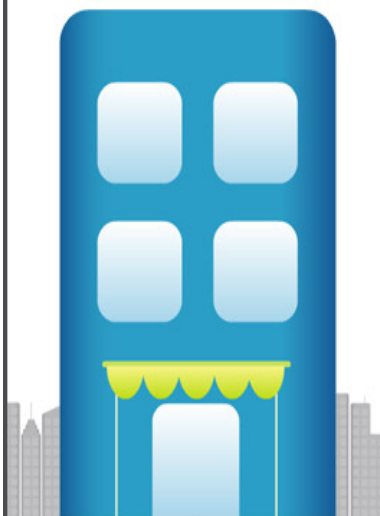
[Computer Professional](#) - 2,751 Courses and vLabs, 34,150 Topics  
The Computer Professional library includes the most comprehensive collection of IT training topics, such as Networking, OS, Programming, Web Development, Database, and Design courses.

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The Cisco Training Library includes critical skills and certification objectives for Cisco's Associate and Professional level certifications (CCNA, CCNP, CCDA, CCDP, CCSP, and CCVP).

Casual wording.  
That's good.

Why ask for a  
"Click here" to get  
the toll-free  
number?

Let's find out.



# YOU GOTTA ACT BIG.

**SAVE MORE THAN 22% OVER THE COMPETITION.**  
Get Comcast Business Class Voice, Internet, and TV for just \$99 per month.

Call to get more info now!

[Click here for our toll-free number.](#) ▶

Are Business Class services  
available in my area?

[Click here](#) to check out product  
details and availability. ▶

How does it stack up  
against the competition?

[Download](#) a PDF side-by-side  
comparison. ▶

Finally, a full-featured voice and high-speed Internet package that's just right for your business. Business Class Voice and Business Class Internet have teamed up to save you time and money so you can focus on your business. And you know you can count on it because it's from Comcast, one of the nation's leading providers of entertainment, information and communications products and services.

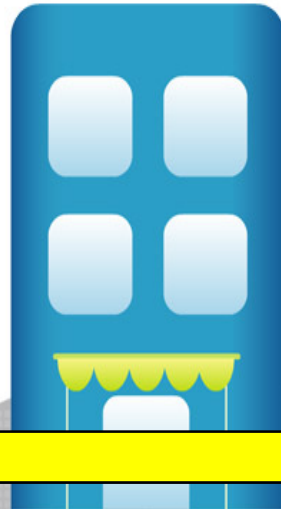
- Unlimited local/domestic long-distance calling for one low price
- Caller ID, Call Transfer, Call Waiting, Voice Mail and more
- Internet download speeds up to 16 Mbps

Terms and Conditions



Obviously,  
it was just an  
action device.

New question:  
Does "Download"  
help? Or hurt?



# YOU GOTTA ACT BIG.

**SAVE MORE THAN 22% OVER THE COMPETITION.**  
Get Comcast Business Class Voice, Internet, and TV for just \$99 per month.

Call to get more info now!

1-866-524-5496

Are Business Class services  
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- Unlimited local/domestic long-distance calling for one low price
- Caller ID, Call Transfer, Call Waiting, Voice Mail and more
- Internet download speeds up to 16 Mbps

Terms and Conditions



## Arrogance ignores the short attention-span. Unsolicited email:

**From:** JPMorgan Chase **To:** undisclosed-recipients:  
**Subject:** Update your profile

In attention of JPMorgan Chase & Co. customers,

As the Internet and information technology enable us to expand our services, we are committed to maintaining the trust customers have placed in us for protecting the privacy and security of information we have about you. In order to protect your information against unauthorized access, identity theft and account fraud we earnestly ask you to update your profile.

To get started, please click the link below:

<https://chaseonline.chase.com/accountservices.jsp>

If you received this notice and you are not the authorized account holder, please be aware that it is in violation of our policy to represent oneself as another JPMorgan Chase & Co. user. Such action may also be in violation of local, national, and/or international law. JPMorgan Chase & Co. is committed to assist law enforcement with any inquiries related to attempts to misappropriate personal information with the intent to commit fraud or theft. Information will be provided at the request of law enforcement agencies to ensure that perpetrators are prosecuted to the fullest extent of the law.

Thanks for your patience as we work together to protect your account.

Regards,

Customer Support Center.

This site is directed at or made available to persons in the United States only. Persons outside the United States may visit [International Banking](#). Products and services described, as well as associated fees, charges, interest rates, and balance requirements may differ among geographic locations. Not all products and services are offered at all locations.

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# Click. Get the whole turnoff menu.

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http://www.gvbc.net/Chase.com/prospect.php?\_nfpb=login&\_pageLabel=page\_logonform

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Access your account online  
**Get a User ID**  
**GO**

**INTRODUCING**  
**THE FIRST AND ONLY CARD**  
**THAT GIVES YOU TRIPLE REWARDS**  
**WHERE YOU SPEND THE MOST.**  
**AUTOMATICALLY.**



\*See site for details.

**Get \$50 cash back** after your first purchase when you sign up today.\*  
**LEARN MORE**

**Returning Users: Log On** ⓘ

User ID:

Password:

Remember my User ID

[Forgot User ID/Password?](#)

**Log On**

**Personal Banking**

- ▶ Checking
- ▶ Credit Cards
- ▶ Savings
- ▶ CDs
- ▶ Debit Cards
- ▶ Online Banking & Bill Pay

**Business**

- ▶ Business Banking  
Revenues up to \$10MM
- ▶ Commercial Banking  
Revenues over \$10MM
- ▶ Business Credit Cards

**Personal Lending**

- ▶ Home Equity Loans & Lines of Credit
- ▶ Mortgage
- ▶ Auto/Vehicle Loans
- ▶ Student Loans

**Insurance & Investing**

- ▶ Insurance
- ▶ Investing
- ▶ Retirement Planning


**Tell me about...**

- ▶ Premier Platinum Banking  
Exclusive banking and investment benefits for clients with higher balances

**News & Announcements**


- ▶ Chase Announces Clearer, Simpler Credit Card Pricing Approach
- ▶ U.S. Armed Forces Overseas  
Please contact us if you need assistance with your Chase accounts.
- ▶ Chase offers Zero-Fees!  
On all Federal Stafford Loans.
- ▶ Fair Lending & HMDA Data
- ▶ Chase Invests \$241 billion in Lower Income Communities

**Security Center Highlights**

 Chase helps keep you safe and informed.

- ▶ Tips for safe online shopping
- ▶ Scams involving advance fees and cashier's check.
- ▶ Online fraud and e-mail scams
- ▶ Ways we protect you
- ▶ How you can protect yourself


**ONLINE BILL PAY**  
Pay virtually anyone. It's easy!  
**DETAILS** ▶



**Need money for college? Chase Student Loans can help.**  
**Details** ▶

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Good: "Immediate access."  
Poor: Loose generalities such as "Opportunities"

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Title

Company

E-Mail  Phone

Street Address  Postal Code

Country

**SUBMIT** *All fields required.*



New (online) media are the first to mirror demographic changes.

Over the past six months, the U.S. economy has slid into tough times.

The smart communicator knows how to maximize response and minimize lost business.



For effective B2B  
force-communication in *any* medium,

imperative will outpull declarative

That means:



Don't just describe.

Tell the  
reader/viewer/listener  
what to do.



The seller's concern:  
What it is

The seller's concern:  
What will it do for me?



Stay OUT of passive voice unless you specifically want to avoid the suggestion of involvement.

**No:** “A reply from you would be appreciated.”

**Yes:** “We really do want your reaction.”



# The Law of Tenses:

Present tense outsells future tense  
because the present is now, and  
your prospect wants benefits now.



Use present tense to establish a historical base.

Use past tense to establish position.

Present tense is more relevant than either future tense or past tense.



"If you think that..." is a more potent opening than "If you thought that..." because present tense implies an immediate change of current attitude; past tense suggests that whatever follows will be a revision of history.





Tying future to present tells the reader:  
"This will be for all eternity."

Compare the meanings of these two approaches:

This is the seventh notification we've sent you.  
It's the last one.

This is the seventh notification we've sent you.  
It will be the last one.



Emotion outsells Intellect...

*Benefits* are more emotional than  
*features*...

So benefits outsell features.



# Information optimizing:

Directing or changing the reader's or viewer's or listener's perception *without* changing the facts.



Information optimizing...

When should you use  
asterisks (\*)  
in selling copy?



Information optimizing...

When should you use  
asterisks (\*)  
in selling copy?

NEVER



**Information optimizing...**

$$**$E^2 = 0.$**$$

**When you emphasize everything,  
you emphasize nothing.**



No. Emphasize the key selling point and subordinate the others.



**United Business Media** Channel Strategies **BlackBerry.**

**Learn more!**  
BlackBerry Solution Provider Network

**Reselling the BlackBerry solution**  
7 new revenue streams. 7 reasons for client loyalty

In today's economy, you are probably thinking of expanding your sales "comfort zone." But where to start?

Here's what you know already: your customers are loyal to their BlackBerry® smartphones. So why not offer them the products and services their BlackBerry fleets require? It's a great opportunity to tap into many new revenue streams -- consider these:

1. **Software Sales** of middleware and related CALs to the smallest office or to the largest enterprise.
2. **Maintenance Sales** through annual subscription-based programs.
3. **Device Activations**, from first implementations to follow-on expansions made possible by upgrades.
4. **Deployment Services** that protect clients' investment with expert advice on software and mobility support.
5. **Third-Party Apps** that extend the BlackBerry platform to meet vertical market needs from more than 600 ISV partners
6. **Managed Services** that differentiate you from your competitors by

**Learn more!**  
BlackBerry Solution Provider Network

Too much CRM  
(Customer **Relationship** Management)  
is mismanaged, becoming CEM  
(Customer **Elimination** Management).





What could be more basic  
than this:

**If you want to “manage” the customer relationship, don’t allow the customer to realize he/she is being managed.**



The rocketing expansion of Web advertising has brought a flood of half-trained and sometimes half-literate “creatives” into the direct response universe.



- Nearly 60% of U.S. Internet users delete *requested* newsletters.
- More than 60% of U.S. Internet users delete marketing or promotional messages they asked for.

## Depressing Statistic

Source: Bigfoot Interactive



# Why

Erosion of trust, which adds a negative leavening of skepticism even as the individual sends a request:

“This probably is a scam, a come-on, a phony. I’ll check it out, but I expect the offer is fake in one way or another.”

For more than 200 years, the key word in customer relationships has been **YOU**.

In the wild and frantic post-civilization Internet era, the imperious **YOU!** has replaced the supplicating you.



Adding the recipient's name to the subject line usually increases response.



# Moving “click here”



in the text usually increases response.

## An oddity worth testing



A subject line in all capital letters will **UNDERPERFORM** a subject line written as conventional text.





Text outputted HTML when the message was URGENCY.

HTML outputted text when the message was ARTISTRY.

In actual tests



YOUR hand is on the trigger. Don't fire blanks.



Can you use telemarketing to  
B2B prospects?

Yes...

But only if your caller opens with  
an absolute value-specific, not  
with a loose attempt to open a  
relationship



As often is true when technology  
trumps psychology...

Literacy is not high on the list of  
requirements for too many “experts”.



# Testing

Never has been as  
significant to the success...  
or for that matter, to the  
survival...  
of a marketing business  
as it is **right now**



Use the chat  
feature to ask a  
question

Or visit Listrak's online resource  
center to read our white papers  
on reputation and deliverability

**Contact one of our experts**  
[www.listrak.com/contact-expert.asp](http://www.listrak.com/contact-expert.asp)





## *From a Whisper to a Scream: Marketing 2.0*

Guest: Sandy Carter

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