

# Blips, Snips & Tips on advertising

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## What makes e-mail marketing work?

The same things that make print direct mail work.

1. Start with a targeted list of qualified prospects.
2. Make a strong offer that motivates response.
3. Use a creative approach that gets the attention of your prospects and makes your offer clear.

With e-mail marketing you can measure the number of e-mails opened as well as the click-throughs to your website. But do not miss the opportunity to include your toll-free number big and bold so hot prospects can call you.

## Grow with niche positioning.

It is not unknown for a company to have a product that provides different benefits for different industries and applications. How should the product be positioned?

Instead of trying to be all-inclusive, target each industry separately, and position the product based on what is most important to people in their own industry.

## The Internet and the weather.

Everybody complains that they spend too much time with e-mail or going online

for information, and not enough time with personal contact. But what are they doing about it?

Sending more e-mail and spending more time online.

When a prospect initiates personal contact with you - visits your trade show booth, sends a fax, or calls your toll-free number, you have broken through the overcast skies of marketing in the electronic age. Take advantage of this opening in the clouds.

## Make your website attractive to search engines.

A site map with HTML links makes it easy for search engine spiders to navigate through your entire website. As you change your website, update your site map.

In-text links from one page to another should have the link originate from the relevant word or phrase instead of "click here" because the phrase works like a keyword.

Include metatags (page titles, page descriptions, keywords, photo tags) on all pages. Do not simply repeat the metatags from the home page. Use metatags specific to each page.

Use keywords, like a product category, in the URL of the page name, but make sure that the keyword is relevant to the page content.

## Idea Showcase



### Vertical integration across the board.

In addition to offering a wide range of aluminum and copper-based alloying additives, Milward Alloys produces custom and non-standard alloys for the metal casting industry. A board game showing letters and numbers of various elements used in custom alloys helps depict the service. This visual is integrated throughout the company's marketing communications including literature, direct mail, advertising, publicity, and on the website.

**" Always listen to experts. They'll tell you what can't be done and why. Then do it."**

**- Lazu Long**

## Make your website attractive to your customers.

Tricks and techniques to improve search engine rankings are helpful, but nothing is more important than developing a website that is content-rich with information that your customers and prospects need.

More than two-thirds of industrial buyers expect detailed information about product applications, but a recent Google and ThomasNet study says that only about half of the websites provide it.

Buyers are also looking for CAD drawings, pricing, and shipping costs, but few websites offer these details. There are valid reasons to withhold such proprietary information, but a good website encourages and makes it easy for qualified prospects to request specific information.

## Put up collateral for your website.

Placing PDF files of printed literature on your website makes sense for several

reasons:

- Gives your customers and prospects alternative ways to access your product information.
- Gets more out of your investment in literature.
- Enables you to make updates and corrections between printings.
- Allows you to track activity and generate leads when your collateral is downloaded.

## What is the best day to send e-mail?

Tuesday, according to industry research. But when word gets out, and everyone sends e-mail newsletters Tuesday, the best day will become Thursday. Then Wednesday.

Common sense says to avoid Monday mornings and Friday afternoons to send e-mail solicitations, but after that, there are too many variables. For your company's e-mail marketing, establish your own rules by testing, testing, testing, and evaluating the results.

## Contact us for a free marketing analysis.

With new and changing media choices and increased global competition, marketing in today's competitive environment is more challenging than ever. An objective evaluation of your marketing and advertising is the first step in determining the best ways to improve your company's performance. For a no-cost, no-obligation analysis, contact us today by e-mail (mail@haroldwarner.com) or call 716-852-4410.

**Harold Warner**

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## Business-to-business is our business.

Ask our clients, all of which are business-to-business companies selling to other businesses.

**Ascension Industries, Inc.** - turnkey and contract manufacturing of large process systems, filtration and separation equipment, spin roll fixtures and rotary v-blocks

**Batavia Engineering, Inc.** - steel hand ladles and skimmers

**Berenson Corp** - decorative cabinet hardware and fixtures

**Buffalo Metal Casting** - aluminum, brass, bronze and copper castings

**The Emblematic Co., Inc.** - decorative magnetic emblems

**Entertron Industries** - programmable logic controllers and microprocessors

**Envirospec Inc.** - paver stone pedestals, roof deck and roof garden systems

**Envoy International, Inc.** - currency exchange services for business

**Infinetex** - wastewater cleaning systems

**ISOCHEM, Inc.** - specialty chemicals and custom phosgenations

**Keel Industrial Products** - slip-on structural pipe fittings, roof-top fall protection systems, steel-to-steel clamping systems

**Milward Alloys, Inc.** - aluminum & copper master alloys, alloying additives & custom alloys

**Momentum Publishing Partners** - independent trade representative

**Niagara Fiberboard, Inc.** - fiberboard panels and products

**Niagara Transformer Corp.** - power and distribution transformers, rectifiers and reactors

**Pentalift Equipment Corp.** - ergonomic lift tables, loading dock area equipment

**Phinney Tool & Die Co., Inc.** - custom tools, dies and fixtures

**Polymer Molding, Inc.** - plastic caps and plugs for product protection, custom molding services

**The Revvo Caster Co., Inc.** - industrial, medical and display casters and wheels

**Safety Media, Inc.** - safety and fire protection equipment, supplies, signs, logbooks and training programs

**Shuman Plastics, Inc.** - thermoplastic purging compounds, plastic resins and toll processing services

**Strong Forge & Fabrication** - heavy-duty machined forgings, weldments, and fabricated parts

**Titan Tool Supply, Inc.** - microscopes, borescopes and optical inspection systems, and micro-finishing tools

**TTARP Industries, Inc.** - die-cutting presses, laminators, band saws and splitters for fabricating low-density materials

**Unidex, Inc.** - manipulators, workstations, positioners, tables, lifts, workbenches, and lean manufacturing assembly systems

**Vanchlor Co., Inc.** - anhydrous aluminum chloride

**Vent-A-Kiln, Inc.** - portable venting systems for kilns, furnaces, and metalworking operations

**WSF Industries, Inc.** - autoclaves with quick-opening closures for dewaxing, vulcanizing, composite bonding, VPI, containment storage, hydrostatic testing, leaching and sterilizing

**The W.T. Hight Co., Inc.** - leveling mounts, casters and wheels, carts, and other material handling equipment

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