

Permission Marketing

Creating an Unfair Advantage

"The Internet is the greatest direct mail medium of all time, and the low cost of frequent interaction makes it ideal for permission marketing."

Seth Godin

Author:

Permission Marketing

Earnware Solutions

- Strategy Development
- Permission Marketing
- Campaign Automation
- Response Handling
- Pipeline Tracking
- Advanced Reporting
- Web Development

Serious revenue generating opportunities exist with permission marketing campaigns

Permission Marketing simply means to communicate by e-mail, fax or phone after gaining permission to do so. With permission, sending an ongoing series of educational messages regarding your product or service can be very effective and also can be programmed to occur automatically.

Invite your customers to raise their hands

Getting your prospects and customers to "raise their hands" and give you permission to communicate with them is easy with the right value exchange. Simply offer something that will generate enough curiosity to get a person to opt-in, providing you with their direct contact information. Ideally, the value exchange will be in the form of information so it can be delivered immediately and ongoing via e-mail or fax.

Build your permission list automatically

The easiest way to get permission is by putting an Earnware web form on your website. Data from Earnware web forms goes directly into your Earnware contact manager and can trigger auto-response campaigns. When a prospect opts-into your web forms, that person has provided the coveted permission to communicate, to begin building a deeper relationship.

Developing a marketing curriculum

Once a customer or prospect gives you permission to communicate with them, take the opportunity to educate them about your product or service over several weeks or even months. Don't try to bombard them with lots of information at once. People learn slowly, and by sending smaller bits of relevant information, you'll get better results and build trust over time.

Your company can execute permission marketing campaigns with the built-in functionality in Earnware software. You can also have an Earnware Certified Partner develop a permission marketing strategy and set campaigns up for you. It's what we call the Unfair Advantage.

To learn more contact:

800-800-8273