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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Wise Man Marketing

By Martin Day

It's a sunny morning and you're sitting in your office. With a cup of hot coffee by your side and memories of your last holiday still fresh in your mind, even if you say so yourself, today at least, life is sweet.

You take a sip of new blend coffee and then feel a rush of cool air and a movement catches the corner of your eye. As if from nowhere there is now an impeccably dressed stranger sitting in the chair opposite. Sure you're surprised; you didn't hear anyone knock and just as you are about to say something he begins in a calm and measured voice.

'Here's the deal'

'I am going to advertise your product on a billboard at the busiest junctions in every city of the world.'

'I will tell you how many people see this advertisement and I will tell you their age, nationality and gender.'

'I will tell you what they think of your product and in many cases I will give you their contact details. While they are reading the billboard I will make it possible for them to view your website and, if they feel the urge, make a purchase.'

'I will have all this ready in two days and it will cost you less than a small advertisement in your typical trade journal.'

He pauses. 'Interested?'

Now you might think that such an offer was too good to be true, you might think that you are going to wake up soon or maybe that it really is time to get a lock on that office door.

But let's just take a minute. If you are still reading this I am that man who has come from nowhere and offered you a deal.

Wise Man Marketing

The advertising site is on the Internet and the billboard I'm offering is the humble online survey.

Stop for one moment and start to associate an online survey not with 'market research' but with 'marketing'. Not any type of marketing but 'Marketing' with a capital 'M' and in flashing neon lights. Marketing that is quick, direct, effective and low cost.

Publish an online survey and advertise it on a website, or via email, and like a billboard by the side of a major road junction, your message will appear in front of people. But unlike a billboard where the number of people that see an advert has to be estimated (based on an arbitrary percentage of total volume of traffic), the online survey records the number of times a survey is started.

Surveys can ask demographic questions such as gender, age and nationality and in doing so you are obtaining metrics about the effectiveness of your promotion and are interacting with the respondent on

a one-on-one level.

Unlike billboards where the message is often subliminal, or maybe just trying to achieve brand awareness, with online surveys you have the opportunity to connect with the public to find out what they really think about your product, how it relates to them, how it is perceived.

Using a website like

<http://www.surveygalaaxy.com>

it takes only minutes and hours to create a survey

and using the power of the Internet an online survey can reach hundreds of thousands of people on a daily basis.

Throw in a prize as an incentive for people to complete the survey, maybe some Pay Per Click advertising to capture an even wider, or more focused audience and you are still talking low cost effective marketing.

'So tell me. Do we have a deal?'

Martin Day is a Director of Survey Galaxy a web site that allows anyone to create, design and publish online surveys. For more information please visit

www.surveygalaaxy.com

Does Your Organization Need a Marketing Makeover? Take The Quiz!

By Deborah Ramstorf

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1. Does one of your employees "do the marketing" in his/her spare time?

Yes No

2. Have your customers pointed out spelling errors in your materials?

Yes No

3. Has it been more than 6 months since you read through your marketing materials or web site to check for out-of-date names, number, prices, photos?

Yes No

4. Are you having a problem finding your web site on search engines?

Yes No

5. Have you added new products or services in the last 12 months?

Yes No

6. Have you run out of marketing ideas? Or the opposite, have too many ideas that don't get executed? Yes No

7. Are you satisfied with what your marketing dollars are producing?

Yes No

Scoring: Count up your number of yes responses.

0-1 Yes. You're doing great! Wise use of your marketing budget is producing the desired results.

2-3 Yes. Put more time and effort into marketing. While your budget may be tight, there are some economical ways to squeeze more out of your marketing dollars.

4+ Yes. Commit to being a marketing-driven company. There's some upfront planning involved, but in the long run, you'll have long-term customers.



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