

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

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author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Information incentives

Creating the most important part of your web site

The most important part of your web site is neither the home page nor any other individual page.

Instead, the most important part of your web site is the *registration incentive* you offer to encourage visitors to submit their e-mail address with you.

Importance of incentives

Your registration incentive determines the success or failure of your web site.

Unless you succeed in obtaining a visitor's e-mail address and permission to communicate with them, you may never get another chance to communicate with them. Once a visitor leaves your site, they're typically gone forever.

Obtain permission to communicate with web site visitors and past customers via e-mail, however, and *for free* you can establish a *trust-based relationship* that can reward you with years of profitable, repeat sales and word-of-mouth referrals.

Successful incentives

Choose an incentive you can deliver via e-mail. This avoids the costs and delays associated with printing and mailing.

When you receive a request for information, you don't know the visitor's buying potential. Accordingly, it's imperative that you *not spend money* on the visitor until you know their value.

Delivery time is another reason to avoid conventional mail. Electronic incentives are delivered immediately, while your visitor's interest is high. But, *at minimum*, conventional mail takes several days to arrive. By the time it finally arrives, your web site visitors may have forgotten why they requested the incentive, or worse, fail to associate the incentive with your web site.

Requests from abroad are another reason to offer electronic incentives. International postage costs more than domestic mail and usually takes more time to deliver.

Types of incentives

The most popular incentives include:

- *Buying information*. Many purchase decisions are made on the basis of price because they don't know how to shop

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for quality and value. You can gain an important advantage by showing your market how to be an intelligent buyer.

- *Glossaries.* Every field has its own specialized terms. Newcomers as well as experienced buyers appreciate better understanding the terms in your field.
- *Case studies.* Incentives showing how you successfully solved your client's problems permit you to use an editorial, as opposed to an advertising, tone. Case studies permit you to detail the benefits you helped clients overcome and the benefits they enjoyed.
- *Trends.* New technologies, challenges, and opportunities are constantly appearing. You likely know more about changes in your field than your customers. Use this knowledge to enhance your credibility by describing *and interpreting* the changes taking place.
- *Other options.* Incentives don't have to be written. Options include spreadsheet templates that can be used to compute the benefits of buying from you or downloadable audio files of interviews or seminars. Screen savers permit visitors to view your craftsmanship on their monitors when they're not typing.

Why educate?

Respect and trust are among the few things that money can't buy. Your com-

petition may be capable of "buying the market" through extensive advertising or discounting, but *you can market information* that will help customers make *better buying decisions* and enjoy *full value* for years after they buy.

Marketing in tough times

The tighter money gets, the more carefully businesses and consumers spend their money and the more emphasis they place on trust and value rather than simply a low price.

When times are bad, businesses and consumers don't stop buying. *They just spend their money more carefully!*

Other uses for incentives

You can also promote your incentives on the radio or in small ads (i.e., one-inch by one column) to drive traffic to your web site.

Use phone calls and postcards to encourage inactive past customers to register on your web site. Or, use incentives to encourage readers of the print version of your newsletter to switch to the more economical e-mail version.

For more information

Call Roger C. Parker, *the \$32,000,000 Man*, (based on sales of his 31 books in 37 languages), for help developing incentives you can leverage throughout your marketing program.



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