

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

Jay Conrad Levinson
author, *Guerrilla Marketing*

Vol 3. # 7

Roger C. Parker's

Guerrilla Marketing & Design

Display your newsletter on your web site

Encourage more visitors to subscribe; drive profitable web site traffic each month

Seeing is believing. Unless your web site visitors can experience your newsletter and appreciate its value, they're unlikely to join your opt-in, e-mail list.

Your two biggest goals

Growing your opt-in e-mail list is one of your most important goals. Your success depends on encouraging a high percentage of web site visitors to provide their e-mail address and permission to contact them *for free* via e-mail.

Your second biggest goal is to *monetize* your educational One-Page Newsletter by *generating immediate sales*.

Increasing sign-ups

Most web sites expect visitors to opt-in to e-mail mailing lists without first providing an opportunity for visitors to "test drive" the newsletter. *This is like wearing a blindfold when shopping for a car!*

Thumbnails, reduced size images of newsletters, are not the answer. Visitors are not able to read the newsletter in order to judge the value of its information before signing up.

As a result, only a small portion of web site visitors subscribe, and—of those that do—many quickly unsubscribe.

PDFs are not the answer

Although the Acrobat Reader PDF file format is ideal for *distributing* newsletters with typography and formatting intact, Acrobat is not as useful for *pre-viewing* newsletters.

This is because Acrobat files have to be downloaded, rather than being *displayed as fast-loading elements* of a web site page.

Finally, a solution

Macromedia's Contribute 2 is a software program that incorporates Flash Paper technology. With Contribute 2, you can easily add a *readable, zoomable, and printable* version of your *formatted newsletter* to a page of your web site.

This means that visitors to your web site, *without doing anything else*, can immediately *read and print* your news-

Showing your newsletters on your web site will build your mailing list and increase sales

letter. The newsletter on your web site will be an *exact replica* of the original.

Sign-up benefits

Flash Paper versions of your newsletter enhances its visibility, resulting in:

- *Higher readership.* More visitors to your web site will likely read your newsletter because they don't have to first download it.
- *More sign-ups.* The more attractive and informative your newsletter, the more likely visitors will sign-up to receive it. You can prove the *consistent high value* of your newsletters by adding descriptive links to earlier issues.

Sales benefits

For the first time, you can display your newsletter *in the context of other text and graphic elements on a web page!*

Next to your newsletter, for example, you can display links to *promotional coupons* or links to *special offers* described on other pages of your web site.

This is important because fewer and fewer firms are distributing formatted newsletters as e-mail attachments. Instead, they are *driving traffic to their web site each month* by sending short e-mails announcing the page on their web site where they have posted the latest issue. You can now easily convert this traffic *into sales!*



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Ideas in action

Cornel Ivanescu, of C.I. Web Studio, www.ciwebstudio.com, is a pioneer at helping clients profit from Flash Paper. You can preview samples at:

www.b-smart.net/news.cfm

www.gmarketing-genius.com/news.cfm

www.gmarketing-design.com/index.cfm

From Tokyo, C. I. Web Studio client Will Reed comments: "Each time I post a new issue of my newsletter on my web site, traffic triples for several days and I pick up a flurry of new subscribers!" Overall, site traffic has *increased four-fold* since Will began posting his newsletters on his web site.

Adds Cornel, "I like the way clients can create and post updated versions of their newsletters on their own."

Is Flash Paper for you?

Flash Paper versions of your newsletters *complement* Acrobat versions and the copies you print on your office printer. For the first time, you can combine the *credibility* and *constant visibility* of educational newsletters with sales created *by free, targeted promotional messages.*

For more information

Call 603-742-9673, or e-mail me at roger@onepagenewsletters.com, for help creating a *synergy* between your online and offline marketing.