

design to sell

Resources for making design
your strategic marketing partner

Automating your marketing

Profit from the scheduling capability built into today's software and web services

*Keep in touch
even if you're
busy or you're
traveling*

Maintaining consistent visibility is one of your marketing's most important tasks. Consistent visibility ensures that your firm will be the first one thought of when prospects are ready to buy.

Yet, how do you keep in touch when you're busy, or traveling?

Today, it's easier than ever. The latest software and web services make it easy for you to schedule marketing messages in advance. Best of all, there are *no extra costs* involved in the techniques described here.

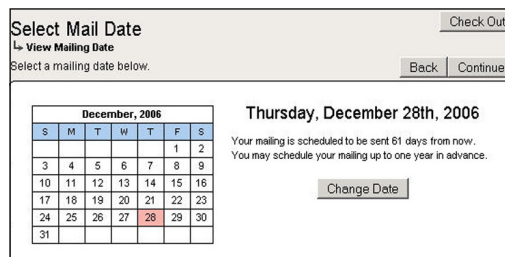
Postcards

Print-on-demand postcards, like those available from [AmazingMail](http://www.amazingmail.com), permit you to send color postcards, 1 or 2 at a time.

You create these postcards on line, for printing, addressing, and First Class Mailing the next business day. You can schedule postcards for printing and mailing up to *a year* in advance.



Roger C. Parker has been helping firms and individuals profit from design since 1985



Scheduling postcards for future printing and First Class mailing at www.amazingmail.com.

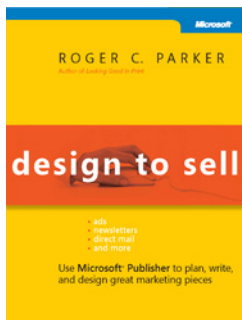
Using this feature, you can schedule multiple postcards to key clients and prospects. In 10 minutes, you can schedule a series of holiday postcards and—for example—scheduled maintenance tips.

The ability to schedule postcards to be sent on specific dates also makes it easy for you to multiply the effectiveness of your postcards by sending a *sequence* of cards. Each card can include a numbered, educational message. This builds *anticipation* in the arrival of the next card.



A sequence of numbered, educational, cards greatly outperform a single prospect mailing.

*Four, 3-page
e-mails are
more likely to
be read than
one, 12-page
message*



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**Roger Parker knows
the importance of
design in establishing
the image of a
company and setting
the environment
most conducive for
sales. This book
covers it all.**

Joseph Sugarman,
Chairman
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PO box 697
Dover, NH 03821
603-742-9673

E-mail

You can also schedule e-mails to be sent on later dates. For example, each Monday, I send those who have agreed to receive my e-mails a summary of the week's upcoming [teleseminars](#) and [webinars](#).

I prepare these messages the previous week, or over the weekend, and schedule them to be sent late Sunday night. This way, they'll be available to clients and prospects Monday morning.

When my wife, Betsy, and I are traveling, *we prepare these mailings before we leave*, so they will be sent in our absence.

Advance scheduling capability is built into online shopping cart and e-mail services like [America Online](#), [1shoppingcart.com](#), [Aweber.com](#), and [Constant Contact](#).

Scheduling add-in's are available for e-mail programs lacking built-in ability.

Autoresponders

Autoresponders are a step beyond scheduling e-mail to be sent on a specific date.

Autoresponders can send a *sequence* of e-mails at pre-set intervals, following the initial mailing. The sequence typically begins upon receipt of a *trigger*. Typical triggers are requests for information, newsletter sign-ups, and new purchases.

Many firms, for example, use autoresponders to send thank-you e-mails triggered by online shopping carts. Others send e-mails welcoming new newsletter subscribers.

But, the above just scratches the surface!

Short attention spans

One of the best uses of autoresponder sequences is to send an *e-course*, or series of short, educational e-mails, scheduled to appear at intervals following the trigger.

A series of sequenced messages permits you to “chunk” your marketing message over a long period of time. This increases the likelihood of your messages being read and acted upon.

If you send a 12-page e-mail, no matter how relevant and well-written it is, chances are it will not be read—especially if it arrives on a busy day.

But, if you send the *same contents* over a period of four weeks, as a series of four, 3-page e-mails, there is much greater likelihood that your messages will be read!

Conclusion

To a great extent, you can profit from “hands off” marketing, keeping in touch with clients and prospects while having time to build close, personal relationships with them.

You may *already be paying* for the features you need to multiply your time.

For more information

Contact roger@designtosellonline.com or call 603-742-9673 for assistance setting up an automated marketing program.

I can help select the right services, and I can set you up with a *customized content plan* and the *personalized templates* you need to implement a “hands off” marketing program.