

Increase Profits And Lower Marketing Costs By **Avoiding** These 5 Mistakes!

How Small Business Owners Can Increase
Their Sales *During A Recession*



Kenneth Koh | Gordon Lee | HQ Yeo
www.alchemyresponse.com

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H Q Yeo
emailmktg@singapore-business.com

SINGAPORE-BUSINESS.com
76 Playfair Road
#05-04 LHK 2
Singapore 367996

Kenneth Koh
+(65) 9117-3285
kenkoh@alchemyresponse.com

Gordon Lee
+(65) 8114-1063
gordon@alchemyresponse.com

© **ALCHEMY RESPONSE MARKETING**
449 Race Course Road
Singapore 218693

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*Near the end of this report, you will find information about how you can take advantage of a **FREE Half-Hour Consultation (\$90 value)!***

Mistake #1

Not Recognizing the Importance of Having an Online Presence

Recent surveys and market tests prove that ever increasing numbers of eager buyers are using search engines to locate local merchants' web sites before embarking on their shopping trips.

Can your customers and prospective customers find you online? Or are they finding your competitors instead?

If you have been wondering whether having a web site and online marketing strategy is important, *well* ... let's see what the research on consumer habits uncover for statistics on local search trends...

A study conducted by *TMP Directional Marketing in July 2008*, revealed that more people are looking for local information via search engines, while the use of print yellow pages is declining. That translated into 31% for search engines searches compared to 30% print Yellow Page searches.

This means that in 2008, search engines like Google, Yahoo and MSN were the leading source of information for local customers.

The TMP study also revealed that large numbers of local searchers **take some type of action**. They called, do in-store 'surveillance' visits and even send emails to the businesses they feel can assist them.

The best news is ... these local searchers (customers) are usually in the final stages of their purchasing decision and are **quite ready to spend money!**

Want more evidence about the undeniable growing importance of an effective online presence?

For every dollar consumers spend online, they spend an average of \$5 on off-line purchases in local establishments. These **off-line purchases are directly influenced by their online research**. (*MIT Technology Review, 04/2005, "e-Commerce Gets Smarter"*)

NPD Group conducted a survey revealing that 97% of Internet shopper users gather shopping information online, and that 51% of those consumers "**shop online but purchase off-line**".

ACNielsen notes that in Asia Pacific, the Internet is the **first point of information gathering** for local shoppers in its findings on Purchase Influencers (<http://asiapacific.acnielsen.com/news/20060928.shtml>).

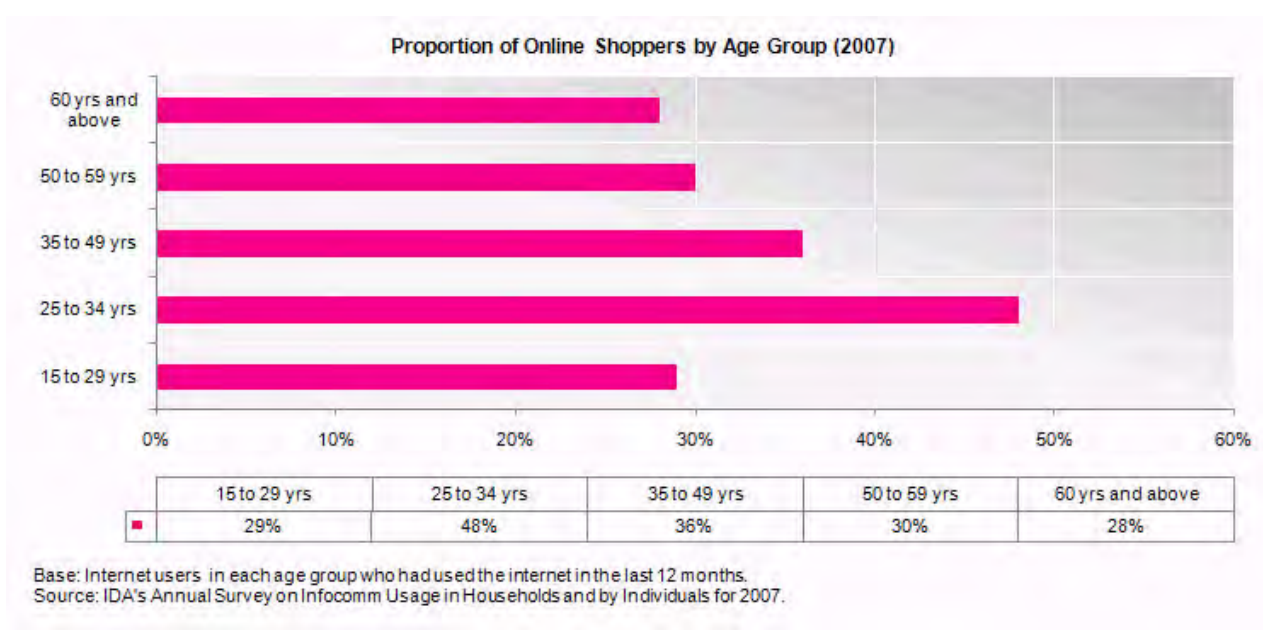
The biggest indicator of the growing trend toward local searches is Google's display of up to ten local searches within their natural listings. At this writing, Google is getting more and more aggressive with regards to local search and local maps.

Also, if you haven't noticed, local and regional search engines and directory sites are becoming more visible. This is due to the fact that the major search engines are giving them greater ranking in the search results.

This is no fad – it is a highly visible trend. Every day, more and more of your customers or clients are looking for your products or services online. You can ignore these trends but ... *at your own peril!* It may turn out to be a very costly mistake.

Or you can acknowledge these major shifts in consumer behaviours and patterns, and resolve to take a proactive approach. And realize that having a web site presence *equipped* with an effective online marketing strategy will enable your business to ride the new wave.

In Singapore, *iDA* in its annual survey, reports ever-increasing online shopping and research activities amongst its population as these 2 charts below show.



In the light of changing consumer habits, it is **highly recommended and beneficial** that you seriously consider establishing an online presence if you currently do not have a web site.

If you do have a web site that is experiencing marginal or no performance – then you should consider upgrading to a functional direct response web site designed to generate a steady stream of prospects and greater profits.

Mistake #2

Not Having An Effective Marketing Focused Web Site

Too many small business owners make the mistake of paying far too much for great looking but non-performing web sites. They end up paying most for a "branding" web site that does VERY little to increase their bottom line profits.

A branding site only seeks to familiarize visitors with your company's name, brand and image, and is not designed to encourage immediate action from those visitors.

It is an established fact that you need a web site, but not just any web site. You need a highly visible Direct Response Web Site. A site where it's primary **focus is on getting your visitors to take the actions you want.**

The most sought-after action is to have the customer or client come to your business with cash to spend. The next most sought-after action is for your customer or client to subscribe to your web site's follow-up email list. This is done through the use of an **Automated Customer Lead Capture System.**

When you add-on a properly configured Automated Customer Lead Capture System to your web site, it becomes a **Direct Response** web site.

If you want fast, profitable results, implementing a direct response website is **critical**. A branding site will not get the job done unless you have really "deep pockets" and lots of time on your hands. The vast majority of small businesses have neither.

As discussed in Mistake #1 – greater numbers of local customers and prospective customers are actively searching for "local businesses". If you do not have a good "direct response" website in place, you'd better hope that your competitors don't either.

It should also be noted that an effective online presence is the easiest and quickest way to **increase your cash flow and customer base.**

Mistake #3

Not Capturing Your Customer or Client Email Information And Following Up

This is one of the most common and costly mistakes. And the reason is not surprising. Very few business owners know about an amazing technology that allows them to conduct automated customer follow-ups.

The technology I am speaking about is related to the email list mentioned in the response to Mistake #2. It's referred to as an **Automated Customer Lead Capture System (ACLC System)**! In its simplest terms, it is a web-based marketing tool that allows you to capture your customers' contact information and convert them into a lead. In this case, the most common and useful information collected is the customer's First Name and Email Address.

This ACLC system makes it possible for you to get your promotions, sales, offers, specials and other news in front of your customers **very quickly** – usually in **less than 5 minutes**. It also allows you to make a good impression on new customers by providing fast, professional responses to their requests for information about your business.

Once customers or clients voluntarily subscribe to your Lead Capture System, they can automatically begin receiving notifications of promotions, sales, discounts and other news you wish to convey. Like an automated salesman!

These notifications would generally be in the form of a newsletter that delivers value to your customers or clients and prospective customers or clients. It also gives you the opportunity to educate your customers or clients about your business.

This automation aspect is the greatest benefit of an Automated Customer Lead Capture System. Your messages and information get delivered to your customers and prospects **even while you sleep! All on autopilot!**

When you take advantage of your **free half-hour consultation**, you will get to see this powerful marketing tool in action ... for you!

Mistake #4

Creating a Costly Web Site That Only Drains Money From Your Marketing Budget

Do you have a "hidden" website that nobody can find? It's not uncommon.

Many business owners (you may be one of them) have expensive web sites built with the hope of ultimately reaping huge financial benefits. For the overwhelming majority, these hopes are never fulfill. The unfortunate thing is...these sites were built by individuals or companies without understanding effective online marketing principles.

The result is that these sites are not properly configured or implemented the way it should as a "direct response" web site. It then suffers from poor rankings on search engines or even worse, not listed at all which prevents visitors or prospective customers from finding the web site.

If there are no visitors to your web site, it's a white-elephant; *your business suffers*.

Even worse, if your competitors are drawing new customers away from you with top performing websites – then you are losing out **BIG** time!

However, there is **Good News!**

If you are the owner of one of these websites, you **may very well be sitting on a "goldmine"**. But unless you have the proper tools and knowledge to extract that gold, what you have is a non-productive web site.

When you take advantage of your free consultation session, you will learn how new life can be pumped into an otherwise dead web site. I will explain clearly how it can be redesigned and re-purposed to finally yield the huge financial benefits you sought in the beginning.

And in the process, turn your web site into a productive business tool for you!

Mistake #5

Failure to Employ the Services of Knowledgeable Online Marketing Experts

The know-how and effective management of a profit-producing direct response web site is no simple task. Not to mention the proper development of an effective online marketing strategy.

A productive web site and marketing system demand constant attention and they must remain flexible enough to change as quickly as the latest Internet and web-based technologies.

Unless you have advanced (or at the very least, moderate) skills in web site development and online marketing techniques – it's best to allow a professional to create, configure, maintain and manage any comprehensive online marketing program you choose to implement.

Money spent on an effective web site and online marketing program is an investment, not an expense. Making the correct decision on this matter will save you tons of time and money ... and help you leapfrog your competition.

Free Half-Hour Consultation

Sooner or later you WILL find it necessary to implement an effective online presence. With your permission, I can elaborate how to accomplish this in a time-efficient and pain-free manner.

To get started, please kindly contact me at **+(65) 9117-3285** or email enquiries@alchemyresponse.com and reserve your free consultation. **There is absolutely no obligation on your part.** This is a genuine consultation that will educate on the benefits you stand to gain by implementing an effective online presence or upgrading your current web site. Your web site will get a quick review.

Your Consultation Code: 0762880

Along with the information in this report, and the additional knowledge you gain from your free consultation, you will be in a position to make a more informed decision regarding implementation of a productive online presence for your business.

Summary

The statistics say it all...

Large numbers of eager local buyers with cash money are using search engines like Google, Yahoo and MSN right now to find a business similar to yours. If you have no online presence or a negligible presence, they will never find you.

If they never find you, you lose the opportunity to generate sales. Multiply this “missed customer” scenario by 100, 1,000, 10,000 over a period of weeks, months and years! You have been missing, and will continue to miss out on a staggering number of potential customers and thousands of dollars in profits!

It will be a compelling advantage for you to implement some type of optimized local online marketing presence for your business. Should your competitors get established before you do – or if they are already established online, you should place an even higher priority on taking action.

With the global financial economic situation deteriorating, leveraging a low-cost marketing weapon to boost business is both shrewd and astute.

For an online marketing solutions provider that is able to provide a results-oriented approach, please kindly consider Alchemy Response Marketing. It starts with the free half-hour consultation.

If You Find This Report Helpful, Please Inform Your Associates

If you have business associates whom you feel would benefit from this report, please pass it along to them. Or have them contact me and I will personally deliver it to them. Thank you.

www.alchemyresponse.com
+(65) 9117-3285

"Boost Sales And Slash Advertising Costs in Half. All From Your Website With The **Hands-Free Direct Response Marketing System. See Proof with 14 Days Trial."**

[Click Here To Start](#)

About Alchemy Response Marketing

Alchemy Response works with small businesses that have great looking 'branding' web sites that regrettably, do not generate any sales leads or business at all.

With its online marketing expertise, Alchemy Response then proceeds to assist these small businesses to develop a direct response marketing system from their web site so that it produces a constant flow of prospects and clients to their business at minimal costs.

To find out more, please visit www.alchemyresponse.com