

The Top 5 Marketing Mistakes Most Small Businesses Make (and how *you* can avoid them...)

Mistake #1:

Failing to be consistent with advertising

Most businesses only spend money on marketing when business is down. This is a huge mistake!

Your prospects may not need your services right now, but they will when you least expect it. That's why it's important to be consistent by keeping your business name out there. A solo direct mail program from Mail Manager is your best way to do this.

Mistake #2:

Failing to Test new marketing Avenues

Too many small businesses rely on marketing channels like the yellow pages or coupon books, where your message gets lost in the clutter.

It's important to test new channels like direct mail, which allow you to track every new lead you get. Furthermore, once you start a direct mail campaign, you should continue to test new messages to make sure you're getting the most bang for your buck.

Mistake #3:

Failing to understand Return On Investment

Businesses that advertise without knowing for sure if they're getting any new business from their ads are simply throwing their money away.

A direct mail campaign from Mail Manager lets you know exactly how many customers you get from your mailing, so you'll always know how your investment is working for you. And when you know how well your advertising is working, you're in control.

Mistake #4:

failing to know the lifetime value of a customer.

As a small business, you know the immediate value of a customer by what they spend with you. But do you understand the lifetime value of that customer?

When a customer is happy with your business, odds are they'll come back to you time and time again when they need additional services. So, when you consider the cost to acquire a new customer, you should always consider the lifetime value of that customer.

Mistake #5:

Failing to respond quickly to all Inquiries.

When someone contacts you to get a quote or request information, do you put them off, or worse, never return their call?

Your business depends on a constant stream new customers, so you need to get back to your prospects right away. When you make your prospects wait, they're only going to seek out your competition. Plus, you'll lose any potential referrals the prospect may have given you.

If You're Making Any Of These Mistakes, Call Mail Manager Today! (877) 376-3749

It's OK To Make Mistakes In Business... As Long As You're Prepared To Pay For Them!

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PAID
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Improve
[Business Name's]
Bottom Line in 15 minutes.
Call (877) 376-3479 today!

Dear Sample A. Sample,

If your business is like most small business, when it comes to marketing, you're probably not doing everything just right. But it's understandable... You're preoccupied with the other tasks of running your business. Serving your customers, managing your office and more. But that means you're not making as much money as you could be and you're paying for your mistakes!

That's why we're here to help. We're Mail Manager, Inc., Ventura County's premier direct marketing company, and **we have dozens of turnkey solutions that won't require any of your time, but will bring you more customers and more money - GUARANTEED!**

So call us today at (877) 376-3749. There's absolutely no obligation - we're not going to push you to do anything you don't want to. We'll ask you a few simple questions about what you're already doing and give you new ideas that you can implement in no time at all!

Sincerely,
Larry Chason, President
Mail Manager, Inc.

*Visit our web site at
www.mailmanagerinc.com
to learn about our
fully automated marketing solutions!*



Start Making More Money Now!

Call (877) 376-3479 to learn about exclusive programs that are guaranteed to bring your business more customers and more money!

- **Ventura County New Residents Program:** Access all 20,000 new residents who will move into Ventura County in 2010.
- **Jobsite Program for Contractors:** Discover how you can get more business in the neighborhoods you already work.
- **Solo Direct Mail Programs:** Learn about targeted, customizable direct mail - the most effective marketing your money can buy!
- **And More!**

Sample A. Sample
123 Main Street
Town, CA 93XXX