

How to Reach New Prospects



**A White Paper by PioneerMarketers for
Customer Acquisition Success**

 **Contact us at**

Toll Free: 1-888-400-1602
Email: info@pioneermarketers.com
URL: www.pioneermarketers.com

In 2009, two strategies top for improving business profitability - acquiring new customers (44%) and customer retention (25%). Of these two tactical strategies, customer acquisition is vital to the survival of any business and includes all sales and marketing ideas used to acquire new customers.

In a world buffeted by recession, marketers are facing an uphill task to capture new customers. This task is getting even more decisive as most customers have withheld purchase decisions and have become highly price-sensitive.

So, the million dollar question remains. **How can you acquire new customers in today's slow economy?**

This white paper sponsored by PioneerMarketers offers a quick but comprehensive road map to customer acquisition during the down turn. This white paper addresses key marketing concepts namely, email marketing, paid search marketing, search engine marketing, email appending and direct marketing . It discusses the innovative customer marketing models that radically increase the efficiency of customer acquisition initiatives.

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1. Introduction

Traditional ways of finding new business aren't as effective as they use to be. In today's business climate, use of multi-channel marketing goes a long way. With a tighter economy, most business owners are looking for innovative ways to reach new prospects while investing as little money as possible.

Fortunately, there are a few tactical ways to acquire new customers.



Now, let's discuss in detail on these vital prospecting channels used to acquire business leads.

2. Email Marketing

Rise of Internet usage has made e-mail the most popular form of communication. With its extensive usage, email has become an essential part of every direct marketing campaign. As a versatile tool, email helps companies develop quick and affordable way to maintain customer relationships.

Companies use email marketing to transmit timely, rich and enticing information and advertisements. Innovative use of HTML and rich media enable business marketers to create generic or customized marketing promotions.

Email marketing is popularly used

To send out timely announcements

Quick delivery of emails makes it a great way to promote products and services, announce holiday offers, and distribute quality information. Emails sent to prospects and customers is one the most effective ways to generate quality business inquiries.

To send out email newsletters

Email newsletters offering quality information can be the most affordable marketing strategy to acquire and retain existing customers. Companies use e-newsletters to keep customers informed of new products and services and can maintain an ongoing relationship with your audience

To send out Press Releases

Email marketing can be used to send out press releases to your local media contacts. This can generate instant publicity to your firm.

To drive more traffic to booth

Pre-show emails are an excellent vehicle to entice trade show attendees to visit your trade show booth. Pre-show email campaigns not only increases prospect traffic to your booth but also sets the right expectation about your product or service.

Strategic steps involved in Email Marketing



Raising email usage

In a recent survey, 75% of US B2B marketers consider email to be either a "critical" or "very important" part of their marketing mix. If used correctly, email marketing offers great benefits.

They include

- Maximizing brand visibility and maintaining customer relationships
- Acquiring new customers, or retaining existing customers
- Building trust, and educating your customers
- Provide regular interaction with your customers
- Increasing the speed of response
- Driving more qualified traffic to your website

Inbox challenge

In spite of "inbox overload" and "spam", well planned, email marketing activity will help to meet your objectives in a cost-effective and measurable manner. With the required skill sets, you can incorporate email marketing to win new customers in a faster, cheaper and easier manner.

3. Email Appending

Most companies overlook the most important source of business generation i.e. company's existing customer base. Many businesses are so focused on prospecting, that they loose out vital channels to connect with existing customers.

Email appending involves taking existing customer information and locating matching email addresses. By acquiring valid multiple contact information for your existing customers, you are able to expand the conversation.

Through this process, your existing incomplete in-house database gets enriched with multi-channel consumer attributes. The most popular forms of appending:

Data appending

Appending any missing information other than emails like name, company name, job title, telephone numbers, addresses, web addresses etc

Multiple contact appending

Appending multiple contacts for your existing list of companies

Email change of address

Replacing undeliverable email addresses with current email addresses for your customers and removing non-responsive emails with valid e-mail addresses of your customers



Reverse appending

Appending other contact details like name, company name, job title, telephone numbers, addresses, web addresses etc for the existing email addresses

Customer Profiling

Finding the most profitable customers and search for similar customers with these profiles. The common traits like Industry, employee size, title, sales volume etc. are marked and used as a reference to reach new prospects

4. Search Engine Optimization

Attracting prospects to your website has gained more importance in today's business. The growing importance is due to the fact that more than 80% of the customers research online to make a purchase decision. This shows that higher search results for your website will help to win more customers.

What is SEO?

SEO is the acronym for “search engine optimization”. The purpose of SEO is to bring your website to the front lines of search engines results page(SERP). An optimized website can bring more quality visitors to your website, ultimately resulting in more business inquires.

Why is it so important?

Majority of new visitors who search for products or services only look at the first or second page of SERP to choose the probable service provider. So, if your site is not found among the top results, your site has less chances of being visible in front of your prospects. Therein lies the importance of effective Search Engine Optimization.

Traffic, Traffic and MORE Traffic

What is the most obvious benefit of search engine optimization? Traffic! But to achieve quality visitors to your website, you'll have to achieve the following.

The following 4 steps are rudimentary to a good search engine optimization process

Keywords Analysis

This activity involves keyword research to find the density, prominence of the best keywords for your website.

Website Optimization

Quality content in your website adds value to your visitors and search engines. Content should be keyword rich and search engine friendly..

Link Competition Analysis

Competitor link analysis gives you a blueprint for building website which can outperform your competitors.

Link Building

Build permanent, relevant links that drive targeted traffic to your site and increase your position on search engines

Benefits of Search Engine Optimization

Search engine optimization provides numerous benefits:

- Your website will be found by your prospects/customers
- You can acquire substantial traffic over your competitor websites
- Optimized website for search engines results is also optimized for users too
- Efficient delivery of organization marketing communication
- Brand value and global reputation

So, if your website is designed, written and linked as per the legitimate search engine optimization practices, it will dramatically boost in visitor counts and thereby generate leads from your website.



5. Paid Search Management

Paid search marketing is extremely effective in attracting new customers and generating repeat business. PPC advertising allows businesses to advertise and reach their target customers at the shortest turnaround time.

Reach targeted market quickly

Catch phrase of Paid Search Marketing are "targeted" and "quickly". Within limited time, the advertiser can focus ads with pinpoint accuracy. There is no delay for the ads to go online, which allows marketers to reach select markets at very short notice.

Benefits of paid search management

Highly targeted - Reach target audience with high purchase intent

Low wastage - Exact phrase match ensures to reach right searchers

Predictability - Cost can be predicted on the basis of traffic volumes, ranking and returns

Speed - PPC Listing appear much faster with less lead time. You have full power to makes the ads visible within very limited time

Better Control - With good PPC skills (staff or agency) you can devise quality bid management system. Creative / copy and budgeting can be tightly controlled

High conversion rates - PPC tends to have the higher conversion rates where viewers of the ads may click more on impulse

Instant branding - Can be used for generating brand awareness during the launch of products or major campaigns

Effects from paid search are immediate. This is one reason why marketers make a dash for this marketing strategy to sustain high response.

With the right Paid search management capability you can empower proprietary and competitive bid management to bring positive results.

6. Direct Mail

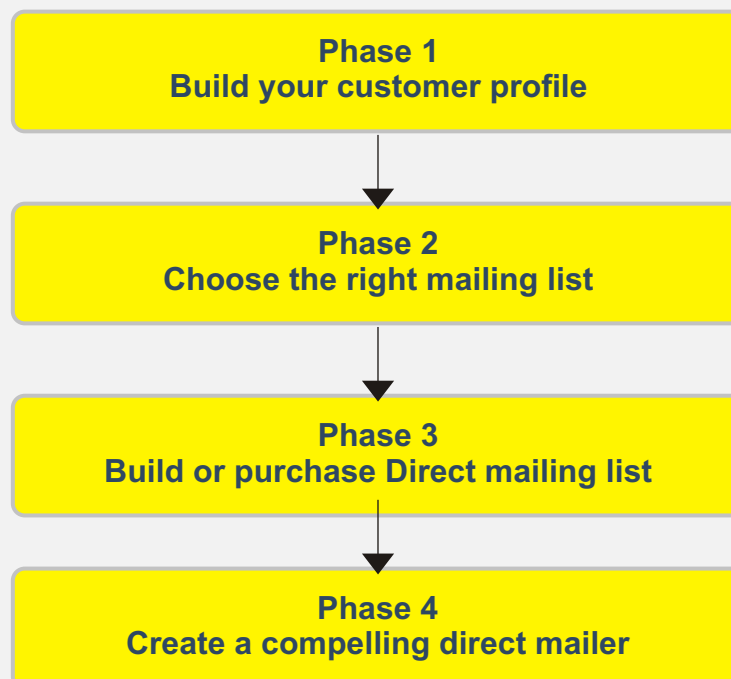
Direct mail marketing is a brilliant form of advertising. Businesses, large and small, are seeing the effectiveness of building customer relationships by post. A 'warm' personalized mailer can be an extremely targeted, personal and creative way to engage people. Though its expensive than digital communication, it's very effective to renew ties revitalize old customers and gain new customers through targeted postal campaigns.

Why is direct mail preferred?

Direct mail is one of the most effective method of reaching prime prospects for your business. This is the only marketing method that is precise, accountable – down to the last dime. It's particularly found to generate valid leads from your direct mailing lists.

Direct Mail gives you the unique opportunity to target new B2C and B2B customers.

The 4 steps to direct mail marketing



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How to start Direct Mail campaigns

One of the quickest and easiest way to do this is to purchase targeted list that contains prospects that fit your market. The mailing list of people or business must related to those who are most likely to benefit from your products and services. With a little assistance, you can find quality leads by using direct mail marketing.

7. Conclusion

These marketing tips are meant to be used as a guideline to boost customer acquisition and keep you ahead of the competition. You can use multi-channel marketing mix as the most effective strategy to enhance brand loyalty and increase customer acquisition.

8. About PioneerMarketers

PioneerMarketers, (<http://www.pioneermarketers.com/>) is a leading marketing consulting and services agency, serving clients around the globe. We pride in helping our clients in planning and executing their marketing campaigns. We have the best team of marketing experts working in the domain. Our experience and expertise has helped many a clients in changing their business destinies. As online marketing consultants, we look towards optimizing the scope of Internet for our clients. We analyze our clients' businesses and devise the right marketing strategies for them. We also boast of the best cutting-edge marketing tools available in the domain. All our tools are easily customizable and can be integrated into any business environment. We ensure that our clients meet their business goals by assisting them with all their marketing efforts.

Join hands with the best in the business to take your business to the next levels. Contact our experts at **888-400-1602** for a free one-on-one consultation or email them at info@pioneermarketers.com.

