

Secrets of Successful Content Marketing

Marketing with White Papers and Other Free Content Offers

Pinpointe's Features Presenter:

Robert W. Bly

Center for Technical Communication

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Twitter: @robertbly



Before We Start

Event Recording

- Webinar is being recorded
- Email to webinar, slides, Q&A on Tuesday
- Summary Q and A paper

Questions

- Please ask questions in question panel
- Post questions on Twitter to: **@Pinpointe, @robertbly**

Please share! Tweet this, like us on FB, LinkedIn

For Today's Attendees

- **Bob Bly:**
 - 4 free marketing reports worth over \$100
 - Download at <http://www.bly.com/reports>

- **Pinpointe:**
 - Free - 1 month Service (\$42 ~ \$500 value)
 - www.pinpointe.com/get-started
 - Coupon code: **PPTWEBNR** (Limited Time)

About Pinpointe

- #1 Ranked Email Marketing
- Email Marketing for Businesses
- Promote your great content with Pinpointe!

*“Pinpointe is like Constant Contact on steroids!”
– Pinpointe customer*

#1 Ranked by www.topseos.com for business communications

About Bob Bly

- **Internet Strategist, Copywriter**
- **Author of 80+ books**
- **Appeared on TV, and radio**
- **Clients include IBM, Medical Economics, AT&T, BOC Gasses, and others**
- **Helps a wide range of clients with email marketing, copy, direct marketing & more.**



What We Will Cover Today

- Understanding the difference between content and copy
- What makes killer content that your audience will love and share?
- The benefits of different types of content and when to use them.
- How to use content to boost your direct marketing strategies in multiple channels

Why Content Marketing is a Good Idea

“The true measure of your education is not what you know, but how you share what you know with others.”

-- Kent Nerburn *Simple Truths* (MJF Books)

“If I have an apple and you have an apple and we exchange apples, then you and I will still have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.”

-- George Bernard Shaw (from *The Apple Cart*, 1929)

Content vs. Copy

Content:

Apples help prevent cancer.

Copy:

A delicious fruit you can find in your refrigerator that can help prevent cancer.

5 Things That Make Killer Content

1. How-To Tips

GIVE YOUR WRITING THE "BREATH TEST"

Short sentences are easier to read than long sentences. But how long is too long for a sentence?

To determine maximum sentence length, use the "breath test." Without taking in a gulp of air, and just with the amount of air you ordinarily have in your lungs, read the sentence aloud at a normal conversational speed and volume.

If you run out of breath before you get to the end, the sentence is too long.
Solution: Break it into two sentences at the point where a new idea is introduced.

2. News

The New Infrastructure Boom Market Under the American Recovery and Reinvestment Act of 2009

1. Executive Summary

Even though the U.S. is in a recession, the American Recovery and Reinvestment Act of 2009 (ARRA) is stimulating a mini-boom for contractors and subcontractors who can build and manage large infrastructure projects.

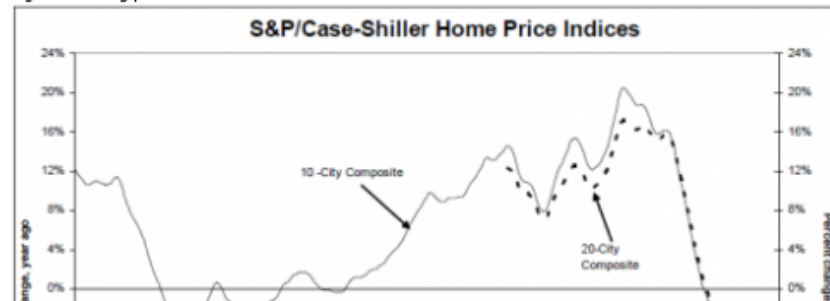
The goal of this special report is to help you understand the opportunities available under the ARRA, and highlight technology that can help you compete more effectively for federally funded infrastructure contracts.

2. State of the Construction Industry in 2009

The construction industry has been hit hard by the recession. From December 2007 (the start of the recession) through December 2008, the price of the average home in the U.S. dropped from \$207,000 to \$175,400, a decline of 16% in one year (Fig. 1).¹

With housing prices plummeting, home construction has dropped off precipitously, resulting in hard times for contractors specializing in residential construction. New construction starts for 2009 are estimated at \$463.1 billion, a 15% drop from 2008.²

Fig. 1. Housing prices are down 16%.



3. Ideas

1. Plan to spend 1/5 to 1/3 of your business-gift budget at times other than Christmas. The reason: **Business gifts are most appreciated when given at unexpected moments.** Experience proves it.
2. Keep card files on each of your clients. Note such personal data as birthday, spouse's birthday, wedding anniversary, hobbies, children's birthdays, other special events. Then give gifts on these personal occasions.
3. One of the best times to give a gift is on a sales call, when it is totally unexpected.
4. Or, send a gift with a personal note by mail—any time.
5. Be creative. Think of new occasions for gift-giving...or create your own. For example, how about giving the client a gift upon the completion of a major project? Or when he gets a promotion or wins an award?

Planning your year-round business gift program.

The first step in planning your program is to decide who will receive a gift from you.

According to surveys, 59 percent of companies give gifts to major

4. Expert Advice

WORLD'S MOST VALUABLE NETWORKING SECRET

In his new book "How to Market to High-Net-Worth Households" (The Business Institute), my friend Paul Karasik gives a great networking technique – the "You know how/what I do" statement.

The first part begins with, "You know how."
The second part begins with, "What I do is."

Example (for a financial planner): "YOU KNOW HOW lots of divorced women are overwhelmed with the responsibility of dealing with their finances. WHAT I DO IS provide safe investment opportunities so they can stop worrying and get their lives back on track."

Why this works: (a) It focuses on the prospect, not your company, product, or service, (b) it leads with a point of self-interest to the prospect, (c) it establishes both empathy and authority (i.e., showing that you understand the listener's situation better than others in your profession), and (d) it stresses benefits, not features.

Action step: Compose a "You know how/what I do" statement for your business and test it out the next time someone asks you, "What do you do"

Note: Paul can be found on the Web at <http://www.paulkarasik.com>

5. Tie In With Current Events

From: Bob Bly, 22 East Quackenbush Avenue, Dumont, NJ 07628
Contact: Bob Bly 201-385-1220

For immediate release

New Booklet Reveals 14 Proven Strategies for Keeping Businesses Booming in a Bust Economy

New Milford, NJ—While some companies struggle to survive in a sluggish business environment, many do better than ever largely because they have mastered the proven but little-known strategies of “recession marketing.”

That’s the opinion of Bob Bly, an independent marketing consultant and author of the just-published booklet, “Recession Proof Business Strategies: 14 Winning Methods to Sell Any Product or Service in a Down Economy.”

“Many business people fear a recession or soft economy, because when the economy is weak, their clients and customers cut back on spending,” says Bly. “To survive in such a marketplace, you need to develop recession marketing strategies that help you retain your current accounts and keep those customers buying. You also need to master marketing techniques that will win you new clients or customers to replace any business you may have lost because of the increased competition that is typical of a recession.”

Among the recession-fighting business strategies Bly outlines in his new booklet:

- ✓ *Reactivate dormant accounts.* An easy way to get more business is to simply call past clients or customers—people you served at one time but are not actively working for

The 3 Rs of content optimization

- Reorganize – take existing content and restructure it in a way that is more useful to your prospects
- Rewrite – companies often find it useful to rewrite to content when it is either dated or has been exhausted due to a high level of previous consumption
- Retire – every piece of content has a shelf life. You cannot use the same content indefinitely

Source: Marketing white paper “Creating Content that Sells”

How to Avoid Bad Content

Bad content example:

Copywriting Tip

Most of your customers don't really give a crap about you, your products or services, or your goals and dreams.

What they care about is how you can help THEM. They are too busy trying to figure out how to overcome their challenges!

How to avoid it:

The key to writing great content is to either (a) present a new idea (very difficult) or (b) communicate an old idea in a fresh, new, and compelling way (challenging but easier). If you do neither, then you are wasting the reader's time by stating the old in a stale way. So why even bother? Answer: You shouldn't.

Breakdown of B2B Content Marketing Tactics in Use

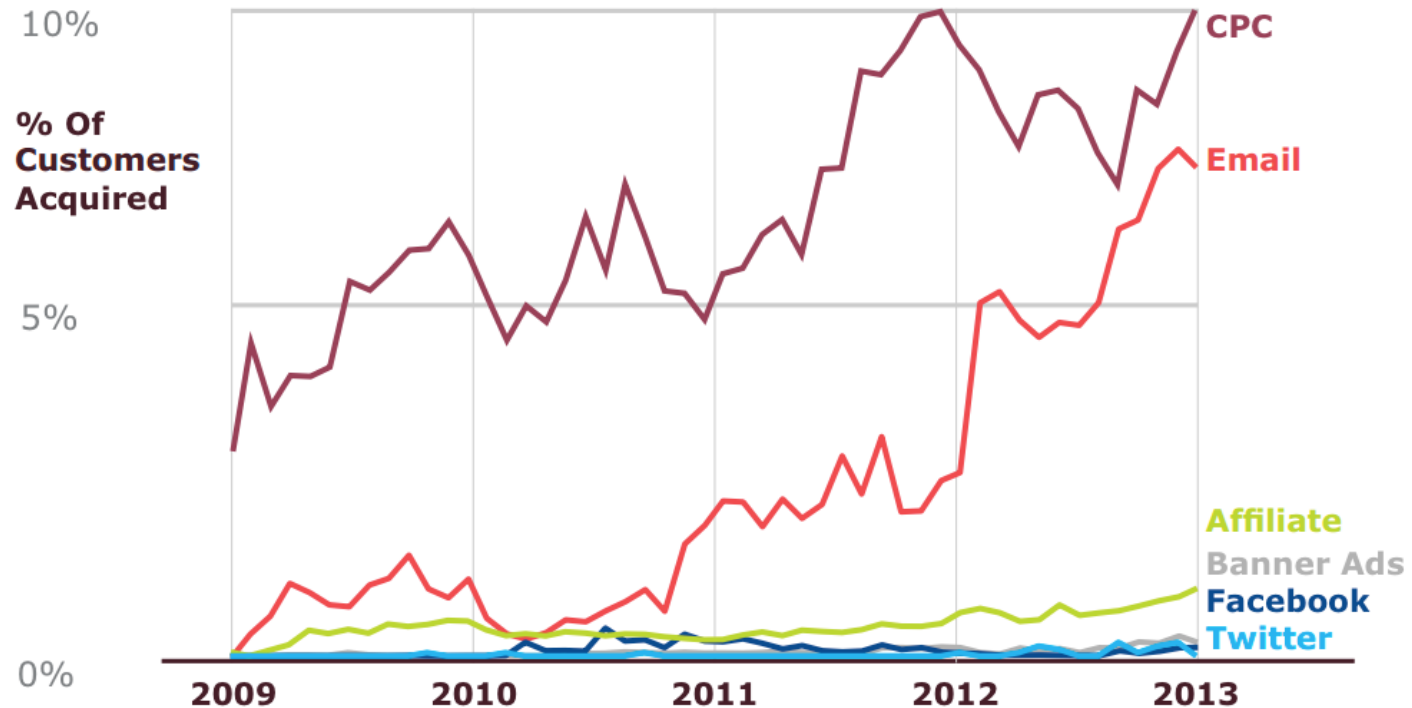
- 87% of B2B content marketers use social media (other than blogs)
- 83% of B2B content marketers use articles on their website
- 78% of B2B content marketers use eNewsletters
- 77% of B2B content marketers use blogs
- 71% of B2B content marketers use case studies
- 70% of B2B content marketers use videos
- 70% of B2B content marketers use articles on other websites
- 69% of B2B content marketers use in-person events
- 61% of B2B content marketers use white papers
- 59% of B2B content marketers use webinars or webcasts
- 44% of B2B content marketers use research reports
- 40% of B2B content marketers use micro sites

Breakdown of B2B Content Marketing Tactics in Use, Cnt'd

- 38% of B2B content marketers use infographics
- 38% of B2B content marketers use branded content tools
- 33% of B2B content marketers use mobile content
- 32% of B2B content marketers use eBooks
- 31% of B2B content marketers use print magazines
- 29% of B2B content marketers use books
- 28% of B2B content marketers use virtual conferences
- 27% of B2B content marketers use podcasts
- 26% of B2B content marketers use licensed or syndicated content
- 26% of B2B content marketers use mobile apps
- 25% of B2B content marketers use digital magazines
- 24% of B2B content marketers use print newsletters
- 11% of B2B content marketers use games or gamification

Social Media is a Poor Business Producer

ACQUISITION CHANNEL GROWTH



Custora came up with its figures by analyzing data from 72 million customers shopping on 86 different retailer sites.

E-Zine Ads Work Very Well

advertisement

Today's Featured Resources

New Free e-Book Reveals 30+ Years of Tested B-to-B Marketing Secrets



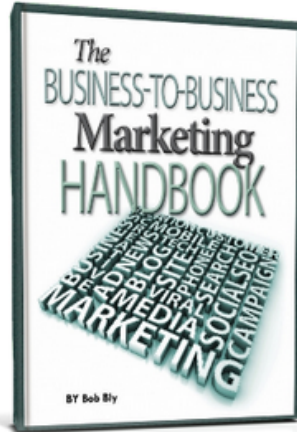
Now, in Bob Bly's 147-page e-book "The Business-to-Business Marketing Handbook," you'll discover 30+ years of tested B-to-B marketing secrets, including 10 tips for increasing landing page conversion rates ... the 6 key components of effective B-to-B offers ... 4 SEO copywriting tips ... and more.... [more »](#)

DOWNLOAD: The Definitive Guide to Marketing Automation



Looking to do better marketing with fewer resources? Our new Definitive Guide to Marketing Automation will show you how you can streamline, automate, and measure marketing tasks so efficiently that you'll feel like

New Free e-Book Reveals 30+ Years of Tested B2B Marketing Secrets



Yours FREE – Bob Bly's B2B Marketing Handbook!

Since 1979, freelance copywriter Bob Bly has written hundreds of winning B2B promotions – including landing pages, white papers, e-mail marketing campaigns, ads, and sales letters – for over 100 clients including IBM, AT&T, Praxair, Associated Global Systems, Intuit, Ingersoll-Rand, and Medical Economics.

Now, in Bob's 147-page e-book *The Business-to-Business Marketing Handbook*, you'll discover 30+ years of tested B2B marketing secrets, including:

- 10 tips for increasing landing page conversion rates – page 10.
- The 6 key components of effective B2B offers – page 19.
- What's working in e-mail marketing today?—page 112.
- 7 tips for more effective content marketing—page 78.
- Best practices for B2B lead generation—page 54.
- 4 steps to writing SEO copy that both your prospects and the search engines will love—page 49.
- 5 ways to build a large and responsive e-list of prospects—page 29.

To claim your **FREE** copy of **The Business-to-Business Marketing Handbook**, just fill in the form below and click submit now:

**=Required field*

*** Please send me:**

- FREE copy of The Business-to-Business Marketing Handbook.
- FREE Copywriting Information Kit with details on Bob's copywriting services including a fee schedule.
- FREE no-obligation estimate for a copywriting project.

*** Name:**

Title:

*** Company:**

*** E-mail Address:**

*** Phone**

Widgets

Copy Critique

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Bio

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Clients

Case Studies

Testimonials

Methodology



Free
DM ROI
Calculator

Instantly calculates DM
response rates

Online?

It's not just social networking ... or mobile marketing ... or Big Data ... or list segmentation as effective as those marketing tools may be.

It's powerful, persuasive direct response copywriting: knowing how to write potent, compelling copy for landing pages, squeeze pages, web sites, e-mails, sales letters, drive clicks, conversions, and sales through the roof - and make more money online.

That's why some of the biggest and most successful direct marketers ... as well as the smallest ... call on freelance direct response copywriter and Internet marketing consultant Bob Bly when they need direct response copywriting that sells.

With a 30-year track record as a top freelance copywriter, Bob Bly -- dubbed "America's Best Copywriter" by McGraw-Hill and praised by legendary ad man David Ogilvy - offers a unique combination of proven direct response copywriting skills and Internet marketing expertise that is unduplicated in the industry.

While today Bob is widely known as a control-beating direct response copywriter and marketing specialist, his background in chemical engineering and IT prompted his career in industrial marketing, where he continues to put his technical knowledge to work helping high-tech and B2B clients generate more leads and sales.

Unlike many top direct response copywriters today, Bob Bly does not hire junior copywriters. He is a top performer himself. He is a top performer himself.

Enter the list price of the product you are selling \$
Enter the cost of goods per unit \$
Net Revenue per Order (NR) \$

Cost in Postage per Mail Piece \$
Postage Cost per Thousand (PO) \$
Printing Cost per Thousand (PR) \$
Mailing Rental Fee per Thousand (LR) \$
Letter Shop Cost per Thousand (LS) \$
Total Cost per Thousand \$

NUMBER OF ORDERS YOU NEED TO BREAK EVEN

RESPONSE RATE TO THE MAILING YOU BREAK EVEN

Clear Entry

Print Result

Tell A Friend

Ads

New FREE Special Report Reveals Little-Known Strategy Millionaires Use to Keep Wealth in *Their* Hands — and Out of Uncle Sam's!

NOW IT'S NOT JUST MULTI-billionaires like the Rockefellers, Gettys, Fords, and Bill Gates who can take advantage of this sophisticated but perfectly legal "tax shelter." You can, too!

Our new special report, "Establishing a Private Foundation," shows how regular Americans with higher-than-average net worth can benefit from a little-known tax-reduction strategy formerly available only to billionaires—*private charitable foundations*.


You don't have to be ultra-wealthy to establish your own private foundation—although having above-average net worth helps. In fact, if you have a net worth of \$2 million or more, you can quickly and inexpensively create a private foundation for yourself or your family...enjoying lower income taxes now and reduced estate taxes in the future.

With a private foundation, you get the immediate income-tax benefits of charitable donations *today*. And you buy time—to plan your long-term charitable giving strategy at your leisure. That's because the private foundation puts you in total control over your personal philanthropy—including *how* the money is invested, *who* gets it, and *when*. (All the forms you need to start your foundation are included with your free report.)

For your **FREE** copy of our Special Report, "Establishing a Private Foundation," call **888-565-3070** and ask for Report 1, or complete and mail the coupon below, or send an e-mail with your information, including phone number, to:

Report1@Sterlingfoundations.com

There is no cost or obligation of any kind, and your request will be kept strictly confidential.



YES, please send me your FREE Special Report on "Establishing a Private Foundation." I understand there is no cost or obligation of any kind.

Name _____ Phone (required) _____

Address _____

City _____ State _____ Zip _____

MAIL TO: Sterling Foundation Management, 14629 Ventura Blvd., Suite 745

Reply Card



2400 Cerritos Avenue
Signal Hill, CA 90755

Dear [NAME]:

Do you have old PCs, printers, servers, fax machines, or other electronic assets that you need to get rid of? If so, then **Heritage Environmental Services** is here to help you recycle or remarket those assets in a cost-effective, secure, and environmentally compliant manner.

Heritage is proud to announce that we have become a *Certified Channel Partner* for **Chasm Lifecycle Management**. As outlined in the enclosed brochure, Chasm is the first nationwide electronic asset disposal service that offers an integrated "cradle to grave" IT asset lifecycle management process. This service is offered locally, but at the national level.

By offering you the Chasm Lifecycle solution, **Heritage** can save you time, money, and the aggravation of disposing of your old electronic assets. Moreover, Heritage can even turn some of these electronic assets into cash!

The technique used by Chasm Recycling involves a proprietary incineration-free process that cleanly converts discarded electronics into streams of copper, aluminum,

materials can be recycled on the value of your old IT equipment.

end of their useful service life can ion tags. They can then be resold at costs and possibly even generate. What is obsolete can be broken down nationwide processing centers.

For this kind of disposal service, call 595-0209 and let us know how many electronic components. We will provide potential value recovery that Chasm offers. All of the remarketing and recycling

Maximizing Revenues and Mitigating Liabilities from Electronic Asset Disposition
the enclosed reply card. Or to

download your free white paper immediately, visit www.chasminc.com/heritage and enter your personal code of xxxxx.



Send me your FREE White Paper Maximizing Revenues and Mitigating Liabilities from Electronic Asset Disposition

- Send me your FREE White Paper.
- Call me to discuss my electronic asset disposal needs.
Best time to call: _____

Phone: _____ Email: _____

Description of electronic assets requiring disposition: _____

(Please correct name and address if different than below)



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Cary, NC 27513

To link your AS/400 LANs for maximum performance,
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Ask for your FREE IBM guide: *The 30-Minute AS/400 Networking Handbook: Connecting your remote and branch office LANs.*

June 1997

Mr. John Q. Sample
Any Corporation
123 Any Street
Anytown, US 12345-6789

Dear Mr. Sample,

According to a recent survey from *Midrange Systems Magazine*, 88% of AS/400 system customers have at least one local area network (LAN) installed.

But interconnecting AS/400 LANs efficiently, securely, and at high speeds has always been tough. Until now.

IBM – the maker of the AS/400 system – knows the AS/400 better than anyone. Based on this knowledge, IBM has developed a uniquely effective way to connect AS/400 LANs: *The IBM 2210 Nways Multiprotocol Router.*

A proven solution for achieving efficient, reliable, high-speed LAN-to-LAN connectivity throughout your entire enterprise, the IBM 2210 Router can be easily integrated

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"Perfect Pitch: How To Get Heard in a 24/7 News Cycle"

It's a simple fact. The 24/7 news cycle means **it's tougher than ever to pitch the media**. In fact, even seasoned PR professionals are struggling to keep pace with the media's huge appetite for the hottest news and the freshest story angle.

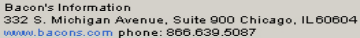
That's why you need to [download](#) Bacon's must-read Tip Sheet right now. It's loaded with practical ideas you can use today. Don't miss it!


We want you to know that "Perfect Pitch: How To Get Heard in a 24/7 News Cycle" is made available to you by the creators of Bacon's Express Monitoring service. It's a unique, affordable service that's on the job 24/7 making sure you'll be the first to know when news hits, whether it's in the newspaper, on TV, or across the Web.

Bacon's Express Monitoring service provides timely updates throughout the day, delivered to your online portal via instant email notification. It provides coverage of:

- ▶ **Over 5,000** magazines, newspapers and trade journals
- ▶ **8,000 influential** news websites and blogs
- ▶ **More than 7,000 daily news programs**, covering over 90% of the Nielsen TV viewing audience, nationwide
- ▶ **Media in 70 countries** spanning 5 continents

If you want to win in today's tough new media environment, [download](#) your free copy of "Perfect Pitch: How To Get Heard In a 24/7 News Cycle." And, while you're at it, find out more about Bacon's Express Monitoring service. It's just what you've been looking for!



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**Perfect Pitch:
How To Get Heard
in a 24/7 News Cycle**
[Download and learn ...](#)

- ✓ The single most important fact about media relations you need to remember
- ✓ The worst "sin" you can commit when talking with an editor
- ✓ When it's actually smart NOT to call your contacts
- ✓ The vital personal quality you need to develop (If you don't have it, fake it!)
- ✓ Three facts about "viral marketing" every PR pro needs to know
- ✓ How to turn a simple phone call into a PR victory

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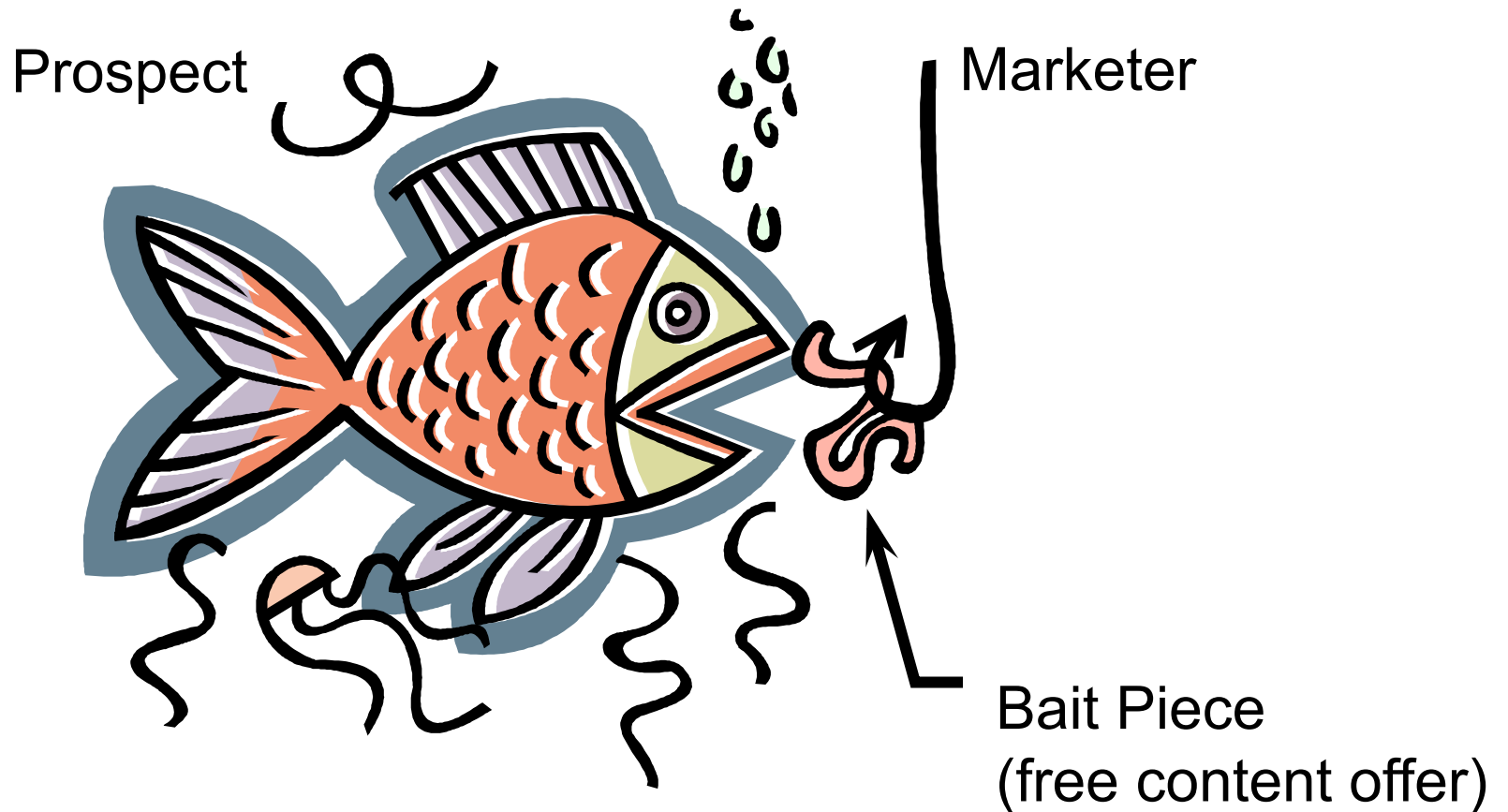
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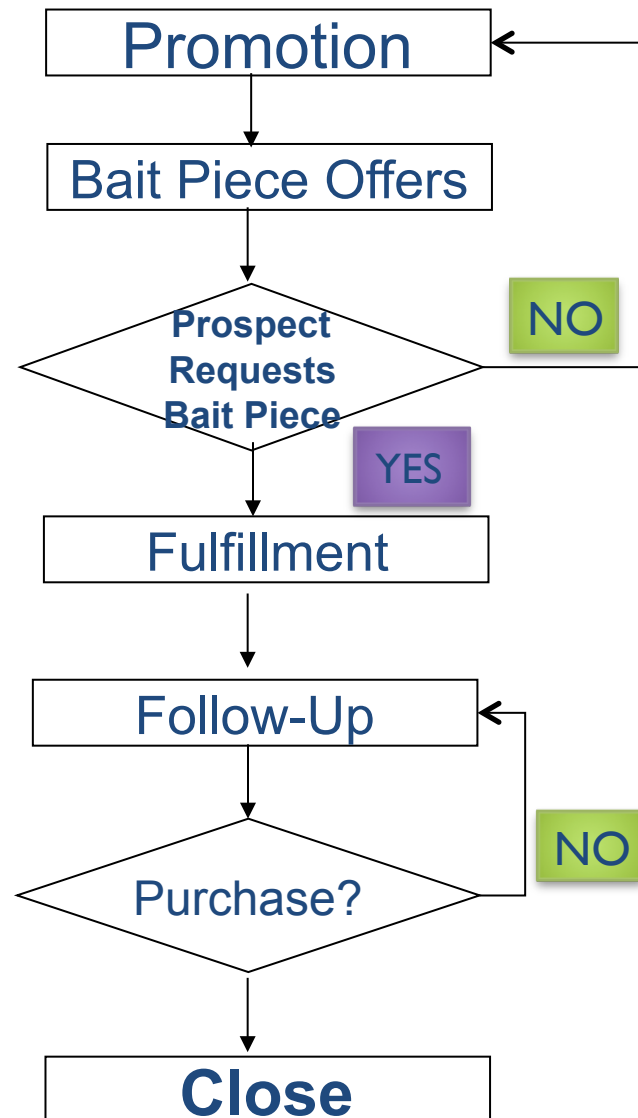
Content Marketing Benefits

1. Sets the specs.
2. Makes the prospect beholden (reciprocity).
3. Generates more inquiries.
4. Establishes you as the expert.
5. Educates the market.
6. Drives sales.

The Role of Content Marketing in Direct Marketing: What is a Bait Piece?



The Role of the Bait Piece in the Sales Cycle



The Formula

$$\text{LGM} + \text{BPO} = 2 \times \text{RRR}$$

7 WAYS TO DOUBLE YOUR DIRECT MAIL RESPONSE— Yours FREE When You Act Now!

By Robert M. and Rosemary

In 30+ years of writing copy for clients such as clothing and beauty, financial services, real estate, and almost 40 years in an advertising agency, we've tried every method of getting attention, including direct mail. We've found that the only way to get attention is to send you, directly, what you need to know. That's why we've created this special kit for you. It's the only kit that can help you to get attention, directly, from your clients. It's the only kit that can help you to get attention, directly, from your clients. It's the only kit that can help you to get attention, directly, from your clients.

1. FREE Copywriting Information Kit.

With every package comes a written and illustrated guide to the copywriting process and how to get attention. It's the only kit that can help you to get attention, directly, from your clients. It's the only kit that can help you to get attention, directly, from your clients. It's the only kit that can help you to get attention, directly, from your clients.

2. FREE Details on My Copy Critique Service.

My Copy Critique provides an objective review of your direct mail pieces. We'll tell you what's working, what's not, and how to improve it. It's the only service that can help you to get attention, directly, from your clients.

3. FREE Portfolio of Copywriting Samples.

Includes a portfolio of direct mail letters for my clients and your product or industry. It's the only portfolio that can help you to get attention, directly, from your clients.

4. FREE Audiocassette—"The World's Best-Kept Copywriting Secrets."

At a recent meeting, I gave a talk, detailing my most successful copywriting techniques— including the one you must use to get attention. It's the only audiocassette that can help you to get attention, directly, from your clients.

5. FREE Special Report—"Recession-Proof Business Strategies."

Written in the Los Angeles Times, Market Business, and dozens of other national publications, this report shows you how to survive and thrive in a recession. It's the only report that can help you to get attention, directly, from your clients.

6. FREE Web Site Access.

You can see samples of my work, a complete direct mail program, a detailed list of my clients and their products, and more. It's the only web site that can help you to get attention, directly, from your clients.

7. FREE e-zine—"Bob Bly's Direct Response Letter."

Access this 60,000 page direct response letter to my monthly update newsletter. It's the only e-zine that can help you to get attention, directly, from your clients.

8. FREE "Bob Bly's" Guide to Direct Marketing Book.

Includes a guide to direct marketing with practical advice on how to get attention. It's the only guide that can help you to get attention, directly, from your clients.

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BOB, Please send me:

- FREE Copywriting Information Kit
- FREE facts on your Copy Critique service
- FREE Copywriting Sample Portfolio

My product or industry is: _____

Type of copy I need:

- Ads Direct mail Web pages E-mail
- Other (please describe): _____

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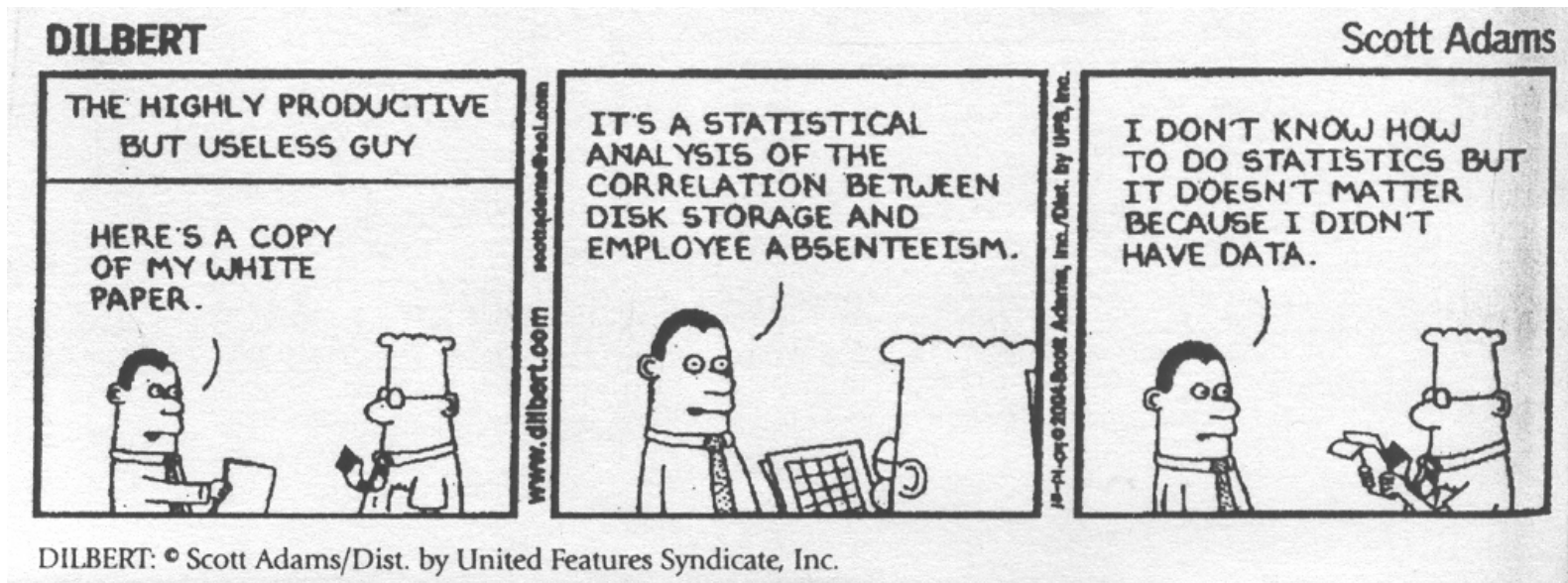
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 Phone: 201-385-1230, Fax: 201-385-1130, Web: www.bly.com, e-mail: bob@bly.com

Choosing a Content Topic

- Selection Guide
- How-to
- Survey
- Case Study
- Methodology
- Implementation Guide
- Controversy
- Consumer Awareness Guide
- Application
- ROI/Benefit



White Paper Content Formats



The Death of Passwords

3 Easy steps to increasing user productivity, enhancing authentication, and lowering password reset costs with Enterprise Single-Sign On.

Do White Papers Work?*

- Survey of 1,400 IT professionals asked if content influences their purchase decisions
- 89% of respondents said content has an impact on their preference of technology vendor.
- Also said - more likely to download and read white papers than product literature.
- 69% of prospects who like your white paper will pass it on to colleagues.
- 57% said white papers influenced their buying decisions.
- 71% of tech buyers prefer white papers to other marketing content.

*Sources: Maddox, Kate, "Study looks at value of online content," BtoB, p.3; Huff, Dianna, "How to Syndicate Your White Papers," MarketingSherpa; Knowledge Storm/MarketingSherpa Study

White Papers – Alternative Names

Purpose/Audience	Description
Senior Management high-level overview	Executive Briefing
Instructions	Manual
How to specify or choose a product	Consumer Awareness Guide; Buyer's Guide; Selection Guide
Information, tips, technical data	Special Report
Quick tips	Tip Sheet
Technical or research data	Monograph
Printed multi-page saddle-stitched document, 4x9-inch page size	Booklet
Printed multi-page document, folded	Pamphlet

Titling Your White Paper

Type of Title	Example
List	“The Top 7 Security Problems of 802.11 Wireless Networks”
Active Verb (“ing”)	“Managing Large UNIX Data Centers”
Why	“Why Six Sigma Doesn’t Work”
Colon	“Defending the Remote Office: Which VPN Technology is Best?”
How to	“How to Prevent Machine Parts from Failing Prematurely”

Drama Title (Controversy)



The Death of Passwords

3 Easy steps to increasing user productivity, enhancing authentication, and lowering password reset costs with Enterprise Single-Sign On.

White Paper Content Outline

1. Front Cover/Title
2. Table of Contents
3. Executive Summary
4. A Look at the Problem
5. Body
6. Conclusions
7. Contact/Call to Action

Other Bait Piece Formats: Guides

A SIMPLE GUIDE TO RUNNING
A PROFIT-BUILDING
BUSINESS GIFT PROGRAM.

E-Books, Down-loadable PDFs

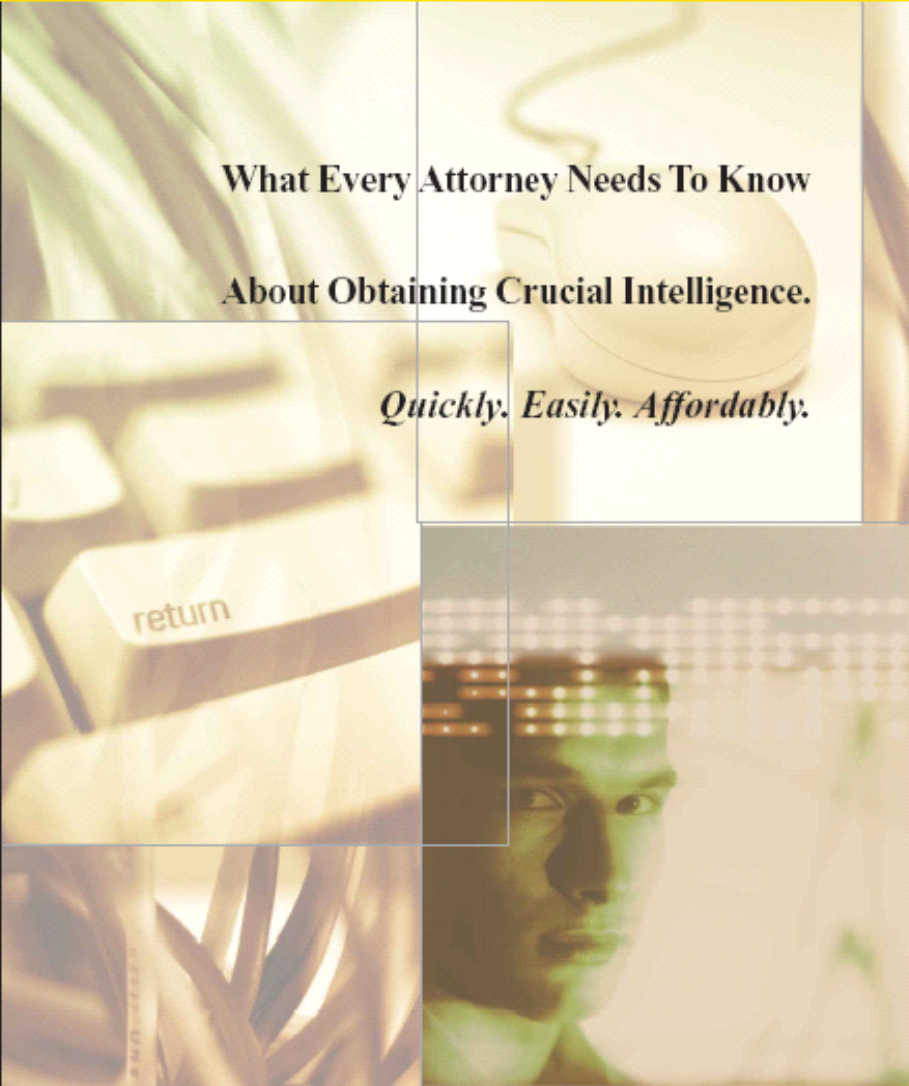
The World's Best-Kept Copywriting Secrets

“Reportalog”

GTI Risk Management


What Every Attorney Needs To Know
About Obtaining Crucial Intelligence.

Quickly. Easily. Affordably.



The collage features a computer keyboard with a prominent 'return' key, a computer mouse, and a close-up of a person's face looking intently at a screen. The background is a mix of warm, golden tones and abstract patterns.

Special Reports



Special Report

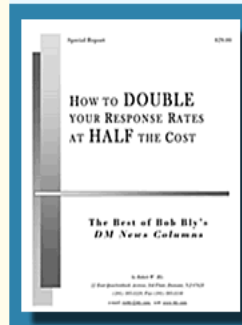
\$29.00

The Special Report
Technique: Step 1

HOW TO DOUBLE
YOUR RESPONSE RATES
AT HALF THE COST

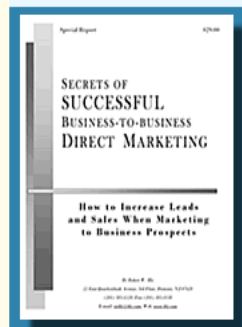
Special Reports (Continued)

The Special Report Technique: Step 2



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Booklets



Rack Brochure

A Guide to Preventing
Fraud and Identity Theft



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Catalogs

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Planning & Targeting Your Content

CONTENT MATRIX

Sales Cycle	Job Functions			
	CEO	CFO	End User	Technical
Lead-generation			Π	
Fulfillment		√		
RFP				†
Close				

√ = Cost / Benefit ROI Analysis

† = Problem / Solution

Π = Selection Tips

Developing Your Content

“10 Tips for ... _____.”

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“7 Questions About ____ and One Good Answer to Each”

Q:

A:

Q:

A:

Q:

A:

Q:

A:

Q:

A:

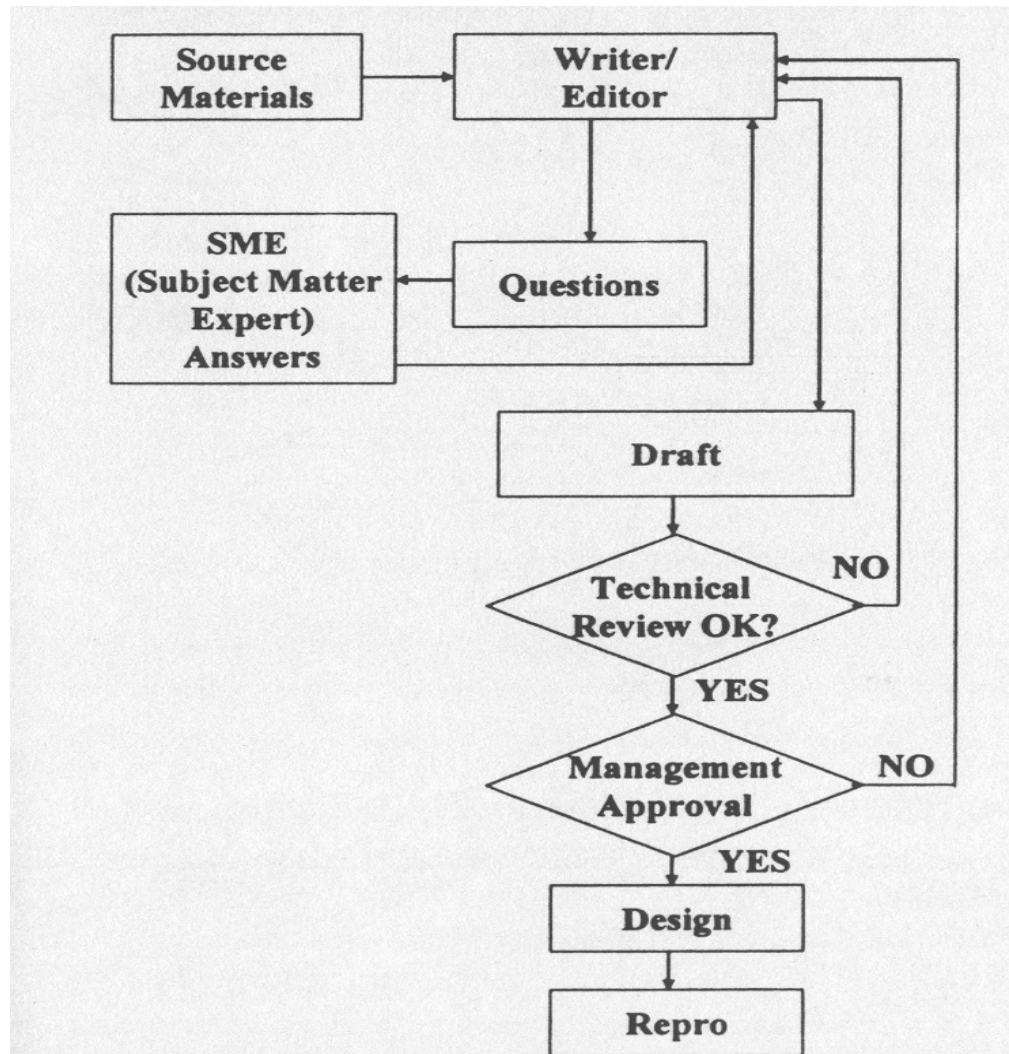
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Content Writing Process

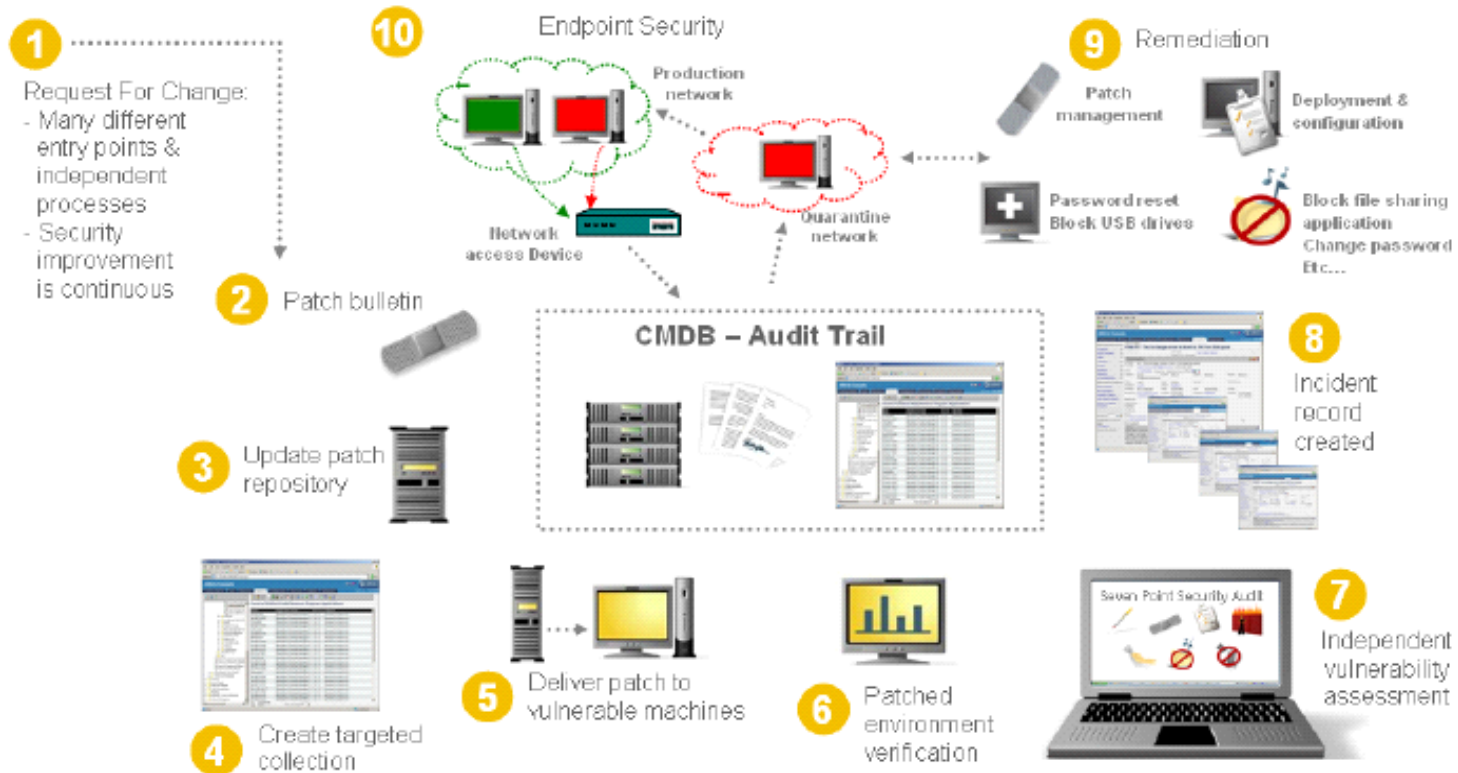


Gather Materials - Sources

- Competitors' content on the same topic
- Previous white papers from the client company
- Tear-sheets of ads
- Brochures
- Catalogs
- Data sheets
- Case studies
- PowerPoint presentations
- Technical papers
- CD-ROMS
- Manuals
- Web sites
- Audio-visual scripts
- Press kits
- Swipe files of competitors' ads and literature
- Internal memos
- Letters of technical information
- Product specifications
- Engineering drawings
- Business and marketing plans
- Reports
- Proposals
- Past issues of e-zines
- The company blogs

Visuals Add Credibility

Improving Security



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SERVICE ORIENTED MANAGEMENT

SOLVED.

Illustrating Your White Paper

Type of Visual	This Shows . . .
Photograph or illustration	. . . what something looks like
Map	. . . where it is located
Exploded view	. . . how it is put together
Schematic diagram	. . . how it works or is organized
Graph	. . . how much there is (quantity); how one thing varies as a function of another
Pie chart	. . . proportions and percentages
Bar chart	. . . comparisons between quantities
Table	. . . a body of related data

Use Photos

The system is fully automated. Large-scale processing plants enable Chasm to quickly scale up to meet any volume requirement.

The process recovers from the scrap equipment more than a dozen separated commodities including copper, aluminum, steel, leaded glass, and polymers.



Copper

Aluminum

Steel

Fig. 3. The Chasm recycling process breaks down disposed of electronic assets into more than a dozen material streams that can be recovered and resold on the commodities market.

Specifically, the Chasm incineration-free process recovers the following product streams:

Use Maps

Five (5) Chasm Service Centers

- Service Over 300 Accounts Nationally
- Servicing Multiple Industries

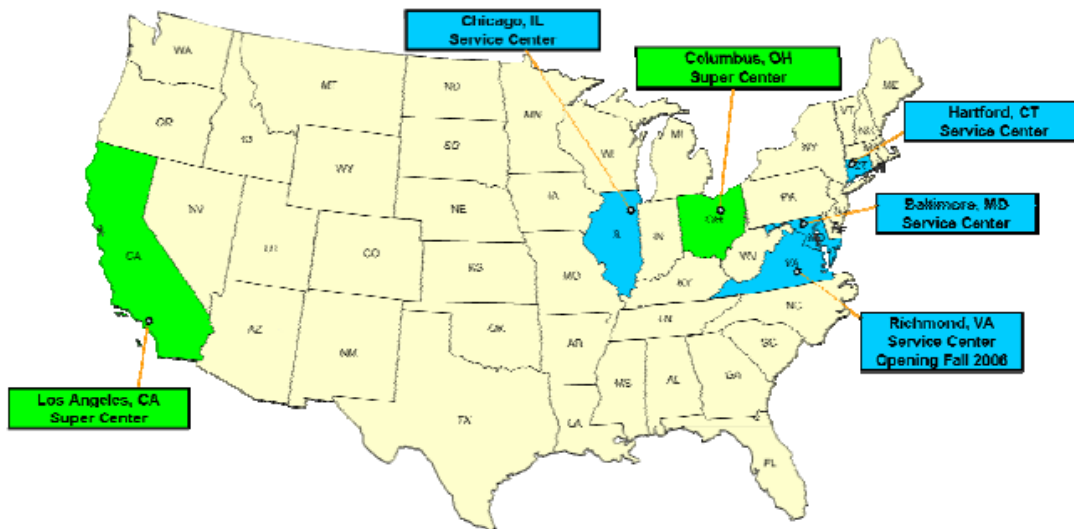


Fig. 5. Chasm processing and aggregation centers are located from coast to coast.

Use Diagrams



LIFECYCLING BENEFITS

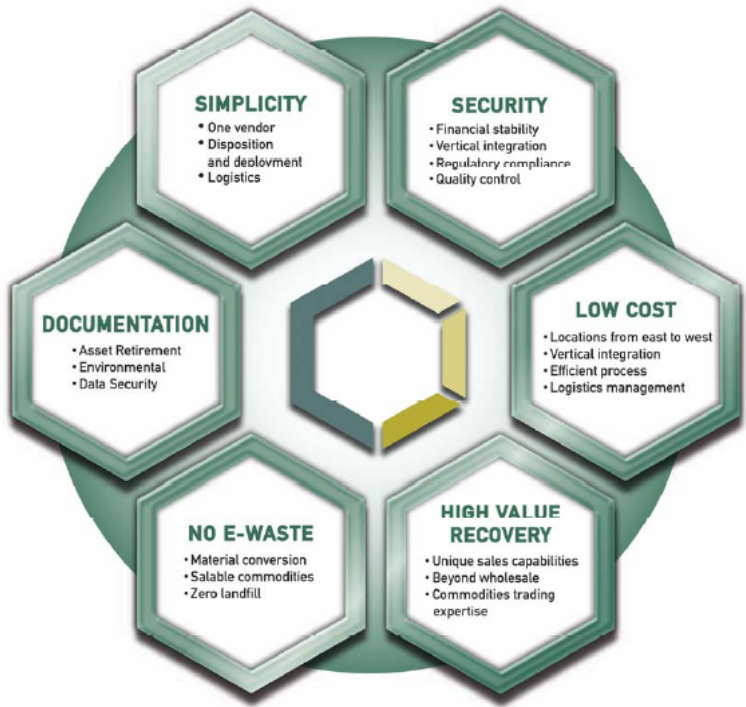


Fig. 7. Benefits of the Chasm Lifecycle Management Solution.

Use Bar Charts

equipment with serial numbers intact leaves the processing center; everything shipped is either a consumable product or commodity. Nothing is destined for a solid waste landfill.

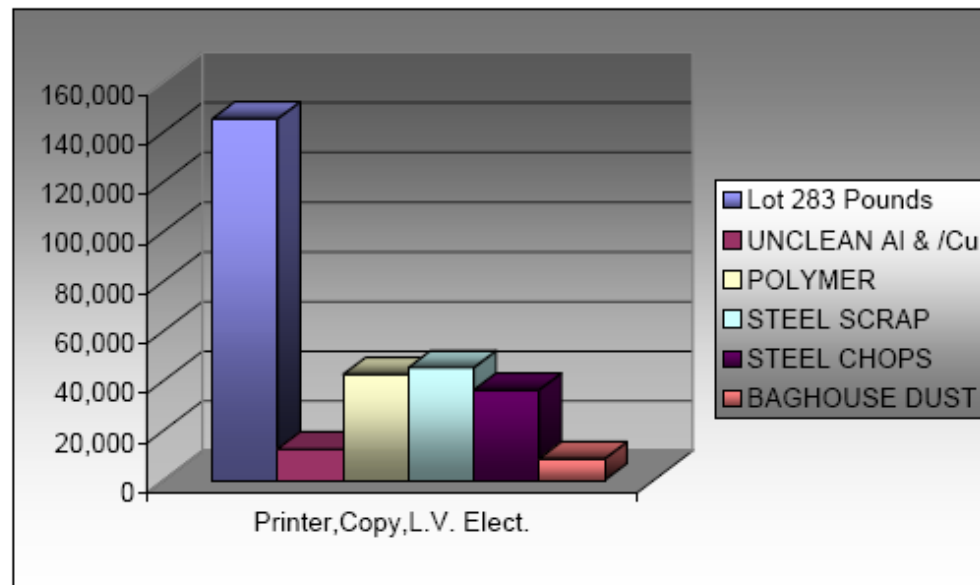


Fig. 4. The mass balance system details the individual customer loads going in and the total pounds by constituent going out.

Use Tables

Table II. Advanced authentication factors.

Authentication factor	Description	Examples
Something you know	Secret information known only to the user	Passwords, PINs
Something you have	A physical device possessed only by the user	Token, smart card
Something you are	A unique, measurable characteristic of the user	Voice print verification, fingerprint, retinal scan, or other biometrics



Death to Passwords

Thank You

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