

# IPRO Business Systems



## Publishers & Marketing

A Free Informative Report

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[www.ipubtech.com](http://www.ipubtech.com)

866-897-4782

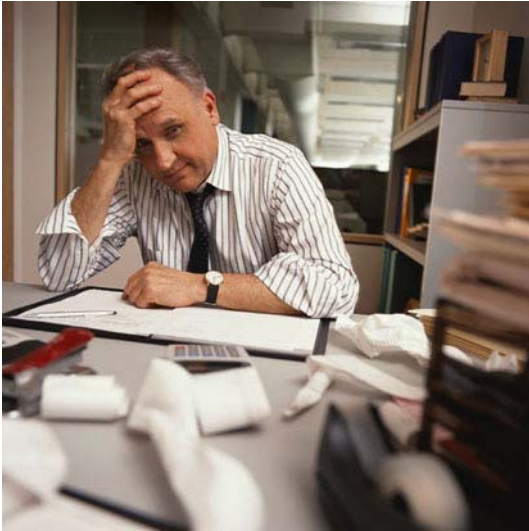


# Publishers & Marketing

## Publishers as Marketers

A Free Informative Report

*“How can I get more leads and sell more books?”*



Being a successful publisher does not necessarily make you a successful marketer. As a publisher you know books, retail sales, cover designs, inventory levels and distribution channels. But when it comes to marketing your business successfully, however, you are less knowledgeable, less confident. Perhaps you don't take full advantage of effective marketing techniques because you don't know how, or have the budget!

In today's world of high technology we deal with massive amounts of information increasing marketing pressure. More people are demanding more of your attention. There are a myriad of options and fierce rivalry as new competitors seem to pop up every day. So marketing techniques that used to work easily now require strategy, skill and precision.

Marketing is an entirely different business from publishing. It is a tactic we use to grab attention, keep people interested and deliver the perfect sales message. Great marketing is when a company develops a powerful story that promotes its product in a way that is engaging, compelling and gets attention, and then tells that story in a variety of effective ways to targeted audiences.

Why should you market? Because if you don't someone else will, and you will lose money, prospects and business to those who do. You don't want that! How do you get more leads and make more sales? By marketing!



## What Type Of Marketer Are You?



### Tradeshow Junkie

The tradeshow junkie sees the exhibit hall as the ultimate sales tool, attending show after show and pounding the carpet in search of the next sale.



### Website Maniac

The Website Maniac believes that launching their website was the end of the mission. Absolutely everything happens on those electronic pages. They post their entire catalog on line and direct potential customers to their website rather than take the order.



### Phone Addict

The phone addict continuously makes sales calls and rarely leaves the office. This marketer is convinced that it is foolish to delay a sale by sending a tip sheet or catalog when a prospect can be on the phone in a matter of seconds.



### Catalog Fanatic

The perfect blend of authors, photos and color has come together in this marketer's Holy Grail – the catalog. The catalog is everything. There is nothing else to do and no remaining budget to do it. Wrong!

It is only human nature to find a comfort zone and stay in it. Unfortunately, that is not a good marketing plan. You need to use all of these marketing tools and many more. Publishers that are successful are those that have the attitude to do what ever it takes.

Gone are the days where you can plant a few seeds and hope that it rains. I met one publisher who attended 21 tradeshows annually and passed out catalogs and then went home to wait for the orders to come in. There was no follow-up call, letter or email. No effort to keep their name in front of the prospect.

Research shows that after attending an exhibition or trade show prospects are ripe for follow up, but unfortunately, **75% of the tradeshow leads are not regularly followed up on!**

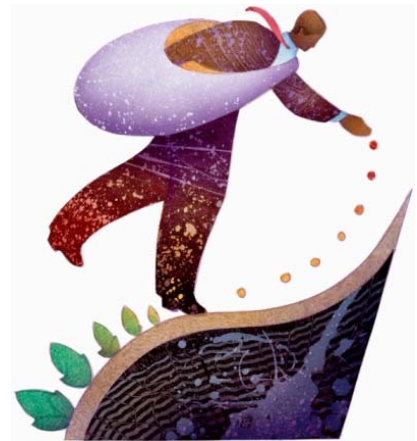
You have spent a lot of time and money to build your database of prospects and customers. Perhaps you have collected business cards at tradeshows, and conventions. You've searched the Internet for book clubs, bookstores, chains, groups, organizations, associations, and individuals interested in your publishing genre.



Now don't let your investment go to waste! Do everything in your power to stay in front of your prospects and customers. Through targeted emails, newsletters, white papers, tip sheets, flyers, ads, letters, Web sites and more.

Follow up with prospects, qualify their needs, and find their areas of interest. Stay in front of your potential customers via phone, Webinars, Web demos, audios and videos on your Website, Webex, surveys, blogs and podcasts.

You need to use every available tool, and many of these tools will cost much less than some of the old tools like print advertising, TV, or radio ads. Much of this new type of marketing can be done on a shoestring budget!



## Marketing Tools & Techniques

The business of marketing has evolved into a plethora of advertising and communications tools. There is a **Marketing Checklist** at the end of this report that will help you to review your organization's methods of marketing and book promotion. In order to promote each book's full potential, you should be weighing the value of every tool and technique.

The basic marketing categories are:

- Electronic
- Phone
- Referrals
- Person to Person
- Print
- Channel
- Joint (Alliances)

Many of the tools you may recognize, but others might be less familiar because they are new. New marketing methods are being created all the time as new abilities appear from the electronics revolution. Clearly, the future for marketers lies in your **ability to learn and adapt** as the art of communication changes.

If you are not using electronic communications as part of your business today you are losing out on enormous part of the market. E-marketing has already become a key component of nearly all marketing plans. It is essential if you want to stay connected with your customers. IPRO Business Systems has the tools that will help make you an E-marketing expert.

At the very heart of electronic marketing is **Email** – it must become part of your sales strategy. Email can communicate to a broad audience or to a very narrow targeted group. It is certainly easier than making a hundred telephone calls. You cannot ignore the growing group of buyers who communicate electronically.



## Why Email?

Within marketing, email communication has now become the preferred method for salespeople to communicate with customers, primarily because it is ***inexpensive and easy to use!*** Here are key reasons email has become the preferred method of marketing communication.

1. **Low-cost:** When compared to every other marketing option, email is by far the least expensive. You can produce a full color catalog in PDF and then email it to prospects. There are no additional costs to reproduce tip sheets, product flyers, or catalog pages in email format. Gone are the days of black & white grainy faxes.
2. **Trackability:** Customer responses are immediately available as you track emails in real time. Graphical reports, dashboards, and call back lists are instantly created on **who opened** your email, **how many times**, what **links they clicked on**, and **when**.
3. **Quick Response:** There is no faster way to get out your message or to send out a new release, than through email. Keeping your customers in the know with newsletters, flyers, and updates is much faster with email than with regular/snail mail.
4. **Focused Messaging:** Is one of the biggest advantages email has over any other advertising medium. You know your customers, segment and organize them into groups with similar interests. Then send each group targeted information focused to their area of interest.
5. **Brand Recall:** Your brand is an essential element that differentiates your company from your competitors. If you are sending plain text emails, you are making a mediocre or poor impression with every email you send. You wouldn't pass out typewritten business cards or go to a first client meeting in jeans and a t-shirt - why send "undressed," unprofessional emails to your business contacts? Invest in your BRAND!
6. **Customer Retention:** Reach out and let your existing customers know you care. Send them a gift card via email or offer an insightful white paper as a note of gratitude that they have chosen you. Keep in touch!
7. **Repeat Purchase/Customer Loyalty:** Do you have a group of customers that haven't made a purchase in a longer than average time? Send them a reminder about your latest offering. People like doing business with people they know.



## Segmentation

The cornerstone of an effective email marketing campaigns is precise ***segmentation*** and ***targeted information***. Providing customers with information they are specifically interested in, helps them to make a purchasing decision. Email can help strengthen a publisher's presence and position a book in the mind of a customer.



You must be able to tailor your campaign specifically to every segment in your database and offer solutions or messages that exclusively address the interests of each group. You begin by capturing prospect and customer Email addresses and combine that with their areas of interest. Then segment or group contacts into similar areas of interest. Then initiate a consistent sales and marketing program that targets their interests.

Why is segmentation so important? Relevancy. As you proceed to reach out to each segment and customer, the more relevant your data is to that segment, the more valuable you are to them.

IPRO Business Systems gives you the tools and ability to segment, group and connect to your customers through the iPUB system. iPUB integrates several new marketing tools and services into one comprehensive marketing systems.

## The iPUB Connection

iPUB is a powerful program that has the potential to unlock the real value of each and every prospect and customer through **segmentation**. You will be able to create highly relevant campaigns that will have specific messages that appeal directly to those you have selected in iPUB.



Deployment of the email campaign using an integrated email solution helps you to reach the largest number of potential customers. iPUB will **eliminate the hassle** of time-consuming qualification and the export/import pain of non-integrated solutions.

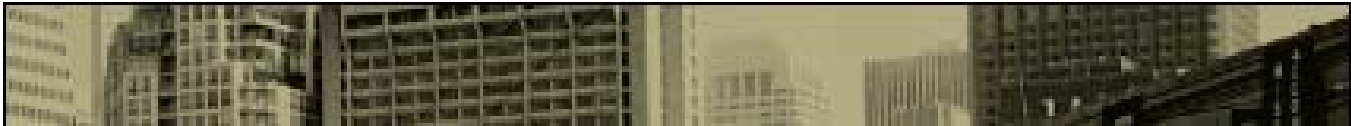
Pulling from the iPUB database, the marketing system automatically **personalizes** each email increasing interest. Then real time reports keep you up to date with valuable feedback. You can know **who opened** your marketing email, **how many times**, what **links they clicked on**, and **when**. You can even create callback lists which **rank recipients** based on their **level of interest**. Follow up with those who are the most interested and close business.



By using iPUB's integrated platform and combining it with regular, automatic customer contact, you shorten the entire sales cycle and close more business.

iPUB connects several technologies into one powerful marketing system, giving you unparalleled capability and putting your company ahead of the competition.

Several of iPUB's new cutting-edge marketing capabilities are described below.



# Swiftpage

## SwiftPage Email & iPUB

**Want to add Sizzle to your email?** Then SwiftPage Email is the versatile dynamic tool for you. SwiftPage Email is the ultimate easy-to-use tool for **creating, sending and tracking** professional, email campaigns right from iPUB. From the SwiftPage Email button on the iPUB toolbar, you will be introduced to a feature-rich but simple-to-use interface that lets you design or select templates, send to one or thousands of contacts and view the real-time performance of your campaigns.

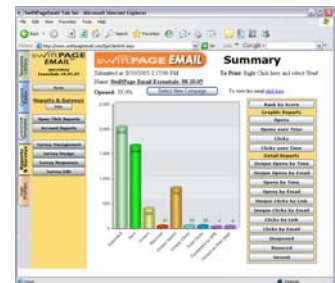
### Create It

You can create a SwiftPage Email yourself that contains product images, tips and information using the SwiftPage Email creation tools. No technical or design skills required. Or, if you are short on time, select from over 70 templates with themes ranging from professional all the way to holiday designs. It's so flexible that you can use SwiftPage email for everything from simple personal email to custom surveys of your prospects or customers, where you can get valuable feedback or research on products, services and business development.



### Send It

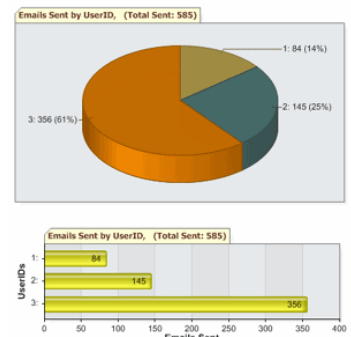
With a couple clicks of the mouse, you can send a SwiftPage Email campaign to your list of customers directly from iPUB. Just select which email to send and choose who you want to receive it, whether it's a contact, iPUB group, or company.



Schedule automated email distributions to ensure constant communication with prospects and customers at critical times in their lifestyles. SwiftPage Email can do whatever you need, all the while maintaining one distribution list without the hassle of importing, exporting or syncing data. All SwiftPage Email activity pulls directly from your iPUB database.

### Track It

Track results in real time. Graphical reports on all statistics related to your Email campaign. **Who opened your email, how many times, what links they clicked on, and when.** Sales Managers can also see the results of emails sent by each team member. Based on their effectiveness messages can be modified on the fly. You can also create and send custom surveys, **link them to your Web site**, and **measure results immediately.**





***But here's the truly revolutionary twist.*** Do all of this without ever leaving iPUB. A simple add-on software package, SwiftPage Email is easily installed and fully integrated. Because SwiftPage is a hosted solution there is no down time to send messages, no issues with your ISP and ***no tying up your network.*** So get the power of one-to-one marketing with your customers. Get control to track, modify and deliver marketing content that gets results. Get Swiftpage Email. Now you're in the game.

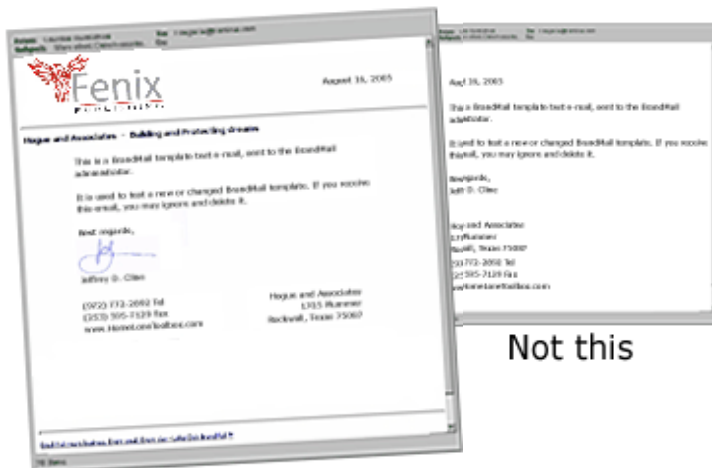


## BrandMail

Are you are still sending plain text emails? If so, you are making a mediocre or poor impression with every email you send. You wouldn't pass out typewritten business cards or go to a client meeting in jeans and a t-shirt - why send "undressed," unprofessional emails to your business contacts?

With BrandMail you type a simple text email – and it becomes a letter-like email or a real letter that looks *just like it came from your desk!* It has ***your stationery letterhead*** with ***your return address*** and ***phone numbers*** included, and it has ***your signature*** at the bottom of every letter.

It couldn't be simpler or easier. You send email just as you always have, the difference is how it looks and the results you get when it arrives. Improve your company's image while increasing response that will make your business grow—start using BrandMail today!



Send this!

Not this



# SELLING MAGIC

## *Technology Automates the Selling Process*

Push Button selling uses technology to automate the selling process. The number of contacts a publisher or salesperson is able to make is only limited by the time they have. Automation is a powerful sales tool assisting publishers to do more in less time. Having an automated sales system that is pre-programmed to follow the best practices of sales in publishing just about guarantees success in reaching your goals.

### **Automated Communications**

The system is designed to use letters, emails, and faxes to develop business relationships as part of the sales process. These contact communications are carefully choreographed to match your publishing objectives. We customize these based on your key objectives and the phase of development you are in with each prospect.

### **Sales Call Action Notices**

Your salespeople are automatically notified when a prospect is ready for contact. These action notices are complete with information on the contact and recommended actions to take that will move the prospect toward the next level of your business relationship. These action notices can be printed or sent to a salesperson by email. The salesperson can complete the task using the interactive on-line option or update the system later using a printed action notice.

### **Sales Management Reports**

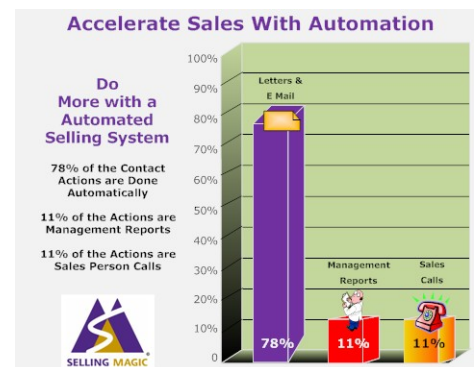
Sales Management is automatically notified when a salesperson has overlooked a sales activity or has taken a positive action. These sales management reports are complete with all the information on the sales activity and provide suggestions on how to handle a breakdown in the sales process or recommend praise of the sales achievement.

### **Automating Sales Activities Increases Sales**

The bottom line is that you will be able to manage more selling opportunities and improve the quality of those communications in each of the key selling process steps. All of this is possible when you simply push a few buttons each day in the iPUB and Selling Magic system. The power of this system is shown below.

The chart illustrates the distribution of selling activities in the iPUB-Selling Magic system.

- 78% are sales letter or email communications processed by pushing a few buttons.
- 11% are sales management notifications of positive actions or sales failure actions.
- 11% are sales actions for a salesperson or assistant to follow-up in the Selling Process.



Automating your selling maximizes your time, standardizes your message, and the process gives your people a success map to follow.



## Maximize Results From Your Efforts

Using an email campaign service provider that is directly integrated into iPUB means you will never have to leave iPUB to segment, choose the campaign to email, deploy the campaign or receive all of the user updates. You will never have to manage two lists or make separate notes in iPUB for each contact record.

A fully integrated service will write directly into the iPUB contact record history that an email was sent, identify the email campaign, provide all of the individual contacts' interaction data and ultimately assign a score based on this data that will enable you to rank contacts in order of interest for follow-up.

The hard qualification work has been accomplished by an integrated email solution. Now you are ready to generate sales by providing a chapter to download, signing up a lead for an Author Webinar, present a live demo or picking up the phone to call your most interested contacts. You can get to the business of publishing.

## What Now?

If you would like to learn more about business systems specifically for publishers, ask for our free report. Or to see a modern, technology-savvy software package in action using the tools presented here, go to our Web site and request a demonstration. There is no cost or obligation but the information is invaluable.

***You are already a successful publisher.***

***Let us help you become a successful marketer too!***

### For more information contact:

Gregory Beck  
**IPRO Business Systems**  
9630 N 25<sup>th</sup> Ave Suite 450  
Phoenix, AZ 85021  
[gbeck@ipubtech.com](mailto:gbeck@ipubtech.com)

866-897-4782 Toll Free  
602-324-4776 Voice  
602-324-4784 Fax  
[www.ipubtech.com](http://www.ipubtech.com)





## Checklist Of Marketing Tools & Techniques

- Electronic
  - Email
  - Webinars
  - Pod Casts
  - Newsletters
  - Ezines
  - Website
  - Campaigns
  - White Papers
  - Press Releases
  - Free Listings, Mag. & Articles
  - Online Bookstores
  - Blogs
- Phone
  - Fax
  - Personal Calls
  - Cold Calls
- Print
  - Direct Mail
    - Letters
    - Post Cards
    - Catalogs
    - With fill-in materials
  - Advertising
    - Brochures
    - Tip Sheets
    - Space Advertising
    - House Organization's Periodicals or Newsletters
  - Desk or Review Copies
    - Trade, Professional, Review Journal, Magazines w/Book Reviews
    - With letter and Phone call follow-up
    - Email follow-up
    - Academic, Hobby, Romance, Sci-Fi, etc
- In-Person
  - One on One
  - Author Tours
  - Press Conferences
  - Channel Conferences
  - Tradeshows, Exhibits, Conventions, Conferences
- Referrals
- Joint Marketing
  - Strategic Alliances
  - Cooperative Exhibits Services
- Channel Marketing
  - Wholesalers or Distributors
  - Institutional Sales
  - Libraries
  - Direct/Individual Sales
  - Retail Stores



The Business Software for Publishers

### **IPro Business Systems**

9630 N 25<sup>th</sup> Ave Suite 450  
Phoenix, AZ 85021

866-897-4782 Toll Free

602-324-4776 Voice

[www.ipubtech.com](http://www.ipubtech.com)