



# **HOW TO PUT YOUR PRODUCTS INTO YOUR CUSTOMERS STOCKINGS THIS CHRISTMAS**

Christmas is just around the corner, yes it really is, and now it's time to start preparing for your Christmas Sales.

What too early do you think?

Well, think again...

Because...

It's critical to start planning your Christmas strategies way before your competitors.

Most major retailers commence their Christmas promotions mid October and so should you.

Why?

Because many people like to start buying presents now to get it out of the way.

Some people also buy at the last minute (don't we fellas) but that's Ok there is a strategy for that too.

The point I am making here is to start planning your Christmas promotions now.

Don't wait until the last minute.

Planning is 80% of the exercise. Implementation is 20%.

## **DECIDE ON A TIMETABLE WHEN TO SEND**

When deciding when to send emails be mindful of creating bewilderment in the mind of your customer.

What I mean is...

If you have never sent your customers/clients a marketing message before they may be wary of what you are doing.

So it's crucial to start as early as you can and not just send them something in mid December and hope they buy from you then.

Email Marketing is an Art not an Act.

Done correctly you will turn your inbox into a cashbox.

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Let's look at the three components of email marketing.

To succeed at Email Marketing you need these three Key Components to align.

### **Number 1: The List.**

Your list should be segmented into different demographics.

A list should contain only the details of those people who are similar.

For instance a strategy for segmenting a list could be by AGE. Now I am not talking about discriminating here, I am talking about grouping together customers of certain ages if you can.

Let me explain...

Say you have a list of customers aged below 30 years of age or youthful.

And...

You have another list of customers you believe are over 40 or parents/grandparents etc.

If your products are the latest video games then you can still sell to both groups. The difference would be what you say to them.

For instance...

### **Under 30 Group**

“Feel the Adrenalin Rush As The Enemy Tries To Kill You.”

*Announcing The Latest War Game on PS3 Which Places You Direct In The Frontline.*

Enjoy the excitement and reality of the most realistic war zones ever created.

Hear & feel the bullets fly around your head as you cringe in your seat wondering if to take cover or fight back.

Find yourself teaming up with your squadron buddies or going alone climbing aloft to take the sniper's position.

It's your decision.

It might be the difference between life or death?

etc. etc.

Do you understand this point.

You write the message to appeal to the group you are trying to persuade.

When you write your emails construct them in the “**first person**” so someone thinks you are sending the email direct to them.

Let's look at the same video game again but now we will send it to a different segment of your client base.

Now consider the same product to the over 40's.

**Over 40's Group**

“Be The Real Santa Clause This Christmas With  
The Latest War Game From PS3”

*Now this video game is likely to shock you.*

Why?

Because it's so real, video game players think they are there.

This latest war game doesn't contain any cuddly animals, cute dolls or sweet sounding melodies.

In fact it is pretty brutal, contains realistic graphics and will probably shock-horror most people above 40 years of age.

But hey...

**PS3 didn't make it for you!**

They made it for real video gamers and...

They Love IT

**Which Means...**

Your special person will love you too  
But only if you get it for them for Christmas.

So, if you wish to be The Real Santa Clause This Christmas make sure you order the latest PS3 War game from us now.

- IT WILL SELL OUT -

Give the kid in your family what they REALLY want

etc. etc.

See, it just makes sense to segment your lists as much as possible.

Otherwise you will be sending out generic messages like...

“Order the latest PS3 war game here.  
It’s real, you will think you are there.”  
Order now.

Doesn’t have the same ring to it does it.

And you are not addressing the fears, needs, wants and desires of your client.

Segment your lists and send specific messages pertaining to them.

Ok let’s move onto Key Component #2 for Email Marketing.

## **Number 2: Your Relationship With Your List.**

It is so important before you attempt to sell anything to anyone you build a relationship with them.

So if you haven’t emailed your list before, now is the perfect time to start doing this for Christmas.

First contact them about why you are contacting them. Let them know how you obtained their email address. It’s a vital first step to stop Spam complaints.

Then start by providing them with some information which should interest them.

One of the best ways to first talk to them is to inform them which products and services may be best suited for specific age groups or groups of people.

i.e. You could create an email which says hello and then tells them if they are like many of your customers they may be finding it hard to decide what present to buy a certain person.

Believe me everyone goes through this thought, **“I don’t know what to get ....”**

We all have these difficult decisions to make, so make it easier for them.

Why not have a list of products which could be categorised into gender and age groups.

Here are examples:

**“Are You Trying To Decide What To Buy For A Special Person?”**

At ‘abc’ we have put together a list of products which may help.

- List 1 – Girls under 12 (make a list of products or services)
- List 2 – Boys under 12 (make a list of products or services)
- List 3 – Teenage Girls (make a list of products or services)
- List 4 – Teenage Boys (make a list of products or services)

This is no difference to what a restaurant does. They will have the Kid’s Menu, a Vegetarian Menu. It helps people make decisions a lot easier.

And it helps build relationships.

Try seeing how you can create Christmas Sale items for your segmented client lists.

Make it easier for the customer to decide and you will notice the increase in your relationship with them.

But it doesn’t just have to be about lists.

Can you give them information about how to care for a certain product or service?

Tips, tricks and techniques are valuable tools you can help people with.

What about after sales care. Can you create a report showing people how to care or maintain one of your products and services?

This could be the catalyst to persuade them to buy.

Now onto Key component #3 in Email Marketing

### **Number 3: The Offer.**

The offer is an integral part of an email campaign and can easily be the driving nail which binds the sale for you.

Let's look at some Christmas offers you could use.

Try to avoid discounting products and services if you can. What I mean is try not to sell an item on price alone.

**People buy from friends** and if you have built your relationship with your customers it may be unnecessary to discount the price.

What most people are actually saying is, "Can you sweeten the deal for me? Can you give me some added value?"

So look how you can do this.

Can you provide free shipping/delivery? I am going to give you some subject headlines later in this report.

Can you give them a voucher after they purchase? i.e. When they purchase give them 10% of their next purchase. When they use that voucher give them a 12% voucher. When they use that one give them a 15% voucher. You can designate all vouchers to expire Christmas Day so they do not carry over to the traditional January sales.

If you are an on-line marketer, make sure the Offer is what they would expect. Don't give them meaningless bonuses or other items which are not congruent to the original product or item you are selling.

Too many internet marketers give away useless, valueless, e-books which have no substance or relevance to the original product or service. If your bonus cannot sell on its own right don't give it away then. Find something else.

I am not a fan of discounting price either. But I am a fan of Adding Value to the transaction.

Read my story below to see if you can do something similar with your products and services.

I am going to take you through a true scenario when I was selling artwork priced between \$500 - \$5,000. This was in my retail store (gallery) in a major shopping complex. A new customer was eyeing off a piece of artwork valued at \$2,200 on display on the wall of the gallery.

The conversation went like this:

**Me:** “I can see you like that piece, you have been back to look at it a couple times now.”

**Customer:** “Yes, for some reason it has grabbed my attention but the price, it is certainly out of my range.”

**Me:** “Yes, there is a reason it’s priced like this.” (Then I went on to explain why and followed up with this)

**Me:** “If you are really interested maybe there is something we can do about the price.”

**Customer:** “Oh yes, I’m interested. How much discount will you give me?”

**Me:** “Hmm. Discount? Let’s see what we can do. First though, how do you wish to pay? Credit card, Amex, Diners Card or Lay-By?”

(It’s important to know these because on a \$2,200 sale it could mean around \$40-\$60 goes in bank fees and maybe you can use this as a bargaining tool. Also if it’s a lay-by, which was available, there are holding costs so therefore reducing the price is counter-productive.)

**Customer:** “Oh I would pay now on credit card. So how much discount will you give me?”

(and here is where you sales skills must come into play. I answered this way.)

**Me:** “Hmm... discount. Actually it’s not discount you are really after. And if I discounted the art piece it would diminish its value and we wouldn’t want to do that would we. The artwork is priced at \$2,200 for a reason. But I hear what you are saying and what you actually mean is, Kurt – give me some added value here. Give me something extra. (I paused) Am I right?”

**Customer:** “Uhm... Yes I guess.”

**Me:** “I’ll tell you what I’ll do if you take this piece home today. See my watch cabinet over there. There are watches in there valued between \$60 - \$300. If you take this art piece home today and pay in full on your credit card I will allow you to choose any watch from the cabinet you wish and I will throw it in FREE. Yes, even if you choose a \$300 watch you can have it as a bonus for free.”

(Are you with me here)

**Customer:** “Any watch I choose?”

**Me:** “Yes, any watch – Let’s take a look at them”

(End of Story below)

The customer bought the artwork and had a lovely \$230 watch around their wrist.

Now let’s take a look at what happened here.

The artwork was \$2,200. I received full price. Credit card fee 1.5% or \$33.00.

The watch was \$230.00 value – my price was \$115.00 so in total my actual costs of getting the sale was;  $\$115.00 + \$33.00 = \$148.00$ .

Now consider if I discounted:

What would be a fair discount in the eyes of the customer on a \$2,200 sale? Most would want 10% or the \$200 staring at them in the price. PLUS you would still have the credit card fee. i.e.  $\$200 + (\$2,000 \times 1.5\% = \$30.00) = \$230.00$

But I did the deal and only gave away \$148.00 or really \$115.00 (cost of the watch) plus extra \$3.00 bank fee for selling at \$2,200. Meaning it cost me \$118.00 for the sale to throw in a bonus in the offer instead of discounting price.

The maths makes sense – let’s look at the psychology.

If you give someone a price discount they can believe that is the real price for the item.

If you give someone a bonus item the skill is to deliver it in a way so they see it as the full retail value. i.e. In this case the watch was worth the full \$230 and now have it for free. (My actual cost \$115).

**And the beaut thing is...**

They have it on their wrist to show people and I am on their mind all the time.

Now that's powerful for a salesman to have. Whenever they looked at the time they remembered how and who they got the watch from.

And...

I have no doubt they when they looked at their fine artwork on the wall they looked down at their watch too and smiled fondly on how they obtained it.

I even bet they boldly tell their friends how they screwed the poor shop owner and grabbed a ridiculous bargain through their fantastic negotiating skills.

And they did.

Because...

This is what true negotiation is...

WIN/WIN.

**Both the purchaser and the seller were happy.**

Make sure you aim for a WIN/WIN on your next deal with a customer.

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Maybe to highlight this I can revisit the video game mentioned previously in this report.

Let's look at the War Game offered to a person over 40 years of age.

What would be their biggest fear?

- It would be the game is too graphic and violent;...or
- The intended recipient won't like it; or
- The game doesn't fit the console so it can't be played, or
- They would be stuck with having a video game and wasted their money.

Therefore you need to take this fear away in the Offer by offering a **Guarantee**.

i.e.

“In the unlikely event for whatever reason the video game does not present itself as the absolute favourite gift your loved one is expecting them simply bring it back and we will, unlike some other video stores, replace it with another one immediately. You don't have to give us any reasons or excuses, just simply return the video with the original packing and we will replace it immediately. We can't be any fairer than that can we. **You take NO RISK at all**”.

Email marketing is an Art not an Act.

Make sure you follow the three Key Components of:

- the list;
- The relationship with your list;
- The offer.

and...

**watch your inbox turn into a cashbox.**

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Now, let me help you with Christmas Subject lines to get your emails opened.

On the following page are headlines you can adopt or adapt to suit your campaigns.

I have made it easy for you to just pluck out a headline and place it straight into your marketing email now. Grab them, use them, and pinch them. They are yours.

It's my pluck and use Christmas Gift to you.

Free Delivery has become one of the greatest incentives for customers to buy from somewhere. So here a few headlines you can use with the free delivery theme.

**These are Christmas Delivery Headlines You Can Steal From Me:**

- "Today Only. Save 17% and free delivery too"
- "Free Delivery On All Items Over \$100"
- "Buy Anyone of These Items and We Will Deliver Free"
- "We Deliver Directly Under Your Christmas Tree – FREE"
- "Complimentary Free Delivery To All VIP Members"
- "The Delivery of a (your product) Is Free – This Week Only"
- "Delivery Costs \$0.00 – Today's Sales Only"
- "Shopping Made Simple With Free Delivery"
- "Free Christmas Delivery – Guaranteed"
- "Let Us Do The Run-Around For You – Free Delivery"
- "You Only Have To Answer The Door – Free Delivery"

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**Subject Lines You Can Use Prior to Christmas:**

- "Pre-Christmas Clearance Items For Sale"
- "Grab Our Christmas Catalogue NOW"
- "Pre-Order For Christmas Now"
- "Start Your Christmas Shopping Early This Year"
- "Don't Be Caught Short Without A Present"
- "Lay-By For Christmas Today"
- "Grab These Bargains Before The Christmas Shoppers Do"
- "Create Your Christmas Shopping List Today"
- "It's Never Too Early To Shop For Christmas"
- "Christmas In October – Why Not?"
- Sneak Preview – Beat The Christmas Rush"

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## **Holiday Subject Lines If You Don't Want A Christmas Theme:**

- “Holiday Gifts Available Now”
- “Our Special Holiday Gift Guide Just For You”
- “Our Top Ten Holiday Gift Ideas”
- “Gifts By Age Group – I Bet You That Would Help You”
- “Our Best Stocking Stuffers Are...”
- “Buy One Of These Online And Enjoy Your Holiday At Home”
- “Holiday Gift Ideas”
- “Free Gift Card With Every Holiday Catalogue Purchase”
- “Best Holiday Gifts Under \$50”
- “Best Holiday Gifts Over \$100”
- “Sneak Peek Our Holiday Catalogue Before The Rush”
- “Avoid The Holiday Rush – Shop Online”

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Another great way to craft email marketing messages for Christmas is to commence a countdown. i.e.:

- “12 days to Christmas”
- “11 days to Christmas”
- “10 days to Christmas”
- “9 days to Christmas”
- “8 days to Christmas” etc.

But...

The danger here is if you have not consistently sent emails to your customers during the year then this approach may backfire on you.

It may be better to use a weekly countdown. i.e.:

- “8 weeks to Christmas”
- “6 weeks to Christmas”
- “5 weeks to Christmas”
- “4 weeks to Christmas”
- “7 weeks to Christmas” etc.

So there you go. Almost ready to start emailing now aren't you.

Once you persuade your customers to double click your email make sure you greet them with a Christmassy image. It could be traditional Christmas trees, traditional Father Christmas type images etc.

Now before you go all religious on me because not everyone respects Christmas in their religion be mindful of your lists.

But...

Don't make the exception the rule. If you have a segment of your clients who do not support Christmas then maybe a holiday theme would work better for them.

If you are reaching 80% of your customers with a Christmas theme then maybe you still go with it.

Hey, Christmas is almost here so get your email marketing happening now!

**And By Using These Tips & Headlines You Will Be Able To:**



**Cheers and Great Selling**

*Kurt*

**Australia's Leading Email Marketing Strategist.**

