

УБИЙЦЫ ОТКЛИКОВ

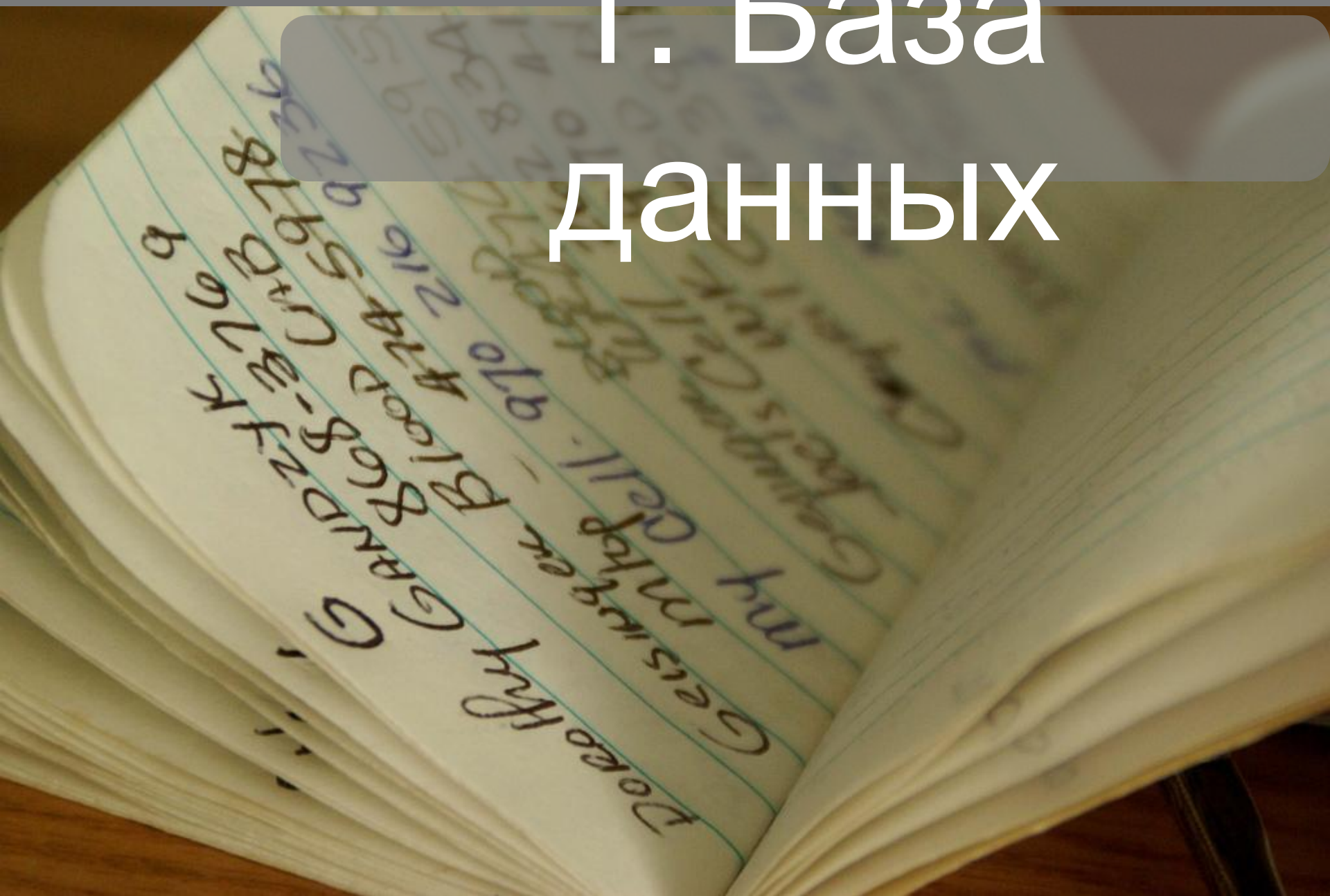
Разбор основных ошибок директ-маркетинговых кампаний.

Даниил Гридин
www.swotme.ru

Три кита прямого маркетинга

- База данных
- Сообщение
- Упаковка

1. База данных



Ошибки базы данных

Ошибка #1 Ваша база данных не отсегментирована

Ошибка #2 Вы не фильтруете «мёртвые души»

Ошибка #3 Вы собираете слишком много информации и не используете её при продаже

P.O. Box 15724
Wilmington, DE 19850-5724

Bank of America

NO ANNUAL FEE

Call now to get up to \$50,000*

We can deposit the money directly into your checking account

12013445908
Mario A Vellandi

00078

1.888.747.7277

We can set up your account in
as little as 10 minutes



You're Pre-Qualified*

Dear Mario A Vellandi,

You're pre-qualified for a loan from Bank of America of up to \$50,000* at a non-variable rate. It's fast and easy to get. Simply call the phone number above. Once we set up your account, we can put the money right into your checking account. Then pay off bills*... or use the money for anything else. Here's all you do:

- 1. Decide how much money you'd like.** Request any amount up to \$50,000. There is no collateral required.
- 2. Determine your preferred monthly payment.** Take a look at the chart below for some payment examples and request the monthly payment term that best fits your budget.
- 3. Use the money for anything.** You can pay off bills, for example, and possibly enjoy one lower monthly payment. (We can even pay your other creditors directly, upon request.) Or make a large purchase, fix up your home, even give yourself extra cash.
- 4. We'll send you checks.** Simply write a check to tap into your available credit line. You can use the money over and over as you pay it off.* For each additional advance, we will restart your monthly repayment term and recalculate your monthly payment amount.

You could also save a bundle in finance charges with an Annual Percentage Rate as low as 8.99%** Even better, this is not a variable rate (tied to an index, such as the Prime Rate). It's a comfort to know your rate won't automatically fluctuate every time the index changes. Plus there is no application fee. Please be aware that your pre-qualified offer expires soon. So be sure to mail back the form below or call as soon as possible.

Pay off bills*
and see how much
lower your monthly
payments could be ▶

Or use the money for
anything else

Amount Borrowed	Samples are based on the account qualifying for the 8.99% APR; the payments will be higher if the account is approved with a higher APR. APR increases or additional advances will lengthen term or increase payments. Estimated monthly payment amount			
	60 month term	72 month term	84 month term	96 month term
\$50,000	N/A	\$937	\$837	\$762
\$35,000	\$756	\$656	\$586	\$534
\$25,000	\$540	\$469	\$419	\$381
\$15,000	\$324	\$282	\$251	\$220
\$10,000	\$216	\$188	\$168	N/A

All payment amounts and terms above are estimates based on an APR of 8.99%. Your APR may be higher. We will set your initial APR between 8.99% and 21.99% based on creditworthiness. For approved accounts, we reserve the right to change your APR, fees or other credit terms at our discretion. Additionally, if you fail to pay any minimum monthly payment by its Payment Due Date, we may increase your APR up to a Default APR of 27.99%. Repayment term and payment amount are estimates which may change if, for example: we change your APR, you make late or partial payments, we assess fees, you enroll in Credit Protection, or you take additional advances. You will pay a 3% transaction fee on each advance (minimum fee \$5; there is no maximum). See reverse for additional information on transaction fee.**

We can set up your account in as little as 10 minutes. Call 1.888.747.7277
Monday-Thursday 8 a.m.-10 p.m. and Friday 8 a.m.-8 p.m. ET. For users, call 1.800.833.6262.

You can choose to stop receiving "prescreened" offers of credit from us and the companies we work with by calling toll-free 1.888.567.8688. See PRESCREENING & OPT-OUT NOTICE for more information.

Ошибки рекламных сообщений

1. Вы рассылаете коммерческие предложения
2. Вы используете стандартные клише
3. У вас отсутствует конкретное предложение
4. Вы не умеете писать эффективные рекламные письма

ODA – формула для быстрого копирайтинга

- Offer – выгодное предложение
- Deadline – ограничение по времени
- Action – призыв к действию прямо сейчас.

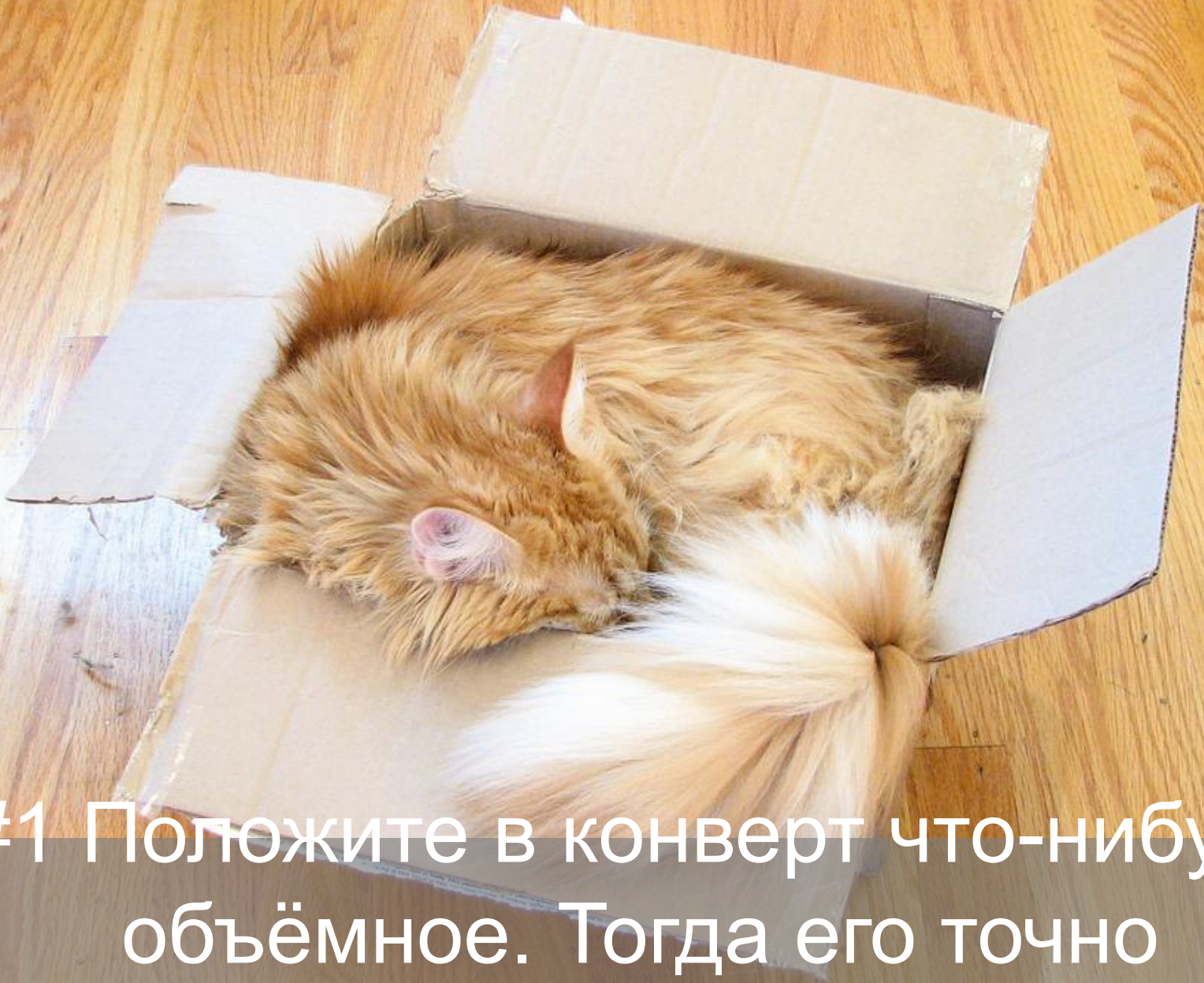


3. Упаковка

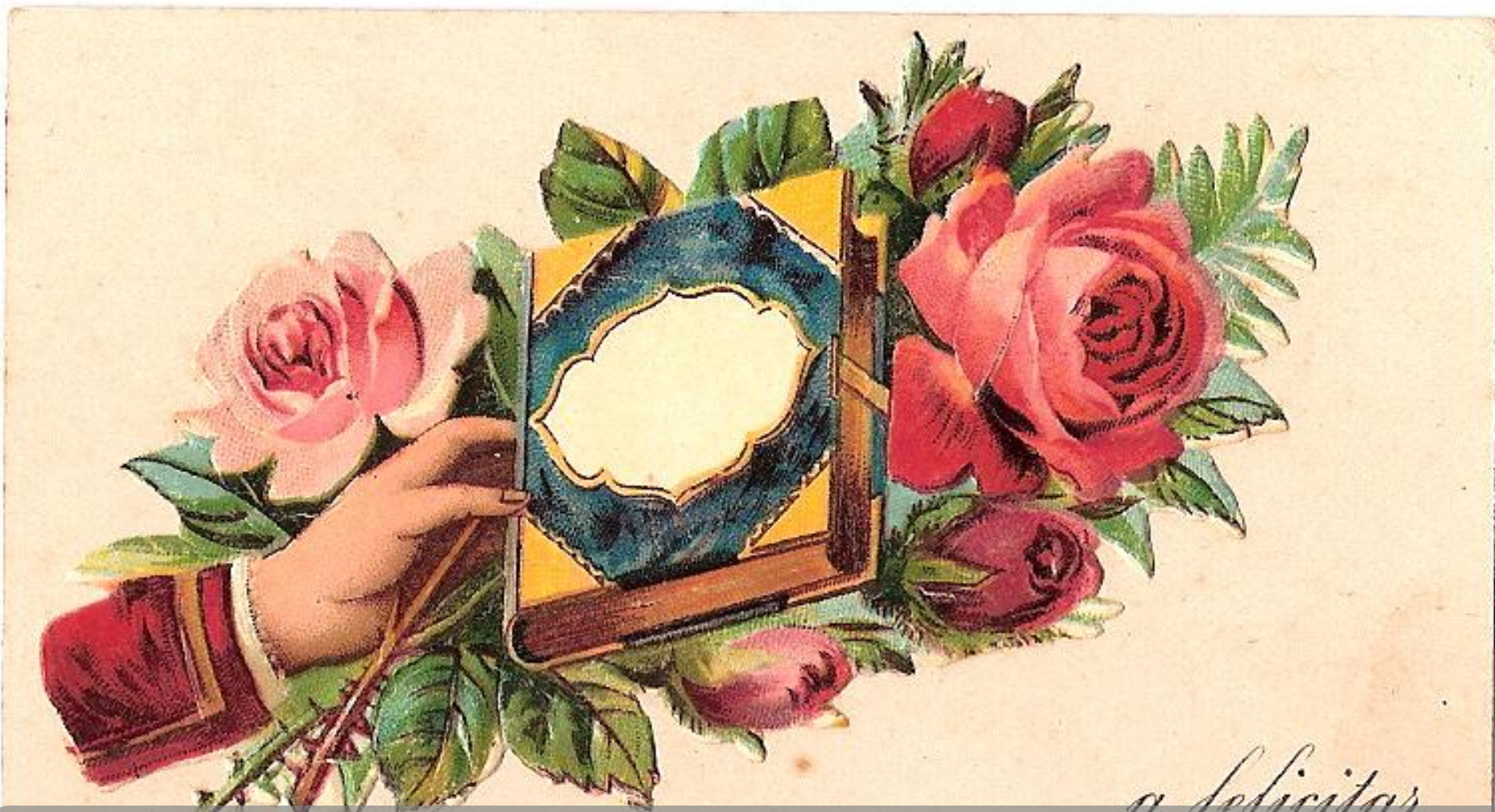
Самая главная ошибка ...

Многие маркетологи вообще
не в курсе, что сообщение
надо как-то упаковывать.

Несколько советов для
поднятия открываемости
ваших сообщений

A ginger and white cat is curled up inside an open cardboard box. The box is placed on a light-colored wooden floor. The cat's head is turned towards the camera, showing its pink ears and eyes. Its long, white tail is visible, curled around its body. The box is made of brown cardboard and has its flaps open.

#1 Положите в конверт что-нибудь объёмное. Тогда его точно
откроют



a felicitar
#3 Оформите ДМ послание как
открытку

FROM

Johnny Hedges

Charles Jones

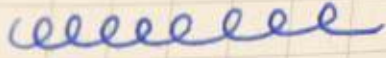
good luck

TO

Stacy

#4 Поставьте на конверте имя клиента. И распишитесь.

#5 Подпись - только синими чернилами

Caran d'Ache Blue Sky 

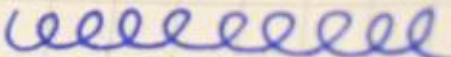
Waterman Florida Blue 

Montblanc Blue 

Hero Washable Blue 

Parker Quink Blue 

Aurora Blue 

Diamine Sapphire Blue 

На сегодня всё. Спасибо за
внимание.

Хотите узнать больше?
Подпишитесь на бесплатный
курс*

www.swotme.ru/dmfree

Даниил Гридин

www.swotme.ru

dan@swotme.ru

*Или перешлите эту ссылку другу-маркетологу.
Спасибо:)