



Expert Insight

Shared Learning For Faster Business Growth

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Deployment is fast and feedback is instantaneous.

How to Unlock the Potential of Digital Marketing Solutions for Your Business

Television commercials can do wonders to boost a company's exposure in the marketplace, but are priced way out of reach of most entrepreneurs. But how about if you could have an online commercial promoting your business 24/7 - for a fraction of the cost?

Loren Pleet, president of *Abecta Corporation*, outlines this and other innovative online marketing solutions that are now available for entrepreneurs.

What are Digital Marketing Solutions (DMS)?

Gone are the days when direct marketing used to mean printing and mailing thousands of circulars out to potential customers. E-mail marketing has turned that delivery process on its head, but the goal of capturing customers' attention and retaining their business hasn't changed.

"DMS is an innovative tool to get that attention through various electronic means, as opposed to traditional channels such as brochures, catalogs, magazine advertisements and newspapers," Pleet says. "For example, distributing catalogs on a CD is a digital marketing solution but not necessarily an online activity. DMS is the broad term for marketing through the use of electronic methods."



Here are 5 ways DMS can better promote your business:

1/ Videomercials

are short videos (typically 1 to 3 minutes) about a company, products, and/or services. Videomercials

- Can be streamed over the Internet 24/7
- Distributed on CD's or DVD's
- Presented on a laptop during meetings
- Used at trade shows
- Utilized at store displays.



This results in high sales impact using the most effective and persuasive visual marketing tools available today. Customers will quickly come to grips with the products or services being offered.

2/ Digital Video Press Kits (DVPK)

Similar to a videomercial, *DVPK are valuable to individuals to promote their services*. Information contained in a DVPK may include a biography, testimonials, video demos, a portfolio, and other related items.

3/ E-mail Marketing

The most cost effective method to send the right message to the right person at the right time is by e-mail.
PTO...

Special Offer for EA-Tokyo members!
 Sign up for Abecta Corporation's e-mail marketing services and receive a 50% discount off the account set-up fee and the first campaign broadcast of up to 5,000 e-mail messages is **FREE**.



specialize in....

- Email Marketing
- Videomercials
- Website development
- International marketing
- Localization services

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Instant feedback and targeted marketing are also major reasons why companies should use permission-based e-mail marketing.

4/ Web Delivery PowerPoint

PowerPoint is the most popular authoring tool but the files often become too large to e-mail presentations over the Internet. Using a special software tool, Abecta can assist clients to convert large PowerPoint files and "send" (streaming rather than downloading a file) presentations over the Internet.

5/ E-Commerce

helps companies sell products over the Internet, providing a shopping cart system, assistance with payment processing, and automating the process.

Deployment is fast, feedback is instantaneous

DMS can bring many benefits to a small, growing company. Digital marketing is a proven way to reach a large or targeted audience, and unlike printed material, digital materials can be edited or expanded with ease. Deployment is fast and feedback is instantaneous - excellent for product launches and promotional campaigns.

But perhaps the most significant benefit is cost. When compared to traditional print media, developmental costs for DMS are reasonable and may in fact be lower than those of traditional marketing methods.

Pleet says e-mail marketing is now becoming an essential marketing tool for companies because it is inexpensive, easy to implement, and the feedback is instantaneous. "The application of a videomercial can quickly make a company stand out amongst their competition and provide a very persuasive marketing message to potential customers," he says.



Quick Deployment of DMS

While the time frame for implementation of e-mail marketing is only a few weeks, a key factor is whether or not the client has an in-house customer database. "If they don't, then we work with the client to develop a collection process," Pleet explains. Videomercials typically take 3 to 8 weeks depending on the complexity and to assure a professionally produced product. Existing PowerPoint files can be converted within days or a few weeks for "sending" over the Internet. DMS can be created and used in a short amount of time.

DMS Deployment Red Flags

- Implementing DMS in short time frames (i.e. 1 or 2 e-mail campaigns).
- Lack of testing to see what works the best (i.e. subject line, offer, or market segment).

Measuring Returns From a DMS Strategy

Since digital marketing usually provides feedback, a company must constantly monitor and analyze the results. Development of an in-house customer database is important. Services can be combined in many ways, for example an e-mail campaign – linked to a videomercial – coupled with e-commerce. "A good website is an essential and important component of digital marketing and a typical campaign goal is to drive people to a website to obtain more information," Pleet says. "A video or flash presentation on a website will allow visitors to quickly understand what the company offers."

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If you have practical "how to" information you would like to share with *EA-Tokyo* members while *promoting your business at the same time*, contact **Jonathon:** info@businessgrow.net

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