

# Non-Traditional Approaches To Online Customer Acquisition

Kevin Hillstrom

President, MineThatData

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MeritDirect Co-Op

# Direct Marketing And Transition

The Direct Marketing industry has always been one that evolved with the times.

The industry was quick to embrace the internet, quickly becoming “multichannel”.

Now, Direct Marketing is transitioning from “push” marketing to “pull” marketing.

# Examples Of B2B Push Marketing

The following series of slides illustrate ways that businesses chose to market to my business during the month of May, 2008.

Let's discuss the methods used by these companies. How do you perceive the effectiveness of the following strategies?

# Better beaks, better fishing



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# Are you missing production deadlines looking for data?

Visit us in Booth 626  
at the

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**ACCM**

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# If Your Sales Channels Can't Share One Database...



Customers  
Inventory  
Orders

Stop by to see  
us at **ACCM**  
May 19-22, 2008  
**Booth #901**

...then you may be losing  
more critical information  
than you think.

Make it easier for consumers to find you.  
Visit booth **406** at ACCM 2008 to learn how.

7



**Kevin Hillstrom,**

*When it comes to  
targeting your market,  
how many hazards keep you  
from the course?*

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Kevin Hillstrom







*Smooth sailing ahead  
when you're on board with*

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# Do your catalogs go everywhere your customers are buying?



.....➤ Easily publish catalogs simultaneously to Web, mobile devices, and print with



Spread the word,

is at booth #1 1 2 3

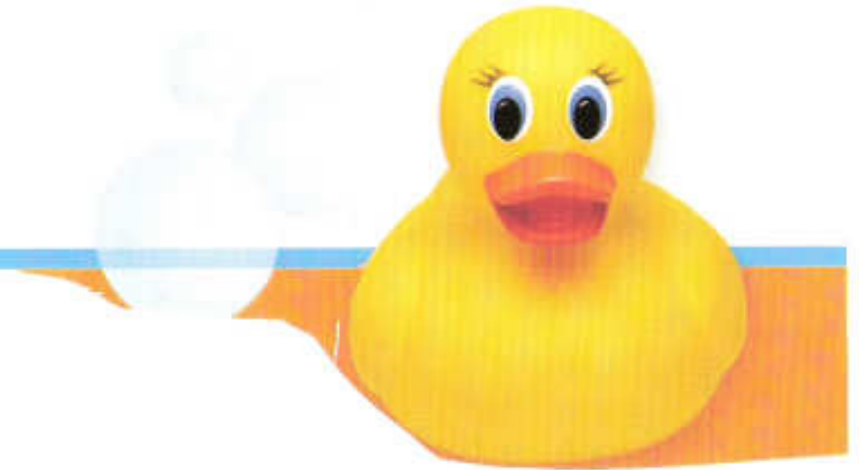


*Big enough to serve you.  
Small enough to know you.*



"It's not all bath time & bubbles in here.  
I witness important purchasing  
decisions being made everyday."

- Rub R. Ducky



### Reserve a demo time and win!

Go to  to set a  
time for your personal preview of  at  
ACCM. Be among the first 20 people to sign up for an  
ACCM demo and get a free portable WiFi Hotspot Finder  
at the appointment. Plus, give us your feedback after  
the demo and you could win a personal GPS system!



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# Kevin, Did You Know That Returns are a Strategic Opportunity?



Visit the web address below  
and Register for a Chance  
to Win a Kodak EasyShare®  
digital picture frame.



prevent



manage



recover

[www.kevinhillstrom.myreturns.com](http://www.kevinhillstrom.myreturns.com)





Of all doctor visits, how many are stress-related?

☒ 25%

☒ 50%

☒ 75%

Bring the right answer to the ACCM Show  
(Booth 728) for a chance to **win an iPod Touch!**





# ROI

want more of it?  
take a look inside.



A man with long brown hair, wearing a light-colored shirt, is shown in profile, looking upwards and to the left. He is holding a small globe of the Earth in his right hand. The globe is tilted, showing the Americas. From the globe, a bright light emanates, and several survey questions float in the air around it. The background is a deep blue sky with wispy white clouds. The overall mood is one of global connectivity and data collection.

# Bring a world of *opinions* to light.

☐ HOW OFTEN DO YOU USE THIS PRODUCT?  
☐ WHERE DID YOU LEARN ABOUT IT?  
☐ DO YOU LIKE THE PRODUCT?  
☐ WOULD YOU TELL A FRIEND?  
☐ RANK THESE FEATURES IN ORDER OF IMPORTANCE...  
☐ WHICH SIMILAR PRODUCTS HAVE YOU TRIED?

# Traditional Multichannel Marketing

Use Direct Mail to encourage a customer to visit a website or pick up a phone or visit a store.

Identify and gain access to a list of individuals who have the potential, the affinity, to purchase your product or service.

Partner with a business ecosystem driven to get direct mail in the hands of a decision maker.

Kevin Hillstrom, President: MineThatData

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# Traditional Online Marketing

Crisp, clean,  
spider-friendly  
website coupled  
with paid search,  
natural search,  
portal advertising  
and e-mail  
marketing.



# Non-Traditional Online Customer Acquisition

For now, let's ignore "Web 2.0" and "Social Media" and all the marketing lingo that saturates our daily lives.

Instead, let's focus on non-traditional ways that we can acquire customers online.

Better yet, let's focus on inexpensive ways to acquire customers online!!

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# Key Themes

Freely give away information that improves the lives of your “fans”. You are now a media company.

Allow your fans to “pull” this information from you at *their* convenience, not at your convenience.

Participate in communities where your fans reside.



# The MineThatData Blog

Launched in March 2006, Re-Launched In August 2006 as <http://minethatdata.blogspot.com>, The MineThatData Blog is my primary marketing tool.

The goal of the blog is to allow me to make a living as a database marketing, direct marketing, and online marketing consultant, without doing “traditional” marketing.

# Articles Generate Traffic

**More Than 850  
Articles Have Been  
Written, An Average  
Of 9 Per Week.**

**Each Article Drives  
About 100 Visits To  
The Blog, Yielding  
100,000 Life-To-Date  
Visitors.**

# Traffic Comes From Three Sources

**Google/Search Is  
Responsible For  
40,000 Visits**

**Other Websites  
Drive 40,000  
Visits**

**Word Of Mouth =  
20,000 Visits**



# Visitors Become Subscribers

**100,000 Life-To-Date  
Visitors Became  
1,200 Subscribers!**

**1,075 Subscribe Via  
RSS ... 100 Subscribe  
Via E-Mail ... 25 Visit  
The Site Daily**

# Some Subscribers Are Very Loyal

**600 of 1,200  
Subscribers Actively  
Read Articles On A  
Weekly Basis**

**About 200  
Subscribers Become  
Very Loyal, Reading  
Every Article**

# Loyal Subscribers Consult With Me

**Loyal Subscribers  
Are Responsible For  
40% Of My  
Consulting Revenue.**

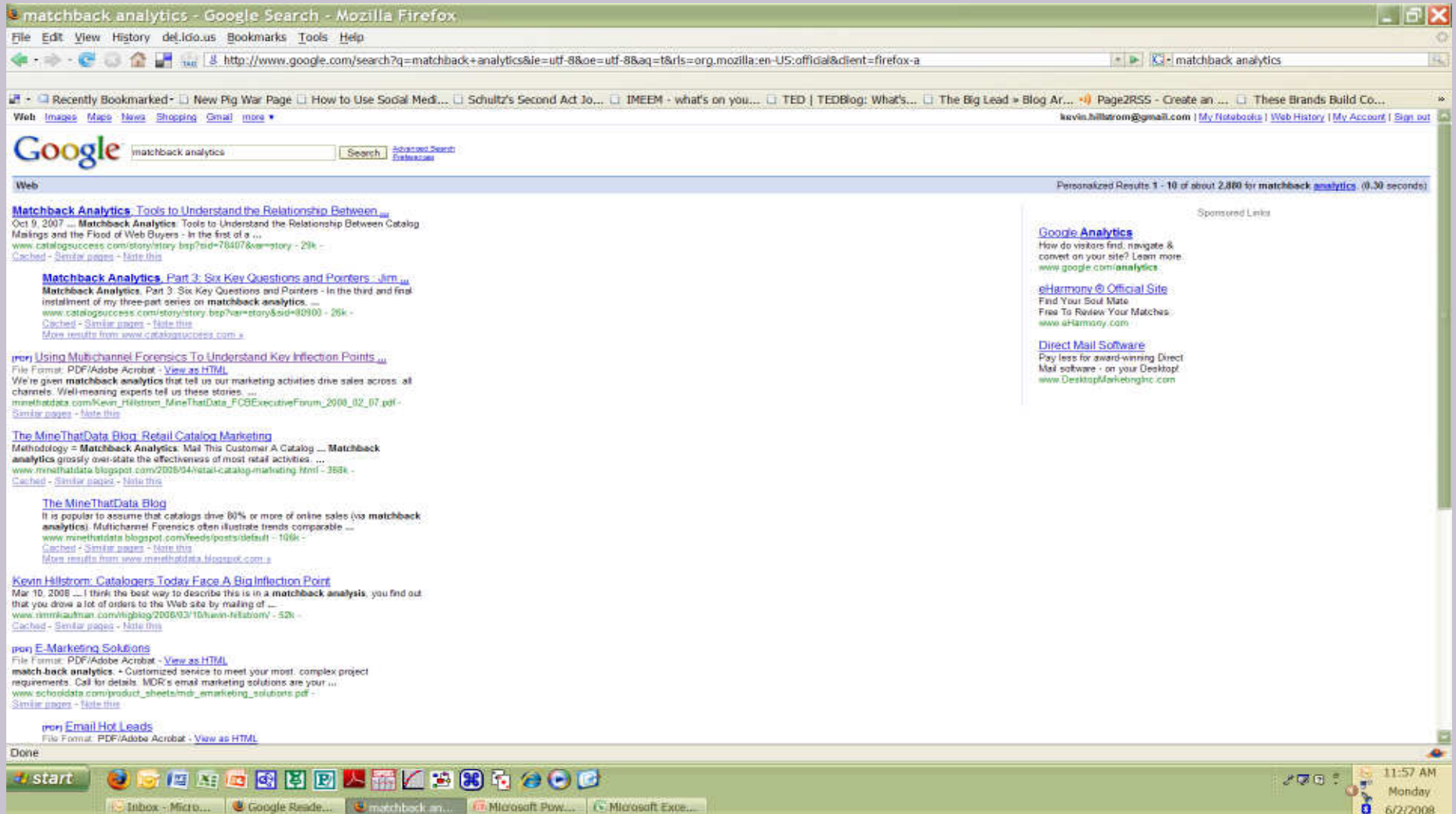
**Each article yields  
100 visits ... 100  
visits yield 8  
subscribers ... 120  
subscribers yield a  
project.**



# A Quote From The CMO Of A Billion Dollar Brand

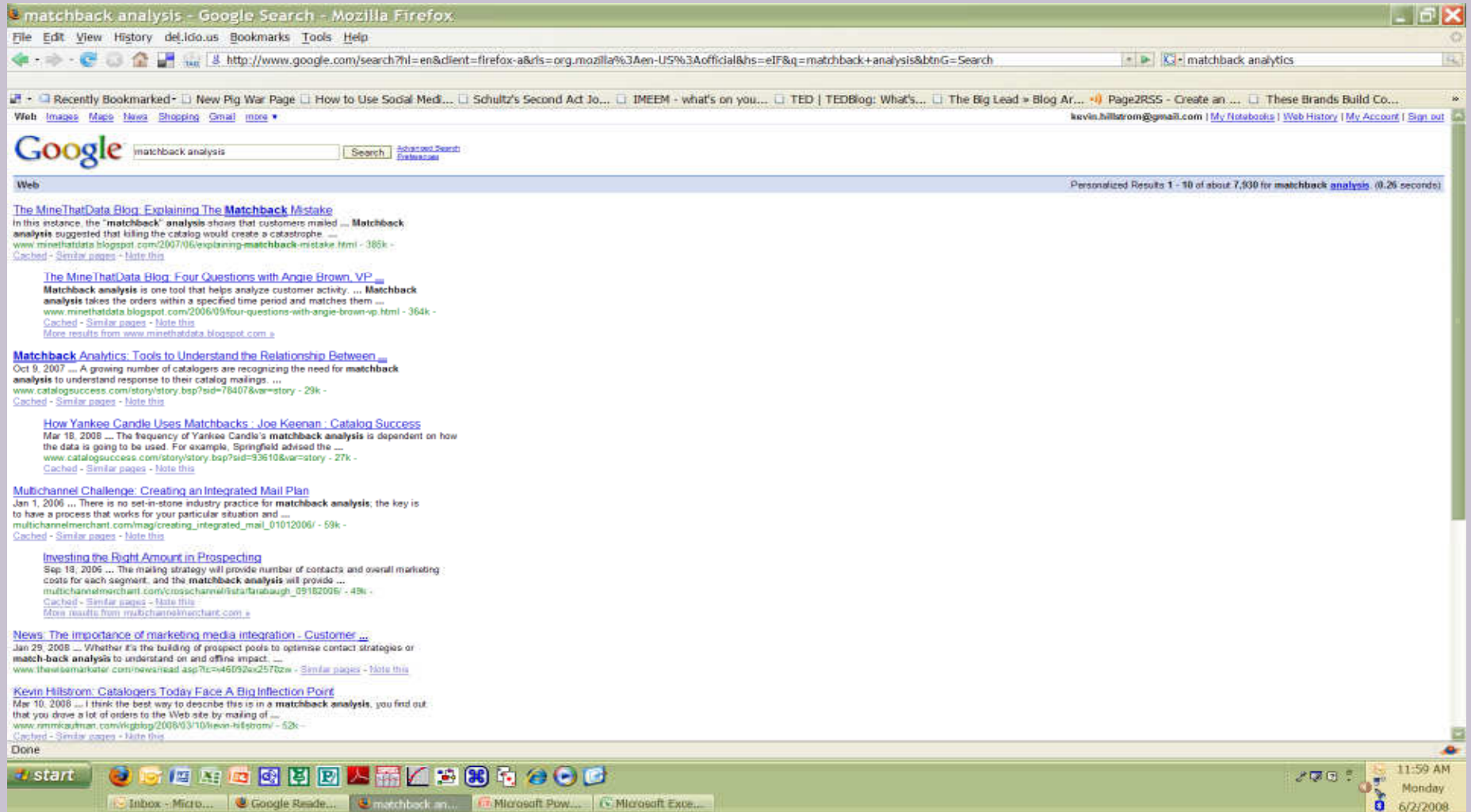
***“We found your blog on Google a year ago. We subscribed to your blog for six months, and felt like we got to know you. Then we bought your new book, and really liked it. We still subscribe to your blog today, we’re big fans of the blog. Because we don’t have the internal resources, we’d like to hire you to work on a Multichannel Forensics project.”***

# Organic Search: Your Best Friend



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# Derive Intelligence From Your Work

Hyperlink various words on your site, allowing users/customers to migrate to another page.

Pick two words that have similar meaning, linking to the same page --- see which one customers exhibit more interest in.

**For Kevin:**

**Lifetime Value vs. ROI**

# Derive Intelligence From Your Work

Your users/customers don't always use your lingo.

**Example:** I create five year forecasts for new online brands. Few entrepreneurs search for “**five year forecast**” or “**multichannel forensics**”. Many entrepreneurs search for “**Netflix Growth Model**”. By writing an article about forecasting growth at Netflix, I attract the appropriate audience.

# Derive Intelligence From Your Work

**Write about your competitors, and link to their websites.**

You'll get to see exactly who your loyal audience prefers among your competition. If done well, you will also get to see what it is that your customers like about the products and services offered by your competition.



# Derive Intelligence From Your Work

Example: I offer full RSS feeds of my competitors, as well as competing trade journals and other bloggers.



I get to see who, among competitors, my audience respects. I also get to see what they want to read.

# Derive Intelligence From Your Work

Actively share information about competitors. You'll get to see exactly who has an interest in your competitors, while generating organic benefits from Google when folks search about your competitors.

**June 21, 2008**

**New Catalog Marketing Blog From Belardi / Ostroy**

**For those of you who enjoy catalog marketing, here's a new blog from the folks at Belardi / Ostroy, called "Directly Speaking". Give it a try!**

**Posted by Kevin at 11:00 AM 0 Comments**

**Labels: Belardi / Ostroy, Directly Speaking, Polly Wong**

Kevin Hillstrom, President: MineThatData

Visit The Blog

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# Derive Intelligence From Your Work

The screenshot shows a Mozilla Firefox browser window with the title "belardi ostroy blog - Google Search - Mozilla Firefox". The address bar displays the search URL: <http://www.google.com/search?q=belardi+ostroy+blog&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a>. The search bar contains the text "belardi ostroy blog".

The search results are displayed under the heading "Web". The first result is titled "Belardi/Ostroy strengthens its co-op database service - DMNews" with a date of May 23, 2008. The snippet mentions that Belardi/Ostroy is expanding its Co-Op Connection division. The second result is titled "Magellan's Sails With Belardi/Ostroy - DMNews" dated July 18, 2008, mentioning a client list for Belardi/Ostroy ALC. The third result is titled "The MineThatData Blog: New Catalog Marketing Blog From Belardi ..." and mentions a new blog called "Directly Speaking". The fourth result is titled "Belardi/Ostroy ALC Promotes Onemma" and mentions Fred Onemma's promotion to vice president. The fifth result is titled "NextMark: New Belardi Ostroy Mailing List Search Tool" and mentions a new mailing list search tool.

The browser's taskbar at the bottom shows the Start button and several open applications: "Inbox - Micro...", "belardi ostroy...", "Microsoft Pow...", and "The MineThat...". The system clock in the bottom right corner indicates the time is 4:11 PM on Thursday, 6/26/2008.

# Derive Intelligence From Your Work

Use Google Alerts to understand what your competitors are publishing, or to understand when folks are talking about your competition.

Use this information to write content that is appropriate for your audience, or to attract a new audience.



# What You Can Learn

My audience, while heavily skewed to direct mail and catalog marketing, are not interested in pure direct mail and catalog marketing topics.

They visit for very unique reasons. They want an independent voice. They want something for free. They want to learn. They don't want to be sold to. They want honesty.

# What You Can Learn

This audience responds to:

- Any discussion about co-ops.
- Any discussion about matchback analytics.
- Applications of social media to cataloging.
- Comments from executives.
- Using online strategies to grow a catalog brand.
- Free spreadsheets and “how-to” guides.
- Honesty and transparency.

# What You Can Learn

This audience does not respond to:

- Criticism of others.
- Sales lingo and sales pitches.
- Promotion of books, products or services.
- Anything that benefits “me”.
- Any articles about catalog marketing, circulation strategy, or multichannel marketing.

# What You Can Learn

These techniques allow us to understand what truly motivates our fans.

We stop viewing folks as “consumers” or a “target audience”. We instead find ways to improve the lives of “our fans”. By doing so, our fans and Google attract more fans, benefitting our ability to sell to businesses.



# Questions?

Kevin Hillstrom

President, MineThatData

Website: <http://minethatdata.com>

Blog: <http://minethatdata.blogspot.com>

E-Mail: [kevinh@minethatdata.com](mailto:kevinh@minethatdata.com)

Telephone: 206-853-8278