

How To Make Your Offline Advertising Dollars Go Further in an Online World



**Put More Money in Your Pocket Month After Month
Without Spending Fortune**

By Ash Waechter

SiteBetter.com
common sense web presence

www.SiteBetter.com

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"When I write an ad, I don't want you to tell me that you find it 'creative.' I want you to find it so persuasive that you buy the product—or buy it more often."

David Ogilvy— Confessions of an Advertising Man

ABOUT THIS GUIDE

This guide is designed for you to **gain immediate knowledge** of what you can do to right away and easily to get a higher ROI (Return on Investment) for your print advertisement expenditures. This paper will discuss:

- Why there is a disconnect between offline advertising and online presence (your website)
- Playing a numbers game can give an absolute zero response.
- Creating better copy on your ad for better response rate.
- Doubling your conversion rate is far better than doubling your ad expenditures and far cheaper and longer lasting.

Reading this guide will give you quick and **easy solutions** you can implement right away for a better return on your advertising investment dollars.

My goal is for you to read this short guide in its entirety, apply a few principles from it and ultimately increase your conversion rate by such a significant amount that you will see an actual increase in your sales immediately.

SECTION I

INTRODUCTION

Before the internet, print advertising (i.e. magazines, newspapers, direct mail) were powerful at getting people to pick up the phone and call you directly to close the deal. Now with the internet, your website is expected to close the deal.

"It's harder to get good response rates, advertising rates have gone up, and there's more competition."

Bob Vogel—Soft-Mail Direct¹



**Popular Magazines of the past.
Not much diversity and a broad target market.**

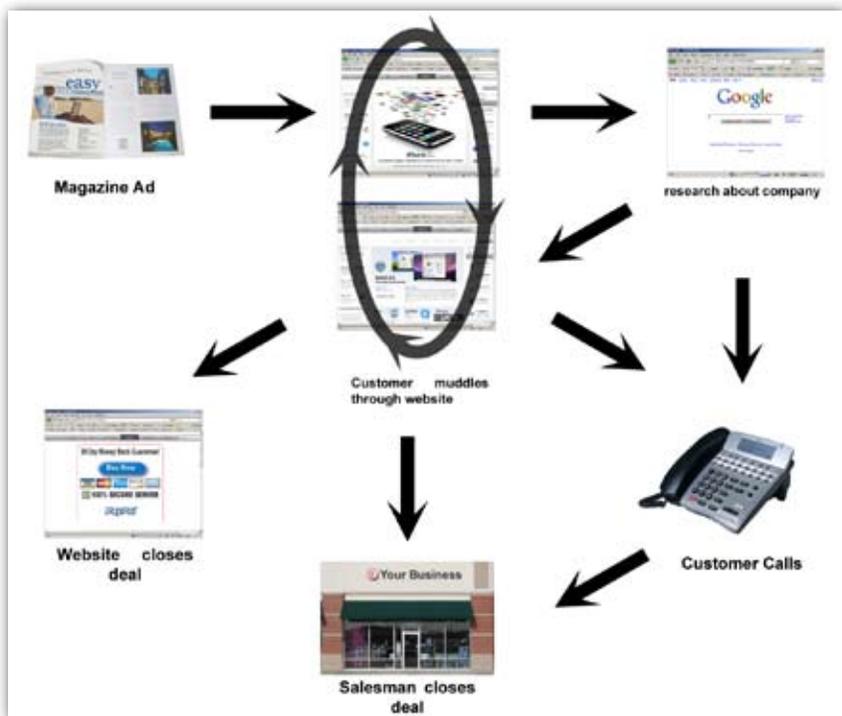
Conversion Rate is a term used to describe the very action you want users to take such as filling out a form online, buying your product or even calling you to do business.

Before the World Wide Web, the extent of what you could do in a print ad—and what you often did—was list your phone number and street address. (Sure many advertisers want people to make a direct telephone call and therefore intentionally not list their web address, but the reality is—as we will discuss further in this guide—that most people today do some type of research or try to resolve their problem on their own before picking up the telephone.)



Old Model

Now with the internet you can (and are expected to) list your website in your advertisement. People want to do more research about your business and your product line before they pick up the telephone. The best place for them to do that research is on your website!



New Model

SECTION II

THE MOST IMPORTANT THING YOU WILL READ

Print Media Knows Print Media

The most important thing you will read in this document is that magazine publishers are knowledgeable in print media (i.e. circulation, cost per thousands, etc.) but are not versed in online selling strategies, yet they are creating most of the copy and design for small business' advertisements which many times direct many consumers straight to the website.

The problem is, while most advertisers are trying to direct traffic to their website, magazine publishers are unaware of the advertisers' true intent or their current online strategy for closing the sale or developing leads.

It's Not a Numbers Game

Many businesses put too much faith in the "numbers game," which is where magazine publishers are coming from. Their position is that if you get your advertisement in front of enough people, you will get a satisfactory return on your investment. As you will read in this guide, a positive return on your investment is not always the case.

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

John Wannamaker

Advertising and marketing should not be looked at as a numbers game. It should be looked at as a strategy. A sound strategy can be a one time investment but playing a numbers game is an ongoing expense. If an advertiser does not have a positive conversion rate or response rate, there is no amount of money, advertising and marketing that can be done to make a positive return on investment.

	Scenario A	Scenario B
Cost of Ad	\$ 1,500.00	\$ 1,500.00
Readers	20,000	100,000
Conversion rate	0%	0%
Total Customers	0	0
Cost of product	\$ 75.00	\$ 75.00
Gross Sales	\$ -	\$ -
Net Total	\$ (1,500.00)	\$ (1,500.00)

A zero percent conversion of one-hundred thousand is zero customers. In the example above you will see that increasing a readership from 20,000 to 100,00 with zero percent conversion rate will still yield zero customers. If you never received a phone call or a website response from a recent advertisement or marketing effort (i.e. postcard mailing) you will know what zero percent feels like: not very good.

Lifetime value (LTV) is the present value of the future cash flows attributed to the customer relationship. Use of customer lifetime value as a marketing metric tends to place greater emphasis... long-term customer satisfaction.

Wikipedia¹⁰

From My Side of the Fence

A client of mine advertised in a popular magazine with a 100,000 readership. He spent \$2,800 for the ad. It seemed like a bargain to him. How could he lose? If he got a 1% conversion that would mean 1,000 new prospects would be knocking down his door.

With his lifetime value per customer of \$850, that was too good to pass up. All he had to do was get people to his website and all would

be well. Not so. This business owner got a lot of traffic to his website but received zero phone calls and zero inquiries from his website. That's right, zero.

He received a total conversion rate of absolute zero. How could this be when many believe that print ad response rates are between one and two percent?³ The answer is his website was not set up to complete the conversion process (i.e. call to action forms, download brochure, get free sample, etc.). It was a very nice looking and professional website but it did not include the most important components in closing the deal.

There are many more similar stories:

- An IT Professional sent 2000 postcards: **Zero response.**
- A clothing boutique bought a list of 10,000 prospects and a "newsletter": **Zero response.**
- An electronic retailer developed a video commercial and circulated it in front of 20,000 viewers: **Zero response.**
- A Dentist took out a half page ad in a popular magazine for a one year contract: **Zero response.**
- An Auto-Repair Shop sent out 5,000 postcards to current customers: **Zero conversions**
- A textile manufacture ran a full page ad in a local magazine for several years: **Almost an absolute zero response.**
- An architect took out a quarter-page ad with a **near zero response.**

All of these examples are stories I have heard from actual business owners. The number one common factor among all of them was that none of them had a properly set-up website to receive visitors, get their information and execute a sale or contribute to a quality lead.

Some of the websites were indeed substandard but most looked pretty good and were well polished; yet still none of them contained the ingredients to make a sale. Some did receive a few responses but **none** made their money back from their initial media expenditures.

“I Get a Free Ad. Isn’t That Good?”

In an effort to get your business, magazine publishers will create the ads for you for free. However, it may not be in your best interest to get that free deal. Many of the ads in these magazines are nice in their appearance, but most lack a strong call-to-action, or even worse, a call-to-action to your website in which your website is not properly optimized to complete the transaction.

You are paying for exposure (again, the numbers game) not the creative (the strategy). These ads usually look great and complement the magazine’s style very well, but they are not the most optimal ads for generating conversions on your website (which is what you want and ultimately need).

Before the dawn of the internet, you could get away with just putting your phone number and street address on your print ad and hope people will call you or stop by to do business with you. Not so today. The internet has changed everything and how people do business. Businesses need to maximize their advertisers’ expenditures, especially when the consumers pull back on spending.

More and more consumers today use the internet to do:

- Shopping: comparison shopping, online browsing
- Researching products, companies, etc
- Connecting with people: YouTube, Linked In, Facebook

Not considering how people shop and do business with various other businesses can be very shortsighted. Magazine publishers generally don’t acknowledge these aspects of business. They know their circulation and their audience.

So Where Do You Go From Here? How Do You Improve the Low Response Rates?

SECTION III

HAVE A PLAN: COMPONENTS OF A GOOD AD THAT WILL GET A BETTER RESPONSE RATE

Before you create a print ad for your product or service, you should:

1. Consider the strengths of your website.
2. Coordinate your ad with your website.
3. Focus on one important aspect of your business, don't be general.
4. Always meet visitors' expectations.
5. Always show your web address in your advertisement.
6. Carefully review your ad copy and see how it correlates with your website.

Have a Call To Action:

"Come to our website and fill out a form for a FREE gift. Or call us today for a no hassle estimate."

SECTION IV

BE SPECIFIC
(OR LANDING PAGE)**Landing Page:**

A landing page is specifically designed to be a direct sell for a product. Usually they are designed in conjunction with online ads. They capitalize on what a user was interested in on a search engine request or click-on ad. When a user clicks on a Google ad, for instance, they will go directly to a page that will specifically address what the ad was referring to.

Further Reading:

http://en.wikipedia.org/wiki/Landing_page

Sending people to your home page is like doing a lot of advertising for your store and not having any salespeople answering the phone or greeting customers at the door. Your website is your selling tool, but the homepage is not where that takes place.

Your home page is your **table of contents** and where first time visitors can get acquainted with **all** the things you have to offer. The homepage is usually very general. The specifics are placed on inner pages and landing pages.

A **landing page** is where the sales take place. If a reader of your ad has taken the time to read your ad and visits your website, you should capitalize on that (micro) conversion and drive home the sale with a well thought-out landing page.



Landing Page (my blow-up for readability):

This came up after clicking on a Google PPC ad from a search for "5 speaker surround sound."



The Home Page for the same website.

In the example above, the user is only shown a page that relates specifically to the search term: **"5 speaker surround sound."**

A landing page is specific and, in the above example, is only a page about speakers and closely related items are shown after a user clicks on an online ad that was a result of a **“5 speaker surround sound.”** The homepage does not show up when a user clicks on an ad about five speaker surround sound. This is marketing directly to the consumers requests. Online visitors now expect to see a landing page that addresses their request.

While the concept of landing pages is new and is mostly associated with online ads, the same can be done with print advertisements. Many ads just sit there and “hope” for readers to take action. Direct people to your website with a specific URL address.

For example:

If have an ad selling kitchen cabinetry, you can direct people to www.WendellCabinetry.com/kitchens. This will go to a page specifically about kitchen cabinets and not any other cabinets that are offered elsewhere on the website.

SECTION V

ALWAYS MEET EXPECTATIONS: THE BEST WAY TO CONVERT VISITORS INTO SALES

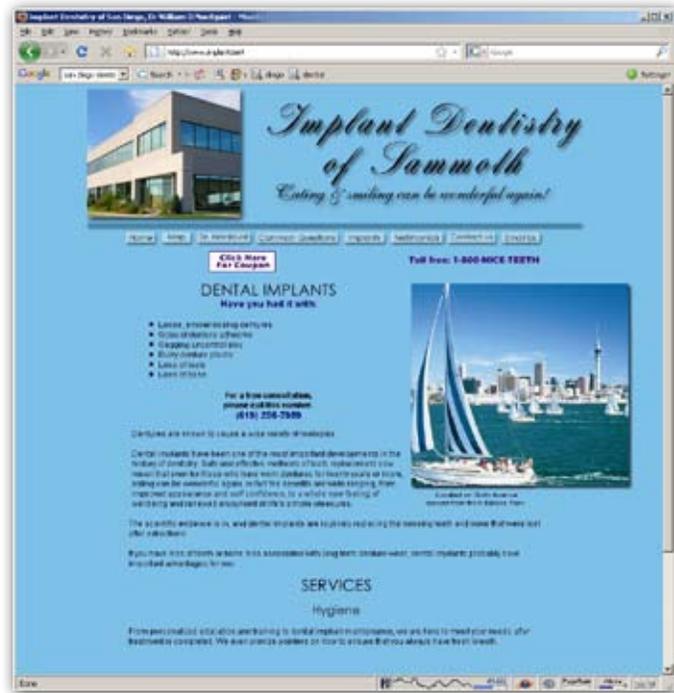
If your ad is showing a specific kind of imagery (such as the products you are selling) be sure to have the same image on the landing page (or home page). This will greatly reduce your Bounce Rate.

Bounce Rate:

Your Bounce Rate is the percentage of visitors that leave your website after looking at only one page (i.e. your Home Page). It is usually expressed as a percentage. For example, if one hundred people visit your site and twenty people leave after looking at only the home page, your site's Bounce Rate is 20%.

Further Reading:
[Bounce Rate](#)

**Full-Page ad running in local lifestyle magazine.
Estimated cost: \$1250.00.**



Corresponding website homepage for placed ad.

The example above shows expectations **not** being met. It is hard to tell if a visitor has found the right place because the ad and the website look so completely different. The ad was definitely created by the magazine art staff—which looks very sharp—but with very little attention to the website.

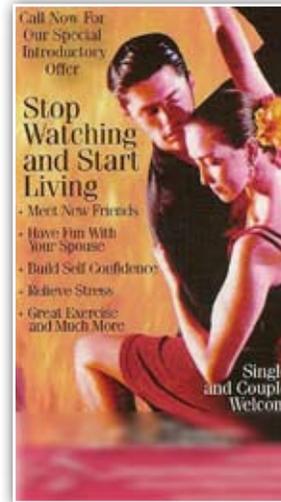
Meeting expectations will have a positive impact on overall conversion rates.

A better example of a print ad matching expectations can be seen below. There is no confusion and no question whether a website visitor is at the right place or not. Banner ads are notorious for doing this but since print ads are developed by non online marketing professionals, very few offline ads have this synchronization.

Conversion Rate:

"The percentage of unique visitors who take a desired action upon visiting a web site. The desired action may be submitting a sales lead, making a purchase, viewing a key page of the site, downloading a white paper, some other measurable activity."

**Lance Loveday & Sandra Niehaus
Web Design for ROI,
New Riders 2008**



1/4 page ad running in a local magazine. Estimated value of ad \$450.00. Same size as previous example.



Home Page for the website.

In the example above, the ad matches what is seen on the website. Doing this can have a very positive effect on getting users to take action. They already made the first step by visiting the website from your ad. Once reassured that they are at the right place, they will be **more likely to buy**.

In their highly acclaimed book, **Call To Action**⁹, the Eisenberg Brothers mention not meeting expectations in a chapter called *Momentum*. In one clear example, they received an e-mail with “Portfolio” in the title of the e-mail message, but no portfolio could be found in the body of the e-mail message or on the landing page of the website. This is not meeting expectations and as a result a complete wasted effort in terms of money and marketing time.

Always meet expectations. It is easy to do. Match the keywords and the photos of your offline ad with your website’s landing page is a great start.

URL:

Defined as Uniform Resource Locator and typically is expressed as: <http://www.somewebsite.com> or www.somewebsite.com or even just [somewebsite.com](http://www.somewebsite.com)

**ToyTown
Hobby Shop**

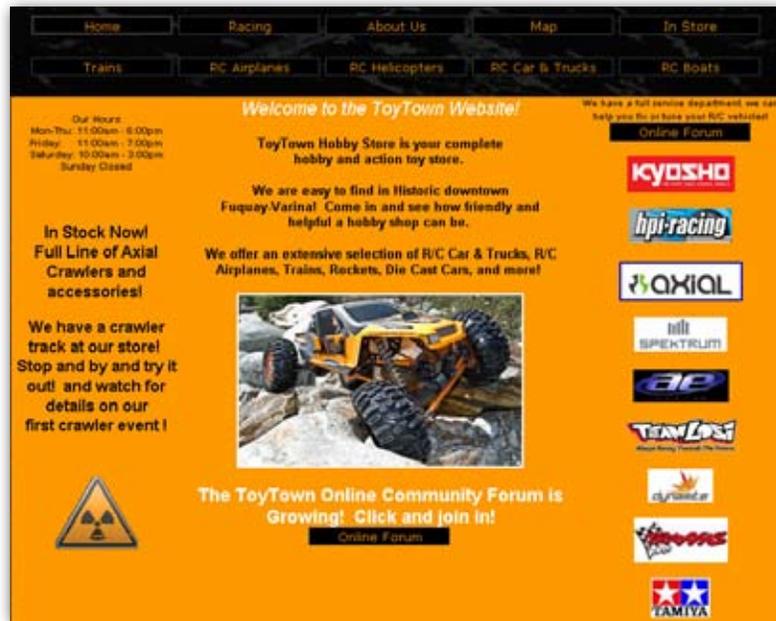
Rock
Crawler
Track
Onsite

ToyTown Hobby Shop offers an extensive selection of
R/C Car/Truck, R/C Airplanes/Helicopter and Rockets!

919-577-9007

507 Broad Street, Fuquay Varina • www.toytownhobbyshop.com

Magazine ad



Website meeting expectations

When running expensive ads, advertisers need to be diligent about being sure to get print media consumers to the right location as efficiently as possible. With website URLs requiring exact spelling, it is very important that you re-assure your visitors that they are at the right location.

If your visitors go to a page that doesn't look like your ad, they may think they are at the wrong location, get frustrated and then go elsewhere. After spending hundreds of dollars on a one time print ad, you don't want that to happen.

Tip:

To remember to capitalize letters of separate words in your URL, always think: Does "nowhere" mean "no where" or "now here"?

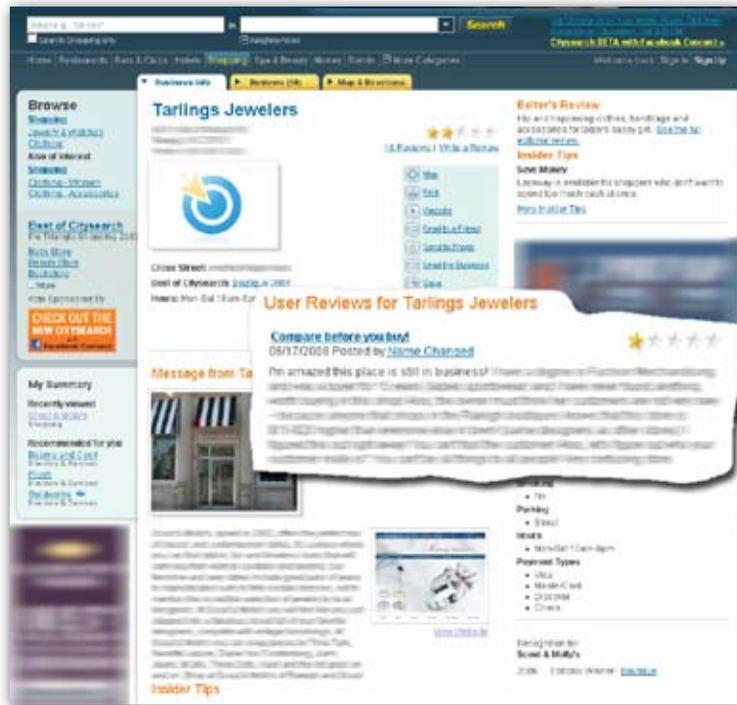
SECTION VI

ALWAYS SHOW YOUR WEBSITE ADDRESS IN YOUR AD

This will take people directly to your site rather than searching around the search engines, which can bring up some not so pleasant things.



A magazine ad with no web address forces a potential customer to search the internet for the website.



During a search for Tarlings Jewelers,* a popular city review site came up on the first listing in Google. Tarlings Jewelers was given a one star review and was placed at the top of all other reviews.

* The story is true but the name was changed due to client confidentiality.

If your prospects have to track you down through the internet search engines, they might get more information than you would like them to have. For instance, there could be some not so pleasant reviews about your business.

"All it takes is one bad apple to hurt your brand."

Bazaarvoice ¹¹

Every business has its detractors, so you want to keep the users focused on your website. Your website is the last line of defense. You may have rave reviews but it only takes one negative review to turn off a lot of potential customers.

A Better Strategy

If you have great reviews from various review sites, such as Trip Advisor or City Search, quote the most favorable reviews and put them on your site, rather than sending a potential customer to one of those sites only to get lost.

What's worse, is NOT having any reviews at all!

You may ruffle a few feathers now and then (and as a result get a negative review), but no one wants to be **unpopular**. There are dozens of reviews sites out there. If you show up with “blanks” on every one of them, people will think your business isn't worth their time. Don't be the kid that gets picked last for kick ball. You always want to direct visitors straight to your website.

You also do not want users to get distracted. If a potential customer must do a search on you to find your website, he may get distracted by reviews, information about your product, or even worse, find your direct competitor. You want to keep your prospects in your sites. You've **spent lots money on the print advertising campaign**, why point your prospects to nowhere or anywhere *but* your website?

By placing a website address on your site, you can avoid the following:

- Potential prospects seeing unfavorable reviews and news about your company
- Potential prospects seeing **unfavorable news** about your product (guns, furs, chicken farming, etc.)
- Potential prospects getting distracted on a review site such as Trip Advisor, City Search, City Data.
- Prospects from seeing **your competitors**, either on search engines or review sites.

Provide an e-mail address in your ad

Today with mobile devices that have e-mail capabilities, it is easier for people to e-mail you than to visit your graphics laden website.

Close to 41% of people polled use mobile devices for e-mail. ⁴

Have a call to action for e-mail. In the past, we were asking people to call right away. Ask them to e-mail you right away. E-mail:

Jane@beautysalon.com.

With more and more internet savvy consumers out there using their phones to shop, you should always have a very clear e-mail address that is descriptive in your advertisement. An example would be: **GetMyFlowers@DaytonFlorist.com.**

CONCLUSIONS

If advertising is so spot-on, wouldn't everyone in the world be doing it? And if it is so promising, why do businesses cut back during a bad economy? Isn't any and every time a good time not to throw money away? Why would some advertise in good times but not in bad if it is so effective? It would seem that a lot of businesses are advertising but certainly not every business.

Print advertisers will take on anyone without regard to whether it is a good strategy for you. As said before, your magazine publisher is not going to help you in this department. Remember you are **buying exposure, not strategy**. Your beautiful ad is on-the-house (a gift to you) when take out a \$1,500 full page ad.

“How come I have not heard all this before? What about my web designer?”

Your web development project may have been a long arduous process or if you were lucky, a short one. The bottom line is you hired someone to build you a website for your online presence. You didn't hire someone to help get you more money month after month. You bought a picture, a design, a presence. You didn't buy in to getting more customers.

The process of developing websites is long and hard and many things must be considered: compatibility, the right colors, content.

During this process, clients want to have all of their thoughts, ideas and concepts satisfied while the web designer wants to please the client; but **nobody is looking out for the customers needs** or even acknowledging what the customer wants.

Fix Your Conversion Rate NOT Increase Your Ad Expenditures

Spending more and more money in offline advertising without addressing conversion rates can be quite costly.

	Monthly Ad	Double the Exposure	Double Conversion Rate
Magazine Ad	\$ 450.00	\$ 900.00	\$ 450.00
Exposure (# of readers)	25,000	50,000	25,000
Conversion rate	0.01%	0.01%	0.02%
Actual Customers	2.5	5.0	5.0
Sales/Customer	\$ 250.00	\$ 250.00	\$ 250.00
Total Sales	\$ 625.00	\$ 1,250.00	\$ 1,250.00
Net Profit	\$ 175.00	\$ 350.00	\$ 800.00

Putting more money into your ad expenditure simply will not work. Using the chart above, you can see that doubling the total exposure (which is what advertising is) doubles the expense; yet doubling your conversion rate will not necessarily mean doubling your monthly expenses. In fact, changing your conversion rate could actually only be a one time expense that has long lasting benefits.

"We use the leaky bucket metaphor for a site that doesn't successfully convert visitors into buyers. Traffic fills the bucket but leaks out of holes. You need to plug as many of these holes as possible."

Jeffrey Eisenberg—Future Now, Inc
<http://www.clickz.com/898531>

Using the chart above, if you spend \$450.00/month on advertising to get a \$175.00 net profit, you would have to double your exposure to double your profit. Doubling your exposure means doubling your advertising expenditure. This becomes a never ending cycle. You will have to spend more and more money in advertising to get more and more monthly revenue. If you are in a negative number territory, you would absolutely have to come up with a different strategy.

A better way is to focus on how to increase your overall conversion rate. This is actually a relatively easy task. Since so many websites miss the opportunities to increase conversion rates, getting the better of your competitor is very likely.

It's not the fault of the website owner or even the website developer. Optimizing a website (or increasing conversion rates) is not an easy thing to see when you are so close to the project.

Let's look at a comparison:

- **Estimated cost of running the same ad every month:** \$450/monthly. End of year: \$5400.00.
- **Estimated cost to permanently increase your conversion rate:** One time cost of \$450-\$950 (this would be your time and web implementation costs.) End of year: \$450 - \$950.00.

Making changes to your website and having a coordinated plan between your advertising and your website will help increase your conversion rates. You could see the normal one to two percent conversions³ just by making a few adjustments to your website.

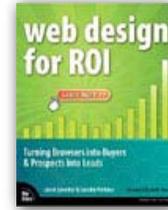
Tips for better conversion rates:

- Permanently capture the e-mail addresses and have a system in place for follow-up
- Meet expectations when visitors arrive on your website from your offline advertisements
- Make it clear on your ad what your website address is

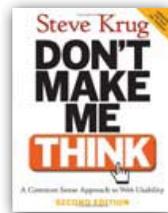
For further reading on this subject, I personally recommend the following:



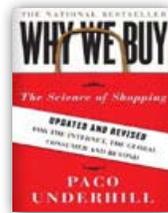
Call To Action by Bryan and Jeffrey Eisenberg



Web Design for ROI by Lance Loveday & Sandra Niehaus



Don't Make Me Think by Steve Krug



Why We Buy by Paco Underhill

I hope you found this guide about getting better conversion rates to be both informative and enjoyable. I will be coming out with a second edition soon since there is so much more to talk about on this subject. If you have any comments please direct them to Mike@SiteBetter.com or Comments@SiteBetter.com

I will be coming out with a new guide for hiring and contracting website designers and developers called: **How To Get the Most Out of Your Web Developer**. This will be a definitive guide to help you understand how a web developer thinks and how you can get the website you want without paying a fortune.

This *Web Developer Guide* will be coming out in mid May 2009. You can check out my website during that time or you can get on our e-mail list to be reminded of the release at that time.

Sign up to get on our e-mail list*

- * Please note we do not send out a regular newsletter, so getting on our e-mail list will be the only way we can personally update you when we have something new and of value to give to you.

ABOUT SITEBETTER.COM

SiteBetter.com is a small website consulting firm that helps small business owners convert more website visitors into long term paying customers. We generally call this “Website Optimization” because we don’t necessarily re-design website as much as re-align websites.

To see our full bio, please visit:

<http://www.SiteBetter.com/AboutUs>

SiteBetter.com
common sense web presence

To get started in making a big difference with small changes, check out our latest client Success Story or call or e-mail Ash Waechter at:

Ash@SiteBetter.com / 919-816-7025.

One Final Note:

Making these few and small changes will certainly make a difference in your overall conversion rates, but to really get a maximum ROI from your advertising expenditures, you would really need to examine your website in its entirety.

There are a vast amount of resources that can help you examine your website and fix the problems. You could find these resources on the internet or find many books at your local bookstore or Amazon. The only problem with this approach is that it would take an enormous amount of your time to make important and critical decisions regarding your business. Also, you wouldn't know what information was relevant to your situation.

What one source says about your problem may not be totally applicable to your business, so the execution could be all wrong. For example, I had a client who was so busy copying the big boys (i.e. IBM, Blockbuster, Coca Cola) with branding, advertising and slick marketing, that he forgot that he needed to establish a strong customer. In other words, he was busy Branding Building, instead of building a system on his website to get repeat clientele.

Instead of spending many wasted hours trying to learn how to develop all these systems (i.e. E-mail campaigns, Auto-responders, persuasion tactics, PPC, conversions, etc.) it would be better to have a professional examine your needs and execute a plan to get it done as quickly and cheaply a possible, so you can start reaping the rewards.

I leave you with **Eleven Quick Tips** you can **implement today** for better conversions:

1. Focus on One specific advantage (aka Unique Selling Proposition)
 - a. If you're a dentist, what is your office and staff like? Every other dentist is talking about teeth. Be different; tell me about the comfort level of your office.
 - b. Selling clothes at a boutique? What's your return policy? That would get my attention.
2. Get readers to take a specific action
 - a. *"Fill out our two question survey on our website for 15% off our shoes"*
3. Always include your street address.
 - a. People may just want to stop by, so let them.
4. Offer a specific URL: **www.DansShoes.com/discounts**
5. Capitalize words in e-mail and web addresses
 - a. **www.DansShoes.com** not **www.dansshoes.com**
6. Don't try to close the sale on the ad. Try to generate interest.
7. Introduce a problem, not a solution. (i.e. "Sun Fading Your Furniture?" Not "We've Got Blinds of All Colors and Sizes")
8. Use a unique and attention grabbing web address if yours isn't available.
 - a. **www.VisitCaryMassage.com** instead of **www.cary-massagellc.com**
9. For small businesses, use a real name for the main contact e-mail
 - a. Use **sally@carymassage.com** instead of **info@carymassage.com**
10. Test your ad. Look at your ad. Ask friends what they think of your ad.
11. Meet expectations. If your ad has a prominent photo, make sure that exact same photo is on your Landing Page or your Home Page

Remember the Five Common Mistakes*

- 1. Not personalizing e-mail.** Use **sally@realtors.com** rather than something impersonal such as **info@realtors.com**
- 2. Sloppy or non-business like e-mails address.** Don't use **bruce457@realtor.com** Or **RealtorsCary@bellsouth.net**
- 3. No web address:** You don't want to lose the momentum
- 4. Not meeting expectations:** Always have similar imagery or graphics between your ads and your website.
- 5. Being upside down on your marketing expenditures.**
I made this up after the upside down mortgage crisis. This means spending more on a print ad (or single marketing effort) than on your entire website.

* You won't find these on any online search because no one has ever looked at the connection between offline advertising and online presence in this way before. My own exhaustive research into countless magazines has come up with these Most Common Mistakes print advertisers make.

The subject matter in this guide is quite extensive. I will leave you with highlights for the next guide:

- More examples of clients who waste money and their stories.
- How sending visitors to Facebook is the LAST thing you want to do.
- The BEST way to send direct mail that will get your at least a 33% conversion rate.

End Notes:

- ¹ (April 1996) Soft-Letter. How to make direct response ads work harder.
<http://www.highbeam.com/doc/1G1-18287441.html>
- ² Price, C. (June 14, 1998) Rocky Mountain News (Denver, CO). Magazine ads help you target your audience.
<http://www.highbeam.com/doc/1G1-67612147.html>
- ³ (December 28th, 2008) StartUps Print **Advertising Rates**
<http://www.startups.co.uk/6678842911328054470/print-advertising-response-rates.html>
- ⁴ Behance Magazine (October 30th, 2007)
<http://www.behancemag.com/Poll/Do-you-use-a-mobile-email-device/26>
- ⁵ WebProNews (June 6th, 2006) Mr. Frog
<http://www.webpronews.com/expertarticles/2006/06/06/top-incredibly-stupid-landing-page-blunders-revealed>
- ⁶ iTnews (December 19th, 2008) Phil Muncaster
<http://www.itnews.com.au/News/91501,most-consumers-research-online-before-they-buy.aspx>
- ⁷ National Mail Order Association (January, 2008)
<http://www.nmoa.org/articles/dmnews/GettingHigherresponserrates.htm>
- ⁸ **John Wanamaker**, *(attributed)*
US department store merchant (1838 - 1922)
- ⁹ Bryan & Jeffrey Eisenberg, *Call To Action: Secret Formulas to Improve Online Results* (Austin, TX), 2005
- ¹⁰ Wikipedia, http://en.wikipedia.org/wiki/Customer_lifetime_value
- ¹¹ Bazaarvoice, <http://www.bazaarvoice.com/contentModeration.htm>