

SPECIAL REPORT

“How a Small Orem, UT Company Consistently Gets Thousands and Thousands of Dollars in FREE Advertising Using a Well-Known, But Seldom-Used Marketing Technique”



“Here’s a Simple “Step-By-Step” Method to Capture the Attention of Magazine and News Editors and Get them to Give You Copious Amounts of FREE Advertising for Your Product or Service”

By David Frey

Today, I want to introduce you to a company that consistently receives thousands and thousands of dollars in free advertising in its target market.

I've watched this company over and over use the exact same method I'm going to teach you today, to get a ton of the absolute best advertising any company could get...

...all 100% free!

And the beauty of it is...you can use this same technique to get the same type of response in **YOUR** chosen industry.

Don't believe me?

Read on...

“Introducing Omniture, the Largest and Fastest-Growing Provider of On-Demand Web Analytics...and a Company that Knows How to Get Tons of Free Advertising”

I subscribe to a magazine called the DM News, which is short for, "Direct Marketing News."

It's a weekly newspaper all about the direct marketing industry.

This newspaper has a section in it titled, "Web Analytics."

Web Analytics is the science of analyzing and tracking user behavior on a website.

This is a very important service and analysts predict that it is set to explode into a multi-billion dollar industry.

Well, there is a company out of Orem, Utah called Omniture that it a pioneer in this field.

It has worked with some of the biggest and busiest websites in the world.

Why?

Because this little company KNOWS how to capture LOTS of attention for FREE!

“Here’s How They Do It...”

Omniture knows that...

...businesses want results!

Businesses don't want another sales pitch. They want to know how they can solve their problem.

And they're particularly interested in knowing how **other companies** have solved the same problems that they're experiencing.

So what does Omniture do?

They write case studies that look like articles and submit them to targeted publications.

Let me give you an example of what I mean.

Recently, Matt Belkin at Omniture wrote an article for the DM News.

The title of the articles was, "Analytics Lets Wine.com Celebrate the Holidays."

The article was about how Wine.com was able to redesign their site to dramatically increase its conversion rate.

Let's look at the article together and analyze why this "article" is so powerful and how you can write, what I call... "case study articles."

“The Anatomy of a Winning “Case Study Article”

Case study articles are articles (or press releases) that are written for magazines, newspapers, or other publications that highlight how a specific business or a person had a problem that that they were able to overcome.

You see, readers of these publications want to know how people (or businesses) solved a common problem.

And media publications know that so they are always looking for articles that spotlight specific problems and how they were overcome.

That's exactly what the case study article does.

1. It highlights a **problem**.
2. It talks about the **consequence** of the problem.
3. It gives the **solution**.
4. It then gives the **results** of the solution.
5. And then it delivers some general **advice**.

Here's an excellent example of a well-written case study article...

Analytics Lets Wine.com Celebrate the Holidays

Photo ↗

By Matt Belkin

Wine.com is one of the country's leading online wine retailers and wine gifting service providers, selling more than 2 million bottles last year while evolving its business into a broader-based lifestyle products merchandiser. The company attributes its growth to customer insights and refined merchandising promotions resulting from a Web analytics solution.

Challenge. Online retailing and viticulture have much in common. Both disciplines blend art, science, persistence and experience gained from previous efforts. As Wine.com's new business strategy took hold, several challenges surfaced:

- 1 • The company was committed to growth and wanted to implement the Web analytics solution before the 2003 holiday season, and at the time it had no real insight into what customers did on its site.
- 2 • Before implementing an analytics solution, Wine.com couldn't tell from which section on the Web site a customer placed a product into his shopping cart, preventing the company from knowing which sections drove the most business.
- 3 • Before implementing Web analytics, Wine.com used log files. It had no easy way to analyze customer behavior and had very limited IT resources to run and analyze reports.

Matt Belkin
Photo ↗

Solution. In its initial search for a Web analytics solution, Wine.com looked at Coremetrics, Fireclick and Omniture. Having selected Omniture's SiteCatalyst, Wine.com's deployment strategy was simple: Start with a basic implementation that focused on the revenue-generating aspects of the site. The company concentrated on the new gift center and new shopping cart, deploying the solution in less than a week.

Result. Holidays are major revenue opportunities for Wine.com, and St. Valentine's Day is one of the biggest. Leading up to the holiday, Wine.com sent 200,000 mailers touting flowers, wines, chocolates and other gourmet offerings. However, because Valentine's Day 2005 fell on a Monday and nobody was open to ship on Sunday, Wine.com risked losing last-minute orders by many well-meaning, procrastinating cupids.

The marketing department launched an e-mail campaign with four tagged images to see where people were clicking. Using SiteCatalyst reports, it saw that the majority of conversion traffic purchased "Get Lucky in Love," a provocative board game with chocolate-flavored body paints.

Wine.com changed all of the global merchandising to position the game on the right side of the page and increased exposure by placing the promotion prominently throughout the site. In just five days, Wine.com sold 1,000 units — a \$15,000 profit from spending 10 minutes with SiteCatalyst.

What's next. Wine.com continues to expand its use of SiteCatalyst. The company uses the tool to perform campaign management, including analyzing conversion rates, spending and ROI of various traffic channels. It also sends daily dashboards to its executives.

Using Omniture's latest version, SiteCatalyst 12, Wine.com is preparing to overhaul its shopping cart for the holiday season, a project expected to be complete by early fall.

Advice. For online retailers looking to enhance their marketing strategy, Wine.com suggests looking at the following before selecting a Web analytics solution:

- 1 • Look at your internal organizational structure and determine who owns Web analytics.
- 2 • Know what you want to do with Web analytics, identify the users and determine your goal.
- 3 • Take time to discover what needs to be improved and commit resources to implement those changes.
- 4 • Find out where your data live and how the data will integrate with other online marketing services. This is critical information, as you will quickly realize that your Web analytics provider will become the foundational platform for future technologies that are used in marketing. ■



Wine.com will overhaul its shopping cart for the holiday season.

RESOURCE BOX ↗

Matt Belkin is vice president of the best practices group at Omniture Inc., Orem, UT, a provider of on-demand Web analytics technology. His e-mail address is mbelkin@omniture.com.

This is a recent article by Omniture that generated a lot of buzz in the direct marketing community.

“Let’s Take a Close Look at What Makes This Particular Case Study Article So Powerful”

Read along with me as I pick apart this article section by section so that you can see why this article works and how to write your own case study article.

Section 1 - The Headline

Notice the headline focuses on the **CLIENT**. That's extremely important. The media does NOT want to know about you. It wants to know about how businesses in their industry solved common problems.

So a key to creating a winning Case Study Article is to focus on the client. In this case, it's Wine.com.

Section 2 - The Intro

Notice that the intro simply tells a little bit about the company. One simple, brief paragraph is enough.

Section 3 - The Challenge (or Problem)

This section of the article is very important. Notice that Matt Belkin, the writer of this article, started this section with the word, "Challenge" in bold.

This section starts out with a general overall statement about Wine.com's challenge and then it went on to point out three specific challenges or problems Wine.com faced.

This section gets your reader ready and ***hungry*** to know what the solution is.

It gets readers nodding their heads saying, "Yes, I have that problem too!"

So be specific in this section and make the problems sound really bad.

And make sure that you talk about the "**consequences**" of each problem.

For instance, look at the paragraph next to the number "2" in the article.

PROBLEM - "Before implementing an analytics solution, Wine.com couldn't tell from which section on the Web site a customer placed a product into his shopping cart"

CONSEQUENCE OF PROBLEM - "Preventing the company from knowing which sections drove the most business."

So remember, when you talk about problems...always give the consequences of the problem. This puts salt on the wound, which prepares the reader to want to know what the solution is.

Section 3 - Introduce the Solution

In the "solution" section of this article Matt Belkin starts out with a ***BANG!***

He actually names his competitors by saying, "Wine.com looked at Coremetrics, Firecom, and Omniture.

Now that is....well...."balsy."

Even I'm surprised that DM News allowed him to say that in his article....but there it is in all it's glory.

What do you think that does to Coremetrics and Firecom.

It **ELIMINATES THEM!**

It basically tells the reader that Omniture is far superior to Coremetrics and Firecom because a well-known online retailer did their due diligence and when the dust settled, they chose the best...Omniture.

That's POWERFUL!

This section also mentions that it was deployed in only a week. So what it's telling the reader is that the solution is simple and fast to use....a key message for Omniture.

Section 4 – The Results

Ahhh, here's the most important part of the entire article.

Why?

Because businesses want **R E S U L T S!!**

They want to know what the system will do for them. They don't care about YOU they care about THEMSELVES and how you're going to solve THEIR PROBLEMS.

You'll notice that the results that Omniture reports in this section are quite impressive and powerful.

Especially the last sentence, "Wine.com sold 1,000 units – \$15,000 in profit from spending 10 minutes with SiteCatalyst."

Now that's a very powerful statement. Statements like these force the reader to *conjure up images in their own mind* of how much they could make if they were to use SiteCatalyst.

And that's the exact emotion you want to instill in your prospect.

That's what gets their saliva going and their greed glands pumping. It's also the emotion that compels people to pick up the phone and call you (rather than you having to chase a prospect down.)

Section 5 – What's Next

This section is not really necessary, but it does give you a chance to give additional information to your reader how your product or service is benefiting your client.

For example, Omniture says that their system sends executives "dashboards" every day. Executives love "dashboards" because they provide a quick, high level overview of pertinent information.

It's basically a buzzword that is popular with executives.

But it also lets the reader know that Wine.com is continuing to use Omniture's system. It's not just a one time thing.

Section 6 – Advice

Now this is the section that the media loves. You see, the media wants to provide **good, useable information** to its readers and so giving practical advice is an essential part of a case study article.

Notice how this section has four bullet points.

This allows each piece of advice to be highlighted and given importance. This is probably the easiest section of the article to write. Anyone can write a few tips about their craft.

Section 7 – The Resource Box

Last but not least, you need to have a great resource box.

Sometimes the publication will control what's said in the resource box and sometimes they'll give you leeway on what you can put in there.

There's two things you want to accomplish with your resource box.

1. Establish your credibility.
2. Get your reader to take the "next step."

You establish your credibility by telling readers who you are and giving them your title or letting them know you're an author.

The "next step" could be sending you an email, picking up the phone and calling you, or going to your website and getting more information.

In the end, you just need to make sure you get the prospects contact information.

That's why I like the option of sending the reader to your website to get more information or to download a free report.

Then, in essence, the prospect is giving you permission to market to them.

Here's a resource box that I commonly use in my niche industry...

David Frey is President of SpaPoolSuccess.com and is the author of, "Recession-Proof Your Spa and Pool Business" marketing system. Visit SpaPoolSuccess.com and download David's free ebook titled, "6 Deadly Spa and Pool Marketing Mistakes (and how to avoid them)."

You see, this gives the reader a REASON to go to my site and a REASON to give me their email address and other contact information. Plus, it simply gets them to my site where they'll find other information about my products or services.

“How You Can Write Your Own Case Study Article and Garner the Attention of Editors and Publishers In Your Industry”

Writing case study articles is simple, now that you know the formula.

If you missed the formula...here it is in a nutshell.

1. **Intro** – Brief intro of the company.
2. **Challenge** – Talk about the problem that the company or client was experiencing.
3. **Solution** – Introduce your solution.
4. **Results** – Present the positive results that your solution has provided to the client.
5. **What's Next** – Tell the reader how your client is continuing to use your solution.
6. **Advice** – Give a few general helpful tips.
7. **Resource Box** – Tell the reader who you are and what you want them to do next.

That's it.

Anyone can write a simple article using this outline.

When you do it, you'll be absolutely amazed at the results. Trade magazines love these articles. You WILL get published.

And case study articles are ***10 times better than advertising!***

They allow you to show off your solution in a way that is unbiased and has credibility. It also allows you to highlight the type of companies you work with.

“A Word of Advice”

Not all your clients or customers will allow you to write articles about them.

Especially, if they believe that what you do for them is a “trade secret” or provides them with a “differentiating advantage” over their competitors.

In this case, you might offer them something in return for letting you use their name.

I know one company give “points” to clients who let them use their names in articles and those points represent a discount in monthly billings.

Be creative...find out what the client wants and then creatively figure out a good trade.

Most companies will just be happy with the free exposure and let you do it for free.

“Conclusion”

Writing case study articles is one of the very best ways to promote your products and services. In fact, I can’t think of a better way to do it.

?? It’s free.

?? It positions your products and services as “must have” solutions.

?? It’s credible because it comes from a third-party.

?? It’s targeted to your primary prospects.

?? It has a large reach.

What more could you ask for. So start today by making a list of media you want to target and write your first article and send it in.

The worst that could happen is it doesn’t get published. Then you simply shop it to the next publication.

Here’s a good example of this.

[Click here](#) to go to Omniture.com’s website news page.

Now do a search for the word “Wine.com” on that page and you’ll see that Omniture has written several articles for several publications about this case study.

They know how to get the very most out of a “win.”

This special report has been brought to you by...



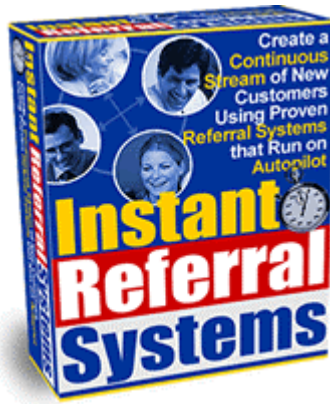
David Frey
President, Marketing Best Practices Inc.
4815 FM 2351 Suite 201
Friendswood, TX 77546
281-993-5657
www.MarketingBestPractices.com

David Frey is the author of these fine products....



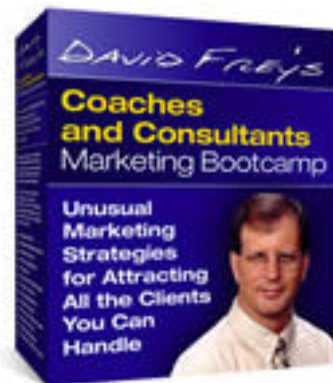
The Small Business Marketing Bible

[Click here for information](#)



The Instant Referral Systems Program

[Click here for information](#)



The Coaches and Consultants Marketing Bootcamp

[Click here for information](#)

