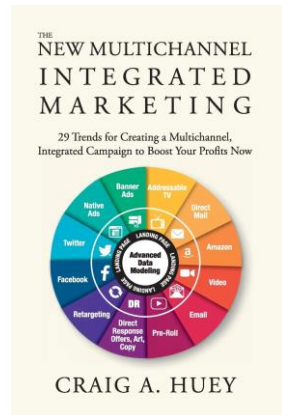


# Marketing Health and Wellness D2C

## *10 Trends for Marketing Profitably Through a Recession*



- Winner of 104 marketing awards: Creative Direct Marketing Group
- Author of *The New Integrated, Multichannel Marketing Book*
- Over 30 years of breakthrough marketing and advertising for health/wellness



# Marketing Health and Wellness D2C

## *7 Trends for Marketing Profitably Through a Recession*

What we will cover...

- **The New Marketing Revolution**

- Direct to Consumer (DTC)
- Business to Business (DTB)
- Integrated Multichannel Marketing

- **Economic Reality Alert**

- Regulations and Taxes
- Stagflation or inflation?
- Recession or boom ahead?



## Trend #1: Reinventing Your Marketing Strategies & Tactics

Time to re-examine your company's current initiatives and assumptions

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**New and proven  
strategies and tactics in  
media and creative**



**Accountable advertising,  
direct response**



**Don't overlook your  
positioning, branding and  
USP (unique selling position)**



**Going Direct:  
B2B and B2C**



**Integrated  
Marketing**



**Multichannel  
Marketing**

## Trend #1: Reinventing Your Marketing Strategies & Tactics

### Shifts and Uncertainties

3 R's: Review, Reinventing, Renewal

- 1 Review**

Review your Unique Selling Proposition (USP) considering the new competitive landscape and economic uncertainty.

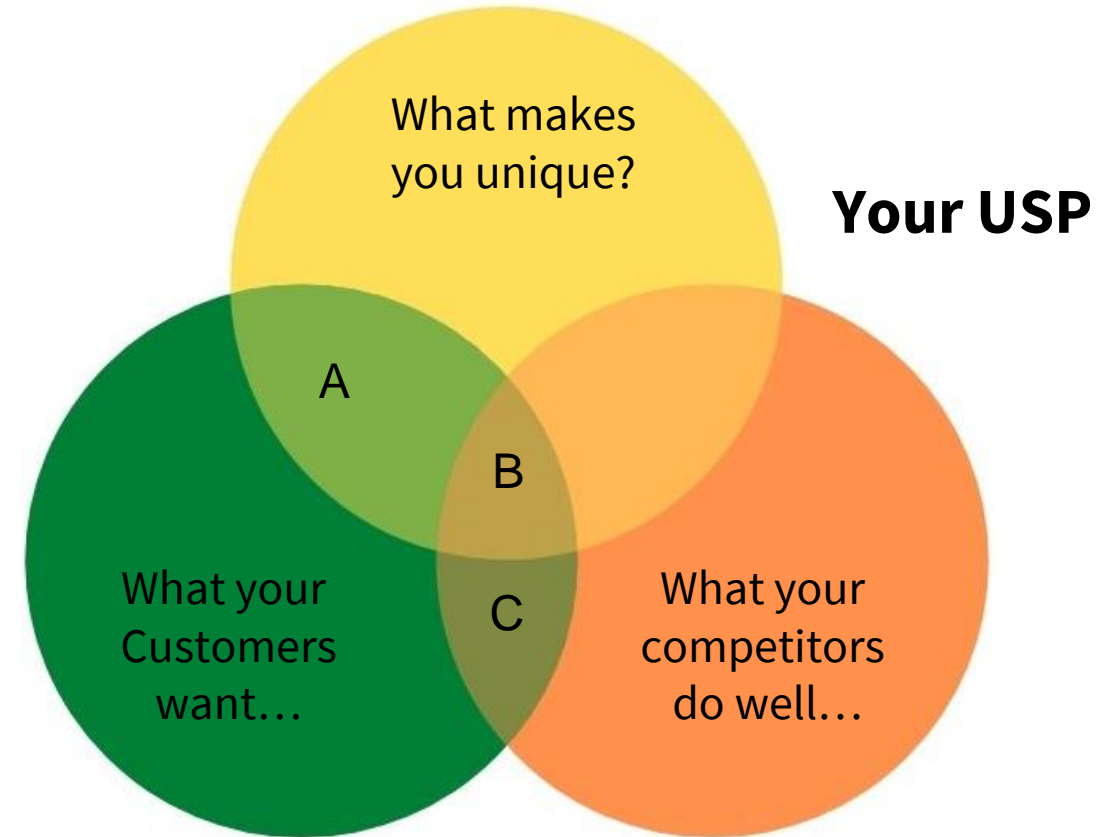
Now more than ever, know and review your:

  - ✓ Cost per lead/Cost per sale/Lifetime value (LTV)
- 2 Reinventing**

Reinventing your positioning and message to match-up with concerns over geopolitics and the economy and... competition.

Now more than ever, reinvent your brand.
- 3 Renewal**

Look at your copy and media for necessary changes and refreshing based upon current reality.



A: Winning USP – A point of difference where you meet the needs and stand out in a unique way

B: Losing USP – Your competitor meets the customer demand better than you do and the prospects know it

C: Risky USP – Competitive ground, good but not strong

## Trend #2: Adjusting Your Marketing Based on Economic Realities

# Marketplace Economic Reality: Surviving, Growing and Dominating Your Market

### Anticipating The New Economic reality:

- ✓ Higher Interest Rates: Fed Hike & Prolonged Recession
- ✓ Geopolitical Upheaval Worldwide
- ✓ Increased Regulatory Scrutiny (5 new state privacy laws in 2023)



### RECESSION AHEAD?

A significant decline in activity spread across the economy, lasting longer than two quarters of negative economic growth as measured by a country's gross domestic product (GDP).



### HIGHER INTEREST RATES AHEAD?

How much higher?



### DEMAND DESSTRUCTION

How will your business react? How will your marketplace react?

### Historic Expansion/Massive Government Deficit Spending:

- ✓ Higher inflation, rising prices
- ✓ Rising media and marketing costs
- ✓ Rising wages



### STAGFLATION

A condition of slow economic growth and relatively high unemployment- accompanied by a rise in prices, or inflation.



### INFLATION

Inflation is a rise in the general level of prices of goods and services over time caused by high rates of growth of the money supply by Federal Reserve action and National Debt caused by over-spending. Inflation can be thought of as a decrease in the value of the unit currency. It is measured as the percentage rate of change of a price index.



### DEFLATION

A fall in the general price level or a contraction of credit and available money.

## Trend #2: Adjusting Your Marketing Based on Economic Realities

### Survival and Growth: The History of Recessions and Marketing...

RECESSION NAME	DATE	LENGTH	UNEMPLOYMENT	GDP DECLINE	CAUSE
<b>GREAT DEPRESSION</b>	Aug 1929 – Dec 1941	10 Years	24.9%	26.7%	<ul style="list-style-type: none"> <li>Federal Reserve</li> <li>Banking Crisis</li> <li>Smoot-Hawley Trade War</li> </ul>
<b>CARTER RECESSION</b>	Nov 1973 – Mar 1975	1 Year 4 Months	9.0%	-3.2%	<ul style="list-style-type: none"> <li>1973 Oil Crisis</li> <li>Federal Expanding the Money Supply</li> <li>1973 Stock Market Crash</li> <li>Stagflation</li> </ul>
<b>1980 RECESSION</b>	Jan 1980 – July 1980	6 Months	7.8% (Up to 12%!)	-2.2%	<ul style="list-style-type: none"> <li>Inflation up to 15%</li> <li>Double Dip – W-shaped</li> <li>Interest Rate up to 12%</li> </ul>
<b>1981-1982 INFLATION RECESSION</b>	July 1981 – Nov 1982	1 Year 4 Months	10.8% (Nov. 1982)	-2.7%	<ul style="list-style-type: none"> <li>Federal Reserve raises interest rates to fight inflation</li> </ul>
<b>BLACK MONDAY RECESSION</b>	Oct 1987 – Feb 1993	8 Months	7.8% (June 1992)	-1.4%	<ul style="list-style-type: none"> <li>Tax increases</li> <li>Regulation increases</li> </ul>
<b>2000 DOT-COM RECESSION</b>	Mar 2001 – Nov 2001	8 Months	6.3% (June 2003)	-0.3%	<ul style="list-style-type: none"> <li>9/11</li> <li>Dot-Com bubble stock crash</li> </ul>
<b>GREAT RECESSION – STOCK MARKET CRASH</b>	Dec 2007 – June 2009	1 Year 7 Months	10.0% (Oct. 2009)	-5.1%	<ul style="list-style-type: none"> <li>Government creates sub-prime mortgage</li> <li>Housing Crisis</li> <li>Financial Services Collapse</li> </ul>
<b>COVID-19 RECESSION</b>	Feb 2020 – Oct 2020	8 Months	14.8%	-8.9%	<ul style="list-style-type: none"> <li>Government dictate</li> </ul>

## Trend #2: Adjusting Your Marketing Based on Economic Realities

### Survival and Growth: The History of Recessions and Marketing...

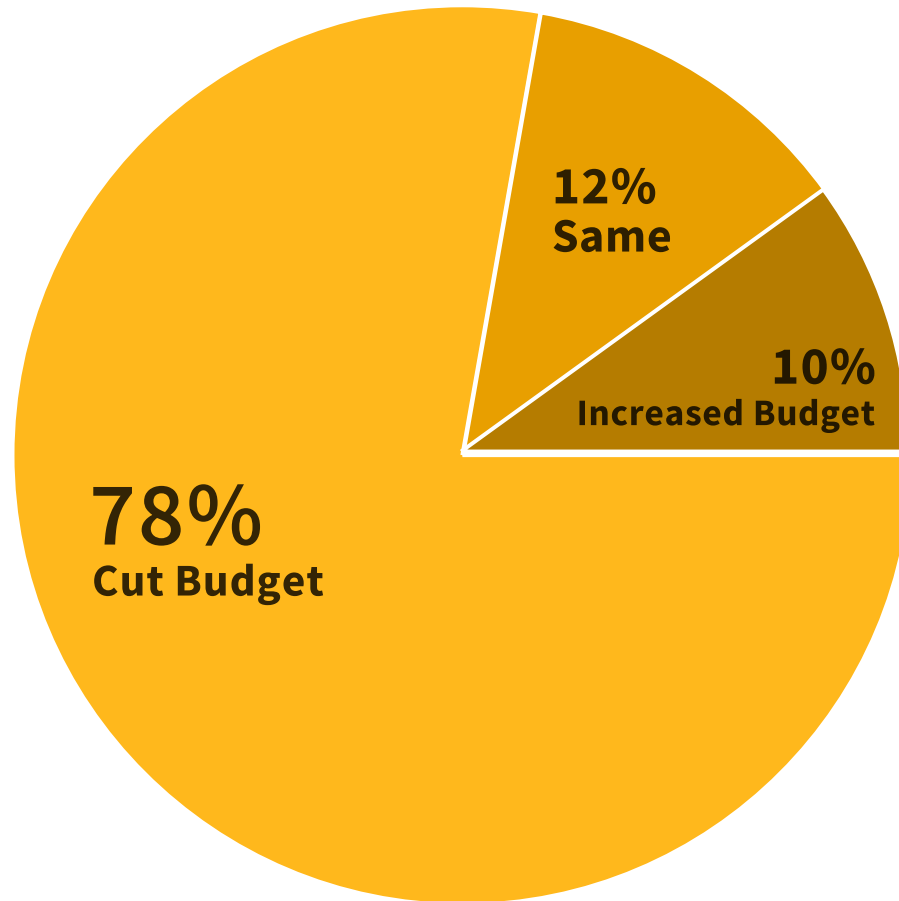
- Consumer buying behavior is changing
- Amazon data
- Inflation: \$717 extra costs to every household a month or \$8,607 a year (CPI) not keeping up with pay increases and squeezing those on fixed incomes
- Credit card debt is now greater than savings
- Savings dropping to near historic lows
- Lost Jobs
- Multiple Jobs



## Trend #2: Adjusting Your Marketing Based on Economic Realities

# Business Owners: Surviving, Growing and Dominating Your Market in a Recession or Inflationary Environment

Reacting to historic recessions. Average budget reactions by marketers:



The First Thing To Be Cut?

Right Choice? What Post Recessions Show Us...

## Trend #2: Adjusting Your Marketing Based on Economic Realities

### Survival and Growth: The History of Recessions and Marketing...

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Advertising: *“A man who stops advertising to save money is like a man who stops a clock to save time.” – Henry Ford*

- ✓ **365% sales increase for companies that maintained or increased their budget:** McGraw Hill research study of recession marketing...
- ✓ **2.5% x market share growth by increasing their budget:** In the last recession, only 18% of companies increased their marketing. As a result, their market share growth outpaced other businesses by 2.5 times...
- ✓ **9% grew during and after recession by increasing their budget:** Harvard Business study – 4700 companies slowly recovered or more in 3 year after the recession ended...

## Trend #2: Adjusting Your Marketing Based on Economic Realities

### Reality in advertising during an economic crisis

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- ✓ Address your target boldly – don't ignore
- ✓ Address your target market fears, hurts and distress
- ✓ Use preemptive copy
- ✓ Be real
- ✓ Recognize fear of the inflation or recession
- ✓ Understand the fear of a weakened immune system
- ✓ Sympathize with confusion and conflicting news
- ✓ Unemployment: fear of losing salary
- ✓ Stock market crash and volatility
- ✓ Fear of government
- ✓ Fear of uncertainty
- ✓ Retirement at risk
- ✓ Business at risk
- ✓ Future and dreams at risk
- ✓ Consumer confidence fell two straight months

Don't sound fearful, but sound understanding.

Don't sound depressed, but sound hopeful...  
sense of anticipation, communicating gratitude.

Act in love.

Your Prospect/Offer

- ✓ Discount
- ✓ Guarantee
- ✓ Freebies

## Trend #2: Adjusting Your Marketing Based on Economic Realities

# Business Owners: Surviving, Growing and Dominating Your Market in a Recession

## Advertising Domination Strategy (ADS)

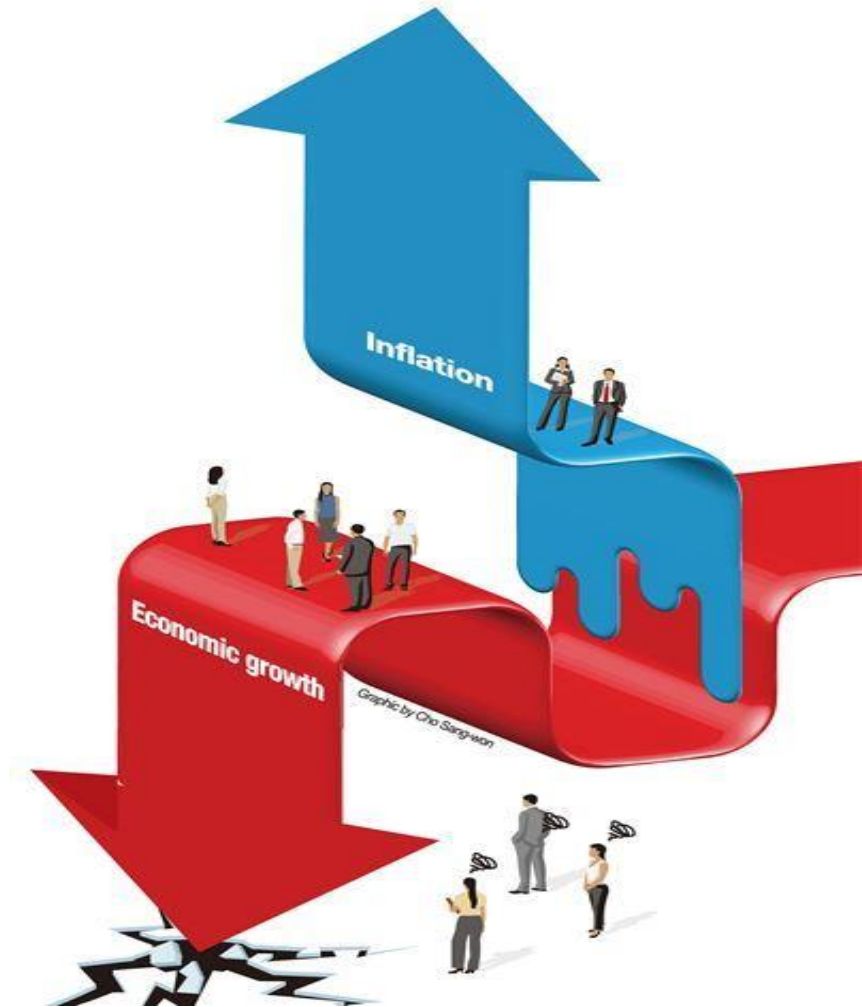
### Stagflation ahead....

#### Be Proactive: Advertising Domination Strategy (ADS)

- 87% of Americans postponed or cancelled vacations
- 16.5% of Americans postponed or cancelled a planned major purchase
- 62% of Americans are cutting costs, changing brands, searching for discounted products
- 41% of Americans are seeking discounts

#### Market Smart: Advertising Domination Strategy (ADS)

- Avoid cutting
- Use accountable direct response, not general advertising
- Limit experiments to 5-10% of budget
- Test more creative A/B testing in the top producing media
- Use copy and offer strategies



## New Trend #3: The New Integrated Multichannel Marketing

# The Multi-Channel Marketing Approach

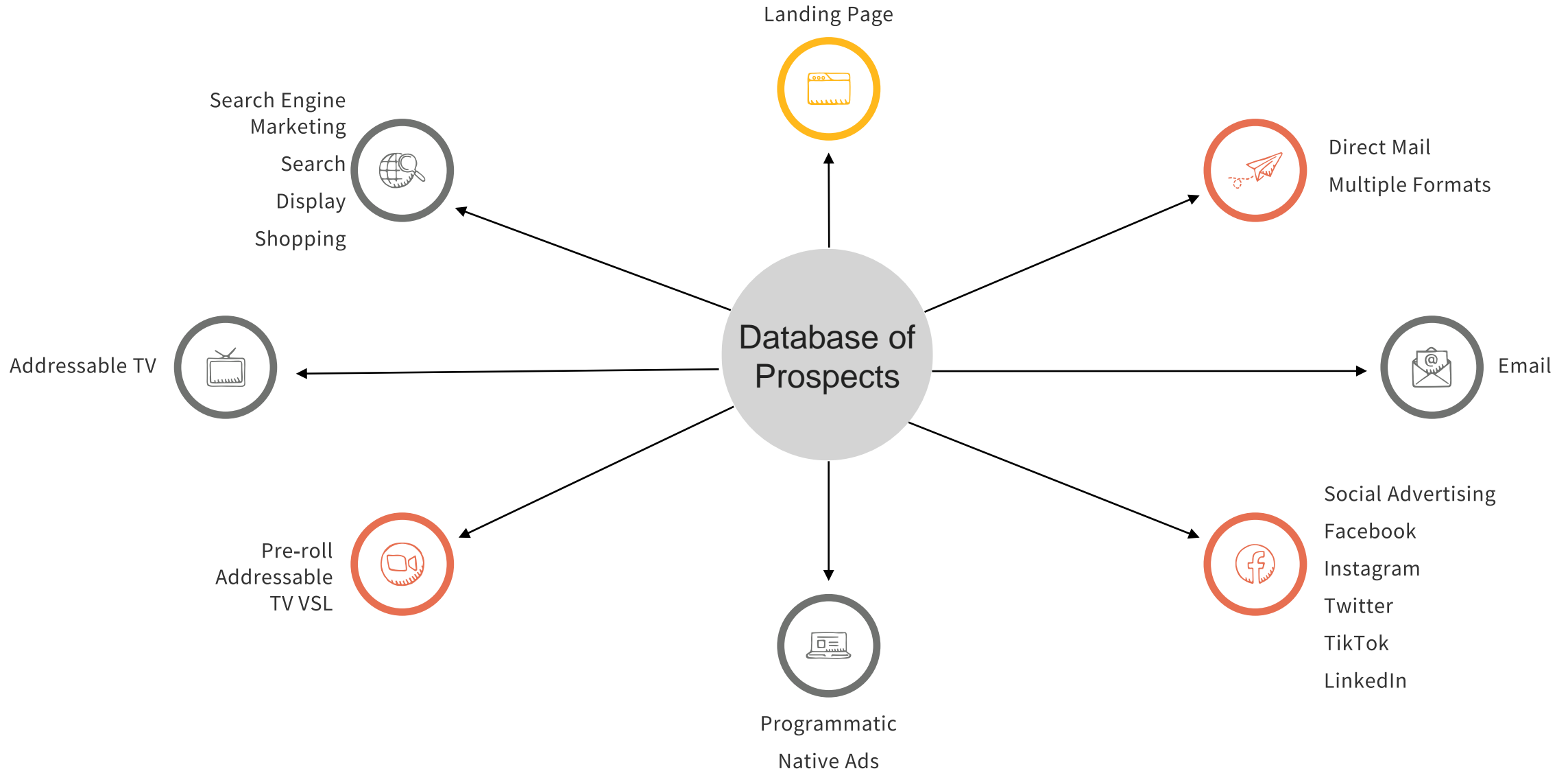
### Two Distinctives

- 1 Integrated**  
Integrate all marketing channels targeting the same prospect/client names
- 2 Multichannel**  
Reaching all prospects/clients with the use of a variety of channels.



# New Trend #3: The New Integrated Multichannel Marketing

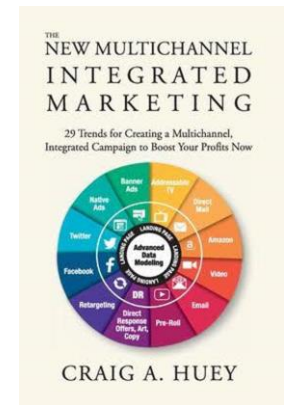
## The Integrated Multi-Channel Marketing Approach



## New Trend #3: The New Integrated Multichannel Marketing

# Example: Integrated Marketing Campaign

Alkaline88 Water all to the same database of prospects



Direct Mail



Email



Landing Page



Video  
Preroll  
Addressable TV



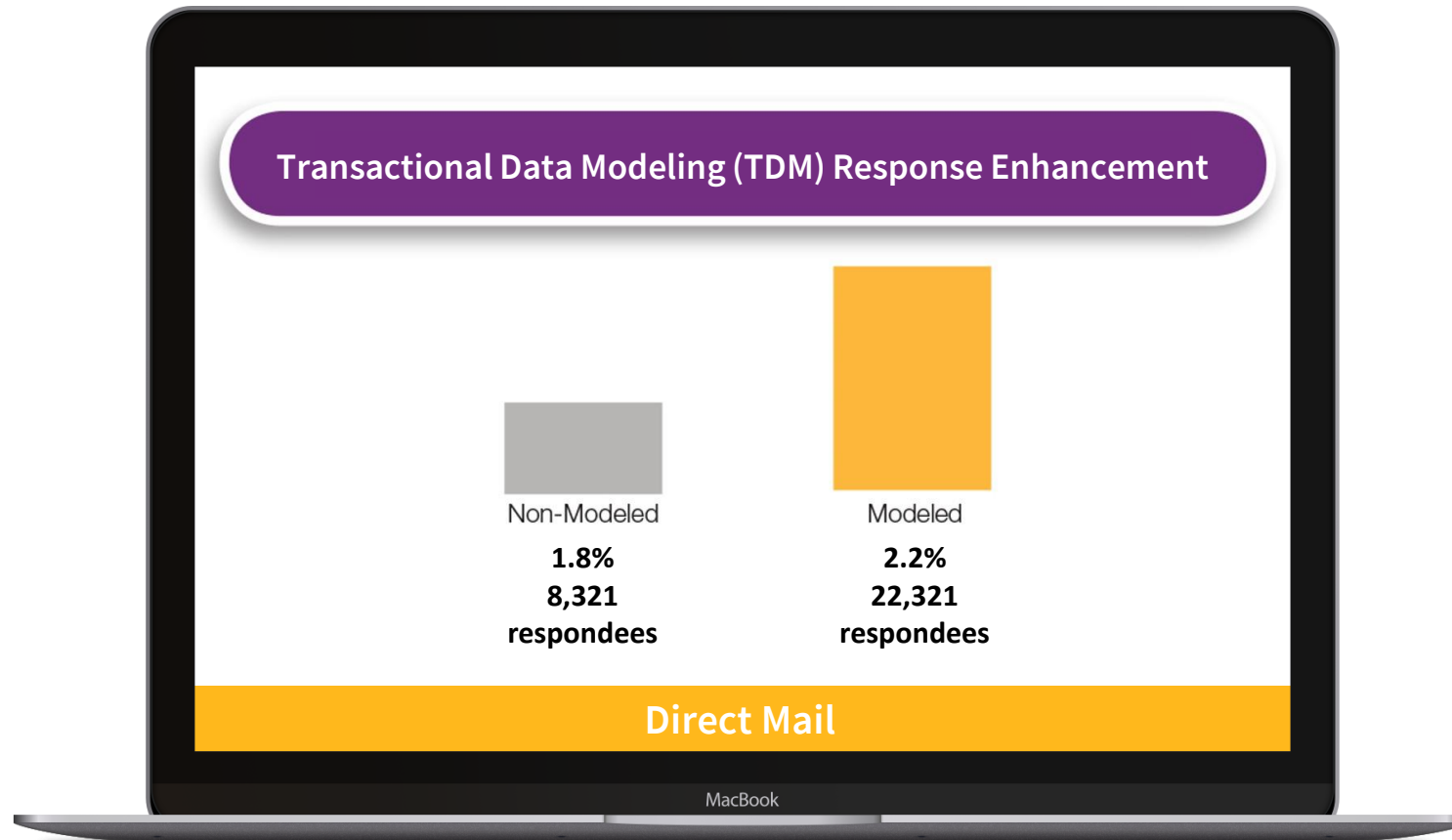
Banner Ads  
Facebook Ads  
Native Ads

Increasing Response by up to 89%

## New Trend #4: Advanced Data Modeling

# Transactional Data Modeling (TDM)

Health And Wellness Supplements



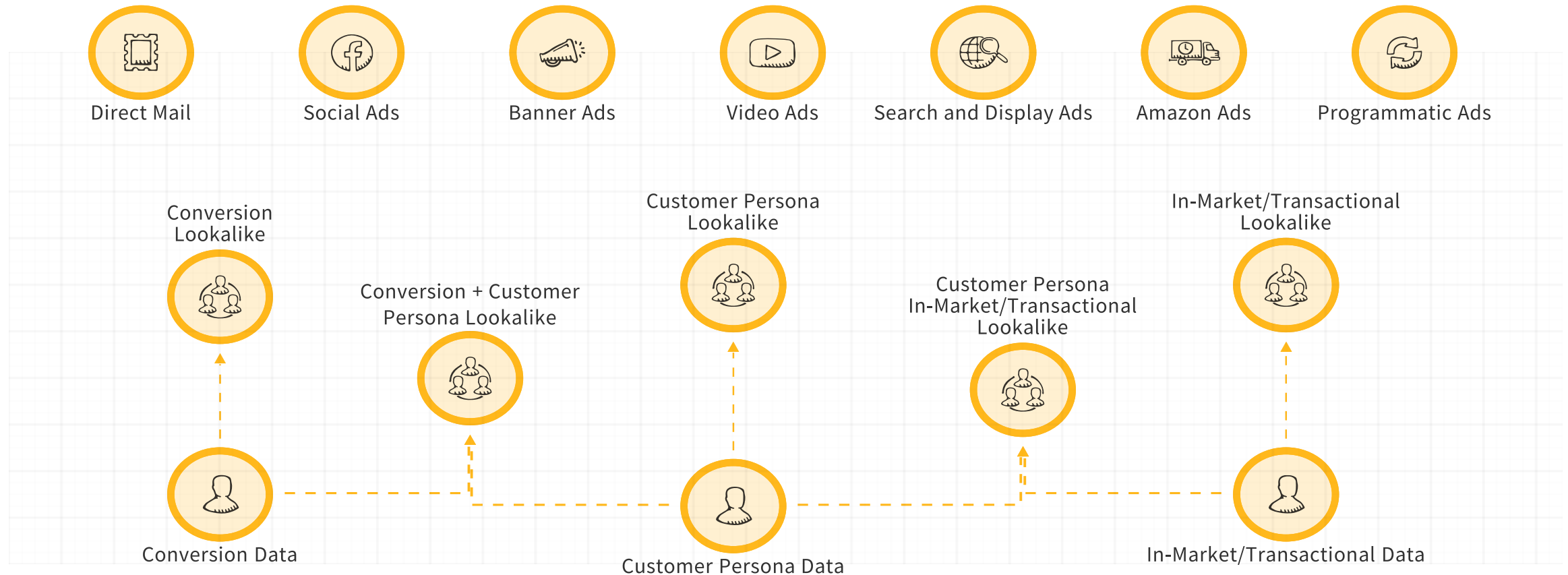
- **For:**
  1. Integrated multichannel marketing
  2. Look-a-like marketing
- **The Power of TDM: More Response, More Reach**
  - 95-98% accurate for look-a-like audiences
  - Identifying multi-buyers - 2x, 3x, 4x
  - Use for direct mail and digital multichannel marketing
  - Transactions: Buy-a-like

# New Trend #4: Advanced Data Modeling

## Transactional Data Modeling (TDM)

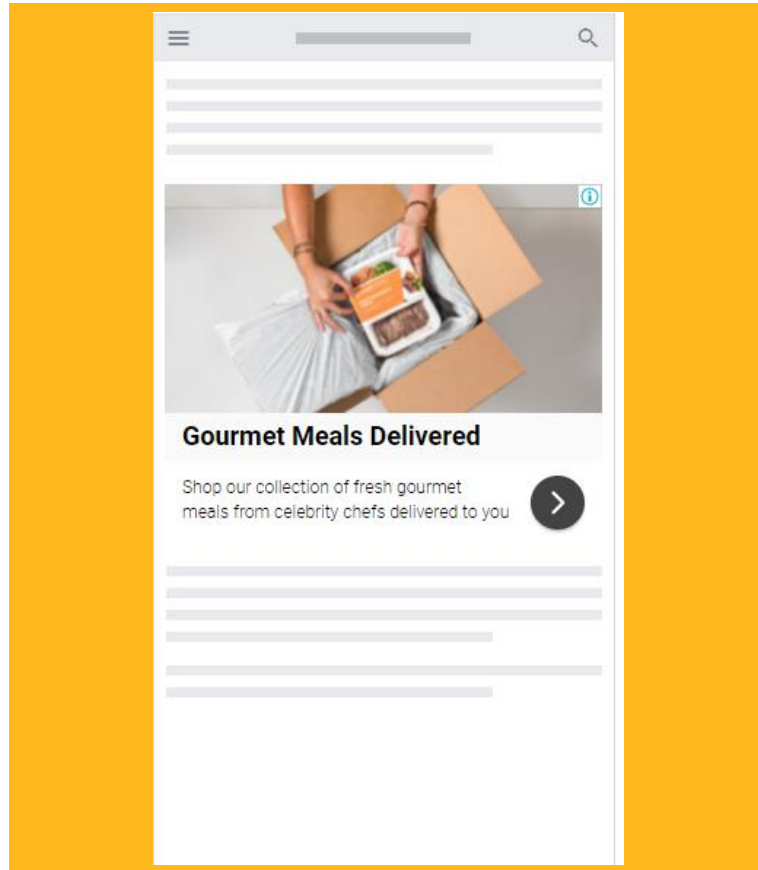
The Perfect Prospect Breakthrough

### Lookalike Audiences



## New Trend #5: Digital Footprint vs. Foundation

# Google & Meta (Facebook) Changes: Cookie apocalypse



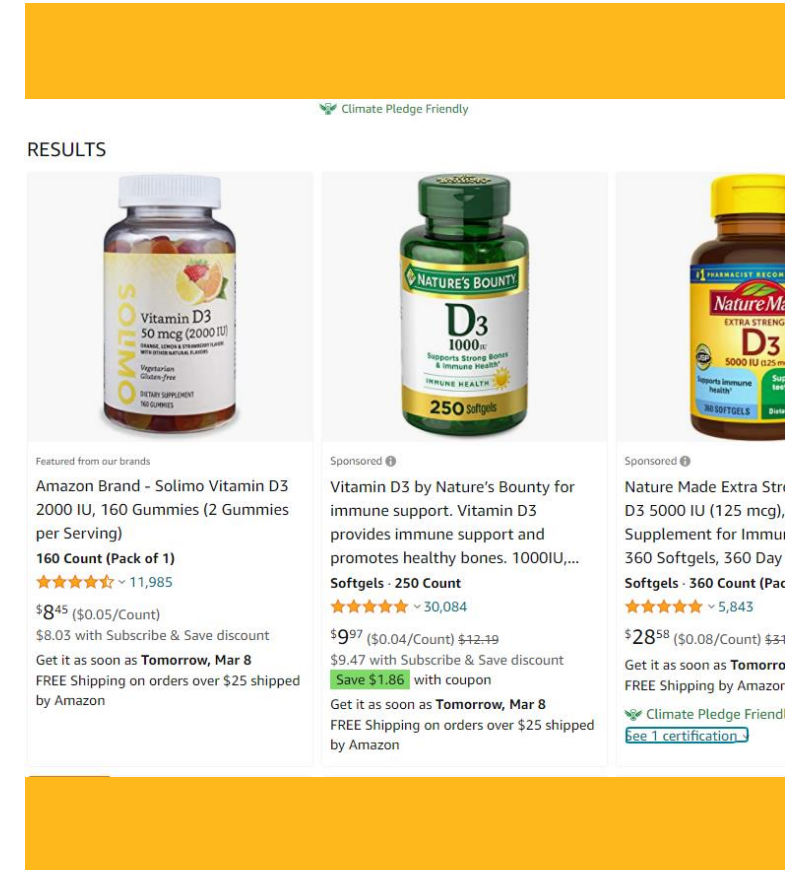
A screenshot of a Google Ad for gourmet meals. The ad features a top navigation bar with a search icon and a hamburger menu. Below the navigation is a large image of a person's hands holding a gourmet meal tray. The text below the image reads "Gourmet Meals Delivered" and "Shop our collection of fresh gourmet meals from celebrity chefs delivered to you". There is a right-pointing arrow button.

Google Ads



A screenshot of a Facebook Ad for Unprescribed. The ad has a blue header with the Unprescribed logo and a "Like Page" button. The text reads: "Breaking: 'Are Those Costly Meds Really Necessary, or Is There a Better Way?'" "Customized health plan helps reduce or eliminate the need for prescription drugs, with your doctor's help." "Pre-diabetes gone in 12 weeks... high blood pressure erased in 16 weeks... plus, so much more...". Below the text is a photo of a doctor in a white coat. The text below the photo reads: "Nebraska Doctor Invents New Medical Technology..." "Unprescribed Call Now to Join: 1-866-611-5661 JOIN Unprescribed 'Overmedicated?' 'Overmedicated?' If you feel like you're taking too many drugs or supplements, this revolutionary medical technology can help you get rid of those...". At the bottom, there is a "Learn More" button and a URL: DEVELOPMENTENVIRTEST527.UNPRESCRIBED.ME.

Facebook Ads



A screenshot of Amazon Ads for Vitamin D3 supplements. The ad is titled "RESULTS" and features three product listings. Each listing includes a product image, a title, a price, and a "Get it as soon as" date. The first listing is for Amazon Brand - Solimo Vitamin D3 2000 IU, 160 Gummies (2 Gummies per Serving) for \$8.45. The second listing is for Vitamin D3 by Nature's Bounty for immune support, 250 Softgels for \$9.97. The third listing is for Nature Made Extra Strength D3 5000 IU (125 mcg), 360 Softgels for \$28.58. Each listing also includes a star rating and a "FREE Shipping" note.

Amazon Ads

## New Trend #5: Digital Footprint vs. Foundation

# 3 Dangers to Health and Wellness Advertising



### 1 Google Enhances Restrictions

- Google's “3 Strikes Rule” on unapproved substances, tobacco, and other products.
- Algorithm updates causing remarketing disapproval for health in personalized advertising.
- Healthcare and medicines (restricted pharmaceuticals) restrictions leading to product restrictions.
- Landing page copy and site content can all lead to disapproval for unapproved substances or recreational drugs.

### 2 Facebook Inconsistent Review Process

- Facebook does not provide much information behind the causes for ad rejection and disapproval. That paired with a long list of vague ad guidelines and a very strict approval process, can lead to businesses missing out on a large channel. Not only can the continual disapproval lead to a restriction in your ad account and/or your Facebook page, but also delays in scheduled delivery.
- Apple – “Ask not to track” button cost meta over 10 billion in advertising revenue so far crushing revenue net income (36%). Ads are not delivered to certain iOS devices.
- Subscription model for Facebook and Instagram (sub \$100)

### 3 The Cookie is Dead, Long Live the Cookie

- Cookie apocalypse: the deprecation of third-party cookies and look-a-like modeling.
- 1st party cookies/data is here to stay. Understand that its 3rd party cookie tracking that is experiencing a slow painful death. Look and see how you can build your data to provide you with interests, segments, and demographic information to allow you to better target your audience.

## New Trend #5: Digital Footprint vs. Foundation

### 3 Things to Keep in Mind

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#### 1 Data is more important than ever

As the world shifts towards more privacy, leveraging your own 1st party data, both light and dark, is more important than ever. Knowing who your customer is will always be the foundation of Sales and return on Marketing. Use true data to learn your Audience.

#### 2 Stop Jumping on the Bandwagon and Start Planting

All too often we have marketers that come to us asking to advertise in the latest craze, but does it make sense? If you're target audience is 65+ why would you advertise on Snapchat (2%) or TikTok (4%). Do what works consistently rather than look for quick results like a fad diet.

Instead, try that which is working for competitors or similar Product Verticals, study the Market, and target your Audience (geo fencing, SAM).


#### 3 Remarket More Efficiently

Stop paying for remarketing that isn't tailored for High-Intent Users. Start looking at building out "Micro moments" in your customer journey to provide weighted scores and more effectively target those individuals that are most likely to convert, rather than shot gunning your remarketing efforts. Move the same User through the buying journey by providing value and building a relationship.

## New Trend #5: Digital Footprint vs. Foundation

# Testing and Using Direct Response Copy

- ✓ Platforms
- ✓ Creative



Home Bistro  
Sponsored · 🌐

With a growing roster of celebrity chefs, one company has reimagined the possibilities of at-home dining ...

... boasting the world's first celebrity chef meal platform, Home Bistro is already offering premium meals by Iron Chef Cat Cora, Hungry Fan's Daina Falk, Masterchef Claudia Sandoval, Top Chef Richard Blais, and more.

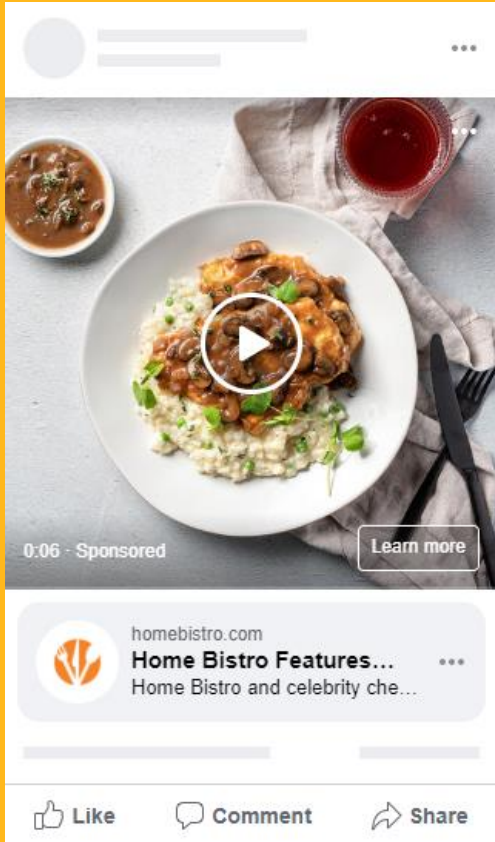
See what you've been missing.

HOMEBISTRO.COM  
The #1 Gourmet Meal Delivery Service

LEARN MORE

Like Comment Share

A - Single Image



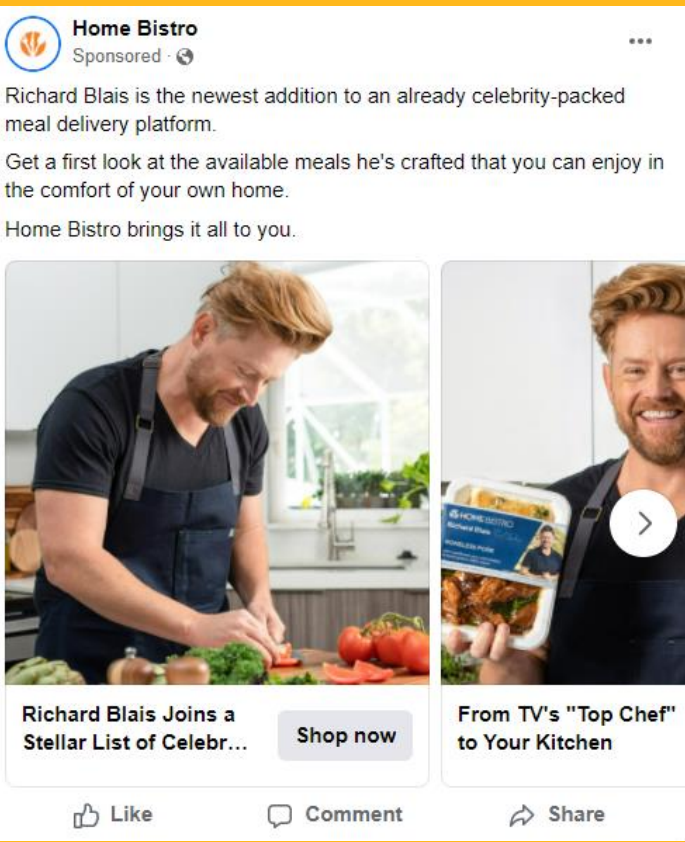
0:06 · Sponsored

Learn more

homebistro.com  
Home Bistro Features...  
Home Bistro and celebrity che...

Like Comment Share

B - Video



Home Bistro  
Sponsored · 🌐

Richard Blais is the newest addition to an already celebrity-packed meal delivery platform.

Get a first look at the available meals he's crafted that you can enjoy in the comfort of your own home.

Home Bistro brings it all to you.

Richard Blais Joins a Stellar List of Celebr...  
Shop now

From TV's "Top Chef" to Your Kitchen

Like Comment Share

C - Carousel

## New Trend #5: Digital Footprint vs. Foundation

### Use a Multichannel Strategy

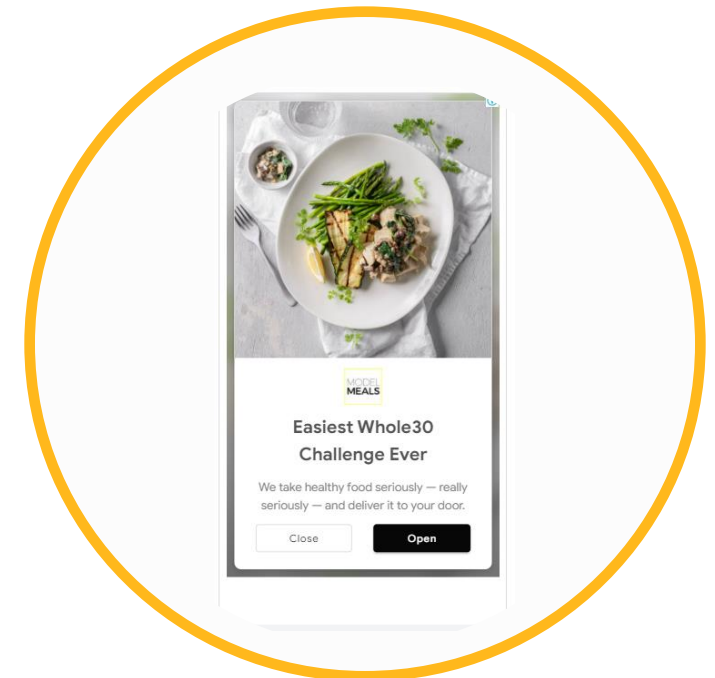


## Food Box Marketer

- 90% focused on Remarketing
- Single channel focused (Google)
- Email marketing performance metrics steadily declining

## Multichannel Campaign Launch

- 19% increase in web traffic
- 142.5% increase in new customers
- CPA decrease by 25%
- 75% of budget focused on prospecting
- Transactional Email Metrics increased (Open Rates by 35%, Click Rates by 23%, Conversion Rates by 56%)



## New Trend #6: Direct Mail In An Online World

### The Death of Direct Mail?

#### New Profitable Results

- ✓ The lost art of great ROI
- ✓ Strategic myths
- ✓ Higher upfront costs, better cost per sale

### The Resurgence of Direct Mail

#### Four Big Differences:

1. New formats
2. Transactional Data Modeling (TDM)
3. Direct Mail Response
4. Integrated Multi-channel

#### Unique new direct mail formats

- ✓ Over 1 Billion Pieces Mailed
- ✓ Over 10,000 variables tested



# New Trend #6: Direct Mail In An Online World

## Traditional Letter Strategy

Tested 10,000 Variables to increase response

Envelope Test

*Reserved for you:*  
**Exclusive Wine Lover's Kit**



**DO NOT BEND:  
FREE CHECKLIST  
ENCLOSED**

- **Two memorable wines selected for you by experts**—a \$25 value (or more!)
- **Your must-have for every wine party:** An elegant slate cheese-serving board for perfect wine and cheese pairings—a \$19 value
- **Your Complete Wine Exploration Course:** The essential “wine wisdom” series that will bring more enjoyment to every glass—a \$39 value
- **Your FREE Bonus Wine:** A magnificent red chosen for you from a boutique winegrower in Santa Barbara County, California—a \$22.95 value
- **And much, much more inside...**

***It's a total value of \$152.95 for just \$9.98***

A

**For Wine Lovers Only!**

“For just \$9.98, I'll send you this wine-lovers package valued at \$152.95:

- Two exceptional, unique wines valued at \$25, so you can have a delicious new wine experience ...
- A bottle of the luxurious 2012 Merlot from Firestone Vineyards (a \$22.95 value), so you can enjoy the rare taste of this little-known red wine born in Santa Barbara County ...
- An exclusive five-part Wine Explorer's Kit valued at \$105, to enhance your enjoyment of wine

“It's a total value of \$152.95 for under \$10. See inside for all the details.”



B

# New Trend #6: Direct Mail In An Online World

## Unique Formats

**SPECIAL MEDICAL REPORT**  
1001401 Complimentary June 2021

New government-sponsored research forces Congress to take action! **PAGE 6**

The dirty little secret Big Pharma doesn't want you to know ... **PAGE 7**

The incredible discovery researchers made that changed how we think about pain relief ... **PAGE 4**

**BREAKING: New Pain Relief Breakthrough Bypasses Big Pharma. See Page 3**

**EXCLUSIVE:**  
**“God Designed Your Body to Respond to This Amazing, Natural Painkiller”**

Discover how Dr. Douglas Spiel uses the anti-inflammatory powers of this non-addictive product for patients suffering from ...

- Joint pain
- Lower back pain
- Arthritis
- Migraines and cluster headaches
- Knee pain
- Neuropathy
- Aching hips
- Shoulder pain
- Diabetic nerve pain
- Fibromyalgia
- Muscle spasms
- General aches and pains

For more ... **SEE PAGE 3**

**INSIDE:**  
Discover why America's pain doctors are marshaling around this amazing breakthrough.  
**SEE PAGE 2**

**DR. DOUGLAS SPIEL**  
America's #1 Anti-Pain Pioneer in Edison, NJ

Magalog

**INSIDE:** HOW DO YOU SAVE YOUR IMMUNE SYSTEM?

**THE HIDDEN TRUTHS  
BIG PHARMA  
DOESN'T WANT  
YOU TO KNOW**

**BOOK ENCLOSED!**

**6 BLUNDERS THAT COULD DESTROY YOUR IMMUNE SYSTEM**  
HOW TO AVOID COMMON WELLNESS CHOICES THAT CAN THIN YOUR IMMUNE SYSTEM ON ITS HEAD  
BY DR. DOUGLAS SPIEL

Bookalog



## New Trend #6: Direct Mail In An Online World

### Unique Formats

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#### Catalog

- Hard copy
- Online



# New Trend #6: Direct Mail In An Online World

## Direct Mail Remarketing

Activating your website/landing pages

- ✓ Postcard
- ✓ Letter mailing
- ✓ Other formats

**\$0** Get Details About a \$0 or Low Premium Medicare Advantage Plan\*  
New for 2016

You may qualify for a low or \$0 monthly premium Medicare Advantage plan from Humana.

Get more details by calling a licensed sales agent today and asking for your free information guide, with no obligation to enroll. This call will help you choose your best Medicare Advantage options for this important decision.

Call now toll-free: 1-855-720-3896 (TTY: 711)  
8 a.m. - 8 p.m., 7 days a week

\*You must continue to pay your Medicare Part B premium.  
Y0040\_GHUF3KEN Accepted

Humana Inc.  
PO Box 70209  
Louisville, KY 40270-0209

This is an advertisement.

**TIME-SENSITIVE INFORMATION**

You could get an all-in-one Medicare Advantage plan with a \$0 or low premium. See inside for your options...

Humana Inc.  
PO Box 70209  
Louisville, KY 40270-0209

This is an advertisement.

**TIME-SENSITIVE INFORMATION**

You could get an all-in-one Medicare Advantage plan with a \$0 or affordable premium. See inside for your options...

**get an all-in-one Medicare Advantage Prescription Drug plan or \$0 premium... without sacrificing the quality of your coverage.**

Dear Name,

If you miss the deadline for selecting your 2016 Medicare Advantage Prescription Drug plan coverage, you could miss out on some valuable benefits.

**\$0** Discover how you may qualify for all the benefits of a Medicare Advantage Prescription Drug plan - with a premium as low as \$0.

You may need to select your 2016 Medicare coverage by December 7, 2015. The Medicare Annual Election Period (AEP) ends on that date.

Humana has a federal contract to provide Medicare benefits to beneficiaries.

We offer affordable all-in-one Medicare Advantage plans, including Part D (prescription drug) coverage, that allow you to keep all your current Medicare benefits and get important extra coverage.

Call a licensed sales agent now for a FREE Information Guide: 1-855-720-3896 (TTY: 711), 8 a.m. - 8 p.m., 7 days a week

**Make sure you make an informed decision about your Medicare coverage.** You can also request information at [HumanaChoice.com](http://HumanaChoice.com).

Sincerely,  
*Jim Van Vollen*  
Jim Van Vollen  
Segment Vice President / MarketPOINT  
Humana

**P.S. IMPORTANT DEADLINE:** You may need to select your 2016 Medicare Advantage coverage by December 7, 2015. Call now for a free benefits consultation with a licensed sales agent to get facts you need to make an informed decision. There is no obligation to enroll when you call.

Call now toll-free: 1-855-720-3896 (TTY: 711)  
8 a.m. - 8 p.m., 7 days a week

\*You must continue to pay your Medicare Part B premium.  
Y0040\_GHUF3KEN Accepted



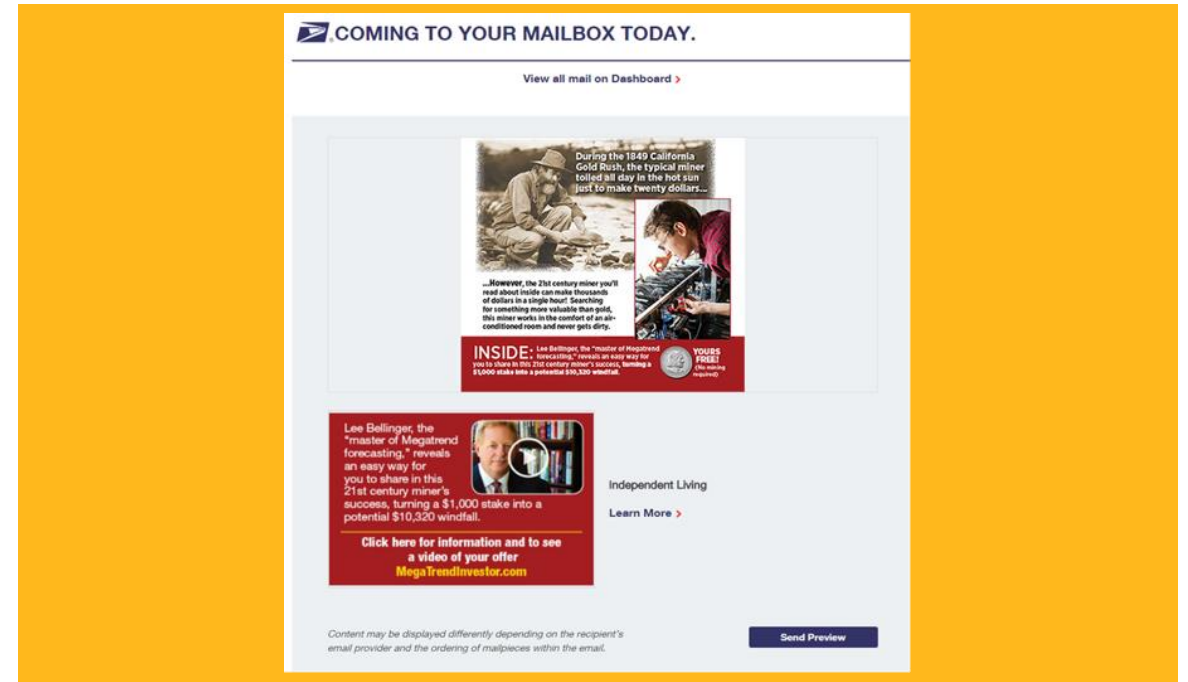
# New Trend #6: Direct Mail In An Online World

## Informed Delivery – Tracking and Engaging

- ✓ Consumer
- ✓ Alert your Prospect
- ✓ Drive to Video/Landing Page



See your envelope!



See your ad!

## New Trend #7: Leveraging Video

Supercharge Response with new video strategies

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Videolog



Landing Page



Digital Ads



Email



Pre-Rolls



Addressable TV/TDM



Connected TV



VSL's

And...

## New Trend #8: Geofencing

### Geofencing

- Model ID's
- Older/Ads
- ✓ Past
- ✓ Current
- Budget: \$21,000.00
- 942,000 Impressions
- 288,000 Video Views



## New Trend #9: Testing New Media

# New Strategies and Tactics for Multichannel Marketing

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Text Marketing



Addressable TV



Push Notifications



Alternative Media  
(Discord, Brave,  
MicroInfluencers)



Strategic App Marketing  
(SAM)



Podcasts



Mobil ID Marketing  
(Reverse append mailing  
address from your postal  
list on DSP)



Mobil Message  
(Voice Mail Message)

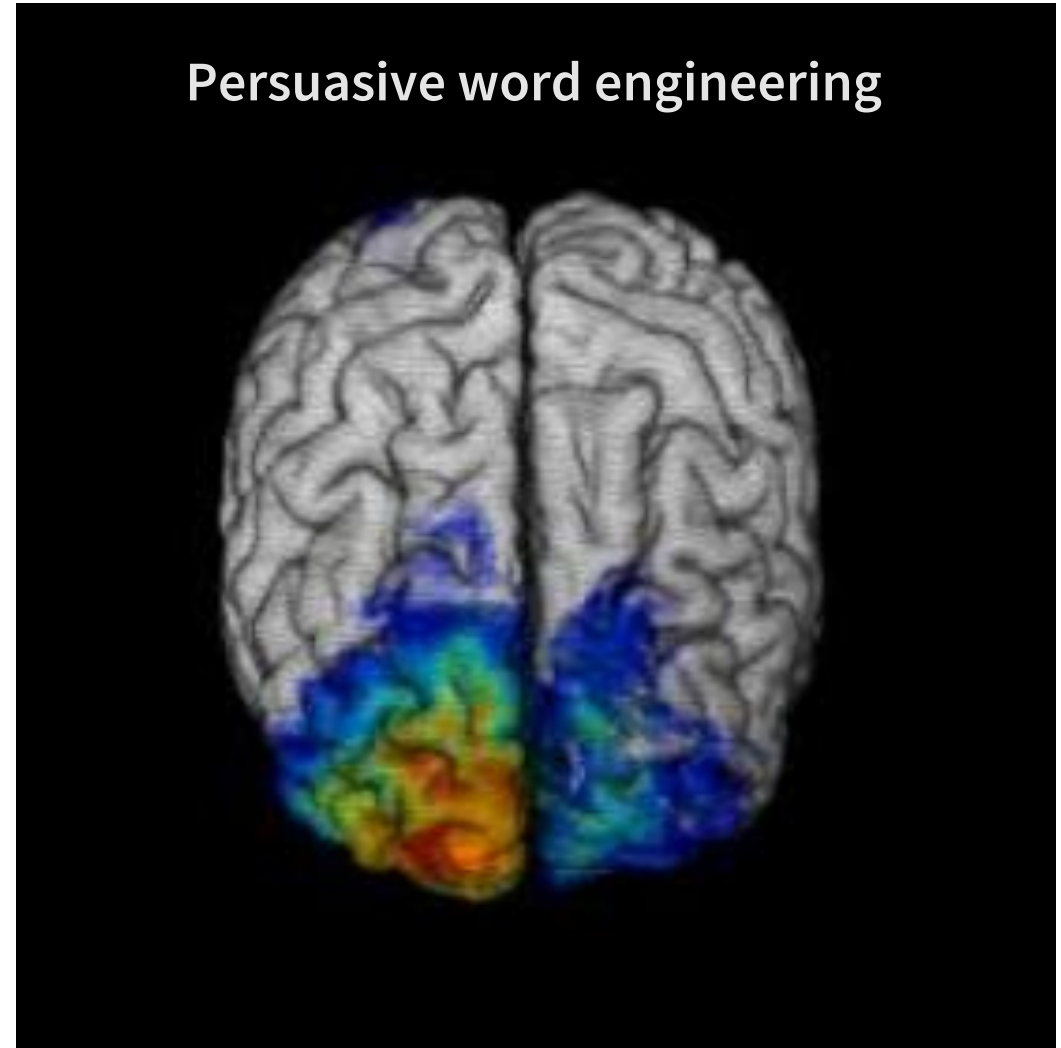


## New Trend #10: Using Copy that Sells

### Direct Response Copy

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- Measurably increases ROI
- Online/Hard copy
- Benefits vs features...
- Define your unique selling position (USP)



## New Trend #10: Using Copy that Sells

### Sell Benefits Not Features

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#### Product

Snack Box

#### Feature

Provides Snacks sent to your office once per month

#### Benefit

You won't have to remember to order, pick out the options, or lose employee time overseeing office snack ordering

#### Ultimate Benefit

Your employees are happier

## New Trend #10: Using Copy that Sells

### Other Copy Essentials Increase Responses

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- M<sup>2</sup>
- Theme
- Be specific
- Be conversational
- “You” oriented
- Easy to read
- Drama/surprise
- Flesch–Kincaid (F-K) 8.5 or less

**Disruptive Headline**



The Medical Establishment's...  
**DARK SECRETS EXPOSED!**

**INSIDE:** A controversial California doctor blows the lid off the shocking medical scandals that keep you sick and miserable... and reveals the surprising secrets that will help you enjoy an active, healthier and longer life instead.

**Drama/Surprise Headline**

**Exposed:**  
**The Heart Health Hoax**  
that keeps you sick and suffering

Here's how you can reverse heart disease without expensive drugs or dangerous surgery...

Even after years of low-fat diets and hundreds of millions of statin prescriptions, 75 million Americans still suffer from heart disease. And it will kill more Americans in 2012 than ever before!

## New Trend #10: Using Copy that Sells

### At the end of your copy presentation, ask yourself...

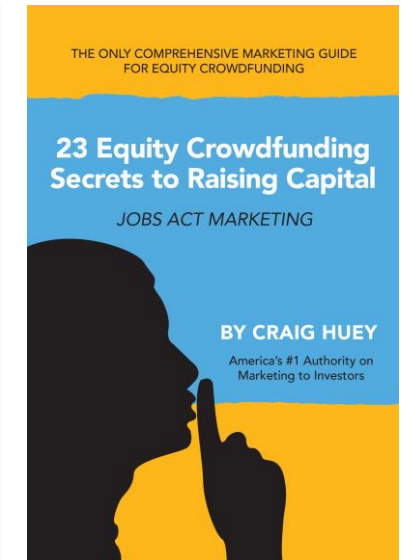
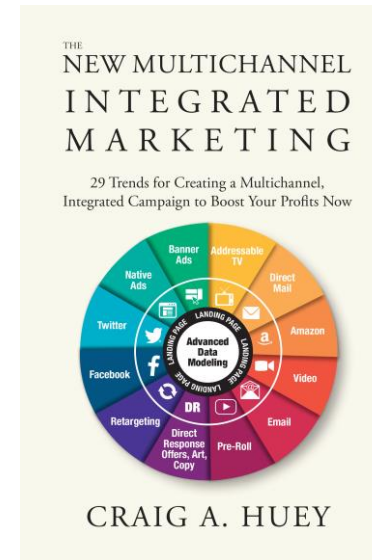
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10 Deal Killers - Your answers are critical

- 1 Does it grab my attention right away?
- 2 Does it recognize self-interest/pain/fear?
- 3 Do I immediately recognize a good value proposition?
- 4 Is it written to me and me alone?
- 5 Do I feel the writer cares about me?
- 6 Does the writer believe what he's saying?
- 7 Do I believe the writer?
- 8 Do I feel safe/comfortable about responding?
- 9 Why should I buy now and not later?
- 10 Is there an alternative?

## 7 Action Steps...

- 1 Determine your vision for survival, growth and market domination as the economy faces economic turmoil.
- 2 Reevaluate your budget: How much to spend and how to reallocate.
- 3 Review your target market.
- 4 Reevaluate your current marketing channel strategy and tactics – what to drop – what to keep – what to try differently – how to take advantage of the boom in health sales.
- 5 Update your copy – everything should change.
- 6 Update your current marketing channel strategy and tactics – what new to test – what to do differently – what to eliminate – multichannel approach.
- 7 Schedule a call with Michael now for:
  - Marketing strategies and tactics
  - Copy and art
  - Buy any of these on Amazon, including Craig's latest book, ***The New Multichannel Integrated Marketing: 29 Trends for Creating a Multichannel Integrated Campaign to Boost Your Profits Now***
  - Call Craig for an autographed copy
  - at 615-490-8832!



# Putting It All Together

Let's talk about how our experts can help you through these economic changes and how you can dominate your market...

## 1. Growth/Creative/Strategic Audit

- Strategy & 2<sup>nd</sup> opinion
- What you should do
- Guidance through stages
- Reinventing

## 2. Help you launch, grow or reposition with ???

- Full copy/art team ready to help
  - Full media team – taking it to the next level
  - Integrated, multichannel marketing testing
- Visit us at [www.cdmginc.com](http://www.cdmginc.com)
  - Email Michael at [moppenheimer@cdmginc.com](mailto:moppenheimer@cdmginc.com)

