

SecretMarketingLab.com Case Study: (January 2004)

The \$1 Trial that resulted in a potential \$6910.80 sales from 343 visitors.



The image shows a screenshot of the ResponsiveMailer.com website. The header features the company name and tagline. A navigation menu includes Home, Member Login, Affiliates, Contact Us, and Order. The main content area contains a promotional message about targeted advertising, with key phrases highlighted in yellow. A disclaimer and a limited-time offer are also present.

ResponsiveMailer.com
The Next Generation Mailing System
Generate, Respond, Lead, Never Repeat

Home Member Login Affiliates Contact Us Order

If you have been searching for an Really, Powerful Way to catapult your business onto the Internet Map then look no further...

Finally!- The Next Level Of **Explosive, Targeted Advertising Has Arrived -
Generate Streams Of Laser Traffic To Your Website Right Now....**

Warning! (It's Not FFA Pages, Search Engine Spiders Or Any "Old School Gimmicks"....)

(Limited Time Only - 100, \$1 Trials Available!)

Direct from Andrew Fox & Lawrence Pryor

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Responsive Mailer Numbers Breakdown

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The \$1 Trial would rebill in 30 days at one of the following levels...

Responsive Mailer \$37 monthly membership fee

or

Responsive Mailer and Guru Mailer Membership
included for \$59 monthly membership

1 in every 3 customers opted to take the \$59
membership.

So my average membership was worth $\$37 + \$37 + \$59/3$
= \$44.30

Each customer stays with these programs for an
average of 3-6 months.

So my average customer is worth a total of

$\$44.30 * 3$ or 6 months.

Customer Value = Between \$132.90 and \$265.80

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The Ad Copy I used

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On Jan 29th 2004, I mailed the following ad to
one of my opt in lists of 20,000.

AD COPY BELOW

Subject: Re: NAME - Important regarding your \$1 Trial

NAME,

Here is my best offer of the year so far.

I figured you need highly targeted visitors to your website NOW. So here's the deal.

You can get a trial of the Responsive Mailer for \$1 AND I'll give you 30 days access to the Guru mailer for no cost - that's right not a dime.

Click Here To See for yourself

This traffic system will flood your website with targeted visitors, just listen to these testimonials...

"Andrew and Lawrence,

I wanted to let you know I've reviewed your new "in genius" traffic generation system, The Responsive Mailer.

I thought the ability to send html mailings was a cool feature. And the option to display your own ad in the members area is another way to gain great exposure.

Overall, a great buy for the "little guy" to start his entrance into the Internet world.

Armand Morin

"I've known you guys for over 3 years and every couple of months you continue to amaze me with your A+ Grade products.

One of your recent products, Ultimate Mailer received 100's of positive comments from my loyal newsletter list - and believe me these guys speak their mind.

The new Responsive Mailer is simply amazing - I could definitely say its one of your best ones yet and look forward to recommending it.

Frank Garon

I'm only giving away 100 of these trials as part of a marketing test - after that I may shut the offer down without any further notice.

Click here to visit the website now

This is one tool that can really benefit your business.

If you need traffic, click here to try it out now

Kind Regards,

Andrew Fox

PS: There are several other people who recommend Responsive Mailer. Including Lee Benson, Kirt Christensen, Carlos Garcia. All reviews can be found on the website

Don't miss out - Click here now

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The Results of the Promotion

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In 24-48 hours from mailing the ad the following results were in.

343 clicks

43 \$1 Trials

12.54% Conversion of Visitors to Sales Ratio.

You can see this in the screenshot below from my tracking software

rep \$1 Jan 27th	343	43	12.54%	43.00
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I need to make the point that not all \$1 Trial Customers will remain to pay the rebilling fee.

However 60% is what I have gained before in previous tests.

If we keep 60% of the trials that would be

43 customers * 60% = 26 customers.

We have already established that each customer is worth Between \$132.90 and \$265.80.

So from this one promotion I will make between 26 * \$132.90 or 26 * \$265.80

which results in between \$3455.40 and \$6910.80 in sales.

If you like the look of this tutorial there are several more available at the link below. Please hurry as I will be raising the price by \$100 on 28th February 2004)

<http://www.secretmarketinglab.com>

Take Care,

Andrew Fox

Please send feedback to Andrew@secretmarketinglab.com