

Using Carrots

If you are running out of ideas to bolster web traffic or sales have you considered using carrots?



Carrots are healthy and they position you as a “giver”. This is a good way to get the attention of a new prospect and it would make them more conducive to hearing your message?

What Do You Mean By Carrots?

The concept of carrots in marketing is simple. You offer something tantalizing in order to motivate your prospect to perform a certain action. This is much like how a farmer uses a carrot to motivate a donkey to move through a gate or into a pen.

Do not think of your potential customers as donkeys even if similarities do exist. Think of them as lost customers who need incentive enough to steer their attention in the direction of your magnificent offer.

How to Start

Carrot marketing does take some careful planning in order for you to get the desired results.

First. Lets paint a picture of your perfect customer. What do they look like? Where do they live? What do they like to do? Can you identify a pain that this perfect customer might have that you could answer?

Second. We need to locate these customers. Instead of a blind shotgun approach, try to isolate these perfect customers by researching where they live or where they can be found.

For example, if there is a big art show or expo going on in your neighborhood, this might be an opportunity to get in front of a certain type of customer with a special interest.

You might also take a hard look at lists. Start by looking at how you can segregate the lists so that you can identify probable candidates for your offer. Look for ways to cross reference data if you can.

Examples of where you might find useful information:

- Membership Lists
- Classified Ads
- Public Announcements
- Public Records

[Info USA](#) is a great resource for purchasing lists with special criteria.

Yes this is work and we are talking about data mining. This is what the big boys do and you can do it too. If you need help, try hiring some teenagers to help you sort through data.

You can certainly start with your own data first which would be an inexpensive way to go. The research you do with your own list might help you develop better criteria.

Third. Come up with a carrot that would be of interest to this perfect client. Careful thought should be given when choosing the perfect carrot. Carrots can be expensive if you don't get the right result.

The carrot should bring the perfect customer to you.

The carrot should relate to your proposal.

- Food brings hungry people
- An iPod Shuffle brings people who like music
- A cutlery set appeals to people who like to cook
- A National Geographic DVD on Lions brings people who like animals

You have to get inside your perfect customer's head in order to pick the right carrot.

Now that you have a Donkey I Mean Prospect...



Are you simply booking appointments? That would be fine if that results in a sale. However, while you are getting face time you should be analyzing each prospect and getting more data. Did they like your presentation? Why didn't they signup?

Don't forget that every appointment you book is also an opportunity to get a referral. Perhaps you employ a different carrot. Offer something to the prospect to motivate a referral to a friend.

Carrot Calculations

Buying lunch for prospects or giving away something of value for their time does cost money. Before you throw this concept out as “expensive” consider this; Carrot marketing gives you access to very targeted prospects.

Note: Advertising is expensive.

Let us compare. A \$5000 blind postcard campaign that nets a .01 % return. Lets say that equated to 2500 pieces that would mean 25 people answered the call to action.

Let us say that 15 bought into your program. Each of those sales cost about \$333 a piece! I hope that you are selling a big ticket item to make this worth while.

If we were to attach a carrot to this same campaign we would get more calls to action. Lets say you are giving away something for a limited time. Not only does this get prospects to call but more quickly if they want to take advantage of your carrot.

Let say your carrot costs \$50 each and you end up giving away 100. Your total cost is now $(50 \times 100 + 5000)$ \$10k.

Using the results above, which was a 60% close ratio, we could surmise that 60 deals cost us \$166 each.

Depending on what you are selling you can see that spending a little more will cost you less per deal because you get more opportunities to close with targeted prospects.

The nice thing about the carrot concept is that it doesn't need to be as broad of a campaign. You can do what I like to refer to as a “Drip” campaign. Simply take your list one chunk at a time, perhaps 100 addresses at a time so that you don't have to spend so much money all at once.

What do Carrots have to do with my Website?

Your website is an intricate part to your marketing efforts. If you send out flyers or do a direct mail campaign, have them go to a special landing page on your site where they need to take action in order to get the carrot.

This will help you gather information and help you analyze the success of the campaign.

You can train different campaigns to different landing pages to see if changes in your marketing strategy are helping or hurting.

Your landing page needs to be effective too. Make the message simple. In fact eliminate choices. Only have one big button for them to click in order to begin taking advantage of your special offer.

This isn't about getting hoards of traffic. This is about being selective to who your message is for. Your turnover rate for sales should increase.

We Hope that We Have Helped You

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