

# ***Hybrid Marketing***

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## ***Applying Information Marketing Techniques to eCommerce***

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Skylighter, Inc.**

# ***Hybrid eCommerce & Info-Marketing***

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- Applying proven information marketing techniques to selling physical products**
  - Largely email based**
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# ***Value of Email to Skylighter***

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- **Relationship builder**
  - **Builds loyalty & repeat sales**
  - **Counters seasonality**
  - **Better control of cash flow timing**
  - **Adds 50% to our revenues**
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# ***Skylighter.com***

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- Ecommerce retail site**
  - Web site since 1996**
  - Sales – 7 figures a year**
  - Stock 1,000+ products**
  - Fireworks & supplies for making fireworks**
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# ***Fireworks Maker Market Segment: 60%***

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- Our list: 37,000 US males**
  - Repeat buyers**
  - 5-year lifetime value \$600**
  - Average invoice \$120**
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# ***Unique Marketing Problems***

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- Google says NO! to fireworks Adwords**
  - Fireworks making is black-box**
  - Big learning curve for customers**
  - Highly seasonal – July 4th**
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# ***Most Site Visitors Are Newbies***

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- Takes a long time to learn**
  - Newbies don't know how to make fireworks**
  - So they don't know what to buy**
  - That slowed our repeat sales**
  - Most would start, fail, quit**
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# ***The Knowledge/Info Gap***

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- Existing info written for experts**
  - Over newbies' heads**
  - No books or videos showing beginners how to start making fireworks**
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# ***Bridging the Info Gap***

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- First we tried selling them books**
  - Then videos**
  - Then we wrote fireworks “How-To” projects**
  - Still they failed**
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# ***Solution: Our New Concept***

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- Help newbies get started & succeed fast**
  - Create pool of active customers**
  - Market stream of projects & kits to them after they get started**
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# **Hybrid Technique #1:** **“Turbo Pyro”**

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- 2 Components**
  - eBook + fireworks supplies kit**
  - Use info marketing methods to sell it**
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# ***Turbo Pyro eBook: Download***

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- Entry level: Fireworks 101**
  - Deliver results, not theory**
  - Promise: Make 10 fireworks this weekend**
  - Benefit: 1 year of learning reduced to 2 days**
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# ***Turbo Pyro Kit:***

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- Physical product--shipped**
  - All supplies for 10 projects**
  - Bargain: \$650 reduced to \$197**
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# ***Turbo Pyro: Product Launch Formula” model***

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- 1st Launch: \$85,000  
Sold out in 1 hr. 28 minutes**
  - 3 Re-Launches:  
\$40,000 - \$70,000**
  - 1200 Turbo Pyros sold-16 months**
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# ***Turbo Pyro: Marketing Features***

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- Survey & determine objections**
  - Overcome objections with free hi-value information in prelaunch**
  - Real scarcity**
  - Early Bird list**
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# ***Turbo Pyro: Marketing Features***

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- **Add bonus products - excitement**
    - **2 bonus projects - download**
    - **Bonus supplies included in kit**
  - **List building**
    - **Get referrals**
    - **Get email addresses – Every time you give something away**
  - **One-click upsells: 38% purchase**
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# ***Turbo Pyro: Free Money***

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- **Support has always been free at Skylighter. But...**
  - **We offered a “Pyrotechnical Support Plan” - \$25/month**
  - **30% bought it – 5 months avg. stick = \$125 found money**
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# **Hybrid Technique #2:** **Deep Discount Sales**

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- **Used Frank Kern's “*4-Day Cash Machine*”**
  - **The Offer: 50% Off**
  - **4 Days Only**
  - **Good Bonuses**
  - **Copied Kern's Emails**
  - **Results: *\$140,000 each time***
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# **Hybrid Technique #3: Promotions Every 3-5 Days**

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- **New fireworks making projects & kits**
    - **Give away a new project**
    - **Offer a matching supplies kit**
  - **Price promotions**
  - **Free shipping**
  - **Use bonuses for scarcity—mostly information**
  - **Always scarcity & deadlines**
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# ***Shake-the-Tree Effect***

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- Every promo produces sales unrelated to the offer**
  - May be impossible to measure, but definitely happens**
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# **Hybrid Technique #4:** **Combo Landing-Checkout Page**

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- **Combine LP and Cart/Checkout page**
  - **<http://www.Skylighter.com/Plasma-Cutter>**
  - **BIG increase in conversions**
  - **Contains 1 click upsells**
  - **BIG increase in \$ per sale**
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# **Hybrid Technique #5: Get 25% more revenue - every mailing**

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- **Remail same letter to unopens**
    - **But change the subject**
    - **Consistently adds 25% more sales**
  - **Extend the offer**
    - **If response is high at end-extend**
    - **Can add 25-75% in sales**
    - **Don't over do this or you'll lose trust**
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# **Hybrid Technique #6:** ***Increase your subscribers 10x***

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- **We were getting 1.4 opt-ins per day**
  - **Installed a javascript pop-up = Presto!**  
**Increased to 14 per day – Overnight**
    - **Offer free information—compelling offer**
  - **Yes everybody hates popups**
    - **Cookie subscribers**
    - **Only appears once per visit – worst case**
  - **Delay the popup – 60 seconds for us**
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# ***Differentiate yourself with Value-Added information***

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- Find out what your customer needs/wants to know**
    - Ask & Survey them**
  - Give value-added info away**
    - As bonuses**
    - As prelaunch relationship building**
    - Packaged with hard goods**
    - Newsletters to new subscribers**
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# ***Charge premium prices by adding needed information***

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- Increase utility/value of your product**
  - Reduce price competition**
  - Escape the commoditization trap**
  - Outclass your competition**
  - Build real relationships with customers**
  - Increase repeat sales**
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# ***Watch the Info Gurus***

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- Especially their sales techniques to you**
  - Save their emails, landing pages, videos**
  - Buy their stuff—It works!**
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# ***Make List Building a Top Priority***

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- **Start capturing names even if you don't have anything to give away yet**
  - **Create opt-in magnets**
  - **Give freely, but get emails**
  - **Each of my email addresses = **\$21.62 in 2010****
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***test, test, test, test, test,***

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***TEST!***

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***My contact info:***

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