



Global Teams Direct™: The Most Unique Rewards Program to Hit Planet Earth.....You will not find a site that offers more than this one DOES!!!

GlobalTeamsDirect - Marketing Solutions

At GlobalTeamsDirect there are two main methods of advertising:

1. Paid-for-exposure
2. Paid-for-success

How these work is in our publication GlobalTeamsDirect Advertising Solutions.

But GlobalTeamsDirect Marketing Solutions is to give you an idea about constructing offers for the brave new world of internet marketing. It is the offers that are in your advertisements that will create the success or failure of your marketing campaign as marketing is more than advertising.

These are simply ideas that you can try in a small, controlled way. We said try something outrageous, make some offers, change your offers to see what works and what doesn't there is absolutely nothing to lose and it could be fun.

GlobalTeamsDirect Marketing Solutions is based on one simple idea:

Test and Measure

What do you test and what do you measure? You test your offers to see what works and what doesn't and at its simplest you measure the cash in the bank.

So is it that simple, well, no because any business operates in four areas:

- Finance
- Marketing
- Operations
- Management

The decisions in one area affect other areas and what makes GlobalTeamsDirect different, if you read all our publications on these areas, you can start to see how it fits together, plus every now and then we have our online seminars in these areas.

Marketing Ideas

We said let's be outrageous so here are some ideas you can try on our auction sites:

Idea # 1 – Discounting

Let your customers decide the discount, list your products at cost.

Idea # 2 – Giveaways

Give away something of high perceived value like warranties, guarantees, free services, complementary products and the like.

Idea # 3 – Increase your prices

List your goods or products at increased prices.

Idea # 4 – Sell complementary products

The best known of these is “would you like fries with that”. Ask yourself “what goes with it?” and list a bundle of goods.

Idea # 5 – Well this is where our online seminars are of help

We don't claim to know every great offer that has been created but the four above might give you a bit of an idea, one of the things that we do is to have a bit of fun working out how to improve an imaginary business and you can see the power in outrageous ideas.

How we do that is explained in our seminars.

In all of these the test is:

1. The test is to measure the take up of the offer against the current take up.
2. The measure is how much Gross Profit you have generated.

These are simple ideas with simple measurements but they are not necessarily simple to calculate that is where our online seminars can be of a big help where we can get into a lot more depth on the interactions, or relationships, between all the marketing decisions that you make and the effect on other areas of your business.

Sometimes failure is not so frightening as regret.

The Team @ GlobalTeamsDirect