



The Edu-Marketing Revolution: Marketing with White Papers and Other Free Content Offers

WHEN: Tuesday, May 8, 2007
6:00 – 7:00 PM: Networking/Dinner, 7:15 – 9:00 PM: Presentation

WHERE: Fairleigh Dickinson University, Lenfell Hall at The Mansion/Madison Campus

In the Internet era, useful content has replaced sales hype as the most effective marketing tool — and the best way to generate large volumes of qualified leads is to offer valuable free content as an incentive to respond to e-mail campaigns, direct mail, and other lead-generation promotions. Join copywriter Bob Bly to learn why generating inquiries and sales by educating the market instead of "selling" them works so well. In this session, you'll discover how to implement and manage effective edu-marketing campaigns, including:

- Hooking your prospects with "bait pieces."
- The role of free content in the sales cycle.
- Choosing a topic for your bait piece.
- Writing and illustrating white papers.
- Reportalogs, CDs, and other bait piece formats.
- Lead-generating methods.
- Converting leads to sales.
- The secret formula for edu-marketing success.

ABOUT THE SPEAKER:

McGraw-Hill calls Bob Bly "America's top copywriter." A freelance copywriter with more than 25 years of experience, Bob has written copy for over 100 companies including PSE&G, BOC Gases, Medical Economics, and IBM. He is the author of more than 70 books including *The Copywriter's Handbook* (Henry Holt), cited as a "mini-classic of direct marketing" by the Direct Marketing Club of New York.

REGISTRATION INFORMATION: *Space guaranteed by reservation only.* Walk-ins accepted only if space is available. **Charge Payments:** Contact Ann Fody at 866-203-7830 (enter pin 8418 at prompt) or complete and fax to 845-256-1888. Email reservations@bma-nj.org. Email is not a secure transmission vehicle, so do not send charge card information by email. **Check Payments:** Must be received 7 days in advance of program date. *Mail to:* BMA/NJ, c/o B-to-B Promotions, 235 East Golf Ave., South Plainfield, NJ 07080.

Registration Fees: BMA/NJ Members: \$35; Non-Members: \$50; Students with School ID: \$15. \$5 additional if registered after Friday, May 4, 2007, at 4:00 p.m. Cancellations **must** be received 48 hours in advance of program to avoid being charged.

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