

# CONTENTS

<i>Foreword</i>		<i>ix</i>
<i>Acknowledgments</i>		<i>xiii</i>
INTRODUCTION	Shopping for Homes: Easier, Faster, Cheaper <i>By MaryEllen Tribby</i>	1
CHAPTER 1	Marketing in the Twenty-First Century: How Quickly Things Have Changed	5
CHAPTER 2	“DRM” and “MCM”: The Two Most Important Acronyms in Advertising Today	15
CHAPTER 3	Direct-Response Online Marketing: Squeezing the Juice Out of the Low-Hanging Fruit	31
CHAPTER 4	Social Media: Informal Communication, Powerful Profits	49
CHAPTER 5	Search Engine Marketing: Busting Myths and Driving Sales	63

**viii** CONTENTS

CHAPTER 6	Teleconferences: All You Need Is a Phone and Good Ideas	89
CHAPTER 7	Direct Mail: An Old Dog That Still Knows a Few Tricks	99
CHAPTER 8	Direct Print: Getting More Than Ever for Your Ad Dollar	119
CHAPTER 9	Direct-Response Television: Why Super Bowl Ads Don't Work	133
CHAPTER 10	Direct-Response Radio: Music, News, Sports, and Talk = Money	145
CHAPTER 11	Telemarketing: Inbound, Outbound, Money-Bound	153
CHAPTER 12	Joint Ventures: Only Streets Should Be One-Way	165
CHAPTER 13	Event Marketing: Having Fun with Your Customers	179
CHAPTER 14	Public Relations: Man Bites Dog; Man Gets Famous	203
CHAPTER 15	The Incredible Power of a Multi-Channel Campaign	211
CONCLUSION	Smoking at Joe's <i>By Michael Masterson</i>	225
APPENDIX	Examples of Ads	235
	<i>Notes</i>	269
	<i>About the Authors</i>	273
	<i>Index</i>	277