

Do You Use Deadlines In Your Marketing?



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Most internet marketers have heard of the marketing tactics of urgency and scarcity. Robert Cialdini places scarcity among his 6 Principles of Influence, and scarcity and urgency are important elements of Jeff Walker's acclaimed Product Launch Formula.

You see urgency and scarcity at work in limited sales promotions. Veteran marketers know the cycle: a burst of sales when the event first starts, followed by a calm or lull, then a bigger burst of sales as the promotion comes to an end and people scramble not to miss out.

The Psychological Basis

Scientists have come up with the term "loss aversion" to describe our desire not to lose something. The tendency of humans to avoid loss is so strong that it can override even the desire to gain something.

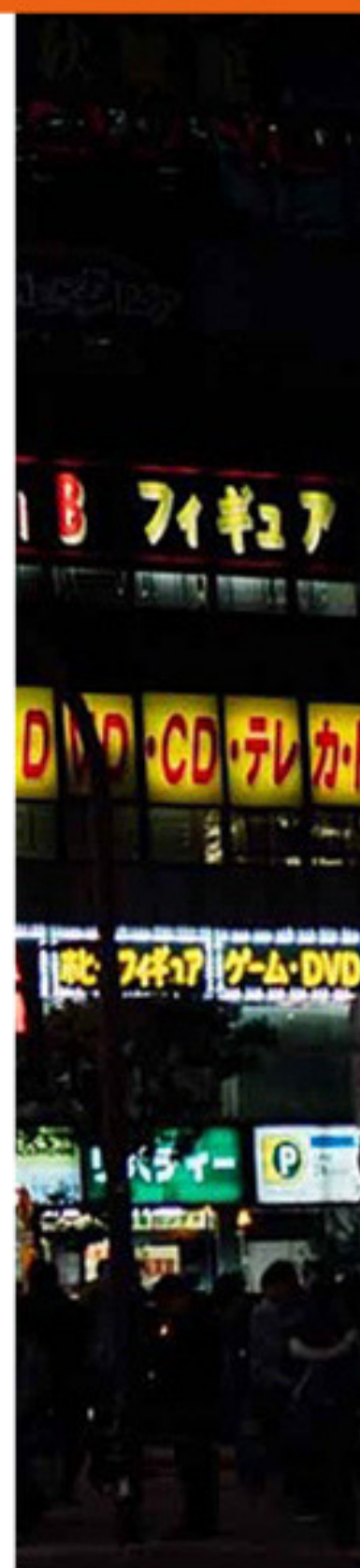
Placing a deadline on an offer or limiting product supply compels buyers to make a purchase, or lose the chance. Paired with our predisposition to procrastinate, this creates what can be called the "perfect persuasion window", that last 12 hours or so when the offer is winding to a close, and your revenue per email, per click, per visitor, etc. is higher than at any other time during the promotion.





Deadlines Are Powerful

At all levels of society and economics, people are motivated by the deadline. A product that receives almost no attention before can become suddenly attractive when tagged for a limited time with a discounted price. That offer you once ignored might increase in perceived value when you realize it will be gone in three days. Is it any wonder the deadline plays such a useful role in sales and marketing?





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Deadline Marketing Strategies You Might Not Know Can Be Automated

1. The Evergreen Deadline

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Time was when you would set a "buy by" date, and it wouldn't matter when a person was first exposed to your offer, the deadline would lapse at the exact same time for everyone. That still works of course today, but imagine if every time you began advertising to someone new, they would get their own personal deadline, and you would have until then to build a relationship with them and show them just why they would benefit from your product. It would be like a mini-launch with every new prospect.

That's now possible with Deadline Funnel. You can set it all up in the software and integrate email sequences tailored to wherever a customer is in your funnel, and let it run.



2. Periodic Membership Openings

The waiting list is a very effective means of introducing scarcity and urgency into subscription business marketing. Set things up to open and close membership periodically. This has the following advantages:

- It encourages existing members to stay, as they feel they have access to something that's harder to get.
- People who wait to get in respect the membership more and are more willing to pay for it.
- While the membership is closed, you have time to look after existing members and make sure they are getting the value they paid for.

Deadline Funnel allows you to automate when your membership will open and close, and you can integrate it with a series of emails for those on the waiting list.

Some tips:

- Never send the exact same email. This can turn people off rather than encourage them to sign on.
- Have intervals in between email series, i.e. 3 emails every 23 days.
- Some people will go through multiple cycles of opening and closing before they buy.
- Expect to see the bulk of your sales just before closing.



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Quick Tips For Deadline Marketing

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1. Send more email on the last day of your promotion.

If you send an email a day and the thought of sending another makes you nervous, go ahead and send two. If you're already sending two or three, send another and see what happens. Give your customers that extra reminder, that nudge.

2. Be authentic.



That countdown that never seems to end, or that appears stuck forever on the second before last, will do nothing for your sales. If anything, it will dash whatever credibility you have and kill chances of most customers doing any further business with you. If you said your offer ends on day X, it must end. Send late customers with apologies to your full-priced signup page, or whatever applies.

3. Believe in your offer.

If you know your prospects will be better off for spending their money with you, there is nothing unethical in giving them a reason to buy NOW.

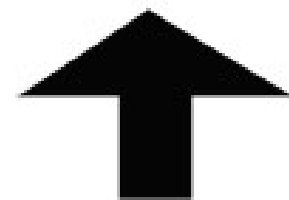
Remember, your biggest competitor against someone buying your product is for them to do nothing.



For a better idea of how you can use
deadlines in your online marketing,
check out our review of



DEADLINE FUNNEL



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