



*Backed by an award-winning world-class creative team, Frager's viral videos, cause and life-style marketing, guerrilla publicity tactics and other initiatives have made millions of stakeholders, driven share prices up 400%, netted eight-figure revenue streams and helped private companies get acquired or go public.*

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### **Smaller agencies that understand how the Web really works are eating your lunch.**

Agencies that you never saw as serious competition are racking up big digital marketing success — in some cases with your clients. That's because they know there's a lot more to interactive digital marketing than eye-catching banner ads and clever domain names. Fortunately, there's still time for you to catch up. And I can help. Here are the highlights of my 10-Step Recipe for 21st Century Marketing Success. To turn these insights and ideas into revenue-generating programs, just give me a call at 561-620-8708.

**frager**

# Owen's 10-Step Recipe for 21st Century Marketing Success

### **People don't buy brands. They join brands.**

Interactive marketing is about brand relevance and consumer involvement. So your challenge is to create a sense of identity or belonging. And fulfilling people's expectations of what they will get in exchange for allowing you into their lives.

### **What's currently relevant is constantly changing.**

Fortunately, the Web offers the unique ability to reach and bring together like-minded customers from all over the world.

### **You can market to one life or all.**

Any one prospect can be multiple customers: Business services decision-maker, luxury products consumer, grandparent, community leader. Green. Black. Gay.

### **You can change to be what your customers need.**

On the Web, you have the unprecedented opportunity to put on a different face to different communities or market segments.

### **Connecting people to each other connects them to you.**

On the Web, people search out and share marketing messages they fast forward through on TV. Combining traditional media with the power of the Web, you can turn transactions into relationships and transform your brand into something that people want to be a part of for the rest of their lives — and one generation to the next.

### **Money can be made without selling anything.**

The leadership position is still open on today's most pressing issues. The socially responsible corporation, Web site or portal that creates a shared sense of common purpose will offer a legacy in providing everyone a place to record how the future is better for our having been here.

### **Digital is how it all happens.**

But digital marketing only delivers its promise when integrated into a larger marketing mix. It takes new thinking to take full advantage of the Internet's potential.

- Cross promotion that shares costs and extends budgets.
- Redirection of advertising dollars to collaborative efforts that raise awareness and sales.
- Ideas as themes, products, promotional vehicles and monetized resources.

### **The new model is collaboration, not competition.**

Agencies can profit from this new way of thinking through a new model based on:

- Creating promotions in multiple media.
- Licensing them to clients.
- Providing program execution and management.
- And linking to other clients to make the web work for all.

### **It's all built on a good name.**

What's the best name for your interactive venture? It's the same element that's key to any other direct marketing success: a call to action that tells the prospect what to do, where to get information, or how order.

### **Despite what you have heard, all the good names are not gone.**

Some of the best and most memorable domain names are still available to you and your clients. They were created for the sole purpose of converging the online and offline worlds in ways traditional marketers never considered — and to deliver results never imagined. To learn more, call me — Owen Frager — at **561-620-8708**.