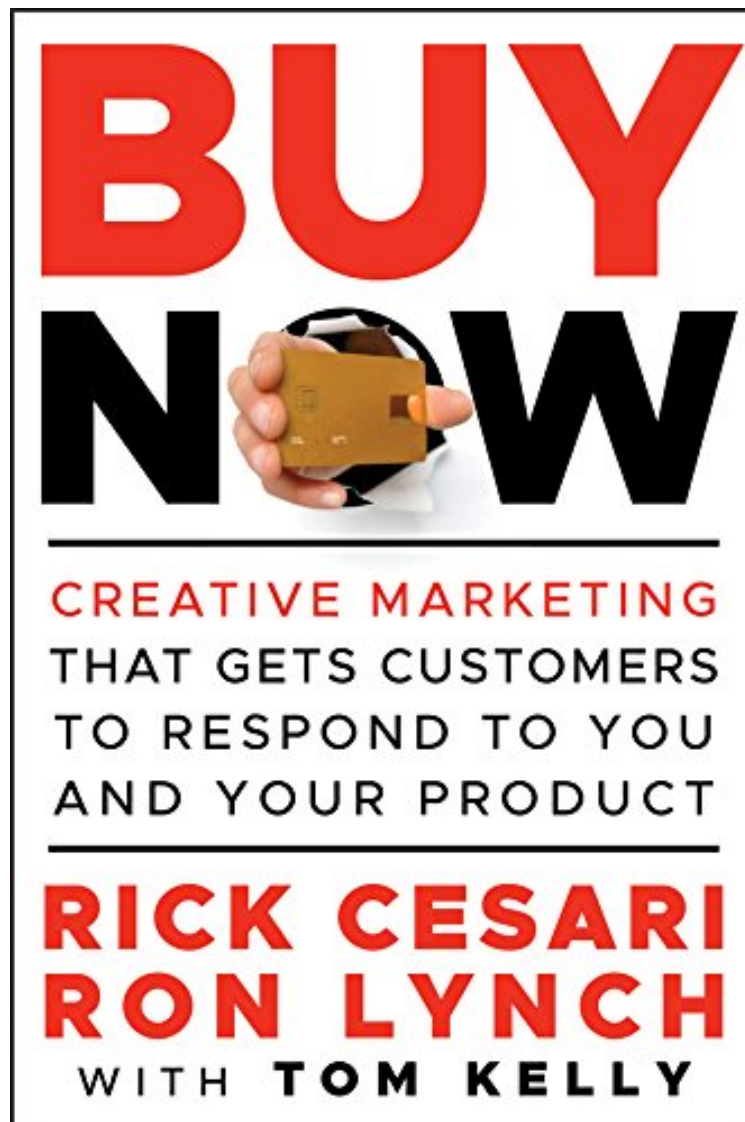


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Buy Now: Creative Marketing that Gets Customers to Respond to You and Your Product

Rick Cesari, Ron Lynch
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Rick Cesari, Ron Lynch : Buy Now: Creative Marketing that Gets Customers to Respond to You and Your Product before purchasing it in order to gage whether or not it would be worth my time, and all praised Buy Now: Creative Marketing that Gets Customers to Respond to You and Your Product:

0 of 0 people found the following review helpful. Great infomercial stories, lacking marketing secretsBy Andrew SmithThis book was a let down. I feel like it is best suited as an introduction to direct response marketing.The

marketing lessons are really surface level; explaining USP'S and 'show the product in action' kinda stuff. Cesari's claim to fame was infomercials. I do believe that the principles of successful infomercial spots can be transferred to media like youtube and facebook. This book just doesn't delve into the nitty gritty like I was expecting. Not doubting the authors' expertise. This book is just more of a marketing memoir. Detailed stories of Billie Mays with OxiClean and George Foreman with the grills. Reminds me of Joe Sugarman's Marketing Secrets of a Mail Order Maverick. 0 of 0 people found the following review helpful. This book is highly recommended for anyone who is interested in direct marketing. By Chris Epler This book is highly recommended for anyone who is interested in direct marketing. Rick Cesario provides an honest and informative approach to the ins and outs of creating a persuasive marketing campaign that works. It is written in a style that makes it very hard to put down. One of the best business books I've read in while; a must for entrepreneurs. 1 of 1 people found the following review helpful. I wish I could give it more than 5 stars. By Michael Saul Devoured this in one day. An awesome inside look at an extremely lucrative method (direct response) of marketing. It's mainly about infomercials, but don't let that turn you off. The information contained in this book will help with any marketing media you choose.

Learn the secrets of direct response marketing with the man who created the George Foreman Grill campaign In today's highly competitive, global marketplace, businesses have to do more than just advertise their products. By taking advantage of the accountable advertising model that direct response has to offer, you can improve your bottom line, build brands, and develop lasting relationships with legions of satisfied customers. In Buy Now!, Rick Cesari reveals twenty-five years' worth of insights and methods, enabling you to make the most of direct response marketing in your business toolkit. Whether you're a business owner, executive, inventor, or marketer, Buy Now! gives you the secrets behind the successful campaigns that catapulted products into millions of homes. Find out how to use direct response to create a "self-funding" marketing campaign Learn the techniques to building offers that will get people to respond to your products Use "high touch" direct response marketing to build brand equity and drive sales at retail Find out why large companies like Johnson Johnson and Valvoline are using these concepts for their consumer brands Cesari has put more companies on the Inc. 500 list of fastest growing companies than anyone else Buy Now! to launch your products and campaigns to new heights-and connect with customers as never before-with Cesari's market-leading insights.

From the Inside Flap The Juiceman Juicer, Sonicare Toothbrush, George Foreman Grill, and OxiClean are all brands that you remember. And you recognize them because of one man--Rick Cesari. For the past twenty-five years, Cesari has been behind some of the most pervasive and successful marketing campaigns in history. These campaigns took small budgets and savvy strategies and transformed products into household names and millions of dollars in profit. But this kind of success isn't solely due to celebrity spokesmen and catchy names. And it certainly isn't a matter of luck. The marketing principles that Cesari and his company have mastered have been formed through time-tested application, plenty of successes--and a few failures as well. And they faced the ultimate test in the face of the spectacular rise of new media: the Internet, YouTube, and social networking. Cesari shares how his company's flexibility and ingenuity adapted their strategies to perform in the new market arena--and brought a new era of growth and profitability to the organization. Buy Now lays out Cesari's strategies, showing how you can apply them to your marketing efforts. In addition to cutting out many of the traditional expenses in retail selling, such as supply chain expenses, and delivering better deals directly to the customer, direct-response techniques allow you to have a one-to-one relationship with your customer base, giving you better control over your image, your reputation, and your growth. You'll learn how to: Target a customer base that continually expands and grows Create a USP, or Unique Selling Proposition, that pushes your product ahead of the competition Use compelling messaging that speaks to the unique needs of your customers With intelligent techniques, illustrative stories of how they work across a wide variety of media, and step-by-step strategies that develop customized marketing initiatives, Buy Now is the essential primer for creating a successful direct-response strategy for your business. From the Back Cover The Juiceman Juicer, Sonicare Toothbrush, George Foreman Grill, and OxiClean are all brands that you remember. And you recognize them because of one man--Rick Cesari. For the past twenty-five years, Cesari has been behind some of the most pervasive and successful marketing campaigns in history. These campaigns took small budgets and savvy strategies and transformed products into household names and millions of dollars in profit. But this kind of success isn't solely due to celebrity spokesmen and catchy names. And it certainly isn't a matter of luck. The marketing principles that Cesari and his company have mastered have been formed through time-tested application, plenty of successes--and a few failures as well. And they faced the ultimate test in the face of the spectacular rise of new media: the Internet, YouTube, and social networking. Cesari shares how his company's flexibility and ingenuity adapted their strategies to perform in the new market arena--and brought a new era of growth and profitability to the organization. Buy Now lays out Cesari's strategies, showing how you can apply them to your marketing efforts. In addition to cutting out many of the traditional expenses in retail selling, such as supply chain expenses, and delivering better deals directly to the customer, direct-response techniques allow you to have a one-to-one relationship with your

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With intelligent techniques, illustrative stories of how they work across a wide variety of media, and step-by-step strategies that develop customized marketing initiatives, Buy Now is the essential primer for creating a successful direct-response strategy for your business.

About the Author
RICK CESARI was the first person to use an infomercial to build a national brand name (Juicemanreg;) and then apply the same strategy to launch a number of other products and brands into the stratosphere: The Sonicare Toothbrush, the George Foreman Grill, OxiClean, and Orange Gloreg;, as well as Fortune 500 clients Microsoft and Cloroxreg;. He is the founder and CEO of Cesari Direct, a full-service direct-response marketing agency that provides production, media buying, interactive, and campaign management services. RON LYNCH has been the creative mind behind many successful direct-response campaigns including BackJoyreg; Orthotics, the Total Trolley, Light Reliefreg;, the FlavorWave Ovenreg;, and more. He has worked with Rick Cesari since 2001 and is currently partner and Creative Director of Cesari Direct. He specializes in strategic category creation, brand creation, and direct media messaging. Learn more at CesariDirect.com.