



THE VITAL IMPORTANCE OF TESTING

**Discover the enormous
benefits of introducing
meaningful testing into
your marketing
campaigns...**

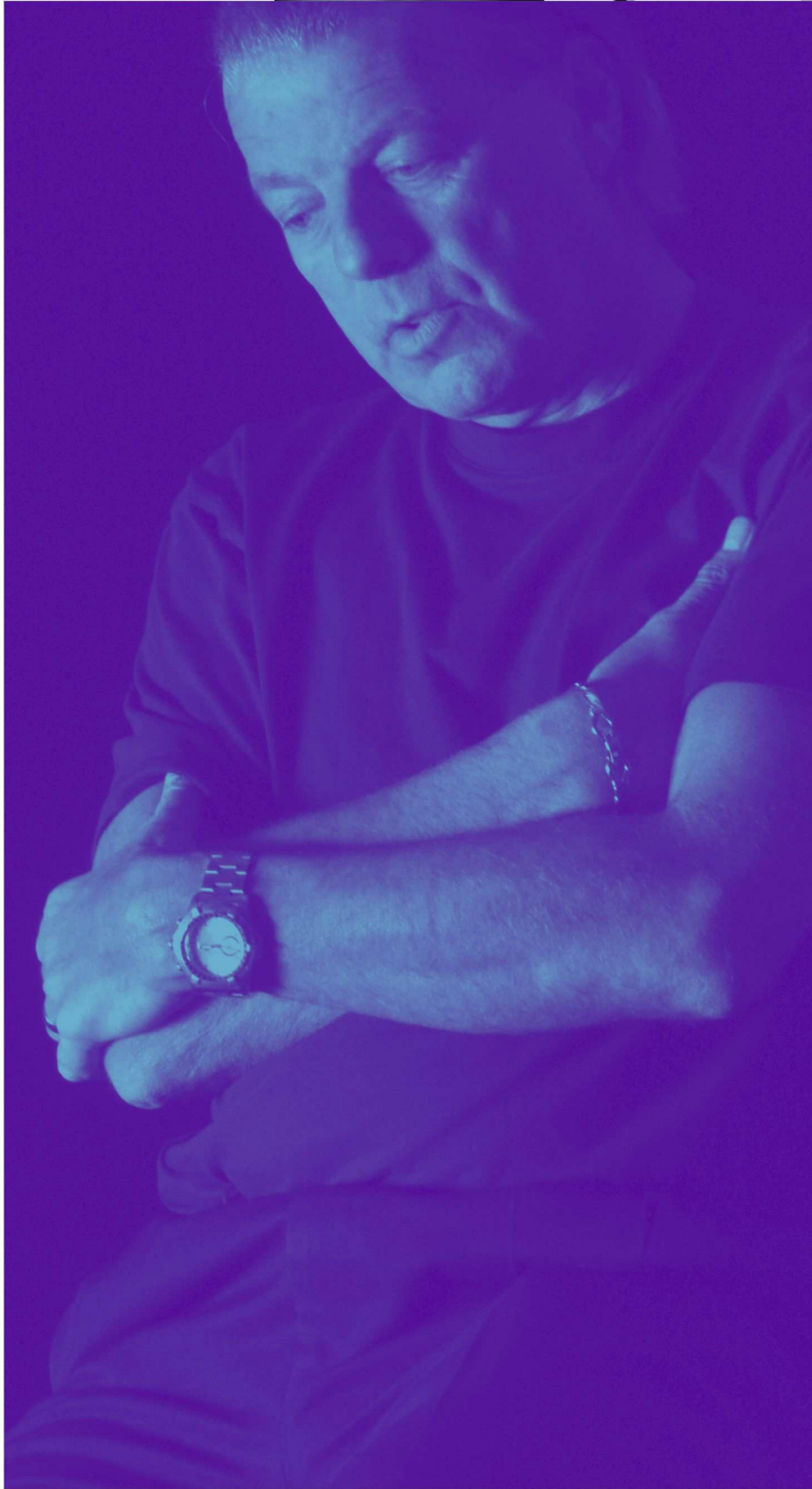


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Testing is, without doubt, an essential weapon in the contemporary marketer's armoury.

Yet, very few apply it. In fact, some never even contemplate it.

Don't be like those losers.

Embrace testing and I guarantee you will get better results.

In his inimitable style, Drayton once wrote a superb piece on testing, in which he listed the three main reasons, besides ignorance and laziness, why marketers don't test.

As he said, all are wrong...

"First, they suffer from the fond delusion that they can predict the future.

They rarely can. Secondly, they think they don't have time.

Third, they maintain there isn't enough money.

Yet, strangely enough, I find that somehow they always manage to find oceans of time and money to sort the mess out later".

How right that is.

I have personally been involved with hundreds of examples.

For an old ligger like me, the absence of testing these days, is criminal.

I was brought up on the discipline. As were so many others in DM in the halcyon days.

It's in my DNA.

Testing was the rock on which we built our direct marketing church.

Testing was the reason why we were – and still are - confident when we present our findings, recommendations and knowledge about marketing and communication, that we learned through testing.

Important things, such as:

- **Direct mail with a letter pulled, on average, 40% more than a mailing with just a brochure.**
- **Headlines below pictures, delivered between 27% and 105% better response than headlines above a picture.**
- **Envelopes with a strapline offering a benefit, were opened by 18% more people than envelopes just with a statement.**
- **In general, if there is no offer, there will be no sale.**
- **In terms of response, if you assign a rating of 100 to a full-page ad, a half-page with identical copy in the same medium does not pull 50, it pulls about 68. A quarter-page pulls about 49, while a double-page spread will only pull about 141.**

Those are just a handful of examples. I have many, many more – all learnt from testing.



And pretty much all of them, are still relevant today.

That's because times change, but people don't...

The benefits of testing are simply enormous. You MUST test.

And here's why...

As the great John Caples once said:

"If you don't measure it, you can't prove it"

I'll go further.

If you are a marketer and you don't test, you should be ashamed of yourself. Testing enables you to throw personal opinions overboard and get down to actual facts.

Your opinion isn't worth a toss. The opinions of the individuals you are targeting are much more important than yours.

But what are they?

Do you know?

Be under no illusion, you aren't in charge anymore. Nor is your brand or your agency.

The recipients of your messages are in control now. What's more, they know it.

So, their opinions are like gold dust. You must know what they like and don't like.

What they want from you – and what they don't.

If you don't know that, you stand a very good chance of wasting serious amounts of your ever-dwindling marketing budget.

Let's face it. There could be a particularly effective approach that's needed in your sales story.

Perhaps you do not realise how effective this approach would be.

Perhaps you are spending money on some hopeless approach instead.

Testing will tell you how dumb you have been.

You MUST find out these things – and much, much more as well.

Just think about the increase in sales you will enjoy – and the savings you will make.

Say you are planning to run a 20,000 direct mail campaign. You have two offer approaches and you're not sure which is best.

So, you go for the one you fancy the most. Could be a *big* mistake...

If you had run a split test with both approaches in a head-to-head contest, you could have experienced something like this:

Offer one pulls 30% better than offer two, (which is the one you chose).

Your opinion therefore, has cost you a lot of money.

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If you had invested in a testing programme previously and seen the many benefits, you almost certainly would have known that both approaches needed to be tested, not just your favourite.

A lot of people think testing is research. It isn't.

Research is theoretical, not actual. Research is opinion, information, preferences, etc.

Most of it conducted in a cosmetic way, nothing like the real thing.

Testing is *real*. Basically, results from the trenches.

In every case, testing is about acquiring marketing knowledge. Because, let's face it, you know absolutely nothing until you test.

Testing is not something you do once and forget. Testing is not something you do only when you have a little extra in your budget.

Testing must be an integral part of your marketing strategy. John Caples called it the Testing Loop:

1) Run a test. 2) Analyse the results. 3) Act based on the results. 4) Repeat and continue to test

Take email marketing, for example. You must always test subject lines. There should be at least two subject lines tested. If your email campaign is larger, test three or four.

In direct mail, testing of variables within a mailing pack is now absolutely vital, but how many people do it? Knowledgeable mailers used to constantly test letters, incentives, plain and overprinted envelopes, uplift notes and loads more elements.

But very few do this anymore. It's not only very lazy. It is incredibly dumb.

Every element in any communications activity, can and should be tested. In the good old days, this was absolutely written in stone. So, why has it changed?

It should be every marketer's aim to find out the answers to the main questions, which could include key elements, including:

- **In direct mail, which letter approach gave the best return on investment in new customers acquired, or sales achieved?**
- **What creative treatment pulled best?**
- **Did an uplift letter increase response?**
- **What was the most effective headline in your social media post?**
- **What was the most effective headline in your print ad?**
- **Which offer was found to be most attractive to the recipients?**
- **Which email subject line generated the best response and conversion?**
- **Which offer linked to a Landing Page worked best?**
- **Did the text or HTML email version worked best?**
- **Which door-drop or insert creative was the most attractive to the recipients?**
- **Which radio or TV ad had the most appeal?**

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There are hundreds more of those I could suggest...

Only when information like the above is known, together with other information related to it, can valuable budget be spent in the right way, at the right time, with the most effective message.

Remember, *everything* can be tested. Everything *should* be tested.

Complete and utter common sense you might say...

You would think so, wouldn't you?

Well, let me tell you that most companies are still not embracing testing and including it in their marketing strategy - and, as a consequence, millions of pounds of valuable budget is continually being wasted every day.

Don't be like these blinkered idiots.

Get smarter with your marketing and have everything you do, underpinned with an effective testing methodology.

I can help you put one together.

And it will cost you very little.

What's more, you could incorporate into it, my new [Copy Chief](#) service, which could give you – at incredibly low cost – the alternative elements you need for your testing – letter or email copy, subject lines, headlines, landing page offers – in fact, *anything* you want to test.

If you are interested in having a chat about this, then I would be delighted to hear from you.

Just email me at andyowen@aol.com or call me on 07774 894039.

Andy is now recognised as one of the most influential direct marketers of his generation. He was inducted into the DMA Hall of Fame in February 2015.

Andy has been writing copy for over 35 years. He writes traditional and digital marketing campaigns, including emails, websites, landing pages, direct mail, social media posts, print ads, blogs, SMS's, PPC ads, brochures, radio scripts - and much, much more.

He is the author of two DVD's on copywriting, called 'How To Write Copy That Really Sells' and 'How To Use The Enormous Power Of Words', to make your sales letters connect, influence and sell' - filmed at his sell-out Masterclass in Cape Town.

His [Copycat](#) articles are read by over 10,000 key decision makers in over 50 countries.

Visit <http://www.andyowencopyandcreative.com/>

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