



# Copywriting

PLANET FREELANCE: Issue 30 March '09

## What are 'response' and 'conversion' percentages and why do they matter?

Response statistics express the number of people that respond to a marketing campaign as a % of those who received it. In traditional direct marketing terms it represents the number of responders to, say, a direct mailing as a % of the database mailed. If you mailed 100,000 people and 250 of them responded, your response rate is 0.25%

Conversion statistics express the number of people who buy as a % of those who responded. If 250 people responded to your campaign and 100 of them ultimately bought from you, your conversion rate is 40%.

Fledgling internet marketers, most of whom haven't a firm grounding in traditional direct marketing, are only just starting to realise the necessity of collecting campaign-specific stats.

Fewer still have come to terms with how crucial it is to integrate response and conversion numbers across online, offline and multi-media campaigns. But unless you're aware of *exactly* which campaigns and media bring in exactly how much money - or not - you can't plan value for money marketing, advertising and PR.

If you're paying someone else to do marketing for you, ask what response and conversion stats they'll be providing. And find

out how they plan to integrate campaign response / conversion stats across different media, some of which could be wild cards; unexpected, exciting and profitable new sources of sales.

## Last month...

During February '09 I helped businesses with:

- NLP coaching website edit
- website copy: web development
- SEO focused articles: various industries
- press releases: various industries
- web content : caravan industry
- newsletter writing, editing and production
- steam railway holiday website copy
- equine cooling website copy
- SEO focused press releases: holidays
- web copy: AdWords
- sales letter copy: business DVDs

Kate

Written, designed & produced by Kate. Back issues archived online at [www.helpinthecity.com](http://www.helpinthecity.com)

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I'm Kate Naylor, an experienced freelance copywriter and editor with a strong Direct Marketing focus. And this is my monthly five minute newsheet.

You can find out more about what I do on my website: [www.helpinthecity.com](http://www.helpinthecity.com)

Kate Naylor  
trading as helpinthecity  
[copykate@helpinthecity.com](mailto:copykate@helpinthecity.com)

07976 737243