

20 Ideas @ *Idate*:

Legal Issues to Avoid,
Reputation Management,
Branding,
Acquisition Strategy,
Revenue Building, Retention,
& Alumni Relations

**THE 4th ANNUAL IDEA SESSION: Revenue
Generation Models for the Online dating
Industry**

Mitchell Davis – www.ExpertClick.com
January 20, 2011

Advice from the Government – *The Rockefeller Report*



COMMITTEE ON COMMERCE,
SCIENCE, AND TRANSPORTATION

OFFICE OF OVERSIGHT AND INVESTIGATIONS
MAJORITY STAFF

AGGRESSIVE SALES TACTICS ON THE INTERNET AND THEIR IMPACT ON AMERICAN CONSUMERS

**Staff Report for Chairman Rockefeller
November 16, 2009**

Not-to-do things:

- **Use Data-Pass to get them signed up at other sites.**
- Even if to another one of your sites, to ensure you still have their credit card in hand, when you offer “the free trial.”
- The send pre-bill notification in pre-mail benefits e-mail.
- Make the obligation sound like a benefit.
- Segue from what looks like a “congratulations” to what is really an offer.
- Use a “Continue” button when they don’t have to.
- Use a “Yes” button instead of a “enroll” or “sign-up” to be misleading.
- Keep the language about data-pass buried.
- Trail and price is buried – 30 days free, then auto renewal.

Dating services are local.

- TheKnot.com – Wedding Site, has created lots of local sites.
- Google lets you set your profile to search any market. You can tag every registration with an IP address to know where they are.
- IP Tagging lets you show local themes and local contacts at entry.
- **Uncle Sam just spent \$14.5 Billion on the 2010 Census to tell you:**
 - * How many singles are in the market
 - * How old they are
 - * What race they are
 - * How much they spend on rent
 - * How the population has changed



“Dating Sites are: Buyer’s Guides”

– Russell Perkins,
InfocommerceGroup.com



**Industrial Buyer’s
Guides –
Directories – are
like dating sites in
that they provide
database for
information
retrieval.**

- Here are some best practices to create real strategies of engagement in those high value sites:
- Monitor log-ins.
- Monitor response to queries.
- Monitor keywords used, and number of e-mails deleted and members blocked.
- Then have actual people do outreach to find out what works and how to write it -- **then automate the marketing advice to be sent to members based on their search and success ratios.**
- Few log-ins should get different e-mail than often log-ins.
- Those with poor response should get more advice.
- Those with poor profile viewing times -- and we all know about eye-tracking -- can be told that photos in wedding dresses or with children can alter response.

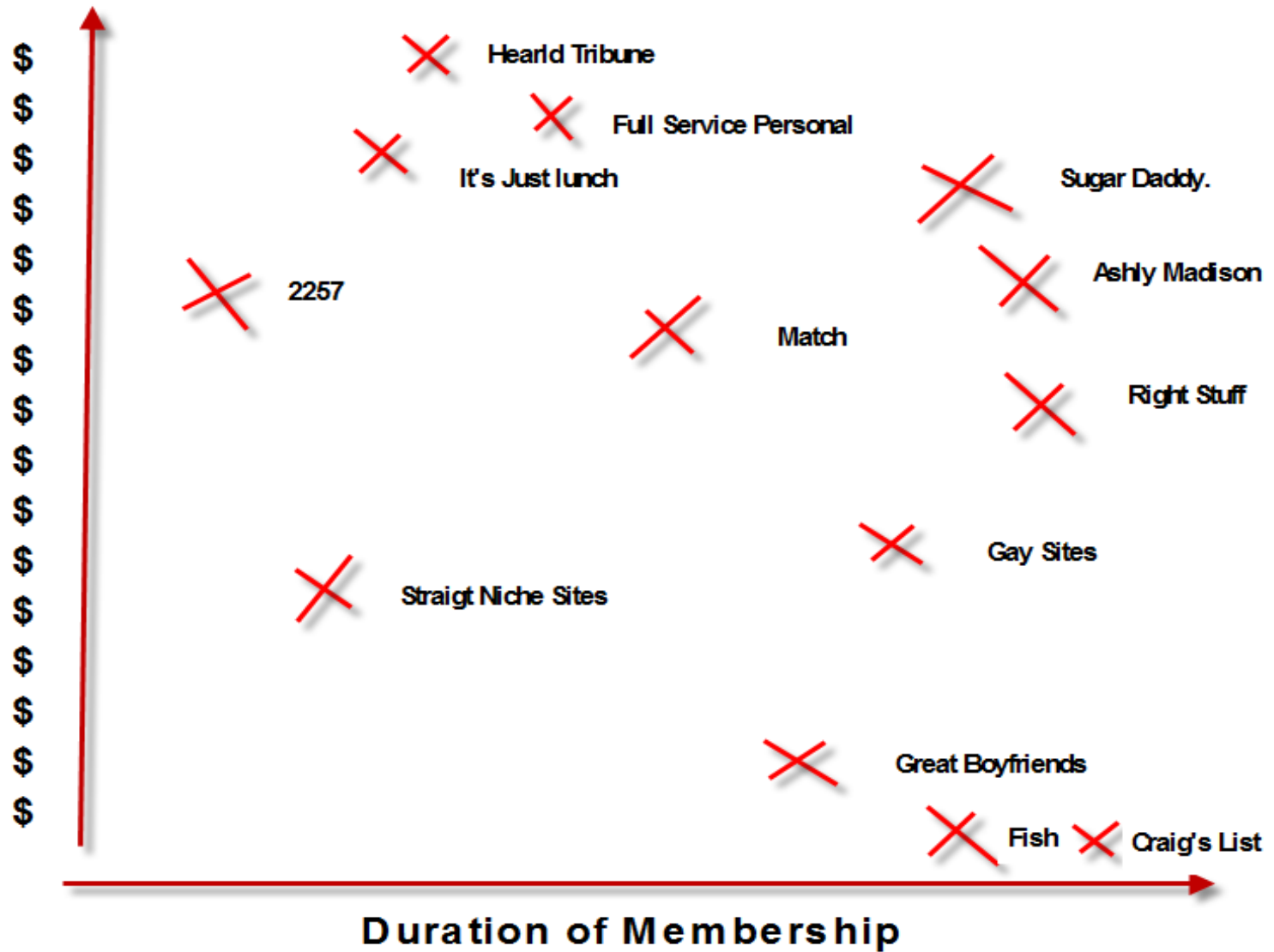
Choosing the best revenue customers

You should know:

- Acquisition cost by each variable.
- Additional revenue for each variable.
- Ad revenue and click through for each profile type.
- **“Testers or Investors”** – Are you members like – It’s Just Lunch where their “shoppers,” may renew forever, at \$1,000 a year. -- Vin DiCarlo’s definition.
- Expired members who actually will come back ?

Then figure out how to **bypass non-revenue clients** and focus on repeat buyers

Choose where your value position is: Initial Cost vs. Duration of Renewal



Get a Dot.TV domain like your domain for a viral video channel -use YouTube.com

- Build a viral video channel and scroll your URL and offer across the bottom.
- Do all your “Customer Training” there.
- Pump in a 5 second ad in the middle saying full members do not see the scroll.
- Buy premier video position at YouTube.
- Buy ads in FaceBook on phrases like “Dumped Again.”
- ***Buy your ads on problem words – the way people search.***
- I use www.ExpertClick.TV for my channel.

*Open the gates to Social Media! *Allow Share!

Here's the automated badge
from my www.Daybook.com



- Get your best and most active customers to sell for you.
- Zuckerberg's epiphany was the "*dating status*" button – why doesn't Match.com have a portable widget?

Facebook members have portable badges so they can show their status on other sites.

- Build badges or widgets – your members will pick up your HTML and put that HTML on other web pages.
- Search Engines send inbound links from every one of the sites – raising your SEO Rank.
- Your members become evangelists for you, attracting their friends.

Acquisition Strategy

Anne Holland's Two Sites:

SubscriptionSiteInsider.com

“subscriptions” – You live for Renewals – right?

Join us to grow subscription & membership site profits

Join *Subscription Site Insider* for instant access to our how-to library of practical instructions to:

- Acquire more subscribers
- Lift retention rates
- Launch new services
- Manage financial, legal & tech operations

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Next Expert Webinar:

Subscription Site Valuations: How Much Is Your Online Business Really Worth?

M&As are heating up. Find out how to determine what your paid membership or subscription site might be worth. Get details on \$1-5 million sites, smaller sites, and major online properties. Includes live Q&A with expert advisors.

- Thurs Jan 27, 2011
- 2-3:30pm ET/11am-12:30pm PT

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On-Demand Training: (instant access to all included with Membership)

- Pricing Boot Camp
- Subscription Marketing Strategy Primer
- Paywall Optimization Tutorial
- A/B Testing Case Studies for Membership Sites
- How to Raise Renewal Rates

How-to Tools: (instant access to all included with Membership)

How to get better marketing results

- How to Get More Inbound Links for SEO
- How to Make Subscription Site Pages More Search Engine Friendly
- Marketing Samples: Email, Direct Mail, Homepages, Landing Pages
- Affiliate Marketing to Sell Subscriptions: Budgeting & Recruitment Tactics
- Checklist: Paywall Optimization for Subscription Sites

R&D: How to invent new subscription services

- How to Pick a Target Market for a New Paid Content Service
- How to Set the Best Pricing for Subscriptions or Memberships
- Checklist: Web Design Rules for Subscription & Membership Sites

Case Studies: (instant access included with Membership)

- Angie's List
- Artistic Threadworks
- AskMrVideo.com
- BLR
- Budwig Videos
- Cabot Heritage Corporation
- Chartwell
- The Christian Science Monitor

WhichTestWon.com – you

test everything? Right? --- at least the subjects ?

WHICH TEST WON?

Test of the Week:

Which Offer Page Got a 51.8% Boost In Total Paid Memberships?

VERSION A

Improve your traffic and rankings with an SEOmoz PRO Membership!

- 1. Small Biz SEOs:** \$79 per month
- 2. Small Business SEOs:** \$129 per month
- 3. Big Business SEOs:** \$299 per month

VERSION B

When eBay, Disney and Marriott need SEO help, here's what they do...

Every day, advanced SEOs are ranking higher, quicker and with more stability than ever before. So how do they do it? Well, they're using the services from professional search engine optimizers. And here you can take advantage of their best.

With SEOmoz PRO, you have the highest ranking website for the most profitable business... and just in 8 business days!

What's On This Page

- Boost Your Visitor's Rankings Within 30 Days - Guaranteed!
- Why These A-List SEOs Are PRO Members
- What You Get
- Why This Offer is Risk Free

© The World's most respected SEO community, as seen in...

USA TODAY, The Seattle Times, Newsweek, FORBES

Sell ads in your Taxonomy

- Match shows a Tag Cloud so you can find people who have used “Vegetarian,” “Backgammon,” or “Musicals” in their profiles.
- At ExpertClick.com we sell leader board ads that run in the topic silos when a keyword is searched.
- Sell each silo in each market: “Backgammon in Portland” \$29 a month upgrade – **this is sticky sale too, for it is an “exclusive.”**
- Have a standard system to make up the banner ad from their profile information – you can find them at www.Fiverr.com.
- One e-mail on this to my experts earned \$4,000 in 24 hours.

Revenue Building

Sample of leader board for my “Social Media Expert” Randal Craig in our topic taxonomy, on social media:

The screenshot displays the ExpertClick website interface. At the top left is the ExpertClick logo with a microphone icon. To the right is a circular seal for the 'Yearbook of Experts' with the text 'WWW.EXPERTCLICK.COM' and 'FOUNDED 1984'. Below the logo is a navigation menu: Home | Join as an Expert | Join as a Journalist | Login | About ExpertClick | Site Map | Contact ExpertClick.

The main header features a profile for Randall Craig, identified as a 'Consultant, Author, Speaker'. It includes a photo of him, the website 'RandallCraig.com', and the phone number '416.256.7773'. To the left of the profile are two book covers: 'Social Media for Business' and 'Online PR & Social Media'. Below the profile is a search bar with the text 'Search Profiles by Keyword: Social Media'.

The 'Participant Information' section lists several experts:

Participant Name	Expertise	Actions
Randall Craig -- Social Media and Web Strategy Expert	Workplace Issues, Web 2.0, Twitter, Social Networks, Social Media, Professional Development, Personal Branding, Networking, Marketing Strategies, Management Training	LINK, List, Profile, Add
Ford Saeks - Internet Marketing Speaker Marketing Expert	Social media marketing	LINK, List, Profile, Add
Jerry Cahn_ Ph.D._ J.D. - Advisor_Coach to Leaders _ Presenters	Social Media	LINK, List
Linda Popky - Leverage2Market Associates_ Inc.	Social media marketing	LINK, List, Profile
Don Crowther -- Social Media and Internet Marketing Expert		LINK, List, Profile

Let your talent create their own “White Label Sites”

- Members create their own private clubs on your platform and stick around to get all the benefits from your mother ship.
- They have more ideas than you do. Sure, “Vegetarian Pet Lovers”, and so forth, but as Darwin proved you just have to let natural selection happen – and when they buy-in they have become their own “band-leader.”
- Your clients have better ideas than you do, if you just let them add content. The ExpertClick.com topic list has grown from 12,000 to 18,000 in the last ten years by members adding phrases. Let your clients build out a “taxonomy you own.”
- They know more than we do about what they want. As Tip O’Neil said, “All Politics is Local” and your members can build micro-sites better and faster than we can.
- They know what they want and will build it instantly for you free -- if you give them the tools.

Don't Lose your Lucky Handle.

- **Sticky – the hard way.** People try to get their “lucky handle” and spend lots of time on their profiles, then drop out seasonally. ---- If they know they can always come back and keep the handle why should they always pay?
- **Don't make that too obvious.** How many really great “handles” do you have in limbo because the members are dead or will never come back? Ping that member to let them know their handle is going to be lost if they don't come back and re-active – even if only to the “*Private Voyeur Membership*” where you can see others, but others can't see them.
- **Look at the number of people parked on Twitter Handles or URLs – you've got real estate to sell.** Put in a “Snap-Names” process where people can request handles about to expire, then let the delinquent member know in “very real terms” that if he doesn't get back on the bus, he will lose his seat.
- Offer a “rate-guarantee” for standing order, with a term that forces them to lose their special rate if they cancel.

When's the “Annual Convention”

- The convention is the money maker for many subscription and association groups.
- The money is from sponsors and exhibitors -- all the vendors that you find acceptable -- those who want to reach your demographic. You walk away with the lion's share. Your cost to promote is nothing because you already have them on the list. ***Remember you own the list! The money is not in registration fees – it is in the sponsors paying to reach your members.***
- Great resource on the big money from Sponsorship is Lesa Ulkman from IEG Group in Chicago. They have their annual event in March. See their site at:
www.Sponsorship.com

Don't drop out

-- you might not get back in.

- Meeting Professional International has a 50% limit of non-Meeting Planners, so if you let your membership lapse we'll be accepting other non-meeting planners and when you want to renew you'll have to wait.
- Don't get locked out. Keep your membership active, or we'll let other guys in, and you may never – get back in --- renew now.

E-mail: Subject Line is what counts!

Here are some things to put in the subject field to grab them, make sure they see the “relationship” and get them to take action:

- Your look Marvelous – Check your photo now.
- Credit card ending with 3424 on file, just click reply to renew.
- May I call you on << their phone number >>?
- Is << Address >> the best place for postal update?

Engage them – make sure they know you have their info and they need to respond or this will escalate to beyond their e-mail and push their privacy window open!

Best one we did was:

- May I call you? – with their cell phone number in the subject.

The folks at www.LyrishHQ.com say the easy way to A/B test is test subject lines -- you quickly know success and how to improve.

Retention – and motivation to keep the profile going

Send a \$7 web cam to get the \$100 upgrade.

Amazon.com Camera for \$6.40

6.



Flexible 5.0 Megapixel

Buy new: ~~\$29.99~~ **\$6.40**

- How many of you have an upgrade level where they pay more for a membership when they can video chat?
- With my www.SpeakerBank.com system, pay-per-minute professional chat, I get the upgrade when I send them the \$7 dollar camera – direct from Amazon with a little note saying how marvelous they will look on the web cam.
- That \$ 7 video cam pays off with a \$100 upgrade.
If you give them a click-to-contact widget that only plays the video and has a “I’m live now” button you will own them.
- Or offer a free low-cost simple camera to expires – or soon top's if they don't have a photo...
- Or offer a coupon to “Glamour Shots” studios.



“On the Internet, nobody knows you’re a dog.”

Bump the losers and the fraud at entry

- Match the stated location and IP sign-up
- Flag every multiple registration from the same IP
- Share unique IP addresses with other services to ensure the bad boys don't pollute your system
- Let others know when you drop a member
- **WomenSavers.com** lists e-mails and handles of deadbeats, abusers, and child support cheats.



Allow Validation... with certification badges

– but own them – and make social links back to member profile on your site.

Michelle Pyan with <http://www.cichecked.com/> is close

-- but no cigar. It is a great system that allows your members to create badge to validate identity. Out of the box – “ok,” but the next level she needs to take it to is:

- 1) White Label it.
- 2) Have the landing page be the profile of the talent, not her site.

Why #1 ? Then you customer can never cancel your service without loosing the validation widget.

Why #2 ? Every time they use it anywhere it leads back to your site.



What is CIChecked?

CIChecked is an electronic trust mark that is displayed on your social networking profiles, web pages, blogs, auctions and e-mail signatures. Visitors can click to verify your Certified Identification and view your certificate.

Why get Checked?

- Build relationships online faster by immediately introducing trust and confidence.
- Let viewers know that you are who you claim to be and that they have found your "official" page.
- Protect your social networking and other web pages from impostors.
- Add the verification of a trusted third party giving added credibility to your online presence.
- Screen In™ your friends and those you meet online.

How It Works

1. Enter information: Purchase your CIChecked trust mark in secure checkout.
2. Copy code: Upon checkout you will be provided with HTML code and link.
3. Place HTML code/link: Insert the code or link into your web pages or e-mail signature where it will be visible to your visitors.

[GET CHECKED NOW](#)

Validate the legitimacy of others with technical communication tools.

- Here's a high tech, brand new way -- a company called **Afectiva.com** is validating expressions and smiles so statistical information can be provided. Sort of like Lie Detector for video chat. New York Times on Jan 2nd says they are testing with a dating service to find trigger words that are appealing or off-putting, based on facial response.
- Women get hundreds of e-mails, and don't have time to weed them. If you scored e-mails on spelling, grammar, and unique content, your Member messaging would improve.
- Guys seeing their e-mail has a score of zero could respond and re-write for the ones they really want to meet.

Retention

Alumni Relations

- Things change, people leave, but if you deftly change your communications from Sales to Informative, those expired members may continue to welcome your e-mail. Yes, I've had ten-year expired members lurking on my list who have re-activated.
- Don't give up, just change what you send. In a US Post Office sense, change from 3rd Class Junk Mail ***selling*** to 2nd Class ***education*** magazines that they will learn from.

Reactivation

Be a bloodhound.

- Never let go.
- Follow the lead of Bernard C. Harris – the Alumni Directory company that tracks down University alumni.
- The Alumni office knows staying touch creates value in future donations.
- I know the value of an ExpertClick member is \$3,000 over a typical 7 year span after they have renewed once. I'll put lots of effort into tracking them down.
- Your multi-year alumni know you and will buy when they are ready.

Reactivation

Can Spam is forever – but...

- Many opt-outs are mistakes, so keep them on the roster by:
 - Get a second e-mail in the system, for if they opt-out of #1 you can reach them at #2.
 - Make sure you have a postal address. Send them a renewal offer. For 44 cents you may get them back.
 - Pick up the phone and call.
 - And with social media taking over how our customers contact each other – are you selling there? I've made renewals with personal contact at both Facebook and LinkedIn.
 - ***If you allow them to connect to Facebook, and Twitter you'll have direct pipeline back to them.***

Reactivation

Mitchell P. Davis

- [www.ExpertClick®.com](http://www.ExpertClick.com)
- [www.SpeakerBank®.com](http://www.SpeakerBank.com)
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