



Don't Ignore Your Widget Lovers!

By Neil Rosen

Hidden inside every company's subscriber list is a small percentage of widget lovers. They may be as few as one percent of the list, but could represent up to 10 percent of subscribers. In addition, another one to ten percent of the people on your subscriber list are wannabee widget lovers, folks who would love to download your really cool widget but who were, somewhere along the line, told that downloads are a no-no. This group stands ready to be convinced.

And, all told, these widget lovers are worth a lot of money to your company.

How much money? Well, think a five percent increase in overall subscriber revenue for every one percent of the people on your list who download your widget. Get 10 percent to download your widget, and you'll increase subscriber revenue by as much as 50 percent. Now think about this: 75 percent open rates of your e-mail campaigns for people who have downloaded your widget. Think 50 percent more orders from people who download your widget as compared to orders placed by the same people in response to your e-mail campaigns prior to downloading your widget. Think new advertising revenue when you make your widget-lover list available to sponsors.

We call it PriorityOne E-mail. A cool desktop widget alerts subscribers that you've sent them a campaign. They click on the widget, which links to your branded portal where the message is open for their viewing. In addition, the widget is a direct link to your branded portal ... 24 hours a day, seven days a week.

Widget-lover-only offers and exclusive content will drive loyalty, as the application becomes a private club for your best and most enthusiastic customers. These customers not only spend more money and place more orders, but they are willing to provide valuable feedback to your company and offer insights and advice that can help you improve the way you communicate with all your subscribers.



Your widget lovers are even ready to invite their friends and family to download your widget and become a new prospect or customer for you, virally growing your subscriber base.

Don't ignore widget lovers. They are a small percentage of your subscriber base with the power to drive more growth for your business than any other group of subscribers.

The secret is out.