



The Information Marketing Survey

November, 2009

Brian McElroy

Publisher, InformationMarketing.com

1) I usually keep in touch with readers via email. How often would you like to hear from me?

Daily - I crave more information marketing content!!! (1) 7 7.45%

2-4 times per week - I like a fair amount of content and recommendations. (2) 33 35.11%

Weekly - I prefer a longer digest sent once per week. (3) 40 42.55%

Biweekly - Just twice per month please! (4) 9 9.57%

Monthly - I'm really not a fan of your writing dude. (5) 1 1.06%

Never - You're a bloodsucking email scammer, go away. (6) 0 0.00%

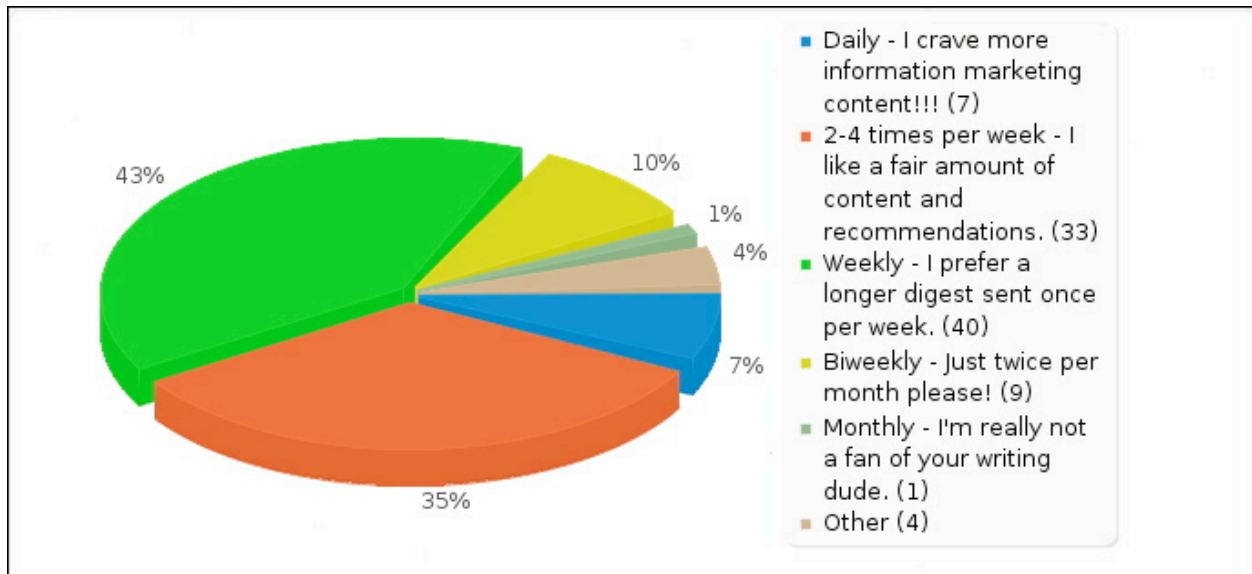
Other 4 4.26%

when you have something great to share

Whenever, just make it good and please don't send six duplicates of the same message.

LoudMac Rulez... (Don't know if you can track me or not this way)

2



The vast majority of my audience (78%) would like to hear from me 1-4 times per week. So that's settled! I'll send 1-4 emails per week.

I was also pleased to see that no one thinks I'm a bloodsucking spammer ;)

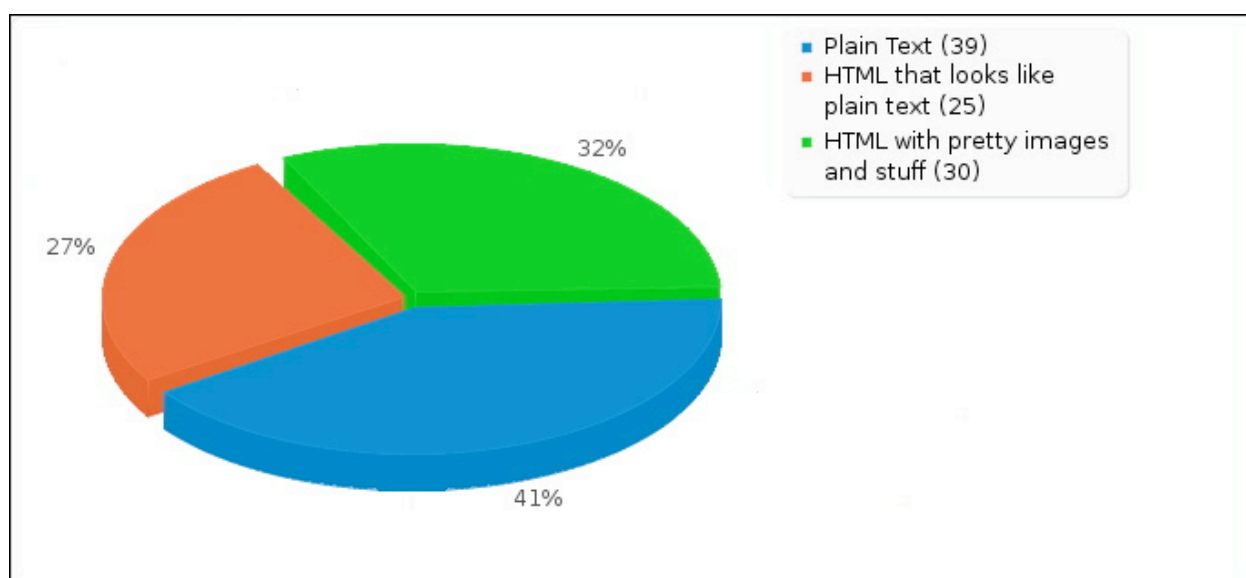
(As a side note, if you're receiving more than one copy of my emails, please just email me back. It's easy to consolidate your record in InfusionSoft, my email management program, and I'm happy to do that to make for a more positive subscriber experience. The best email is email@informationmarketing.com.)

2) What email format do you prefer?

Plain Text (1) 39 41.49%

HTML that looks like plain text (2) 25 26.60%

HTML with pretty images and stuff (3) 30 31.91%



A small majority (58%) of my audience prefers HTML email delivery, though I'm curious what would have happened if HTML vs. plain text had been the only two options.

My takeaway from this question is that fancy HTML messages are unimportant, and in fact not preferred. However, using HTML (even if it looks like plain text) allows me to gather valuable information about my email marketing (specifically how many people are opening each email), so I will lean towards HTML emails with a simple layout.

3) What subjects are you most interested in?

Traffic generation (1) 59 62.77%

Email marketing (2) 38 40.43%

Affiliate marketing (3) 38 40.43%

Copywriting (4) 43 45.74%

Product creation (5) 53 56.38%

Continuity programs (6) 34 36.17%

Other 13 13.83%

squeeze pages & follow up

consumer buying behavior

conversion strategies

product launch

ebook publishing

out sourcing resources

video marketing

BASICS of doing business online

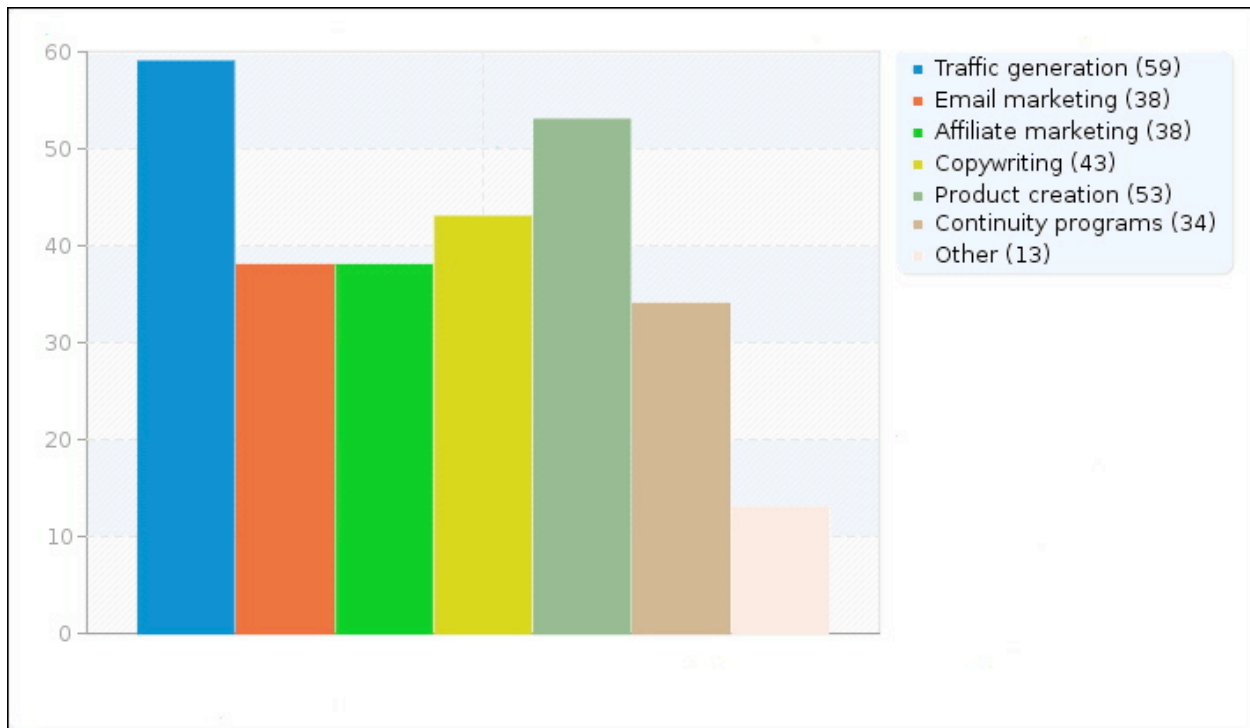
internet marketing

what ever is hot at this time..nothing outdated.. whatever makes money honestly

Whatever's on YOUR mind

Positioning/Branding, FTC compliance

Brian McLeod's Wife



This question alone is a **gold mine!**

It shows that there is a strong interest across various topics related to information marketing.

This leads me to conclude that I should focus my time on creating a “catalog” of products, training, and services across these various topics, rather than focusing on one or two in particular.

This one question will have a significant impact on the strategic direction of my publishing company in 2010 and beyond.

4) What kind of training do you like the most?

E-books & PDFs (1) 55 58.51%

Audio (2) 22 23.40%

Video (3) 64 68.09%

Teleseminars (4) 16 17.02%

Webinars (5) 45 47.87%

Forum & Community (6) 17 18.09%

In-Person Workshops (7) 8 8.51%

Other 5 5.32%

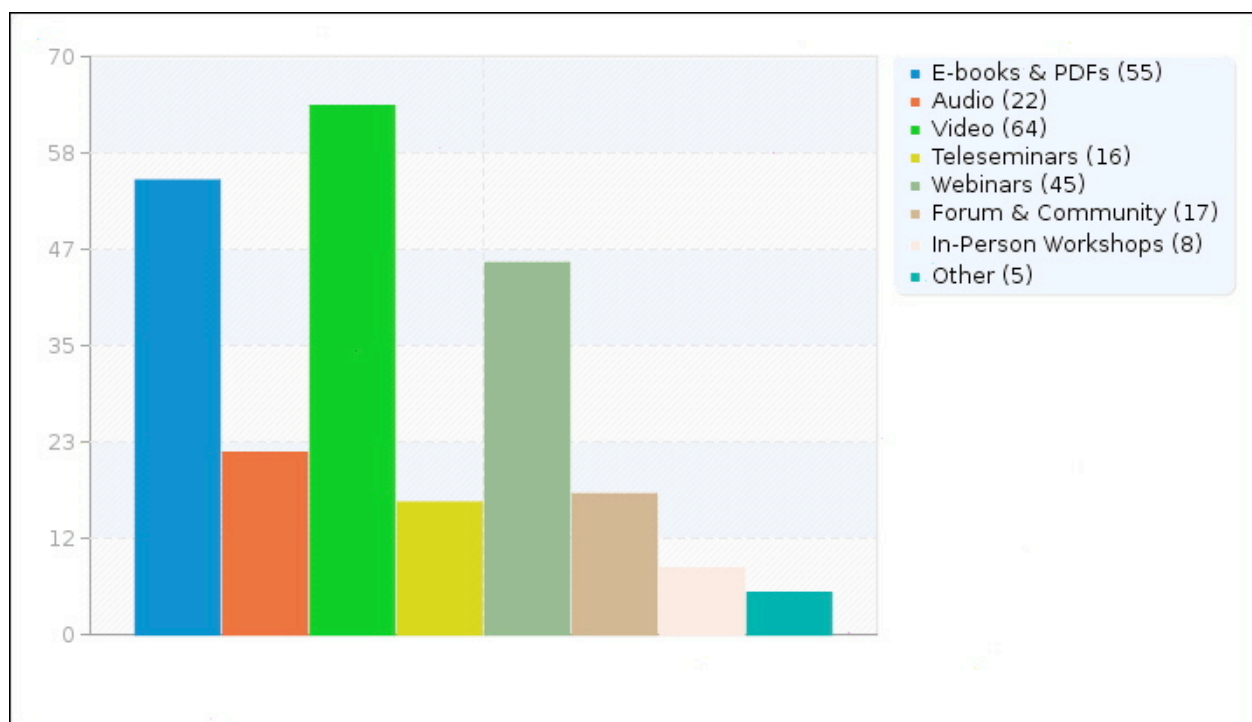
All of the above, I like it in different formats

SHORT ebooks & pdfs

I don't think workshops are realistic to most.. unless you're already making enough to not have to worry about working a job

Whatever's on YOUR mind

The kind that involves Brian McLeod's wife...



This question also provided clear and relevant feedback.

My audience strongly prefers e-books and PDFs, video, and webinars.

I think that the “ultimate solution” for my information products and training programs is to have live webinar instruction, video playback on demand, written (or transcribed) material, and mindmap overviews (not listed on the survey, but popular based on previous experience).

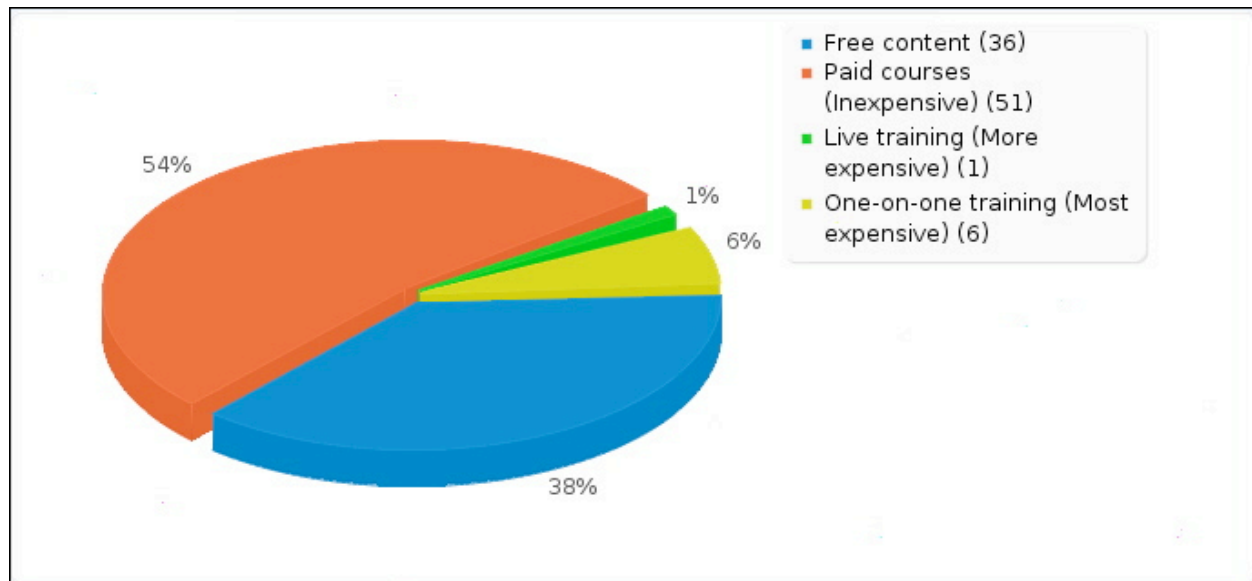
5) What level of interaction are you most interested in?

Free content (1) 36 38.30%

Paid courses (Inexpensive) (2) 51 54.26%

Live training (More expensive) (3) 1 1.06%

One-on-one training (Most expensive) (4) 6 6.38%



While it may be surprising that just 38% of survey participants selected “free content” as their top choice, it makes sense when considering the fact that my audience is largely made up of people who have purchased one of my information products or training programs and been satisfied by the experience.

From this data, it’s clear that my audience prefers high quality paid information products that are reasonably priced. That means I have an audience of people willing to buy my stuff. That rocks any way you put it.

What I personally found surprising was the lack of interest in higher-priced live training and one-on-one training. That does not actually correlate to my experience, so I have to conclude that “inexpensive” sounds a lot more compelling than “more expensive” or “most expensive” without a juicy description of what’s being offered.

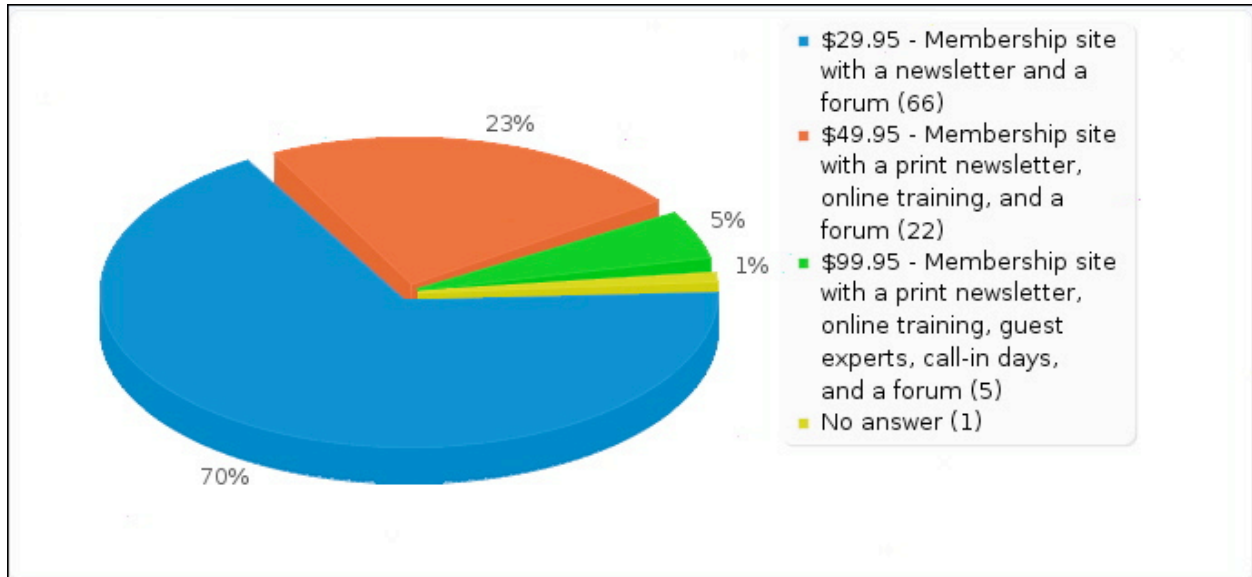
6) If I create a subscription program to help you over time, what level of membership would be most interesting to you?

\$29.95 - Membership site with a newsletter and a forum (1) 66 70.21%

\$49.95 - Membership site with a print newsletter, online training, and a forum (2) 22 23.40%

\$99.95 - Membership site with a print newsletter, online training, guest experts, call-in days, and a forum (3) 5.32%

No answer 1 1.06%



The responses to this question present the greatest challenge for me as a business owner.

While there appears to be strong interest in an ongoing training program, 73% of survey participants would prefer a program that costs \$49.95 per month or less.

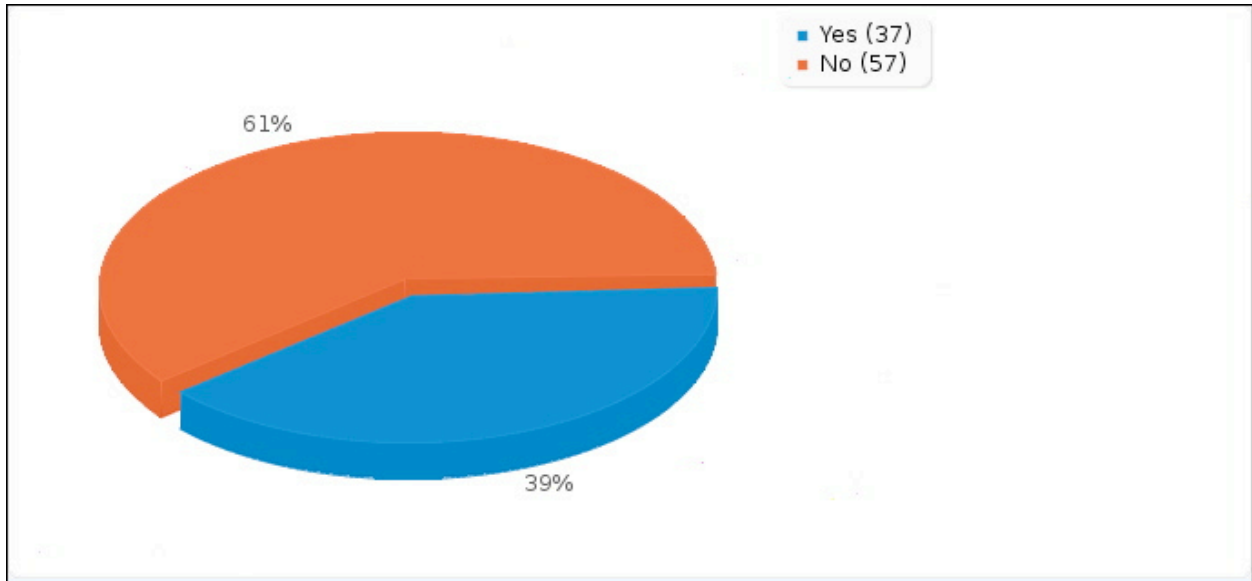
From previous experience, I know that the fastest way to explode membership in such a program would be to recruit JV partners to promote on my behalf, which would be far more appealing from their perspective with a price tag of \$99.95 per month or higher.

This is a truly challenging question, and one for which I don't have a good answer at this time.

7) Are you interested in attending in-person workshops?

Yes (1) 37 39.36%

No (2) 57 60.64%



I find this fairly encouraging.

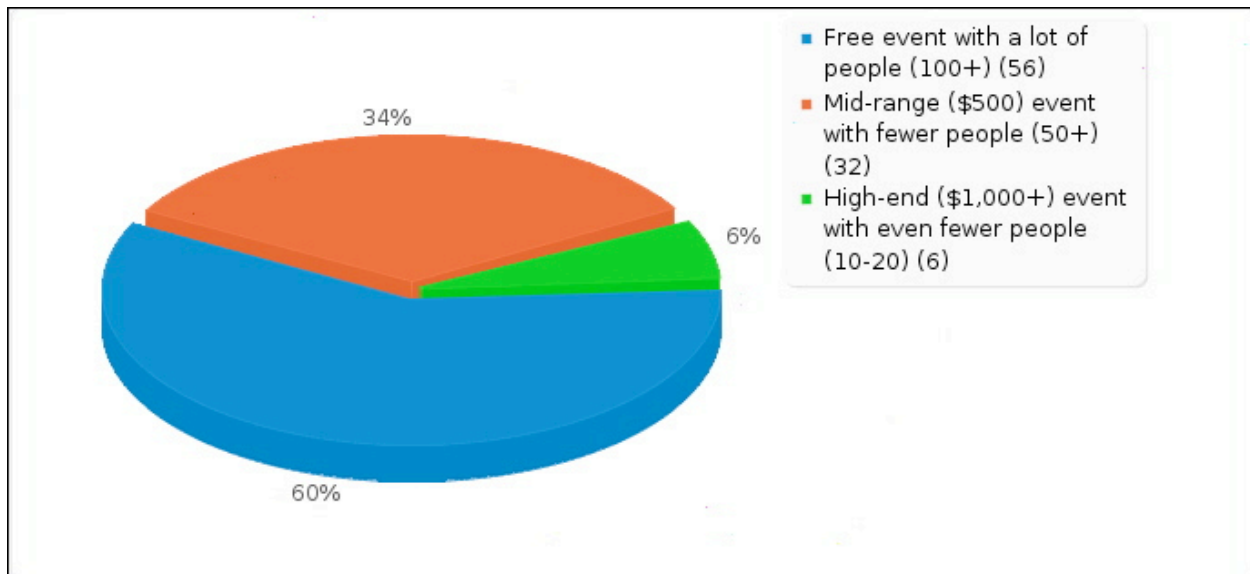
I recently ran my first live event, and it was a BLAST. I would like to run more, and it looks like 39% of my audience would be interested in helping make that happen.

8) What kind of workshop sounds most appealing to you?

Free event with a lot of people (100+) (1) 56 59.57%

Mid-range (\$500) event with fewer people (50+) (2) 32 34.04%

High-end (\$1,000+) event with even fewer people (10-20) (3) 6 6.38%



Fascinating!

Given the choice between a free event or a paid event, 40% of survey participants chose a paid event (even with a \$500-\$1,000+ price tag).

I would prefer to run events with a reasonable price of admission so I can avoid the traditional model of bringing in a whole host of speakers who spend most of their time pitching their products and services.

It looks like that's what my audience would prefer, too.

[What Are Your Takeaways?](#)
[Click Here To Comment!](#)

