



wise bites

for those with a taste
for smart marketing



Win BUSINESS with Email Marketing

In business, everyone is always looking for new ways to propel their business to the next level. Those of us in marketing are always looking for new ways to help our clients get there.

Email marketing provides an effective and cost-efficient way to stay in touch and nurture customer relationships along. So, yes email is absolutely a tool to have in your marketing bag. You may also have other tools you use in marketing – website, advertising, direct mail, tradeshow/events, telemarketing, sponsorships, etc. Email marketing supports these very well. Email alone does not work or even exist in a vacuum. The startling thing about email marketing is not the cost (extremely cost-effective), but the relative ease to launch a campaign and its high return rates (effectiveness). All of these reasons taken together make it a 'winning' marketing tool. It just takes some thought and then some good execution.

Who Uses Email ... and for What?

Business people and consumers alike are using the Internet to research and find out background information before they make a decision about buying a product or service. They even use the Internet to pre-qualify who they will consider meeting with or buying from.

As an example, a study of Baby Boomers (45-65) showed that of this group, a full 87% of this demo have made purchases based on an email promotion. Regarding product or service marketing, email reinforced with print advertising, direct mail, public relations and tradeshow events are accepted marketing channels to reach the Boomer and even senior audiences. That is the degree to which email marketing is accepted amongst consumers and buyers. As marketing plans are assembled, this ranks up there next to direct mail in receiving unsolicited direct marketing.

In fact, citing a SeniorCareMarketer.com study, the most popular marketing tactics in order are:

1. Print advertising
2. Print direct marketing
3. Press Releases
4. Trade show participation
5. Search engine optimization and Email marketing [Tie]

Email marketing allows an easy way to assist people through the research and education process.

How Is Email Different from other Marketing?

In his book 'Permission Marketing', Seth Godin (iconic figure in the world of email marketing) describes the seismic shift from a sales cycle to a buyer cycle, from 'Interruption Marketing' to 'Permission Marketing.' It's the buyer who controls when messages will be received - at home after the work day, at night after dinner, or on the weekend. The buyer or customer is in control of when, and from whom they receive which messages.

And what people want is what they're interested in, what is important to them at that time, what is relevant to their circumstance or business or problem or focus.



wise bites

for those with a taste for smart marketing



Does Email Marketing work?

Studying the marketing channels used -- direct mail, banner ads, yellow pages, email and search - the cost differential is \$9.94 in direct mail cost per contact vs. \$.05 in email marketing. So the direct mail cost per contact is approximately 10x that of the email cost.

Delving deeper into the effectiveness of email marketing is a study on the ROI of email marketing. The Direct Marketing Association (DMA) Response Rate Report 2005 compares the Return on Investment [ROI] of email, telemarketing and direct mail, with email the clear winner: 18.0 in email medium vs. 1.85 in direct mail. Telephone comes in at 3.13 ROI index per cost.

| Medium | Response Rate | ROI Index |
|-------------|---------------|-------------|
| Direct Mail | 2.20% | 1.85 |
| Telephone | 6.41% | 3.13 |
| Email | 2.07% | 18.0 |

ROI Index = Revenue per Contact/Promo Cost per Contact

Getting Started

What's involved in setting up an email program?

- customer information
- brand [marketing tone, message, visuals]
- business need + strategy

Customer information is not only the customer and prospect's email information, but customer marketing data like problems or needs, services purchased before, information they are likely interested in, the 'what's in it for me' info that enables you to target your email to get it opened, read and acted upon by your intended target customer.

The Brand is how your company expresses itself - consistent with other outreach, it is the extension of your communications tone, messaging, logo, visuals. The email program will be a complement to your current marketing [website, ads, tradeshows, direct mail, etc.] and thus must reflect and reinforce the established communications tone, messaging, logo, visuals].



wise bites

for those with a taste
for smart marketing



Email + Website

To work well and to make a 'wow' connection to the customer or prospect, emails interact hand and glove with the website. The website is a passive experience until combined with a reason to visit. The email frames the need for action and invites visitors to the website. So an email's branding and messaging and the corresponding landing page on the website should be clearly connected in tone, visuals, message. The email personalizes a website visit and sets up a deeper connection to another action frequently linked to request for more information, downloading a white paper, visiting other areas of the site, even sending an email message for more information.

Legal Requirements

The CAM-SPAM Act (enacted by the Federal Trade Commission) governs email communications. Requirements include:

- Must contain a way to Opt-Out
- Opt-out is uncomplicated
- Customer opt-out effective within 10 days
- Email contains a valid physical/postal address

Having a reliable ESP (Email Service Provider) with a good reputation, process and delivery stats is critical to ensuring your emails get through and not bounced back or ignored. With a professional ESP in place, you needn't worry about compliance.

Developing an Email Campaign

Ready to plunge in? A simple 5-Step process is all it takes!

Step 1 - Planning - Research and Strategy

Step 2 - Set Up

Step 3 - Execution

Step 4 - Response Measurement

Step 5 - Optimization

Step 1 - Planning phase:

- Determine the objectives of the email campaign - what do we want to accomplish, by when?
- Develop a communication strategy - How are we going to get there and who's going to do it?
- Determine the tactics - What needs to be done? How does the website support the email campaign?
- Data - Do we have the data to fulfill the tactics?

Step 2 - Set Up

This phase involves customer data - email address, customer demographic info, customer type, relevant issues and topics.

After this phase, determine the marketing mix to best reach your customers and how emails can support the outreach. The final phase of Step 2 is to develop the marketing communications: content, messaging and creative development e.g. the actual email design or appearance of the email.



wise bites

for those with a taste
for smart marketing

Step 3 - Execution

Citing Exact Target's 2008 white paper on Email Marketing Design, there are five stages of viewing an email, and each view determines whether the viewer reads on:

- a) From name
- b) Subject line
- c) Preview Pane
- d) Opened Email
- e) Full Email

Helping the viewer read all the way through an email is determined by these factors: brand, urgency, value and interest, all in a matter of seconds.

Here are some amazing viewing statistics:

From name - 73% of subscribers send emails to spam/junk based on sender name

Subject line - 69% of subscribers send emails to spam/junk based on the subject line

Preview pane - The quick look at the email e.g. the top 3-5 inches; 59% online customers routinely block images, many ESPs routinely block images

Opened email - Only 11% read the full email - is the 'call to action' or table of contents 'above the fold' or within the initial open frame?

Full email - Is the email appearance appealing and organized, logical and branded, guiding the reader's eye through a 51 second conversion opportunity.

Step 4 - Response Measurement

Did the reader receive the email? Did they open it? Did the reader take action - sign up, visit the website, download a document, forward the email?

Where did they go on the website? What information did the visitor give you?

Step 5 - Optimization

Collect and review your ISP or ESP website report which gives website visitor statistics with the number of visitors, pages most visited, downloads, forms filled. At this stage, you can revise your email in content, layout, subject line, offer and/or target, followed by internal or pilot testing before launching again.

To ensure effectiveness - test, test, test. To ensure deliverability keep in mind your customer, including email browsers where basic HTML is needed, mobile devices receiving text-only versions and designing with probability of image blocking.

How can YOUR Business Use Email?

Look at your marketing process - and see how you can move prospects along through the sales cycle. Many times, there will be people who are not ready to buy yet and need to be 'nurtured' through the process. Consider emails since they are an ideal, cost-effective way to stay in touch and provide value to customers and would-be customers.

Or contact us at whatscooking@wileydesign.com to find out how to add Web 2.0 to your marketing effort.