

Email Marketing: Managing the Love-Hate Relationship

Presented by: Carolyn Gardner



wake up to e-marketing™

Agenda

- Intro/Background
- Email Marketing: Then & Now
- Understanding Email: Strengths & Challenges
- "Love-Hate" Hype
- Developing an Email Marketing Strategy
- 3 Secrets to Success
- Pop Quiz – Surprise!

Email is for everyone...

Since 2001, cardcommunications has worked with clients in many industries.

Through our email marketing expertise, we bring specialized skills that meet a mix of unique e-marketing needs.



wake up to e-marketing™



Email Marketing - Then & Now

The Old Way

- Interruption
- Big lists
- "Subject line"
- One size fits all

The New Way

- Anticipation
- Quality lists
- "From" field
- Segmentation

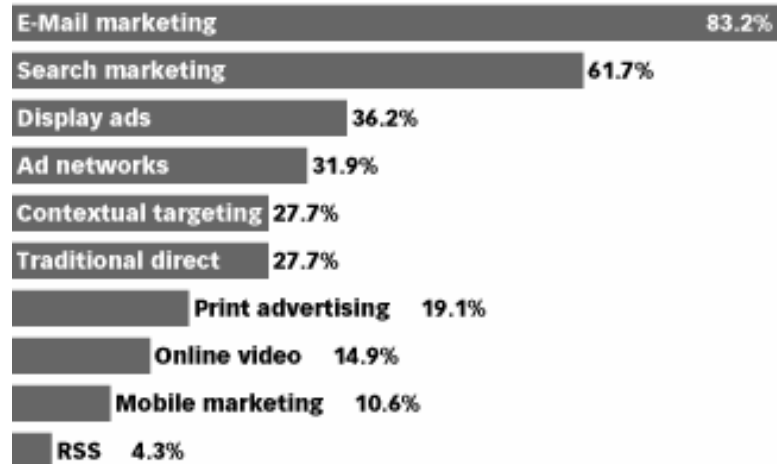
wake up to e-marketing™

www.cardcommunications.com

Marketing in 2007

➤ Interesting Stats

Most Important Advertising Tactics that US Marketers Plan to Use This Coming Year, December 2006 (% of respondents)



Source: Datran Media, February 2007

080965

www.eMarketer.com

wake up to e-marketing™

www.cardcommunications.com

Why Email?



➤ Check this out...

Most Important Reason that US Marketers Will Use E-Mail Marketing This Coming Year, December 2006 (% of respondents)

Drive incremental revenue	55.3%
Reinforce brand position	19.1%
Improve customer loyalty	10.6%
Reactivate customers	8.5%
Drive increased customer purchase frequency	6.4%

Source: Datran Media, February 2007

080964

www.eMarketer.com

wake up to e-marketing™

www.cardcommunications.com



Email Strengths

- Versatility
- Immediate delivery
- Push technology drives web site traffic, etc.
- Ideal for loyalty, retention and acquisition
- Very cost-effective
- Measurable – opens, click-throughs, etc.
- No high printing costs
- No postage – no stamps to lick
- Viral – easy to forward and pass along

wake up to e-marketing™

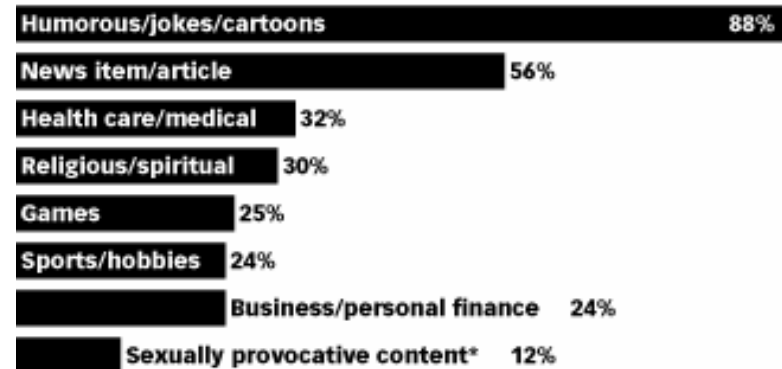
www.cardcommunications.com

Viral Techniques



- Campaigns that encourage multiple “forwards” are referred to as viral campaigns
- Very minimum – include “Forward to a friend”
- Offer an incentive and you’ll do even better!

Types of Content that US Internet Users Share via E-Mail, September 2005 (% of respondents)



Note: n=949; *small base
Source: Sharpe Partners, Inc., January 2006

069894 ©2006 eMarketer, Inc.

www.eMarketer.com

wake up to e-marketing™

www.cardcommunications.com

Email Challenges

- SPAM
- Legislation – Can-SPAM act, Privacy
- ISP Filters
- Blocks and blacklists
- Consumer distrust with the channel
- Email fatigue and overloaded inboxes

"Love-Hate" Hype

- Love/Hate Relationship in the Inbox
- We LOVE emails that are:

Timely

Meaningful

Relevant



How do we seize these "love" opportunities?

Develop an Email Marketing Strategy



- Five Primary Considerations
 1. List
 2. Message
 3. Design
 4. Delivery
 5. Frequency

Let's look closer at each of these areas...

wake up to e-marketing™

www.cardcommunications.com

The List

- Permission-based Only
- Privacy policy
- Build your "house list"
- Quality over quantity
- Target - segment, segment, segment
- Manage List integrity
 - Clean bounces regularly
 - Respect and monitor opt-outs

wake up to e-marketing™

The Message



- Know your audience – deliver timely, meaningful and relevant content
- Targeting is an extension of relevancy
- Make scannable messages – “Less is More”
- Let’s look at scanning realities and style tips...

What Scanning Looks Like...



wake up to e-marketing™

www.cardcommunications.com

The Message



➤ Style Tips:

1. Use bolding for emphasis
2. Insert meaningful sub-headings
3. Use bulleted lists
4. Think screens not pages or word counts
5. Include links to "read more..."
6. Think of the preview pane
7. Make words work even if images are turned off

Inbox

Drag a column header here to group by that column.

	From	Subject	Received	To
	ThinData Email Strategies	Do your contests follow the 10 Rules?	Fri 5/26/2006 3:54 PM	cgardner@cardcommunications.com
	Tanya Miller	RE: contacts	Fri 5/26/2006 3:20 PM	Carolyn Gardner
	Tanya Miller	RE: contacts	Fri 5/26/2006 3:15 PM	Carolyn Gardner
	Edith Morancy@International.gc...	RE: Joint VTC e-mail campaign with PDMA	Fri 5/26/2006 3:11 PM	cgardner@cardcommunications.com; Natasha.Jette.
	Tanya Miller	RE: contacts	Fri 5/26/2006 3:08 PM	Carolyn Gardner
	Claudia	PR Network News	Fri 5/26/2006 2:55 PM	cgardner@cardcommunications.com
	Natasha.Jette@International.gc...	Campaign with APZDO	Fri 5/26/2006 1:55 PM	cgardner@cardcommunications.com
	Alison Garlough	RE: Student Enablers	Fri 5/26/2006 1:52 PM	'Kelly Dean'
	Kim Houlahan	FW: Insights on Strategic Talent Management	Fri 5/26/2006 1:40 PM	'Carolyn Gardner'
	Tanya Miller	FW: contacts	Fri 5/26/2006 12:43 PM	Carolyn Gardner
	Juan MacKinnon	RE: Revised Pricing Model - Email Blocks	Fri 5/26/2006 11:58 AM	Carolyn Gardner
	Canadian Geographic	[Newsletter] CG Extra!	Fri 5/26/2006 11:25 AM	newsletter@lists.canadiangeographic.ca
	Alison Garlough	RE: 1 change to VTC PDMA	Fri 5/26/2006 11:00 AM	'Carolyn Gardner'
	Kelly Ruak	RE: Others	Fri 5/26/2006 10:55 AM	'Carolyn Gardner'
	Alison Garlough	Natural Convergence changes	Fri 5/26/2006 10:52 AM	'Carolyn Gardner'

Don't see images? [View the online version](#) or add emailstrategies@e.thindata.com to your address book now. Did someone forward this to you? Don't miss an issue. [Subscribe to ThinData's Email Strategies.](#)



In this issue:

- [10 Rules for Online Contests](#)
- [TSN Tees Up a Member Survey](#)
- [Luxury Link makes The Inbox](#)
- [ThinData CEO to chair Open Dialogue conference](#)

ThinData Email Strategies | MAY 2006

WIN : WIN
CREATIVE/CONTENT 10 Rules for a Successful Online Contest



Virtual Trade Commissioner
Access a World of Trade Knowledge

Délégué commercial virtuel
Accédez à un monde de savoir commercial

Virtual Trade Commissioner

Virtual Trade Commissioner: One Web Site. Unlimited Opportunities.

Attention: Ms. Gardner,

Did you know that as a Virtual Trade Commissioner (VTC) client, you have immediate access to exporting information, resources and services? You can:

- Get feedback on your export strategy
- Access market intelligence and business leads
- Set-up meetings with international trade specialists
- Request export financing and manage your risks
- Seek the backing of the Canadian government
- And more...

Log on to your VTC account today and get connections to over 1,000 international trade specialists in more than 150 offices in Canada and abroad. Forgot your password? **Click here...**

New! Strategic partnerships and great exporting information via the VTC web site allow you to be better informed, prepared and connected with every visit. Check out our partners below and discover what's new by **logging on to your VTC account.**

Are you...

- > Refining your exporting strategy?
- > Looking for business leads?
- > Exploring business partnerships?
- > Ready to pursue opportunities abroad?
- > Primed to close a deal?

***The Virtual Trade
Commissioner can help...***

**Take advantage of these no
cost resources. Log on to your
VTC account today...**



Virtual Trade Commissioner
Access a World of Trade Knowledge

Virtual Trade Commissioner: One Web Site. Unlimited Opportunities.

Attention: Ms. Gardner,

Did you know that as a Virtual Trade Commissioner (VTC) client, you have immediate access to exporting information, resources and services? You can:

- Get feedback on your export strategy
- Access market intelligence and business leads
- Set-up meetings with international trade specialists
- Request export financing and manage your risks
- Seek the backing of the Canadian government
- And more...

[Log on to your VTC account today](#) and get connections to over 1,000 international trade specialists in more than 150 offices in Canada and abroad. Forgot your password? **[Click here...](#)**

New! Strategic partnerships and great exporting information via the VTC web site allow you to be better informed, prepared and connected with every visit. Check out our partners below and discover what's new by **[logging on to your VTC account.](#)**

Are you...

Refining your exporting strategy?
Looking for business leads?
Exploring business partnerships?
Ready to pursue opportunities abroad?
Primed to close a deal?

***The Virtual Trade
Commissioner can help...***

**[Take advantage of these no
cost resources. Log on to your
VTC account today...](#)**

The Design

- Multi-format – Text, HTML, Multimedia
- Integration into your total marketing mix
- Professional, well-designed creative



Delivery



- Invest in permission-based email marketing technology – think list management, reporting, deliverability
- Control list usage – let's look at some tips to determine the right frequency for your organization



wake up to e-marketing™

Frequency



- Send email at least once a month – less and you risk being top of mind
- Factor content into the equation – how quickly do recipients need the information
- Work with your resources – leverage what you can
- Protect your list – avoid list fatigue



Frequency



1. **Get input from all internal groups** – learn what types of content they want to send and how often.

Who. The entire list?

A certain segment?

What. Is it an e-newsletter?

An e-promo?

When. Does it need to coincide with offline messages?

Monthly events?

Why. What's the purpose of the email?

The call to action?

wake up to e-marketing™

Frequency



2. **Sort it out.** Here's the hard part. Once you've got the email wish list figured out, look for ways to consolidate.
3. **Create a master calendar.** Develop a set calendar for each month. Make the calendar flexible but do everything possible to avoid last minute "gotta sends" which often result in over emailing.

Frequency



4. **Appoint a gatekeeper.** This person can veto any emails that are, for any reason, not appropriate. This person is an advocate for list members. This best practice will help ensure you are a credible organization that respects its members.

Frequency



5. **Improve segmentation and dynamic content.** Most email service providers (ESPs) offer these tools, so use them! By targeting messages better, you can help keep list fatigue at bay and improve response rates.

Frequency



6. **Watch performance.** Email is an evolving process. If one group's emails are consistently falling short of stated goals, work to resolve the issue. Continuing to send ineffective emails makes no sense and it will harm credibility and brand.



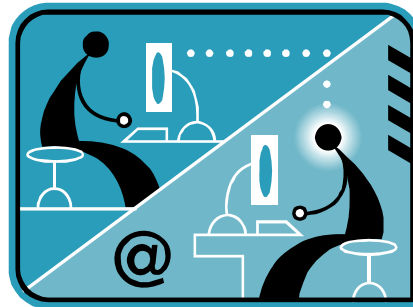
3 Secrets to Success!

1. **Test** – Subject Lines, Offers, Regions, Lists, Day of Week Sent, Time of Day Sent, etc.
 2. **Measure** – Open Rates, Click-Through Rates, Opt-Out Rates, Bounce Rates
 3. **Refine** – Always look to increase response through better segmentation, better offers & better calls to action
- NEVER get complacent!

Pop Quiz:

Everything Matters. But What Matters Most?

- List
- Message
- Design
- Delivery
- Frequency





More Information

www.cardcommunications.com

Sign up for our monthly e-marketing bulletin!

www.cardcommunications.com/sign_up.html

Contact me anytime by email or phone:

cgardner@cardcommunications.com

613.592.7243

wake up to e-marketing™

www.cardcommunications.com