



**Email Marketing:
Still the “Killer App”**

Stefan Eyrum, ExactTarget




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Email Marketing

Agenda:

- **Why Am I Here?**
- **Why Email Marketing?**
- **The 4 Ps of Email Marketing**
- **Top Email Tactics (and Case Studies)**
- **Getting Started...or Optimized**
- **Summary**
- **Questions and Answers**



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Email Marketing: Why Am I Here?

Why listen to Stefan Eyrum?

- ❖ 15 Years Sales and Marketing Experience
 - ❖ 7 Years Email and Online Marketing
 - ❖ Former VP of Integrated Agency
 - ❖ Founder of Boutique Marketing Consultancy
- ❖ ExactTarget is the Leader in On Demand Email
 - ❖ 5,500 Clients in 20 Countries
 - ❖ Clients send 200 to 35 million emails per month



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Email Marketing: Why Email Marketing?

Why Has Email Become so Critical?

Consider the following statistics:

- 60% of business decision makers said the internet and email was the best way for advertisers to reach them ¹
- 81% of US executives subscribe to industry e-newsletters for product information and business intelligence ²
- 92% of buyers go online FIRST to research possible purchase ³

SOURCES:

- (1) Jupiter Research
- (2) Wall Street Journal
- (3) Forrester Research



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Email Marketing: Why Email Marketing?

Why Email Works

“One of the real strengths of email is its ability to *finish the customer acquisition job* started by media advertising.”

“Once the customer has been *attracted* to the web site, *email can move a prospect through the consideration and preference phases* all the way to purchase – a task traditional marketing channels do not do as quickly or efficiently.”

Jim Nail

FORRESTER

FORMER Senior Analyst

Forrester Research, Inc.



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Email Marketing: The 4 Ps of Email Marketing

Don't forget the traditional 4 Ps of marketing:

1. Product
2. Price
3. Placement
4. Promotion


Now add:

1. Permission
2. Privacy
3. Profiling
4. Personalization




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Email Marketing: The 4 Ps of Email Marketing

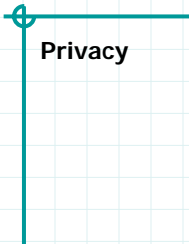


Permission




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Email Marketing: The 4 Ps of Email Marketing

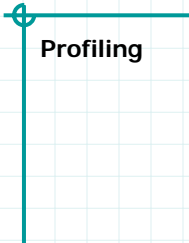


Privacy




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Email Marketing: The 4 Ps of Email Marketing




Profiling




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Email Marketing: The 4 Ps of Email Marketing



Personalization



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Email Marketing: Top Email Tactics (and Case Studies)

1. Start with an Email Communications Plan.
2. Give Customers a Compelling Reason to Opt-in.
3. Use a Customer Preference Center.
4. Provide Content that is Relevant and Timely.
5. Send Email "On Behalf" of the Relationship Owner.
6. Test Email Design for Display and Performance.
7. Use Web Analytics to Optimize Email Performance.
8. Use Email and Rich Media to Drive Conversion.
9. Integrate Email with CRM.
10. Be Relentless About Deliverability.



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Email Marketing: Top Email Tactics (and Case Studies)

1. Start with an Email Communications Plan.



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Email Marketing: Top Email Tactics (and Case Studies)

2. Give Customers a Compelling Reason to Opt-in.



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3. Use a Customer Preference Center.



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4. Provide Content that is Relevant and Timely.



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5. Send Email “On Behalf” of the Relationship
Owner.



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6. Test Email Design for Display and Performance.



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7. Use Web Analytics to Optimize Email
Performance.



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8. Use Email and Rich Media to Drive Conversion.



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9. Integrate Email with CRM.



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Email Marketing: Top Email Tactics (and Case Studies)

10. Be Relentless About Deliverability.



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Email Marketing: Getting Started

Key Steps to Get You Started...or Optimized:

1. Make a Plan...and sort of stick to it
2. Get the Technology...think deliverability
3. Get the Content...not what you think
4. Test Your Emails...broadly and often
5. Track Response...esp. click-throughs & conversions
6. Get Feedback...ask recipients; use surveys
7. Optimize...test, track and respond
8. Build Your Reputation...think deliverability
9. Test, Test, Test...did I already say this?



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Email Marketing: Summary

- Email works! What are you waiting for?
- Start with a plan. Think it *through*.
- Be considerate: Permission & privacy are priorities.
- Choose the right technology.
- Deliverability and email reputation are key!
- Don't assume you know what people want.
- Be relevant: Target & personalize content.
- Test, test, test!!!



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Email Marketing

Questions & Answers



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Email Marketing: Resources

- www.exacttarget.com
- www.marketingsherpa.com
- www.clickz.com
- www.onedegree.ca
- www.aimscanada.com
- www.lulu.com

THANK YOU



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Email Marketing

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