

emailshot™

5 Minute Introduction  
to Email Marketing



about  
email marketing



## About email marketing

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Email marketing is the use of text, HTML or multimedia emails to achieve marketing objectives.

These include:

- Generating awareness for a brand
- Stimulating interest/preference for a product or service
- Providing the means to contact the advertiser for information or to make a purchase; and /or pursue customer relationship management or related marketing objectives

# The power of permission email marketing

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- Trust
- Targeting
- Personalisation
- Interactivity
- Convenience
- Immediacy
- This is NOT SPAM



## How do you get permission?

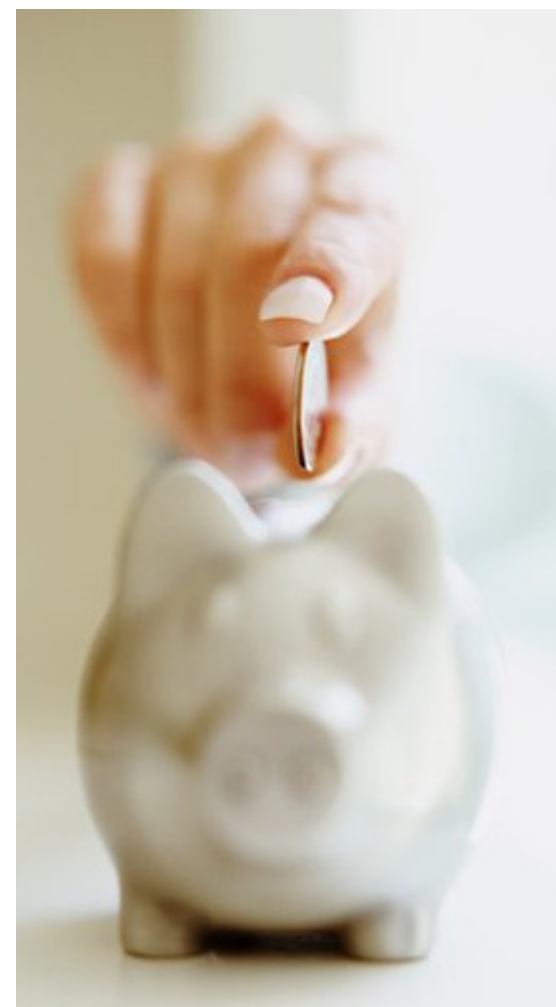
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- Build an opt in registration function on your web site
- Incentivise prospects to register online
- Be clear about why you need the data
- Leverage every consumer contact point to build file size
- Send an email to “activate” the permission
- Build permission into trust
- Build trust into results
- Provide them with information they expect
- Keep it personal, use their names in your mails
- Have an easy “unsubscribe” process at all times

## Email cuts costs

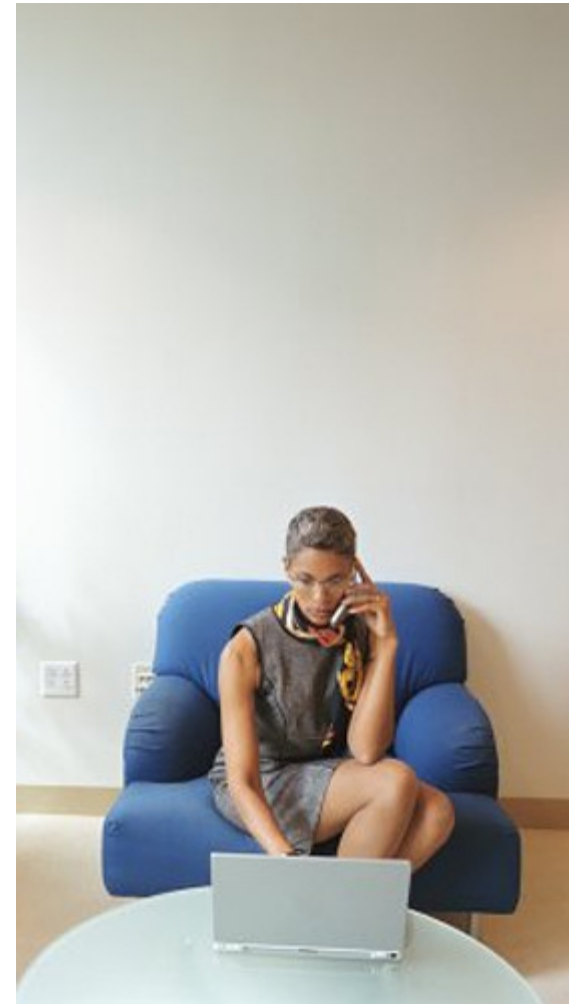
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- Both unsolicited and permission based email can be significantly cheaper than traditional direct marketing methods, such as postal direct mail and telemarketing
- No print / phone call costs Email transmission at a fraction of postage costs
- Immediate response, people receive their emails instantly



## Measurable in real time

- Individual tracking of response using trackable hyperlinks allows campaign performance to be measured in real time
- Marketers can get the results of campaigns within hours, allowing changes to be made that could increase the effectiveness of current and future mailings
- As a cost effective way to reach highly targeted customers, email marketing can dramatically improve return on investment
- Campaigns using in-house lists produce the highest ROI



## Protecting the customer

- Make sure all campaigns are permission based
- Use double opt-in or closed loop description
- Include prominent unsubscribe option
- Always have a clear statement of intent when collecting e-mail addresses
- DO NOT bombard
- Don't attract the attention from Mail Abuse Prevention Service (MAPS)



# Legal Issues

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- Sending business emails are legal but there are Laws surrounding the use of email marketing:
  - ⇒ EU directive 95/46/ec
    - ⇒ Emails must follow best practice, give an easy opt out
    - ⇒ Always say who the communication is coming from
    - ⇒ How you got their data
    - ⇒ Your business full contact details
  - ⇒ UK (Data protection Act 1988)
    - ⇒ Data is obtained for specific purposes
    - ⇒ Privacy policy
  - ⇒ International sending
    - ⇒ Mails to the US and Australasia must have the full company trading address within the email
    - ⇒ Some European countries need a signed declaration from the subscriber to allow you to track their email opens