



Email marketing: an introduction

Email has become a critical part of any firm's communications and marketing plan. It can help retain customers, keep members informed, increase sales, fill seats, raise brand visibility and help you grow your business. Email is faster and more affordable than traditional print mail, and, by some measures, it offers the best return on investment of any marketing medium*. It's possible email might even wax your car or take the dog for a walk. It wouldn't surprise us.

But to work, email has to be done well. Content needs to be clear and compelling. Graphics need to be visually appealing. Campaigns need to be personalized and relevant. Delivery needs to be timely and accurate. And results need to be thoroughly tracked and applied to future mailings.

And that's where we come in. With our help, you'll be able to:

Manage your audience lists...

You can easily organize your recipients into groups, or use our advanced search-and-segment feature to find (and send to) people based on their interests, their geography, their past response and more. Your customizable signup screens let new people sign up from any spot on your website, and your customizable database lets you collect and store as much information as you like.

Utilize industry best practices...

Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure you're sending a well constructed email every time, our service can help make sure you're on board with the latest industry trends and best practices that will increase your delivery rates and improve your results.

Create and send stylish email campaigns...

Create stylish email campaigns using our intuitive click-and-build screens, or upload your finished html campaigns. Either way, we'll help you prepare and preview your campaigns, proof them for problematic content, and send quickly and accurately every time. And your past campaigns are stored for easy access and linking later.

Deliver with success every time...

Our world-class delivery network ensures high delivery rates through our personalized send-off, ISP relationships, and delivery policies that can be fine-tuned down to the individual mailing if necessary. Our engine handles every aspect of delivery for you, and our industry know-how helps ensure the highest delivery rates possible, every time.

Track your results in real time...

You'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our real-time response tracking that lets you know just about everything that happens to your campaign, as it happens. And because we store your results over time, you'll be able to learn from past efforts to make your future emails enjoy even greater success.

*Direct Marketing Association Response Rate Study, October 2003










email marketing: the features

Our email marketing service contains a full set of features designed to help you manage every aspect of your customer, member and fan email outreach. A quick overview of some of our noteworthy features:









{audience}

Our audience features help you import, store, manage and grow your permission lists. You'll be able to:

-  Create unlimited audience groups for organization and targeting
-  Search & segment your audience based on demographic, response data and more
-  Customize your database using standard fields and wild-cards you create from scratch
-  Create personalized signup screens and confirmation emails to help grow your list
-  Import large lists easily and automatically clean them for duplicates and errors
-  Easily move members and reorganize audience groups as you go
-  Export your audience lists and data at any time







{campaigns}

Our campaign features help you create stylish email campaigns and send them using our sophisticated delivery network. You'll be able to:

-  Create stylish html campaigns without using html, or upload your own freestyle campaigns
-  Personalize your emails with first names and more
-  Prepare html and text versions, and deliver the right one automatically
-  Rate your campaign for problematic content before you send
-  Include our send-to-a- friend feature with every email
-  Control your own 'from' names and addresses
-  Let recipients manage their preferences at any time
-  Send your campaigns at any time, or schedule a future delivery

{response}

Our response section gives you easy access to your results, in real time. You'll be able to:

-  received, opened, clicked, forwarded, signed up and more (and details for who did what, and when)
-  View response details for entire campaigns and for individual recipients
-  Have bounces (hard and soft) and opt-out requests handled for you automatically
-  Store your past campaigns and results in your online archive, and easily link to past campaigns from your website
-  Create an instant, side-by-side comparison of multiple campaigns and their results
-  Get assistance on delivery-related matters whenever you need it



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What makes our email marketing service unique?

While it's difficult to accurately compare every feature and capability across the email marketing spectrum, we can tell you a few reasons why our service stands out from the crowd. Here are five:

• The interface

Our intuitive interface makes even the most sophisticated email-marketing features easy for anyone to use, saving you time and effort and allowing you to let non-technical staff members help you manage your lists, content and account.

• The relationship

Whether you're just getting started or you have a question about a campaign or its results along the way, we stay involved to make sure you're getting the most out of your email marketing account.

• The custom designs

Whether you're utilizing our professional design services or creating your own campaigns in house, we'll help you create and send great-looking campaigns every time. No pre-fabricated templates here, just professional designs created just for you.

• The flexibility of it all

From signup screens and database fields to campaign templates and content, there's little about our service that can't be customized to suit your particular projects and process. All you have to do is ask and there's a good chance we'll say yes.

• The price

Our startup and activity prices tend to be lower than that of most comparable services out there, particularly when you factor in our custom designs, extensive features and customer support.



email marketing: 10 quick tips

What makes a successful email marketing plan?

Here are 10 quick tips to consider when launching yours:

1. Ask for permission.

Sending to people who want to hear from you is the best way to remain legally compliant, maintain a solid reputation, and generate great results. And with consumers becoming more finicky about what they read - and servers becoming more finicky about what they deliver - building a true permission-based list is more important than ever.

2. Get into the address book.

Want to know the secret to reaching the inbox? It's the Address Book. Get in there, and you're more likely to bypass any filters and show up just the way you want to. So remind your audience members to add you to their address book (or white list or safe senders list) every chance you get.

3. Give your emails style and substance.

The visual possibilities of HTML mean it's easier than ever to create emails that are attractive and enticing. Just make sure that in addition to creating emails that look great, you're also giving your emails enough substance to warrant sending them in the first place. Marry style and substance with the campaigns you send, and your readers will thank you (and probably buy something while they're at it).

4. Send with delivery in mind.

Before your emails can be read and responded to, they have to be seen. That's why we make sure your emails are sent in a way that's designed to ensure high delivery rates - through personalized delivery, sophisticated delivery policies, and ISP relationships. And it's why we offer you the tools to proof your campaign's content prior to send-off and see the complete results (good and bad) after it's out.

5. Use (really use) the subject line.

Arguably the most important single line of any email, the subject line is your two-second opportunity to catch someone's eye and convince them to stop and look. More

than one great email has been ruined because of a generic, vague or uninspiring subject. So craft your subject line with care, test variations whenever you can, and remember that those are the most important 5 to 10 words in your campaign.

6. Know your audience.

The key to creating appealing content is to really know the group to whom you're trying to appeal. Use your signup screens and database to collect information about out who they are, where they live, and what they like, and enlist your recipients' help to keep that information fresh and up-to-date.

7. Tailor your message.

Forget the old days of batch-and-blast. Today, it's about creating smaller, more targeted mailings based on your recipients' demographics, interest and more. The more timely, relevant and personal you can make it, the better.

8. Handle opt-outs immediately.

This is one thing you can't mess around with. The Can-Spam legislation grants you 10 days to handle opt-out requests, but in the world of email 10 days is an eternity. That's why our opt-out feature handles requests instantly and remembers those requests to prevent against accidental abuse.

9. Understand (and use) your results.

Tracking metrics like receipts, bounces, opens, clicks, forwards and signups is the first step to understanding what's happening to your emails. But those numbers are more than just metrics - they're your audience talking to you. Not with real voices, because that'd be weird, but through their actions (or inaction). Listen to what they're saying and then apply it to your future emails.

10. Experiment and adapt.

Like most things, email marketing isn't a one-size-fits-all proposition. So start with a basic plan, apply your philosophy and style, and adapt as you go.