

What's Working NOW in Email Marketing

Listrak's Email Marketing Best Practices Webinar Series: Oct. 7, 2009

Visit www.listrak.com/resources.asp to view other webinars on demand after today's presentation.

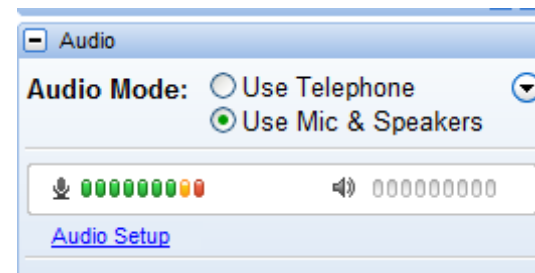


JeanneJennings.com, Inc.
An Email Marketing Consultancy

Before we get started...

Audio

- Select “Use Mic & Speakers” for VOIP or
- “Use Telephone” to get the dial in number and access code



Questions

- Use the Question and Answer panel on the right

Additional Info

- This webinar is being recorded – it will be available in our online resource center within three business days
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Welcome!



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PGA Tour

Duke University

Walt Disney Parks and Resorts

Today's Presenter

Jeanne Jennings

www.JeanneJennings.com

JJ@JeanneJennings.com

202.333.3245



What's Working NOW in Email Marketing



Jeanne S. Jennings

Consultant, Email Marketing Strategy

Author, The Email Marketing Kit

Introduction

- **Jeanne S. Jennings**
 - Experience in online, email, and direct marketing: 20 years
 - CompuServe, late 1980s
 - Offline and online direct marketing in the publishing world mid-1990s
 - Headed Email Product Development for Reed Business Information US
 - 170 unique email newsletter titles plus promotions
 - Average month: 7 million email messages to over 2 million subscribers
 - Consultant, Email Marketing Strategy: 8 years
 - Clients include Hasbro, Mayo Clinic, National Press Club, Siemens AG, U.S. Chamber of Commerce, Verizon, Weight Watchers International
 - Sought-after Writer and Speaker on Email Marketing Issues

Why Email?

50 million people will check email at least 5 times today

- ClickZ, 2008

55% of marketers surveyed expect ROI from email to be higher than any other channel

- Datran Media, 2008



The average cost of an email order is less than \$7

- Shop.org, 2008

Email marketing is expected to generate \$43 in revenue for each \$1 spent in 2009

- DMA, 2008

But Just Sending Email isn't Enough

- Your success or lack thereof depends on:
 - Who is on your list
 - What you send them
 - When you send it

	Average Open Rate	Average Click-through Rate	Average Conversion Rate
Untargeted Broadcast Emails	20.0%	9.5%	1.1%
User-triggered Campaigns	27.0%	9.3%	2.3%
Lifecycle Message Campaigns	26.0%	14.0%	2.8%
Click-stream Based Campaigns	33.0%	14.0%	3.9%

Source: Jupiter Research, December 2006

Enhancing Email List Growth (Online Acquisition)

Online Email Acquisition Calls to Action

- Provide a benefit-oriented reason to subscribe
- Offer an incentive
- Include a privacy statement/link
- Incorporate an email address field
- Develop engaging creative

Journal

Your MarketingExperiments subscription includes:

- Access to \$10 million in optimization research
- Two research briefings per month (by email)
- Two webclinics per month
- Over 20 spreadsheet - based analysis tools

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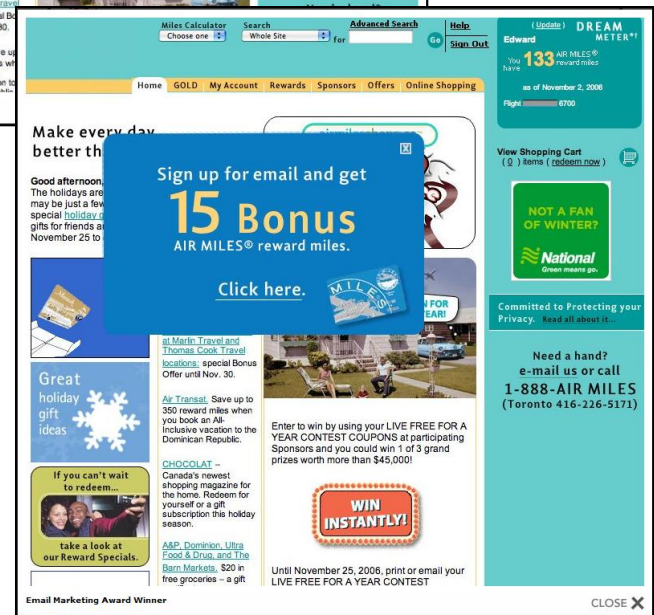
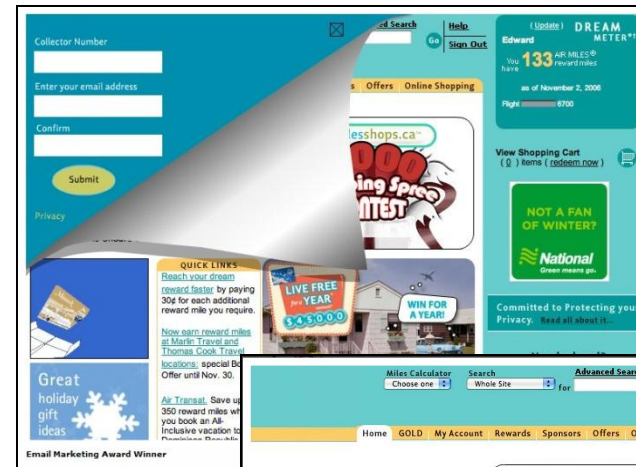
Online Email Acquisition: Calls to Action

- Put it in a prominent place
- Make sure it's above the fold
- Include on every page your Website



Online Email Acquisition: Calls to Action

- AIR MILES Reward Program (Canada)
 - Best Opt-in Campaign
 - Gold Consumer
 - MarketingSherpa 2007
 - Compelling incentive
 - DHTML Overlay



Online Email Acquisition: Search

- Web pages can be found via search
- Email acquisition call to action relevant to content
- Prominent location
- “If you like this, sign-up to receive email”

The screenshot shows the 'Travel' section of The New York Times website. The main headline is 'The Grand Tour: The Frugal Traveler Does Europe on a Budget'. Below the headline, there is a 'Travel Dispatch E-Mail' sign-up box, which is circled in red. The sign-up box contains the text: 'Sign up for the latest travel features, sent every Saturday.' and a 'Sign Up' button. Below the sign-up box, there are several advertisements for travel services, including 'Fly Cheap to Korea', 'Italy Tour Packages', 'Companies in Korea', '10 Rules of Flat Stomach', and 'Jobs in south Korea'. The page also features a search bar and navigation links for various travel topics.

Online Email Acquisition: Registration

- SparkPeople
 - Engaging email descriptions

Create Account Information:

Email Address
(for example, daveh@aol.com)

Create Username
(6 - 15 characters, no spaces)

Create Password
(6 - 10 characters, no spaces)

Confirm Password

Country United States ▼

Zip Code

Birthdate Month ▼ Day ▼ Year ▼

Gender Male Female

Referred By Username:

How did you hear about SparkPeople? (optional)
Click To Choose ... ▼

Do You Have Diabetes? Yes No

Are You Pregnant or Breastfeeding? Yes No

GET STARTED NOW!

Please read carefully: By clicking the button above, I have read, understand, and agree to SparkPeople's [Terms & Conditions](#).

Free Daily SparkPeople Emails:

Best of SparkPeople Daily
The best of SparkPeople.com comes to you daily—nutrition, fitness and motivation articles to help you reach your goals.

Exercise Tip of the Day
Looking for variety, or just not sure where to start? Get exercise demonstrations, tips, and more from SparkPeople.com's fitness experts.

Family Health and Wellness
From fitness ideas to quick meals, these daily tips and strategies will help your family develop healthy habits that last a lifetime.

Healthy Reflections
Daily inspiration—right in your inbox! Use these quotes and stories to stay motivated.

Recipe of the Day
SparkPeople.com's tasty, easy-to-prepare recipes and kitchen tips make healthy cooking refreshing and fun.

Food Showdown
A daily competition between two similar food options. Do you know which one is the low-cal winner? Test your knowledge and learn to make smarter choices.

Special Offers
SparkPeople periodically sends coupons and special offers on behalf of our partners. Rest assured, we will never share your address with anyone else.

[Select All](#) [Remove All](#)

* You can expect to receive one email per day for each checkbox above, except for Special Offers which sends rarely.

Delivering More Emails to the Inbox (Deliverability)

Deliverability: Factors

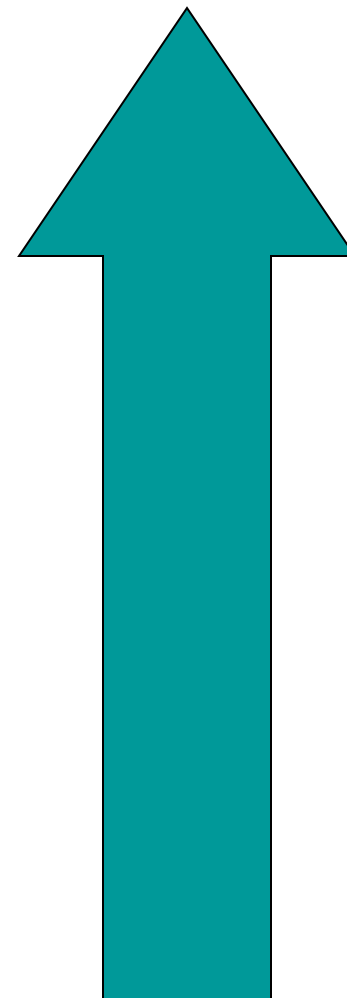
- Authentication
 - Confirming that your email headers match your SPF record
- Content of the email
 - Filters like SpamAssassin assign values to words, formats and other things that seem “spammy”
- HTML Code
 - If it’s not perfect, you may be blocked
 - You are more likely to be filtered for code than for content
- Reputation
 - Spam reports and blacklists
- Speed of your send
 - Send too fast and you’ll be blocked
- Other things

Deliverability: Investigating

- Monitor your appearance on blacklists
 - www.SenderBase.org
 - www.BlackListMonitor.com
- Check feedback loops
 - Unique to each ISP
 - Detailed information on deliverability provided to “white hat” senders
- Have a deliverability audit done
 - Pivotal Veracity, Return Path, etc.

Deliverability: ESP Case Study

- Moving to an ESP resulted in greater deliverability and significant lifts in key metrics
 - 93% lift in open rate
 - 171% increase in click-through rate
 - 13% increase in conversion rates
 - Bounce rate 30 times higher than previous sends
 - Unsubscribe rate triple the industry benchmark
 - These last two gradually settled back down to normal levels



Deliverability: Email Service Providers (ESPs)

- Deliverability is about relationships
- One of the benefits of working with an ESP
- ESP Reports
 - Forrester
 - JupiterResearch

Garnering Higher Open Rates

Open Rate: Sender Address

“Knowing and trusting the sender” was cited as a reason for opening by 56% of consumers

- Return Path, 2007

73% of those surveyed clicked “report spam” based on the from line

- Email Sender and Provider Coalition, 2007

what 2	
!	From
	Thomson Audio Conferences
	Glamour Magazine
	Barron's Online
	MarketingVOX NEWS
	980news@sportstalk980.com
	The Away Network
	New York Daily News Online Edition



what not 2	
!	From
	C. D. Mote, Jr.
	ginaayon82@yahoo.com
	Pension-Newsbreak
	Press Office
	reply-229d8-2008-70fdae0014@nl.internet.com
	jeanne jennings
	root



Open Rate: Subject Line

35% of consumers open messages based on what's in the subject line

- JupiterResearch, 2006

69% of those surveyed clicked "report spam" based on the subject line

- Email Sender and Provider Coalition, 2007

what 2 YES

Subject
Lobbying - What You Can And Can't Do Wh
The Sopranos Final Act, All-New Entourage & More!
Search-a-palooza NYC 5 Days and Counting
3 days only! 25% off Spring Dresses & Skirts + FRE...
Spend Easter Sunday at the Grill!
Countercultural Buddhism; Nelson Ends School Program
Face Time With Journalists.

what not 2 NO

Subject
Enter your subject here
Dude, Make Some New Friends
oops
I think this could help you
Your Focus eJournal Has Arrived
Now Available from API
Conference Email


Open Rate: Snippets/AutoPreview

Snippets and AutoPreview are standard in Gmail and Outlook Email Clients

Client success story: 48% lift in open rate from snippet test


what 2

From	Subject	Size	Re
Date: Last Month			
WeightWatchers.com	Chocolate Lover's Survival Guide	17 KB	Mo
Weight Watchers(R) February 11, 2008 WELCOME TO QUICKBITES! The weekly newsletter you requested from WeightWatchers.com(R).			
Date: Older			
Tami Queen, Vocus	Test Launch: Meeting Request	16 KB	Wed 1/9/2008 3:25 PM
Discover How To Take the Pain Out of PR... And We'll Send You a \$50 Barnes & Noble Gift Card Dear Christy -			
Thomson Audio Conferences	Lobbying - What You Can And Can't Do When You H...	35 KB	Sun 12/23/2007 10:47 AM
Lobbying-What You Can And Can't Do When You Have A Federal Grant Tuesday, January 22, 2008			



what not 2

From	Subject	Received	Size
C. D. Mote, Jr.	UM Holiday Greeting	Sun 12/2/2007 8:42	
Return-Path: <bounce+2995+112537317+jackpot+jeannejennings.com@bounces.affinityengines...> Received: (ConcentricHost mdeliver 3.0 filtering [VuVfPCP] on [excellent.bcentralhost.com]); with ESMTP id 5EFCE151CD for <admin@jeannejennings.com>; Sun, 2 De...			
Glamour Magazine	Enter your subject here	Mon 11/26/2007 12:45 PM	13 KB
space< http://conde.dcswx.com/group/mailing/images/08102007/spacer.gif > space< http://conde.dcswx.com/group/mailing/images/08102007/spacer.gif > Order Allure and Glamour for only \$20 < http://email.glamour.com/cgi-bin/5/DM/y/hl260HA7hV0Nbh0CJY50Em > sp...			
SearchDay	SearchDay #1558 - In House SEO for Big Brands ...	Wed 4/25/2007 5:03...	85 KB
To unsubscribe via postal mail, please contact us at: Incisive Media Plc. 270 Lafayette Street, Ste. 700			
E-Commerce Tim...	E-Commerce Minute	Wed 4/25/2007 2:23...	45 KB
If you are having problems reading this E-Mail, please deselect the html option from our newsletter management wizard located at: http://www.ectnews.com/perl/User.pl?action=newsletter_settings_html&username=jeajen&auth_code=CDtAp2Zy2G			



Improving Click-through Rates

Click-through Rate: Preview Pane

64% of those
offered preview
panes use them
as their default –
MarketingSherpa
2007

Client success story:
220% lift in leads
generated from
preview pane
test



Click-through Rate: Image Blocking

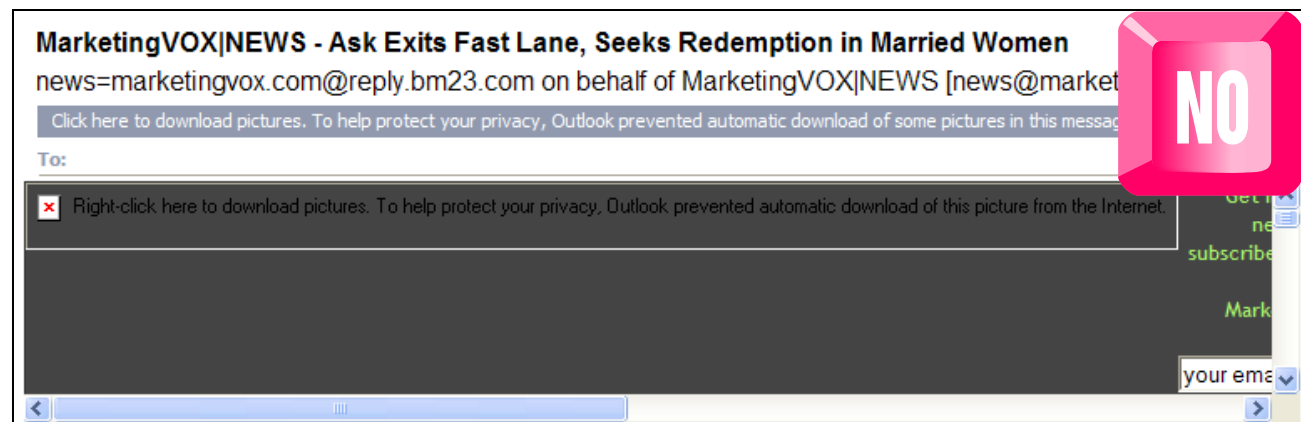
87% of users have email clients that block images by default

- EmailLabs, 2006



59% of those asked routinely block images in email

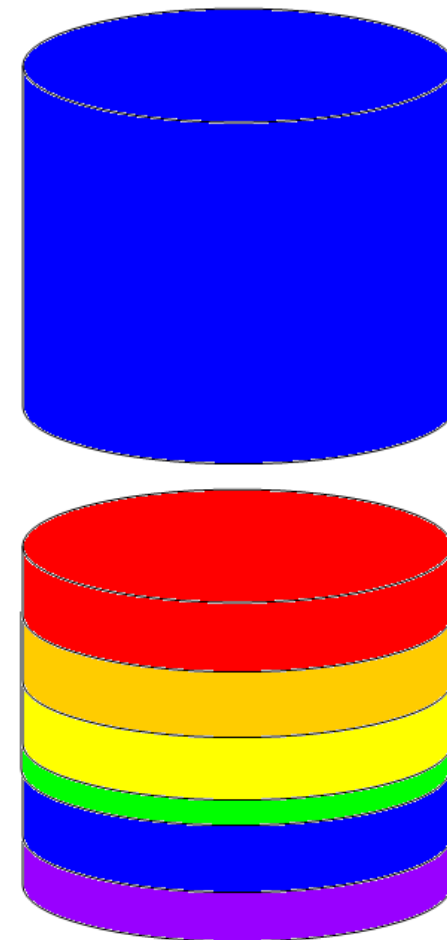
- Marketing-Sherpa, 2007



Increasing Conversion Rates

Conversion Rate: Segmentation

- 57% of marketers reported that providing unique content by segment was “routinely justified by results”
- Only 6% reported that it was “not justified by results”
 - MarketingSherpa, November 2007
- Segmentation = Relevant to Your Reader
 - Reported interests: information provided at opt-in
 - Observed behavior: click tracking, Web path



Conversion Rate: Tracking and Reporting

- “Lack of accountability/measurement” was cited by only 6% of marketers as one of the biggest challenges to email marketing
 - Source: MarketingSherpa, November 2007
- Think past the email
 - Bounces, opens, clicks are good
 - Use industry benchmarks as a guide to areas of potential improvement
 - Click-streams, sales, conversions are better
 - Usually require Web analytics

Increase Your Conversion Rate: Testing

- Landing page tests return an average lift of 40%; even better results were not unusual
 - MarketingSherpa, 2007
- 34% of email marketers reported that creative optimization had the most impact on response
 - Datran Media Research, 2007
- Test Strategically
 - A/B splits, multivariate testing
 - Confirm the statistical significance of your results

Generating More Sales

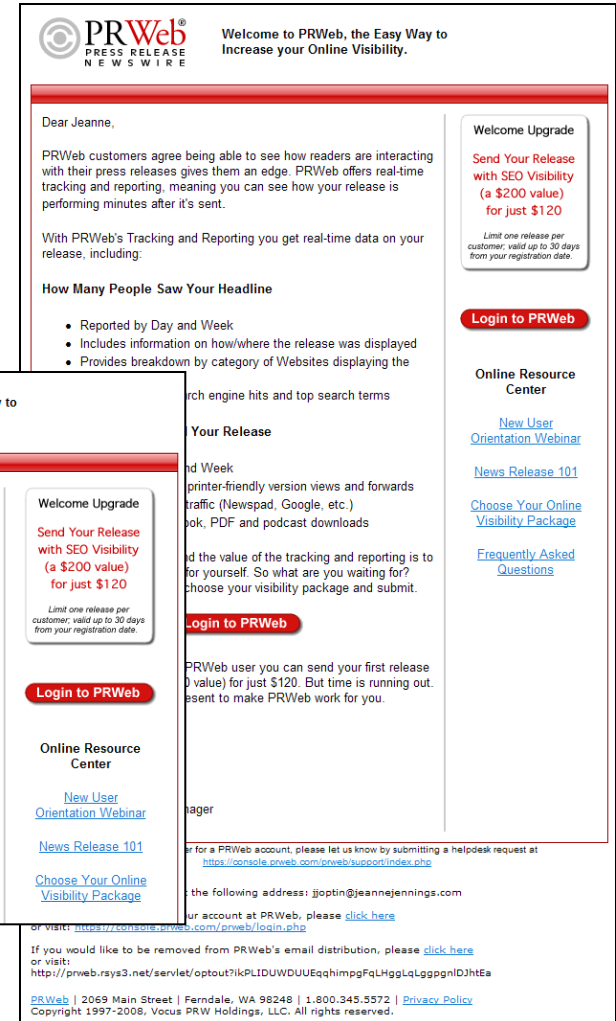
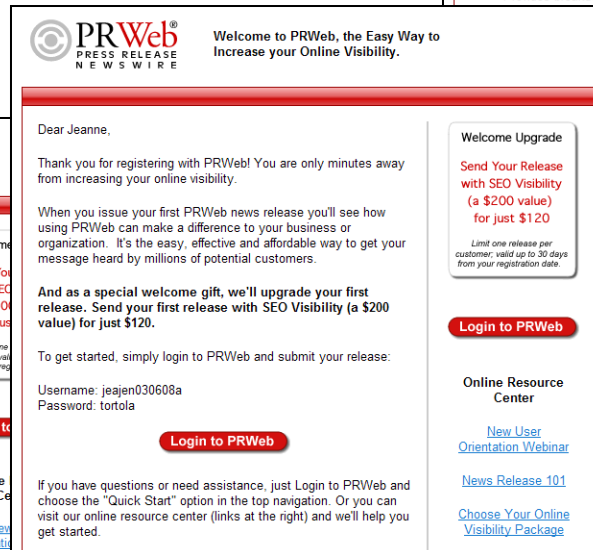
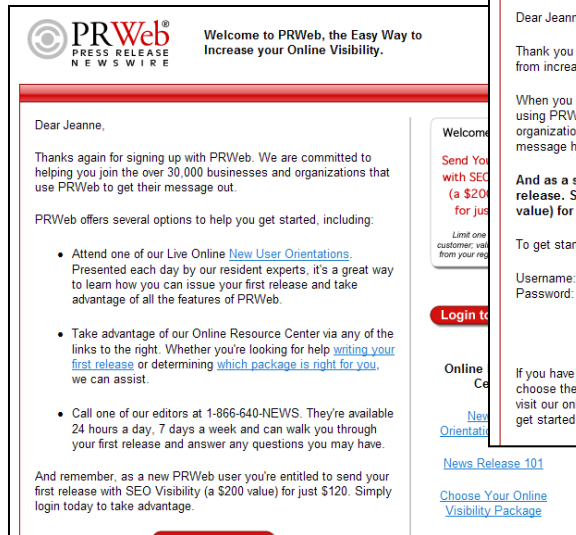
Useful Welcome Message

- “Honeymoon period”
- Go beyond “Welcome”
 - Motivate recipients to action
 - Offer an incentive
 - Include urgency



“Quick Start” Welcome Series

- Introductory email series at email opt-in
- Education, Soft sell



User Generated Content

- Olympus Designed to Do More
 - Best Email Newsletter for Marketing Purposes
 - Gold Consumer
 - MarketingSherpa 2007
 - 50% reader generated content
 - Landing pages clean, easy to navigate, large headlines

The screenshot displays the Olympus website interface. At the top, there are navigation links: "About Us | News & Events | Contact Us | My Profile". Below this is a header with "Learn" and "Products" tabs. The main content area features a "Reader Poll" section with a pie chart showing results: 32% (dark grey), 8% (green), and 20% (yellow). The poll question is "When do you use your camera the most?" with options: "Travel and vacations", "Family gatherings", and "I use it almost every day". Below the poll is a "Take our reader poll" section with a list of seven options for how to print photos, ranging from "Print at home with a printer" to "I do not print my images". A "Submit" button is provided. To the right, there is a "Featured Reader Photo" section showing a photo of a mountain landscape. Below the photo, it says "Featured Photo for December 2006" and provides details: "This photo was taken by Ron from Hamilton, Ohio. Olympus camera: C-5500. Location: Alaska, along the inside passage, in July." At the bottom, there is a footer with "© 2007 Olympus Imaging America Inc.", "Privacy Statement", "Terms of Use", and a "WARRANTY" logo.

Re-marketing Messages

- Greenbrier
 - Best Email Sales Alert
 - Silver Consumer
 - MarketingSherpa 2006
 - Initial send, then resend
 - Clicked but did not book
 - Focus on savings offer
 - Initial send (Q=40K)
 - 21.3% open rate
 - 1.4% conversion rate
 - Resend (Q=500)
 - 47.2% open rate
 - 36.5% conversion rate



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DECEMBER TO REMEMBER

The Greenbrier welcomes you to our tradition of holiday warmth and cheer for your family, friends and loved ones with three special **December to Remember** weekends December 2-4, 9-11, and 16-18. Come take in our special holiday concerts, culinary demonstrations, children's activities, and holiday movies. Enjoy hot chocolate and cookies in a wonderland of holiday splendor including over 70 decorated evergreens, miles of garland and thousands of poinsettias and elegant wreaths. Book your December to Remember package now and you'll receive a \$100 gift card per room for holiday shopping in The Greenbrier's bustling concourse of shops and boutiques.

Learn more online at Greenbrier.com/holidays and begin your own holiday tradition at The Greenbrier. [Book online](#) or phone for our hallmark personal service at 1.866.369.9315. Space is limited, so hurry.



The Greenbrier.

300 West Main Street, White Sulphur Springs, West Virginia 24986
1.866.369.9315

Multiple Controls

- Designate multiple “controls”
 - Different look / feel / format / focus
 - Promotions
 - Letter-look emails
 - Rotate to keep readers engaged

Discover How To Take the Pain Out of PR...
And We'll Send You a \$50 Barnes & Noble Gift Card

Dear Christy -

I would like to extend a special invitation for you to meet with one of our qualified and knowledgeable representatives to discuss how we can take the pain out of PR for you.

This short meeting will show you how Vocus provides the only totally integrated and easy-to-use PR management software on the market today. With Vocus, you can easily manage all your public relations and corporate communications while reducing costs.

But please don't take my word for it - take our free product demonstration instead!

Simply go to www.vocus.com/prbookoffer, complete the form and a knowledgeable Vocus representative will contact you to schedule a no-obligation product demonstration of Vocus PR Software. Once you have completed the demo, we'll send you a \$50 Barnes & Noble Gift Card as our way of saying *Thank You* for your valuable time!

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Why is it so important?

Because with Vocus PR...

- o Target the right...
- o 800,000 media c...
- o Build relationship...
- o Monitor breaking...
- o Quantify your su...
- o reporting

All we ask is the char...

Don't hesitate! Sched...

Simply go to www.voc

Thank you,


Tami Queen
Product Marketing Pro

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866.459.2590
www.vocus.com

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Give us a few minutes to demonstrate how Vocus PR software can benefit your organization. Traditional approaches to PR activities are rapidly becoming outmoded due to increasing numbers of media outlets, growing volumes of news, as well as the emergence of blogs and other social media.

Our web-based software suite helps organizations to fundamentally change the way they communicate with both the media and the public, optimizing their public relations and increasing their ability to measure its impact.

Having trouble viewing this email? Go to <http://www.vocus.com/email3.html>

Vocus Features and Benefits

- 500,000 Media Contacts, Outlets and Awards
- Communication and Activity Tracking
- Real-time News Clippings Delivered to Your Inbox
- ROI Reporting Tools to Measure PR Impact.
- Scalable to Work in Large or Small Firms
- 2007 Codie Award Winner for Best Business Productivity Solution
- [Demo Vocus Today and Get a \\$50 Barnes & Noble Gift Card](#)

2007 SIIA //CODIE// WINNER

Vocus public relations software has allowed us to cut down our busy work by 50% and increase our media coverage by 60%.

- Healthways

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Vocus, Inc. <<http://www.vocus.com>> | 4296 Forbes Boulevard | Lanham, MD 20706 | 1.800.245.5572
Privacy Policy <<http://www.vocus.com/content/privacy.asp>> | Copyright © 2003-2008, Vocus Inc. All rights reserved.

Infocom Group
124 Linden Street
Oakland, CA 94607

Transactional Messages

- Higher open rates and higher click-through rates
 - Than other types of email
- Incorporate relevant promotional messages
 - Even better: position as a benefit

iTunes Receipt

Billed To:
ipod@jeannejennings.com
Jeanne Jennings
2910 olive st nw
Washington, DC 20007

Order Number: M192498568
Receipt Date: 04/24/06
Order Total: \$31.60
Billed To: American Express 2001

Item Number	Description	Unit Price
Q0015	Elephunk Write a Review	\$9.99
Q0015	PCD Write a Review	\$9.99
Q0246	Confessions On a Dance Floor Write a Review	\$9.90
Subtotal:		\$29.88
Tax:		\$1.72
Order Total:		\$31.60

Those who bought your selections also bought:

- Love, Angel, Music, Baby
Owen Stefani
- The Breakthrough
Mary J. Blige
- Oral Fixation, Vol. 2
Shakira

Please retain for your records.
Please See Below For Terms And Conditions Pertaining To This Order.

Apple Computer Inc.
You can find the iTunes Music Store Terms of Sale and Sales Policies by launching your iTunes application and clicking on [Terms of Sale or Sales Policies](#)

Answers to frequently asked questions regarding the iTunes Music Store can be found at <http://www.apple.com/support/itunes/musicstore/>

[Account Information](#) • [Purchase History](#)

Apple respects your privacy.
Information regarding your personal information can be viewed at
<http://www.apple.com/legal/privacy/>

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How to Get Started

Get prepared!

- **Take advantage of every opportunity.** Integrating email opt-in capture with **all touch points** is vital.
- **Remember that email is the pipeline.** Many **different types of messages** can and should flow through it.
- **Coordinate with other channels.** Done properly, **1+1=3** in terms of results.
- **Put the reader first.** It really is **all about them**.
- **Test.** Let your readers tell you **what works** and **what doesn't**.

Free Resources

- ClickZ.com
 - Twice-monthly “Email Marketing” column for ClickZ Experts
 - 7 years of columns
 - Other great columnists too!
- JeanneJennings.com
 - Articles archive
 - 10 years

The screenshot shows the ClickZ website interface. At the top, it says "You are in the: ClickZ Network" and "ClickZ Network Navigation". Below that is "The ClickZ Network 10 1997-2007" and a search bar. The main content area is titled "ClickZ Experts" and "Advice & Opinions. By & for Marketers". A profile for Jeanne Jennings is featured, including a photo and a bio: "Jeanne Jennings is a leading authority and independent consultant with over 15 years of experience in the e-mail and online realm. She specializes in all aspects of e-mail marketing and publishing, from strategy through design and metrics analysis. Jeanne works with medium- to enterprise-sized organizations and is expert at helping her clients become more effective and more profitable online. She is the author of 'The Email Marketing Kit: The Ultimate Email Marketer's Bible' (SitePoint, 2007) and publisher of 'The Jennings Report,' a free e-mail newsletter for online marketing professionals. Visit her online at JeanneJennings.com."

The screenshot shows the JeanneJennings.com website. It features a bio for Jeanne Jennings: "JeanneJennings.com Consultant, Email Marketing and Website Strategy Author, The Email Marketing Kit Email: JJ@JeanneJennings.com Phone: 202.333.3245". Below the bio is a section titled "Recent Articles by Jeanne (2006-2007)" with a list of articles:

- [Ten Steps for Developing an Effective Email Strategy, Part 2](#) 'Email Marketing' Column, ClickZ.com, March 26 2007
- [FDAnews Daily International Pharma Alert: Email Newsletter Review](#) The Mequoda Daily, March 15 2007
- [Ten Steps for Developing an Effective Email Strategy, Part 1](#) 'Email Marketing' Column, ClickZ.com, March 12 2007
- [Seven Tips for Effective Landing Pages](#) 'Email Marketing' Column, ClickZ.com, February 26 2007
- [Cook's Illustrated / America's Test Kitchen e-Notes: Email Newsletter Review](#) The Mequoda Daily, February 21 2007
- [The Mequoda Email Newsletter Scorecard](#) The Mequoda Daily, February 14 2007
- [The Value of Observed Behavior](#) 'Email Marketing' Column, ClickZ.com, February 12 2007

 A sidebar on the left contains links for "The Jennings Report" (a free email newsletter for email marketing professionals), "The Email Marketing Kit" by Jeanne Jennings, and a navigation menu with "Home", "About Jeanne", "Media Mentions", and "Recent Projects".

Free Resources

- EmailExperience.org
- MarketingSherpa.com
- WilsonWeb.com

The Email Marketing Kit:

The Ultimate Email Marketer's Bible



- Published by SitePoint (2007)
- 245 Letter-sized Pages
- Companion CD-ROM
- “Email-Marketing-in-a-Box” according to one reviewer
- Covers the strategic, creative, analytic, legal and other key aspects of effective email marketing

www.JeanneJennings.com/kit

JeanneJennings.com, Inc.

Email Marketing Consultancy

Helping organizations large and small become more effective and more profitable online

- Focusing on email, landing pages and Websites
- Growing email lists via opt-in
- Developing new email strategies, campaigns and programs
- Optimizing performance of existing email and Websites
- Project-based, hourly, workshop and mentoring engagements

Client List (partial)

Hasbro

Mayo Clinic

Museum of Science, Boston

National Press Club

Network Solutions

Union Privilege

The U.S. Chamber of
Commerce

Verizon

Vocus

Weight Watchers
International

Questions?

Thanks for Participating!



Jeanne S. Jennings

Consultant, Email Marketing Strategy

Publisher, The Jennings Report

Author, The Email Marketing Kit

www.JeanneJennings.com

JJ@JeanneJennings.com

202.333.3245

Join us for our next webinars

"10 for 10" - Marketing Ideas For The First Post-Brand Decade

October 21, 2009

Special Guest – Jonathan Salem Baskin

www1.gotomeeting.com/register/546061200

Five Ways to Improve Your Inbox Placement – And Revenue!

Nov. 18, 2009

Special Guest – Stephanie Miller, Return Path

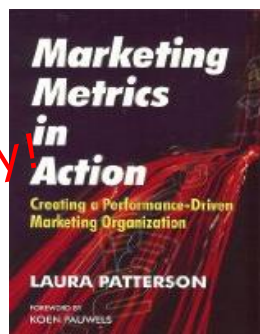
www1.gotomeeting.com/register/285944736

Best Practices for Proving Marketing's Value

Nov. 4, 2009

Special Guest – Laura Patterson

www1.gotomeeting.com/register/518293176



Book giveaway!

Actionable Web Analytics – Five Tips for Insightful Analysis

Dec. 1, 2009

Special Guest – Avinash Kaushik

www1.gotomeeting.com/register/345473096



Book giveaway!

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If you're interested in learning how Listrak can help you achieve your marketing goals, contact us today!

www.listrak.com/contact-expert.asp