



## SUCCESSFUL E-MAIL MARKETING STRATEGIES: From Hunting to Farming

### AUTHOR BIOGRAPHIES

**Arthur Middleton Hughes** serves e-Dialog as its senior strategist. In this role, he advises e-Dialog staff and clients on profitable strategies for using e-mail in their marketing programs. Arthur is a pioneer in the database marketing field and has been designing and maintaining marketing databases for Fortune 500 companies and others for the past twenty years. His database experience includes work with retailers, catalogers, resorts and hotels, wired and wireless telephone companies, insurers, banks, pharmaceutical companies, software and computer manufacturers, automobile manufacturers, and non-profit organizations.

A graduate of Princeton University with a Masters in Public Affairs, Arthur taught economics at the University of Maryland for 32 years. When it comes to database marketing, he wrote the book! He is the author of *The Complete Database Marketer*, 2nd Ed. (McGraw Hill 1996), *Strategic Database Marketing* 3rd.Ed. (McGraw Hill 2006) and *The Customer Loyalty Solution* (McGraw Hill 2003).

Arthur is the founder of The Database Marketing Institute, Ltd. where he and Dr. Paul Wang of Northwestern University delivered 28 two-day seminars on Database Marketing between 1993 and 2000. The Institute's training helped deliver more than 1,200 senior marketers now working at major U.S. corporations. More about The Institute can be found at [www.dbmarketing.com](http://www.dbmarketing.com) and [www.telecom-marketing.com](http://www.telecom-marketing.com).

Arthur also served as Vice President / Solutions Architect for KnowledgeBase Marketing ([www.kbm1.com](http://www.kbm1.com)). His articles appear regularly in leading industry publications. His consulting assignments and lectures on marketing and economics have taken him to Canada, Europe, Latin America, and Asia. He has been a lead speaker at marketing conferences around the world including the U.S., Canada, U.K., Japan, Taiwan, Thailand, Australia, Brazil, Venezuela, Columbia, Portugal, and other countries.



Arthur Middleton Hughes

**Arthur Sweetser** is chief marketing officer of e-Dialog. He brings two decades of experience to his role, where he oversees the company's marketing strategy and professional services, and is responsible for strengthening its market presence and strategic service offerings in order for clients to harness the expanding potential of the e-mail channel.

Arthur comes to e-Dialog from S&H greenpoints, which has the fastest-growing loyalty program in the grocery industry today. His responsibilities included in-store, real-time CRM marketing, and online and offline retail promotions and rewards — all of which were vital components of the S&H greenpoints business. Previously, Arthur served as a partner at Gearon Hoffman Advertising in Boston, where he mapped and implemented online strategies for Web businesses in search, education, business-to-business, and financial services. There Arthur completed one of his career highlights: re-positioning and expanding international market share for the Converse All-Star sneaker by adding color and appeal to the youth market.

Arthur also spent several years at Ogilvy & Mather, expanding American Express card usage throughout the Midwest. He applied his approach of a strong commitment to researching and testing to develop successful marketing strategies for companies including NYNEX, AMD, Sony Professional Products, and Bank of Boston.

Arthur's best-practice marketing articles have been published in leading outlets including *Chief Marketer*, *Multichannel Merchant*, and *DM News*. He has also spoken at the CMO Summit and Annual Conference for Catalog and Multichannel Merchants (ACCM), and will speak at the DMA's E-mail Evolution Conference in February 2009.



Arthur Sweetser