



SUCCESSFUL E-MAIL MARKETING STRATEGIES: From Hunting to Farming

DESCRIPTION

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Sending personal communications daily to your customers with e-mails at very low cost can produce very profitable results. Until today, most e-mail marketers have been sending blasts of identical content to millions of subscribers. They were HUNTING for sales. Result: inboxes filled with unwanted and irrelevant messages. Open rates fell drastically. Messages were not being read. This new book spells out how marketers can change all that. They can talk to their subscribers one-to-one using FARMING techniques: studying and understanding each subscriber by building a database with demographics, previous purchases and preferences. They can put subscribers into meaningful marketing segments with varying strategies and personalize each e-mail for each recipient.

Most e-mail marketing books have been written with hunting in mind: how to create better traps (e-mails) to catch more game (customers). This book is written to help marketers understand the motivation and preferences of their farm livestock (their subscribers) so they can build loyalty and repeat sales.

In *Successful E-Mail Marketing Strategy*, the authors – both experienced database and e-mail marketing practitioners – explain in every-day language how marketers can revolutionize online, catalog and retail sales through e-mails that get opened and read because they are personal and relevant to the lives and preferences of their recipients. This guide details the key factors vital to e-mail marketing: subject lines, transactions, triggered messages, viral marketing, interactivity and segmentation. The authors explain the details of using daily testing and analytics to generate constantly increasing readership, clicks and conversions. They cover business-to-business as well as business-to-consumer practices: online sales as well as emails that drive consumers to visit retail stores and catalog sales. They explain how to acquire millions of permission-based e-mail subscribers and how to determine the lifetime value of each email subscriber.

Drawing on dozens of case studies and practical examples, this book provides marketers with the tools needed to win profitable sales by:

- Rewarding customers and employees for increasing your list of permission based subscribers
- Determining and improving the relevance of your email communications
- Making each email a personalized interactive adventure for the readers
- Using transaction and triggered emails to promote complementary products and boost conversions
- Testing on a daily basis to improve subject lines, copy, offers and conversions
- Increasing sales by posting customer reviews of each product featured in your emails
- Using forward-to-a-friend as a subscription, sales, and loyalty builder
- Integrating emails into a loyalty program designed to boost sales and retention
- Keeping subscribers by giving them choices on the content and frequency of their emails
- Using the fact that emails produce four times as much off line sales as online
- Tracking the retail, online and catalog sales resulting from each promotional email

Arthur Sweetser is CMO and Arthur Middleton Hughes is Senior Strategist at e-Dialog a precision email marketing company with more than 150 major corporate clients. Arthur Hughes is the author of eight books on Database Marketing including *Strategic Database Marketing 3rd Ed.* (McGraw-Hill 2006)