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New Book ‘Successful E-mail Marketing Strategies: From Hunting to Farming’ Outlines Intelligent Practices for Optimal ROI

Amid Uncertain Economy, Authors Arthur Middleton Hughes and Arthur Sweetser Explain How to Cultivate Profitable Customer Relationships via E-mail

LEXINGTON, Mass., March 3, 2009 – E-mail is the least costly and most powerful marketing method in existence today. Billions of promotional e-mails are sent daily by businesses worldwide. However, its low cost and universal acceptance are also key reasons why marketers are not using e-mail to its full advantage. Once-welcomed messages from legitimate companies are buried in a deluge of junk mail that consumers cannot handle. Most e-mail marketers have been sending blasts of identical content to millions of subscribers. They have been *HUNTING* for sales and filling in-boxes with unwanted and irrelevant messages. Open rates are falling and messages are not being read.

[e-Dialog](#), a proven provider of advanced e-mail marketing services and solutions, today announced the debut of [Successful E-mail Marketing Strategies: From Hunting to Farming](#), a book co-authored by marketing veterans Arthur Middleton Hughes and Arthur Sweetser. Available from [RACOM Books](#), [Amazon.com](#) and [Borders.com](#), the book outlines how to create and measure e-mail messages that are relevant to subscribers.

“*From Hunting to Farming* is a Master's Class for e-mail marketing in the 21st Century. The book is destined to become the new strategy playbook for e-mail marketers today, and required reading for CMOs and CFOs looking to grow their businesses through this effective and efficient channel,” said Rob Befumo, director of e-mail marketing for Publisher's Clearing House. “Each chapter addresses the key tactics and best practices for a ‘How-To’ guide for delivering a state-of-the art e-mail communication strategy. It's an enjoyable read offering a thought-provoking look at the promise of how the medium can benefit a company.”

According to the Direct Marketing Association's (DMA) Power of Direct Economic Impact Study, e-mail ROI in 2008 was \$45.06 for every dollar spent, underscoring its business value. While most e-mail marketing books have been written with hunting in mind: how to create better traps (e-mails) to catch more game (customers), *Successful E-mail Marketing Strategies* instead helps marketers understand the motivation and preferences of their farm livestock (their subscribers) so they can build loyalty and repeat sales.

Understanding that competition has never been more fierce, nor margins more slim, the authors guide marketers in *FARMING* techniques; sending e-mails that prompt recipients to take a desired action based on a database of demographic and behavioral information. In essence, they direct companies in optimizing and measuring the most impactful and cost-effective medium today. The book:

- Covers subscriber lifetime value, campaign performance measurement, list growth, and balancing frequency with profits

- Explains how to revolutionize online, catalog and retail sales with customized e-mails that are relevant to subscribers, including transactional and triggered messaging
- Draws on dozens of cases and examples
- Outlines how to listen to customers and collect important data
- Details the key factors vital to achieving e-mail marketing relevance
- Explains how to create attention-grabbing subject lines
- Covers viral marketing, business-to-business newsletters and how to build trust
- Sketches out the organization and management of e-mail programs
- And nets out daily testing and analytics to boost e-mail marketing success.

“Hughes and Sweetser have delivered a must-read for any e-mail marketer who wants to maximize their ROI and get the most from each customer relationship,” said Sarah Bergeron, director of CRM for Avis Rent A Car. “They offer a variety of measurable steps that you can take, and show you don't have to do it all to make a difference with your customers.”

For more information on *Successful E-mail Marketing Strategies*, please visit: www.e-dialog.com/e-mailstrategiesbook.html.

About the Book

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About the Authors

[Arthur Middleton Hughes](#) is senior strategist with e-Dialog, and a pioneer in the database marketing field. He has been designing and maintaining marketing databases for Fortune 500 companies and others for more than twenty years. Arthur 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 Sweetser](#) brings two decades of experience to his role as e-Dialog's chief marketing officer. He comes to e-Dialog from S&H greenpoints, where he was responsible for in-store, real-time CRM marketing, on- and off-line retail promotions and rewards, as well as other vital components of this fast-growing loyalty program. Previously Arthur served as a partner at Gearon Hoffman Advertising in Boston, where he oversaw online strategies for Web businesses in search, education, business-to-business, and financial services. He is a frequent contributor to leading marketing trade publications and speaker at industry conferences.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of intelligent e-mail marketing solutions. Through a unique combination of strategic services and relevance enabling technologies, e-Dialog empowers marketers to take meaningful action on their data in order to deliver contextually targeted communications to customers. Some of the world's most recognized brands, including AirTran Airways, American Eagle Outfitters, Avis, Boots, BMG Music Service, British Airways, CBS, Hewlett Packard EMEA, Nintendo, the NFL, Reuters, the Royal Bank of

Scotland group of companies, and The TJX Companies, have partnered with e-Dialog to enhance their permission-based e-mail marketing efforts and maximize long-term customer value.

e-Dialog is one of the only e-mail service providers consistently recognized by top analyst firms for both outstanding service and first-class technology. In September 2006, e-Dialog was the first e-mail service provider to achieve certification for ISO 27001:2005, the global information security standard. e-Dialog, with offices in Boston, London, New York, and Seattle, is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC). For more information, visit www.e-dialog.com.

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