

eMail Marketing: How to do it better.

Achieve **significant** and **sustained** improvements across your eMarketing campaigns

eMail is a gift to marketers. It is:

- More transparent than advertising
- At least ten times faster than direct mail
- Less resource-intensive than telemarketing
- Low cost to create
- Easier to tailor to customer needs
- Measurable, creating insights
- Applicable to a broad spectrum of strategic objectives
 - New Contact acquisition
 - Contact qualification
 - Lead generation
 - Cross-selling
 - Maximizing the lifetime value of key accounts
 - Customer retention

Hardly surprising that today, more than 80% of business-to-business (B2B) organizations use eMail marketing as part of their marketing mix.

Yet few organizations have really mastered the art and science of effective eMail marketing. They get stuck in a rut where response rates fluctuate within a narrow band. Occasional spikes in performance are not sustained, as everyone has a different opinion on what made a particular campaign successful.

What you would really like to do is raise the level of your performance in a way that shows a *significant* and *sustainable* level of improvement (see *Figure 1* below).

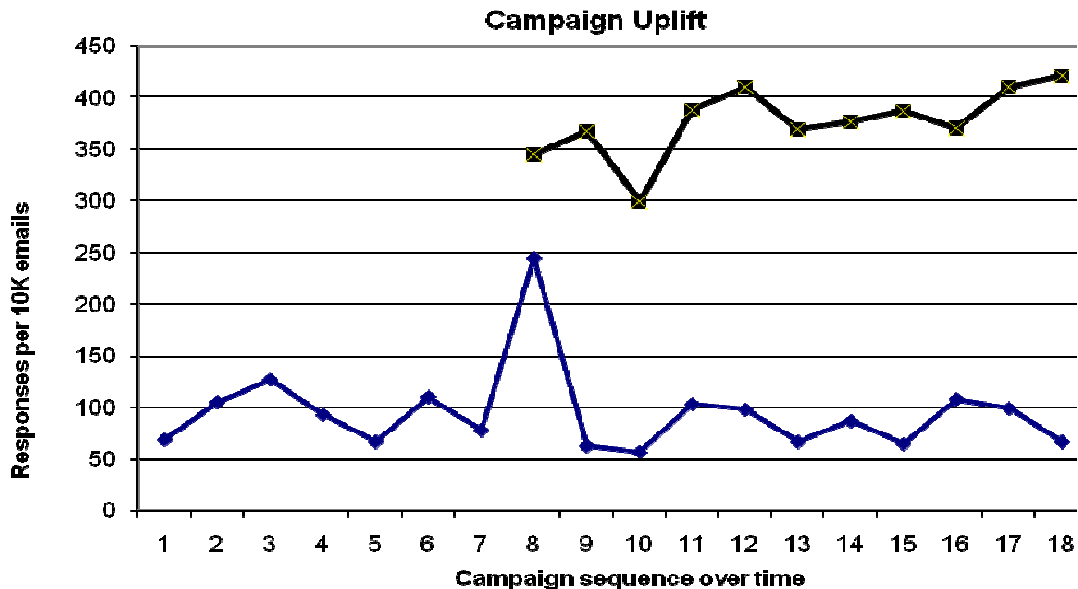


Figure 1: Campaign Uplift – new methods raise response rates to a new level.

The Acceptable Information Exchange

Ansaco has developed an approach to achieving this uplift that has proven successful in a broad variety of business-to-business environments. We call it the “Acceptable Information Exchange”. It is based on two simple propositions:

- People do not like to give away anything for free – *especially* information
- Business-to-business relationships are based on trust

Most organizations “speak” to prospects in a tone of voice that would be totally unacceptable in a one-on-one sales situation. They are essentially saying, “Give me all your personal details, and I will market to you relentlessly until you surrender.”

Hardly surprising that the overwhelming majority of recipients hit the “delete” button.

So what is “acceptable”? That depends on what *you* have to offer the customer and how far the customer is ready to commit.

Essentially though, there must be *equivalence* in the exchange: if you ask the customer for information, you must be ready and able to offer something of equivalent value in return.

The Customer Funnel

If you regard every single eMail campaign as a discrete action, you might just as well stick to broadcast advertising.

eMail is a conversational medium. The big advantage is that, used skillfully and applying the Acceptable Information Exchange principle, eMails enable you to engage with, and qualify, prospects with a light touch.

It is an act of seduction, requiring patience and charm.

We call it the Customer Funnel. At each stage of the conversation, you make an Acceptable Information Exchange, building the relationship of trust at each stage.

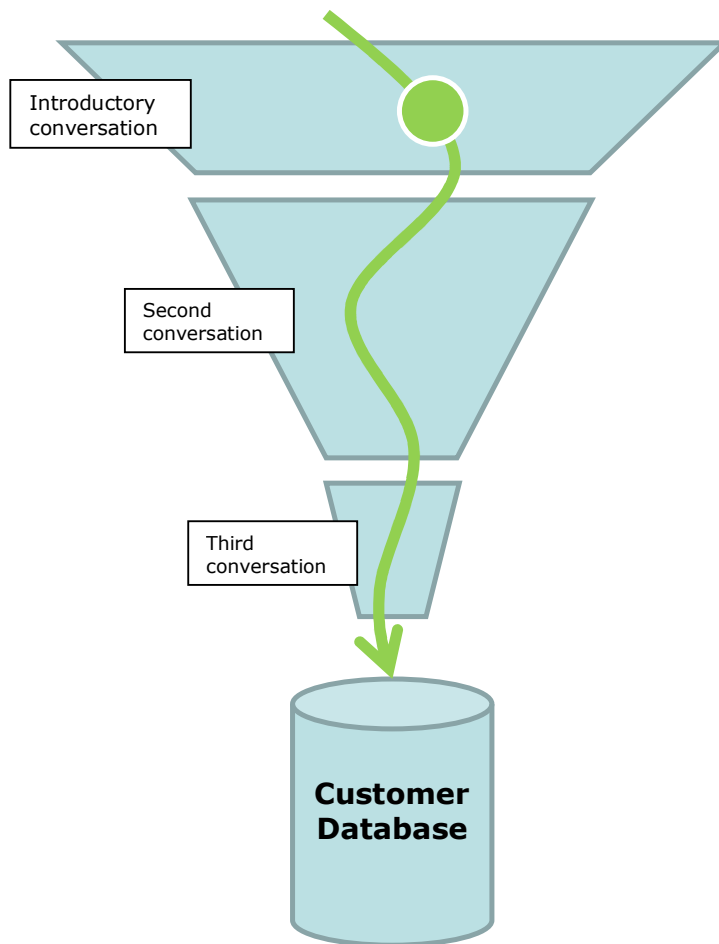


Figure 2: The Customer Funnel

Closed Loop Marketing

The third principle of successful business-to-business eMail marketing is that it must be based on a closed feedback loop. Without it, you cannot achieve sustainable improvement. We call it the OODA loop: Observation, Orientation, Decision and Action. eMail marketing gives you opportunities to experiment, innovate and learn that simply don't exist in other forms of marketing.

Though most organizations do some level of experimentation, they are only scratching the surface.

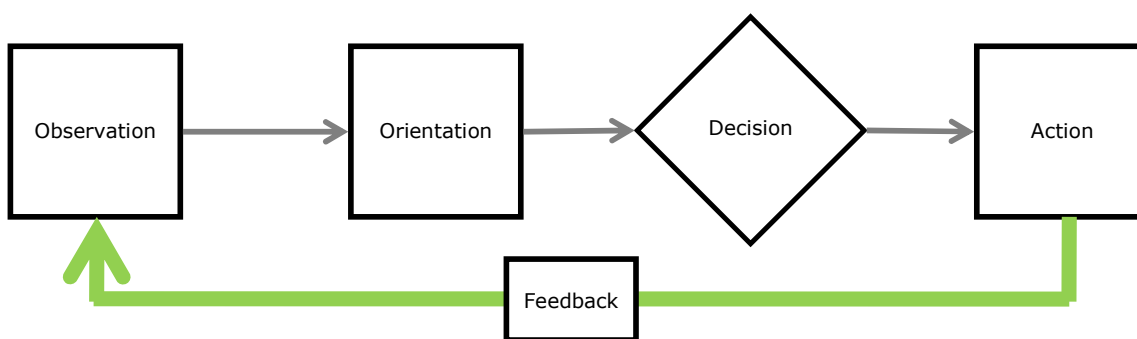


Figure 3: The OODA loop

Free eMail Marketing Audit

These are the basic principles of eMail marketing that Ansaco has learned, tested and refined over hundreds of successful eMailing projects.

We have shared these basic principles with international organizations such as Deutsche Investment Trust, Dun & Bradstreet Germany, easyFairs, Field Fisher Waterhouse, Linde Gas Therapies, Miltenyi Biotec, Pivotal Corporation, SAP AG.

And we have presented these principles at international On-line Marketing conferences where Ansaco was twice presented with the 'Best Paper Award' by our on-line marketing peers.

How can they be successfully applied in your organization?

Contact us and we will arrange a *free one day audit* of your current operation, covering the following ten topics:

1. Databases, data quality & data capture
2. Target groups / segmentation
3. The "Acceptable Information Exchange"
4. Moving prospects down the Customer Funnel

Ansaco

Andrew Sanderson & Associates.
eMarketing Knowledge Transfer.

5. Creative and production issues
6. Measuring success / OODA feedback loops
7. Procedures & policies
8. Training / knowledge transfer
9. The eMarketing learning organization / knowledge management
10. International email marketing

Following the audit we will send you, without obligation, a roadmap outlining next steps to raise your eMail marketing performance. The roadmap will propose specific actions: it's not an open-ended engagement but a *tightly defined project* with agreed criteria for success.

Ansaco : Knowledge Transfer in eMail Marketing

Correspondence:

E-Mail: Andrew.Sanderson@ansaco.de
Telephone: +49 (0) 6221 6568 475
Fax: +49 (0) 1212 5436 875 60
Internet: www.ansaco.de