EMAIL MARKETING

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2/11/14
WHAT IS IT?

- Over 4 billion email accounts globally
  - Consumer accounts are 75% of those accounts
  - ~83 billion consumer emails sent/received per day

Email is the #1 Internet activity
- Power for email marketing

**Email Marketing:** A type of direct marketing to a group of people using email with the purpose of acquiring new customers or convincing current customers to purchase something immediately

*Immediacy – Accessibility – Email Marketing*
WHY USE IT?

- Twice the return on investment relative to other forms of direct marketing ($57/$1 vs. $23/$1)
- Less time/energy than some other marketing strategies
- Few barriers to overcome
- High response rates
- Astronomical growth in Internet usage in recent 10 years
- Attractive method for small, non profit art organizations and large corporations alike—*it’s all in the design...*
Designing an email:

- Consistent message: central underlying theme within an ad
  “There are a number of factors which contribute to your message being successfully received or not” – Chelsea Kari

- To open, to delete, to pass along or to ignore?
  Surprise! Email recipients are living, feeling individuals with a range of needs and interests. They’re consumers, the actual or potential audience.

  Incite interest, locate the right “clusters”
  Push the right motivation buttons (incentives?)
  Pass “quality threshold” (values)
Emails are “informative, entertaining or irritating”
Subject matter matters and so do subject lines.
Strategic planning, marketing consistency is critical
SPAM may someday ruin everything.

Emails are opened, responded to and passed along based on entertainment value, so make them interesting!
In order of most popular: Good deeds, jokes, unmentionables, gender issues, crime warnings...