

# EMAIL MARKETING

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# 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)**

# A SUMMARY OF NOTABLE IMPLICATIONS

- 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...