

# **Lexicon & Marketing Strategy Essay**

*Tiantian Li (Tina)*

AAD612 MKTG

U of O

## Part I

In marketing strategy, I am really interested in e-mail marketing. I was a loyal customer of e-mail marketing, for my favorite brand, I will read every e-mail which sent from these brands, the mail will introduce the discounts in recent events, promotions or special packages. They will also summarize recent quarter's best-selling star product. Every time I see these contents, I have an impulse to open the link, and purchase their products.

### Definition :

E-mail marketing is directly marketing a commercial message to a group of people using e-mail. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. It usually involves using e-mail to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. E-mail marketing can be done to either sold lists or a current customer database. Broadly, the term is



usually used to refer to sending e-mail messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to e-mail messages sent by other companies to their customers (Logic, 2014, para.1).

### Background :

One of the greatest benefits of the rise of the internet was the ability to use e-mail, or electronic mail, to communicate with people. E-mail was fast, free and could speed up **communications** across the world in a way that most people do not worry about the **distance** will hinder their communication.

In the first years of the internet, e-mail was only available to people who are in some specific groups: like college students using their college e-mail address or employees use their company e-mail addresses. While some individuals could also get e-mail services provided by their Internet Service Provider (ISP), those services typically required that people checked their e-mail specifically from the computer that was supported by their ISP. E-mail was not a "pick up and go anywhere" type of **communication**(Gao, K. 2007, para.1).

With the rapid development of Internet, e-mail also appeared and developed. According to Ray Tomlinson who is the inventor of the e-mail recalls, the birth of the e-mail in the fall of 1971. In that time there was already had a computer program that could transfer files and information on a primitive program. But they were limited to two procedures. For example: the person who uses this program only could be sent to the recipient communicate, the recipient's computer must also be consistent with the sender. When Tomlinson invented e-mail, he transferred files to the existing procedures and information program, developing a new program. It could be through the computer network to send and receive information without any limitations like ever before. In order to allow people to have an easy to identify e-mail address, Tomlinson decided to use the @ sign, and add a user name in front of the @ sign, followed by the user's mailbox address. Now, e-mail was born(BtoB Magazine, 2011).

The origin of e-mail marketing have to back April 12, 1994, Kanter and Siegel who are the couple engaged in immigration business, they sent the letter "Green Card Lottery"ads letter to 6500 newsgroups that they could find, in that period, it caused crazy download and forwarding. Their "mail bomb" make a lot of service providers for paralysis. Later in 1996 the two lawyers also co-authored a book ---- "*How to make a fortune on the internet superhighway*", the book described the glories of their experience: advertising information via the Internet, only to spend the Internet communication costs less than \$20 on the 25000 attract potential customers, which translated into 1,000 new customers, which earned \$100,000. They believe that carried E-mail marketing through the Internet is almost unprecedented marketing without any cost.

While e-mail began as a **communications** tool for academic and business purposes, it soon became a tool for personal communications among friends, relatives and even people who had never met in real life. As people began to spend more and more time using e-mail as their primary communications tool, smart marketers realized that e-mail communications were the future of

marketing communications and began to make the shift into using e-mail as a way to effectively communicate with customers. With people began to spend more and more time using e-mail as their primary communications tool, the marketing has **innovation** method: some smart marketers realized that in the future, e-mail began to make the shift into using e-mail as a way to communicate with customers and E-mail were the future of marketing.

E-mail Marketing, even in its earliest days, presented a number of benefits over both postal marketing and telesales as a form of direct-to-consumer or direct business-to-business communications. but today e-mail marketing is a robust portion of any complete marketing plan and has entire industries built around helping businesses of all sizes effectively e-mail market.

### **composition :**

E-mail marketing **composition** by three factors:

#### 1. Based on user permission

User-based permission includes online and offline two categories. E-mail addresses are generally collected online website, online registration, subscription, etc. Collected E-mail address of the next line are generally fair, exchange business cards, offline activities to collect, gather Check-out supermarket variety.

#### 2. Via E-mail to transmission of information

Via E-mail to transmission of information, is the technical foundation of e-mail marketing. Ensure the delivery E-mail, can be called e-mail marketing.

#### 3. Information are valuable for user

Deliver valuable information for the user, is the core part of permission marketing. User-based licensing bulk mail, e-mail marketing is not necessarily. Only good correlation with data classification column, delivered to the user to ensure that valuable information can be called a real e-mail marketing(Wind.Y, Robertson.T, 1983, pp.12-25).



## **critical:**

### **Advantages:**

#### 1. Low cost

As long as use the mail server, contact 10 customs and tens of thousands customs the cost are almost equally. The cost of sending an e-mail is almost zero, as long as know user's mail, address it can spend a little time to send mail out. It is different from send a hundred letters in the mail situation, because it requires a dedicated server and a very large broadband(Gao, K. 2007, para.3).

#### 2.Fast

Compared to other online marketing approach, e-mail marketing is also very fast. Search engine optimization will spend several months, even several years it could play the effect. Blog marketing needs more time and numerous articles. Social Networking Services marketing in order to establish a broad network of relationships, it takes time to participate in community activities. For the e-mail marketing, once send a message it can see the effect after a few hours(Dacko. S, 2008,p.377-378).

#### 3.Precision

As long as the E-mail sent to current person, the potential customers might transfer the customs, it has a high probability. The conversion rate is higher that other marketing methods.

### **Disadvantages:**

1.Disgusted the mail sender, it might reduce the brand reputation, if one brand or service has better impression with user, frequent E-mail marketing will play the opposite effect.

2. Users are seen this e-mail as junk mail, because users are not interested in the e-mail content.

3.Limited by market **environment**, a lot of marketers selling their products through this strategy which has lower cost. Therefore, the market competition is very fierce. It require the marketers has some special content or program to make their products stand out.

### **Use case 1.**

#### **Lancôme**

Christmas, New Year are big holiday, also constitute the very important shopping opportunity. I choose the luxury brand named Lancôme, analysis their E-mail marketing strategy and layout during the Christmas and New Year, then clarify the brand messages in the marketing of electricity

supplier status and trends. It can extensive to exploration the luxury brand marketing strategy quietly changing.

### 1. Tone of the brand

Lancôme, Founded in 1935 by Armand Petitjean in France, as originally an fragrance house. Petitjean's motive was simple: to create a beauty brand that would deliver French elegance around the world. The name "Lancôme" was inspired by the ruins of a castle, Le Château de Lancôme, while the roses in the area inspired the company's symbol of the single golden rose(Chesters, A. 2014, para.1). The concept of Lancôme expressed as a: 1. For the popular leader, Lancôme is definitely in fashion front.

### 2. Marketing Strategy - emphasis on “warm-up”

发件人	主题	文件夹	时间	大小
星期二(1封)				
法国兰蔻	兰蔻官网最新Top10榜单出炉! 再享新年礼遇, 至多尊享13件明星礼! 仅限6天! - ewsielter@news.lancome.co...	Lancome	1月1日	15.2K
星期一(1封)				
法国兰蔻	打开来自美丽信使的新年第一封邮件, 开启美丽人生! 新年快乐! - ewsielter@news.lancome.com.cn/添加到联系...	Lancome	2012/12/31	13.5K
上周(1封)				
法国兰蔻	看看别人都买了些什么? 盘点2012下半年兰蔻官网最畅销新品! - ewsielter@news.lancome.com.cn/添加到联系...	Lancome	2012/12/29	16.2K
两周以前(5封)				
法国兰蔻	在规则束缚的世界, 人生可有其他选择? 终于, 你期待的'美丽人生', 即将开启! - ewsielter@news.lancome.co...	Lancome	2012/12/22	17.6K

December mailing list shows that December 22, December 29, Lancôme were sent Christmas, New Year's preheating mail. Christmas with its preheating-mail, for example, the theme of "the rule-bound world, life may have other options. Finally, you expect the 'Beautiful Life', is about to open?", The title has not Christmas related hotspots, but after opening their mail, introduce new products ("La vie est belle" perfume). Pre-Christmas activities. Issued three days in advance of their mail, stagger the delivery peak period, the "notice + broadcast," the dual role. In addition, the removal of the e-mail preheat, Lancôme no other mail on Christmas Day, so the e-mail synchronization preheat bear Christmas mail function. Thus, Lancôme attaches great importance to preheat mail.

### 3. Potential promotion use the Best-Selling list

According to my observation, in the holiday, some marketers sent the e-mail content is often confined to the greetings, promotion, marketing and greetings + three areas, those e-mail the lack of

character, very easy to submerged in a flood of holiday mail inside. The Lancôme, use another way to launch the "list" message content, it is impressive and this is reflected in the tone of its brand on the "Vanguard", "innovative" spirit.

Lancôme's Day series mail consists of three parts: Preheat mail (new product inventory), ahead greeting message (blessings + product recommendation), New Year's messages (newest TOP10 list), where a large inventory of new, TOP10 list two mail successful walk in products and promotions edge, while providing skincare objective reference information, while on the other hand played sync consumer guide "potential" sales role, achieve the “win-win” between the business and users.

## Use case 2.

### Eurostar

After I got this e-mail, I believe that most people like me were attracted, I knew exactly what I wanted to do: win a trip of a lifetime to London and Paris. See the E-mail, people can probably imagination: Besides the gorgeous pictures of two beautiful cities, full of romantic and poetic. People have an incentive to continue to look up the E-mail. In the post production, Eurostar also has some pretty in-your-face CTAs in this e-mail. I love how a CTA is featured above and below the fold to take the same action -- it appeals to both the impatient and the scrupulous.

I also loves how Eurostar opens its e-mail. "Bonjour," it says, so it make me immediately think of: I'm in France, walking the streets of Paris; maybe seat in the outdoor cafe which full of dramas atmosphere, eating Creperie or Macarons. That simple language choice spoke more about the marketing offer than the entire e-mail did.

The image shows a screenshot of an email from Eurostar. At the top, the Eurostar logo is displayed. Below it, a navigation bar includes links for "Book online", "Eurostar deals", "Destinations", and "Contact us". The main content area features a large blue box on the left with the text "WIN THE TRIP OF A LIFETIME TO LONDON AND PARIS" and an "Enter now" button. To the right of this box are two images: the London Eye and the Eiffel Tower. Below the blue box, the text reads: "Bonjour, We sent Seattle based photographer Melissa O'Hearn to explore the hotspots of London and Paris, capturing her journey in a fantastic photo diary. Now you could follow in her footsteps by winning an amazing trip for two to both cities, including flights, Eurostar travel and four star hotel stays\*. Good luck! Or bonne chance, as they say in Paris..." followed by another "Enter now" button and the signature "The Eurostar Team". At the bottom, there are two more images: a red double-decker bus in London and a Eurostar train in Paris. Below these images are two sections: "GET A TASTE OF THE ADVENTURE" and "THE UNMISSABLE WAY TO TRAVEL IN EUROPE". The bottom of the email features a teal bar with icons for an envelope, a smartphone, Facebook, Twitter, and a book.

## **Part II Lexicon & Relationship**

### **Communication :**

#### Definition:

The process by which people exchange information or express their thoughts and feelings.

(Longman Dictionary). Communication is the exchange and flow of information and ideas from one person to another; it involves a sender transmitting an idea, information, or feeling to a receiver.

#### Relation with Marketing:

With more people communication by e-mail, people demanded the network and e-mail are growing. In marketing world, demand will stimulate the e-mail with multifaceted way to developed. Since people frequent communication, e-mail appears. When people began to rely on e-mail to communication, it promoted the development of e-mail marketing. Also a series of e-mail as the main product spawned. So Interpersonal communication is a prerequisite for generating e-mail marketing. Also, e-mail marketing is a form of communication which is business and customer. Although businesses want to sell their products and profit, however, e-mail marketing are generated on the basis of communication, so they should focus on the communication skills, person to person communicate. In that way, costumer will not feel they just want to promoted their products then have some resentment emotions.

### **Distance :**

#### Definition:

The amount of space between two places or things.

Distance has also changed with technology. Nowadays, people can reach across distances faster and more effectively. Distance separates people and let they has barrier to communication, in the opposite way, distance motivates people to create new technologies to communicate over those physical distances.

#### Relation with Marketing:

Distance limitations let people had a barrier of communication. Solve the distance problem to communicated caused the E-mail was created. Like word “communication” , Appearance of E-mail solve the barriers of distance, and built a bridge for people. Appearance of bridge create more things, like the e-mail Marketing. So e-mail marketing generated by communication, and communication was promoted by the distance. Distance, communication, E-mail marketing is a cause and effect relationship.



## **Innovation :**

### Definition:

A new idea, method, or invention. According to the existing mode of thinking, come up with some ideas which are different from the conventional and ordinary ideas, use these ideas and existing knowledge, in particular environment to improve or create new things, new methods, elements and get some beneficial effect.

### Relation with Marketing:

For now, I find that all the lexicon I chosen are closely related to demand. Demand generated the innovation. People have demanding to solve the distance problem, the e-mail was created.

Marketing demand for more efficient, faster and low cost marketing, e-mail marketing has emerged. It no longer a traditional marketing model, e-mail marketing combine with innovation sales model. So E-mail marketing is the marketing innovation.

## **Composition :**

### Definition:

“The act of combining parts of elements to form a whole or the resulting state or product.” Composing something is creating something. Composition refers to creating something out of other things, putting things together (Barry. S, 2014).

### Relation with Marketing:

In the marketing world, based on user permission, via e-mail to transmission of information, information are valuable for user these three elements made up the e-mail marketing, these elements help the e-mail marketing form a pattern also composition a important method in marketing. Therefore, the "composition" and marketing has a close relationship.

## **Environment :**

### Definition:

The people and things that are around you in your life, for example the buildings you use, the people you live or work with, and the general situation you are in (Longman Dictionary).

Environment can be visible and invisible.

### Relation with Marketing:

Environment is a multifaceted topic to define. Create a new marketing model is essential when market is saturation or traditional market which is too intense competition environment. E-mail marketing is generated in a highly competition market environment. And with the e-mail marketing widely used, its environment has increasing pressure of competition.

### **Relation with each Lexicon**

Environment has the ability to be the bridge between the distance that people live and communicate. People are living in different places, if the science and technology has not developed, people could not have new ways to maintain communication with each other. The environment will become blocked, also society will be stagnant and not develop. So in a different environment will have a distance, its needs to using the technology and other approach to resolve that set up a bridge for people. This bridge needs to innovate constantly. Innovation can creates a new forms to let people communicate.

From the environment to the distance, to the technological, to innovation and finally to achieve person to person communication without barrier, which as the whole composition the development of a social network.

## Reference

BtoB Magazine.(2011). Early E-mail Blasts Results in Higher Click & Open Rate. 1.

- See more at: <http://reffor.us/index.php#sthash.tU9ROyWV.dpuf>

Chesters, A.(2014). *A brief history of Lancôme*. London, United Kingdom.

- See more at: <http://reffor.us/index.php#sthash.77SUXctR.dpuf>

Dacko, S.(2008). *The advanced dictionary of marketing*. pp. 377–378.

Wind.Y and Robertson.T (1983) *Marketing Strategy: New Directions for Theory and Research*, pp.12-25

Gao, K. (2007). *The Ultimate Guide to E-mail Marketing*. Retrieved from <http://e-mailmarketing.comm100.com/e-mail-marketing-ebook/e-mail-marketing-history.aspx>.

- See more at: <http://reffor.us/index.php#sthash.NPyhXdN7.dpuf>

Gao, K.(2007). *Ten E-mail Marketing Metrics You Can't Afford To Ignore*

Laurence, C and Martha, S(1996) *How to make a fortune on the internet superhighway: Everyone's Guerrilla Guide to Marketing on the Internet and Other On-Line Services*. pp.177

Longman Dictionary of Contemporary English (Four Edition)

Madison Logic.(2014) *Email Best Practices*. Retrieved 21 June 2014.

- See more at <http://www.madisonlogic.com/10-email-best-practices/>