

Email marketing: an introduction

As an important part of any organization's communications plan, email marketing helps retain customers, keep members informed, increase sales, fill seats, raise brand visibility and grow your business. Email is faster and more affordable than traditional print mail, and by some measures, it offers the best return on investment of any marketing channel - about \$43 per dollar spent, according to the Direct Marketing Association.*

But to work, email has to be done well. That means clear, compelling content and a professional, branded email design. It means personalized, relevant campaigns and sophisticated delivery, and it means results that you can easily track and apply to future mailings.

And that's where we come in, with our help, you'll be able to:

Manage your audience...

Our audience features help you import, store, manage and grow your permission lists. You can easily organize your recipients into groups, or use our advanced search-and-segment feature to target people based on their interests, their geography, their past response and more. Our flexible signup screens let new people sign up from any spot on your website, and our customizable database lets you gather as much information as you like about your audience and, in turn, lets you communicate with them based on their interests and history. And with our optional survey tool, you can also get to know your audience members even better, both individually and as a whole.

Utilize industry best practices...

Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure you're sending a well constructed email every time, we can help make sure you're on board with the latest industry trends and best practices that will increase your delivery rates and improve your results.

Create and send stylish email campaigns...

Create stylish email campaigns using our intuitive click-and-build screens, or upload your completed HTML campaigns. Either way, we'll help you prepare and preview your campaigns, proof them for problematic content, and send quickly and accurately every time, and your past campaigns are stored for easy access and archiving.

Deliver with success every time...

Our world-class delivery network ensures high delivery rates through our personalized send-off, ISP relationships and delivery policies. Our engine handles every aspect of delivery for you, and our industry know-how helps ensure the highest delivery rates possible, every time.

Track your results in real time...

You'll see who opened your campaign, clicked on each link, shared your campaign with friends or signed up to get your future emails. You'll find out who bounced (in other words, didn't get your email) and be able to follow up with them. This is part of our real-time response tracking that lets you know just about everything that happens to your campaign, as it happens. And because we store your results over time and display your response history with easy-to-understand interactive charts, you'll be able to learn from past efforts to help your future emails achieve even greater success.

*Direct Marketing Association Response Rate Study, October 2009