mailers HAVEN

Let's face it, there's a lot of information and disinformation going on about e-mail marketing. You can read several books on the subject, scour internet articles and completely immerse yourself in the subject. Or, you can read this short FAQ and learn enough to start selling e-mail marketing integrated with direct mail, right now. And you will understand it better than ever as you start dealing with it on an everyday basis.

Why would someone want to do an e-mail marketing campaign?

E-mail is another marketing medium, just like radio, television and direct mail. As this market has begun to mature, many consumers have come to accept e-mail marketing and even look forward to online offers.

When is the best time to use e-mail?

E-mail is best used for a product or service that is recognizable or local. We also highly recommend using e-mail in conjunction with direct mail. Studies have shown this is when it really shines.

How are e-mail addresses accumulated?

Let me start by saying we do not partake in e-mail farming (using automated programs to scour the internet and grab any e-mail addresses they find). Instead, we gather e-mail addresses legitimately, in a manner similar to how one may acquire direct mail addresses – when a person volunteers their contact info. For e-mail, this can happen when a user signs up for a website (think Expedia or Buy.com). The form they fill out often includes a check box allowing users to opt out of receiving e-mails from the site's partners. These websites sell newly acquired names on a weekly basis to reputable e-mail marketing companies.

How do e-mail addresses stay fresh?

When e-mail marketing messages are sent, we keep track of which e-mails are "opened" (or are clicked in order to view the contents) and which e-mails "bounce" (do not make it to the intended recipient's mail box). If e-mail sent to an address rarely gets opened or repeatedly bounces, we will remove the offending e-mail from our database. Finally, we delete anyone from our list who asks to be removed.

What is your average "bounce rate"?

The average fluctuates greatly depending on the target market, but we only charge our customers for e-mail that gets delivered.

How is e-mail marketing different than SPAM?

First of all, when we do e-mail marketing, we follow all CAN-SPAM e-mail practices. This means that with every e-mail we send, we give recipients an easy way to be removed from the mailing list. It also means we follow certain guidelines when acquiring e-mail addresses and even keep the source and date of addition for every e-mail we have. Finally, with e-mail marketing we use "white listed" servers, meaning servers that have been tagged as acceptable by the main internet providers. This results in a higher percentage of our mail getting to the inbox, rather than the junk mail box.

"Any direct mail artwork can be turned into e-mail artwork without a lot of work by your designer. No programming knowledge is needed."

Does CAN-SPAM e-mail marketing ever go into the junk mail box?

Yes, it does. While our servers are known to send e-mail marketing messages, and not SPAM, there are more forces at play. Many e-mail servers will automatically tag certain messages as junk if the subject or insides contains certain words or phrases. Read our other document: *Creating E-mails for Direct Mail Junkies*, on how best to avoid being put into the junk folder.

How do I track e-mail success?

You should track it in conjunction with direct mail success. Studies have shown that overall direct mail results are improved with the addition of e-mail. So while you can look all you want at e-mail "open rates" and "click throughs", the true measure of success should be to add how much money was spent on the combined direct mail and e-mail campaign and what was accomplished.

What is an "Open Rate" and a "Click Through"?

An Open Rate is similar to someone "looking" at your mail piece in direct mail terms. It means someone clicked to read your message (though it does not mean they gave it anymore than a cursory glance). A Click Through means that the person clicked on your ad to be taken to your website, a coupon, or any other landing page that you have created. Not all e-mails have click throughs or need them. We provide both these statistics in our *E-Mail Delivery Receipt*.

What kind of Open Rates can I expect?

When sending prospect e-mails, average open rates are between 1.5% and 3.5%. That being said, if you are using e-mail in conjunction with direct mail (which you should be), these numbers are meaningless. What you really should be looking at is the total cost of your direct mail plus e-mail and your overall ROI. Just seeing your subject line will improve the chances your direct mail will be read. This is one of the reasons why ROI increases when using both e-mail and direct mail, vs. using either alone.

Can I use my website tracking software to help measure results?

This type of software is not meant to measure the success of an e-mail campaign and the information itself could lead to false perceptions. For example, people using the same ISP e-mail host in an area (eg. DSL users, Cable users) may show up as having the same IP address (or basically appearing like the same person is clicking multiple times on your ad).

What if I am unhappy with the overall results I receive?

We have had great success with people using our e-mail service, but just like not every direct mailing is a success, we cannot guarantee increased profits through the addition of e-mail marketing. When you are starting out, we suggest trying a combined direct mail / e-mail campaign on a number of smaller mailings. Our minimums are very low and we feel confident that the results will speak for themselves.

How do I set up the creative for an e-mail campaign?

Any direct mail artwork can be turned into e-mail artwork without a lot of work by your graphic artist. No programming knowledge is needed. Just have your graphic artist read *How to use Direct Mail Creative for your E-Mail Campaign* to find out how easy it is.

Any suggestions on selling e-mail marketing to my clients?

Your best bet is to package e-mail with a direct mail marketing solution. This will separate you from your competitors and allow you to offer a service that is hard to duplicate. We have even created a one-sheet on *Integrated Marketing* that you can download in our template gallery. The artwork is available as an InDesign document so you can make changes to it, add your logo and distribute it to customers. Also we created a PDF one-sheet that could be sent to clients. That could be found here. We hope this makes your job of promoting e-mail marketing easier than ever.