



Looking for answers in a down economy?

Use eMail Marketing to build relationships and “mind-share”

At a glance:

ROI

According to a 2008 study by The Direct Marketing Association, B2B email marketing returns \$45.06 for every \$1.00 spent versus \$19.94 per \$1.00 spent on other Internet marketing initiatives.

Timing

Nearly one-third (32.26%) of recipients open their email within the first two hours.

Subject Lines

Short subject lines get better recipient response. Subject lines of less than 35 characters result in an open rate of 19.64% versus 14.83% for those with longer subject lines.

2008 Benchmarks

Based on the latest research your email marketing initiatives should achieve the following outcomes:

- Open rates of 13.2%
- Click-through rates of 2.3%

The Right Tools

The right tools will provide an incredibly accurate picture, down to the individual, of which recipients open an email, and which ones actually click on any link included in your message. These tools will even allow you to track individuals through your website, if that's where you lead them. By analyzing this information you can continue to refine your messages and make sure you are targeting the right audience with the optimal value message.

“Email marketing is one of the most effective ways of reaching current and prospective clients with specific, measurable results. Effective email marketing can help an organization position itself within its area of expertise and show leadership by sharing what it knows.”

Down economy. There it is, that phrase we are all living with: down economy. In a very real sense, we are all in this together. As a result there is a growing interest in knowing what other organizations are doing to weather the storm.

While a lot of businesses are cutting back, a group of forward thinkers are pushing ahead and continuing their sales outreach in an effort to create and strengthen meaningful relationships in this down economy. And email marketing plays a significant role in their strategy. Why?

Marketers faced with tightening budgets should not cut spending on email marketing, but rather capitalize on options to utilize this medium to the greatest benefit for immediate and long-term results. This is the time for doing.

Email marketing is one of the most effective ways of reaching current and prospective clients with specific, measurable results. Effective email marketing can help an organization position itself within its area of expertise and show leadership by sharing what it knows.

Think about it. As soon as you saw the subject for this email campaign – especially that phrase down economy – it was hard not to open the message to see what value it might offer to you and your company's situation. The current environment has created numerous opportunities for organizations that are brave enough to forge ahead with email marketing, not blindly, but with purpose and intent.

To achieve the best results and add the most value for client and prospect recipients, use the following guidelines to design your organization's eCommunications initiatives: understand your audience, deliver value, use the right tools, and analyze the results to achieve even better outcomes going forward.

For more information:

eCommunications

NuGrowth Solutions offers a full range of eCommunications options to help our clients effectively use the Internet in support of customer acquisition and retention.

If you would like to have a discussion about how we might assist you in achieving your sales goals, please contact us.

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NuGrowth Solutions, LLC

NuGrowth works with clients to accelerate revenue generation through proven sales and marketing programs.

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Know your audience; consider their view of your relationship

What do your current and prospective clients want to know about, and how can you fill that void for them? How can your expertise position your organization within the marketplace and help establish a leadership position?

Make sure your message is guided more by what clients want to know than what you want to tell them. Otherwise, why should they take the time and effort to read what you are sending them?

What is the optimal audience for each message? Do you need to segment the audience and deliver more targeted communication? Does the client's CEO need different information than its CFO? If so, email marketing can assist you in delivering targeted messages to each "role" within an organization.

Deliver value to build loyalty

Why do clients work with your organization? What value and expertise do you bring? When people meet with you, what do they want to know about what you are doing?

All of these questions are aimed at gaining an understanding of the value your organization can deliver in communicating with current or prospective clients. Don't be afraid to share this. Be bold and promote what you know to your market.

Establish your organization as a leader in the field, the leader that does not have to hide its light under a basket. Go out and broadcast the message that, while things may be tough right now, it is the time to move ahead, not curl up in the corner.

Establish and maintain a dialog with your email marketing messages.

Think of every email you send as an invitation to a discussion. While email marketing may technically be a

broadcast approach, ***by delivering the right message to the right decision-makers, you are facilitating the connections that will put your organization on their radar, guaranteeing top-of-mind awareness that can directly enhance your bottom line.***

Analyze the results; are you on target?

By analyzing the results of each emailing, you can understand how on target it was – or wasn't – with its intended audience.

Each email campaign will yield information on the habits and interests of your customers and prospects, and on the effectiveness of your messages, allowing you to engage them in individualized follow-up from a uniquely informed perspective.

By comparing specific email-driven client activity to your current customer base, you can determine who is really showing interest in the information you are sharing. Take advantage of this opportunity to create a valid "touch" and better understand what they might find more valuable in future emailings.

Summary

Yes, it's a down economy. But email marketing is an affordable way to stretch a tight marketing budget. It can cost as little as fractions of a penny per email with virtually no production, materials or postage expense. Plus it delivers a response rate five times greater than direct mail and 25 times the response rate of banner ads. That makes email marketing the most effective way to increase sales, drive traffic and develop loyalty.

Don't lose focus. Moving forward in the current economic environment will set your organization apart as a leader in a difficult time, and position you to reap the rewards, both now and when things turn around.

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