

**BEYOND EMAIL:**  
Integrated Online Tools for Managing  
The Customer Relationship Lifecycle

Presented by: Connectus Direct Solutions Inc.  
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It has been a long and turbulent ride as far as the evolution of the Internet is concerned. While many companies did not survive the so-called 'dot-com crash,' the growth of email marketing has proven to be unstoppable.

Long ago dubbed the 'killer app', email marketing has now reached the height of its potential and is poised to assume its place as the medium of choice for maintaining customer relationships. In fact, despite the threat of spam, marketers are continuing to turn to email marketing initiatives - with impressive results. Email marketing continues to be the most affordable, efficient and personalized way to connect with clients and future prospects. But the threats of spam and deluged inboxes are real. How are smart marketers cutting through the clutter and increasing their response rates?

### It's about more than just email

Email marketing has changed the marketing industry as we know it. Never before has there been a tool that so effectively reaches consumers on a one-to-one, personalized basis. The key to its power lies in the ability of marketers to make emails both targeted and personal, while offering a tremendous amount of flexibility. When done correctly, by combining email with other online marketing tools, online direct marketing can overcome the limitations of traditional direct marketing methods by offering limitless targeting ability at pennies per email.

While marketers are in agreement about the potential of email marketing, many have become confused by the varying degrees of information in existence regarding its effectiveness, efficiency, and even its definition. Those late to catch on to email marketing are wondering what they've missed, while experienced e-marketers are endlessly searching for innovative ideas for new campaigns.

As leaders in the field of online direct marketing, Connectus has managed to break through the information overload to provide a framework for managing the customer relationship lifecycle online, which we call Relationship Lifecycle Marketing. The intent of this paper is to provide marketers with the direction they need to optimize their online direct marketing programs, and fully understand the comprehensive solutions available to meet their evolving needs.

### Importance of Permission versus Direct Marketing

The term 'spam' has become almost as recognizable as Kleenex and Xerox. Derived from the Monty Python comedy skit in which an overzealous waitress repeatedly serves a customer spam (even though he did not order it), it has become the most significant pet peeve among Internet users. In fact, the continued use of spam in the short term will have a negative impact on the email marketing industry as a whole with respect to effectiveness and perception among customers.

While email marketing continues to enjoy significant success despite the onslaught of spam, the pressure on companies to ensure their audience is receptive to their message will increase ten-fold over the next few years. We are now at the point where failure to gain marketing permission could actually earn a company an appointment in court, resulting in exposure to potential fines, a tarnished reputation and more than a little embarrassment. This means that effective immediately, marketers must be knowledgeable of how to best collect,

use, disclose and handle personal information to ensure compliance with current regulations.

According to an excerpt from Steve Diorio's book *Enterprise Permission Marketing*, for permission based email marketing to truly exceed its potential, it is dependent on company-wide buy-in to the permission-only process from concept to execution. His book reads:

“Because email marketing campaigns trace a course across an organization, they require high levels of enterprise-wide coordination to be effective. Consider the cross-functional journey of an email relationship. A customer may register on a web site for more information on a product or to get something in return for their email address. This information is ideally checked to ensure it is correct, unique and deposited in a central direct marketing database. At the appropriate time, an email campaign could be originated by any one of a variety of channel organizations – sales, Internet, direct marketing and customer service or, in some cases, a business partner.

“To make this happen, a marketing analyst will thoughtfully select that name for a relevant and interesting promotional campaign. The email campaign, with the proper privacy and permission etiquette, would be sent using in-house software or a third-party service bureau. The customer will either ignore the email, respond, or in some cases get angry and complain. Also this customer has the choice to respond directly online, call an 800 number or follow up in person at a retail outlet. If and when they do respond – depending on the circumstances – the call can be handed off to customer service for an apology or a field salesperson for a visit.

“The problem is that organizations are not structured to work this way. Organizations are finding that existing approaches to sales and marketing programs do a poor job of managing and executing email programs. Today, this journey looks more like the hazardous trek of Ulysses in *The Odyssey* than a drive on a lazy Sunday afternoon. The path across these organizations is filled with pitfalls, perils, detours and dead ends.”

S. Allen, author of the paper *Don't Call Yourself a Permission Marketer when you are a Direct Marketer*, agrees with this statement. He points out that “despite the fact that we receive messages every day via traditional mail that we didn't ask for and don't want – it is unwelcome and uninvited email that really makes our skin crawl. Firstly, since it is usually addressed to us personally, it feels like a personal violation, and it is! Since the average number of emails we receive each day is about 97, with about 10% of this being SPAM, it is secondly a big waste of our time.”

The solution to spam is of course, permission marketing—which is where the success of email marketing truly lies. Marketing to people who have information from you is a much more positive experience for both marketer and recipient. Not only are recipients then anticipating your email, but personalized messages allow for an intimate experience and relevant messages provide your customers with what they want to receive, thus allowing them truly to be in control of content.

And if that isn't enough, at the end of 2003 the United States enacted federal anti-spam laws in the form of the CAN-SPAM act. It is no longer about following recommended guidelines to avoid being a “spammer”, now you must abide by the law and prove you have received a basic level of permission.

As noted in S. Allen's paper, “when carried out correctly, Permission Marketing is the most effective and sustainable marketing methodology. Permission Marketing is a scientific process with methodologies and best practices. It is a merger of traditional marketing concepts (such as branding and consumer behavior) with Internet specific technologies, tools, and business models. Permission Marketing speaks real-time statistics that facilitates continued adaptation and learning — making campaigns measurable and profits sustainable.”

The following charts focus on the success of permission marketing, as included in the previously noted paper.

## Permission Marketing is a practice that involves the meticulous management of trust, as marketers strategically leverage trust into dependence, and dependence into profit.

### How to Gain Permission

There are a number of guidelines that are in place to help marketers communicate with their clients and prospects, while ensuring they are in compliance with the basic standards of permission marketing. Whether it's on your website or product registration, online or in printed form, it is important to provide your customers with the option to receive regular communications from you. There are several ways to do this, as summarized below:

#### 1. Opting-in

With this method you give your customers the choice of requesting communications from a company by including a check box or radio button on a registration page. A customer or prospect would then be required to actively press this registration option, thereby proactively 'opting-in' to the communication. If a company plans to provide contact information to partner organizations or companies, a second check box needs to be offered which indicates that customers are providing permission to share this information. This represents the minimum amount required in order to engage in a permission-marketing campaign.

#### 2. Opting-out

This method is almost identical to opt-in but is more passive in nature. The difference is that the box indicating permission to send information is already checked in advance of the customer or prospect registering and requires the 'unchecking' of this box should the customer not wish to share this information. Many companies steer clear of this option, as customers or prospects may simply have overlooked this box or did not realize they had the option of 'unchecking' the box. Therefore, it could be argued that it does not constitute true permission. With customers unknowingly signing up this way, future correspondence may be perceived as spam, or customers may perceive your brand as untrustworthy.

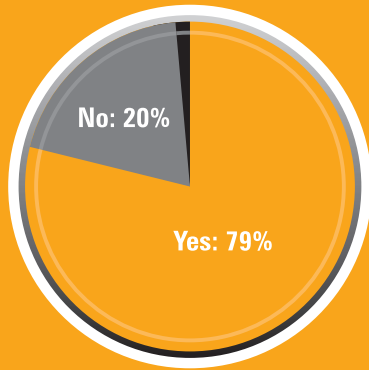
#### 3. Confirmation of registration

Taking the opt-in process to the next step is the opt-in confirmation. This involves following up with your customer or prospect immediately after their registration to confirm their desire to receive correspondence. Those who have registered in error therefore have the option to unsubscribe, using the link to be supplied in the email correspondence. By confirming those who did not 'opt-out,' as per the process defined above, this provides the opportunity to confirm with those who may not have intended to share information, yet had not 'unchecked' the boxes provided. Customers do not have to reply to this email to remain on the distribution list.

#### 4. Double Opt-in

This is similar to the confirmed opt-in process, as an email is automatically sent to customers or prospects after they check the opt-in box and register. However, the double opt-in method requires that the recipient actively respond to the message to confirm their interest. If they do not reply, they are not added to the distribution list. Although this method is the most rigorous at determining interest, there is the added danger of losing a portion of registrants who do not open or respond to the confirmation email. It is, however, by far the safest way to ensure a completely permission-based email list that is keen to receive your future communications.

In all cases detailed above, it is very important to provide registrants with a means of de-registering from the email correspondence. This process must be simple, intuitive, and immediately effective. According to Ipsos-Reid, 77% of Canadian Internet Users who have registered for an email newsletter have also de-registered. In an effort to maintain the relationship already established, provide a link or other form of instructions that give the opportunity for users to renew or revoke their permission on an on-going basis. While you may lose a percentage of users in the meantime, the trust gained is well worth it.



# Canadian Internet Users Registered to Receive Email

SOURCE: IPSOS-REID

## The State of Email Marketing

The marketing and revenue potential for email marketing has grown significantly over the years. In addition to advertising, email marketing expenditures have grown to include outsourcing solution providers, management software, list hosting software, viral marketing vehicles, commerce services, tools and technologies, and spending related to customer relationship email. As such, the entire category sat at \$242 million at the end of 1999. It has only grown from there.

Fortunately, the growth of email marketing rested on the growth of the email tool itself. It is not simply that email was, and is, popular – it literally dwarfed all other online activities from the get-go. Communication, not commerce or entertainment, was what the average surfer demanded, and e-marketing grew as a result. Not surprisingly, this increased and sustained use of email quickly skyrocketed email marketing growth in North America. According to the Aberdeen Group, email marketing grew 270% in revenues from 1999 to 2000, growing from an estimated \$91.8 million to \$342 million.

How can this historical growth be matched? According to Ipsos-Reid, email usage today remains the most popular activity done online. It is accessed multiple times weekly by 88% of online Canadians, and daily by 62% online Canadians. Nearly two-thirds of Canadians prefer to communicate via email than through other methods. The average Canadian Internet User has also proactively signed up at more than five Internet sites in 2001 alone to receive email marketing campaigns or newsletters. To draw on this growing audience, according to E-marketer, by 2003 there will be 140.3 million active email users in the U.S. alone.

This sets the stage for even further growth. By 2004, it has been estimated that U.S. marketers will send 200 billion emails generating a \$1.6 billion opportunity for email list owners, and \$3.2 billion for email marketing services outsourcers. Expanding customer lists will drive this growing service market, as marketers expect to triple their in-house lists. As a result, according to Jupiter Communications, email volume will increase 40-fold by 2005.

How will marketers continue to take advantage of this medium? First of all, companies have already begun to build their own databases. In fact, the percentage of companies with 50,000–500,000 names has increased from 14% in 2001 to 24% in 2002. To communicate with this audience, 58% of marketers report they send no more than one email per month to their database, while 44% are letting their database choose the frequency. As for their message, 76% of marketers use email for promotional product announcements, and 17% use it for billing and invoicing.

The medium is already paying off. Studies show that email is becoming more profitable for marketers, with the average acquisition cost for a customer dropping significantly. Email is helping to drive online transactions and successful campaigns while gathering valuable consumer information and reducing hard costs generally associated with traditional mail marketing. With all these options, email marketing has quickly become big business for those in the e-marketing industry.

## Email Marketing – A Look Back

Looking back into the recent past gives some insight into the speed at which email marketing success has grown. The following stories are selected from the top headlines of the day.

### NOVEMBER 2000

**VIDEO AND EMAIL PARTNERED TOGETHER.** Also known as rich-media email, video email contains video clips or links to video clips... Video email is still a relatively new phenomenon, especially in Canada. But with CBS, pop musicians 'N Sync and Britney Spears, and Toyota Motor Corp.'s and Nissan Motor Co. Ltd.'s U.S. dealers using it to flog their latest offerings, expect to see plenty more.

SOURCE: JOANNE SOMMERS, GLOBE TECHNOLOGY, VIDEO CLIPS ADD A NEW FRILL TO DISTINGUISH EMAIL PITCHES

### JUNE 2002

**INCREASED IMPORTANCE PLACED ON PERMISSION-ONLY EMAIL.** Many companies now use [email marketing] for up to 30% of their ad campaign. Their goal is to get their electronic pitches read – no easy feat considering that up to 87 per cent of email users delete unsolicited email without reading it. Email marketing can be an effective marketing tool but, if it's not done right, it can put a company's brand in a negative light with customers.

SOURCE: RANDY RAY, GLOBE TECHNOLOGY, STAND OUT FROM THE SPAM PACK

### APRIL 2004

**THE WAR ON SPAM HEATS UP WITH PASSING OF CAN-SPAM ACT IN THE U.S.** Spam accounts for 62% of email volume, up from 45% a year ago, reaching 13 billion messages, according to email services provider Brightmail Inc. and Forrester Research Inc. "Congress gave us the necessary tools to pursue spammers with stiff penalties, and we in the industry didn't waste a moment," says Randall Boe, executive vice president and general counsel of AOL.

SOURCE: PAUL DEMERY, INTERNETRETAILER, THE BATTLE BETWEEN GOOD EMAIL AND BAD EMAIL

## Email Marketing Strategy

There are five key components that Connectus has identified which are pivotal to any successful online direct marketing program. These are summarized as follows:

### 1. Remember that Permission is a Privilege, Not a Right

Simply by asking for an opt-in email address does not mean your work is done when it comes to people's permission. The customer is the driver and is in control of the online relationship. When they agree to receive communications, they do so expecting to receive value. It is important to be true to permission based email marketing. As long as customers perceive a value of exchange, a successful email relationship will be established.

### 2. Develop a Communication Plan

A company's online communication plan should be considered just as important as its offline communication plan. Just because email is faster and cheaper than offline marketing doesn't mean it won't require the same amount of planning. There is nothing worse than reading a poorly written, or poorly designed email from a company. Just because it is "online" doesn't mean it shouldn't be as polished or professional.

### 3. Develop and Manage a Database

How do you start capturing email addresses properly, and where do you start? It is extremely important to have a strategy in place when collecting addresses. Do it properly the first time. For example, in a retail store, ask for four or five key demographics such as: name, email address, city, and perhaps one or two key profile questions. Do not overburden your customer.

Another important area where you should be capturing email information is from the company's web site. Make sure both "contact us" and "newsletter sign-up" forms are visible. Ask only those questions needed to initially start communicating with your audience. Remember to follow up with a deeper profile at a later stage when a closer relationship with your customers has been established. It is best to capture email addresses from these people

as they are in the store and on the web site, when they have already expressed an interest in the products. As privacy is a great concern to all of us who are frequent Web users, the company's privacy policy should be visible and also offer a way for customers to update their profiles with any changes they might have. These should all be automated and automatically updated to ensure that customer's requests and profile changes are all being truly followed. This includes their requests for unsubscribing. Another way to build a database is to purchase lists. Lists are a great way to initially increase a database overnight. Work with a reputable company that has opt-in lists and has had successful acquisition campaigns in the past. Always ask the list provider for a copy of their privacy policy to ensure it is a match.

Working with a good email-marketing company will also ensure the database list is maintained and free of duplication. It is critical that duplicates and inaccurate email addresses are removed from the database in order to spend time email marketing to real customers that want to hear from the company. With advanced email marketing software available these days, this should become a relatively painless process. Clean, segmented lists optimize your email marketing efforts. This is an ongoing process, as recent NFO World Group study of U.S. consumers concluded that 41% of respondents changed their email address at least once in the past two years, with 15% changing twice or more.

#### 4. Relevant Content and Excellent Copy are Critical

It is important to encourage your target audience to open your email. This starts from the very beginning by sending them relevant information that they have asked for. Be sure that you know your company objectives, and that these objectives are clearly laid out and echo marketing goals in your communications.

Don't forget the "subject line" and the "from line." These are critical for good open rates. Make sure you reassure your audience that they are receiving something from your company and not a 'stranger' or worse, a spammer. Entice them into opening, by posing a question, or choose a title from one of the articles, and offer up something that is too good to delete.

In your email message, make sure your information is anticipated, relevant, and engaging. Make it visually appealing and reread your copy: spelling mistakes reflect poorly on your company.

#### 5. Test Your Campaign

The problem with online marketing is that because the message can go out with the ease of a mere tap of a button, people feel that this should happen as such. However, it is not all about pushing out another message as fast as possible.

It is better to take another 24 or 48 hours to test subject lines, from lines or the offer, to a random percentage of their database in order to find out what is pulling the highest response rates. With this knowledge we can then send the optimal message to the full list.

Testing is a science and there are several controls that need to be in place before attempting to find out how successful your campaign is going to be. It is important to choose one area to test – whether it is headlines, subject lines, from lines, or the offer itself. It should also go out to a random percentage of your database that will not get sent another message after this. Make sure you have a control group, too, a way of measuring what your test results have yielded.

### What is Relationship Lifecycle Marketing?

Relationship Lifecycle Marketing, or RLM, encompasses more than simple email marketing.

In contrast to the campaign-centric approach most often being followed today, RLM relies on a targeted and customer-centered marketing approach.

RLM is specifically designed to move prospects through the pertinent stages of buying, awareness and trial, to purchasing and loyalty, in a managed, trackable fashion. With an intimate knowledge of your customers and prospects, at any given time throughout the life of your campaign, you can tailor messages and offers to individuals, effectively leading them to more valuable stages in the relationship lifecycle.

We've broken this lifecycle into three key stages: **ACQUIRE**, **ENGAGE** and **RETAIN**.

### Acquire

The Relationship Lifecycle begins by first capturing your customers' or prospects' attention and getting their permission. Your aim is to build trust-based relationships that will drive brand affinity and loyalty into the future.

### Engage

Today's online marketing tools let you engage your audience one person at a time. Your choice for solutions should give you the ability to create automated marketing processes to deliver unparalleled response rates and results. The ability to segment, target and personalize adds relevance, meaning, and context to both prospects and customers.

### Retain

To build customer loyalty use an integrated approach to both outbound and inbound communications with tools designed to meet your specific marketing needs, whether you are reaching the business-to-business or business-to-consumer market.

The foundation of Relationship Lifecycle Marketing involves the use of technology, strategies and processes designed to ensure long-term, mutually beneficial customer relationships. This RLM process is designed to:

- Plan, create, run and optimize end-to-end campaigns that take advantage of many channels and include multi-interaction dialogues with the same prospect or customer.
- Leverage common knowledge and management practices across the varied phases of the customer lifecycle, regardless of the channel used.
- Touch prospects and customers with the right personalized message, interaction and offer, at the right time and at the right stage in the relationship.

## Online Marketing Tools for Relationship Lifecycle Management

Companies who want to develop far-reaching online direct marketing programs that drive revenue and maximize customer profitability throughout the customer lifecycle need broader, more sophisticated solutions. These companies are increasingly turning to service providers like Connectus to achieve optimal results.

The Connectus suite of online marketing services was specifically designed for the purpose of improving the communication process between businesses and their customers or prospects. Leveraging the low cost and two-way capabilities of email, Connectus offers their clients a turnkey and comprehensive marketing automation solution for businesses of any size. This application integrates the capabilities of outbound email marketing, inbound customer support and specialized email and Web applications, integrated in a full-service and turnkey solution or as a hosted self-service package that requires minimal time and resources to implement

The Connectus suite of solutions involves a three-tiered process of acquiring, engaging and retaining your customers. The important framework process of the Engage, Acquire and Retain lifestyle manages the process toward maintaining long-term customer relationships.

## Step 1: ACQUIRE

### Acquire new prospects and customers

The process of opt-in, or permission-based email marketing begins with gathering email addresses from prospects and customers. Connectus helps you start transforming web site visitors into engaged prospects or sales leads with acquisition solutions that integrate seamlessly with your existing web site.

Ultimately, your goal is not just to acquire names and addresses for your list, but also to build relationships that drive brand affinity and loyalty well into the future. Connectus offers many solutions for Customer Acquisition that include complete tracking and real-time reporting.

The range of Connectus acquisition solutions offered include:

**CONNECTUS SWEEPS** – Connectus Sweeps is a powerful online tool that uses the incentive of winning a prize to capture prospect and customer information and permission, to acquire new leads and build your existing database.

**CONNECTUS CARD** – Connectus Card is a powerful offline-to-online tool to drive people to your site so you can develop interaction with your brand and capture customer information. It's a great way to begin online relationships.

**LIST RENTALS** – Renting high-quality permission-based email lists is a great way to start or expand your house list.

**WEB SITE REGISTRATION** – Connectus helps you convert anonymous Web surfers into prospects by capturing subscriber data when new visitors sign up on your Web site.

**VIRAL MARKETING (REFER-A-FRIEND)** – Utilizing your customers to market on your behalf expands your reach and gives your message greater credibility. Viral marketing and an incentive such as a sweepstakes or coupon are a great way to grow your profile database.

## Step 2: ENGAGE

### Engage Your Audience One Person at a Time

In the world of online direct marketing, delivering messages to millions is relatively simple. Connectus lets you engage your audience one person at a time, on his or her own unique schedule. As you build your database and begin to understand customer profile data, Connectus gives you the ability to create automated marketing processes that act according to that data, delivering unparalleled response rates and unprecedented results. Connectus gives you the ability to not only send personalized and content-appropriate messages, but time-appropriate messages as well. Using Connectus' unique set of permission marketing solutions, it's easy to create automated, personalized multi-step

message campaigns triggered by forms, actions, dates, or times.

Connectus offers a full-range of solutions to engage prospects and clients, including:

**ESURVEYS** – Combine market research with the ability to track each individual answer to the person that responded and you have a powerful and cost-effective tool to understand your markets and build your profile database.

**ECOUPONS** – Coupons are a great way to drive people to retail stores or e-commerce sites. They can be targeted, used only for up-sell or cross-sell, part of a viral incentive and much more. ECoupons have proven to be a very powerful online tool.

**EGAMES** – For many demographics a simple interactive game is key to keeping them engaged and getting them more involved with your brand. You'd be surprised at who is playing games online!

**ECARDS** – More than 4 out of every 5 people online have visited a greeting card site. Providing your own ecard program is a way to get people more interactive with your site. Combining communications channels is a powerful strategy.

**DYNAMIC NEWSLETTERS** – Your customers will know you are listening and will respond more favorably to your offers when you provide "relevant" and "personalized" information. Newsletters containing blocks of information specific to each segment of your customer base is a great way to demonstrate a company's 'listening skills'.

**DYNAMIC MICROSITES** – Continue to engage your targets using dynamically personalized and relevant landing pages and microsites. People will love it and they will allow you to build a detailed profile database.

**TRIGGER CAMPAIGNS** – Customer actions and scheduled events can be targeted with specific acknowledgement or follow-up. New registrants or customers can receive an e-welcome campaign that may include an up-sell or cross-sell offer and an incentive to refer someone else.

Streaming Audio and Video – The use of Rich Media in email campaigns gets your messages noticed and generates strong viral responses. Most people have access to high-speed (broadband) Internet and many expect “richer” campaigns.

**PUSH TO CALL** – Combining communications channels is a powerful strategy. Push to Call allows site visitors to request a phone call from your organization.

eCatalogues - Imagine the power of being able to deliver a 1,000+ item searchable eCatalogue in a 3K-email message.

**SOUNDBITE** – SoundBites allow businesses and organizations to send interactive voice messages to thousands of customers, key contacts, organization members, and others in just minutes and capture their response.

### Step 3: RETAIN

#### Keeping Customers Loyal for Life

In the competitive environment of the Internet, it's not enough to just market to a prospect or customer—especially when marketing from your competition is bombarding them. Differentiating your business online requires that you be responsive, add value after the sale, and address customer service issues quickly. Connectus makes it possible to accomplish all of these objectives with flexible email automation.

For building customer loyalty, Connectus has created an integrated approach to both outbound and inbound communications, with tools designed to meet the specific needs of both business-to-business and business-to-consumer marketers.

Connectus offers a comprehensive selection of solutions to retain and interact with customers, including:

**REAL-TIME TRACKING & REPORTING** – Understanding the results of your email campaign is essential to gauging its success and planning new campaigns in the future. Knowing the results in real-time gives you that extra edge in adapting to your customers' needs. Connectus provides detailed and understandable reporting of campaign metrics and results. It allows you to better

understand your customers' behaviour, to adjust campaigns as they progress and to measure increased ROI. Plus, real-time tracking allows for triggered and other automated campaigns to launch immediately...or when you choose.

**REAL-TIME DATA TRANSFER** – Customers assume that you will recognize them and remember the information they give you. Connectus email technologies integrate easily with your in-house systems, including CRM platforms and data marts, allowing you to synchronize and collect data across multiple channels and touch points and to communicate with customers intelligently, personally, and consistently. The central RLM database can access data across different sources and can ensure the data collected in your RLM campaigns can be used elsewhere to ensure a consistent relationship with each and every customer regardless of how they interact with you.

**ECOUPONS** – Delivering coupons directly to your customer's inbox is a great way to keep them active and retain your relationship. In addition to being able to send customers online coupons based on their product or service preferences, you can track and control how often your coupons are printed and redeemed. eCoupons can be redeemed online and offline.

**ONLINE SURVEYS** – Building a one-to-one relationship with your customers doesn't just start and end with them opting-in for your newsletter or contest. Relationships develop over time and grow based on trust and rapport. Connectus' solutions allow you to broaden your relationship by building a deeper customer profile using surveys, polls, and voting panels in your emails and on your Web site. Ask customers for their opinion and you will find they want to share it with you.

### Step 4

#### Analyze the Success of Your Campaign

Once you have spent valuable time and money building a database for your company, how do you find out what your target audience is interested in and what they think of the offers that you are sending them? How do you know what your customers are signing up for, what they want from you, and when they need it by?

Targeted profiling software has enabled companies to have the power of knowing their customers. From the moment they sign up on the company Web site to the moment they receive their first company correspondence, you are no longer left wondering if someone received the mail, if they opened it, and if they in fact read what you are sending them. Email marketing software now puts the power back into the marketers' hands and allows them to complete the loop. The power of creating a segmented database and sending dynamic content is available, and smart marketers are using it!

By instantly retrieving and analyzing the data gathered through sign-up forms, we know what needs to be sent to each individual person through detailed reports simply by logging onto a Web-based tracking and reporting system. Now, you are ready to start email marketing to your customers. Within 48 hours after sending out an email, you generally know 90% of your campaign results. This fast turnaround time allows you to quickly analyze and measure the results of your campaign. These results can be used to fine-tune your customer knowledge and improve future email communications. The reporting features are available simply by logging on using your own computer and providing a private user name and password in order to see the success of each campaign: how many emails were sent, how many bounced, how many didn't go through, how many people unsubscribed from your offer, how many unique individuals opened your message, and how many times was your message opened in total.

The software doesn't stop there, it can further track how many links were clicked on providing good insight to the success of your offer, and the "virality" of your message. Did your customers find your message so compelling that they shared it with a friend or colleague, and did these people opt-in? We record all the responses generated by your email marketing campaigns in order for you to start building one-to-one relationships with your customers and measuring ROI.

## Step 5

### Add Pizzazz to Your Campaign

We are all familiar with the drawn out process of downloading "players" in order to watch an online video. Usually by the time you finally succeed in downloading the player, you have already devoted a fair amount of time to the mission in order to begin watching the video, or worse, you've decided against watching it altogether and that company has lost your attention.

Fortunately this is now a problem of the past. Technology has improved and you can now view quality streaming video and audio that does not require the hassle of installing a player first. This technology also has the capability to know what connection you are using in order to adjust the playing quality.

Another benefit is that over 90% of the audience from your company's database will have the ability to view this streaming video, and watch your message. This is a dramatic improvement from the 51.1% viewing capability of all other popular players.

By combining the power and economics of a comprehensive email campaign with traditional sales, marketing, and customer service concepts, Connectus gives companies the ability to build personal and unique relationships with customers – without employing a large number of sales or service representatives. Connectus offers companies an easy way to create, manage, respond, and reach out to the volume of leads and customers so often associated with the Internet. Emphasizing processes rather than just projects, Connectus lets marketers automate a wide range of email communication activities. Extensive reporting and analytics give marketers the ability to make smart business decisions in Internet time.

## About Connectus

Connectus Direct Marketing Solutions Inc. is a leading permission-based e-marketing solutions provider offering a broad range of interactive promotional and direct marketing solutions to marketing organizations as well as advertising agencies, media companies, and their clients. Connectus' web-centric marketing platform enables marketers to use the power, precision, and speed of the Internet to deliver personalized, relevant, and anticipated online communications to acquire, engage, and retain customers at a fraction of the cost of traditional media such as print, radio, and television. All of these executions can be successful on their own, but are optimized when integrated with other executions and consistent across all channels and touch points.

Connectus provides all of the necessary tools and services for managing the customer relationship lifecycle online...from initial contact to customer loyalty. This is done through establishing and maintaining one-to-one customer relationships that help our agency resellers and clients take full advantage of their e-marketing campaigns. Connectus service professionals leverage knowledge gained from extensive industry experience and are available to help you maximize your use of all technologies offered through the Connectus reseller and partner network.

Connectus is about more than a single "blast" promotion or campaign; we offer a continuous process of information gathering, response analysis and strategy refinement that enables you to build and nurture long-term customer relationships.

Connectus has had the opportunity to work with high-profile clientele in the US, Canada and Europe, offering full-service and self-service (ASP or application service provider) solutions. This includes experience in most industries, whether business-to-consumer or business-to-business. Agencies and brands we have had the pleasure of working with include: Pepsi, Nestle, Campbell's Soup, AOL, Oracle, MCI (WorldCom), IBM, Marriott, Ernst & Young, Johnson & Johnson, Polaroid, Proctor & Gamble, L'Oreal, Liz Claiborne, Nurun, J Walter Thompson, FCB, Publicis, McCann, Pizza Hut, Radio Shack, Ameritrade, E\*TRADE, Coors, Guinness, Contiki, Canadian Tourism

Commissions, Las Vegas Convention and Visitors Bureau, Flight Centre and many others.

In working with clients with multiple objectives and priorities, we have provided full solutions which include a unique combination of interactive coupons, sample fulfillment, sweepstakes and contests, instant win, polls, rebates, email newsletters, event registration and management, lead capture, viral marketing (tell a friend), email offers, track to sale, and personalized microsite delivery. These solutions have been offered in combination with the ability to create targeted, personalized, dynamic text and HTML using sophisticated segmentation and targeting to deliver relevant and truly engaging marketing experiences. All with the ability to track every online activity including source tracking (where people come from)

The agencies like it. The marketers really like it. And those that are engaged in these campaigns are really engaged with the brand.

## Contact Us

For more information please visit us online at [www.connectusdirect.com](http://www.connectusdirect.com)

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