



Successful eNewsletter Marketing

A management brief

At PRL we have helped many companies launch an eNewsletter and an equal number significantly improve the way they perform newsletter marketing. One thing is for certain; well conducted eNewsletter marketing is an extremely cost effective way to build relationships with your customers and prospects.

As you'll see from this brief document there are a number of activities that PRL performs exceptionally well which make our campaigns stand out from the rest:

So why publish an eNewsletter?

eNewsletters are a great way of building your brand. Frequent contact with your client and prospect base using high quality information builds relationships, creates awareness for your company and product and generates leads.

PRL uses the activity of the eNewsletter recipients to profile their interests. For example if a recipient clicked on an article called 'Starting your car in winter' and also on 'Get a great deal on car X' then it could be determined that (a) their car doesn't start reliably in winter and (b) they are considering a new one. On the first cold day of winter you could email them offering a special deal on car X. A far fetched example used only to illustrate a point.

The intelligence gained is not available through any other medium. Using our system you see who expressed an interest in what and when they did so. This can be used to plan sales calls or for further, more focused email campaigns.

Response rates from a well produced eNewsletter are nothing short of superb. Nearly all of our eNewsletter campaigns generate click through rates of greater than 15%. There is no other way of reaching as many people in such a personal way as cost effectively.

All of our campaigns are aimed at building a brand and creating sales leads. This document explains, in outline, how we do this.

What does PRL offer?

We can help you launch an eNewsletter quickly and easily. Starting with setting objectives, designing the template, handling the mailing and response management through to a host of additional services we will transform the way you perform newsletter marketing. For most of our clients we offer:

- Planning – we will help you set objectives and provide you with a frame of reference on how similar campaigns have worked for other clients. This helps set expectation and presents a strong business case for starting out with eNewsletters.
- Data consolidation and manipulation – we will take your data, de-duplicate it to ensure one person receives one email only, merge multiple databases, highlight any problems, and host the data. When the campaign is completed we'll send your data back complete with click throughs, responses, bounces and unsubscribes logged.
- HTML design – we will create an HTML template for you based on the look and feel of your company website or literature to help promote your brand.
- Mailing – the campaign can be handled by us using our Web Portal.
- Response management – we will monitor the responses and clickthrough levels. If they fall below the set objective then we will halt the campaign and look at refocusing the project, with new copy, to deliver the agreed rates.

Additionally we offer the following options:

- Copywriting and Editing - one of our copywriters or editors can help you write, edit and personalise your newsletter working with your raw text to make a finished eNewsletter.
- Microsite/web page hosting – if you have the newsletter content but you don't have the ability to host the pages on your site we will host them for you making them look as they are on your site.
- Pre-registration – if your eNewsletter has an article that requires the recipient to fill in registration details we can automate this so that the form details are pre-completed. This significantly decreases the fall out rate of people not completing registration.
- Profile management – If you want to offer your clients a profile form where they can register their preferences we can host one for you. You can use the data collected to tailor newsletter content.
- Obtaining email addresses – if you don't have email addresses or want to clean up bounces our ListBuild team will obtain clean email addresses for you at the rate of up to 5,000 per week. This broadens the reach of your eNewsletter and cleanses your data.

So how is PRL different?

There are a number of options open to a company looking to publish an eNewsletter. These range from DIY, perhaps using an existing agency or any one of a number of suppliers. We are regularly informed that our response rates are the highest in the industry. This is for a variety of reasons:

Personalisation of text and images based on profile

Personalisation makes a massive difference to both open and response rates. If you want your message to be opened this means not only using the name of your customer but as much of the information you hold as. As an example starting the eNewsletter with

"Dear Peter,

As you purchased the Model 210 firewall back in September last year, this newsletter should be of great interest as there is an item on configuring it for use in high security areas in the third article...".

We have spent years perfecting our personalisation engine, which allows you to communicate with your clients in a natural manner. This delivers far higher response rates, a higher return on investment and above all a better relationship with your customers.

Take action based on clickthroughs

Many web marketers look at the web stats to see how many clicks the campaign generated. The problem is that if the recipient didn't complete a registration form then you have no idea who clicked and hence can't take action based on it.

CampaignManager
building your business through email

The screenshot shows the CampaignManager interface. On the left is a sidebar with navigation options: 'logout', 'Newsletters', 'Lead Generation', 'Prospecting', 'Events', and 'key'. The main area is titled 'search criteria' and shows 'Records: 50 clicks display'. A table lists records with columns for Date, Company, Article Title, and Date Read. A pop-up window titled 'Article Activity -- Web Page Dialog' is open, showing a detailed view of a specific article click with columns for Article Title and Date Read.

Date	Company	Article Title	Date Read
30/04/03	Auram Ltd.	Regulations	Wednesday April 30, 2003 at 09:21
04/04/03	Technic Mec	Leadership	Monday December 16, 2002 at 11:34
25/03/03	American Co	Regulations	Monday December 16, 2002 at 11:33
17/02/03	Air Handles	Free IT	Monday December 16, 2002 at 11:32
10/02/03	I A S Market	Broadband	Monday December 16, 2002 at 11:17
29/01/03	Oyezitraker Services		
27/01/03	D L Skerrett Engineering Ltd.	Ms Shirley Shelley	4
25/01/03	Painham Tractors Ltd.	Mr Guy Edmundson	2
24/01/03	Toolpak Plc	Mr Charles Farou	3
20/01/03	International Cookware Designs Ltd.	Mrs Karin Hellaby	2
20/01/03	Bohle U K Ltd.	Mr David Warren	1
07/01/03	Computer Paper Services Ltd.	Mr James Sims-Williams	4
07/01/03	Multi Purpose Apparel Ltd.	Mr Terry Oakes	1
04/01/03	Cable Systems Ltd.	Mr Robert Kemp	1
03/01/03	Strata Surveys Ltd.	Mrs Judith Howard-Rees	2
03/01/03	Kipfold Ltd.	Mr John Frost	2

Fig 1. Details of clickthrough activity

All of our campaigns track and record all clickthrough activity so you can see who clicked on what link for both HTML and plain text emails. And you can act upon this information – as well as a web page where you can see the activity, we can provide an Excel spreadsheet or a database that you can use to import into your CRM package.

Managed Service or Web Portal – you choose

We offer two possible solutions. The first is where we do all of the work for you from preparing your data, designing the eNewsletter through to managing the broadcast. Alternatively if you want more control or publish many small eNewsletters our 'self-service' web portal, The Messenger, will probably be more relevant. Many of our clients use a combination of both. Either way, we offer the ultimate flexibility to meet your needs.

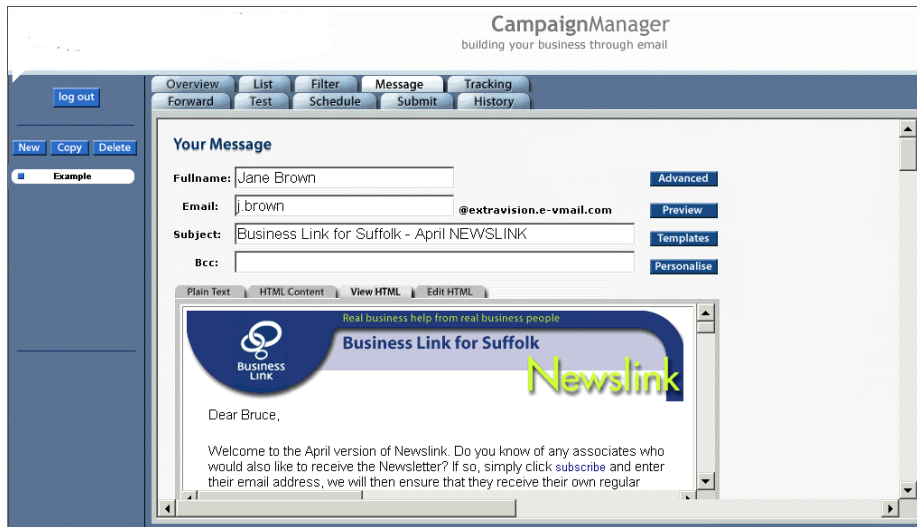


Fig 2. Preparing an HTML message in The Messenger

Event Registration

If you are promoting an event in an eNewsletter you can provide a link for your recipient to click onto and they'll be taken to a form where their information (name, address, email, etc.) is pre-completed and all they have to do is hit submit. In our studies it has been shown that this method is 84% more successful at generating a completed registration.

Client Profile Management

Many of our clients, such as Business Link, like to hold preference information and personal details to allow clients to edit and set their details and particular interests. We hold all of the information and your client can click on a link in the eNewsletter and be taken to a form where they can then edit their details and interests.

On-line reporting 24/7

Our reporting is both comprehensive and easy to use. We show multiple views of your campaign so that you can see graphically or in tabular form how successful it has been.

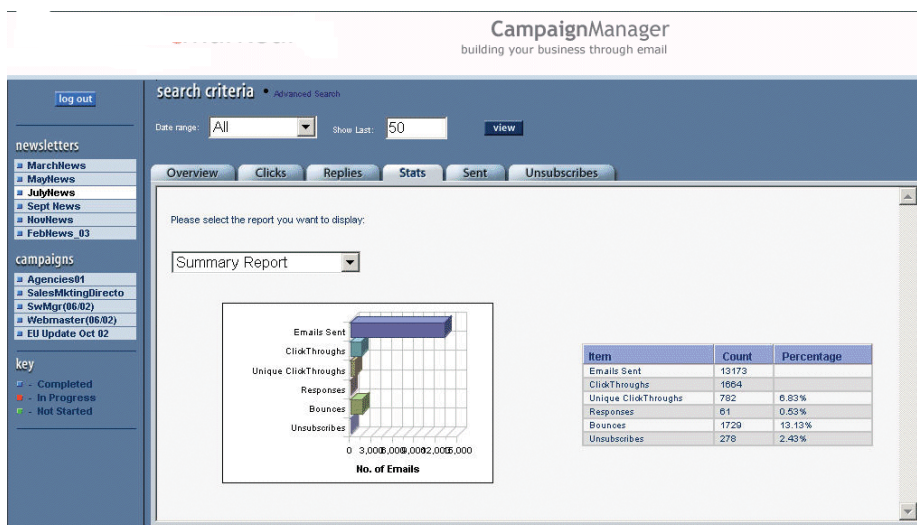


Fig 3. The Marketing reporting

So how do I get started?

It's both quick and easy to publish your first eNewsletter with PRL. Typically we start out with a trial eNewsletter where we demonstrate our capabilities and how powerful our methodologies are and the results they can deliver.

To start out please either email our sales team at marketing@promotions-reliability.co.uk or call us on +44 (0)1462 455481.