

One-to-One Email Campaigns for B2B Organizations

MarketingProfs Virtual Seminar

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Prof Expert: **Jason O'Connor**

Roy Young:

Welcome everyone to today's virtual seminar *One to One E-Mail Campaigns for B to B Marketing*. Now before I introduce today's speaker, I wanted to let you know that we are recording today's session and all of you will be able to access the recording just as soon as it is available and we will keep you posted. We also transcribe the event and we issue a revised slide deck.

Jason O'Connor is today's Prof expert. He has three equal skill sets and experience in e-marketing, web design and web programming. Jason is one of those rare individuals who has expertise, both in marketing and in the technical side of the marketing. He has been a web master and an e-marketing strategist for small, medium and large enterprises in numerous industries. He has created and conducted e-marketing campaigns, designed and coded websites for Intel, Shiva, MIT, advertising literary agencies and many other organizations.

In 2002, Jason founded Oak Web Works – a full-service web firm specializing in e-marketing, web design and web programming. He has clients all over the world, including in England, Gibraltar, Canada, Australia and all over the U.S.

Jason is a favorite author at MarketingProfs and his sense of humor is quite engaging. He recently wrote, and he recently got himself a new website for his business. Unfortunately, he has been trying in vain to turn it into a vehicle for getting leads and making sales. He is confused. He is dazed. He trashes about lost in a maze. Jason, please guide us through the maze.

Jason O'Connor:

How are you all doing today? That is funny, I have not heard that in awhile. That was from Eddie V. Erroneous Marketer and that was taken from actually an old client of mine who insisted on doing everything the opposite of probably he should have been doing and out of that frustration, I wrote that article.

Anyway, thanks everybody for joining us today. I hope that you are going to learn quite a bit. We are going to talk about one-to-one principles, both for e-mail campaigns and for websites and I expect that you will learn some new things and you will be able to actually implement these things in your organizations.

So, there are three objectives for today's presentation. First, I want you to know what makes a website a one-to-one marketing entity. Number two, I want you to know how to create and run a successful one-to-one e-mail marketing campaign. And, number three, obviously pretty important for all of us, we want to be able to actually increase sales through our one-to-one e-mail marketing. And, you can accomplish this by something called *One-to-One Permission-Based E-Marketing*.

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So, the problem that marketers today face is what is called “mass advertising” or “interruption marketing.” I like to call this twentieth century marketing, if you will. It is old school. It is not necessarily the most efficient and most effective way to get leads and make sales via your marketing efforts.

Actually, a buddy of mine used the expression and he is in car sales, but I do not know how he even heard of this, but he called it “spray and pray,” and that is exactly it. The way the advertising works today is the marketers will just spray out a whole lot of messages out there and pray some people see it and somehow take some sort of action. In fact, it is estimated that an average consumer sees more than a million marketing messages a year – about three thousand a day. That is taken from Seth Goden’s book of *Permission Marketing*. If you have not heard of it, or you have not read it yet, I highly recommend that you read it. We are going to talk about the concepts in that book, but although the way Seth presents them in the book, it sort of a high level way of looking at the principles.

What we are going to do today is we are going to look at them from a very, very specific how to implement them and, specifically, how to implement them on the web, because the web is the absolute most perfect vehicle for one-to-one marketing. In fact, the web – I imagine most of you realize this already – the web is probably the most powerful tool in your marketing tool belt. So, one of the things we want to keep in mind is, people do not care much about you. They do not care about your products and especially when you mass market, they just do not care.

Now, let’s take a look at this next slide. I think that this picture here says it all. This is a picture of Times Square and there is an awful lot of messages out there. You know, just think about when – I do not know, a million or a few million people packed into Times Square this past New Years Eve. You know, these images were there, although this picture might be a little old. But, all these billboards were there in Times Square and these millions of people saw all these pictures and only a teensy, weensy fraction of the people actually cared about the message that they were looking at. It was not relevant to ninety-nine point nine percent (99.9%) of the people looking at them. There is a Hershey’s bar ad in the middle there in the back. You know probably a few million people could care less about Hersheys and those ads were pretty ineffective. So, when you are talking about mass marketing --.

And, by the way, let me give another quick example of interruption marketing – or mass marketing. Everybody has their favorite TV show. They are engaged, they are watching it, they are loving it, it is great, and then all of the sudden a commercial comes on. Now

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they are being interrupted. Their train of thought is being interrupted and it is the advertiser's goal to interrupt them in such a way that they leave some sort of impression on either the consumer's conscious or even subconscious mind. And, not only to leave an impression, but an impression enough to actually cause them to take some sort of action, if not sign up for something, you know, at least do something. Go and buy, become engaged with their organization or something. But, as we all know, or at least I certainly do, I go and go to the refrigerator during commercials. And, since there are so many millions and billions of commercials now, I tune them out. The commercials have to be so unbelievably great for me to even notice them at this point. You know, and it is only getting worse.

The one thing that drives me crazy -- my wife and I try to time going to the movies now, because they are actually showing commercials at movies now. I mean, it is the most frustrating thing. So, when you go in, you see commercials first and then previews and then finally you get to the movie after a half an hour of painfully waiting. You have finished your popcorn, you are finished with your Coke and you already have to use the bathroom. So, interruption marketing is a bit of a -- really not the way to go.

Human beings have a finite amount of attention and so the more interruption marketing out there, the less your message is going to be seen or somehow acknowledged. Human beings only have a finite amount of money. The more products offered, the less money there is to go around and, in order to capture more attention and more money, interruption marketers must increase spending. So, really there has got to be a better way. There has just got to be a better way than the way that marketers have been doing it for quite a long time now.

So, what is the answer to spray and pray? One-to-one permission-based marketing. The solution is to treat different customers differently. It is an extremely simple definition. That is the theme of today's presentation and we are going to look at it very carefully.

People look forward to and are amenable to relevant, personalized, anticipated messages and I am going to repeat that. It should have been on the slide here. What makes up one-to-one marketing is that the messages in the marketing are anticipated, are relevant and are personal. Very important that your messages fit that -- those three criteria for those to be one-to-one permission based marketing.

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Would you market to these five people in the same way? Well, I would not. But, you know what? The people who did the billboards out in Times Square certainly do. That is what they are trying to do with their mass marketing, or their interruption marketing. These five people have obviously different backgrounds. They have different needs, hopes and desires and, you know, let's face it, each one of these persons is going to need their own unique, specific messages if you really want to get through to them.

In other words, the lowest common denominator of a message – what you have to do as a marketer if you want to implement permission-based instead of interruption marketing – the lowest common denominator is the only message that is going to get through to them all. If you make a message that is unique to each person then and unique to their own needs then you are going to have obviously a much better chance of getting through to them.

Let me give you a very simple example of one-to-one permission-based marketing. By the way, this concept has been around since the first days of man when there were villages and markets that people would come to buy things. I mean, for instance, a cobbler may get to know his twenty people in the village and they, you know, have cobbled shoes for, you know, a married couple. And, of course, since he knew everybody because the village was fifty people at the most, when that couple had a baby, the cobbler knew about it. So, when the baby became five-years old, let's say, the cobbler would go to the parents and say, "You know, by the way, I have been making your shoes for a really long time, you know. I know you just had a little Bobby. Why don't we make some shoes for little Bobby? He will need some as well."

So, permission-based marketing has been around for quite a long time. One-to-one marketing has been around... In other words, what the cobbler is doing is he is offering a relevant message to them, which is your baby is going to need shoes. He is offering something that is anticipated as in the parents expect to speak with the cobbler on a regular basis and it is personal because he actually goes and speaks to the parent.

Let me just give you another quick example of one-to-one permission-based marketing. We are talking about B to B here today; however, these principles work for B to C as well. These principles work across the spectrum. But, let's say you have a business that sells uniforms to companies that have to provide uniforms to their employees and let's say one of these companies calls up your salesperson – there she is right there with the phone – and says, "Look, I really like your company, I like the materials that you use, my employees like to wear uniforms from you guys,

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but, unfortunately, we are looking for a particular vest that we want to outfit our employees with, and we want that vest to have five pockets on each side and we want a couple of loops on it so they can hang their widgets on them.” And, the salesperson says, “No, sorry, we do not have it. Let me take down your name and number and, you know, if we get anything in stock in the future, we will let you know.” So, they – the person – the purchaser at the company gives the phone number to her and she, being a good employee, takes the information directly to her R&D Department, makes these new vests and a month later, she calls up the purchaser and says, “Hey, do you remember me? We chatted about a month ago and you were looking for this super vest. Well, we have made one and we are going to give you ten percent (10%) off as being the first buyer of this. Here is how you go out and buy it.” So, that is one-to-one at its finest.

Now with the web, we can take that a step further. In other words, we can hit tens and hundreds and thousands and millions of people with personalized messages.

Now, even though permission marketing has been around for awhile, it seems as if marketing – the marketing world has been a little reluctant to take up and embrace the principles that we are talking about here. There are very few companies here that I have come into contact with on the web that truly employee one-to-one principles in a successful way. In fact, I have dealt with a number of big companies who will send me regularly surveys – and I am talking multi-national, huge companies – they will send me a survey in an e-mail and say, “Hey, we want to know what you think of our services.” You know, “Please fill out this thirty question survey and let us know.” Well, you know, it is not relevant to me. I did not really anticipate it, although I did sign up to receive e-mails from them, but it certainly was not relevant at all. And, you know, unless there was something there for me to get out of that, and there really is not all that great of a reason, or a motivation for me to fill out that survey.

There is an exception to this rule. Amazon.com, probably in my opinion, comes the closest and does a pretty darn good job with one-to-one marketing. Let's took a look at this e-mail. If you notice... Well, I am actually going to just read the top there.

Dear Amazon.com customer... Now, in my opinion, it would have been better if it said “Dear Jason,” but that is fine if you are an Amazon customer. We have noticed that customers who have purchased what no one ever tells you about starting your own business... blah-blah-blah-blah... also purchase books by Stephen Strause. For this reason, you might like to know that Strause's new

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book is in paperback. And then at the end there, it says You can order your copy at a savings of 32% just by following the link...

So, by the way, I order lots of small business books from Amazon.com. So, they have in their database a profile of me and in it, it says these are the books that he has bought in the past, here are his preferences, and so they know the things that I am interested in. So, not only do they send me something that is relevant – obviously, small business books – it is anticipated because I signed up to get information about new releases, but it is also personal because it is about my personal preferences of particular books. And, if you look down at the bottom, there is a number of other ones that may interest me.

So Amazon.com does a real, real good job at doing this and I recommend that everybody online here today goes out and checks out Amazon.com and, you know, take a look at the things that they do to make your experience with them personal. I am going to be much more likely to buy that small business book than if they had just sent me an e-mail that said, “Hey, we have a 32% sale on everything,” because I may not have been thinking about wanting to buy a book. But, if it is something that interests me, like small business, I would have a better chance of buying it.

Alright, we have come to our first polling question. [inaudible] I want to ask this question to figure out what our audience is made up of. So, if you could be so kind as to answer this question: What size company do you have? One to ten; ten to one hundred; one hundred to five hundred; or five hundred plus? And, I understand that there are probably some companies in the audience that have twenty or thirty thousand employees, too, but five hundred plus will fit that just fine. And, the reason why I am asking this is because, you know, to actually implement the one-to-one principles that we are talking about today, you are going to have a slightly different strategy depending on the size of your company and the size of your budget. So, even though the principles are exactly the same, you are going to treat things a little bit differently if you have not budget at all for this stuff or if you have, you know, thousands and thousands of dollars to spend on this stuff.

So, I am waiting to get the answer here. Let's see. Alright, it looks like one to ten employees is about twelve percent (12%) of the audience; ten to one hundred employees is thirty-two percent (32%); one hundred to five hundred is twenty-seven percent (27%); and twenty-eight percent (28%) is five hundred plus. So, we have got pretty much a broad spectrum going on here, and I understand that even if you are a ten to one hundred or a one hundred to five hundred employee, depending on the way things

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work at your company, your budgets may be very small for the kind of stuff that we are talking about. So, you know, pay attention to both what you would do if you are a small business and you have a small budget, or if you are a big business and have a big budget.

For instance, if you are a small business, you may only have fifty pages on your website, or less. You may only have one or two quality incentives to offer your perspective customers. The technical tool that you may have may only be Excel and Access and maybe it is a free database like iSQL. You may only be able to do a Word mail merge to get your e-mails out and you may have to actually data enter stuff by hand.

But you are an enterprise, you may have a huge website. You may have unbelievably great technical tools at your fingertips. You may have some really good CRM software. CRM just in case anybody does not know it is customer relationship management and it is a big buzz word in today's marketing world. I am going to try to use it almost at all in this presentation because I think that people get lost or confused or the water is getting muddy when you start using catch phrases. CRM is just kind of a fun, you know, word of the day and that is going to come and go just like all kinds of others – just like total quality management.

What we are really talking about here is actually starting a relationship with each of the customers and there is software out there that will do it. So... right.

What are the reasons why somebody comes to a website? These are not in any particular order and I am sure there are more. I think these are probably the top ones. You are going to come to a website for information and content to learn things. You are going to come to belong to a community. You may want to somehow interact. You know, the TV is kind of lame. Why? Because it is a passive experience. You sit there and you watch it and you do not do anything. I guess you click through the stations but that is pretty feeble. You really, you know, you sit there and have something done to you. In other words, you have a presentation in front of you. It is not interactive.

The web, on the other hand, is extremely interactive and, because of that, it is very engaging. In fact, we just did an interactive thing right now. You guys just voted and you got to see what types of people are in the audience. Interactivity is a very important part of this one-to-one stuff that we are talking about, because we want to encourage our customers and our prospects to take action via our website and e-mails.

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Another reason why people come to a website is to buy and the other reason is for free stuff. The web is notoriously free. In fact, the big IPO in Netscape many years, they offered their browser as a download for free and so that sort of set the stage for the way the web is handled and so it is to your benefit to understand these reasons why people come to the website and make sure that your website offers some of these things, if not all of these things.

Okay, so by the way, the presentation that we are working through right now, half of it is about one-to-one websites and the other half is about one-to-one e-mailing. So, right now we are talking about the one-to-one website.

What are its key features? Well it differentiates site visitors. It provides a different experience for different visitors. So, depending on who you are, the website will recognize you – or the one-to-one website will recognize you – and you will be able to have a different experience than if you were somebody else. We go back to that slide of the snowboarder and the man in the suit and the older woman... You know, they are going to have a different experience on a one-to-one website. Each one will have their own unique custom experience and that is very important.

Also, another feature is customizable by the visitor. That is something that is pretty important because if you customize as a visitor, then you are going to be more apt to visit it later, because you have put the time in to make it good for you.

And then another way, there are ways for a visitor to contact you via a site to ask questions, to give information about themselves and so forth. How is this done? HTML forms.

Here is a neat site, Skeechers. By the way, they recently implemented one-to-one e-mail marketing and they have found some unbelievably great success with that implementation. Not only do they do the e-mail marketing with one-to-one principles, but they also have a one-to-one site. Why is that? Well, if you look at the buttons in the middle there, there are three buttons – men, women, kids and then a fourth one accessories – but the first three allow a user to differentiate themselves from different users. So, if I am on there and I want to buy shoes for my wife, I am going to click on the “women” button. Or, if I am going to shop for myself, I may click on the “men” button. So, this website allows people to differentiate themselves, and that is a pretty important factor.

When you are looking at your website and you want to make improvements, are you offering the same experience to everybody, or are you giving – are you funneling people into different areas

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depending on who they are? It is an important question to ask yourself.

Now here is a website, My Yahoo, or Yahoo, that allows you to customize My Yahoo, and if we look at it, we can see that I signed up for it and I was interested in News, Sports, Business and Entertainment. I decided not to get information about Fun, Local Stuff, Travel and I do not even know what that last one is – Connect and Organize. So, when I click on the button “create my page,” what is going to happen is I am going to have created a profile of myself that is unique to my own interest and when I come back and log into that site, I am going to have specific pieces of information that I want to see show up on my own Yahoo. And, you can also go into My Yahoo and customize it even further. You know, right now I have stock portfolios and Reuters business and CBS Market Watch. Well, I can also add some more information if I wanted to, the AP Business Wire and Market Summaries and so forth. So, there are ways to customize it even further. Why is that good? It is going to be more likely for me to go back into Yahoo because they know what I like. I have already put the time and invested the time into them.

Another factor or feature in a one-to-one website are forms, and we are looking at a form here that is on our website and it has a way for people to differentiate themselves like we have been talking about. First, I fill out the contact information, but then there is something – an acronym called “MANU” – money, authority, need, urgency. And, what this allows us to do as marketers and when we have people filling this out, we will then be able to qualify the lead. So, if we have somebody who has a dire need to buy a product to start their project – they are about to start it today – they are the purchaser and they have two million dollars to do it, well then I am going to qualify them as an “A” lead. Now if it is, let’s say, somebody just browsing, they do not have any money, they do not have any urgency. They are going to do it sometime in the next decade or so, let’s say, and they really do not have any authority at all, then they are going to be qualified as – the way we do it as a “B” lead.

So, that is an important thing to include on your form is a way to qualify the lead and a way to differentiate your customer. Now if you look at a big company website, Oracle, I signed up with them a little while ago and they offer about five screens or four screens of forms that you have to fill out. If you notice where the green arrow is pointing, it is pointing to questions that will allow them to create a profile about me. So, what is your language, what is your primary job role, identify your company’s industry and select your job title. So, based on my answers to those questions, plus some

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other ones in here, they are going to be able to qualify me as a lead and they are going to know how to market to me later.

Alright, I live in Boston, so that is what I have been doing every day in the morning – the snowstorms that we have been getting. Let me take you on a little side bar here. There is a thing out there called “scraping,” and what that is is software that goes around the web and peruses websites and looks for e-mail addresses and then puts those e-mail addresses in a database and it sells them to spam marketers. So, this is just a side thing for you to avoid getting your name... you ever wonder how you have gotten on all these spam lists? Well, this is one way by including your e-mail address and text on your website. To avoid that, what you want to do is you want to make your e-mail an image instead of text and that way software programs will not be able to go there and scrape the e-mail address and sell it later on.

Alright, so, we are now going to talk about e-mail campaigns. That is the end of one-to-one websites and we could probably spend another two hours talking just about how to one-to-one your website, but we are going to move on to e-mail campaigns.

What is the goal? To build e-mail house lists. That is what you want to do. You want to have a very good, strong e-mail house list. There are lots of ways of doing this. Every time you have contact with a customer, you ought to be trying to get their e-mail address. So, you can rent opt-in e-mail list and send out campaigns to each rented opt e-mails and then ask for them to come to your website and fill out a form. Another very popular thing on the websites is an e-newsletter sign-up and then, you know, you might have lots of different ways of driving traffic to your website. Well then, if you have a lot of traffic on your website it would behoove you to capture their information. So, you can offer people free downloads, contests, info requests, or trial versions of your products if it is software. But, before you give it to them, ask them to fill out a form.

One-to-one marketing definitely is the wave of the future. E-mail marketing is not going away. In fact, if you look at this graphic, it goes up quite a bit in the Year 2005. Down below, it says, “Despite growing constraints facing e-mail marketing such as regulatory issues and spam, companies continue to increase spending on e-mail ad writing.” So, it still is a very important part of a marketer’s arsenal; however, I need to warn everyone, please be careful. You need to be conservative in your e-mail rentals when you go to e-mail brokers and we are going to talk about how to choose a proper e-mail broker in a minute. You want to be sure that they are CAN-SPAM compliant and reputable. We will talk about that, too.

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If you use a spam list, you are risking being put on blacklists. In other words, your domain name might get put in a database that says to ISP's, do not allow e-mails to be sent out. So, I do not care if you are a billion dollar company or you are a one-person company, if you are put on a blacklist – a spam blacklist – you are going to be leaving a huge amount of money on the table and you are going to be giving your brand name a bad name.

Okay, so one-to-one e-mail campaigns – renting lists. What not to buy. What not to rent. Bulk e-mail lists – stay away from bulk e-mail lists. How do you know if it is bulk e-mail lists? Well, if you see an opportunity to buy fifteen thousand e-mail addresses for \$29.99, you should probably pass. It is too good to be true. If they are actually going to give you the list, that is a red flag, too, because if you were an unscrupulous marketer and you were given an e-mail list, what would stop you from sending e-mails to this list every single day until everyone was tearing their hair out?

I did a quick search on the web the other day for e-mail lists. This was one of the sites that came up in the top ten. If you look at the first row, one million, thirty-nine dollars -- \$39.95 – okay that is absolutely ridiculous. Stay away from that. Run from that as fast as you can. It is just... it is bogus. These names, I would bet you most of the e-mails off of this one million were scraped off a website and they are not opt-in. Here is another example. This one is not quite as obnoxious, but fifteen thousand opt-in leads on the top row for \$29.00. I actually called these people and e-mailed them four times trying to ask where they got the lists from, how do I know they are opt-in, and a few other questions. They never, ever returned any of my communication.

Alright, so, what should you rent? They need to be CAN-SPAM compliant – that is the new regulation that came out I think in July 2004 – and we will talk about that in a minute. They should be double opt-in. They should come from publications such as magazines or subscriptions on websites and those types of things. They also should offer you rate cards.

Now the following three examples are three reputable e-mail brokers if you... I am not saying, you know, advertising for them, but I have used all three and I can tell you for sure that as of today, these three are reputable and they are not in any way related to spam. So, you will be safe if you use any of these three. Okay, so what are they going to do if they are a reputable e-mail broker?

Well, first of all, they are going to ask for your suppression list before they send any e-mails out for you. What is a suppression list? Well, it is basically the list that you have of all the

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unsubscribes from previous e-mail campaigns that you have done. So, what they do is they take the suppression list and they match it up against the list that you rent from them and if there are any duplicates then they take those out. That way, they are one hundred percent (100%) sure they are not hitting anybody who has opted out of receiving e-mails from you as an organization. They are going to offer you a data card, or a rate card. A reputable broker is not going to – not give you the list, but send it out themselves. They are also... the way they get the lists are going to be from publications like we talked about.

There is an organization called “IPRO.” You might want to check out IPRO.com at some point. They are going to try to set up an auditing system to ensure that e-mail brokers are actually reputable and follow all the anti-spam rules, so that way soon we will be able to check to see if a broker is reputable or not and that way we will have even more of a chance of avoiding any kind of spam and blacklist.

Alright. So, what is CAN-SPAM? Well, the definition “controlling the assault of non-solicited pornography and marketing ads.” So, it is depressing as a marketer to have the words “marketing and pornography” in the same acronym, but unfortunately, that is the case and that is the way of the world today. But the highlights of it, obviously there are some regulatory issues. There are some laws that are passed that people can be fined or put in jail if they do not follow these rules. But the highlights are you cannot have misleading “from” and “subject” lines in your e-mail. You cannot... it requires that you, as a marketer, need to identify your physical location on each of your e-mail messages and you also have to allow for somebody to opt out for receiving future e-mails from you.

So, what we are doing here is we are discussing how to get a good e-mail list so you can send out a good one-to-one e-mail marketing campaign which will in turn help build your e-mail house lists, okay?

Here is an example of a rate card that we talked about. If you look to the right of the green arrow, it says, “100-400 CPM.” That is cost per thousand and the Roman numeral for 1000. So, as you can see, the minimum order right underneath that is a \$1000, so it is obviously nowhere near the \$29.00 for eight billion or whatever that last one was. So, just by the price alone, that is a good indication that these are probably a little bit better e-mails.

We look at the next slide. This one is for military and aerospace electronics publication and if you look at the very right column, price per M – price per thousand – is \$275 and then above that to

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the left a little bit, it says, “minimum order five thousand.” So, we are looking at, you know, \$1100 or \$1200 for a minimum order with these people. And, as you can see, to the left, there is all kinds of very specific targetable people that we can send our e-mails to and that will allow us to have more success with our campaign because we are not going to be sending out irrelevant messages. We are going to pick the most targeted group, or groups, and send out messages based on that group.

Okay, how are you going to construct the e-mail? Well, you must have an intent up. We are going to talk about that a little bit more closely in a few minutes, but we are going to move on for now.

In the good e-mail, you want to work long and hard on the subject line. The subject line is, as I am sure you realize at this point, is the same as a headline in a newspaper. If the headline does not grab you, you are not going to read the copy underneath it. Well it is the same with a good e-mail. If you do not have a good subject line, then you – then nobody is going to open it. And, please for the love of God, do not ever have a misleading subject line. Those are the most annoying kinds of things to get, as I am sure you realize, because... the reason why it is so annoying is because it is just insulting our intelligence, so I see them and it just makes me cringe. So, you want to have a really good, to the point, distinct, catching, eye-grabbing subject line. How do you know if it is good or not? Send out a test. Send out a test to a small group and see how many people open it, then tweak the subject line. Send out another test and then compare notes and eventually you will come up with a good one.

Use a conversational tone in the body of the e-mail. You also want to talk about what you can do for them. Do not talk about yourself. No one cares. Make the message short and sweet – less than a page – so there should be no scrolling whatsoever. You want to personalize it: Dear Jason; Dear Mary. You also want to avoid setting off spam filters, which we will talk about in a second, and you want to include one call to action.

We come up to our next polling question. Let’s see here. We want to know how much spam you get out there? I get, I think, probably fifty a day. So, how many spam e-mails do you get a day? Do you get less than five; five or ten; ten to twenty; twenty to fifty; or fifty plus?

I get an awful lot and it is very frustrating for me, because it is a waste of everybody’s time. It is estimated actually that companies experience almost \$2000 in lost productivity in 2004 because of spam and then, also let’s not forget that there are now obviously spam filters at most companies and there are an awful lot of

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legitimate e-mails that get lost and get stuck into the spam box or the junk mail box and, obviously, there is quite a bit of money that is being lost because of that, too. So, it is really, spam is obviously hurting everyone quite a bit. Besides it being annoying, it is also hurting everyone's bottom line. So, that is why it is vitally important that we stay as far away from spam as possible. We do not send out e-mails to people who did not opt-in to receive e-mails. You know, we do not have misleading headlines. We are not using bulk e-mail lists. We are following all of the things that we are talking about here today.

Let's see. So, I am waiting for the answers. So, can you imagine that... Let's see, the last two – the thirty-one percent (31%) and almost nineteen percent (19%). So what is that? Almost fifty percent (50%) get over twenty spam e-mails a day. So, obviously, we are all experiencing it. So, we want to stay as far away from spam as possible. Alright.

So, here are some words to avoid when you are setting up your e-mails and, obviously, you can realize this. You know, I do not even need to tell you this. Go into your junk mailbox and look at the words they are using and then do not use those words. Such words as pharmacy, prescription, Viagra, free – you need to be very judicious with your usage of the word “free” – exclamation points, you know, offshore, even the words “click here” or “click below” should be avoided.

Here is an example of an e-mail that does not follow the rules. “Stunning pre-Christmas offer.” First of all, all in caps, all red and there's an exclamation point there. So, that's not good. It's quite long. If you open this up in your email browser, you're going to have to scroll, so that's no good. Let's see, there are exclamation points all over the body. It says "to whom it may be concerned". You know, just like when you're sending a resume out to employers, they recommend that you don't say, "to whom it may be concerning", you try to get the name of the person. That obviously would be quite a bit more effective. And then if you look at the bottom, it says, "click here" or "click here" or "click here". Try this. Try—so there's three calls to action. We want to only have one call to action. There's a program called Spam Assassin that I run my emails through and what this does is this tells me how spammy my email is being considered. The way spam filters work is that they assign points to different characteristics and aspects of each email and then your administrator will say if an email scores, let's say, a five or above, then don't even let it go into the person's inbox. It goes directly to the junk mailbox. So, if we look at the spamilizer here, it gave .8, .2, the fact that the subject line started with the word, "free". I'm just going to kind of scan down this. It talks about money with an exclamation point. The

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html has a big font. Going down farther, the html title contains no text, and then there's a big color in red and then it's given a .1 for asking the user to click below. So when you add all those points up, it adds up to over five or it's in the red there in the spamilizer.

Here's an example of an email that I've used for, actually, a variation of this type of email used for two different companies that has had unbelievably great success. If you look at it — so this is kind of what you should be doing. If you look at it, there's no exclamation point. It's very short and sweet — two quick paragraphs. It says "dear" with customer name in parentheses. The email program sending this out will insert the first name of each person so it's personalized. There's no "click here" or "click there" below, it just says get this free white paper. There's only one link for anybody to do anything, which is to get the white paper. It's offering an incentive which is the white paper. It's got, down below, the option for somebody to unsubscribe which is CAN-SPAM compliant. It also has the physical address below that. And then there's a privacy policy link on the bottom left and it's important that each and every one of you has very, very visible privacy policies on your emails, on your website and on any type of collateral where you're collecting people's information because it's been found that people are obviously going to be much more trusting of you if you're very, very straightforward and up front about your privacy policies. I can't believe that there's still websites out there that don't even have a privacy policy posted.

All right, let's see. So, how are we going to set off spam filters? Well, this is what you want to avoid. Again, it's not that we're creating spam, we're just making sure that our messages that have been requested by our house list or by rented email lists, are actually going to get through the filters. So one way is to run your email through a program like Spam Assassin like we just did, then tweak it depending on what it says. Or if you don't have a program, you can just send a test to yourself but you have to make sure you send it from outside the company to your company and make sure to obviously have your company's spam filter turned on and make sure that the "from" field is not you personally but your company or if it's going to be—you know, make sure that the "from" field is the same as it's going to be when you actually send it out.

All right, the all-important incentive. Remember before, I talked about how there are these major companies that send out emails to me that say, if you can be so kind to fill out this questionnaire for us; we want to know how we're doing? Well, I can tell you one thing, that goes in my electronic circular file. I don't have the time

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to fill out forms unless I'm going to get something for it. What that is, that's an incentive. If they're offering me something then I'm going to be a lot more willing to fill out a form or a questionnaire or whatever, and so I can't stress this enough that in every single one of your email marketing campaigns, your call to action is — has a form set up so that you can collect the person's information but only do that if you're offering something in return. As my mom used to always say, you can't get something for nothing. You've got to give to get. So, you've got to give something, [Clears throat], excuse me, if you want to get something which is, in this case, their personal information. So you can offer them white papers, how-to articles, e-coupons, free merchandise, a chance to win something in a contest, it's really limitless what you can offer people but it's got to be of value to them. And if you're offering them something, then it's okay to ask them for something like filling out a form.

Okay, so you want to have a unique html page set up for that email campaign, that way, you can track the click-thrus. Most email brokers will offer a service that will give you open rates and click-thru rates and so forth, but you're going to want to create your own unique page. That way, you can track it yourself. So, in other words, when your call to action says, you know, go here to download your white paper, the page that they land on should be unique to that email campaign. That form that they're going to fill out should be unique to that email campaign. And you want to be able to have a way to collect the data, preferably a good database.

All right, let's see. You may say, well, I feel a little uncomfortable trying to ask people for information. Ninety percent of U.S. websites collect names and email addresses as of now. And also Fulcrum Analytics reports that 51 percent of users are willing to give out personal info to receive a personal online experience. They're going to be even more willing to if you're giving them something in return, the incentive.

All right, so far, so good. We now know what to include on our website to create a more one-to-one experience, all right? We know that a house email list is vitally important to build. We know how to rent a good opt-in email list and how to avoid the bulk email spam list. We also know how to create a good email message. So, we're closing in on really working these one-to-one principals.

We have another polling question. Let's see. The reason I'm asking this is to learn how close many of you are to achieving a successful one-to-one email marketing campaign. So, how many people here have conducted a rented opt-in email campaign to learn what has been presented here so far? So, we want to know,

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you know, have you actually rented an email list from a broker and sent out an email message and had a call to action down there and have people come to your website and fill out a form based on that call to action? I want to know, you know, just how much of this have you tried to do so far because that is, you know, that alone is going to get you pretty far is you just do — if the presentation ended now and you followed what I've said and presented here, you would be doing pretty good I would think. However, there is more to this one-to-one email marketing than what I've presented thus far. So let's see what the answer is to the — wow. I'm very surprised. So, 71 percent haven't even done this so far. So that's really good. I hope that you've already learned some good ways of email marketing and developing your website too. Now for the 29 percent who said they have so far, that's great and I'm glad that you have been doing that but there's actually another level that we can take it to and that's what we're going to do right now. We're going to look at — all right. One-to-one permission-based email marketing taken to the next level.

All right, there are four implementation steps to one-to-one email marketing. You want to identify. You want to differentiate. You want to interact. And then you want to customize some aspects of your behavior based on the differentiation. So remember that form that I showed you earlier — the money, authority, need, urgency? Well, when we have somebody fill that out, we're able to qualify them as A lead, B lead, C lead or D lead. Then, we want to look at them and differentiate and drop the different people into different buckets depending on how they differ. So they may differ by title, by geographic area, product interests — there's lots and lots of ways to differentiate. Okay, then you want to interact. So you want to establish some sort of dialogue with your prospective and existing customers. And that is, in our case, going to be email marketing. Let's see, and then you want to customize. So, if you're speaking to different companies that you're selling your products to, you want to customize your messages based on that. So let's see. So you want to identify. You want to identify who the people are in the company that you're selling to — CEOs, engineers, existing companies that have bought from your company before, or a prospective customer. Then you want to differentiate. You want to break the list down into different groups based on the labels that you gave them before. So, for instance, you have CEOs and decision makers; engineers and software developers; customers who bought more than \$1000; and prospective customers. Then you want to interact. You want to initiate some kind of a dialogue with each person on your list and in this case it would be emails again. Then you want to create a campaign where there exists a separate message for each group.

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Each message is then maybe tailored to that target audience. So, for example, and then here you want to customize. So for example, you want to... let's say you're going to be creating a message to the CEOs of the company. Well, then you're going to say something like, "your business' bottom line can be improved by" and then you're going to have a separate message for engineers, "this great, new technology can be yours by simply" and then to the people who spend over \$1000 or \$100,000, "do you want the new Cadillac of software? We just developed a new flagship product that might be great for you." And then to prospective customers, "visit our website and receive 15 percent off your next purchase." So... and then subsequent messages, you can then offer them even more specific messages based on how you differentiate them. So you want to ask more pointed questions in your next set of questions so we're going to look at that in a second.

There's a company, Right Now Technologies, that allows companies to use customer relationship management software to actually do the things that we're talking about here, so this may be a good company to check out if you want to buy software that will enable you to send out emails, track emails, differentiate customers and so forth.

I got an email from 1-to-1.com. I'm interested in 1-to-1's stuff, so they sent me, after I signed up on their website, this email. In the email, if you notice, it said [tape cuts out] "Dear Jason" at the bottom and it's got information that's relevant to me and I anticipated it because I requested to get information from them. Now, if you look at the top, there's a banner that says, the four steps to high-impact email marketing. So I clicked on that because I wanted to know what the four steps were and the first thing it brought me to was a form like we talked about. And if you notice where the arrows are pointing, there are questions in there that help them differentiate me from other people who have filled out this form. Now I want to get that free report so I'm going to fill out the form and hit "submit". That was the thank you I got after I hit submit and then there is the email that I got. It says, "Download your report now". And so I did and it was very useful to me. In fact, you might want to go there too and check it out. There's some really good information.

All right, so now let's look at a specific example. This will sort of bring everything from what we've been talking about so far with email marketing. Let's say you're a software company and you're selling business solutions to other businesses. All right, so the first thing you want to do is you want to rent — and your goal is to build your house list. So the first thing you're going to do is you're

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going to rent an opt-in email list of IT people; people who are specifically interested in receiving information about software that's similar to yours. Then you want to construct a good email. You want to have one call to action, an incentive, an html form ready to capture the user's personal info and answers to some pre-determined questions. So you want to use something that is a qualification model, something like the money, authority, need, urgency, and you don't really want to have more than five questions. And you want to obviously have a system in place to store the data and tag each new lead. So, we're going to go revisit that email that we looked at before. This email is going to go out to people who are looking for business software solutions for their business. And here's a white paper that will explain to IT people how to improve their skills or whatever it may be. It could be anything. When the person gets the email, a certain percent will click on "get this free white paper". When they click on it, they're going to be brought to a form and in the form, it's going to say, well, first, give us your contact info. And then, it has four questions: what type of server do you use; what's your role in the company; the timeframe for buying; and where did you hear about us? All right, so then when you get the information, you're going to have a matrix so to speak, in your database. And in this matrix, you're going to see — you're going to show what answers were to what questions and who made those answers, who gave those answers. So you have out of the first column, the user's role. You know, how many chose CEO, how many were engineers, how many were product managers, and so forth. Then you're going to have a server-type; how many people use UNIX versus how many companies use Microsoft? And then you're going to have a timeframe. Some people are going to have said that they want to buy now. Some in six months and so forth. So then you're going to tailor each message, subsequent message because you're going to now send out a new email campaign to these people who answer and you're going to tailor each message based on the answers to the questions that they gave. So, for instance, your message one is going to be speaking directly to the CEOs of the company. Then, your message two will speak to engineers. Message three to managers and so on and so forth. And of course, we have a timeframe, if let's say, there were 1000 people that said, we're not going to buy anytime before five years from now. Well, maybe you don't send an email to them. So, you're going to look at the answers to the questions and base new messages on the answers to those questions. So, what would a message look like to—your next message to these people?

Well, let's say one of your messages is customized uniquely for UNIX engineers who are going to buy now. So your message may look something like this, "you recently downloaded a white paper

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from us and indicated that you have a current software project. You may be interested in our LINUX, which is the flavor of UNIX, compatible software that's made specifically for engineers in your industry, so here are the features. To download a free trial version go here. And by the way, so the first email that we sent before to this person we offered then incentive of a free white paper and in order for them to get the free white paper, they had to fill out a form. Now, we're sending a more targeted, unique message to this person, maybe two weeks later or a month later and now we're offering them a new incentive which is a free trial version of the software. But before they get that trial version, they're going to have to just answer a couple quick questions. How many PCs are you connecting? How many offices do you have? And why are you looking for a new solution? So by getting answers to these questions as marketers, we're going to be able to further differentiate them and further refine our next message to them, so they answer the question, click "download now" and now we've developed an even more interesting and information-laden matrix. We know not only what kind of servers they're using, what kind of title they have, but we also now know how many PCs they're going to connect, how many offices and why they're looking for a new solution in the first place. And so based on now these new answers, we can come up with an even more targeted message to these people. And if you look below, message one would be a person who has two PCs and wants to connect one office, message two to people who have five PCs and so forth. And then by the way, I think a great question is why do you want a new solution? Did you dislike the old solution? Was it too difficult to administer? Was the last vendor horrible at customer service? So what you can do is you can tailor your marketing message based on the answer to this question. So if they answered, let's say, the software was too difficult to administer? Well, then your marketing message in the next email is going to say something like "our software is easy to administer and here's a screen shot to show you how". So what would the message look like? Well, let's say one of your messages is going to people with ten PCs, they have five offices and we're very frustrated with the admin of software that they used to have. Okay, here's the message. You recently downloaded a free trial version of our software. First, I wanted to say, thanks. It's set to expire this week and I wanted to tell you a little more about the benefits of using our product. You indicated to us that you had ten PCs to connect in ten offices. Our software is perfect for connecting numerous PCs in offices blah, blah, blah, blah, blah. It also has an extremely intuitive administration screen where everything you'll need to do is included right there on the screen. Here's a screen shot of it. To purchase, go here. So as you see, what we've done is we've rented an opt-in email list, we've gotten a certain percentage of people to click on the link, actually take

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action, fill out a form and give us some personal info. In exchange for some sort of incentive, in this case, it was a white paper. They gave us that information and that was stored in the database. Then we constructed a new set of email messages that were tailored to each of the people based on the answers to the questions that we asked them. We sent that email out with another free incentive for them to give us even further information and then we then looked at the answers to those questions and were able to construct an even more personalized message for our next email campaign. So what, in essence, we've done is we've developed a rapport with these people. We've developed a conversation with them and we've hit them numerous times, so we're keeping them fresh—we're keeping the name of our company fresh in their minds so when they're ready to buy a business software solution, they're going to say, "oh yeah, I've been getting these emails from these guys and they've been, you know, I trust them. They've given me a number of free things." And the likelihood of them purchasing from me has increased drastically from this. They've never gotten any emails from you or if they got irrelevant, annoying emails that didn't interest them. And obviously what we're trying to do is increase sales.

So, in conclusion, what do you need to do? Ensure your recipients know you. You want to stress privacy, make sure that you have privacy statements on emails and on your website. You want to choose an email broker very wisely. You want to be CAN-SPAM compliant. And you want to test and measure and what that means is you want to look at open rates, click-thru rates, form completion rates, and then the direct revenue from the campaign. If you want to have a more detailed description of how to measure different marketing initiatives on the web, I wrote an article called [Web Analytics: Murder by Numbers](#), and you can go to that URL and read the article. It does have a lot of math in there but it's very important as marketers to know how to measure the success of each one of our campaigns. Also, there are some URLs you can go to if you're a large business or enterprise and these companies offer solutions that will facilitate doing the types of email campaigns that we talked about.

If you're a small business, then you're going to have to do this stuff on your own without software unless you have a big budget for it. You may, you know, so you're going to have to use tools such as Microsoft Excel and Microsoft Word. You want to have a database so you can differentiate your customers. You want to use Word to do a mail merge. I'm also a programmer so I can, you know, if people have questions later, you can shoot me an email and I can walk you through how you would do a mail merge or how to set up a database properly to differentiate your customers.

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You want to — and basically, you want to set up all the stuff on your own and you're going to create the html email messages in some sort of a software application, and I can recommend a few for you and so forth.

So the goal is to, as a small business, owners of small businesses to have a way to sort through your database to differentiate all the leads they have in there then extract a specific group, tailor a message for that group and then email them.

If you want more information on this stuff, and also information on other types of email marketing like search engine optimization, strategic link development, how to hire good web people, what are some best practices in web design, all kinds of different web programming topics to help you implement these principals, just sign up for the newsletter at Oakwebworks.com. And it's free, it's relevant, it'll be anticipated and you'll like it.

All right, so that concludes my presentation on One-to-One Email Marketing on B to B Organizations and now I want to turn it over to Roy.

Roy: Thank you so much, Jason. Before we get to our Q & A and we have a lot of questions relating to specifically to the B to B example and B to B problems. I want to give a minute to Bulldog Solutions, our technology partner, to let them tell you a little bit about what they do. Jeff?

Jeff: Thanks, Roy and thanks again for MarketingProfs for letting us participate in this know-how seminar program. As seen today, web-based seminars are a powerful tool for delivering information and providing __ leadership. This opportunity is also available to your company. At Bulldog Solutions, these mission-based marketing seminars to generate sales leads and we do this much differently than our competitors do. Our comprehensive program not only provides tools and support needed to use this powerful marketing mechanism, we also provide a unique audience communication to maximize participation and accelerate the sales process. Our custom-built registration system sends dynamically-generated emails __ based on information provided by prospective audience members during the registration process. The system also tracks all click-thrus and downloads. Communication programs also continues after the event. The results are more than just a post show report telling you who came to your event. You'll get specific data on each registrant's behavior, including how they participated in polling, surveying and white paper downloads throughout the campaign. This data and rated and scored so your salespeople can follow up. Visit our website to

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learn more about our program and to see a demonstration of our service. You'll also have the option to be contacted by us if you choose during the post show survey provided for today's event by MarketingProfs. Thank, again, for letting us be on the show today, Roy and I'll send it back to you.

Roy: Well thanks, Jeff. And thanks, again, to Bulldog Solutions for helping us make this people and to On 24, the specific technology that we employ. Okay, Jason, getting back to the content here both on One-to-One websites and email marketing, we have a question that asks specifically the definition of a white paper. How would you distinguish a white paper from an article?

Jason: Well, a white paper generally is some sort of technical paper that teaches somebody some kind of a skill. You generally find them in the high tech industry and they're a little bit more substantial than an article and they generally are pretty technical and pretty involved but let me stress something, a good white paper is one that does not tout your company but instead is just generic, good, valuable information to people in the industry.

Roy: Okay, great. And let's see. Mark asks, how do you know whether the target purchases or acts in B to B situations — our customers buy from our channel, not from us. Perhaps you can only measure click-thru response.

Jason: Yeah, that's kind of a confusing question. Now, let's see. Well, yeah, first of all, you need to work closely with your channel so you can find out, you know, what kind of marketing campaigns they're doing. If you're getting leads through a particular channel, then you want to be able to work with them to see what kind of leads they're developing or if you're giving out leads to your channel, you know, either way, you need to work hand in hand with — a good thing that I've implemented at some other companies is a section on the website that's specific to the channels, that the channel can go in as channel member and you can go in and log in and see the leads that are being given to you, administer information, see where your orders are and so forth. So to be able to tie in your channel with your website would be, you know, probably a good idea. If you can't then you know, you're going to need to just stay in close contact with them about click-thrus and revenue generated and so forth.

Roy: Tamara asks, I have a question about the html forms. We've had quite some discussion about how long our form should be. Can you give some guidance on this? In other words, how many questions can you ask before you chase the prospect off?

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Jason: Yeah, I've had lots of conversations about this one. You know you kind of have to, you know, having an html form is sort of like being, as per a marketer, it's sort of like being a kid on Christmas morning. It's like, "oh boy, I can learn all this stuff. You mean I can ask all these questions?" You've really got to keep yourself in check. The guidelines I use that I found to be the best are you know, you're asking for relevant content information and then maybe 3-5 questions. I generally don't like to go over five questions. However, if you're going to give them a free Porsche, yeah, you can ask them 20 questions or so but really you want to stay with just a couple of questions and in fact, some of my clients are so leery of asking anything of their customers or prospects that they say all we need to know is the state or country they're calling from or they're living in and their email address and their first name. So that's all that we'll ask them as far as contact information and then that allows us to maybe ask an extra question, so there'll be six questions or so. So but I would say as a general rule, don't go over five questions.

Roy: Okay, great. Many folks wrote in saying that the reason they don't buy outside lists is because they're in B to B business and they exclusively focus on building their house lists. Do you have any specific advice in that regard?

Jason: Well, like I said before, to build one excellent... to build your house list, your B to B company is to rent opt-in email lists because if you follow the guidelines here that we presented, then you can see that a certain percentage of the people on the rented list are going to fill out forms that you're offering them. So as a B to B company, you ought to be renting opt-in email lists. I understand that you're trying to build your house list, well that's a great way to build it, by building opt-in email lists and it's not correct that most lists are B to C. Most of the companies that I've worked for are B to B and the emails that I've rented have been to B to B, you know, rented lists of CEOs, or rented lists of software purchasers for their company or whatever so there's a lot of B to B out there and a great way to do it is opt-in email lists.

Roy: Many of these folks, as you can imagine, Jason, dealing with the issue of corporate firewalls, they have real deliverability issues. Can you offer any advice there?

Jason: Yeah, this is what you've got to do. You've got to ask the person at the company that you're not getting your email through to, to go to their administrator and ask to get your name, either your personal name or your company name to not be included in their junk mail; that's if you're just talking about regular communications with other companies. In other words, both as a user and the administrator of the whole network, there are ways that you can

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go in and change the rating system and you can say there are exceptions to my spam filter. I want to accept people from Company A, they should get through. Company B and from Mary Johnson, she's a friend of mine and I haven't been getting her emails. You can set the spam filter to have that as an exception as well. So really the best thing to do is to go to the administrator of the company and ask them.

Roy: Okay. To benchmark the performance of my email marketing, can you offer some percentages of click-throughs and new lead generations and do you have experience following these principles?

Jason: Yeah, let's see here. There was a slide that I showed a few different times. Let me see if I can find it and I can tell you the exact numbers on this one. This one we sent out to—this was to a rented opt-in on a list through meta response group. It was B to B and we sent out 8000 emails and we got 480 new leads added to our house list based on that rented email campaign. So that turned out to be a 6 percent return rate and as you know, in the world of direct marketing, if you get a one or two percent, that's considered really, really good. Well, this one got a six percent return rate. So that's one example and then I sent out 5000 emails a few weeks ago for a tutorial offer as the incentive and 226 new leads were generated and that ended up being I guess a 4.5 percent return rate. So by following these principals, you can expect much, much higher return rates than your average direct marketing campaign.

Roy: Okay, great. Meredith asks, our company works with lots of different vertical industries. Some of which, like the marine shipping industry, don't have individual email addresses. How would you suggest a one-to-one relationship with our clients?

Jason: Yeah, that's interesting. First of all, one of my clients is a life raft manufacturer so that's also pretty obscure and they want to do some one-to-one marketing and you know, it is true that some industries are going to be so obscure that there won't be an awful lot of rented opt-in email lists for you to use. So in your case, what you want to do is you want to build your house list in other ways. So instead of renting opt-in lists, you want to drive traffic to your site through search engine optimization, through strategic link development, and there's an awful lot of other ways to drive traffic to your site. And then on your site, you want to offer incentives for people who are going to be coming to the site but before you give them the incentive, ask for their information. They fill out a form and slowly but surely your house list will start to build. Then, you'll have specific data on each of the people that are in your house list and you'll be able to differentiate them and

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then after a while, you'll be able to actually create some good email marketing campaigns to your house list and you'll be doing the one-to-one marketing just like we've been talking about.

Roy: Great. Okay, just very quickly, can you tell us what double opt-in means?

Jason: Double opt-in is this, you go to a website and you sign up, you register and it says at the end, I opt in to receive information from you and your company. So then the person... then the company gets that information and that would be considered one opt-in but then they take it a step further and they send an email to them immediately and say you signed up for this, you opted in to receive information, we're just double-checking with you to make sure that you want to get information. Please make sure that you want to get information, please reply to this email saying that it's definite you want to get information from us. So then it's a double opt-in. That's it. That's what it is.

Roy: Great. Mason asks, where can we get good opt-in email lists?

Jason: Okay, I did show that. Let's see where that is. So there are three that I know of that are really, really good that I've used for a while. One is Meta Response Group, that's a good one to use. Another is Net Creations. And then finally the third one is Postmaster Direct. Those three are reputable. They've been around for a long time and you can be assured that those are good lists.

Roy: Okay, great. Do you have any preference of text email versus html email?

Jason: That's interesting. You really need... I have a preference of html email only because my audience likes that. But it's not up to me what I want to send out. It's up to my audience. If I know that my audience is more accepting or moved more by html, then I'll send an html message. If they, you know, some of the campaigns I've done, earlier on, were to techie people who did not want any kind of html, so we would just send text messages and we found that those would actually do better. So it depends on your audience and if you don't know, then do a test and, you know, I recommend that for any of the stuff we do. You always want to do tests first to test the subject line, to test whether they are more accepting of a text email versus html and so forth. But just be sure to only change one variable in each test. If you change more than one, then you don't know what's doing good and what's not.

Roy: Great. Jason, do you have any thoughts about how to take advantage of what __ calls an idea of high risk, that is to say,

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word-of-mouth marketing and viral marketing in a B to B business?

Jason:

Yeah, absolutely. If you're a... well, first of all, on your website, every page should have "email this page to a colleague" on there. And if you want to know how to implement something like that, drop me an email and I can help you with that because every page in your website should have that. Secondly, every email that you send out should have an option for somebody to pass on the email to a business colleague of theirs. And that simply... you know, you just have a line in there that says, "pass this on to any colleagues you think may find this interesting" but what would be, you know, what's really good is if you have "email this page to a colleague" on every page on your website then when you have a web page that's offering, let's say, a how-to article or a free trial version, that page should definitely have an "email this page to a colleague" because a lot of people may see that and say, oh yeah, my colleague's in the same industry, he might be interested in this free trial offer or whatever.

Roy:

Great. We have a question about graphics of emails __ that we do go to the html format. How can I find some guidelines for producing the most effective-looking email message?

Jason:

Oh, wow, that's a good question. Well, you can go to oakwebworks.com and click on "resources" and there are, on our website, we have a section that has resources for web designers and in there, you're going to find different websites that have descriptions of how to do a really good design, an effective design. So that's one thing. I can tell you one of the sites on there is htmlgoodies.com. You might want to go on that. They have some good descriptions. And another thing is test again. You may send out an email with a tiny little graphic and one with a big graphic, see which does better and base your campaign on that. But just keep in mind that you don't want to send out emails that are html, you know, all image. They need to have text in it as well for a number of reasons. One, the emails download faster. Two, they won't set up spam filters as easily. And three, obviously, you're going to want to be able to have links in there and so forth that are obvious to the users.

Roy:

Gotcha'.

Jason:

You know, we can talk hours about that on its own but testing is really a good way of doing it.

Roy:

Okay. And in fact, I understand that many of the larger companies do quite a lot of testing, we all have intuition but in

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fact, nothing confirms and nothing as really as effective as data for telling us what is the best approach.

Jason: Yeah, absolutely. Absolutely.

Roy: Great. How do we get Spam Assassin?

Jason: How do you get Spam Assassin? Well, you know, I anticipated this question. I tried to find it on the web and I couldn't find it, so [Laughs] I don't know. Where I got it from was this. There was a website called A Weber, that's the letter A-W-E-B-E-R.com and what that is, is sort of an online tool, it's sort of a... it's an online tool that allows small businesses to administer their leads, their customs, their databases, and their email messages and in that web tool of theirs, they actually offer that Spam Assassin, so that's where I got it, but I have a subscription to them. I don't know how to get it for free. But if you're a small a business and you want a way to administer all your stuff without having to build it on your own, then A Weber's a pretty cool place to go.

Roy: Okay, great. And we only have time for one more question. But everyone should know that Jason has graciously offered to answer many of the questions that have come in offline and we'll send a transcript of that document to all of those who have attended. Sheryl asked about e-newsletters. We didn't really have a chance to address that. Do these principles apply? And if so, how?

Jason: They apply but only to a certain degree. [Coughs] excuse me. An e-newsletter is going to be more of the, you know, more of kind of a mass marketing kind of thing because in my experience, I found that e-newsletters are good. First of all, people are signing up for them so they're going to be relevant and anticipated. You can personalize them a little bit by saying, "Dear Jason or Dear Mary" and you know, I guess, depending upon how much work you want to put into them, you could make them relevant for each user. Really, you know, in my experience I haven't found that, but it's actually a very good question and a very good point. If an email message is capable of being customized for each user, then why can't an e-newsletter which is really just another email, just bigger and longer, why couldn't that be customized as well? So yeah, you could do it and I think that would be an extremely valuable thing to people so it's a great idea.

Roy: Great, well maybe a subject for another MarketingProfs virtual seminar at a later date. I want to thank everyone for attending today and I want to thank you, Jason, so much for giving us some insight into this very important area in marketing and I want to thank, again, Bulldog Solutions and On 24, our technology partners in this program. I hope you all... well, we'll send out the

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recording and the transcript and the slides to all of you who have attended. We appreciate your attendance here today. Have a great day.

[End]