Contents

Preface	ix
Why total e-mail marketing?	ix
How is the book structured?	ix
Who is this book for?	X
Learning features	xi
Acknowledgements	xiii
Chapter 1 Introduction	1
Chapter at a glance	2
Introduction: typical e-mail marketing questions	2
Modelling and measuring e-mail marketing effectiveness	4
Why e-mail marketing matters	6
Why e-mail marketing beats direct mail	7
Why e-mail marketing beats web site-based marketing	10
Why 'total e-mail marketing'?	11
Meeting the challenges of total e-mail marketing	12
Why e-mail marketing is not so different from direct mail	14
References	18
Web links	18
Chapter 2 E-mail marketing fundamentals	19
Chapter at a glance	20
Introduction	20
Permission marketing	21
Legal constraints	25
Customer relationship management	30
CRM: a health warning	38
Online CRM	38
Personalisation and mass customisation	39
An integrated e-mail marketing approach to CRM	42
References	46
Web links	47
Chapter 3 E-mail campaign planning	48
Chapter at a glance	49
Introduction	49

Objective setting	50
E-mail campaign budgeting	56
Campaign design: targeting, offer, timing, creative	59
Campaign integration	68
The creative brief	72
Measurement	73
Continuous improvement of campaigns	78
Testing	80
Campaign management and resourcing	82
References	82
Web links	83
Chapter 4 E-mail for customer acquisition	84
Chapter at a glance	85
Introduction	86
Building a house e-mail list	87
Stage 1: Devising incentives	90
Stage 2: Using online and offline communications to drive traffic to the web site	91
Using a rented list of e-mails to acquire customers via e-mail	98
Placing advertising in third-party e-mail newsletters	106
Usenet	108
Stage 3: Revising web-site design to emphasise offer	110
Stage 4: Defining profiling needs and capture form	111
Stage 5: Selecting permission levels: what does opt-in really mean?	115
Stage 6: Drawing up a privacy statement	118
Stage 7: Defining the opt-out	118
Stage 8: Follow-up registration	119
Other forms of customer acquisition	122
Keeping e-mail addresses current	123
Viral marketing	124
Measuring acquisition effectiveness	129
References	129
Web links	130
Chapter 5 Using e-mail for customer retention	131
Chapter at a glance	132
Introduction	132
Planning retention	133
E-newsletters	140
Virtual communities and discussion lists	151
References	154
Web links	155
Chapter 6 Crafting e-mail creative	156
Chapter at a glance	157

Introduction	157
E-mail usage constraints	158
The HTML versus text decision	160
E-mail structure	166
E-mail headers	166
E-mail style and personality	169
E-mail body content	169
Copywriting	174
Calls-to-action	177
Landing pages	181
Testing creative	182
E-newsletter design	182
How not to do it	187
References	188
Chapter 7 E-mail marketing management	189
Chapter at a glance	190
Selecting solution providers	190
Managing a campaign	192
Choosing e-mail management software	194
List servers	196
Desktop e-mail management software	197
Application service provider model	198
Managing the house list	199
Managing inbound e-mail	201
References	206
Web links	206
Chapter 8 E-mail marketing innovation	208
Chapter at a glance	209
Solving the SPAM problem	209
Rich media e-mails	215
Messaging through mobile or wireless access devices	217
Picture messaging	221
References	222
Web links	223
Index	225