

Increase Impact & Frequency Cost-Effectively With Email Marketing

Permission-based email strengthens current customer relationships and helps create new ones

Email marketing is the low-cost way to supplement personal sales, advertising, traditional mail and other activities to stay in front of prospects and customers until they are ready to buy the first time, or buy again. Permission-based email combines the low delivery cost of email with the rifle-shot targeting capabilities of traditional direct marketing. Whether you use your own database, or rent an opt-in list from a publisher or other third party, your emails are only received by people who have authorized you to send them.

Why is it important to send email to people who opt-in? Your messages are more relevant to people who ask to hear from you. In one study, 76% of consumers said they would delete an unsolicited email without reading it compared to just 2% who would delete an email that was sent with their prior permission. Opt-in lists also yield higher response rates. Marketers report click-through rates up to 10 times higher than when they delivered the same messages to people who did not opt-in.

Permission-based email helps you build relationships based on trust and respect while avoiding the appearance of “spam.”



What are the advantages?

- >> Increase customer connections with quick and affordable campaigns.
- >> Take advantage of the expanded email connectivity created by today's smartphones and wireless networks to speak with targets when they aren't at their desks.
- >> Used in combination with your printed mail, email is a cost-effective way to increase communications frequency.
- >> You can segment your lists to send customers targeted messages and images for highest response. Use “mail merge” personalization to make your email even more relevant.
- >> Allow recipients to easily forward your e-newsletters or other messages to friends and colleagues.
- >> Leverage your website to reduce the cost of fulfillment and follow-up selling.
- >> Time delivery so when you hit send, your name and offer are in front of hundreds or thousands of customers when they are most likely to be online.
- >> Track who receives, reads and responds through built-in reporting. Use this information to better understand your audience, test new offers and subject lines, and drive improved results.

How does permission-based email marketing work?

Unlike unsolicited email or “spam,” which is rarely opened and can tarnish your brand, permission-based email marketing is a highly effective way to deliver messages while enhancing your brand’s reputation. The key is to **deliver information your audience values.**

People who value your information will give you permission to send more, allowing you to forge deeper relationships at modest cost. How do you gain their permission? If they are already your customers or top sales prospects, **ask them for permission every time you make contact.** Your literature, direct mail, advertising and even your business cards can offer a subscription to an e-newsletter, or emails highlighting new products, special offers or other information that they’ll find valuable—emails can vary by recipient for maximum relevancy.

Want to expand prospecting activities beyond your known universe? Try delivering your most successful offers to rented lists from publications or others who have already gained permission. It’s particularly effective for B2B marketing where audience segments have similar needs and are served by list owners focused on them. **Identify lists of individuals who have asked to receive information about products, services or other offers similar or complementary to your own.** Although you may have to allow the list owner to send the email on your behalf, responses come directly to you for fulfillment. That’s your chance to get permission to send future emails directly, without the middleman.

For email that works, ask the experts

Allegra knows the ins and outs of effective email marketing and can help you create and manage all of your email campaigns. Whether it’s a customer newsletter, follow-up to a direct mail piece, or a prospecting push to explore new markets, we will...

- >> Develop the content
- >> Design and publish it
- >> Manage your lists
- >> Help you comply with CAN-SPAM regulations
- >> Deliver readership and response reports
- >> Help you integrate the power of email into your total marketing program



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