



The Modern Approach to Marketing

Marketing Integration: Putting It All Together

Presented by
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Building Relationships of Trust & Value

- **Connecting** with people who have chosen the relationship
- **Informing** them by delivering messages they care about
- **Growing** your business through targeted & integrated marketing

Relationships Are an Asset



Connect through effective communication

Acquiring Customers Takes...

Time... Money... Energy... Effort

On average, it takes 7 touches for a sale to occur.

- Some buy right away
- Others research and try
- Some show interest but don't trust you

Challenges?

Education & Differentiation



The Value of a Customer (Client/Member)

- You've already paid for them
 - It's 6-7 times more expensive to gain a customer than to retain a customer ¹
- They spend more
 - Repeat customers spend 67 percent more
- They are your referral engine
 - After 10 purchases, a customer has already referred up to 7 people ²

Sources:

1. Harvard Business Review
2. Bain and Company, 2002



Why Communicate Online?

Because almost everyone your business or organization needs to reach is online:

- Over 1.8 billion people using the internet
- Over 1.4 billion people using email, many using it every day
- Over 400 million people are on Facebook
- Over 105 million people have a Twitter account

And because it's cost-effective



Sources: eMarketer
Radicati Group

What is Email Marketing?

- Delivering outbound **professional** email communications
- To an **interested** audience
- Containing information **they** find valuable



BLACK SHEEP ADVENTURES
Multisport vacations that leave the rest of the herd behind!



7:07 am April 9th
Baja sunrise over the Sea of Cortez as seen from our hotel, Playa del Sol

Black Sheep Adventures Newsletter The Latest and Greatest News and Offers
April 2006

Hola!

Our season is in full swing in Baja, and we're excited to be returning to Cape Cod, Holland and Death Valley in the coming months.

If you haven't made vacation plans for 2006 and you've been thinking of joining us, now is the time to book if you want to save hundreds. We have just a few days left in our **Spring Cleaning Sale**. Read on for more info on the sale and our other news.

In This Issue

- ◆ **Spring Cleaning Sale Ends in 2 Days**
- ◆ Holland in the Spotlight
- ◆ Support the AIDS/LifeCycle Fundraising Ride
- ◆ Parting Shot: Family Fun with Black Sheep

Holland in the Spotlight



Holland is a picturesque land of farms, canals, windmills & castles. Its extensive network of bike paths makes for enjoyable car-free pedaling amongst pastoral and cultural beauty.

Each day you'll have your choice of distance options to bike between distinctively Dutch cultural experiences.

Highlights include a visit to a working windmill, a leisurely

Spring Cleaning Sale Ends in 2 Days



April 15th may be tax day, but it's also a deadline for a happier topic - our Spring Cleaning Sale. **Save up to \$200 each** off the list prices for our six-day adventure tours.

The April 15th deadline is just a few days away, but never fear. All you need to do is call us by Saturday, tell us where you want to go, when you want to go and place your deposit. Your tour can be to any of our destinations and can be for anytime in 2006 or

Build a Quality List of Subscribers

Build Your List Where You Connect!

Service or
Sales Calls



Events
and Meetings



Email Signature

Ron Cates
Regional Development Director
Constant Contact

[Subscribe to Ron's \(FREE\) Newsletter!](#)

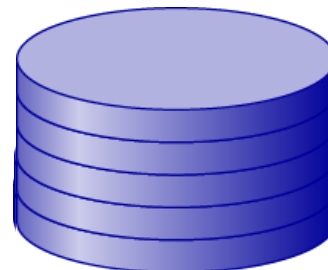
In-store Guest Book



Website Signup

Join Our Email List

Email:



Customer & Prospect
Database

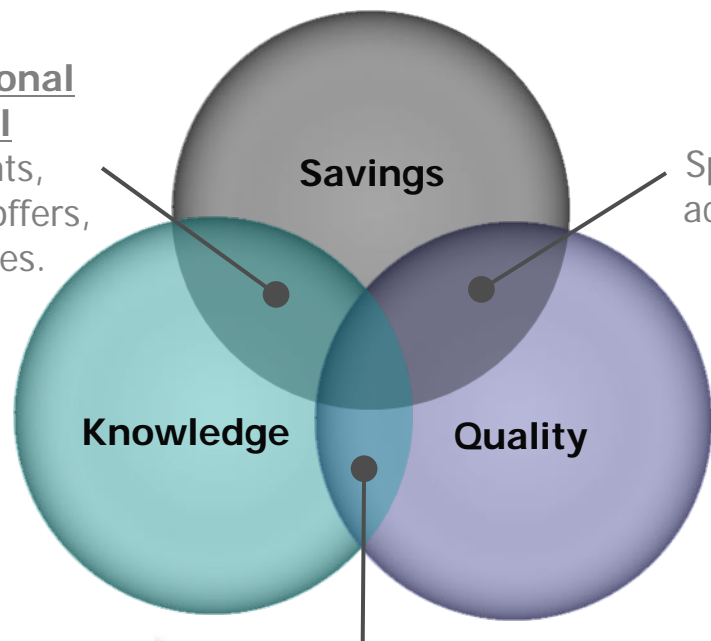
57% of those surveyed will fill out a card to receive email alerts when asked to.

Source: Transact Media Group

Send Content That Has Value



Promotional Email
Discounts, coupons, offers, incentives.



Relational Email
Special privileges, acknowledgement



Informative Email
Advice, research, facts, opinions, tips



Call Your Audience to Action

Calls to Action Include...

- Links to click on
- Information to print out
- Phone numbers to call
- Instructions for reading the email
- Instructions for saving the email

Describe the Immediate Benefits...

- What's in it for your audience?
- Why should they do it now?



Avila
Modern Mediterranean

We Need Your Vote!

Avila is nominated for the WBZ-TV A-List as one of Boston's "Best" businesses
The voting ends Friday, June 1st

If you haven't voted already, take a moment and vote now!
Help us win our category as Boston's "Best" Mediterranean Restaurant!

Voting is easy. Just follow this WBZ-TV A-List link
and cast your ballot for Avila!

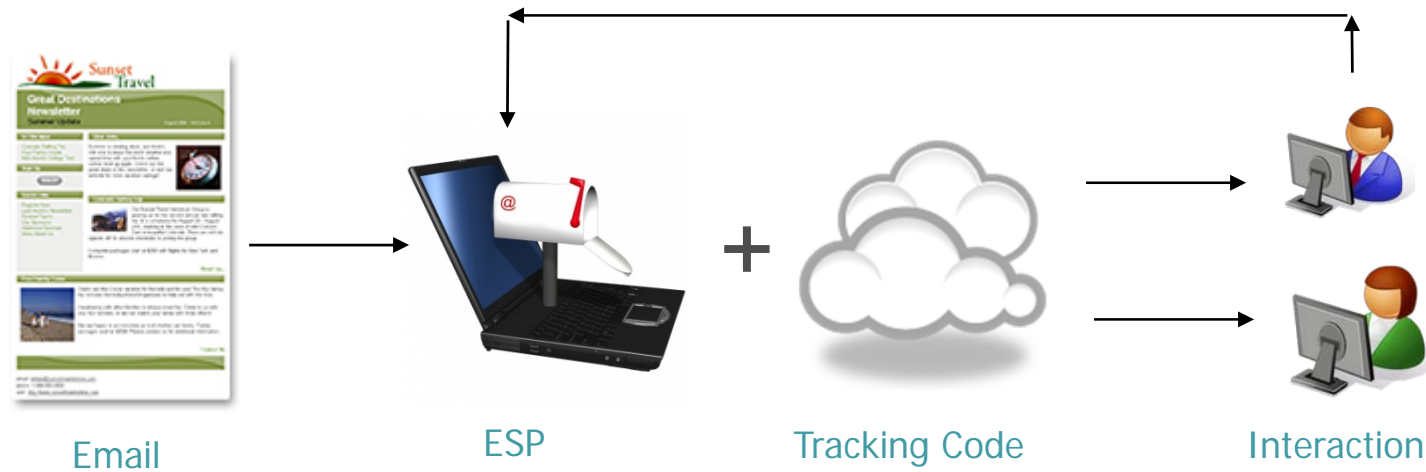
Each voter (email address) only gets one vote...so recruit your
friends, family and business associates by forwarding
this email and encouraging them to participate!



A-List 2007
YOUR CITY... YOUR CHOICE

One Charles St. South
Boston, MA 02116
617.267.4810
www.avilarestaurant.com

Review Your Campaigns



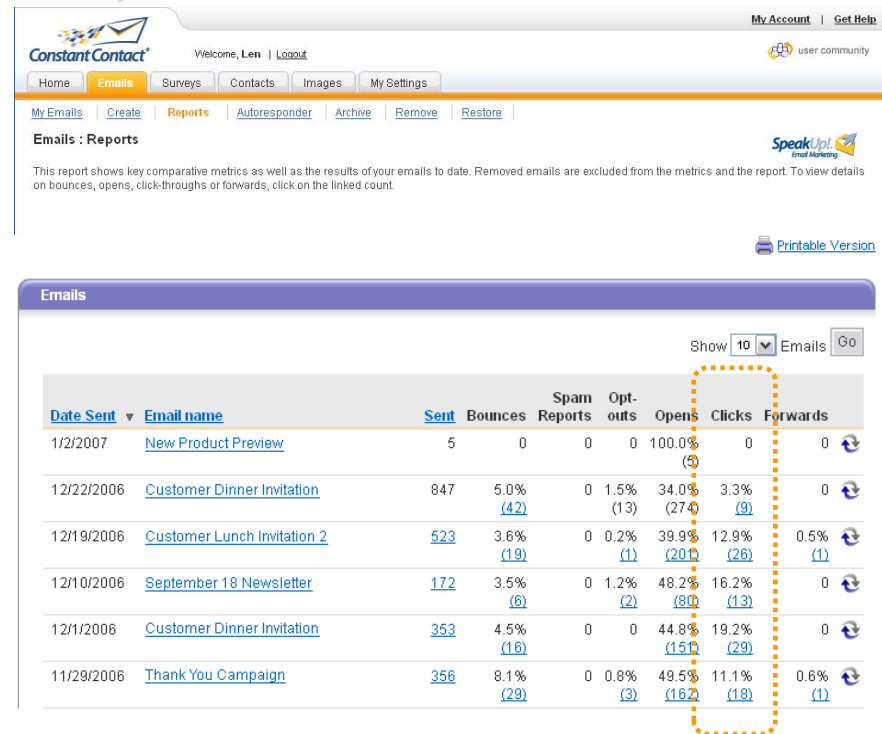
Date Sent		Email name		Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/3/2007	Marie Olen Event	36	27.8% (10)	0	0	61.5% (16)	81.2% (13)	31.2% (5)		

Target Your Follow Ups

Use click tracking to determine...



- Audience interests
 - Clicks tell you what topics were interesting
 - Save clickers in an interest list for targeted follow up
- Goal achievement
 - Use links to drive traffic toward conversion
 - Compare clicks to conversions and improve



The screenshot shows the Constant Contact interface with the 'Reports' section selected. A table titled 'Emails' displays performance metrics for various email campaigns. A dashed orange box highlights the 'Clicks' column, which shows the number of clicks for each email. The table includes columns for Date Sent, Email name, Sent, Bounces, Spam Reports, Opt-outs, Opens, Clicks, and Forwards.

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/2/2007	New Product Preview	5	0	0	0	100.0% (5)	0	0
12/22/2006	Customer Dinner Invitation	847	5.0% (42)	0	1.5% (13)	34.0% (274)	3.3% (9)	0
12/19/2006	Customer Lunch Invitation 2	523	3.6% (19)	0	0.2% (1)	39.9% (207)	12.9% (26)	0.5% (1)
12/10/2006	September 18 Newsletter	172	3.5% (6)	0	1.2% (2)	48.2% (80)	16.2% (13)	0
12/1/2006	Customer Dinner Invitation	353	4.5% (16)	0	0	44.8% (157)	19.2% (29)	0
11/29/2006	Thank You Campaign	356	8.1% (29)	0	0.8% (3)	49.5% (162)	11.1% (18)	0.6% (1)



Social sites and your website are INBOUND marketing channels. Your audience needs to visit them in order to interact with you, so:

- ➔ Monitor Regularly
- ➔ Answer Effectively
- ➔ Update Regularly

Pull people into your content and stay connected

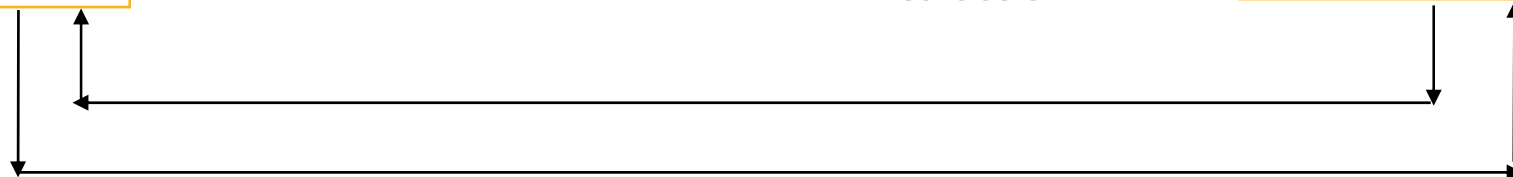


Email

Outbound-driven Interaction

Inbound-driven Interaction

Social Media/website



How Do You Integrate?

Make email list opt-in available on all social media platforms and on website



Join My Mailing List

Join the Team GA Mailing List

Your Email Address:



Make social media opt-in available in all emails

facebook

After a full day Tuesday (now open to women) at

Register for Kings & Pri
Source: www.conquerworld
We are the preeminent Chr networking and educational


Yesterday at 11:41am · C

Pamela Adams - Const
be helping to celebrate 2 One Great Day Where Op

www.valueplexauctions
Source: www.valueplexauc

Yesterday at 11:39am · C

Pamela Adams - Const
Email Branding and Desig center/hints-tips/ht-2009



innovative," or "whimsical anc pro... **Read More** v

October 2 at 1:38pm · C

Link back to your website



April 10th, 2009 Forward to a Friend

Palace Theatre Email Club Sponsored By...

RAM Companies **PRINTING IMAGING INNOVATION** **Ansell & Anderson PA. TRUST AND ESTATE LAW**

THE ARBORS OF MELBORNE **HampshireFirst Bank Visit Us Online**

We're on...

- facebook
- myspace.com
- JitterGram
- twitter

EVENT LISTING

The Producers
March 27 - April 11, 2009

Bob Marley
April 25, 2009

Family Fun Night with Steve Thomas
May 1, 2009

New Hampshire Philharmonic Salute to Broadway
May 2, 2009

Sweet Charity
May 8-May 23, 2009

2009 Spring Taste of Home Cooking School
Monday, May 11, 2009

Willy Wonka, Jr. - Palace Youth Theatre
May 19 & 20, 2009

10th Annual Gala Event
May 14, 2009

Jimmy Dunn
Allst

The Producers

Last Performances...
Friday April 10, 2009 (7:30pm)
Saturday April 11, 2009 (2:00pm)
Saturday April 11, 2009 (7:30pm)



The outrageous Broadway smash by Mel Brooks, The Producers, has the crowds at the Palace Theatre rolling in the aisles! What happens when you set out to make a flop? That's exactly what the producers do in a crazy scheme to get rich quick. This flashy show has everything you would expect from a Mel Brooks comedy.

SHARE 

Allow readers to share email content to their social media networks

- **Write a series of objectives** – point all marketing activities toward those objectives
- **Diversify your marketing activities** – use multiple channels and mediums to best reach your audience
- **Integrate collection methods** – connect email, social media and website signups
- **Think before you start** – make sure your audience is communicating/listening in your chosen channels, that you have time generate content and interact regularly
- **Write once, post twice** – reuse content whenever possible
- **Create a schedule** – know how all of your marketing activities (online and offline) are working together to move the needle forward

Thank You!

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Constant Contact New England

