

# SPECIAL REPORT

## The State of Email List Growth

Developing list growth strategies to meet the demands of today's subscriber

## Special Report

# The State of Email List Growth

Developing list growth strategies to meet the demands of today's subscriber

*Lead Author*

**W. Jeffrey Rice, Senior Research Analyst**

*Contributors*

**Sergio Balegno, Research Director**

**Jen Doyle, Senior Research Manager**

**Kaci Bower, Research Analyst**

**Meghan Lockwood, Research Analyst**

*Production Editor*

**Brad Bortone, Senior Copy Editor**



## The State of Email List Growth

US \$97 / ISBN: 978-1-936390-08-3

Copyright © 2011 by MarketingSherpa LLC

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, faxing, emailing, posting online or by any information storage and retrieval system, without written permission from the Publisher.

To purchase additional copies of this report, please visit  
<http://www.sherpastore.com>

Bulk discounts are available for multiple copies. Please contact:

Customer Service

MarketingSherpa LLC

+1 (877) 895-1717 (outside US, call +401-247-7655)

[Service@SherpaStore.com](mailto:Service@SherpaStore.com)

499 Main Street, Warren, RI 02885

---

# TABLE OF CONTENTS

<b>Table of Contents</b> .....	<b>ii</b>
<b>Executive Summary</b> .....	<b>1</b>
<b>Email list growth trends</b> .....	<b>2</b>
Chart: Email list growth trend, by primary channel .....	2
<i>Challenges to list growth</i> .....	3
Chart: Most important email marketing objectives, by primary channel .....	3
Chart: The significance of challenges to improve email effectiveness .....	4
Chart: The effectiveness of email marketing at achieving objectives.....	5
<i>List growth tactics</i> .....	5
Chart: Chart: Three dimensions of list growth tactics - effectiveness, difficulty and use .....	6
Chart: Tactics used to drive email list growth, by primary channel .....	7
Trade shows .....	8
Webinars .....	8
<i>Difficult list growth tactics</i> .....	8
Co-registration programs .....	8
Chart: Email list growth tactics rated difficult, by primary channel .....	9
<i>Effective list growth tactics</i> .....	10
Chart: Chart: Email list growth tactics rated very effective, by primary channel.....	10
SMS.....	11
Smartphones and QR codes .....	11
<b>Social media list growth tactics</b> .....	<b>12</b>
<i>Share with your network (SWYN) buttons</i> .....	13
<i>Facebook registration page</i> .....	13
Dingo Brand's join my mailing list campaign.....	13
<i>Social Games</i> .....	14
Case study: Personalized Audio/Video Flash App Grows List 10%.....	15
<b>Recommended actions</b> .....	<b>17</b>
Set explicit expectations .....	17
Registration page design .....	18
Thank you .....	18

---

# EXECUTIVE SUMMARY

The Email Experience Council reports that each year corporations lose roughly one-third of their email addresses. No matter how healthy your organization's list is or how relevant your communications are, there is a constant need to add new subscribers. A vibrant and targeted email database can be one of your brand's biggest assets. This network of names enables you to have conversations with your core audience at critical moments for your business, from new product announcements to crisis communications.

Often you hear that "the money is in the list" when discussing email marketing. However, this statement is only true if the list is accurate and full of *quality* subscribers. This reflects a shift in strategy from building the largest list to a more targeted list of active subscribers who are enchanted with your content and offers.

No longer will running a "one-size-fits-all" sweepstakes that drives potential subscribers to single website registration be successful. Today's subscribers expect brands to be proactive, finding them at locations and times they prefer, all while offering to deliver only content they deem relevant. Furthermore, the exchange for their valuable email address ought to be easy.

To meet these rising expectations, organizations must understand their potential subscriber's needs. What do they want? What are their challenges? How do they prefer to communicate? Marketers can gain valuable insights by listening via social media monitoring services, surveys or Web analytics. Another option is to be straightforward and ask new subscribers to decide what they receive – and how they'll receive it – through a robust preference center. Making the commitment to deliver only valuable information without endless promotion can be challenging, yet the reward is an active and loyal tribe of brand evangelists.

With so many opportunities for potential customer interaction, and the explosion of new communication channels such as SMS, mobile and social media, subscriber acquisition strategies have become more complex. A multifaceted and highly targeted approach to list building is required.

To learn more about the latest strategies, MarketingSherpa conducted a study involving nearly 1,100 email marketers. Here is just some of the feedback we received from study participants who were asked:

**Which email marketing challenge is your organization having the most difficulty overcoming and why?**

*"Getting people to opt-in and preventing people from opting-out are the two biggest concerns right now. We can't seem to come up with an efficient, usable action plan designed with those two goals in mind."*

*"Quality of email lists. We lack the staff and budget to conduct email list building and clean-up campaigns"*

Are you facing similar challenges? We will share the results of our email list growth study in this Special Report. The in-depth analysis, valuable benchmark data and marketer insights found within will aid in constructing the right list building strategy for your organization.

---

## **Special Reports**

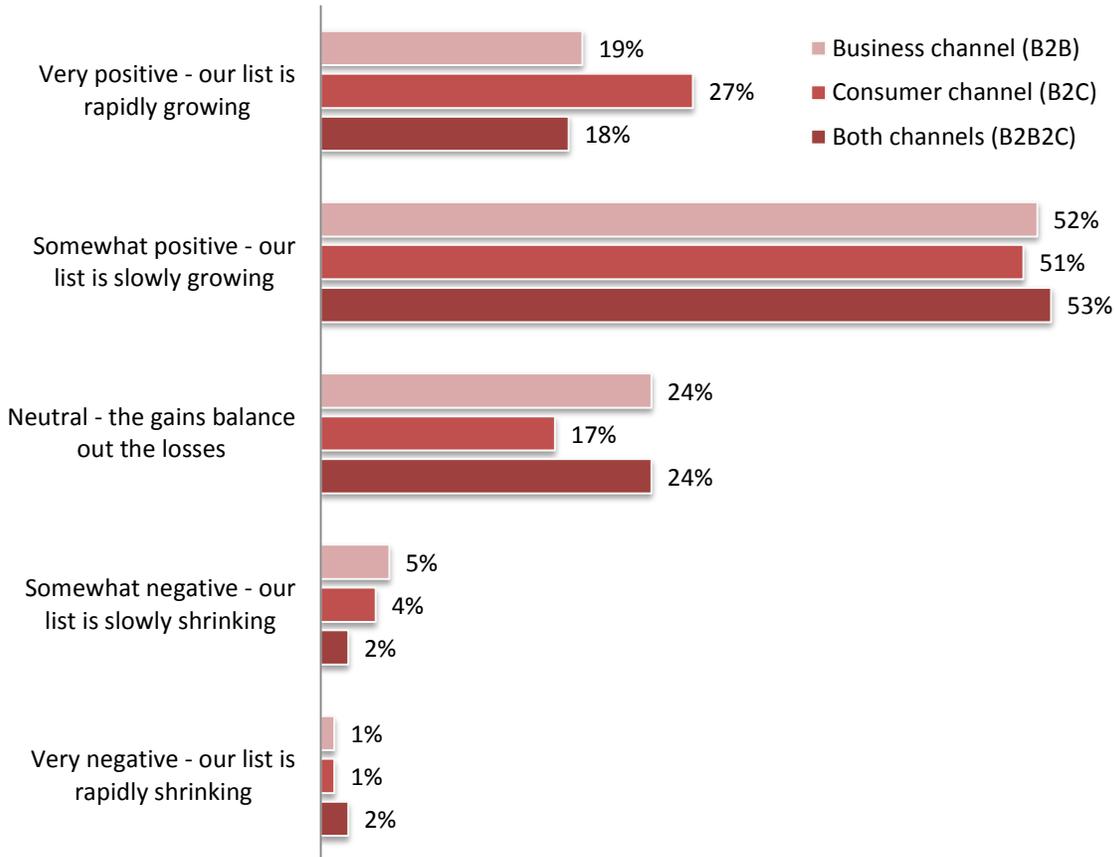
MarketingSherpa Special Reports provide marketing executives with concise research, insights and actionable advice, derived from unique market segments for guiding strategic and tactical decision making.

---

# EMAIL LIST GROWTH TRENDS

CHART: EMAIL LIST GROWTH TREND, BY PRIMARY CHANNEL

Q. Which best describes your organization's email list growth trend for the past 12 months?



Source: MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sep 2010, N=1,115

Email marketers should find this chart reassuring. Email subscription is not diminishing, as each group of marketers had less than seven percent negative list growth. Email continues to be an important communication channel between businesses and customers.

Additionally, more than half of email marketers surveyed in all channels made incremental growth in their list sizes. This may be a reflection of the changing strategy for email list development, as marketers are seeking to build long-term relationships with email subscribers. Rather than making quick growth and large lists the priority, marketers are choosing to focus resources on nurturing these new relationships with meaningful content to assist the subscribers' progression on the path to purchase.

---

*"It's not growth I'm concerned with, it is quality. I can build a lot of numbers, but if they aren't the right names, it is just a waste.*

- Study participant

---

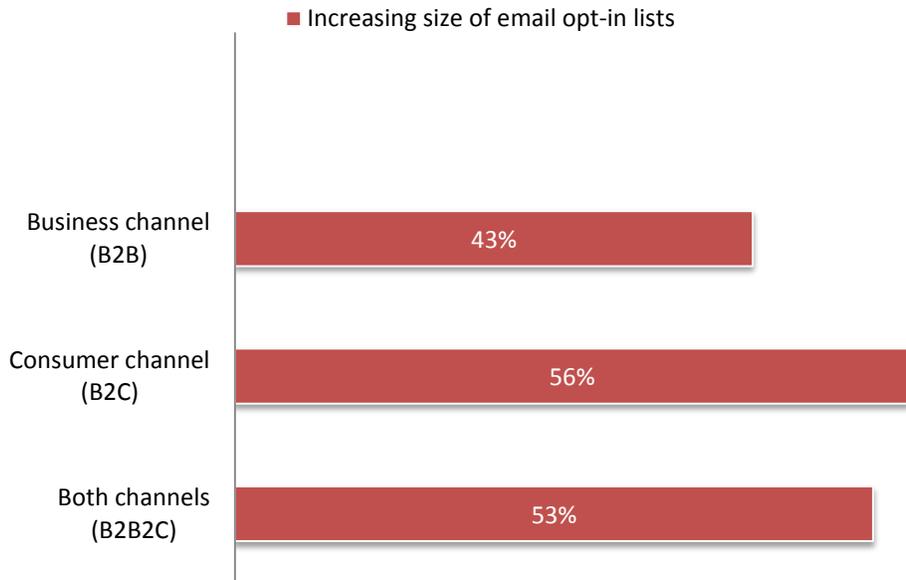
## CHALLENGES TO LIST GROWTH

Marketers know email is a communication tool that encompasses the entire marketing funnel, linking in-store activity, online shopping, social sharing and Web-based searches. Organizations find the use of automated email extremely effective in quickly responding to customer interactions. Triggered emails communicate with consumers at the moment they need valuable information, to move them towards making a purchase.

However, there is a disconnect between knowing the Marketing and Sales funnel will be hampered without a healthy list, and making it a firm's priority. In this survey, "Increasing the size of email opt-in lists" ranked below other top-tier objectives including increasing sales, lead generation, website traffic, customer retention and brand awareness. These results make for a sound business argument, but show the difficulty marketers have in giving list development the attention it deserves.

The chart below shows the percentage of respondents by channel that identify list growth as an important email marketing objective.

CHART: MOST IMPORTANT EMAIL MARKETING OBJECTIVES, BY PRIMARY CHANNEL  
Q. How important are the following email marketing objectives to your organization?



---

*"[Our most important objective is ] growing our lists and increasing sales for our deal of the day program where we offer a deal for 24 hours to consumers for a discounted rate."*

*- Study participant*

---

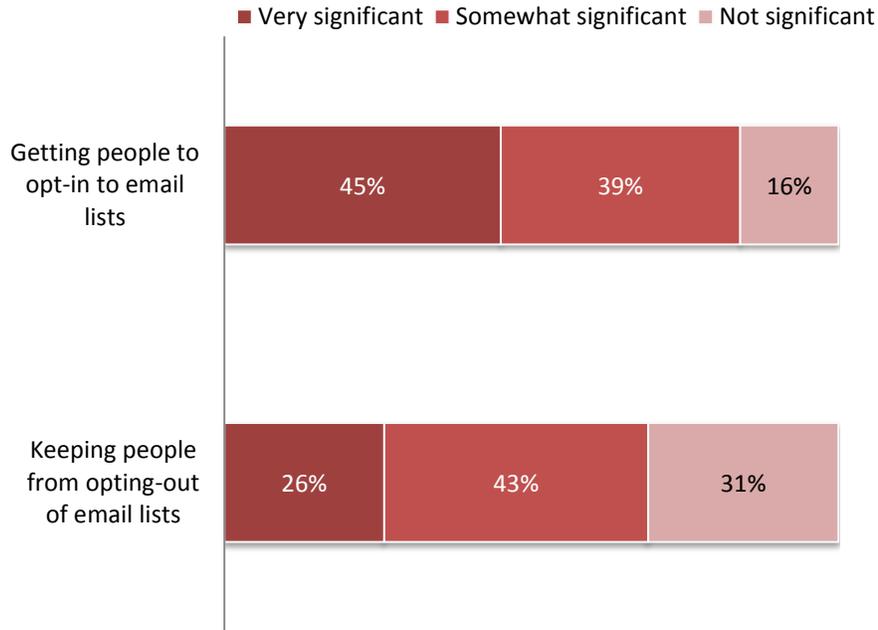


Source: ©2011 MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sept. 2010, N=1,115

Recognizing both internal and external challenges, survey respondents identified “Getting people to opt-in to email lists” as the second-most significant challenge behind “Targeting recipients with highly relevant content.” List growth was among the top three challenges, regardless of company size or business channel.

CHART: THE SIGNIFICANCE OF CHALLENGES TO IMPROVE EMAIL EFFECTIVENESS

Q. How significant are the following challenges to email marketing effectiveness?



 Source: ©2011 MarketingSherpa Email Marketing Benchmark Survey

This chart also shares marketers’ outlooks on maintaining opt-in lists. Their confidence may be due to the adoption of hosting a preference center. Frequently asking email members to update their profile benefits a brand’s long-term relationship. Marketers recognize that subscribers are not the same people they were when they originally signed up for an email subscription. It is vital to capture changes in subscribers’ profiles, including interests, occupations, and current email addresses.

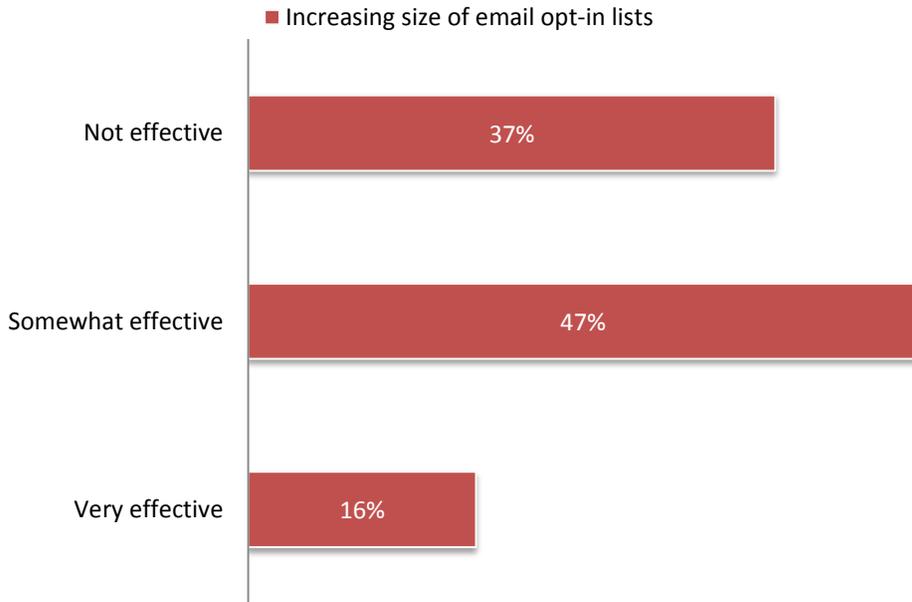
Giving customers the ability to control the frequency, communication channel and subject matter demonstrates the respect a brand has for a subscriber’s valuable time. Many companies now give customers the choice to opt down in the frequency of messages rather than opting out. Another popular alternative is allowing members to pause their subscription. For example, when a recipient goes on vacation, he or she can set the date the email delivery will stop and start up again.

Please note, our survey found that 35 percent of respondents collected and used “Volunteered content preferences,” while eight percent collected the data but did not use it. In addition, this study found that only 18 percent of marketers collected and used “Volunteered delivery frequencies.” In this age of real-time communications, asking for delivery preferences in terms of frequency or day does not appear to be a priority. As long as the information is relevant, it seems consumers are open to receiving the information immediately. A preference center allows organizations to send messages on the subscribers’ terms.

The result is that email recipients are not only more likely to welcome and open a brand’s communications, but also to respond to the enclosed offer. Moreover, a preference center provides an excellent opportunity for the subscriber to increase their engagement with the brand. Customers may visit a preference page and see additional resources, newsletters and communication channels they were not aware of previously.

**CHART: THE EFFECTIVENESS OF EMAIL MARKETING AT ACHIEVING OBJECTIVES**

*Q. How effective is email marketing at achieving the following objectives for your organization?*



Source: ©2011 MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sept. 2010, N=1,115

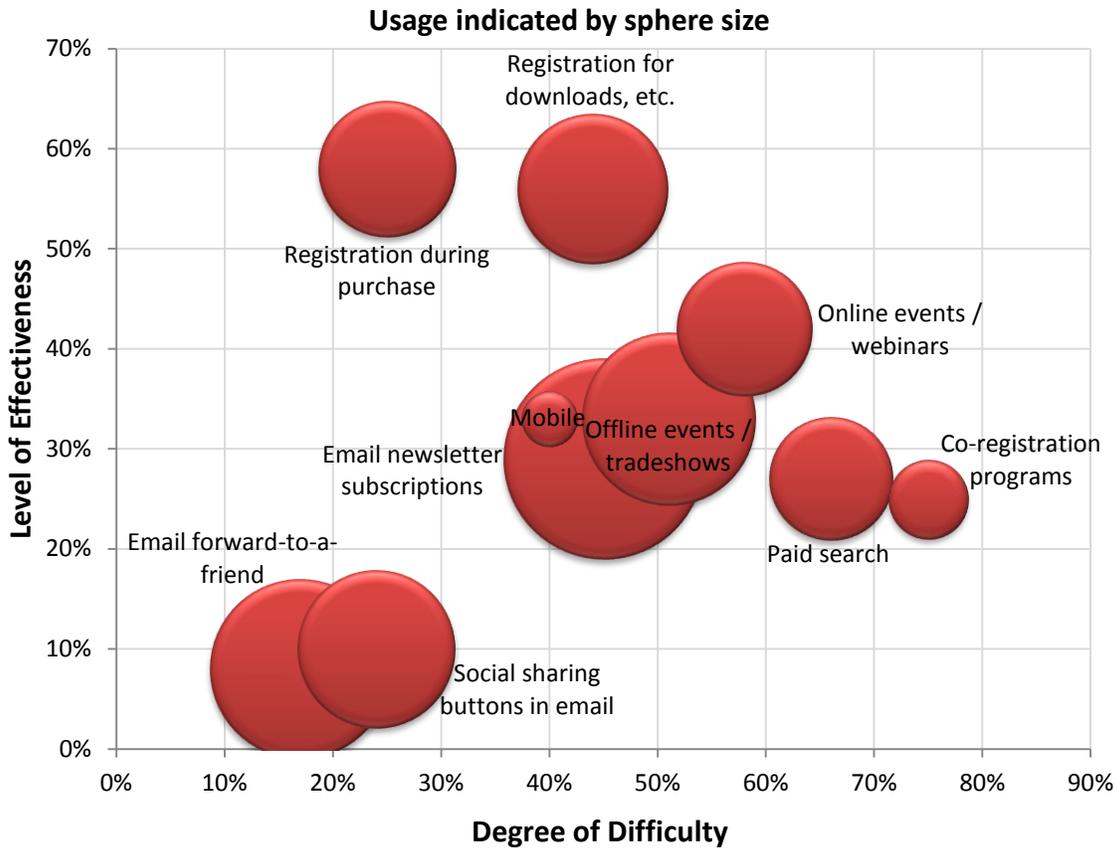
This chart reveals that very few marketers feel they have mastered the objective of continuously increasing the size of email opt-in lists. A majority of marketers are looking for strategies and techniques to better build a quality list of subscribers, with the hope of turning these people into loyal, happy customers.

**LIST GROWTH TACTICS**

There are myriad tactics available to marketers to grow their email marketing lists. Each will have a different level of effectiveness based on the organization and its customer base. Marketers may find it challenging to have list growth atop their minds, but inviting customers and prospects to opt-in is essential to success. Be ready to ask on a regular basis. Make requests in customer-service email signatures, business cards, sales collateral, receipts or even on products.

We wanted to learn more about the tactics marketers choose to generate list growth. The chart on the next page gives an overview of the difficulty, effectiveness and popularity of each list growth tactic.

CHART: CHART: THREE DIMENSIONS OF LIST GROWTH TACTICS - EFFECTIVENESS, DIFFICULTY AND USE



Source: MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sep 2010, N=1,115

In the chart above, marketers recognize registering for downloads, webinars and newsletters are effective methods to grow email lists, which reflects a trend towards content marketing. Publishing valuable information and demonstrating industry thought leadership attracts new subscribers. This tactic is most effective when the content is both appealing and purposeful to fulfilling potential customers’ needs, wants and desires.

---

*"Posting good content will always be the best way to grow our list. Finding out when there is new free content on the website is the only benefit of subscribing."*

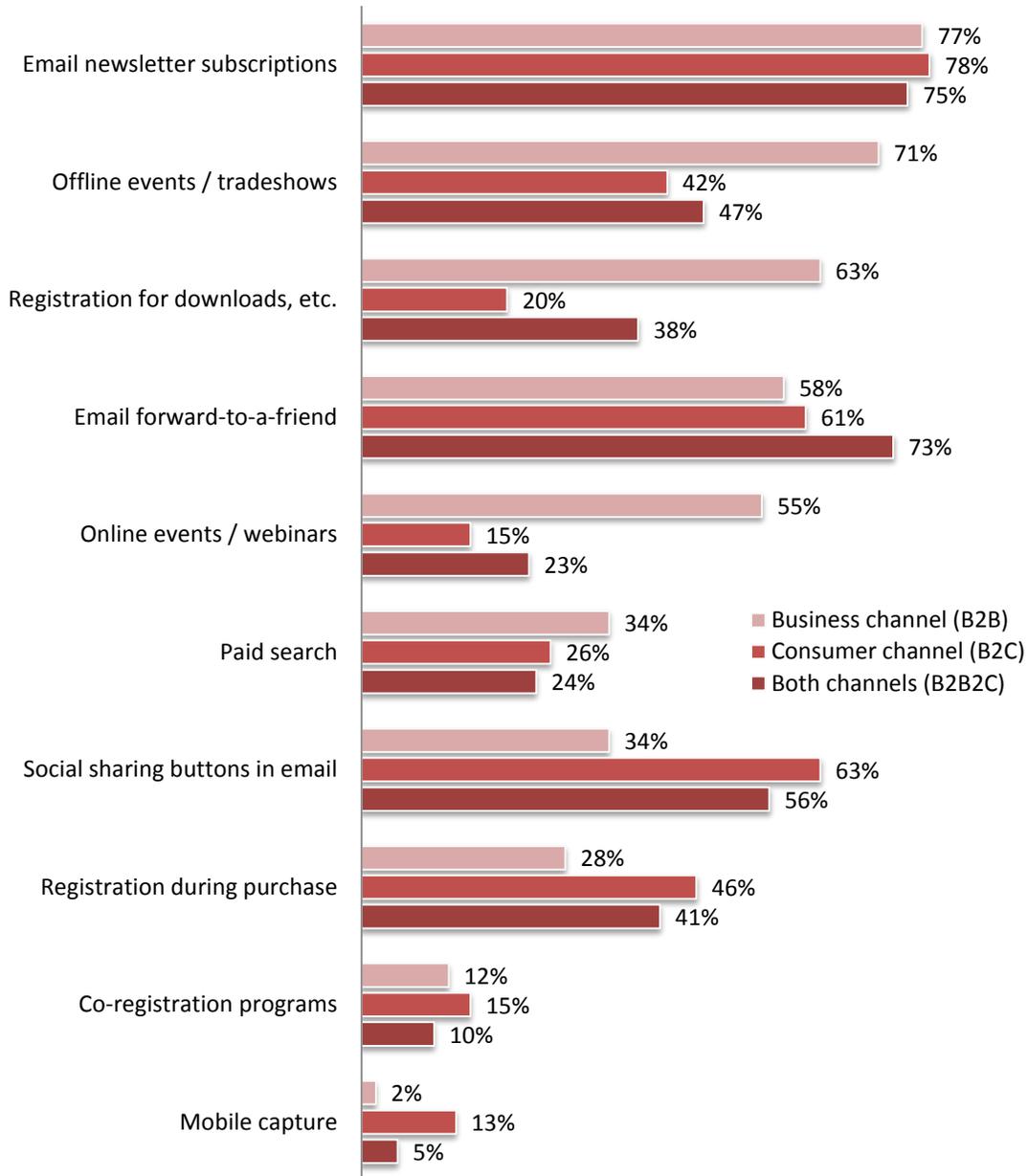
*- Study participant*

---

Let’s take a closer look at each of the of the data points surrounding various tactics usage, effectiveness and degree of difficulty.

CHART: TACTICS USED TO DRIVE EMAIL LIST GROWTH, BY PRIMARY CHANNEL

Q. Which of the following tactics is your organization using to drive email list growth?



Source: MarketingSherpa Email Marketing Benchmark Survey  
 Methodology: Fielded Sep 2010, N=1,115

E-newsletter subscriptions lead the email list growth tactics for all channels. The methods companies use to grow their lists fit their overall business channel marketing practices. Forward-to-a-friend, social sharing buttons and purchase registrations are popular with B2C companies. B2B companies find trade shows, whitepaper downloads and webinars desirable. Let’s examine two of these B2B tactics in more detail.

## TRADE SHOWS

Trade shows and corporate events can be time-consuming and resource-draining endeavors. With so much invested, marketers want to get the most out of the leads generated and convert them to revenue. Be careful not to assume that because an attendee gave you a business card, it means you have the right to add them to your email list. It is best to follow up by email with them once, just as they would expect a call from a salesperson. Leverage all available marketing tactics to turn conversations on the show floor into conversions.

If you are fortunate enough to speak at a conference, mention your opt-in offer. Add the URL address or QR code at the end of your presentation slides.

## WEBINARS

Webinars have become a great source of lead generation, especially for B2B companies. During the registration, or at the close of the webinar, you may offer an attendee the chance to opt-in to your newsletter. Similar to trade show leads, these attendees can be contacted by your sales force and given the opportunity to enroll for your email communications. If you choose to email the offer, only send it once.

---

*"Webinars are a great source for growing our B2B lists.*

*- Study participant*

---

## DIFFICULT LIST GROWTH TACTICS

Companies do not find all tactics in the previous chart easy to implement. The chart on the following page shows how different channels rank tactics by difficulty. Some tactics take more time and resources to execute. Others, like webinars and whitepaper downloads, are not a common practice for B2C companies, and thus classify as difficult.

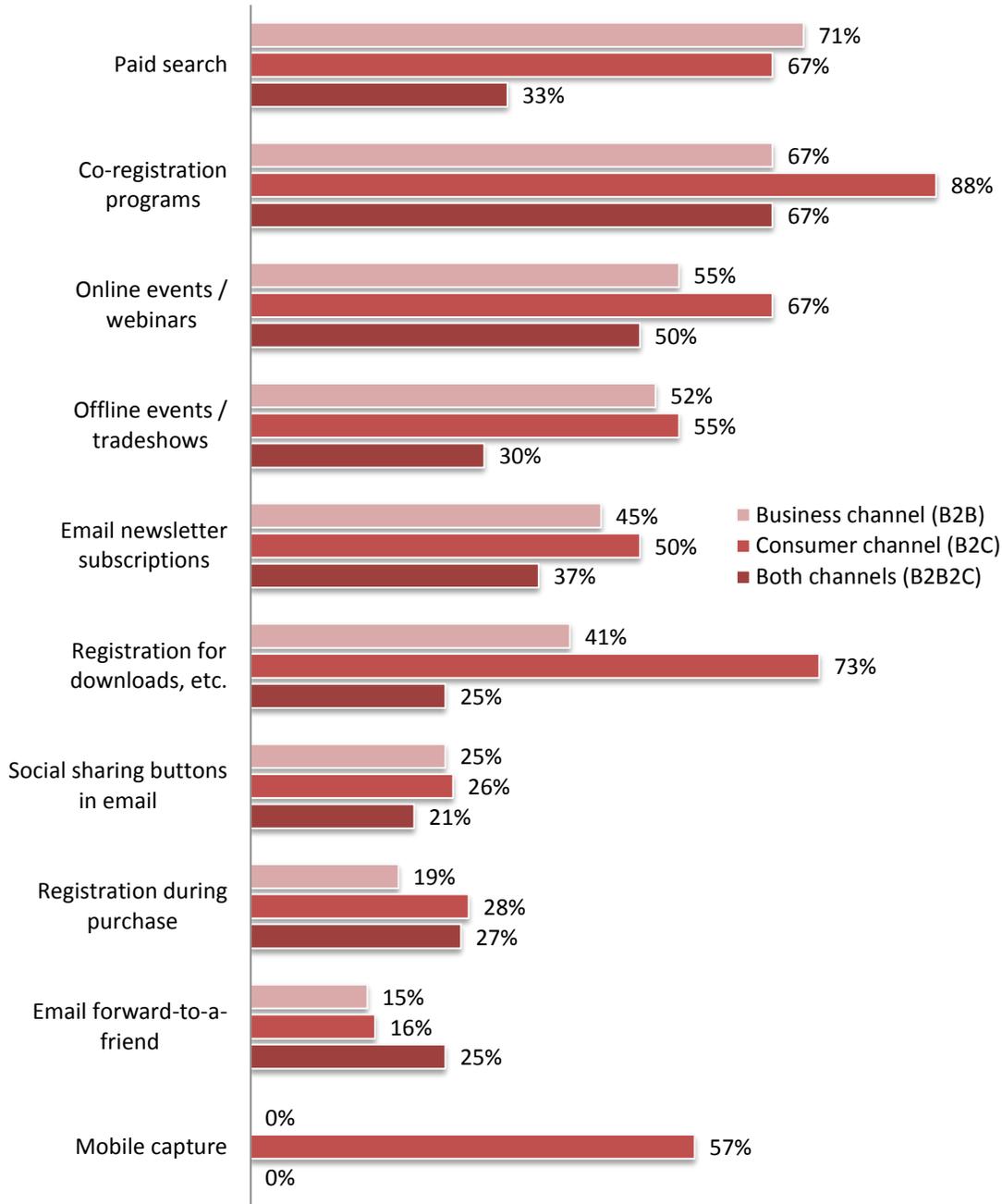
## CO-REGISTRATION PROGRAMS

One tactic that is difficult by nature is the co-registration program. This is an agreement by two or more companies to place opt-in checkboxes on each other's websites or landing pages. The effectiveness of attracting and keeping qualified subscribers is based on how well an organization selects its partners. Some guidelines to follow when placing your opt-in checkboxes are to create similar offers, and never have the boxes pre-checked when the customer arrives. The copy should be short, and should use language that clearly describes the value the subscriber will receive from enrolling. Again, partners and their offers should be similar to a marketer's brand, which might mean a direct competitor. If a company is confident in their product, they should not worry. To prevent cluttered pages and devalue a brand's name, limit the number of other offers on a page to less than ten.

For this acquisition tactic, marketers will need to monitor new subscribers carefully. Watch the average opens, clicks and quality of conversions to measure your success. Some marketers have found it beneficial to keep them in a separate database, and nurture new opt-ins with welcome messages until the activity matches their house list's behavior. Once this criterion is met, new subscribers can be moved over to the core email list.

CHART: EMAIL LIST GROWTH TACTICS RATED DIFFICULT, BY PRIMARY CHANNEL

Q. Please indicate the degree of difficulty (time, effort and expense) for each of the email list growth tactics your organization is using.



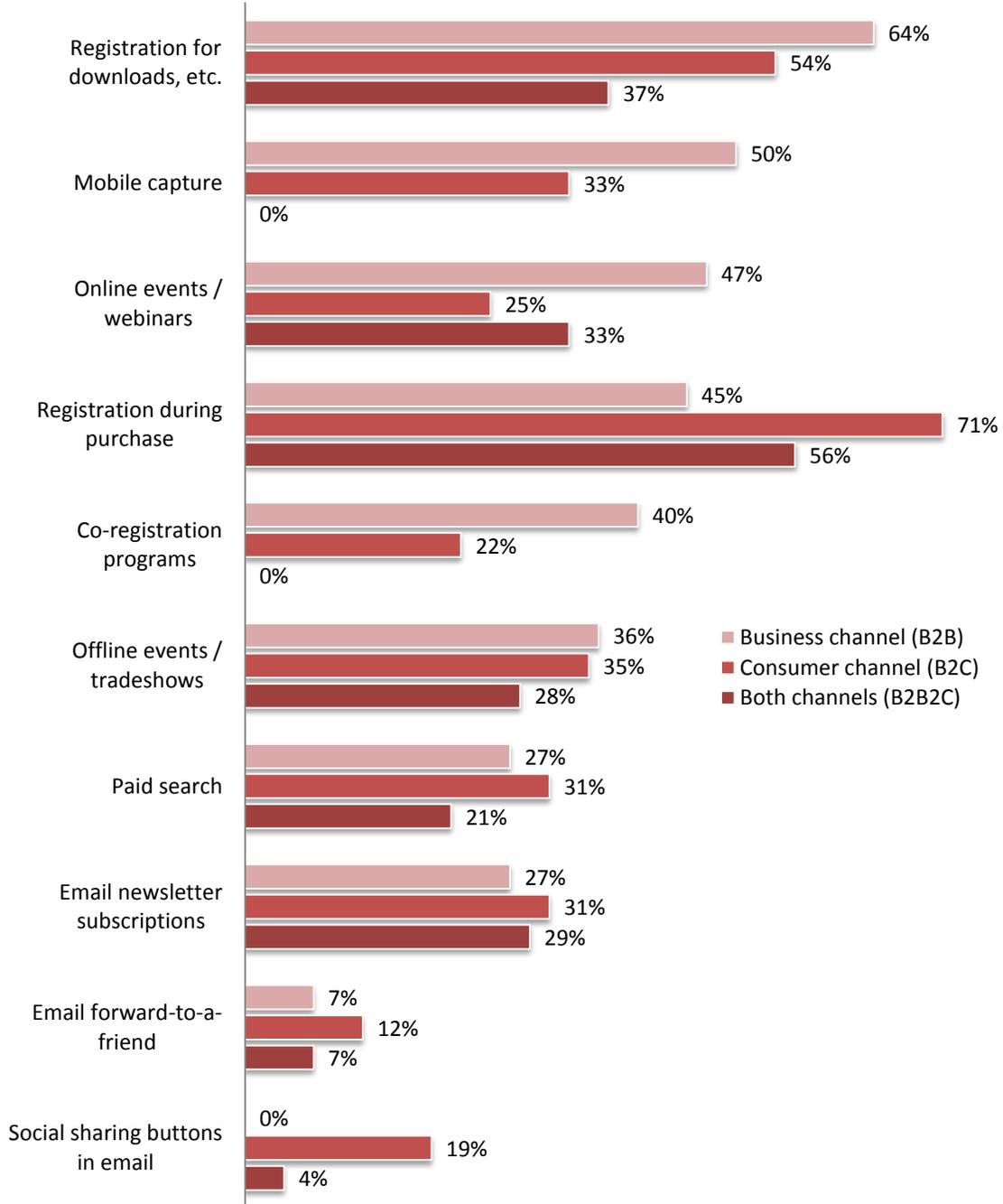
Source: MarketingSherpa Email Marketing Benchmark Survey  
 Methodology: Fielded Sep 2010, N=1,115

Again, tactics like co-registration, paid search and trade shows were graded difficult because of the amount of time, effort and expense the marketing department must exert. Likewise, adding forward-to-a-friend or social sharing buttons to email communications is considered easier, as these elements are typically part of an email service provider's software package.

## EFFECTIVE LIST GROWTH TACTICS

CHART: CHART: EMAIL LIST GROWTH TACTICS RATED VERY EFFECTIVE, BY PRIMARY CHANNEL

Q. Please indicate the level of effectiveness for each of the email list growth tactics your organization is using.



Source: MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sep 2010, N=1,115

Responses to the effectiveness of email list growth tactics break according to a channel's sales and marketing processes. This trend is exemplified in B2C favoring registration during purchase.

B2C sales traditionally have a shorter sales cycle, and it is more common for them to carry out transactions over the Web as compared to B2B companies. Meanwhile, B2B companies find webinars and registration downloads as effective means to walking a prospect through a B2B Marketing and Sales funnel.

---

*"The most effective list growth tactic our organization has used is opting in all users who register and download a software product..."*

*-CMO study participant*

---

Again, these results align well with content marketing strategies. Tactics that deliver value to the customer (i.e. purchased products, downloaded material or webinars) develop trusted relationships, enabling customers to share their email addresses and contact information. For this reason, company blogs and published articles have become excellent devices to capture email addresses.

We expect to see growth in mobile capture in the coming year. This is due to the rapid adoption of smartphone technology and how marketer's rank "Mobile capture" as effective.

## SMS

Statics show that teenagers, on average, text 3,000 messages per month. This widespread adoption of texting has enabled marketers to use text applications to recruit opt-ins. Look for these requests on billboards, bus wraps or even airplane napkins. The simplicity of the required action, combined with limitless locations, has made this tactic very effective.

## SMARTPHONES AND QR CODES

According to a Nielsen study published in May 2011, email dominates time spent on the mobile Web. Combined with Comscore's data in November 2010, there are 70 million US consumers accessing email on their smartphones, making it essential for marketers to reach out to consumers on their mobile phones.



The next evolution to make email enrollment even easier is the Quick Response Code (QR code). This two-dimensional bar code can be read by a smartphone, allowing consumers to immediately expand upon a real-world experience and link to a wealth of information. Jumping to the Internet is easier with QR codes, as opposed to typing an intricate URL. Ideally, a QR code should take you to a mobile-optimized Web page.

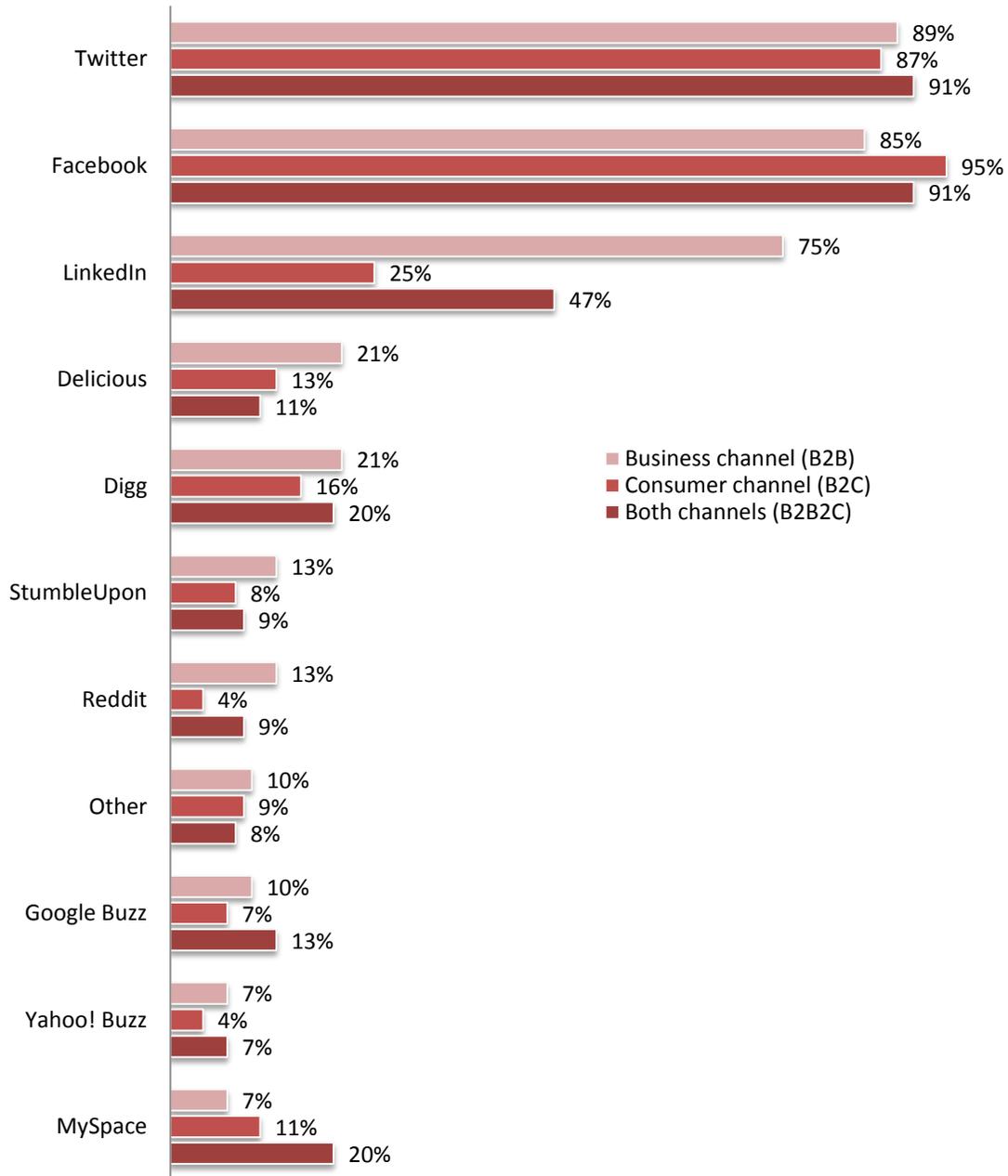
Watch for them on movie posters, magazine ads, trade show booths or on the hood of NASCAR driver Danica Patrick's race car. For example, download one of the many QR code apps available for Apple, Android or Blackberry phones, scan the image on the left, and it will take you directly to MarketingSherpa's landing page to register for our newsletter.

The codes are easy to generate using popular free service, [qrcode.kaywa.com](http://qrcode.kaywa.com). Once created, brands can add them to any of its existing marketing vehicles. Application ideas include business cards, products or even promotional temporary tattoos.

# SOCIAL MEDIA LIST GROWTH TACTICS

CHART: SOCIAL SHARING BUTTONS USED IN EMAIL CAMPAIGNS, BY PRIMARY CHANNEL

Q. Which of the following social sharing buttons do you use in email campaigns to enable recipients to share your organization's email content with their networks, followers, etc.?



Source: MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sep 2010, N=1,115

## SHARE WITH YOUR NETWORK (SWYN) BUTTONS

In the early stages of a company's social media maturation, regardless of marketing channel the most popular and widely adopted social media technologies are selected for social sharing. The one exception is LinkedIn, which has carved its niche for B2B social networking.

As email marketers learn the unique advantages of each social media application, they will have the opportunity to match their content with the appropriate social media bookmark. Facebook and LinkedIn lead in usage of social sharing buttons for their respective B2C and B2B social networking sites. Twitter ranks number one for microblogs, Digg number one for social news, and Delicious number one for social bookmarking tools. These bookmarking tools (i.e. Digg, StumbleUpon and Reddit) can make your emails easier to find and share across the Web to entice consumers to join your mailing list. Most ESPs offer a tool as part of their application to add these buttons. Alternatively, you can drop in HTML code provided by the individual social media sites or aggregator tools like AddThis into your email.

We recommend that organizations start with no more than three displayed buttons and then perform tests on their effectiveness. Too many buttons may overwhelm the reader and "paralyze" them in the sharing process. Keep in mind that to maximize the effectiveness of your sharing buttons, they should be prominently displayed in your emails. Encourage subscribers to share and explain to them the benefits.

## FACEBOOK REGISTRATION PAGE

With more than 750 million users, Facebook is a behemoth not only in social media, but throughout the Web. With the amount of traffic inside Facebook, marketers are now searching for new subscribers to register on company fan pages. In the past, marketers used Facebook's Static Facebook Markup Language (FBML) code to do this themselves.

In early 2011, Facebook redesigned their brand page, removed tabs from the top, and placed links to the left, underneath photos. It represented a technological shift from FBML to iFrames code. This makeover now allows marketers to generate more engagement with their fans, as the frames act more like Web pages. In addition, many ESPs, such as Constant Contact, provide turnkey tools for brands to add registration pages to Facebook.

## DINGO BRAND'S JOIN MY MAILING LIST CAMPAIGN

Dingo Brand, a maker of meat and rawhide treats for dogs, won Gold for the "Best Email List Growth Campaign" category in the 2011 MarketingSherpa Email Awards. Dingo Brand's 2010 Join My Mailing List campaign was directed towards an audience of both current and prospective customers. The immediate goals were two-fold. First, the company hoped to increase the number of new subscribers to their existing email list. Secondly, Dingo enticed current customers and Facebook followers to share information about the campaign with their own networks in an attempt to make the brand go viral.

As a means of enticing current and prospective customers to join its mailing list, Dingo promised that the first 5,000 Facebook followers to join would receive a \$20 coupon redeemable at DingoBrand.com. The catch? No one would receive the coupon until Dingo Brand's Facebook "Like" reached 5,000 (they started with only 330 "Likes"). Once the 5,000 likes were achieved, the coupon would be emailed to customers.

This condition is similar to those employed by group discount sites such as Groupon, which make daily deals contingent upon a minimum number of buyers.

**Results:**

Dingo's Facebook page went from 330 "Likes" to more than 5,000 "Likes" in three days. More impressive was the tremendous list growth that Dingo Brand achieved. When the organization began its campaign in July, it had a little more than 14,000 subscribers. In a six-month period, Dingo's total email contact list grew by approximately 48 percent.

With a targeted acquisition campaign, Dingo's team produced an email list with low attrition. As a result, Dingo has been able to increase its brand awareness and retain a large audience of interested email subscribers who continue to produce a steady 27 percent email campaign open rate.

**SOCIAL GAMES**

Another acquisition strategy is to build your own game similar to the successful "FarmVille" and "FrontierVille." That is exactly what the NBA's Boston Celtics did when it created a Facebook game called "3-Point Play." The game consists of fans predicting the statistics of three players before each regular season Celtics game, and receiving points based on the accuracy of their predictions.

The game was conceived in 2009 when the Celtics had 400,000 Facebook fans but without any collected data on them. They thought the game would be a fun way to involve fans and get them into their database. The registration process required fans to share their birthdates and email addresses. The Celtics' landing page included a check box to receive special offers via email. In 2009, the Celtics had 50,000 unique fans sign up.



**Games and entertainment can quickly go viral**

In today's social sharing environment, popular games and videos can quickly go viral and effectively help build your email database. The magnetic content attracts visitors you might not have otherwise found. In the following case study, read how an NHL hockey team used customized Flash video to grow their list 10 percent in one week.

## CASE STUDY: PERSONALIZED AUDIO/VIDEO FLASH APP GROWS LIST 10%

Case Study ID #CS31702:

Location: MarketingSherpa Member Library

Summary: See how the Washington Capitals increased its newsletter list size nearly 10% with an audio Flash app designed to engage fans during the NHL playoffs.

### CHALLENGE

During the 2009-10 season, the Washington Capitals were on a roll. The team was skating its way into the NHL playoffs and Joe Dupriest, Senior Director, Marketing, wanted to take advantage of the momentum to solidify relationships with the fan base. Dupriest and his team wanted a unique, interactive campaign that engaged fans with the Capitals brand while also adding email addresses to their house database.

### CAMPAIGN

The Washington Capitals' "Slapstick" application let fans superimpose their own photos over the heads of a Capitals player or coach. Then, they could add audio to the Flash video and create an animated "rant" to inspire the Caps' fans, or answer questions in a mock press conference. A registration form to enable link sharing on fans' social networks also captured email addresses for the team's newsletter.

Here are the four steps they took to design and launch the application:

#### **Step #1. Design coach- and player-themed Flash application**

The team brainstormed several ideas for interactive, personalized Flash applications for hockey fans. They went for a humorous approach that allowed users to place their head (or their dog's head, or their baby's head, or any head they wanted) on a player or coach's body. Then, they invited them to create a special message to share with friends. The goal was to make something users were more likely to personalize and share. Please note, midway through the development process, the team learned that uploading photos to crop and paste into a Flash animation is a patented process. They signed a license agreement with the patent holder.

#### **Step #2. Enable audio recording for further personalization**

Creating a personalized message -- or "rant" -- was a key element in the team's strategy. The audio was combined with animation that made it appear as if the user's image was speaking.

#### **Step #3. Include registration form for saving and sharing**

The team created a simple registration form that let users save their Flash videos and receive links for sharing them on social networks. The form appeared toward the end of the process -- after the user had uploaded a photo and recorded a rant -- to make it less of a barrier. The form fields were name, email address, birth date (optional) and ZIP code (optional). The form also included a check box for users to opt-in to "Ice Chips," the team's official email newsletter.

Immediately upon registration, each user received an email containing links to the personalized Flash video. An overlay screen also provided buttons that let users share their creations on popular social networks, such as Facebook and Twitter.

#### **Step #4. Launch and promote at start of playoffs**

The team launched its application at the start of the NHL playoffs, to capture the increased fan enthusiasm and web traffic caused by that event. They promoted the Slapstick application in several ways, including adding links to the application on the team homepage, media outreach, and having the team's arena PA announcer create a video that was shown on the video scoreboard during a game.

#### **RESULTS**

Dupriest and his team were thrilled with initial fan reaction to the Slapstick application, until something unexpected happened: The Washington Capitals lost in the first round of the playoffs, eight days after the campaign launch.

However, during that time they saw results that convinced them to revive the Slapstick application for the upcoming NHL season.

In one week, they:

- Grew their email newsletter database by nearly 10%
- Received 15,000 impressions for the Slapstick site
- Saw 80% of users who created videos sharing them with their peers

"We exceed expectations, even though we know the impact could have been a lot bigger if the viral effect had had time to take off," says Dupriest.

Dupriest was particularly happy with the application's ability to add thousands of names to their database in one week. The team further tested the sustained impact of the application by running Slapstick promotions throughout the course of the next season and modifying it for the holiday season.

## RECOMMENDED ACTIONS

The marketers' insights shared in this report reflect the changes in today's email marketing environment. Batch and blast email messages have evolved into targeted communications based on an individual's preferences, behaviors and transactions with the brand. Email marketing's greatest strength lies in providing communications that contain a high degree of value to its subscribers.

Each organization will choose the email acquisition tactics that best fit their business goals and customers. No matter which tactic you choose, it is important to make a good first impression. Just like in a personal relationship, this impression can make the difference between failure and success. Here are a few helpful hints to start off the subscriber relationship on the right foot.

### SET EXPLICIT EXPECTATIONS

Establishing clear expectations during each stage of email communications will yield more long-term subscribers for an organization. At registration, businesses can inform new subscribers exactly what they plan to send, giving evergreen examples of their newsletters and offers. This simple courtesy will reduce a customer's anxiety in the registration process and enable you to collect leads that are more qualified.

Adding a "join my mailing list" box with just a space to type an email address will not effectively communicate your brand's value. Every opt-in page should answer these four questions:

#### **What**

Clearly state what type of content you will be sending. You may even want to include a picture or copy from a sample newsletter. The sample newsletter or email should contain "evergreen" content that is relevant to the potential subscriber.

#### **When**

Identify how often you will be sending email communications. Better yet, let the new subscriber set the frequency which they would like to receive emails from your company.

#### **Why**

The "why should I care?" or "what's in it for me?" questions must be plainly answered. Simply state in detail the features and benefits the subscriber will receive. The more descriptive and fact-based the copy, the more effective you will be at converting opt-ins. Don't just say, "Sign up for our FREE newsletter!" but rather write from the subscriber's point of view, by describing how the membership will assist in learning and solving challenges. **Privacy** Adding a link to your privacy policy will reassure the subscriber what your company will and won't do with a submitted email address. Likewise, a succinct statement on how your brand addresses consumer privacy concerns will help alleviate any doubts. These tactics aid in overcoming the psychological fear of sharing personal information held by many potential opt-ins.

## REGISTRATION PAGE DESIGN

With your direct mail, pay-per-click ad or Web page teaser, you have earned a click to your registration page. Maintain momentum by paving a path of logical next steps for new subscribers to follow. The primary goal of the registration page is to gain an opt-in. Here are some guidelines to keep in mind when designing your registration-landing page.

### **Creative consistency**

The design elements of a registration page should be similar in style to the preceding ad or email that directed the visitor to this page. Consistent brand images, language and tone will allow the potential subscriber to know he or she landed on the correct page. To communicate your value proposition effectively, keep the page clean of clutter and multiple messages. Try changing the URL link to reflect the proper benefit your company is offering to the consumer.

### **Single mindedness**

While teaching the MarketingExperiments Email Marketing Certification courses, Dr. Flint McGlaughlin, Managing Director/CEO, MECLABS, emphasizes that there is no place for unsupervised thinking in email communications. The only goal of the registration page is to capture an email address. Do not distract the potential subscriber with copy for new products, sales, events or links to navigate away from the registration page. These types of offers can always be made available on your "thank you" page.

### **Testimonials and more**

Third-party endorsements can go a long way toward reducing a potential opt-in's anxiety about sharing an email address. A well-written endorsement from a satisfied customer can evoke confidence and trust in your brand. A video testimonial can be even more effective, as people typically cannot resist hitting the play button.

A softer, more "low-key" endorsement tool is a subscriber counter. Seeing how many other people are benefiting from your email communications can establish you as a reputable source of information in the minds of potential members.

Comprehensive pictures of actual incentive gifts or newsletters can bolster the credibility of your brand and message. Conversely, consumers may interpret stock photos and generic sketches as insincere, which may negatively affect your brand's integrity.

## THANK YOU

After successfully capturing your new subscriber's email address and contact information, the process does not end. Use your "thank you" page to build upon the relationship you started. Create a link to a past newsletter or other relevant pages on your website. One popular tactic is to send the subscriber to your preference center, where they can tailor their communications and you can capture more demographic data. Do not be afraid to add a little of your brand's personality. Today, it is common to see embedded video or audio files in the thank you message, describing how recipients should proceed or expect to find in their email inboxes.

# About MarketingSherpa LLC

MarketingSherpa LLC is a research firm publishing Case Studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters.

MarketingSherpa's publications, available at [www.MarketingSherpa.com](http://www.MarketingSherpa.com), include:

- 960+ Case Studies on marketing from Agilent Technologies to Xerox, searchable by company or topic.
- Annual Benchmark Guides featuring primary research and collected "best of" secondary research on statistics related to search marketing, email marketing, online advertising, ecommerce and business technology marketing.

## MarketingSherpa Newsletters

Visitors to [MarketingSherpa.com](http://MarketingSherpa.com) may sign up for their choice of 8 newsletters, including: specific Case Studies for B2B and B2C marketers, email-focused Studies and Career Climber – the best way to find a great marketer or a great marketing job.

### MarketingSherpa's Newsletters include:

- Best of Weekly
- B2B Marketing
- B2C Marketing
- Inbound Marketing
- Email Marketing
- Job Classifieds
- SherpaStore
- Chart of the Week

Sign up for newsletters at [www.MarketingSherpa.com](http://www.MarketingSherpa.com).

## MarketingSherpa Summits and Trainings

- *Email Marketing LEAPS Advanced Practices Workshop*
  - July 26, 2011 - Washington DC
  - August 23, 2011 - New York, NY
  - September 20, 2011 - San Diego, CA
- *B2B Marketing FUEL Advanced Practices Workshop*
  - July 19, 2011 - Denver, CO
  - August 16, 2011 - Minneapolis, MN
  - September 28, 2011 - Boston, MA
- *B2B Marketing Summits*
  - September 26-27, 2011 - Boston, MA
  - October 24-25, 2011 - San Francisco, CA
- *Email Summit 2012*
  - February 7-10, 2011 - Las Vegas, NV

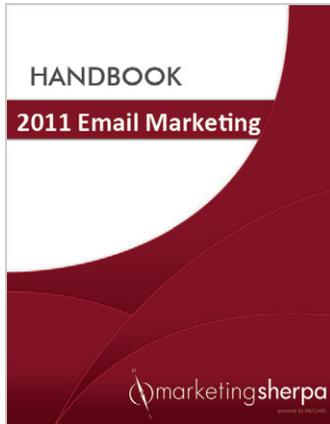
Register for Summits and Workshops at <http://www.marketingsherpa.com> or Contact MarketingSherpa:

Customer Service available M-F, 9-5 (ET)

[Service@MarketingSherpa.com](mailto:Service@MarketingSherpa.com)

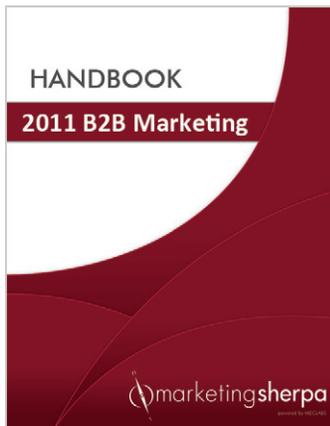
(877) 895-1717 (outside the U.S. call 401-247-7655)

# Practical Handbooks From MarketingSherpa



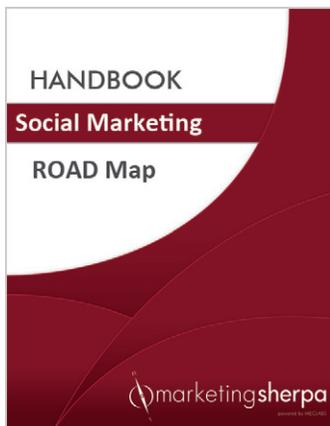
## 2011 Email Marketing Handbook

MarketingSherpa's new 2011 Email Marketing Advanced Practices Handbook will help you execute effective email communications. This 238 page handbook gives you step-by-step tactics on developing new relevant content. It's also packed with 65 real-world examples, 15 case studies from leading companies, and 23 charts and tables. In short, you'll learn what has changed in email marketing, what caused these changes, and why it affects the way you communicate with your audience moving forward. *Published April 2011 by MarketingSherpa; \$397 for instant PDF download!*



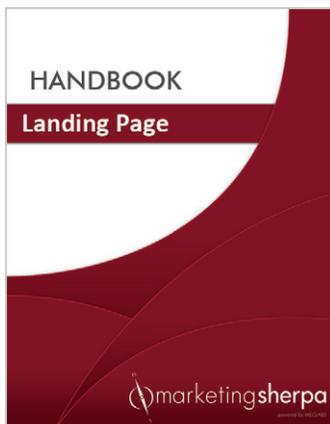
## 2011 B2B Marketing Handbook

MarketingSherpa's new 2011 B2B Marketing Advanced Practices Handbook walks you through establishing a detailed B2B Marketing strategy to increase your contribution to sales pipelines and revenues. You'll learn what has changed in B2B marketing, what caused these changes, and why it affects the way you must execute B2B marketing going forward. This 171 page handbook gives you step-by-step tactics on finding and attracting high-quality leads. It's also packed with 18 real-world examples, 10 case studies from leading companies, and 20 charts and tables. *Published March 2011 by MarketingSherpa; \$397 for instant PDF download!*



## Social Marketing ROAD Map Handbook

MarketingSherpa's first-ever Social Marketing ROAD Map Handbook offers step-by-step guidance on how to create a social marketing strategy to meet specific marketing goals. Built upon Sherpa's renowned case studies, practical research and proven methodology, the Handbook provides the practical tools and techniques needed to develop a streamlined process for achieving social media marketing objectives. It's packed with 27 real-world examples, 11 case studies from leading companies, and 20 charts and tables. *Published May 2010 by MarketingSherpa; \$397 for instant PDF download!*

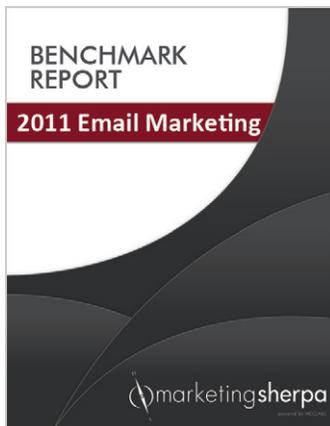


## Landing Page Handbook

MarketingSherpa's bestselling Landing Page Handbook helps you raise conversions by up to 55% or more for search, email, and ad campaigns for lead generation, ecommerce, and even blogs. Includes: page design & copy instructions; 54 stat & data charts; 114 samples of landing pages to copy; help for search, email, B-to-B, ecommerce, blogs & lead generation conversions. *273 pages. Published November 2007 by MarketingSherpa; \$497 for instant PDF download plus printed copy!*

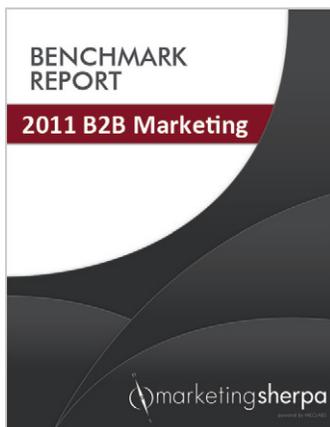
To Order, go to Sherpa Store at: <http://www.sherpastore.com>

# Practical Research and Benchmarks From MarketingSherpa



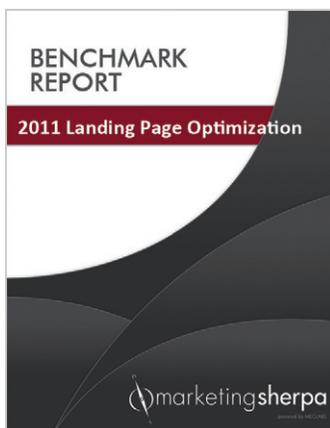
## 2011 Email Marketing Benchmark Report

The all-new 2011 Email Marketing Benchmark Report provides the most up-to-date research, benchmark data, and analysis on new email marketing tactics, email marketing maturity, and the state of email from a strategic standpoint. In the 198-page report you will get a broad range of all components of email marketing with details on the significant new obstacles to email marketing success, email budgets and bottom lines, and top tactics for delivering relevant content, email list growth, and social media. This edition has also contains 152 charts and tables, benchmarks on relevancy, deliverability, and metrics. *Published December 2010 by MarketingSherpa; \$447 for instant PDF download!*



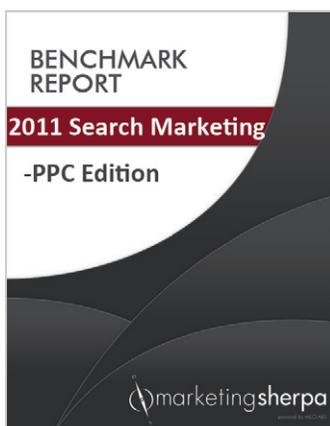
## 2011 B2B Marketing Benchmark Report

MarketingSherpa's new 2011 B2B Marketing Benchmark Report is packed with 232 pages of data and provides the most up-to-date research and analysis on the marketing tactics that were most successfully applied at every stage of the sales funnel, from lead generation to sales conversions, using analytics for continual improvement. Inside you will find special sections on effectiveness of B2B marketing tactics and marketing budget changes, lead scoring and nurturing, use of marketing automation, and much more. This edition has also contains 167 charts and tables, benchmarks on B2B budgets, objectives, and tactics. *Published October 2010 by MarketingSherpa; \$447 for instant PDF download!*



## 2011 Landing Page Optimization Benchmark Report

MarketingSherpa's first ever 2011 Landing Page Optimization Benchmark Report is packed with 233 pages of research including insights from 2,673 B2B and B2C marketers. This report examines the new LPO landscape and analyzes how the use and integration of landing page optimization and testing have evolved. It contains more than 170 charts with analytical commentary, hundreds of informative insights from your peers, several case studies of real-life optimization projects and more. Includes key findings on Website objectives, transactional data, test validation and more. *Published May 2011 by MarketingSherpa; \$447 for instant PDF download!*



## 2011 Search Marketing Benchmark Report – PPC Edition

MarketingSherpa's new 2011 Search Marketing Benchmark Report – PPC Edition is packed with 190 pages of data on the latest PPC innovations, from keywords to conversions, as well as insights from PPC marketers and agencies on their strategies, challenges and successes. This new edition also takes a deeper look into PPC metrics and tactics with sections on target keywords, best tactics, average PPC clicks, defining a conversion and quality of leads generated by PPC. This edition has also contains 147 charts and tables, benchmarks on PPC budgets, objectives, and tactics. *Published July 2010 by MarketingSherpa; \$447 for instant PDF download!*

To Order, go to Sherpa Store at: <http://www.sherpastore.com>

Book Selection	Your order includes print and pdf version	PRICE	QTY	AMOUNT
2011 Email Marketing Advanced Practices Handbook		\$397		
2011 B2B Marketing Advanced Practices Handbook		\$397		
Social Marketing ROAD Map Handbook		\$397		
Landing Page Handbook 2nd Edition		\$497		
2011 Landing Page Optimization Benchmark Report		\$447		
2011 Search Marketing Benchmark Report - PPC Edition		\$447		
2011 Email Marketing Benchmark Report		\$447		
2011 B2B Marketing Benchmark Report		\$447		
2011 Social Marketing Benchmark Report		\$447		
<b>TOTAL (US Dollars)</b>				

**Four Easy ways to order:**

- 1) Online: [www.sherpastore.com](http://www.sherpastore.com)
- 2) Call: 877-895-1717
- 3) Fax this form to: 401-247-1255
- 4) Mail this order form to: MarketingSherpa • 499 Main Street, Warren, RI 02885

**Payment/Shipping Information** Please print all information

Payment:

Visa
  M/C
  AMEX
  Discover

Card Number

Exp. Date

Print Card Holder's Name

Signature

Ship to:

Name

Company Name/Title

Address

City / State / Zip

Telephone (in case of questions)

Email (we respect your privacy)



1300 Marsh Landing Parkway Suite 106  
Jacksonville, FL 32250

[www.meclabs.com](http://www.meclabs.com)