

A decorative graphic on the left side of the slide, consisting of an orange square partially overlapping a teal square. A black crosshair is centered over the intersection of the two squares.

Powerful Email Marketing Strategies and Tactics

SoWINE 2
June 14, 2011

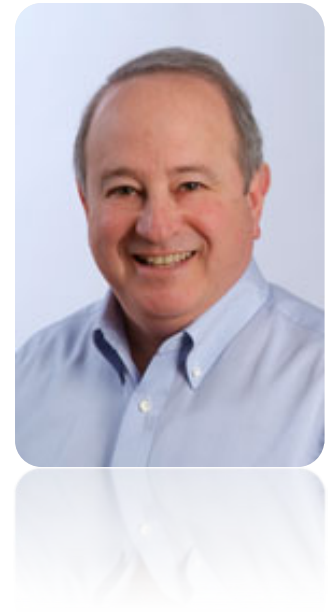
Agenda

- ▶ Introduction
- ▶ Industry Trends
- ▶ Key Email Considerations
 - Strategy
 - List Development
 - Content Development
 - Deployment
 - Program Analysis
 - Optimization
 - Deliverability
 - CAN-SPAM Compliances
- ▶ Q&A

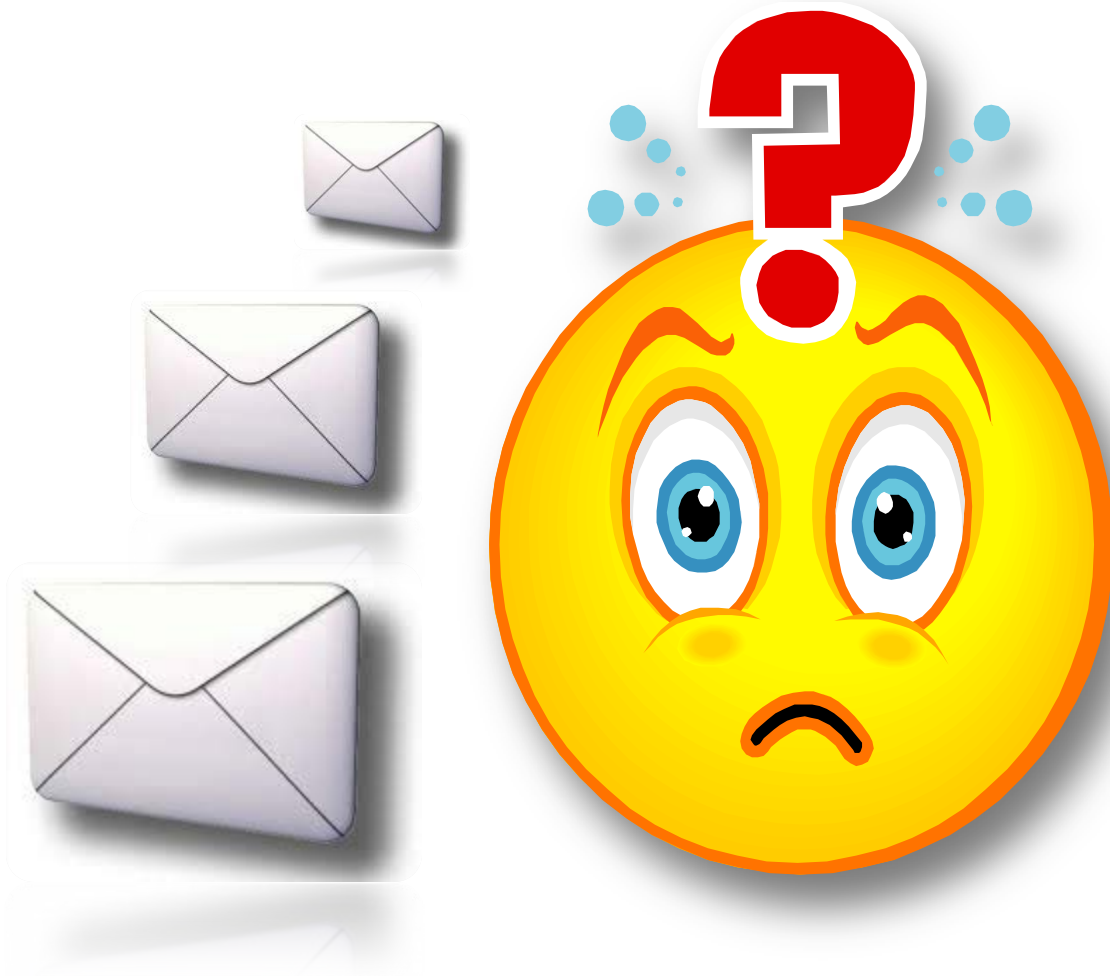


CRM Group Background

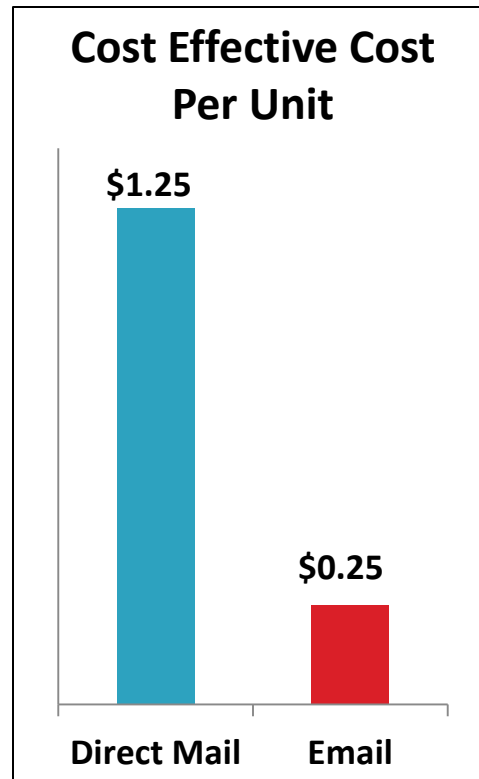
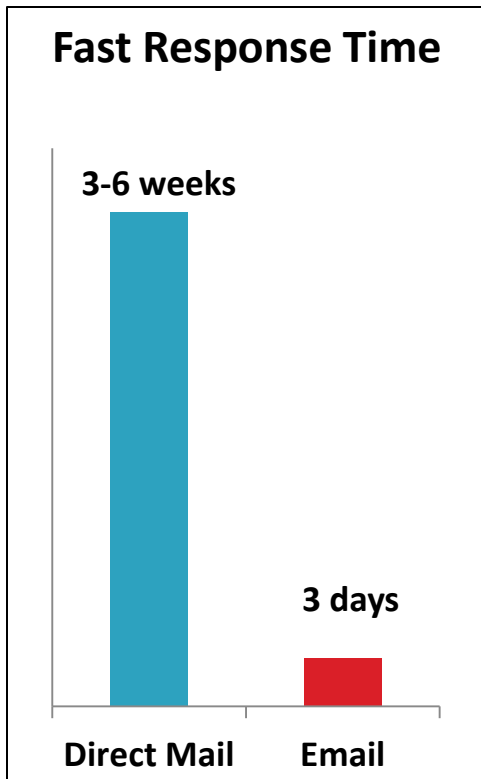
- ▶ Founded May '01
- ▶ Office in Redmond, WA
 - www.crmgroupusa.com
- ▶ 250+ email campaigns per year
 - Strategy
 - Content creation
 - Deployment
- ▶ Managing partner
 - Terry Miller
 - Founder and EVP – Mercata.com
 - Responsible for marketing, merchandising, site content & design, operations and customer service for this pioneering group buying site
 - VP of Sales – SuperCede, Asymetrix, SoftBank
 - Senior Direct Response Positions – Gupta, Broderbund
 - Founder and General Manager – Triton Products Company



Why Email?



Why Marketers Use Email

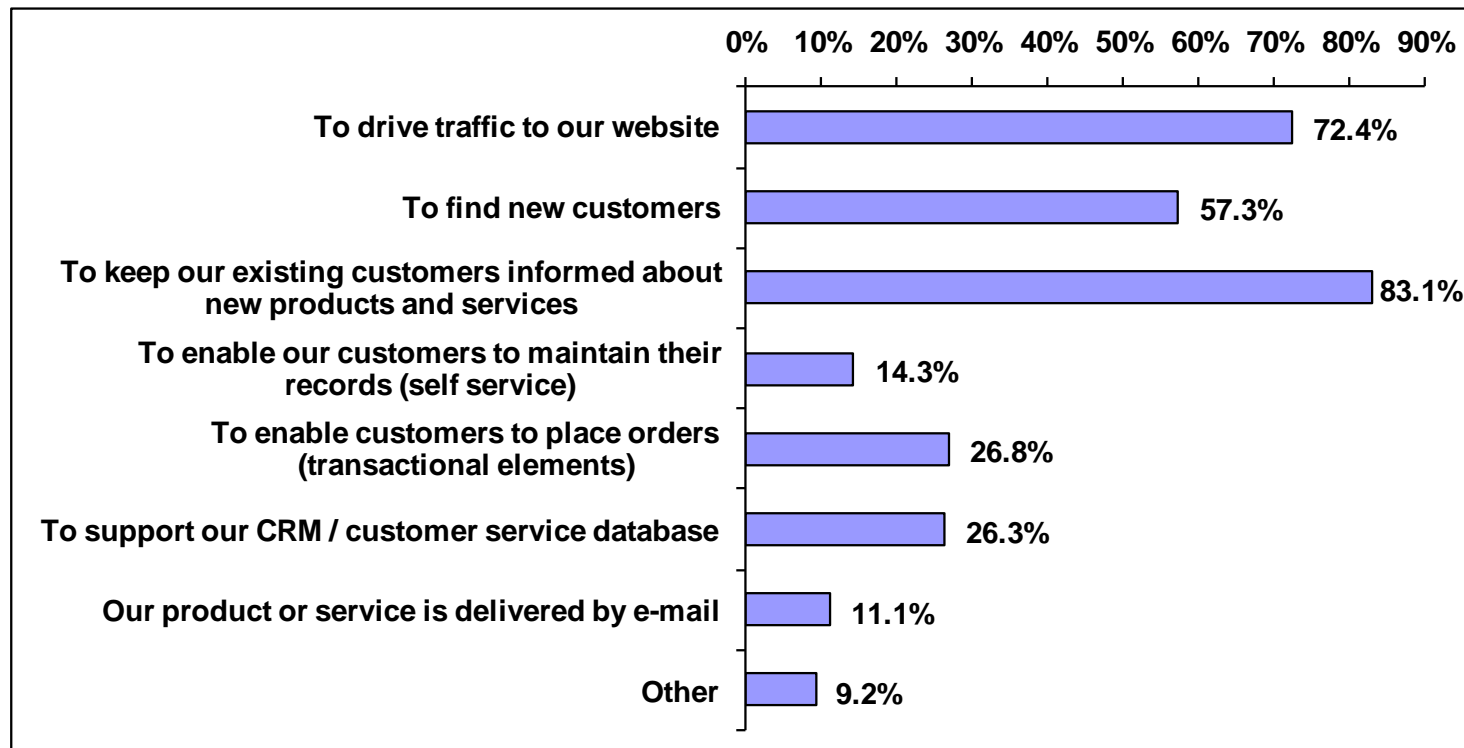


Highly Targeted Behavioral Data

Target based on:

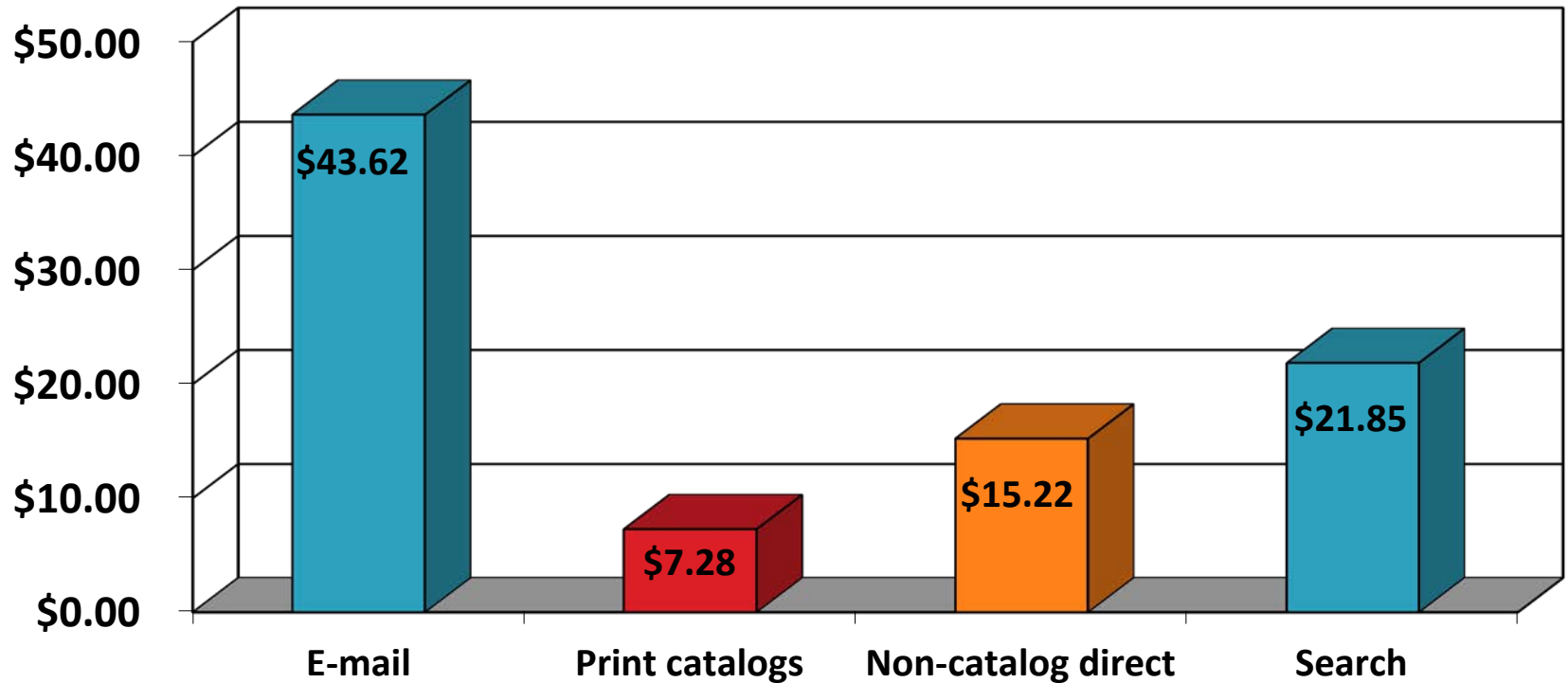
- Opened
- Clicked
- Forwarded
- Transacted
- Opened but didn't transact

How Organizations Use Email Marketing



Source: MarketingProfs

ROI for Every Dollar Spent



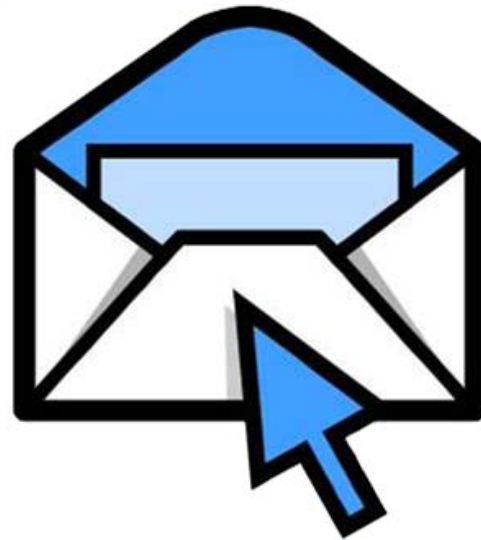
Source: DMA Power of Direct Marketing Study 2010

Some Email Industry Concerns

- ▶ Too much
 - Receive too many email offers and end up deleting them without reading them
- ▶ Spam
 - Eroding trust in email
- ▶ Deliverability
 - Filtering, particularly in the B2B space reduces delivery rates
- ▶ Delivering on the promise of relevance
- ▶ Opt-in willingness
- ▶ Lack of budget

Key Email Considerations

- ▶ **Strategy**
- ▶ List Development
- ▶ Content Development
- ▶ Deployment
- ▶ Program Analysis
- ▶ Optimization
- ▶ Deliverability
- ▶ CAN-SPAM compliance



Email Marketing Strategy

Marketing Plan

- Not just tactical
- Integrate with overall marketing strategy

Focus

- Acquisition
- Retention
- Sales
- Traffic generation

Email Plan Development

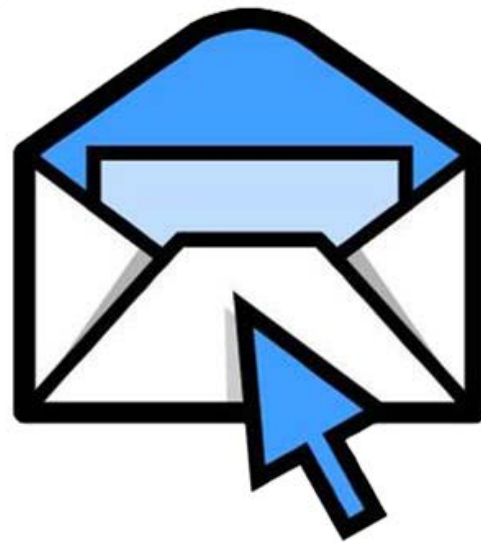
- Audience(s)
- Budget
- Forecasts
- Vehicles
- Messaging
- Offers/CTAs
- Testing
- Schedule

Optimization

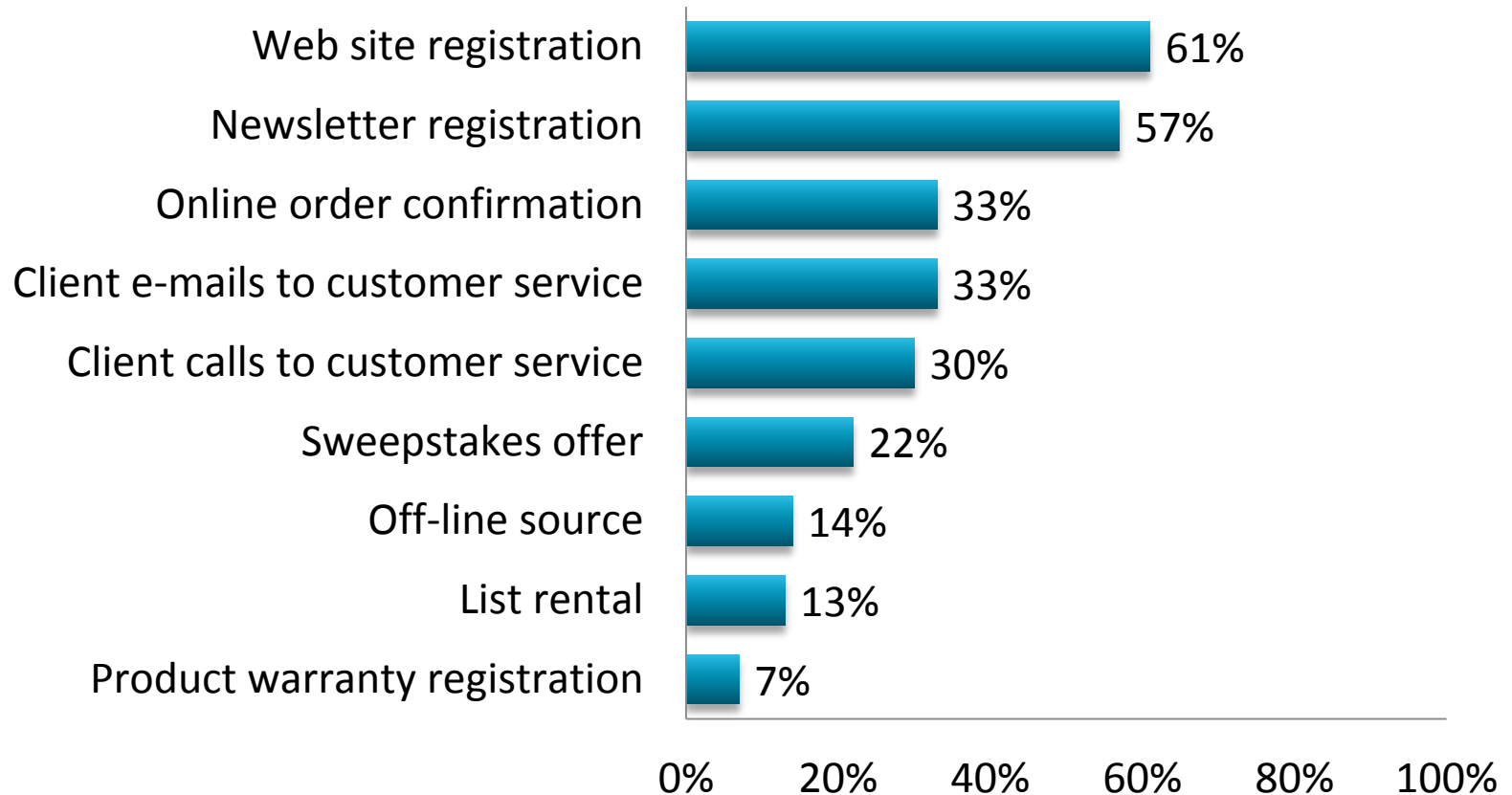
- Track achievement
- Adjust as needed

Key Email Considerations

- ▶ Strategy
- ▶ **List Development**
- ▶ Content Development
- ▶ Deployment
- ▶ Program Analysis
- ▶ Optimization
- ▶ Deliverability
- ▶ CAN-SPAM compliance



List Development - Sources



Source: Jupiter Research Executive survey

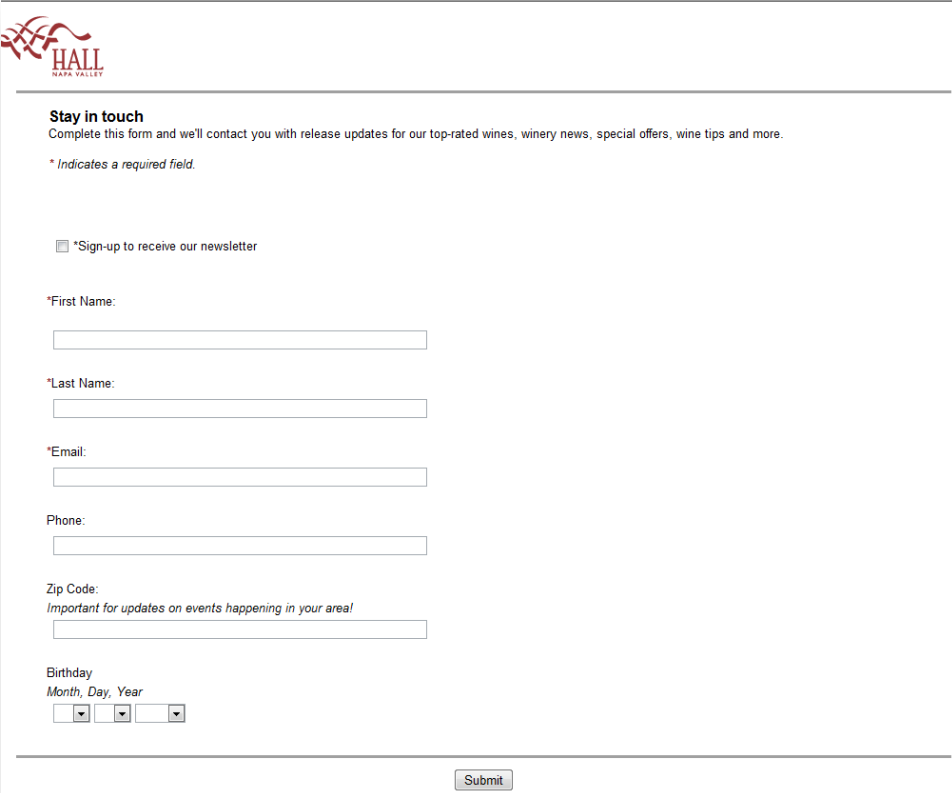
Website Options


- ▶ **70%** of website visitors gave their address voluntarily to receive information from that company via email
- ▶ **49%** of website visitors gave their address to access content they value great location



Newsletter Promotion

- ▶ Reinforce benefits
- ▶ Keep bar relatively low
- ▶ Birthday presents marketing options



 **HALL**
NAPA VALLEY

Stay in touch
Complete this form and we'll contact you with release updates for our top-rated wines, winery news, special offers, wine tips and more.

** Indicates a required field.*

*Sign-up to receive our newsletter

*First Name:

*Last Name:

*Email:

Phone:

Zip Code:
Important for updates on events happening in your area!

Birthday
Month, Day, Year

Key Email Considerations

- ▶ Strategy
- ▶ List Development
- ▶ **Content Development**
- ▶ Deployment
- ▶ Program Analysis
- ▶ Optimization
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Content Development

Objectives

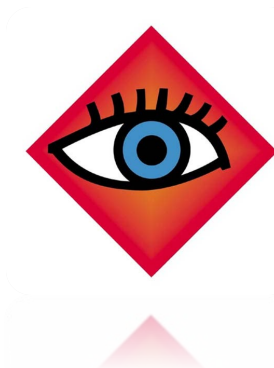
Audience

Vehicle

Offer

Frequency

Email Objectives



Newsletter Campaigns

- ▶ Content is key
 - Brand supportive
 - Less is more
 - Have fun

ChefShop.com

fresh | pantry | aisle | newsletter | recipe

SABA REVEALED

If you sample our San Giacomo Saba, you might very well think you've had a nip of balsamic vinegar. Saba is a similarly luxurious, darkly syrupy sauce, more sweet than tart. It has a smoky scent and a rich flavor hinting of grapes and other sun-ripened fruits. [Read the full story here.](#)

View this email as a web page
Please add Bellevue Towers to your Safe Senders List.

BELLEVUE TOWERS

Eco-Luxury Has Arrived

We all want to do the right thing for the environment. So when designing the Bellevue Towers, we challenged a top-rated team of architects and builders to find a way to meld the best environmental practices with exquisite surroundings. [Learn more](#) about the evolutionary, "eco-luxury" approach they developed.

<h4>Our Purchasing Process</h4> <p>If all this talk about living the good life in an ecologically sustainable Bellevue high-rise has you anxiously awaiting more information about the purchasing process, you'll be happy to know that the first day of sales is quickly approaching. Learn more about the simple, four-step process we'll be using.</p>	<h4>In the Construction Zone</h4> <p>With work progressing and the underpinnings of the towers now beginning to take shape, we go inside the construction zone for an update on the latest developments.</p>	<h4>New Renderings</h4> <p>The fifth-floor common areas at the Bellevue Towers feature gathering places for groups of friends and neighbors, as well as intimate spaces where residents can go to escape. To see all-new renderings of these well-appointed shared accommodations - plus updates to other information - visit the Bellevue Towers website.</p>
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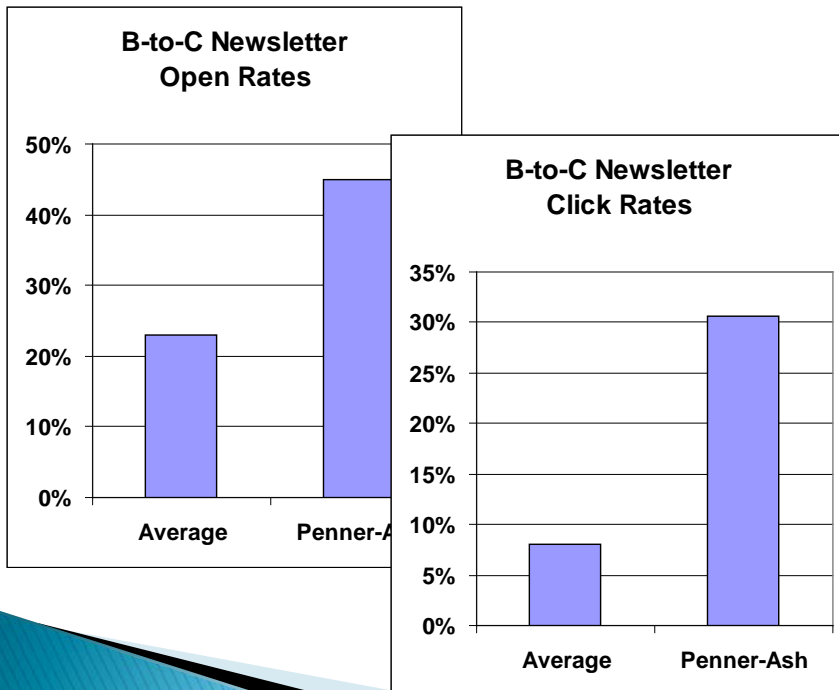
Home | Contact

REALTY TRUST CITY

About this email: Our records indicate that you would like to receive updates from Realty Trust Group Marketing & Sales. If you would no longer like to receive these updates, please use this [link](#).

Newsletter Case Study

- ▶ Success factors
 - Highly qualified audience
 - Compelling content



penner-ash
WINE CELLARS

News from the Vine
Fall 2008

Can't read this e-mail? [Click here.](#)

In This Issue:

- [Penner-Ash Notes — Less is More](#)
- [Lynn's 2008 Harvest Update](#)
- [Premium Wine Release](#)
- [Natalie's Harvest Crew Recipe](#)
- [Upcoming Fall Events](#)

The Cellar Club:
Move to the front of the line to secure Penner-Ash wines before they are sold out. [Learn more.](#)

Buy Our Wines:
Download an order form or find a local retailer.

Join Us:
Come visit us in our tasting room at our estate Dussin Vineyard.

Forward to a Friend:
Do you know someone that would enjoy this newsletter? [Forward them this newsletter.](#)

Penner-Ash Notes — Less is More

Less is More is a 19th century proverbial phrase of unknown origin that is often associated with the architect and furniture designer Ludwig Mies Van Der Rohe (1886-1969), one of the founders of modern architecture and a proponent of simplicity of style. In these times of financial uncertainty, the phrase *Less is More* resonates with many of us.

The time is now when families and friends are returning to their homes for entertaining, often choosing a special wine. We see this financial crunch as a glass is half-full opportunity -- a time, similar to Post 9-11, when people took stock in the quality of their lives and what they had rather than what they didn't have. People chose to focus on spending time rather than money.

Less is More seems to ring truer than ever, not only at home, but in business as well. And with that in mind we'd like to welcome you to the first edition of our quarterly eNewsletter. We feel this is a smart business decision, both fiscally and environmentally. This new format will give us the opportunity to reach out to you on a more regular basis to convey what's going on at the winery, in the wine business in general and tell you about new Penner-Ash releases throughout the year. Please feel free to send us comments about our eNewsletter to newsletter@pennerash.com.

Salud!

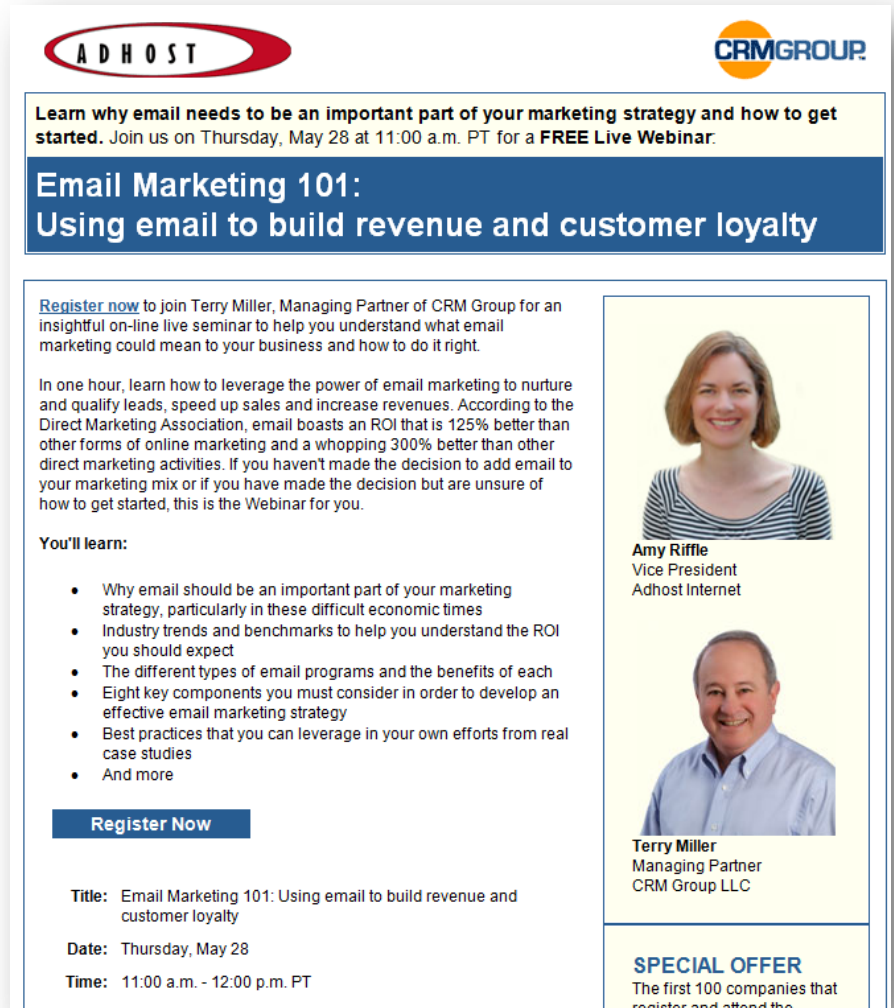
Ron and Lynn Penner-Ash

Lynn's 2008 Harvest Update

To be honest, during the first part of September I was extremely nervous going into Harvest. With intermittent rain throughout September, our vineyard samplings were showing the majority of our vineyards below 20 brix with green under ripe flavors - not even close to maturity. It would take a persistent spell of dry, warm weather to give us the necessary heat units to bring our vineyards to full maturity. Even after

Promotional Emails

- ▶ Prominent offer
 - Viewable from the preview window
 - Doesn't require scrolling
 - Multiple calls-to-action



The image shows a promotional email banner for a webinar. At the top left is the ADHOST logo, and at the top right is the CRM GROUP logo. The main text reads: "Learn why email needs to be an important part of your marketing strategy and how to get started. Join us on Thursday, May 28 at 11:00 a.m. PT for a FREE Live Webinar." Below this is a blue header with the text "Email Marketing 101: Using email to build revenue and customer loyalty". The body of the email contains a registration link, a description of the webinar, a list of topics to be covered, and a "Register Now" button. On the right side, there are two headshots: one of Amy Riffle, Vice President at Adhost Internet, and one of Terry Miller, Managing Partner at CRM Group LLC. At the bottom right, there is a "SPECIAL OFFER" section.

ADHOST **CRM GROUP**

Learn why email needs to be an important part of your marketing strategy and how to get started. Join us on Thursday, May 28 at 11:00 a.m. PT for a **FREE Live Webinar**.

**Email Marketing 101:
Using email to build revenue and customer loyalty**

[Register now](#) to join Terry Miller, Managing Partner of CRM Group for an insightful on-line live seminar to help you understand what email marketing could mean to your business and how to do it right.

In one hour, learn how to leverage the power of email marketing to nurture and qualify leads, speed up sales and increase revenues. According to the Direct Marketing Association, email boasts an ROI that is 125% better than other forms of online marketing and a whopping 300% better than other direct marketing activities. If you haven't made the decision to add email to your marketing mix or if you have made the decision but are unsure of how to get started, this is the Webinar for you.

You'll learn:

- Why email should be an important part of your marketing strategy, particularly in these difficult economic times
- Industry trends and benchmarks to help you understand the ROI you should expect
- The different types of email programs and the benefits of each
- Eight key components you must consider in order to develop an effective email marketing strategy
- Best practices that you can leverage in your own efforts from real case studies
- And more

Register Now

Title: Email Marketing 101: Using email to build revenue and customer loyalty

Date: Thursday, May 28

Time: 11:00 a.m. - 12:00 p.m. PT

Amy Riffle
Vice President
Adhost Internet

Terry Miller
Managing Partner
CRM Group LLC

SPECIAL OFFER
The first 100 companies that register and attend the

Event Emails

- ▶ Promote event
 - Include all the pertinent information
 - Easy to RSVP



MEMORIAL DAY WEEKEND
Kickoff to Summer!
FRIDAY - MONDAY, MAY 27TH - 30TH

Come taste some newly released white wines! Enjoy live music in Woodinville on Friday & Monday. Sip wine while painting your own masterpiece on Saturday in Prosser. Enjoy a special wine discount if you have served in the military.

See below for more details on this weekend's activities...

 **2010 SAUVIGNON BLANC & 2010 VIOGNIER**
Location: Airfield Estates Prosser & Woodinville Tasting Rooms
These newly released whites are perfect for the upcoming summer months. The Sauvignon Blanc is light-bodied, dry, & refreshing with flavors of zesty lemon-lime & tropical fruit. The Viognier exhibits notes of peach, melon with subtle floral notes leading to a soft, honey-suckle palate, & lingering flavors of stone fruit & honeysuckle.

 **ADRIENNE BOUSQUET PERFORMING LIVE**
Location: Airfield Estates Woodinville Tasting Room
Local talent Adrienne Bousquet will be performing live on Friday & Monday from 1 to 4pm. She sings the great American classics of yesterday by artists like Sinatra, Day, Vaughn, Holliday, and Fitzgerald.

 **SIP, SWIRL, & PAINT! TICKETS STILL AVAILABLE**
Details: 1 to 4pm on Saturday, May 28th at our Prosser Tasting Room. Enjoy a relaxing afternoon of lite appetizers & a glass of wine while creating your own masterpiece! You will be guided through the painting session. Tickets are \$55 and available for purchase starting this morning. [BUY TICKETS ONLINE](#) or call (509) 786-7444 over the phone.

Events | Wines | Wine Club | Online Store | Estate Vineyard | Feedback



After you've enjoyed the festivities of Thanksgiving join us for...



Fall Barrel Tasting
Friday & Saturday
November 27th & 28th
Starts at 11 a.m.

Learn how the different wines mature in the barrel and how we decide when to bottle them!

Also enjoy our current wine releases with our popular cheese wheel and autumn fruits.

Event Emails

penner-ash
WINE CELLARS

Pre-Memorial Day Open House

Dear Terry,

We invite you to join us for our annual **Pre-Memorial Day Open House**. We host this special event each year for our mailing list customers and their guests. This year we will be pouring our current releases, new releases including the 2009 Viognier and our amazing 2009 Barrel Samples (be the first to try these wines)! Apps will be provided by Feastworks.

Date: Saturday, May 22, 2010

Time: 10:00 a.m. - 4:00 p.m.

Entry fee: \$10 per person

Location: Penner-Ash Wine Cellars
15771 NE Ribbon Ridge Rd.
Newberg, OR 97132
503-554-5545
[View map](#)

[Click here to RSVP](#)

RSVP to receive your Pre-Memorial Day Open House entry ticket, good for up to four people (including yourself), which will entitle you to a 10% discount on all wine purchased on the day of the event. [Click here to RSVP](#).

Please note that this email alone will not qualify for the 10% discount.

If you can't make it to the Pre-Memorial Day Open House, come see us over Memorial Day weekend, May 29 & 30 from 10:00 a.m. - 4:00 p.m. Entry fees will apply.

Cheers,

Ron and Lynn Penner-Ash

penner-ash
WINE CELLARS

Pre-Memorial Day Open House

We would like to attend the Pre-Memorial Day Open House at Penner-Ash Wine Cellars on Saturday, May 22, 2010.

Name:
Terry Miller

Number of Guests attending including yourself:
1

[Submit RSVP](#)

penner-ash
WINE CELLARS

Pre-Memorial Day Open House

This ticket entitles Terry Miller and 1 guest(s) (including yourself) to a 10% discount on all wine purchased at the Harvest Celebration Open House at Penner-Ash Wine Cellars.

Date: Saturday, May 22, 2010

Time: 10:00 a.m. - 4:00 p.m.

Entry fee: \$10 per person

Location: Penner-Ash Wine Cellars
15771 NE Ribbon Ridge Rd.
Newberg, OR 97132
503-554-5545
[View map](#)

Please print out this email ticket and bring it with you to the Open House as it is required to receive the 10% discount on wine purchases made at the winery on the day of the event. Ticket is only valid on May 22, 2010, is non-transferrable and may only be used/printed once.

[PennerAsh.com | Buy Our Wines |](#)
COPYRIGHT © 2010 PENNER-ASH
15771 NE Ribbon Ridge Road, Newberg, OR 97132

Email	First	Last	Number	Date
saltermatt@yahoo.com	Shirley	Altermatt	4	11/9/2009 22:05
kalvstad@hotmail.com	K	Alvstad	4	11/9/2009 15:41
klkapter@comcast.net	Kathy	Apter	2	11/16/2009 18:45
parchie@perkinscoie.com	Peter	Archie	1	11/9/2009 10:05
aashley358@yahoo.com	Andrea	Ashley	4	11/17/2009 9:23
redweaver@comcast.net	Rona	Aspholm	2	11/13/2009 15:18
rdausten@yahoo.com	Ron	Austen	4	11/15/2009 14:41
kayres@verizon.net	Kathleen	Ayres	4	11/10/2009 10:31
ayres9230@comcast.net	Bill	Ayres	4	11/13/2009 10:30

Content Tips

- ▶ Keep subject lines less than 50 characters and mention benefits
- ▶ Include a sense of urgency with your offer
- ▶ Create a specific landing page
- ▶ Reinforce your brand
- ▶ Personalize
- ▶ Add site navigation
- ▶ QA for main email clients

Subject Lines

Subject: September Newsletter

Subject: Let there be Spring

Subject: Poplar Grove Newsletter

Subject: Hot events and Sweet new site at Hestia

Subject: Spring Release Weekend is Here!

Subject: Seriously Sensuous Syrah this Red Wine & Chocolate 2010

Subject: 2009 Penner-Ash Shea Vineyard Offering

Preheaders

What's Hot right now - ChefShop.com
newsletter@chefshop.com

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Sun 2/20/2011 9:33 AM
To: Terry Miller

What's Hot Right Now - chefshop.com/enevs

Can't read this email? Don't miss the great pictures & graphics. [Click here](#) to read online.

EXCLUSIVE SUBSCRIBER 5% OFF CODE

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
ChefShop.com - eat simply! live well! - enews

Right-click here to do...

hot

Recipes | Chef's Pantries | Shop for Food & Ingredients | Food Blog

In this issue: Categorically

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
shop now for healthy eating

Monumental Savings You've Got To See!
Office Depot [specials@email.officedepot.com]

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Fri 2/18/2011 5:33 AM
To: Terry Miller

Plus, Take A Look At The 2/20 Store Ad & Preview Our Presidents' Day Super Sale
Can't view images? [View on Mobile Device](#) | [View as a Webpage](#)

Join workLife Rewards®

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Store Locator
Order by Catalog
Weekly Deals

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Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Alt-Tags

To view this email as a web page, go [here](#).

You're receiving this email because you signed up to receive eNewsletters from Car Toys.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
V-Day-Promo-v3_01 - 600x266

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
V-Day-Promo-v3_02

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
V-Day-Promo-v3_03

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Top Chef Gets a Taste of Target.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Bullseye Free Shipping

Do's and Don'ts

- ▶ Stay away from incorporating copy into images

If you can't view this email, click [here](#)

JOIN US FOR WINE YAKIMA VALLEY'S ANNUAL
RED WINE & CHOCOLATE WEEKEND
FEBRUARY 13 - 15TH

OLSEN ESTATES IS PRESENTING OUR

"Seriously Sensuous Syrah"

PAIRED WITH UNIQUE CHOCOLATE
CREATIONS AND LIVE PIANO MUSIC ON
SATURDAY AND SUNDAY AFTERNOONS

PURCHASE EVENT TICKETS AT OLSEN ESTATES OR AT
WWW.WINEYAKIMAVALLEY.ORG



ALL PREMIER PASS HOLDERS CAN ENTER
INTO A "SERIOUSLY SENSUOUS SYRAH"
GIFT BOX DRAWING AND RECEIVE
DISCOUNTS ON THEIR PURCHASES

OLSEN ESTATES | 500 MERLOT DRIVE | PROSSER, WA 99350 | (509) 786-7007
WWW.OLSENESTATES.COM



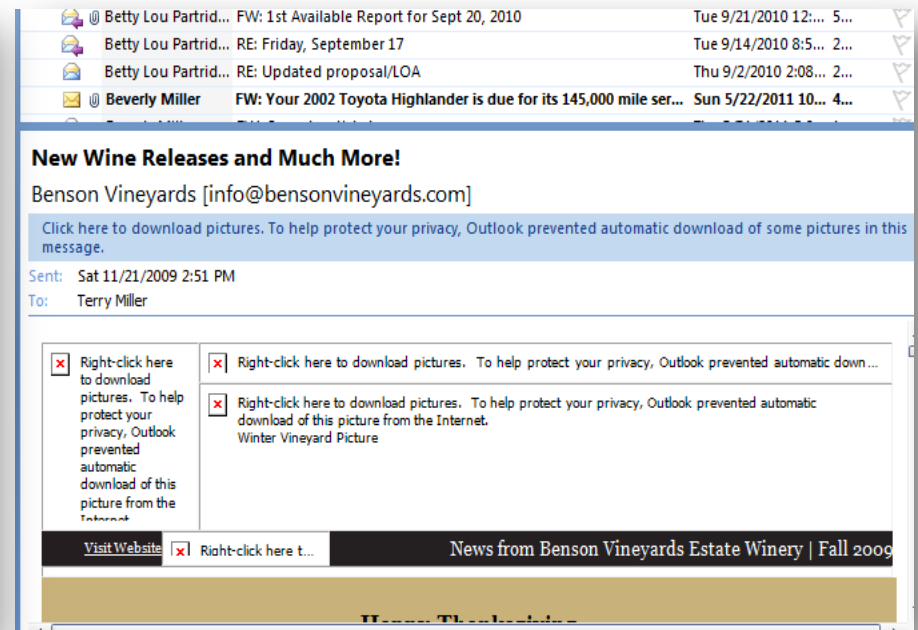
If you can't view this email, click [here](#)

[-Opt Out-](#)



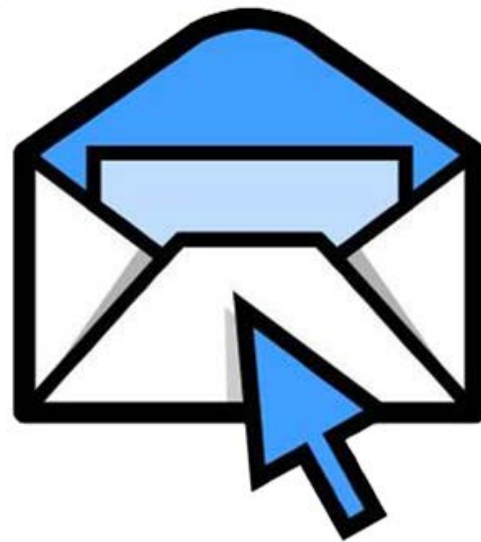
Do's and Don'ts

- ▶ Design for the preview pane
- ▶ Create buttons as HTML, not an image

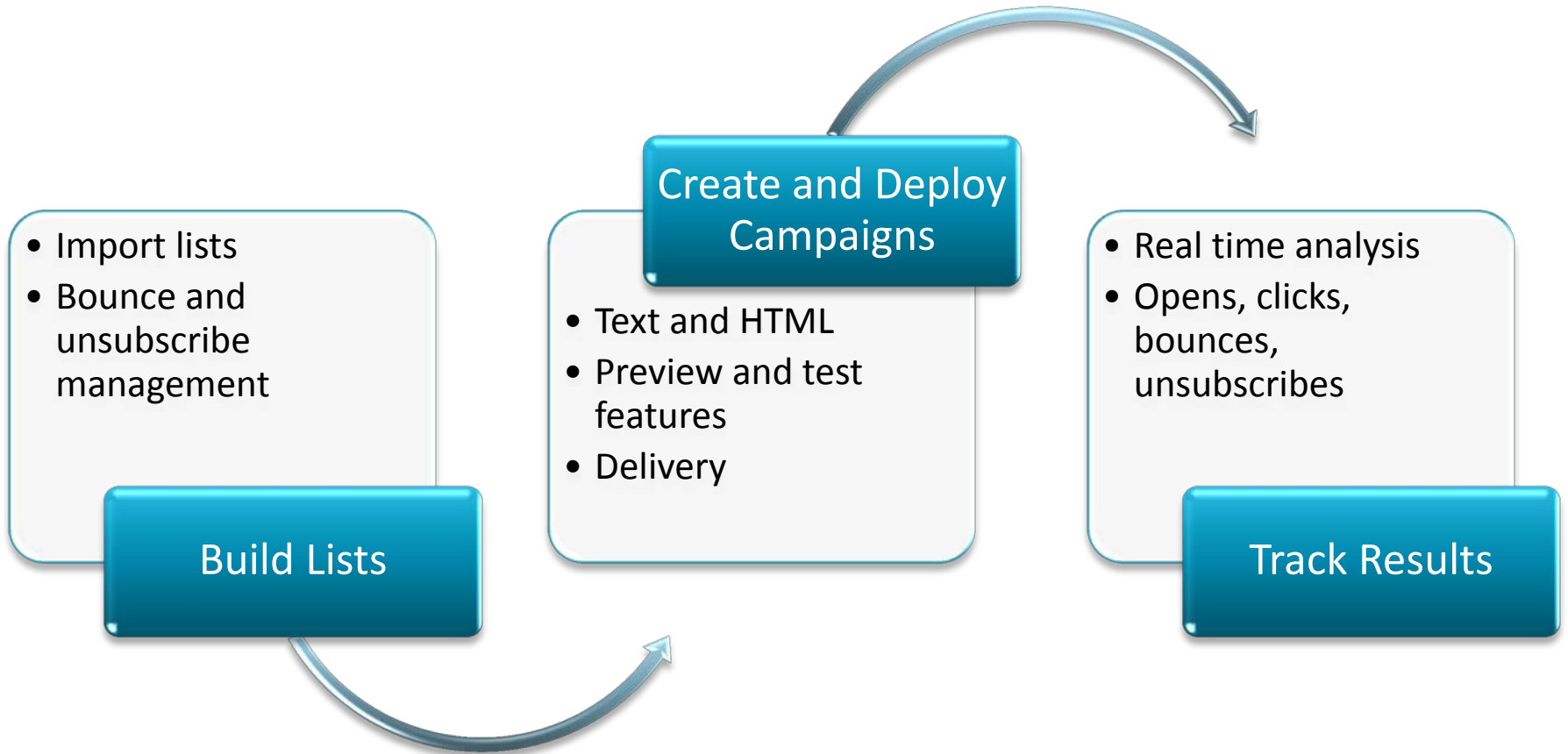


Key Email Considerations

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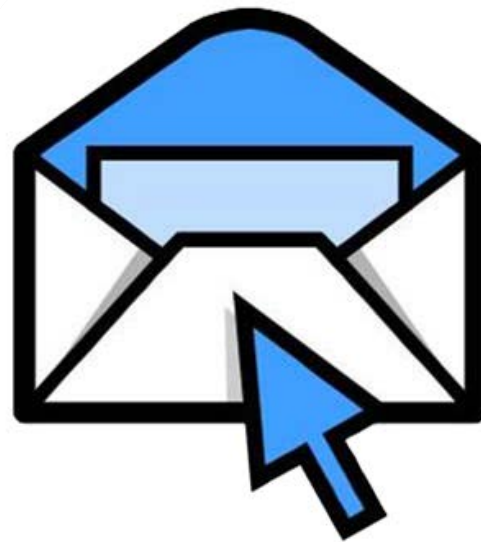


Email Deployment



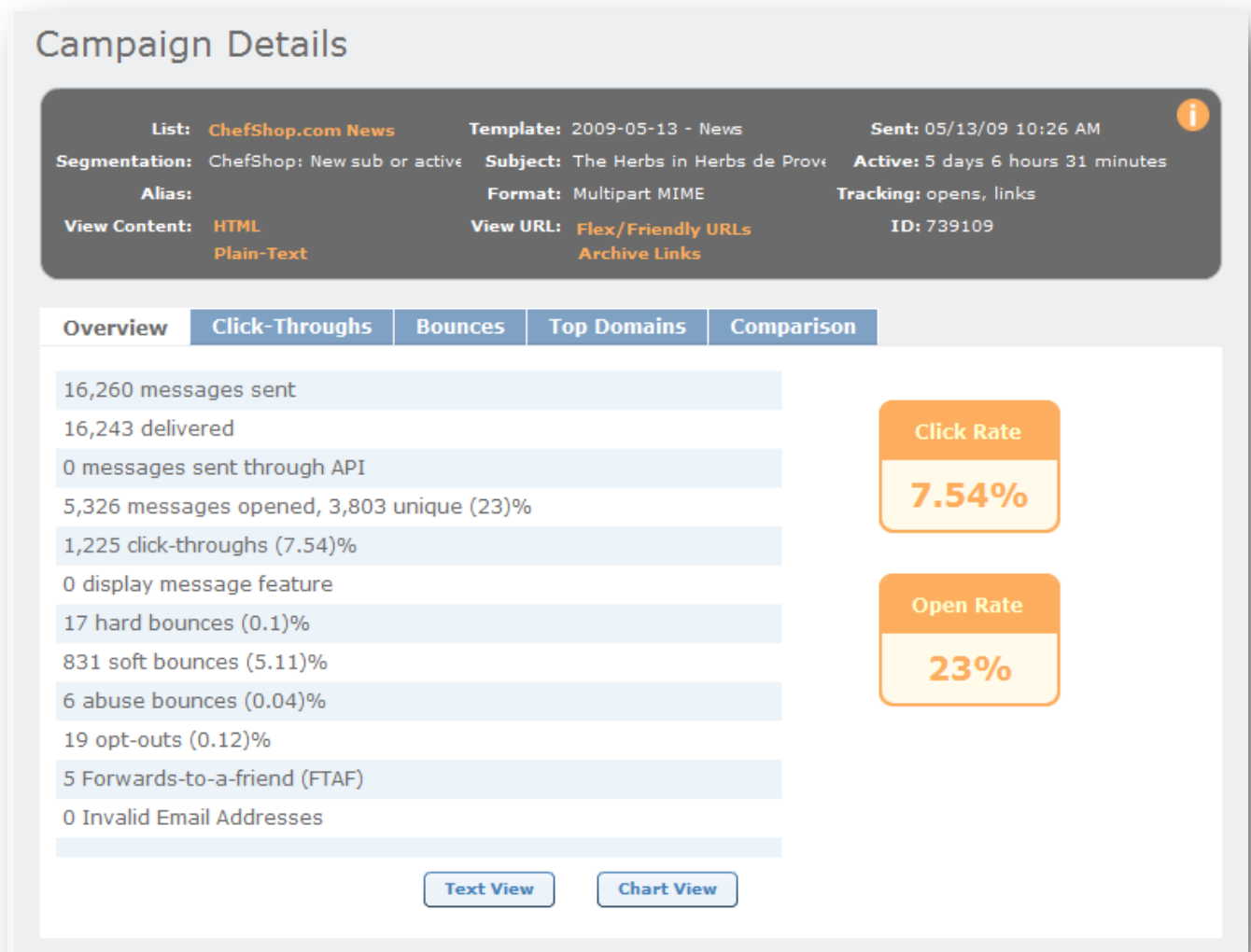
Key Email Considerations

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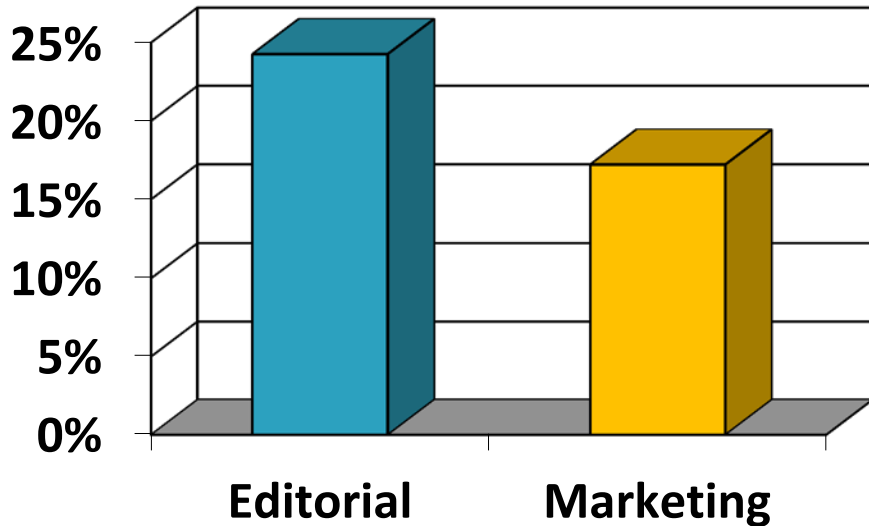
Program Analysis

- ▶ Track:
 - Sent
 - Delivered
 - Opens
 - Clicks
 - Bounces
 - Opt-outs
 - More

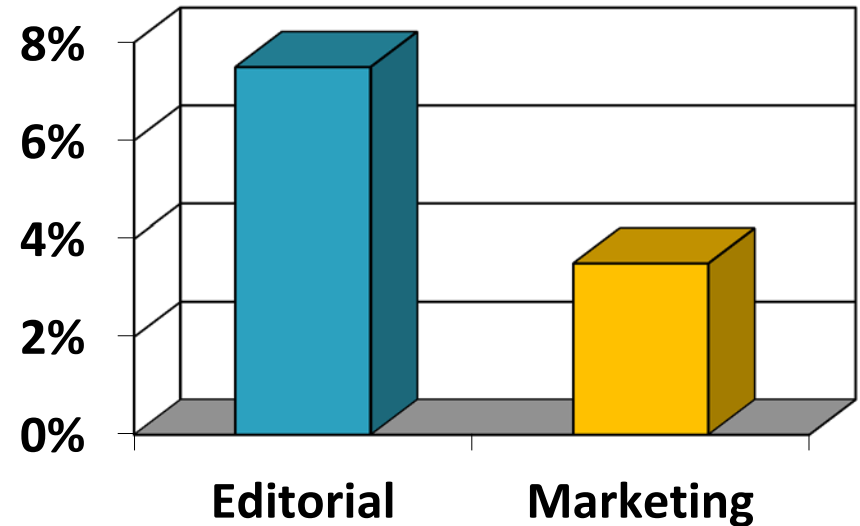


Industry Benchmarks

Open Rates



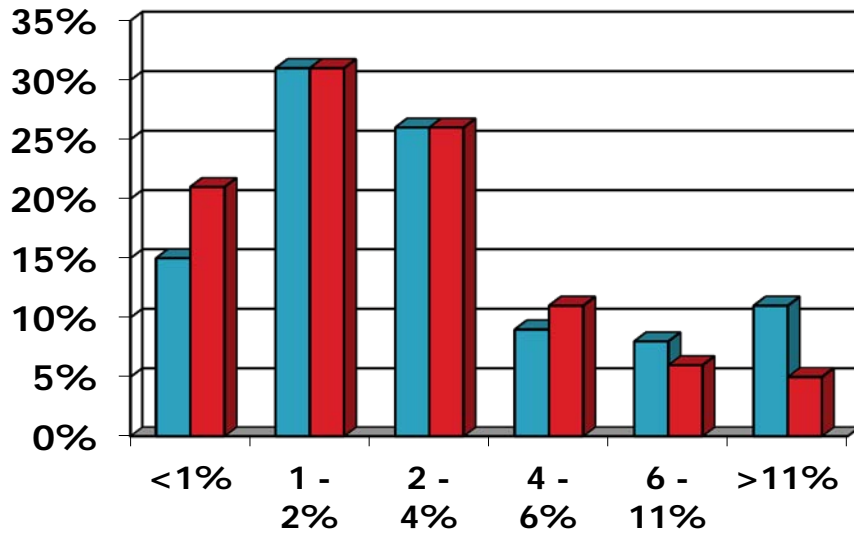
Click Rates



Source: Epsilon Q1 2011 Benchmark Report

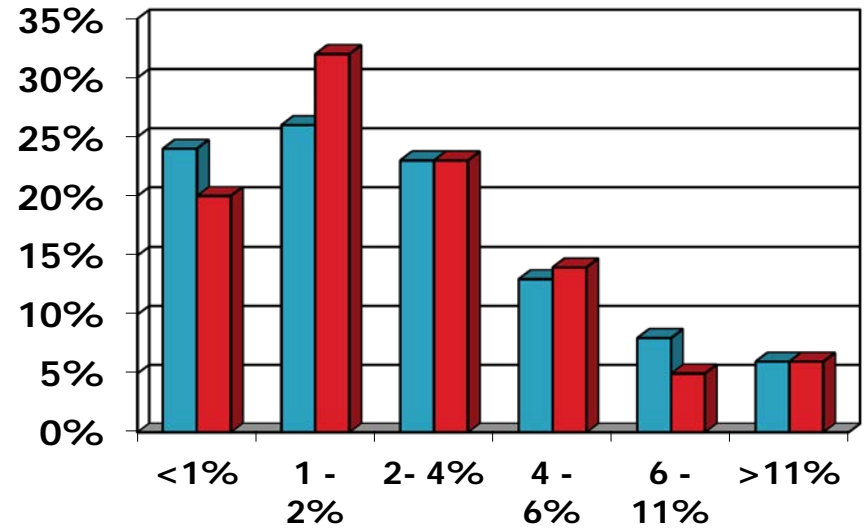
Conversion

Free Offers



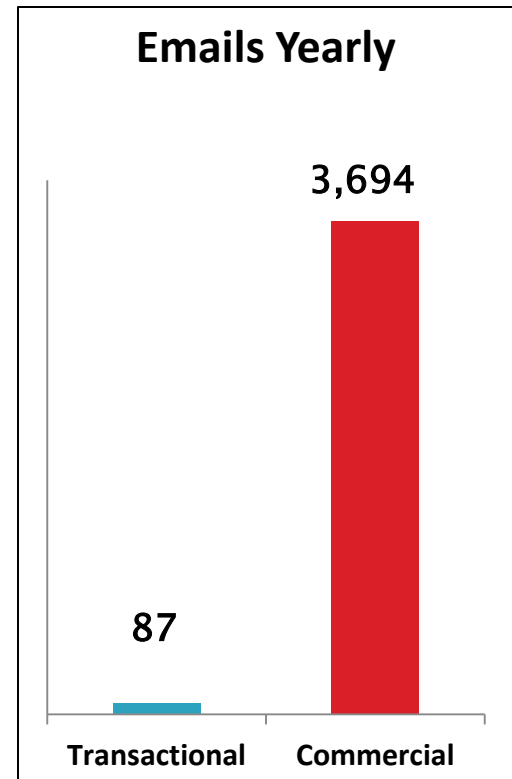
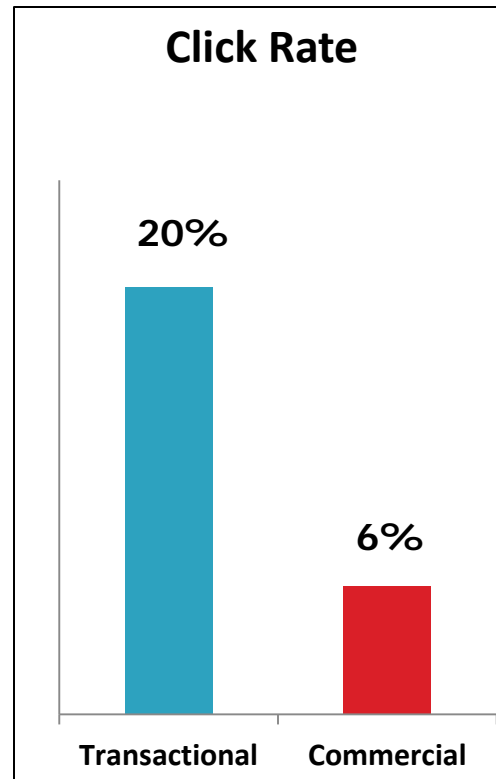
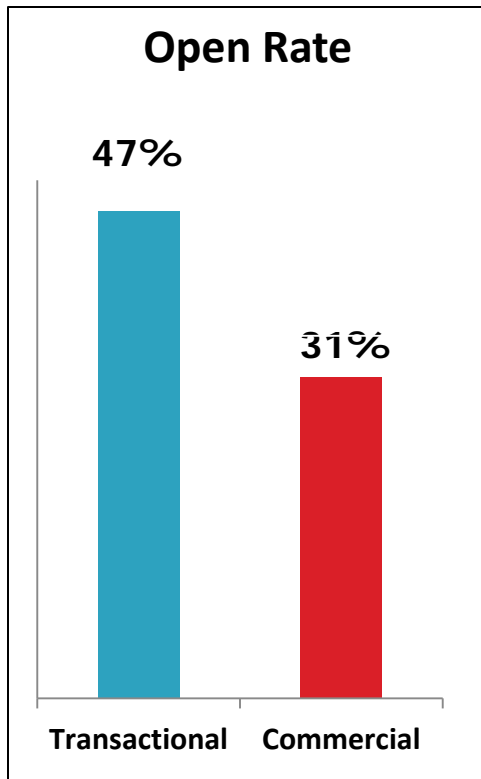
■ B2B ■ B2C

Sales Offers



Source: Marketing Sherpa, Sept 2008

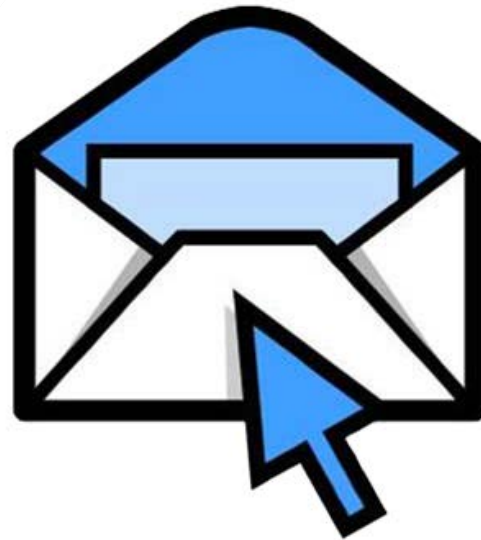
Transactional Emails



Sources: Jupiter Research, Merkle, Harris Interactive, Forrester Research

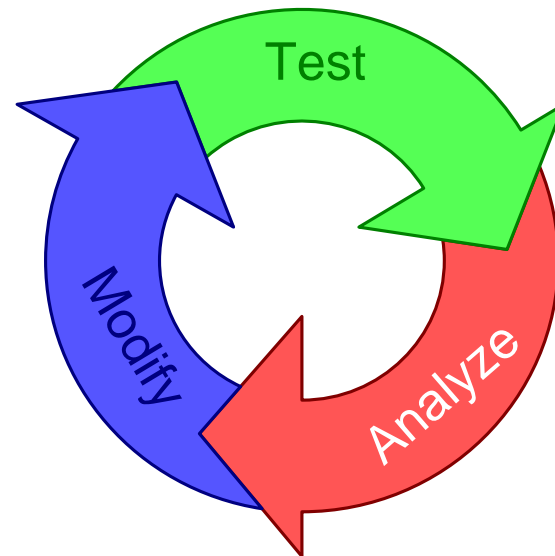
Key Email Considerations

- ▶ Strategy
- ▶ List Development
- ▶ Content Development
- ▶ Deployment
- ▶ Program Analysis
- ▶ **Optimization**
- ▶ Deliverability
- ▶ CAN-SPAM compliance



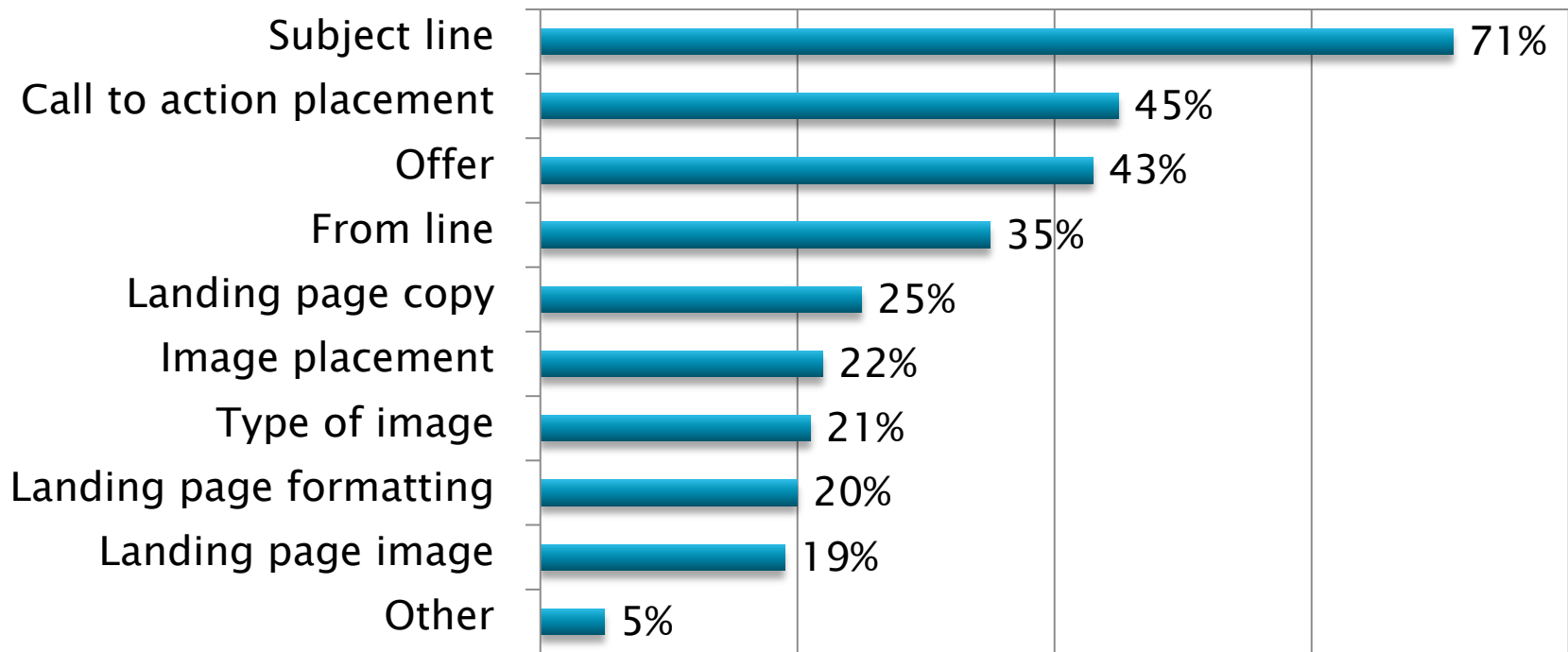
Optimization

- ▶ Developing your testing strategy
 - Develop your control
 - Limit the amount of items you are testing
 - Choose the right test size to ensure valid results
 - Size of test cells
 - Size of universe



What to Test?

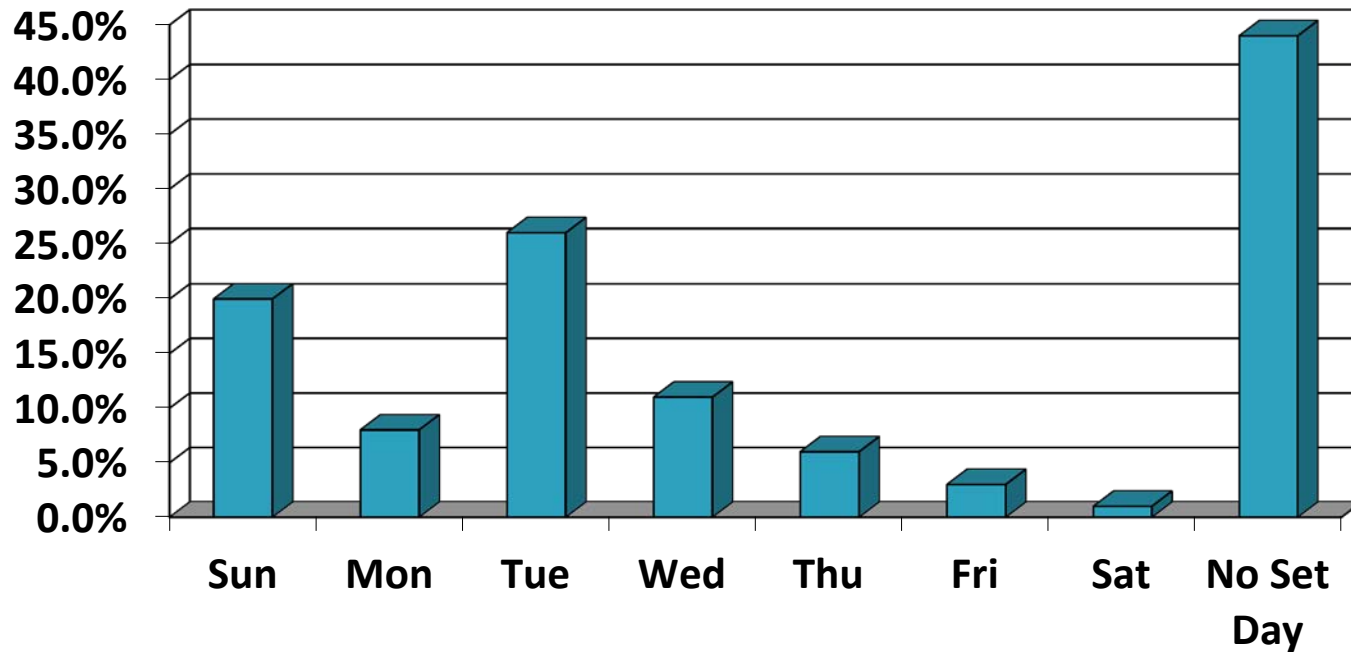
Test Variables



Source: Marketing Profs

Delivery Day

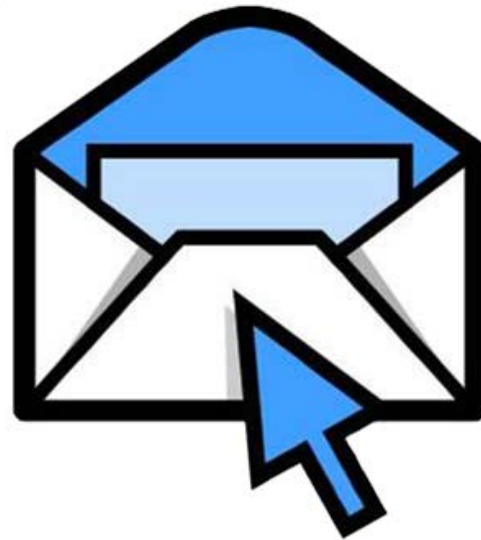
Day of the Week for Delivery



Source: Marketing Profs

Key Email Considerations

- ▶ Strategy
- ▶ List Development
- ▶ Content Development
- ▶ Deployment
- ▶ Program Analysis
- ▶ Optimization
- ▶ **Deliverability**
- ▶ CAN-SPAM compliance



Deliverability Best Practices

- ▶ Unsubscribe opt-outs in a timely manner
- ▶ Automatically unsubscribe hard bounces
- ▶ Whitelist IP addresses with ISPs
- ▶ Regularly check potential blacklist status
- ▶ Subscribe to feedback loops
- ▶ Create SPF records and update DNS records of all domains used to send bulk email
- ▶ Check content against a SPAM filter prior to deployment



SPAM Filter Analysis

List: Concur 2008-07-27 Nurture 4
Template: Concur 2005-09-08 Nurture 4
Format: HTML
Result: **WARNING: Analysis suggests that this content may be marked as SPAM by some filters.**
Score: 5.8
Threshold: 5.0
Analysis: Content analysis details: (5.8 points, 5.0 required)
rule name description

0.9 NO_OBLIGATION_BODY: There is no obligation
0.9 MAILTO_TO_REMOVE_URI: Includes a 'remove' email address
1.1 HTML_50_60_BODY: Message is 50% to 60% HTML
0.0 HTML_MESSAGE_BODY: HTML included in message
1.0 MAILTO_SUBJ_REMOVE_RAW: malto URI includes removal text
1.9 HTML_MISSING_CTYPE: Message is HTML without HTML Content-Type

Header: From: "Concur Technologies" <webinars@concur.com>
To: terry@cmigroupusa.com
Date: Wed, 23 Aug 2006 10:50:58 -0000
Subject: Terry, It's time to take a test drive

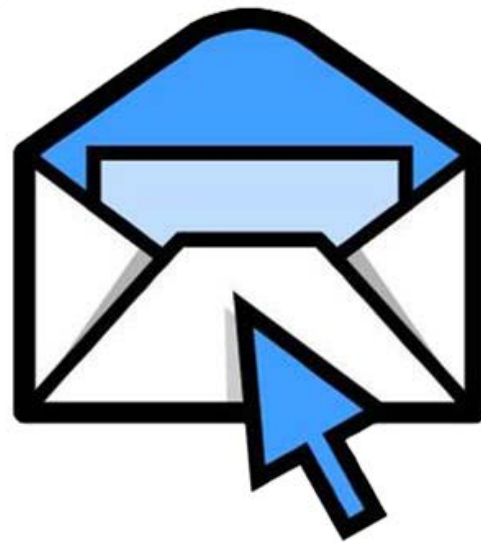
Preview:



We Invite You to Take Your
Concur Expense Service Test Drive

Key Email Considerations

- ▶ Strategy
- ▶ List Development
- ▶ Content Development
- ▶ Deployment
- ▶ Program Analysis
- ▶ Optimization
- ▶ Deliverability
- ▶ **CAN-SPAM compliance**



CAN-SPAM Compliance

- ▶ Type of email
 - Commercial electronic
 - Relationship/transactional
- ▶ List Source
 - Permission-based
- ▶ Opt-out options
 - Automatic link
 - Email link
 - Mail option
- ▶ Deceptive “From address” or “Subject line”
- ▶ Physical address included

Q&A

CRM Group Email Clients



BELLEVUE TOWERS





Powerful Email Marketing Strategies and Tactics

Thank you for your time.

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