

# E-mail Marketing

# Paradigm change in e-mail marketing.

The success story that is e-mail marketing demonstrates the key role it plays in the traditional marketing mix, for the acquisition of new customers, cross- and up-selling, customer service and to ensure customer loyalty.

This is a trend that is set to continue, according to Forrester<sup>1</sup>: in the US alone, it is estimated that over 830 billion commercial e-mails will be sent to end customers in 2013. Yet therein lies the problem: over 75% of online users now reject a high proportion of the e-mails they receive and are using alternative, less “inundated” channels of communication—particularly in the world of social media.

So has traditional e-mail marketing become obsolete? According to a study from eMarketer.com<sup>2</sup>, 40% of all marketing managers see the integration of e-mail and social media as being the dominant theme in marketing over the next few years. Many are planning large investments in order to react effectively to the altered mode of communication.

An overview of the reasons for this:

- More and more content is being produced and published online by end customers themselves—many customers trust this content more than e-newsletter content.
- Products, campaigns and brands are discussed on social media platforms—whether companies want this or not.

- One-way “sender communication” is no longer enough—companies must enter into a real dialog with their customers and run with relevant topics, instead of spreading messages.
- The worldwide growth of social media platforms is leading to even more intense globalization and the proliferation of topics. Content can no longer be artificially restricted to markets or regions.
- Campaign content must “work” equally well in a wide range of media—be it on a website, in an e-newsletter, in blogs, on Twitter or on Facebook.

Added to this is the increasing prevalence of smartphones and digital devices, whose smaller screens are changing the way people read. E-mail marketing must also cater for this trend—both in terms of the way e-mails are displayed on the screen and the length of their content.

<sup>1</sup> See [http://www.forrester.com/rb/Research/us\\_email\\_marketing\\_volume\\_forecast%2C\\_2008\\_to/q/id/43542/t/2](http://www.forrester.com/rb/Research/us_email_marketing_volume_forecast%2C_2008_to/q/id/43542/t/2)

<sup>2</sup> See [http://www.emarketer.com/Article.aspx?R=1007412&Ntt=email+marketing&No=0&xsrc=article\\_head\\_sitesearchx&N=0&Ntk=basic](http://www.emarketer.com/Article.aspx?R=1007412&Ntt=email+marketing&No=0&xsrc=article_head_sitesearchx&N=0&Ntk=basic)

## Opening up new paths in e-mail marketing.

Thanks to the influence and integration of social media in traditional e-newsletters, a number of new opportunities are opening up. The recipe for success is to combine the strengths of e-mail marketing with the “social media” trend, thus making valuable information and processes available for direct, “real” communication with the end customer.

To create consistent, cost-efficient content, it should be prepared and made available in a range of formats for every channel of communication, irrespective of whether it is published in an e-newsletter or on Twitter.

Thinking within individual media boxes is a thing of the past. Featuring content and topics on an integrated, media-neutral basis, and making these easy to access, is becoming more important than ever and is the next logical and systematic step in the e-mail marketing of the future.

# Effective e-mail marketing.

With the integration of social media, e-mail marketing can therefore continue to be used as a tool for reaching target groups quickly, flexibly, measurably, and on a dynamic personalized basis. There are obvious advantages:

- 1** Social media platforms can speed up the recruitment of customers for a company's own e-mail marketing programs (e.g. via peer-to-peer recommendations).
- 2** Social media campaigns enable the (viral) use of a wide range of communication channels, be it websites, e-newsletters or social media platforms; in this case, e-mail marketing only serves as an "enabler" in certain circumstances.
- 3** Integrated performance management via social media and e-mail marketing is more efficient and gives a more accurate indication of the effectiveness of measures taken.
- 4** By analyzing social media platforms, opinion leaders can be identified, broken down into sections and then motivated via e-mail marketing.
- 5** User-generated content in e-mail marketing leads to cost savings and increased acceptance among end customers.

# Our experience is your advantage.

Pepper has been analyzing, designing and running e-newsletter programs for famous brands around the world for over six years and is developing these all the time. Our expertise here ranges from the development of an e-mail marketing strategy, providing consultation services regarding infrastructural issues, content sourcing and management, (global) editorial and project management processes, performance management and optimization, right up to integration with social media topics.

Modern means of communication offer a wide range of opportunities here for innovative, effective brand and corporate communications. Whether e-newsletters, the development of online content or the combination of existing online communications with social media platforms, podcasts or video podcasts—Pepper serves the target groups of its customers, always by means of individual, progressive communication solutions.

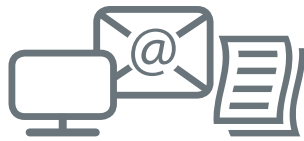
Communication measures can be gauged and evaluated via people's reading and clicking habits. However, virtual publications and communication concepts are only really successful when digital content is strategically linked, well thought out and efficiently implemented, and its success constantly measured.

Therefore, our approach is as follows: communication strategies from a single source. We provide you with concepts, content, monitoring and analyses. In brief: real effects that can prove their worth.

## Five factors for success in the integration of e-mail marketing and social media marketing

### 1. Choice of media/channel

Coordination of different communication and social media channels



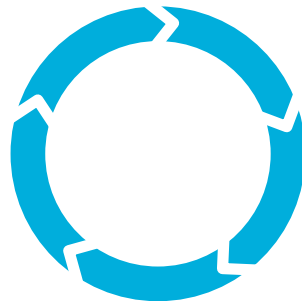
### 2. Design

Designing and structuring e-mail templates to optimize performance  
Ensuring consistency across a range of channels



### 5. Distribution

Cross-platform distribution of content via newsletters, forums, blogs and social media platforms according to the "DORA principle" (develop-once-repeat-anywhere)



### 3. Content

Production of relevant, channel-specific content  
Target group-specific distribution of content  
Integration of interactive content in e-mails  
[Re-]use of different sources



### 4. Additional offers

Integration and weighting of:  
Promotions  
Learning content

# Global e-newsletter for a market-leading IT company.

In a global project with more than 8 million recipients, editorial content is prepared for key decision-makers, IT and business professionals from a wide range of specialist departments and adapted to the specific needs of individual regions. For example, Japan has different focus topics to Canada or Europe.

Our services and procedures comprise the analysis of needs, the target group-specific preparation and journalistic structuring of content and the data supply of articles that is compatible with the respective system. Experienced editors-in-chief, journalists and sub-editors guarantee high-quality content.

Cleverly created response devices provide links to further information and places where the item is marketed on the Internet. By means of an integrated messaging and content strategy, content is produced just once in the company and used cost-effectively in a range of versions according to the “DORA principle” (“develop-once-repeat-anywhere”) —as e-mail marketing, social media platforms, blogs or forums.

# Answers to your questions.

As an agency with offices all over the world, Pepper can also provide you with a contact partner with a high level of experience in e-mail marketing in close proximity to where you are located. In other words, we are waiting for your call anywhere in the world, and your specific requirements can be met on a regional, national or even international basis. Give us a try.

## Your contacts at Pepper:

### Munich

**Christian von Vietinghoff**

Director Consulting

Tel +49 89 30903 553

[christian.vonvietinghoff@pepperglobal.com](mailto:christian.vonvietinghoff@pepperglobal.com)

### Chicago

**Brennen Roberts**

Managing Director

Tel +1 312 588 4774

[brennen.roberts@pepperglobal.com](mailto:brennen.roberts@pepperglobal.com)

### Vienna

**Alexandra Wolf**

Client Service Director

Tel +43 1 71 30 110 14

[alexandra.wolf@pepperglobal.com](mailto:alexandra.wolf@pepperglobal.com)

### Singapore

**Caroline Lim**

Managing Director

Tel +65 6221 3312

[caroline.lim@pepperglobal.com](mailto:caroline.lim@pepperglobal.com)