

# *Digital Decisions*

*The Past, Present and Future*



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*Engage the Page!*

# Email – What Is It Like?

Hi. Call me, Text Me – I want to take you out and buy you dinner.



***Capturing an opt-in email address is the most powerful relationship and sales driving vehicle your company will ever have access to.***

***Do it the right way- and things will go well. Do it the wrong way..... and***


# This Could Be You



# Is Email Marketing Really Like the Life of Ebenezer Scrooge?



# Is Email Marketing Really Like Scrooge?

- Today, you will take a look at a combination of survey data from Exact Target, Be Relevant, Harrison Group, The Email Experience Council, the DMA UK's best practices group, and a number of individual email companies.
  - Three areas of focus will be reviewed:
    - How your PAST efforts can negatively impact your future growth
    - The reality of the consumer mindset in the PRESENT
      - Current best practices you should consider/follow
    - How to best prepare for the FUTURE
  - Take Notes, Ask Questions, Be Bold in Your Future Planning
- 

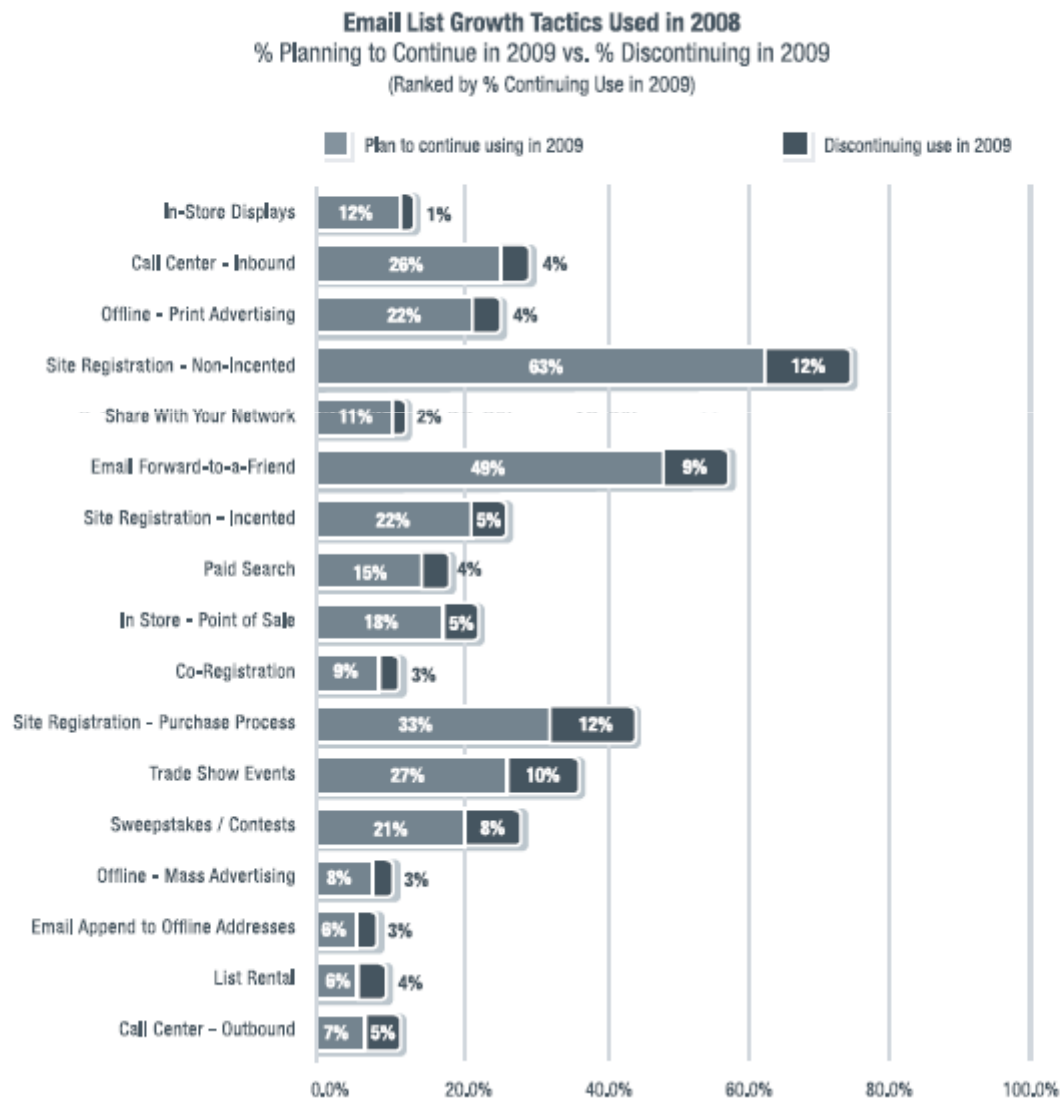


The Past

**The Past**

1106 4921

# Attention to Old Best Practices = Bad Advice



# Sometimes -It Feels Like This



# Internet Advertising has Changed

| Interaction with paid advertising on the Internet  | Total % |
|--|---------|
| I tend to ignore Internet advertisements   | 86      |
| I find Internet advertisements to be more informative than print                           | 7       |
| I rely on Internet advertisements to conduct research on products and services of interest | 6       |
| I find Internet advertisements to be more enjoyable than print                             | 5       |
| I rely on Internet advertisements to help find products and services to purchase           | 5       |
| I enjoy interacting with Internet advertisements   | 3       |

Source: September Recontact

# Trust in the World is Down

| Confident in the ability of...                | Q3-09<br>% |
|---|------------|
| Our President to lead us through tough times  | 34         |
| The Federal Reserve to act responsibly        | 19         |
| My financial companies to act responsibly     | 16         |
| The national government to govern responsibly | 12         |
| Your local government to govern responsibly   | 12         |
| U.S. business leaders to act responsibly      | 8          |
| The financial industry to act responsibly     | 7          |

Source: Harrison Group



# But Self- Reliance Is Up

| <b>Self-Descriptors</b> | <b>2009<br/>%</b> |
|-------------------------|-------------------|
| Intelligent             | 84                |
| Loyal                   | 81                |
| Family-focused          | 73                |
| Smart shopper           | 69                |
| Self-sufficient         | 68                |
| Religious               | 25                |
| Spender                 | 22                |
| Risk-taker              | 22                |
| Gambler                 | 12                |
| Socialite               | 10                |



Source: Harrison Group



NOW

**The Present**

THE PRESENT

# Where Do People Turn?

| Rank | Ideas & Inspiration      | Insights & Advice           | Comparing                   | Pricing                     | Purchasing               |
|------|--------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------------|
| 1    | Internet search sites    | Internet search sites       | Internet search sites       | Internet search sites       | Physical Retail Location |
| 2    | Magazines                | Family & friends            | Multi-brand websites        | Multi-brand websites        | Internet search sites    |
| 3    | Family & friends         | Experts                     | Physical Retail Location    | Brand's own website         | Brand's own website      |
| 4    | Physical Retail Location | Physical Retail Location    | Brand's own website         | Physical Retail Location    | Multi-brand websites     |
| 5    | Direct Mail/Catalogues   | Brand's own website         | Internet News & Information | Internet News & Information | Family & friends         |
| 6    | Television               | Internet News & Information | Friends & family            | Direct Mail/Catalogues      | Experts                  |

Source: Harrison Group:  
 Top Six of 13 choices, averaged across 4 categories (fashion, jewelry/watches, travel and automobiles)

# The Average Consumer Is an Online Multi-tasker

## Hours Per Week Spend...

Watching TV

**Total**

11.2

**Online (for personal use)**

**10.5**

Listening to the radio

5.4

Reading newspapers and magazines

4.2





# Five Critical Elements of Email Marketing

## **1. Understand the Impact on Brand:**

Old Stat: 90% use email to engage in/determine the value of a company

New Stat: Average person will keep an educational email for two years.

## **2. Add Intelligence to Your Design:**

Old Stat: 18% on social networks, 27% texting, 4% on RSS

New Stat: 62% using Social Networks regularly

## **3. Drive the Purchase**

Old Stat: 26% of emails are opt-in marketing messages

New Stat: 28% of all people recommend products to friends

## **4. Create Service Messages!**

See # 1

## **5. Add Viral Elements**

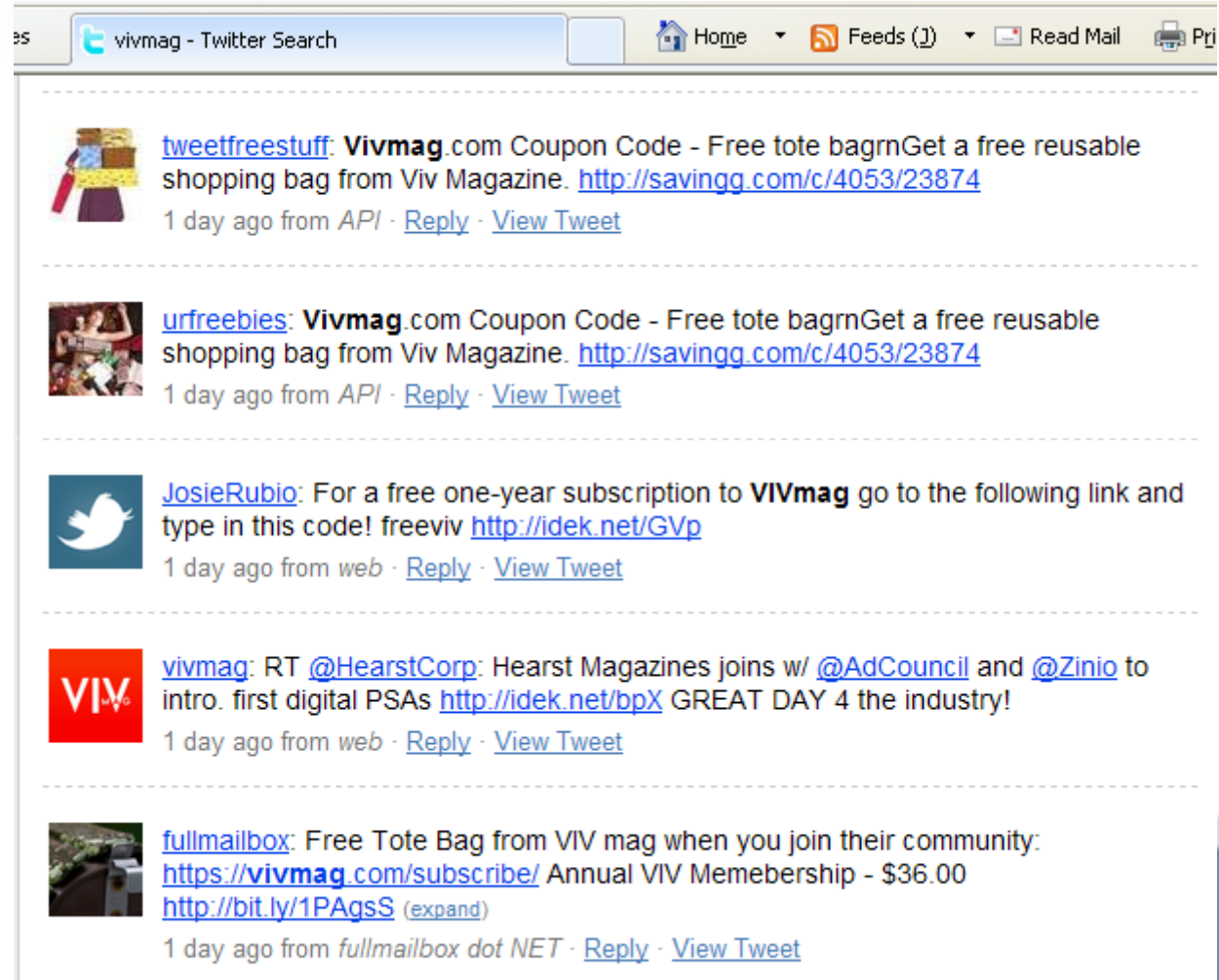
Old Stat: STAF should drive a 1-2% referral rate from opens

New Stat: In the Twitter vs. Facebook world: Twitter SELLS

# The Tote Bag and The Magazine: A Story of 1 Email


## The Email:


- 1: Email Sent to 1 person
- 2: Email Posted to Twitter and Facebook showcasing membership
- 3: Analysis: Tote Bag takes over – Twitter goes crazy
- 4: Real Time Adjustment of efforts to showcase Totebag too.





The screenshot shows a browser window with the address bar containing 'vivmag - Twitter Search'. The page displays five tweets related to Vivmag.com. Each tweet includes a profile picture, the user's name, the text of the tweet, and a timestamp of '1 day ago'. The tweets are separated by dashed horizontal lines.


95 vivmag - Twitter Search Home Feeds (1) Read Mail Pri

 **tweetfreestuff**: Vivmag.com Coupon Code - Free tote bagrnGet a free reusable shopping bag from Viv Magazine. <http://savingg.com/c/4053/23874>  
1 day ago from API · [Reply](#) · [View Tweet](#)

 **urfreebies**: Vivmag.com Coupon Code - Free tote bagrnGet a free reusable shopping bag from Viv Magazine. <http://savingg.com/c/4053/23874>  
1 day ago from API · [Reply](#) · [View Tweet](#)

 **JosieRubio**: For a free one-year subscription to **VIVmag** go to the following link and type in this code! freeviv <http://idek.net/GVp>  
1 day ago from web · [Reply](#) · [View Tweet](#)

 **vivmag**: RT [@HearstCorp](#): Hearst Magazines joins w/ [@AdCouncil](#) and [@Zinio](#) to intro. first digital PSAs <http://idek.net/bpX> GREAT DAY 4 the industry!  
1 day ago from web · [Reply](#) · [View Tweet](#)

 **fullmailbox**: Free Tote Bag from VIV mag when you join their community: <https://vivmag.com/subscribe/> Annual VIV Memebership - \$36.00 <http://bit.ly/1PAgsS> (expand)  
1 day ago from fullmailbox dot NET · [Reply](#) · [View Tweet](#)



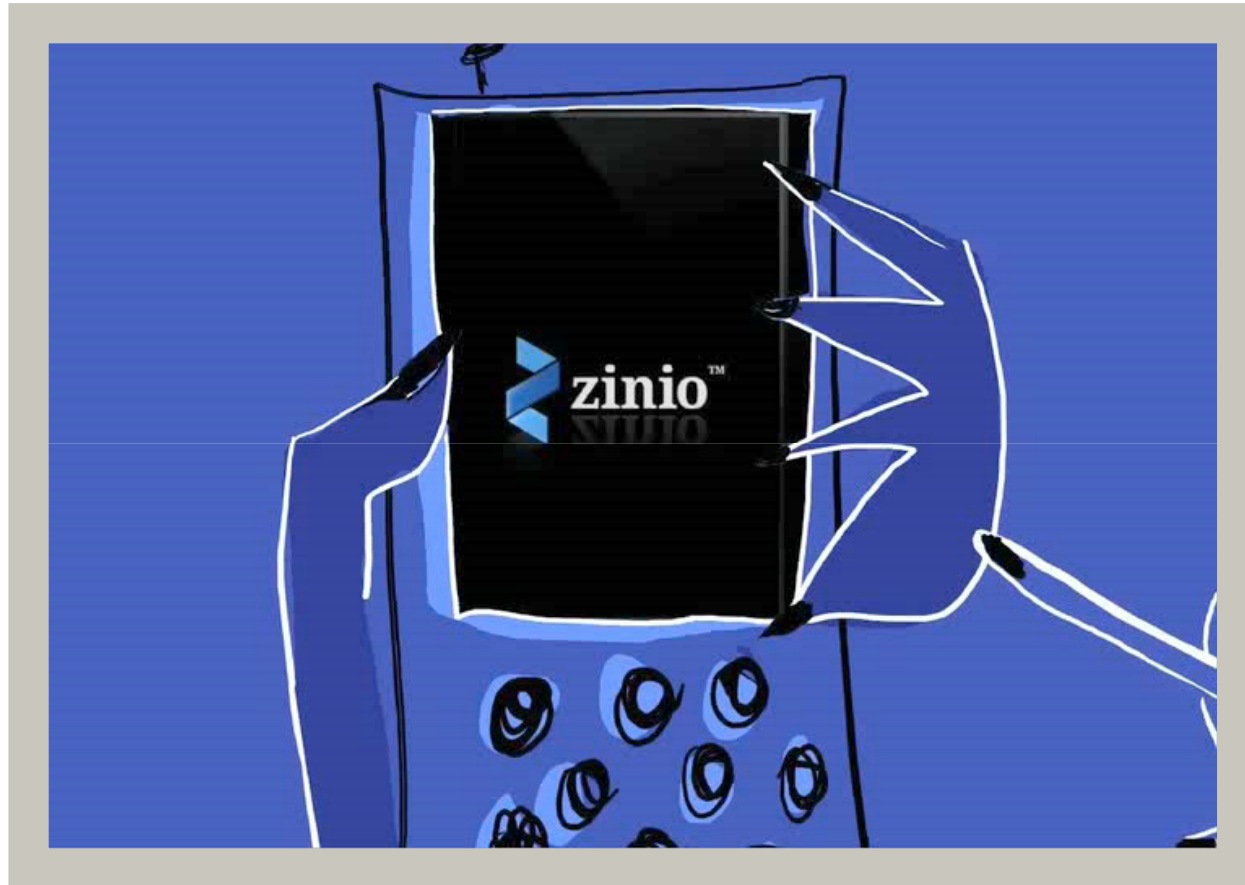
5 Minutes  
Later

**The Future**

THE FUTURE

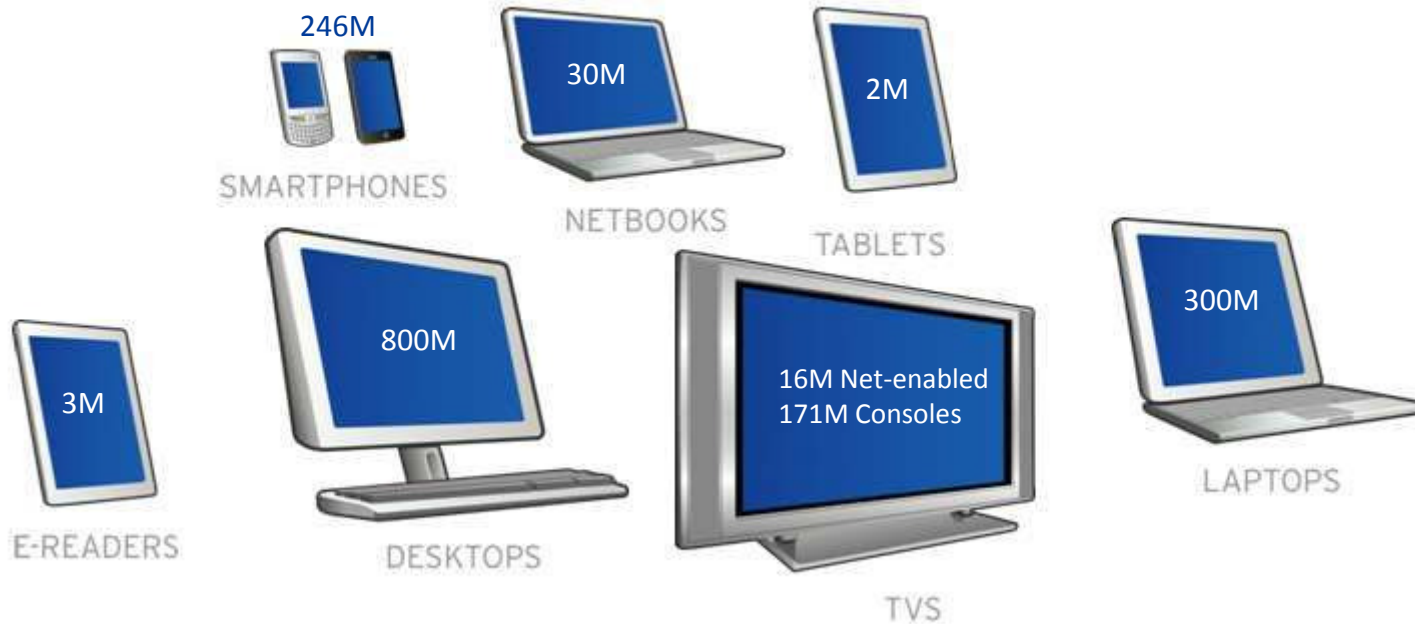
5 Minutes  
Later

# This Is You Now – Your Messages Are Different





# In a Proliferating Device World...





# ...it means multiple devices



SMARTPHONES



E-READERS  
TABLETS



NETBOOKS



LAPTOPS



DESKTOPS



TVS

|                 | SMARTPHONES   | E-READERS<br>TABLETS                      | NETBOOKS  | LAPTOPS  | DESKTOPS                                 | TVS  |
|-----------------|---|---|---|--|--|--|
| <b>Screen</b>   | 2-4"<br>Portrait<br>480x320                             | 6-11"<br>Portrait<br>600x800              | 7-11"<br>Landscape<br>800x480                       | 11-17"<br>Landscape<br>480x320                     | 19-24"<br>Landscape<br>480x320           | 32-54"<br>Landscape<br>1080                  |
| <b>Control</b>  | Multi-touch<br>Touch<br>Stylus<br>Joystick<br>Trackball | (Multi-touch)<br>Touch<br>Joystick        | Touch<br>Track pad<br>Keys                          | Track pad<br>Keys<br>Mouse                         | Keys<br>Mouse                            | Remote<br>Joystick<br>Trackball<br>Track pad |
| <b>Distance</b> | ½-1'<br>Heads down<br>Lean forward<br>Mobile            | ½-1½'<br>Heads down<br>Lean back<br>Couch | 1-3'<br>Heads down<br>Lean forward<br>Couch + table | 1-3'<br>Heads down<br>Lean forward<br>Desk + table | 2-3'<br>Heads up<br>Lean forward<br>Desk | 6-12'<br>Heads up<br>Lean back<br>Couch      |

# This Will Be You?



**YOUR SECRET IS SAFE WITH US.**

Choose from thousands of books and magazines... including those you would normally be embarrassed to be seen reading in public. With Zinio you can now indulge yourself without attracting attention.



Access it from the Internet.



Search related topics & themes.



Bookmark and save any article.



Shop online thru the ads.





## 10 Things Businesses Must Do

1. Make a mailing calendar
- 2. Place value on email address (opt-in and out)**
3. No List Growth without: activation, retention AND reactivation programs
4. Develop KPI's that make sense to your business
- 5. Focus on behavior of YOUR list**
6. Tailor landing pages
7. Optimize content based on results
- 8. Develop seed lists that are not on your network**
9. Determine multichannel usage early on
- 10. Map our continuity campaigns (aka. Triggered)**



# What Does Digital of the Future Look Like?

## Road Warrior



### Appeal

- \* Instant access
- \* Greater privacy
- \* Dynamic, high fidelity
- \* Mobile access/offline access

### Personality

- \* Tech savvy
- \* Biz traveler/Commuter
- \* Mobile Savvy

### Desires

- \* Confidentiality
- \* Advertising – wish they could instantly learn more
- \* Will exchange personal information for targeted ads
- \* Loves tech, news, sports, business, hobbies

## Organizer



### Appeal

- \* Selection
- \* Avoids paper/clutter
- \* Archive/Saving
- \* Single Issue Options

### Personality

- \* Home enthusiasts
- \* Loves Gardening/Cooking
- \* News fan

### Desires

- \* Access to content on demand
- \* Ability to search through "owned" content →
- \* Interest in home, garden, fashion, news, auto

## Tactician



### Appeal

- \* Zooming
- \* Bookmarking articles
- \* Watching video
- \* Archiving/Saving

### Personality

- \* Magazines are an enjoyable experience
- \* Loves to read laying down
- \* Low tech

### Desires

- \* Likes to rip out/save articles
- \* Likes enthusiast titles, art and photo mags, ebooks, and women's interest

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