



White Paper

Permission-based email
marketing

Permission-based email marketing

Executive Summary

The statistics on the effectiveness of permission-based email marketing are overwhelming. The vast majority of successful companies use permission-based email marketing as a critical tool in their marketing strategies. Most companies utilizing permission-based email marketing realize a significant and rapid return on investment.

To further stand out from the competition, using a permission-based email marketing system like comF5's eMarketEngine with its easily integrated media including video and audio, will bring even greater results.

To summarize, online marketing and promotion activities should include an advanced permission-based email platform like comF5's. The benefits are numerous:

1. Obtain greater conversion rates with integrated media
2. Automated sales process increases sales
3. Decrease marketing expenses
4. Build better relationships with prospects and customers
5. Generate repeat business
6. Duplicate success

Despite the hype email marketing is still the most effective form of online promotion

According to emarketer.com permission-based email is still the most effective form of online marketing and promotion. The Majority of most successful companies use permission-based email marketing.

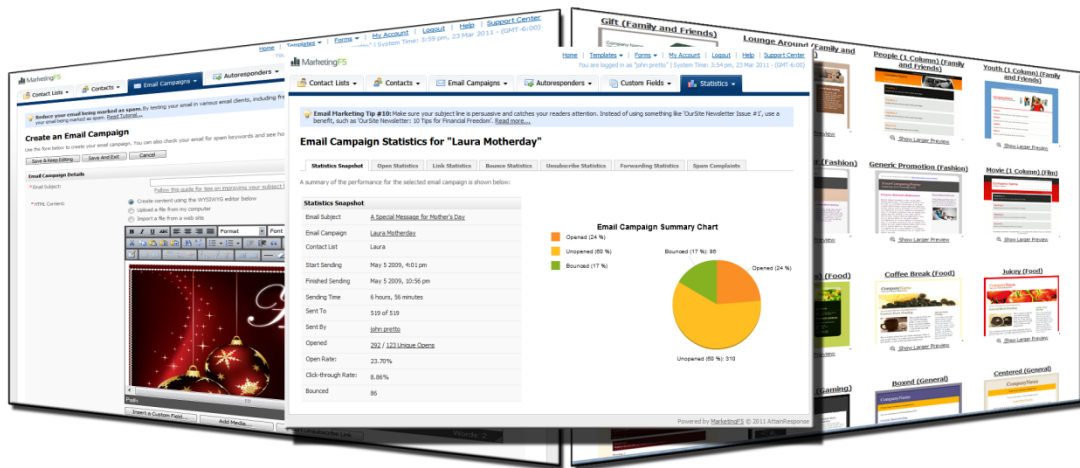
Definitions

What is a permission-based email marketing system?

Most Internet users are familiar with email. Most users are comfortable with using their personal email accounts for correspondence between friends, family, coworkers etc. If you are trying to promote yourself or your business you would not be best served using your personal email account for marketing purposes.

Here are the major attributes of a robust permission-based email marketing system:

1. Designed for large volumes of emails
2. Handles multiple contact lists
3. Professionally designed templates
4. Analytics
 - a. Track who opens your emails and when
 - b. Track which links are being clicked on
5. Contact management
 - a. Customer Relationship Management features
 - b. Advance queries and segmentation
6. CAN-Spam Act of 2003 compliance
 - a. "Unsubscribe" feature management
 - b. Sender compliance



Features

comF5's eMarketEngine permission-based email system has distinct advantages over other email campaign tools:

1. Media Integration

- Easily add audio and video into your email campaigns

2. Integrated autoresponders and lead capture within the email campaign system

3. Integrated platform

- ComF5's eMarketEngine is a complete marketing system that has tools that facility the entire customer life-cycle process. To achieve success in online marketing and promotion you must Expose, Engage, and Enchant your customers.
- Although email campaigning is a powerful tool, you can ignite your marketing efforts further by using the other eMarketEngine tools as complement to your efforts all in one system all at incredibly affordable prices.

comF5 email example

<p><i>The Duncan Duo & Associates</i> Tampa Bay's Most Innovative Real Estate Team</p> <p>Delete This Image Then Add Media</p> <p>Click on image above for short message The Duncan Duo (813) 739-5948</p> <p>Blog Friend YouTube Watch</p> <p>Search For Homes Your Home Value About Our Team View Our Listings</p> <p>KELLER WILLIAMS</p>	<p>Here is an example of a well-designed comF5 email campaign. Some of the highlights are:</p> <ol style="list-style-type: none"> 1. Video is integrated (black window) 2. Very clear actionable items 3. A lead capture form to automatically add contacts into the sales funnel process 4. Graphically rich 5. Links to social media sites
<p>Notes</p> <p>Lead Capture Form</p> <p>Friend's Email: <input type="text"/></p> <p>Their Name: <input type="text"/></p> <p>Their Phone: <input type="text"/></p> <p>Relation to You: <input type="text"/></p> <p>Comment: <input type="text"/></p> <p><input type="button" value="Refer Them!"/></p>	
<p>GUARANTEED OR I'LL BUY IT! SOLD</p> <p>Want More Response? Click here to empower your business with comF5</p> <p>Powered by comF5 Email and Internet Marketing Solutions</p>	

Statistics on Email Marketing

From the studies below you can see that email marketing is extremely effective

- The most broadly used web-based direct marketing technique is e-mail, which 87% of U.S. marketers and 78% of Canadian marketers say they often or always use to communicate with customers. – Direct Marketing Association.
- The vast majority of responding companies (72%) rate email as 'excellent' or 'good' for return on investment. -Adestra
- 39% (the largest percentage of respondents) said that email performed the strongest for their company - Datranmedia
- 70% of marketing agencies plan on spending capital on email marketing. SODA

Change in Marketing Spending for Select Media in 2009 According to US Marketers (% of respondents)

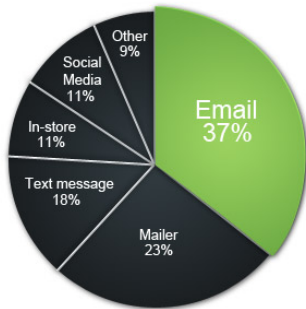
	Increase	Remain the same	Decrease
E-mail marketing	40.0%	50.0%	10.0%
Interactive	31.3%	52.1%	16.7%
Search	23.5%	58.8%	17.6%
TV	16.3%	59.2%	24.5%
Direct mail	15.4%	53.8%	30.8%
Print	13.8%	39.7%	46.6%
Radio	12.2%	67.3%	20.4%
Outdoor	8.7%	71.7%	19.6%

Note: n=5,300

Source: Round2, "2009 Media Survey Results & Analysis," provided to eMarketer, September 4, 2009

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www.eMarketer.com



Preferred Retail Promotion Delivery Method
 Source: [CrossView](#) as cited in press release, July 14th, 2010

Despite the hype...
email is still more effective
 than other forms of digital media



Nearly

60%*

of consumers make purchases as a direct result of email.

*According to a worldwide study conducted by [Lightspeed Research](#).