



GATHERING E-MAIL ADDRESSES

Tips from the CDS Global
2010 Preferred Showcase





E-mail

- Webinars, whitepapers, handbooks, conferences with e-mail best practices
- We've attended, read, reviewed and utilized much of that information to build our templates
- We all know that e-mails are an economical communication vehicle
- E-mail used in conjunction with direct mail could increase response rates by up to 40%*

*SubscriberMail's: Top 10 Things you Need to Know about the E-mail Opt-in Process





How do you gather e-mail addresses?





Recommendations

- Ask on every communication with your customer
- Provide a value proposition
- Reassure them
- Make it easy





Ask for e-mail addresses on every communication with your customer

- Consider every point of contact with customers and prospects.
- Test an e-mail request on order forms
- Test promotions on invoices and statements
- Request it at several different points on your website – sign up opportunities should be ubiquitous throughout your site
- Ask for it during customer service calls
- Include “Send to a Friend” options

*Lyris HQ Guru’s Guide to Email Marketing Success 2009





Subscribers are happy to provide you their valuable e-mail address in exchange for something of value

- Create a free e-newsletter
- Let them know if they will get “special access” to articles, blogs, discussion groups, etc
- Provide early or “priority access” to new products
- Offer sneak peeks at future developments or upcoming articles
- Entice them with advance notice of sales
- Offer a downloadable editorial premium like an e-book or special article
- Run a sweepstakes and tie entries to an e-mail
- Provide discount coupons

*Circulation Management: 16 Ways to Capture Customer and Prospect E-Mail Address





Include a brief reassuring phrase about your privacy policy and tell them why you need their address

- Reassure them that you respect their confidentiality and privacy
 - Put a link to your privacy policy next to point of commitment
- Indicate how the e-mail address will be used
 - “You’ll receive an order confirmation”
 - “You’ll be e-mailed your personal password”
 - “You’ll get a link to download your premium”

*MarketingSherpa Landing Page Handbook, second edition





Include a brief reassuring phrase about your privacy policy and tell them why you need their address

- Request e-mail addresses for different types of events
 - Create a secondary conversion opportunity
 - Digital article
 - something free with real value
 - Only ask for e-mail address, no credit card info or billing info
- If you intend to use for other purposes
 - Add a separate checkbox to the form asking for specific permission





Make It Easy

- Put the e-mail sign up form where they can see it
 - Place it in the natural flow of completing the order form
 - Place in numerous locations on your homepage and throughout the site – make it easy to opt in
 - Test different locations
 - Important to have on all communications

*CoreMetrics: Pull Visitors Back to Your Website, 2009





Make It Easy

- If not required, don't say "optional" or "not required"
- If required, indicate how the e-mail address will be used
- If required and the customer doesn't provide, put a noticeable error message next to the e-mail request
- Have a preference center in your customer care site
- Test, analyze, adjust and retest

*CoreMetrics: Pull Visitors Back to Your Website, 2009





Gathering E-Mail Addresses

Example:

e-mail address _____
(for Customer Service and other information)

- When tested, this language improved the % of e-mail addresses collected from about 8% to 15% for one of our partners





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