

# Practical E-marketing for Real Results

by

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## 1 Introducing e-marketing

Wouldn't it be good if when we sent some marketing information we could be a fly on the wall to see who was interested in what we'd sent?

Wouldn't it be great if our Prospects told us that we'd sparked an interest in what we'd sent but they'd like to find out a little more?

Wouldn't it be fantastic if we had an easy way to measure how successful our marketing campaigns were at any stage?

Well dear reader, 'good', 'great' and 'fantastic' have arrived!! When using e-marketing, you know...

- Who has opened your message,
- When they opened it,
- How many times they opened it,
- What links they clicked on for further information,

...and the list goes on. Not only are all these statistics available to you, you can see them as they happen – in real-time.

***“Good, great and fantastic have arrived”***

Send your messages in the morning, and because most people open their e-mail fairly soon after receiving them, you'll have virtually all your success criteria information during the afternoon.

As a marketer this gives you two really key pieces of information...

- The people most interested in your message, and
- The people who didn't open your message at all.

For the most interested you now know what they are interested in and can pursue that topic – leading to more satisfied Customers and Prospects and a faster sales process.

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For those that didn't open your communication you may want to try another means of getting through to them. Then next time they see a message from you it will be trusted and opened.

Statistics are all very good and helpful, but what about the cost? Well here's the win, win. Not only do you get all the invaluable information to take things forward, using e-marketing will dramatically reduce your costs and therefore increase your profit.

There is no paper to print to send through the post. There are no envelopes to buy. There is no paper-folding and envelope stuffing time. There are no costly postage stamps to purchase. It's all done online – electronically – for hardly any cost at all.

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## 2 Why should I use e-marketing?

Unlike using the postal service e-marketing is...

- Low cost,
- Highly measurable,
- Fast,
- Interactive,
- Less time consuming.

...so how can you ignore it?

It makes the individual who champions e-marketing in a company look good. After all, they not only get results, they save the company money.

It puts the company that uses e-marketing at least up with, and frequently ahead of, the competition – especially after reading this e-book!

Whilst the postal service still has its place in the marketers arsenal, it's cumbersome and slow, and its effectiveness is hard to measure. Moreover, when the postal service is employed today, it's frequently used to point each recipient to a website for further information. Having got to the website, the user is subsequently encouraged to sign-up to electronic communications to gain all the previously mentioned advantages.

The choice of whether to use e-marketing, or not, is pretty much a no-brainer.

