



RESPONSORY

The Essential Guide to Email Address Acquisition and Nurturing Relationships via Email

THE DEFINITIVE GUIDE FOR EMAIL ACQUISITION NURTURING

W H I T E  P A P E R

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Email is a top priority activity in digital, continuing to outpace mobile and SMS. Thanks to smart phones, mobile has fed the boom of email, allowing consumers to access their messages anytime and virtually anywhere.

As marketers, we must ensure that mobile technology is integrated into our email strategies. This, along with an unforgiving focus on strong content, segmentation, personalization and the right timing, will go a long way to ensure email marketing success.

Ultimate success comes to those marketers that respect the email addresses in their databases. We've cultivated these opt-in subscribers in earnest, with the best intentions to educate them and nurture our relationship with them. Its taken time – no email database worth its salt has ever been created overnight – so we appreciate more deeply its value and the inherent trust these subscribers have put in us.

2

EMAIL
NURTURING

 **STRATEGY:
OFFER-BASED
ACQUISITION**

 **TACTIC: SMART
ZONES DIGITAL
ADVERTISING**

 **TACTIC:
DIRECT MAIL**

 **TACTIC: MAILING
ADDRESS APPEND**

 **NURTURE EMAIL
SUBSCRIBER
RELATIONSHIPS**

 **TAKING THE
NEXT STEPS**



Opt-in Email Database Strategy: Offer-Based Acquisition

This tactic works for backfilling your existing customer, past customer and prospect databases with email addresses, as well as for acquiring email and contact information from new prospects. Be sure to consult with a proven marketing partner to uncover new prospects that make sense for your organization's sales and marketing goals.

Through a multitude of marketing channels, your organization can promote one or more relevant, enticing offers to your target audiences, in exchange for their email address. Offers can take the form of discounts, buy-one-get-one, freemiums and freebies. Be creative as you keep in mind what offers your target audiences would be the most compelled to respond to.

Through a multitude of marketing channels, your organization can promote one or more relevant, enticing offers to your target audiences, in exchange for their email address.

For example: Retailer ABC promotes a limited-time only 10% Off coupon/promo code that consumers can get via email. The offer is promoted in brick-and-mortar store locations (signage and POS), on its ecommerce site and social media outlets, Smart

Zones digital advertising and direct mail (simple postcard). The offer features an expiration date to create a sense of urgency. All offer promotions lead the consumer to a landing page where he/she submits his/her email address.

3

EMAIL
NURTURING



Tactic: Smart Zones Digital Advertising

Smart Zones by Responsory is a cookie-free digital advertising option. And, it will propel your campaigns from 30% reach to 100% reach. Smart Zones by Responsory is patented, cutting-edge audience targeting technology. [Find out more about the power of Smart Zones.](#)

To build your target audience database, we'd first profile and model your current customer list. Our digital ad campaign will target those customers on their computer, tablet and mobile devices through their IP addresses.

Based on the geographic and demographic characteristics of your current customers we would then uncover look-alike audiences. At this time, we would also highlight segments that are more likely to respond to our offer.



SMART ZONESSM

BY RESPONSORY

4

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For example: A retailer of bedroom furniture may find that prospects with multiple children or bedrooms and who own higher valued homes are more likely to respond more swiftly to a discount offer with an expiration date.

Next, Responsory would develop your Smart Zones campaign banner ads – featuring a strong, irresistible offer – and coordinating landing page. On the landing page, prospects would submit their email address in exchange for the promised offer.

Smart Zones by Responsory delivers 100% reach and higher click-through rates than standard digital advertising platforms because our audience targeting process is more precise and our platform is not restricted by cookies. We provide Smart Zones clients with weekly performance reports and optimize our campaigns continuously throughout the campaign duration.

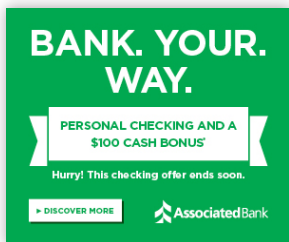
This very cost effective tactic delivers a return on your investment as well as a qualified, home-grown, opt-in email database. Consumers will provide accurate email address information because they want your offer. When your offer is directly tied to a purchase transaction, your campaign will inherently generate revenue.

For example: A recent Smart Zones campaign offered a limited-time discount on pricey self-help products. The client's goal was to earn back its Smart Zones investment X3. During the 20-day campaign, product sales exceeded the total Smart Zones investment by more than 16X!



DUMMY HEADER

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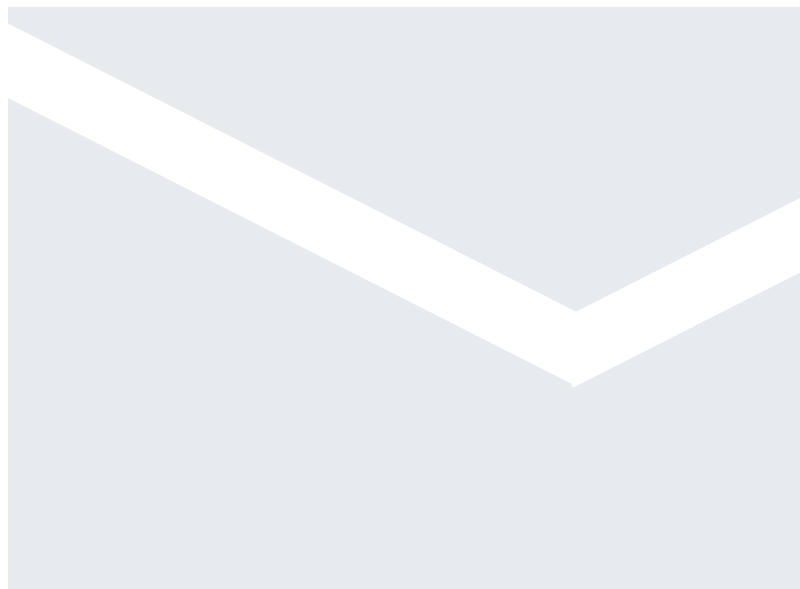
Tactic: Direct Mail

Direct mail will reach your customer and prospect audiences at their home address. A simple postcard featuring your enticing offer can collect email addresses from your audiences by driving them to your campaign landing page. On the landing page, prospects would submit their email address in exchange for the promised offer.

Direct mail and Smart Zones digital advertising are powerful allies. We have many case studies that demonstrate how each have played to each other's strengths to boost reach and message frequency. [Browse our portfolio of Smart Zones case studies.](#)

5

EMAIL NURTURING





Tactic: Mailing Address Append

Responsory does not typically recommend this practice to our clients.

Email appending, also known as e-appending, is a marketing practice that involves taking known customer data (first name, last name, and postal address) and matching it against a vendor's database to obtain email addresses.

DATA ACCURACY

Industry statistics vary dramatically. You'll see claims for a match return between 15% to 40%. You must keep in mind that there are no guarantees and the match and accuracy is entirely dependent on a) the condition of your mailing list file and b) the depth, breadth and accuracy of the vendor's database.

CANSPAM

The email addresses acquired by an append are NOT opt-in compliant. When you ultimately email the addresses that were matched (and accurate), you would need to gain their permission to add them to your opt-in database. This would give the email recipient the option to become a subscriber (opt-in) or decline (opt-out) your invitation and unsubscribe to further email communications. Failure to respond is NOT consent (opt-in).

BUYER BEWARE

Some append services do not actually deliver matched email addresses to you. They take your customer list and provide you an email service in return. That is, they will distribute your email messages to the email addresses they matched to your file. You lose control of how and when and how often you email to those addresses (there's a cost for each send) and your reputation is at risk based on the reputation of the vendor's Canspam and mail server standing.

EMAIL PLATFORM

Take care to ensure you are able to upload and email to an appended email list within your email marketing platform. Some email service providers refuse to accept appended email addresses due to the issues they cause. For example, ExactTarget /Salesforce platform users agree not to send unsolicited email via its system. Be sure to double check your platform's [anti-spam policy](#) before purchasing an email append list.

6

EMAIL
NURTURING

In September 2011, The Messaging Anti-Abuse Working Group (MAAWG) released a position paper stating the practice of email appending is in direct violation to their values and is an abusive practice.

The above noted concerns put you at great risk to damaging your brand credibility and negatively affecting your list deliverability and inbox placement due to complaints. Responsory does not typically recommend its practice for these reasons. In those rare cases where a client does pursue an email append, we encourage them to closely follow best practices to gain a legitimate opt-in from each and every email address.

The return on your investment to acquire high quality opt-in subscribers will be realized through a proactive email marketing program that earns repeat business and turns prospects to customers.



Nurture Your Email Subscriber Relationships

Now that you are well on your way to building a high quality, opt-in email database, you must be prepared to proactively and consistently communicate with subscribers with meaningful messaging.

Responsory has written a plethora of articles on the topic of email marketing. We invite you to browse a few of the more recent pieces.



WHAT CAN YOU EXPECT FROM AN EMAIL MARKETING AUDIT

How important is an email marketing audit to the success of your e-marketing initiatives?

Very — if you're looking to continuously improve and enhance your email marketing results.

An audit can help you evaluate your email strategies, opt-in process, content and messaging, design, platform, frequency, analytics and many other aspects. A thorough look at how [...]



ENSURE EMAIL CAMPAIGN SUCCESS THROUGH EMAIL MARKETING PLANNING CHECKLISTS

Email is one of the most effective measurable marketing tools for customer communication and retention as well as for creating correspondence quickly. It is, when done correctly, a list of people who have opted-in to hear what you have to say. These folks expect what you are saying to be relevant to them and their [...]



EMAIL WON'T BE PIGEONHOLED! EMAIL'S VERSATILE ROLE IN MARKETING MIX

Simply too adaptable to limit to one purpose or application, email marketing should be an important part of the mix of channels you use to help nurture prospect leads and further engage and retain your customers. Email can play a significant role as a component of specific campaigns and as a tool for ongoing communications [...]



IGNORING ONGOING EMAIL MARKETING OPPORTUNITIES?

You may be among the many businesses and organizations that completely ignore the enormous opportunity to connect with its customers and most viable prospects via email. When executed professionally, a relevant and regular email program will keep your brand and solutions front-of-mind among key influencers and decision makers, making it easier than ever for your [...]



Taking the Next Step

With a proactive, strategic plan in place, there's nearly no limit to how you can utilize email communications to achieve a variety of marketing and sales objectives. Responsory would enjoy the opportunity to tailor an email marketing program for your organization. [Get in touch](#), and let's get started!

To learn more about how Email Nurturing can help you reshape your marketing strategy, contact Responsory at: info@responsory.com or (800) 710-2750.

8

EMAIL
NURTURING

ABOUT RESPORSORY

Responsory, a Johnson Direct LLC company, is an ROI-focused, multichannel marketing agency with offices in the metro Milwaukee and Chicago areas. The agency provides traditional and digital advertising, brand development, consulting, creative services, content marketing, email marketing, direct mail, interactive design and development, public relations and ePR, search engine optimization and social media. Through its proprietary Direct BrandingSM process, Responsory delivers innovative, data-driven marketing solutions that achieve measurable results for clients. To learn more about Responsory, visit responsory.com.