




Digital Automation for Sales and Marketing Success

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Marketing Automation Technology

Technologies that automate and streamline marketing activities include:

- Campaign management
- Resource & Workflow automation
- Digital asset management
- Budgeting and planning
- Contact management
- Knowledge management
- Analytics

Technology is the Great Enabler

Technology ensures SMB's can
operate with efficiency



Technology does NOT replace the
need (or value) in a sound
marketing strategy

My Four Fav's

- **Email Campaign Management Tool**
- **Web Conferencing** – online meeting and collaboration
- **Online Market Research Survey tool**
- **Customer Relationship Management (CRM)** – customer data management

Email Marketing Advantages

Email marketing uses electronic mail to communicate commercial or fundraising messages to an audience.

- Enhances and nurtures relationship with prospects and customers
- Encourages customer loyalty and repeat business.
- Used for promoting subscribers to buy something immediately
- Adding advertisements in emails sent by other companies to their customers

A background image showing a close-up of a computer keyboard with keys in shades of blue and white, slightly blurred to create a sense of depth.

Email Marketing Automation

- Design and develop multiple email templates
- Dynamic content and personalization
- Testing and Tuning
- Tracking and monitoring
- No IT required
- Improve list management
- Automated removal and bounce management
- Automated compliance management
- Green - email marketing is paper-free

#1 Advantage: CYA!

Automated Compliance with CAN-SPAM Act 2003

Example:

- *You must give recipients a way to unsubscribe to your email
- *Unsubscribe requests must be removed from list within 10 days

For Resources: Visit www.emarketinglearningcenter.com



The CAN SPAM Act of 2003



What to look for:

What consumers can expect from legitimate e-mail marketing

The "From" line accurately and clearly reflects the sender or initiator of the e-mail.

The "Subject" line makes it clear that the e-mail is a commercial advertisement.

Message content is consistent with the text in the "Subject" line.

From: Customercare@goodretailer.com
 To: Your_e-mail@emailaddress
 Subject: Post Holiday 50% Off Sale at Good Retailer!
 Message: **Post Holiday 50% off Sale!**
 Good Retailer would like to take this opportunity to inform you of our Post Holiday 50% Off Sale! You can save 50% on any and all items in stock! Visit goodretailer.com for more information.

To contact Good Retailer, please write to:
 Good Retailer
 5555 Real Street
 Real City, Real State 55555

If you received this message in error or do not wish to receive any more e-mail from us, please send a reply message with "REMOVE" in the subject line to remove@goodretailer.com

Message includes the sender's valid postal address as a means for the recipient to contact the sender. DMA requires an actual street address.

Message includes a working return e-mail address as a way for the consumer to decline to receive further commercial e-mail from the sender. A working link or other electronic way for consumers to request removal is also acceptable.



What to look OUT for:

On the other hand, what consumers get from illegal spam

The "From" line is ambiguous, does not clearly identify the sender of the e-mail and is most likely not a valid return e-mail address.

The "Subject" line is misleading and does not make it clear that the e-mail is a commercial advertisement.

Message text is not consistent with the "Subject" line of the message.

From: Hzyigile@1efjizyqiw.com
 To: Spamvictim@emailaddress
 Subject: I got your message!
 Message: **Get a free Insurance quote now!**
 Our records show that you are in need of better insurance coverage. Click [here](#) to get a free quote now!
 Call us now at 1-555-Insured

Message does not provide a valid postal address as a way for the recipient to contact the sender.

Message does not provide any way for the recipient to decline to receive further commercial e-mail from the sender.

REPORT ILLEGAL SPAM:

Federal Trade Commission: uce@ftc.gov
 State Attorneys General: http://www.naag.org/ag/full_ag_table.php
 US Department of Justice: <http://www.usdoj.gov/spam.htm>
 Food and Drug Administration (medical fraud spam): webcomplaints@ora.fda.gov

Web Conferencing

Definition

A conference conducted via the Internet between two or more participants in different locations using web-based applications.

Text, audio or video may be used to communicate in real time.



Web Conferencing Advantages

- Eliminate travel, accommodation and meal costs
- Produce events at a lower cost
- Extend the life of events
- Interact and collaborate with customers, partners, employees
- Empowered employees have more efficient use of time and applications
- 24/7 global reach

**Meet With Anyone, Anytime,
Anywhere...**



Web Conferencing Applications

- **Sales**
- **Marketing**
- Training
- Tech support
- HR
- Shareholder/
Analyst briefings
- General meetings

1 use is for Sales and Marketing

Web Conferencing Features

- Registration process
- Create PowerPoint presentations
- Annotation tools
- Document and file sharing
- Chat, polling, notes and feedback
- Real-time reporting
- Web browser sharing & remote control
- Application & desktop sharing
- Support multiple presenters and/or panelists
- Meeting recording & playback

Online Market Research

- Discovering a gap in the market
- Ensuring customer satisfaction
- Understanding the marketplace
- Planning effective marketing campaigns

Important tool for any size organization

Online Research Tools

- Online surveys
- Online interviews
- Discussion boards
- Focus Groups
- Interactive surveys (flash, pop-ups on your website)

Online Market Research Advantages

- Large numbers of respondents can be surveyed
- Extend reach – International boundaries no longer an obstacle
- Lower cost – especially to conduct large surveys
- Rapid turnaround

My Fav: Online Survey Solution

Key features

- Project management
- Survey design
- Data collection*
- Analysis
- Custom branding

*Mixed mode data - collects all forms of web, internet, email, scanning, paper and interviewer CE surveys

Customer Relationship Management Solutions

- Contact management
- Campaign management
- Lead tracking
- Vendor management
- Reporting & analytics



CRM Advantages

- Helps improve customer satisfaction
- Enables understanding customer behavior and needs
- Improves customer interaction and transactions
- Shortens sales cycles
- Reduces costs with acquiring, servicing and maintaining customers
- Increases customer retention
- Improves performance in revenue growth

Many Choices

Email Campaign Mgmt Tools:

- Listrak
- Constant Contact



Web Conferencing:

- Webex
- GoToMeeting



Online Surveys:

- Survey Monkey
- Zoomerang



CRM Tools:

- ACT! Contact Management
- Salesforce.com



For Resources: Visit www.emarketinglearningcenter.org

A close-up photograph of a hand typing on a white computer keyboard. The image is overlaid with a semi-transparent blue filter, giving it a digital or technological feel.

For More Information on
Sales & Marketing Automation Visit:

www.emarketinglearningcenter.org





eBizITPA Education Program Schedule

10/23/07	<u>Enhance Your Web Presence Through Search Marketing</u>	Warren, PA
10/25/07	<u>The Art and Science of Email Marketing</u>	Webinar
10/30/07	<u>Enhance Your Web Presence Through Search Marketing</u>	Meadville, PA
11/14/07	<u>Introduction to RFID</u>	Erie, PA
12/3/07	<u>RFID Training (2 days)</u>	Erie, PA
12/6/07	SEM: Join the Evolution - Conference registration available on October 22nd!	Erie, PA
12/13/07	Essential Marketing Strategies for Generating Online Leads	Webinar
1/16/08	<u>RFID Integration Management</u>	Erie, PA
2/27/08	<u>RFID Technical Integration (2 days)</u>	Erie, PA

View the [Registration Calendar](#) for available classes and events.



eMarketing Special Interest Group (SIG)

The eMarketing SIG is a group of marketing professionals, technicians, academics and others interested in the topic who will come together to engage in discussions and the exchange of ideas about different kinds of electronic marketing.

Centered in Erie, PA, we will reach out to NWPA and beyond, building the awareness of the need and importance of eMarketing media.

Watch for updates about upcoming events and how you can get involved in the eMarketing SIG. For more information visit:

<http://emarketinggroup.wordpress.com>