

## Campaign Management Tips

With virtually every U.S. business, and 97% of households, using email regularly, email campaigns are becoming a larger part of any marketer's toolbox. However, for a beginner, getting started can be intimidating. We offer the following tips as a starting point. For more detailed information, speak to one of our email experts.

### Do your homework

One of the most important parts of any campaign is the preplanning. Ask yourself a series of questions. Why are you launching this campaign? What is your goal? What is a realistic and acceptable return on investment (ROI)?

### Choose the best method for contacting prospects

With so many different ways to reach out to prospects, selecting which method can be challenging. But each has their own advantage.

Mailing – postcards, letters or self-mailers – have the advantage of speed and personalization. A direct mail campaign can be executed in just days. You also have the ability to control the message more completely.

Email is very easily tracked. Any email provider will be able to tell you how many prospects opened and responded to your offer. It is also effective as a retention tool.

Phone sales can be very effective because of the personal element involved. A one-on-one relationship can be established because real people are involved in the transaction.

### Have a system for tracking results

Tracking results of your campaign is essential. If you don't track how many people responded to your offer and how much revenue is associated with it, how will you know how effective it was?

If you are conducting an email campaign, tracking results is rather easy. Any good email provider should be able to tell you how many emails were sent, opened and bounced. You also have probably driven your traffic to a web page where you are able to measure response as well.

For postcards or other mailings, you might add a promotion code that the reader enters into your website or a unique phone number so you can associate each sale with a specific form of contact.

## Figure your ROI

Response rates vary on the product, the offer, the look of the mailer and your list. The industry standard is somewhere between a one and three percent response rate. Sounds low? Wait.

Ask yourself - does your customer buy more than one of your products in his/her lifetime? The test of success depends on how much a customer is worth to you over the next 5, 10 or 20 years.

Keep in mind that one new customer is a potential referral source to many other new customers.

Here's an example: Let's suppose you sell fishing lures to camping stores. You want to send a catalog to all camping stores within a certain distance of your distribution center. Your mailing list has 860 camping stores. It will cost you \$4.65 to mail each one.

Total cost is \$4,000. Using the industry standard, you'll get 10 customers. Is it worth it? Yes. The average camping store buys \$200 in products each year and they typically buy from you for ten years. So the lifetime value of one new customer is \$2,000. Your \$4,000 campaign cost just turned into \$20,000 of revenue.

## Test different offers and compare results

Campaigns that consist of multiple mailings or a combination of mailing, email and phone sales...Test various elements of your campaign – try different offers, different response options and even the order of how you contact your prospects. Key to success in testing is to change one element at a time until you maximize your results.