

Email Marketing – Tips and Tricks

Tom Downs / LPA Retail

Email Marketing – Who Cares?

You do, and here's why...

1. Email Marketing gets results

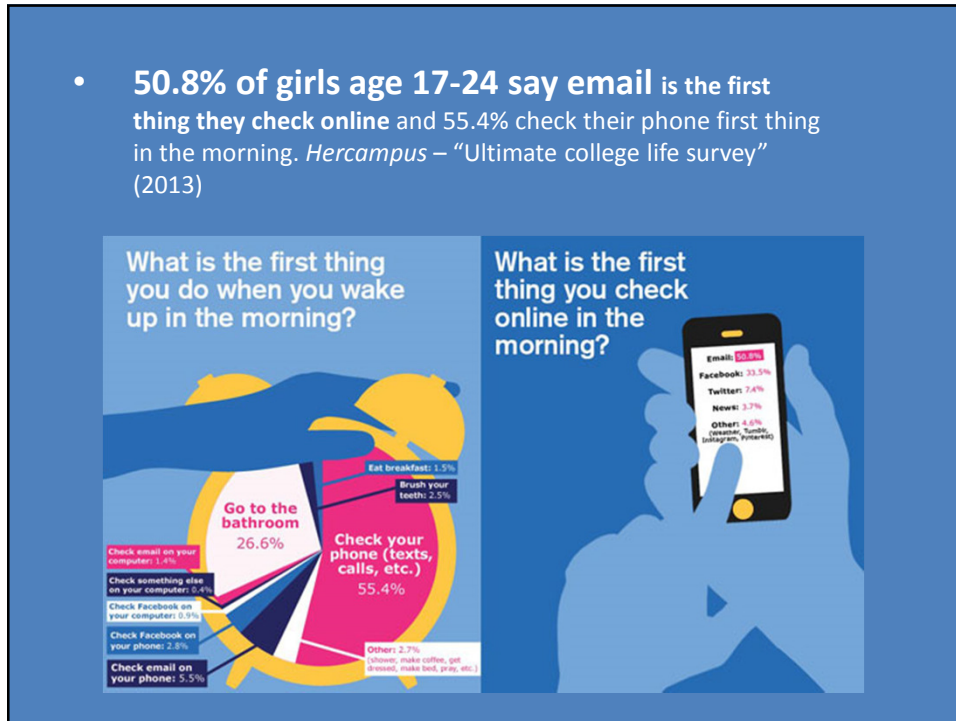
- **Email drives consumer purchases more than any other marketing channel.** 66% of survey respondents said that they had purchased based on a promotional email. (ExactTarget Study 2012)
- **Email has the highest return on investment (ROI) compared to other marketing channels.** The ROI for email is \$28.50, for example, compared to just \$7 for direct mail. (Direct Marketing Association 2012).

2. Welcome to the digital age



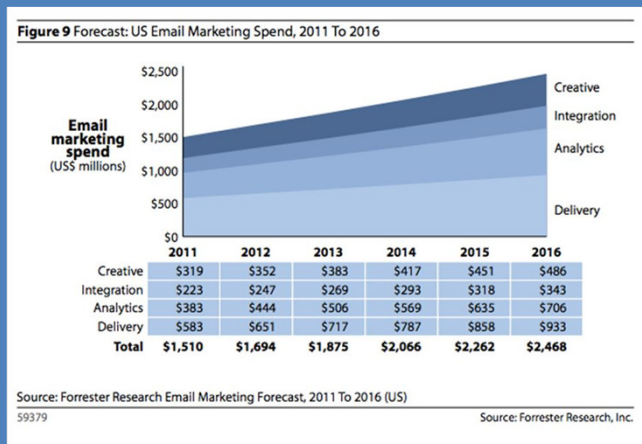
- **61% of consumers now read at least some of their emails on a mobile device** – *Yesmail* “Email Compass: The Mobile Effect” (2013)

- **50.8% of girls age 17-24 say email is the first thing they check online** and 55.4% check their phone first thing in the morning. *Hercampus* – “Ultimate college life survey” (2013)



Email Mktg – Who Cares?

3. Your competition does



Amount spent on email marketing in the United States is predicted to increase from about \$1.7 billion to nearly \$2.5 billion in 2016.

Email Marketing – Who Cares?

1. It get's results (ROI)
2. Welcome to the digital age – building and maintaining customer relationships
3. Your competition does.

Getting Started

- Standard CP, using Customer Table View
- CounterPoint using custom report
- Customer Connect

Just a few LPA Customers using
Customer Connect...

Wet Paint
Radco Toppers
Cooks of Crochus Hill
Linenkugel Brewers
Valley Pools
France 44
Baker Nursery
Wagners
Melly's
Nordic Ware
Four Star Drug
Linder's Garden Center
Foley Locker
Bob's Cycle
Gold Country
Wolf Shoes

Do the math...



What our customers say about Customer Connect...

"There's no other place that we can get this much for our Marketing dollar. For us, it's really a no brainer."

Bob Joyce – Owner, Radco Toppers

5 Email Marketing Trends for 2013

1. Marketers will get serious about creating mobile-friendly emails.
2. Triggered email programs will give sophisticated marketers a sustainable competitive edge.
3. Video in email will finally take off.
4. Special characters in subject lines are here to stay.
5. Pinterest and email integration to grow.

*Source: EmailInsider Jan 2013

Questions, please let me know.
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*Thanks for being a part of the 2013
LPA User Fair !!!*