

# Marketing Matters

Answers To Common & Not So Common Marketing Conundrums

December 2002

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## What Matters This Month

### Injecting Your Marketing With A Shot Of Vitamin E.

### Brazen Beating of Our Own Drum

One of Canada's largest credit unions, **CS CO-OP**, brought us on board to develop their new RRSP campaign. To see what we came up with, visit [www.mcgillbuckley.com](http://www.mcgillbuckley.com).

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*Email marketing has become such a hot topic—and an important marketing vehicle—that hardly a day goes by when a client, or prospect of ours doesn't want to talk about it or, launch a campaign. As big believers in, and practitioners of email marketing, we recognize that the benefits are plentiful but, so are the challenges to doing it well. In this issue, we'll talk about some of the basics of heading down the email marketing road.*

**Email Marketing Is Great But, Not A Cure All.** Because of its relatively low cost of delivery, vaunted success rate in generating response and easy tracking, email marketing is a wonderful tool but, it shouldn't be the only one in your toolkit. Email marketing should be part of an overall integrated plan and be considered only if it supports your overall marketing objectives.

**Technology Can Deliver, Receive And So Much More.** Technology is vitally important for two parts (at least) of your email marketing program; sending and receiving. When it comes to sending, the first challenge for most people we talk to is database related. It can be difficult, unglamorous and time consuming to compile and maintain a reliable, accurate list of email addresses but, it's got to be done. If you're not talking to the right people, you shouldn't be talking at all.

Start building a database yourself or, hire a firm like ours that understands technology and marketing to do it for you. Most importantly, make sure you're devoted to maintaining it. It will be time and money well spent.

You'll also need the right technology to easily send out your hundreds or, thousands of emails. There are companies out there that offer a reliable, affordable email delivery service complete with valuable reporting tools such as the company we use, GotMarketing.

You could build your own email delivery system but, unless you're sending out millions of emails, the cost is hard to justify.

**Before You Push Send.** It's important to get the right team in place before you launch an email marketing campaign. Ideally your marketing and sales people, designer, writer and technology folks should work as a well-oiled machine to develop, deliver and track all your campaigns. If you have the right people in-house, great. If not, bring in some outside expertise like, well...us for instance.

**Getting On Track.** One of the most exciting aspects of email marketing is its ability to quickly and accurately track and report on the success of your campaigns. Make sure you review the numbers after each campaign and make the necessary adjustments. Also learn to understand the numbers and what they mean. You should also know the relative importance of terms like "opens", "click-throughs" as well as the difference between "soft" and "hard bounces".

### Get Even More Email Know How...Free!

If you're considering launching an email campaign or, would like to improve your current campaigns, contact our **Director of Interactive Services, Pierre Lecomte**, and he'll send you a copy of our free report "Email Campaigns That Really Click".

Pierre can do even more for you, if there is money involved. **Call him at (613) 728-4199 ext. 25, or email him at [plecomte@mcgillbuckley.com](mailto:plecomte@mcgillbuckley.com)**

**McGill Buckley** Ideas Matter.  
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**About Us:** McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill at (613) 728-4199 ext. 22.**

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