

E-mail Marketing: Read This And Make Money!

Where's the value in your e-mail marketing campaigns? It goes way beyond the ghetto of tile ads at the bottom of your e-mails and extends into your ability to segment your audience, target your message, and create exciting content. Your e-mail, and more importantly, the database you collect as you build your e-mail "club," is rich with opportunity.

The first step in re-creating your e-mail efforts is to BAN THE BLAST. Take a blood oath that you will never again refer to sending an "e-mail blast." An e-mail campaign, sure. A broadcast, fair enough. But no more blasts. Blasts spray everything everywhere. Revenue-producing, ratings-generating e-mail marketing is about specific, highly targeted messages.

How do you target messages? Look at what you already have: zip code, gender, date of birth, permission. Each one is a gold-mine in its own right:

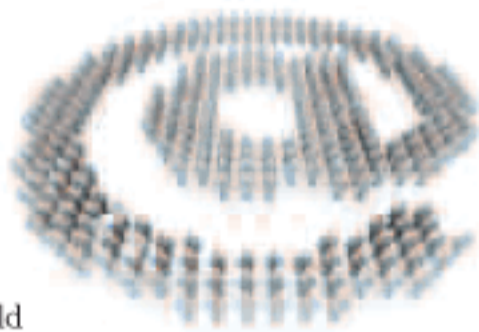
Zip Code: Think about zip codes as having a direct relationship to the three Rs — Ratings, Revenue and Remotes.

Ratings: Play the hot zip game. How do your Arbitron zip codes match up with information from your known listeners? Need to send some love to a target area? Want to focus on a "hometown of the week," but not sure which hometown? Find it in the zip code data you've collected. Target listener-rich towns with your e-mails.

Revenue: From a sales perspective, you have trading zone information for every conceivable client. If an advertiser has a new location, search your database for listeners in surrounding zips. Looking for new clients? Look in your database for where your listeners live. You'll know exactly where to look for business, and exactly who to contact when you close the business.

Remotes: Ah, the air-hogging, nail-biting, will-anyone-show remote. Hate them as much as everyone else? Don't want to devote airtime to them but don't want them to be a disaster? Simple solution: Encourage participation from listeners who live where you'll be broadcasting. Target e-mails based on zip codes and include exclusive offers and invitations to meet station personalities.

Gender: What are you getting her for Valentine's Day? What's the special gift for him? Why not send out one offer to the men-folk and one to the women? Want to bolster your female-friendly image without alienating the core male audience? Want to let the men in your AC audience to know they're appreciated? Target your e-mails and content accordingly.



Date of Birth: Date of birth is another piece of data that's bursting with opportunity. Are you sending e-mails to listeners on their birthday? If so, you have the perfect real estate for highlighting advertisers on a day that's rich with spending. Bars, restaurants, bakeries, movie theaters — any and all forms of celebration make sense for a birthday client tie-in.

Aside from targeting messages based on age — younger info to the younger demo, older to the older — gauge the tweaks you make to the format based on the age breakdown of registrants. If you tune the station a little older, look at the date of birth data you're collecting. Is it trending a little older? This one field of information reaps rewards from revenue to research.

Permission: This is absolutely critical. You could be giving away a life-time supply of money, but if a listener doesn't give you permission to contact them, you can't reach out via e-mail. The throw-away question: *OK to send you e-mails?* is getting lower response rates all the time. The solution? Sell the value of your e-mails. Let registrants know what they'll be missing if they say no to the opt-in question. Show them a sample e-mail (make it a good one). Work on the phrasing of the question. You can't take permission for granted.

And then there's everything else: You're already swimming in opportunity with just the information collected in a simple registration form. But there's so much more. Once the interaction has begun, think of all the additional ways you can connect with your listeners: favorite artists, listening habits, likely purchases, hobbies — each additional survey a way to learn more, target better, increase relevancy and generate revenue.

For example, it may be obvious that a Keith Urban fan would love tickets to see Keith Urban. It should be just as clear that a gardener would want information on gardening; a wine connoisseur, info on wine; and a likely car buyer, information on cars. The concert promoter is interested in the Keith Urban fan, the local nursery in the gardener, the gourmet store in the wine drinker, and the local dealership in the car purchaser. Your only job is to find out what interests people, and bring offers from the advertisers who have products of interest to them.

Bottom line? Stop blasting your e-mails. Mine your database. Craft targeted messages. Create value for listener and client alike. Make money. Repeat.



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