



E-Mail Marketing

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E-Mail Marketing

Why email?

- Fast, cheap, convenient, “Green”
- Trackable Results
- More control for the end-user to target request
- More control for you to target message

Email is another “option” not a direct mail replacement!

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E-Mail Marketing

Points to consider:

- Choose a good application
- Contact data collection and maintenance
- Program Integrity – adhere to SPAM regulations
 - Opt-in vs. opt-out
 - Ability to Unsubscribe
 - Limit “touches” to avoid overkill

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E-Mail Marketing

- **Manage Projects**
 - Marketing Projects – Events, Exhibits, Ad Campaigns
 - Promotional Materials
 - University Courses for Marketing and Sales– wait and see
- **Journals Management**
 - Editorial Content Management
 - Production
 - Marketing

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