

Email in the Downturn: Looking Ahead to 2009

New Research and 5 Tips to Expanding Your Email Success

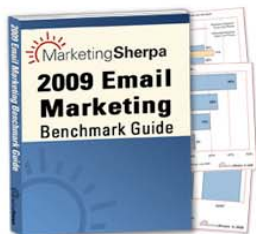


Stefan Tornquist

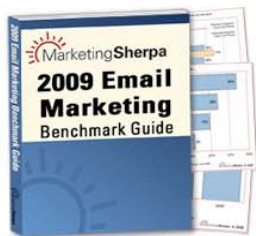
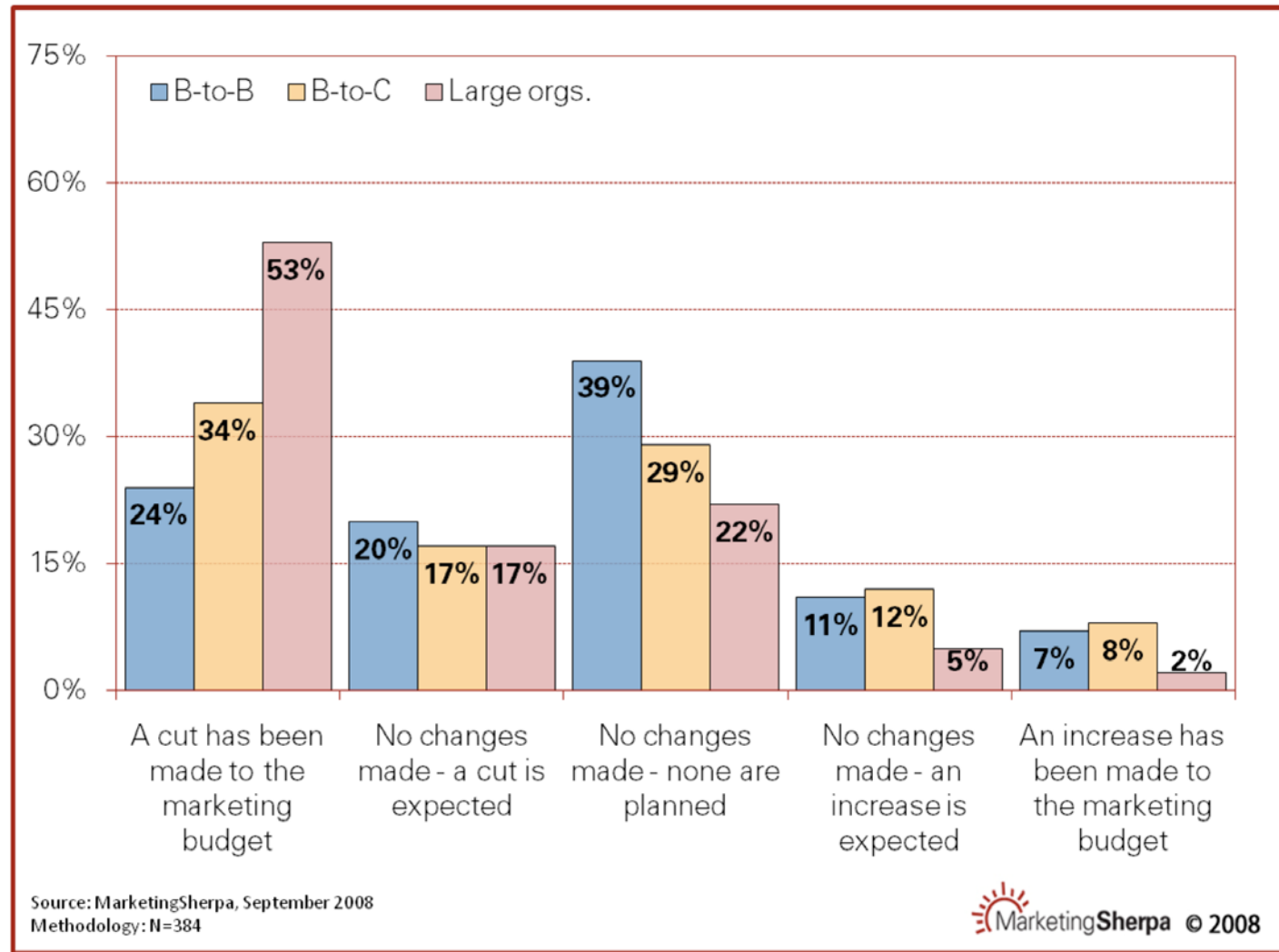
Research Director,
MarketingSherpa

Where the Data Comes From

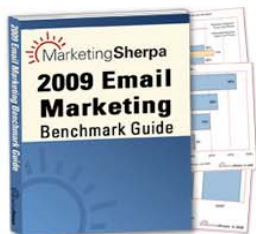
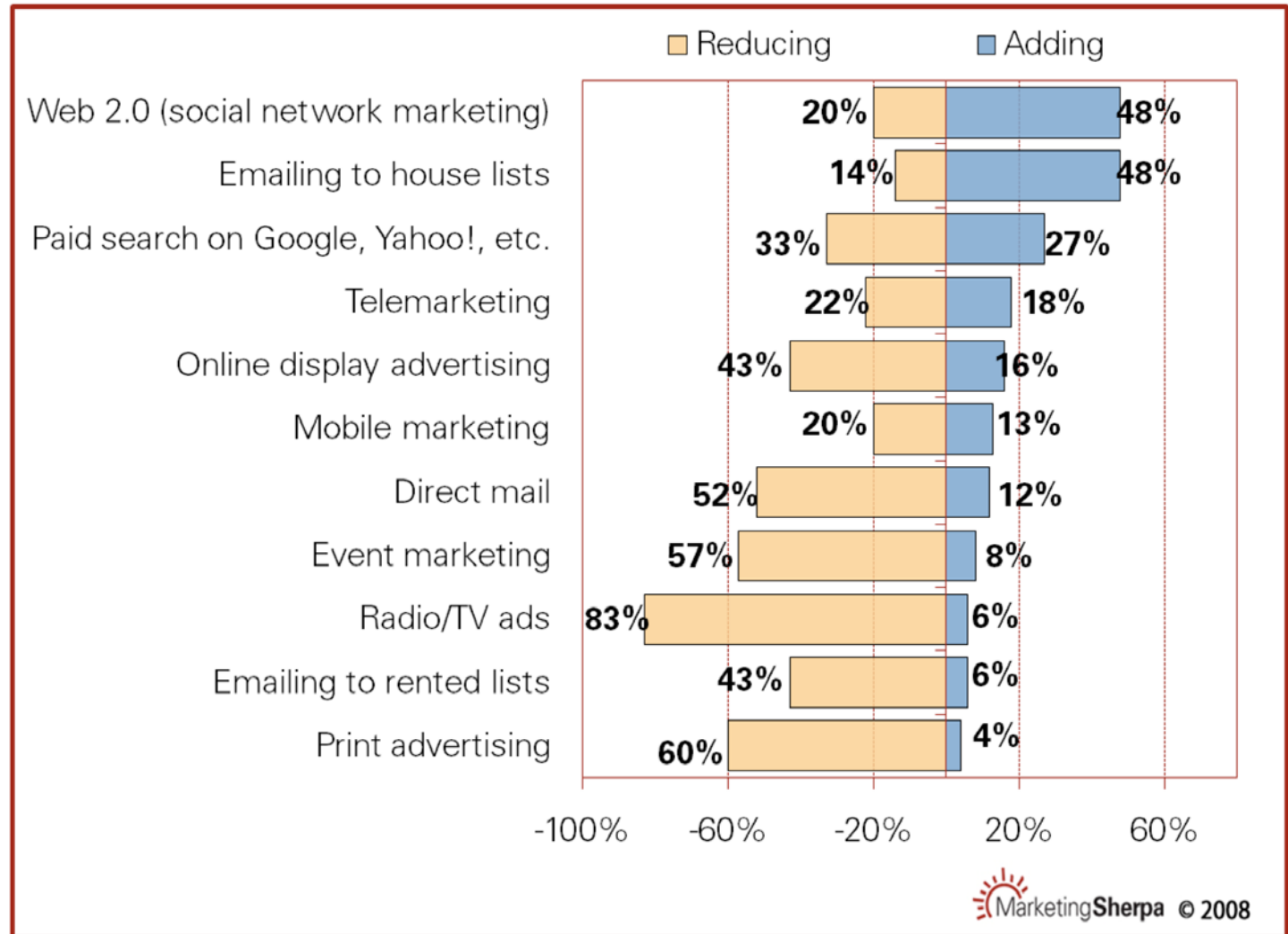
- Benchmark Survey of 1,763 Email Marketers
- Consumers & Media Survey of 1,438 Adults
- Lab Tests & Partnered Research
- Special Report – International Email
- Special Section – 12 Points to Increase Response
- 800+ Case Studies



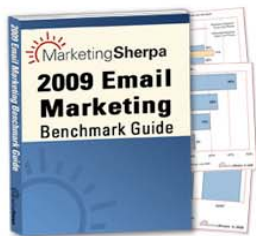
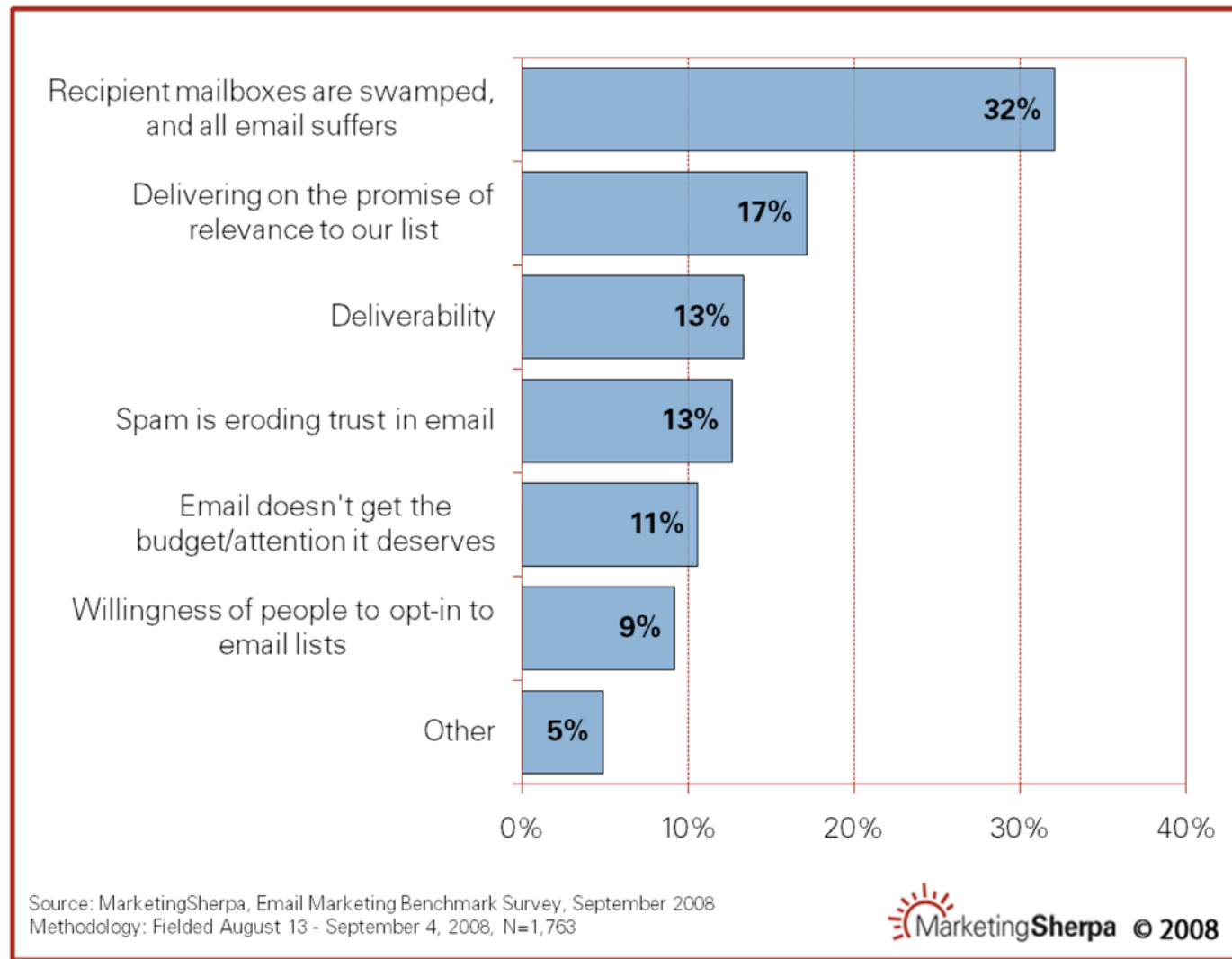
Marketing in 2009: More w/Less



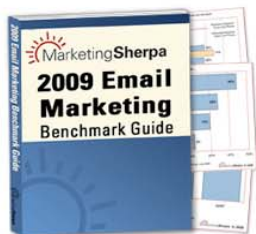
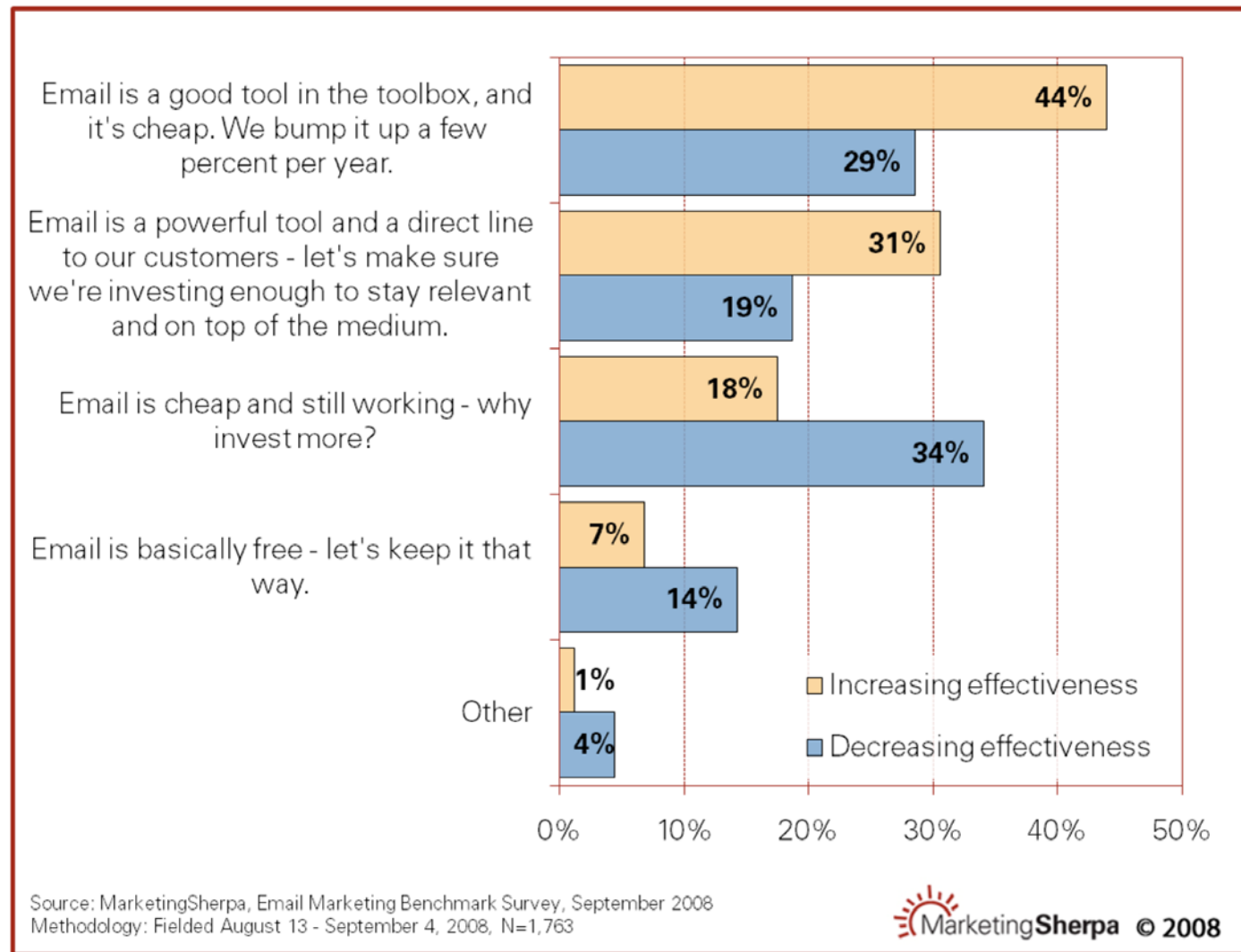
The Downturn: Email 'Benefits'



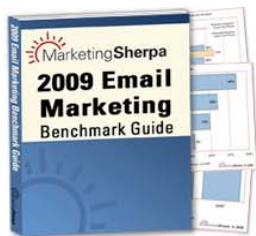
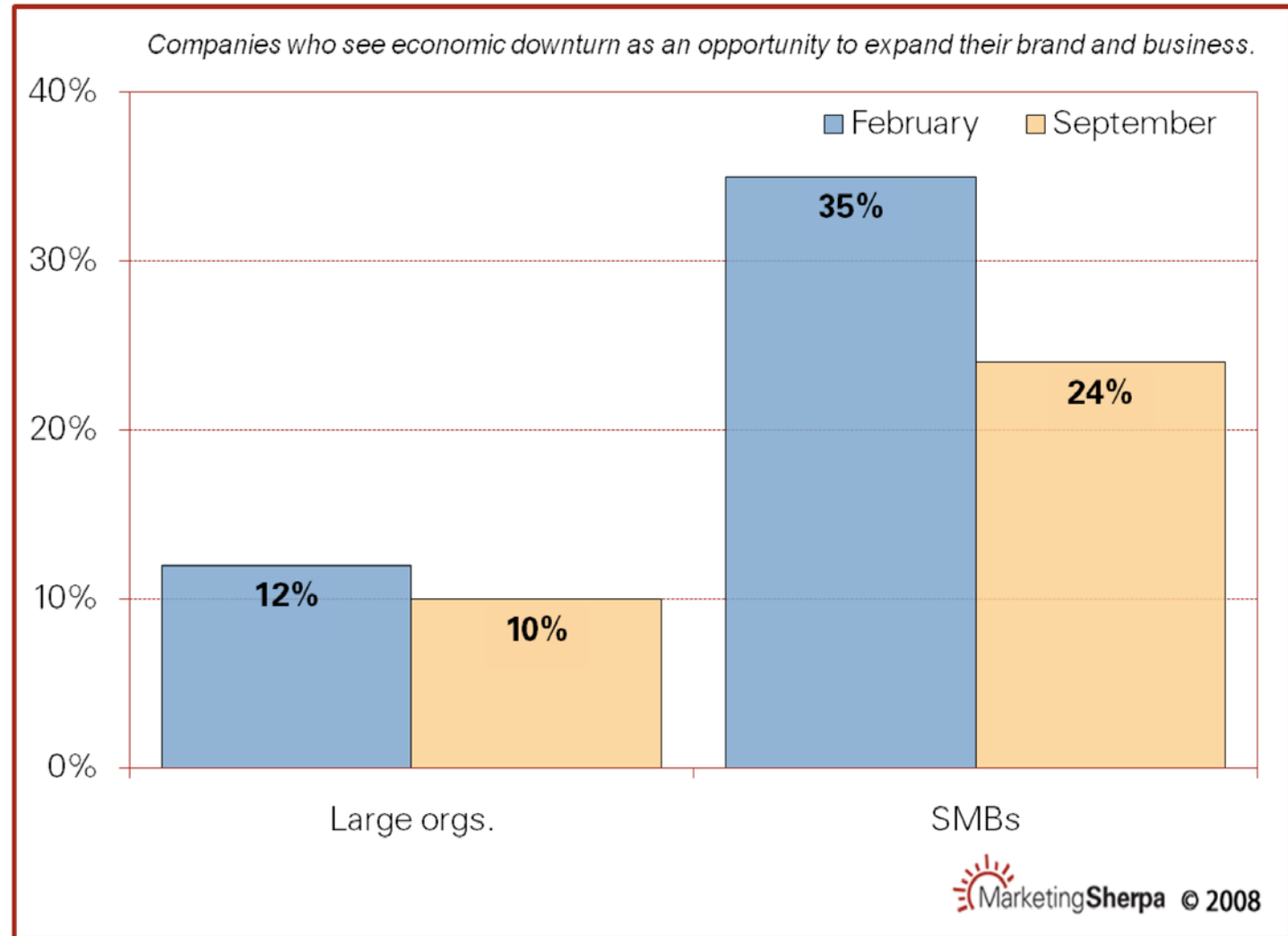
Problems w/Email? Look Internally



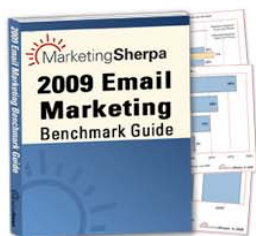
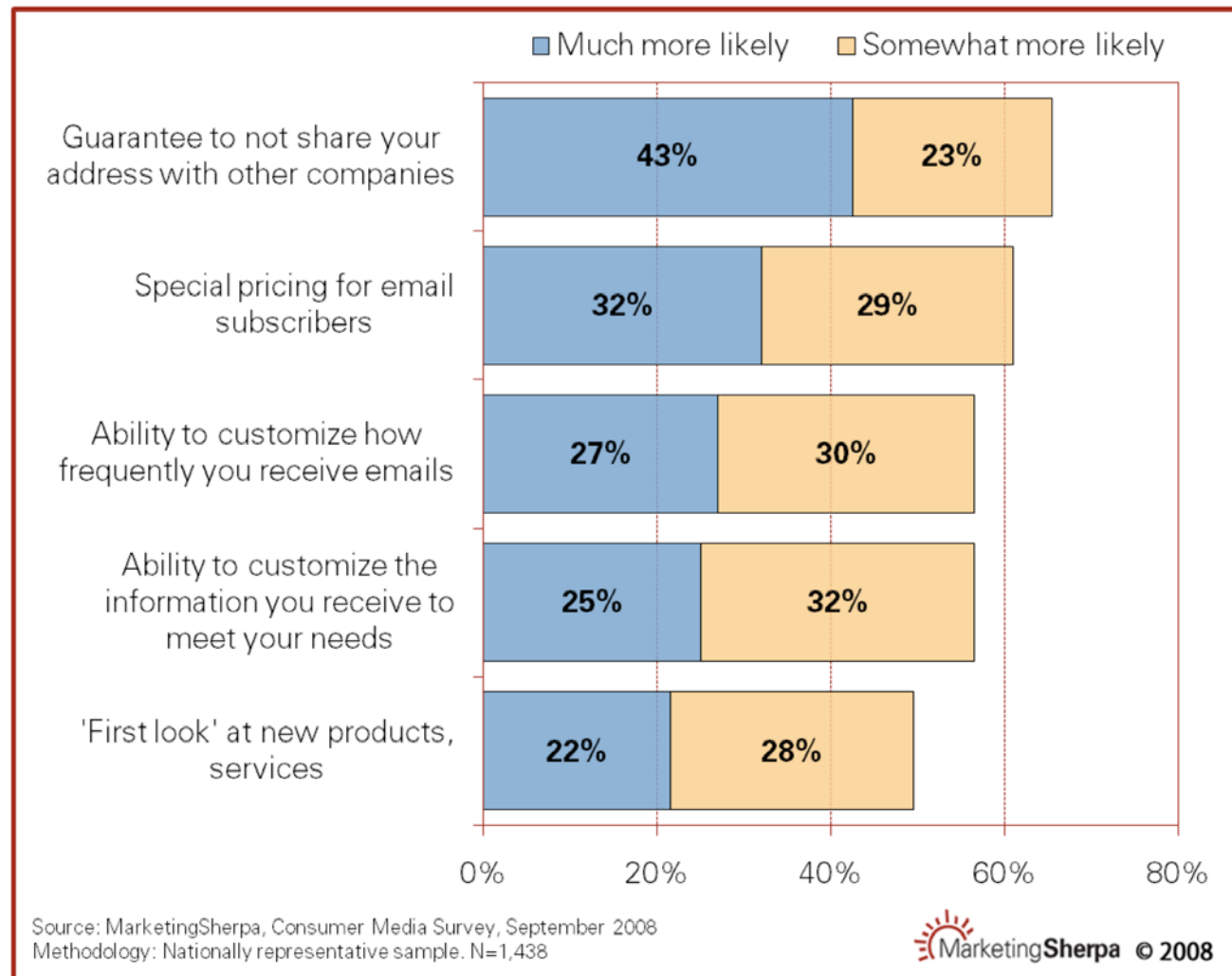
Poor Attitude = Poor Email Programs



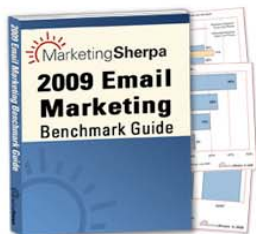
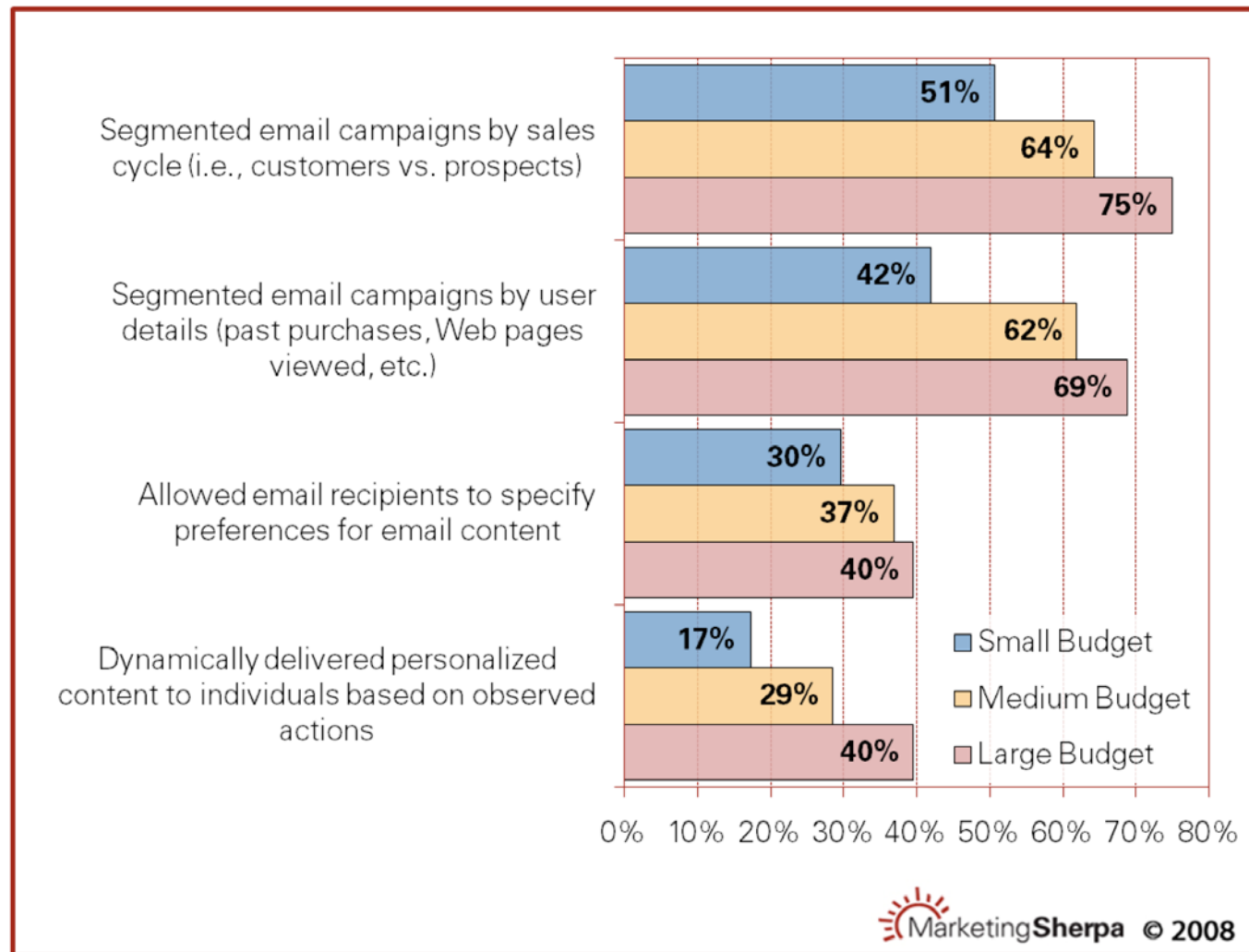
Tip #1: Get Aggressive



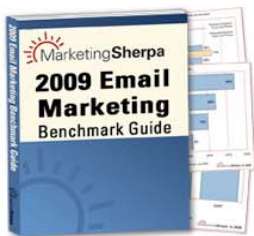
Tip #2: Offer Real Benefits



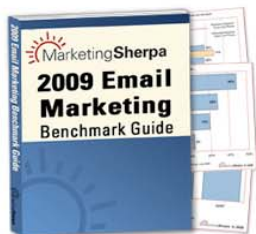
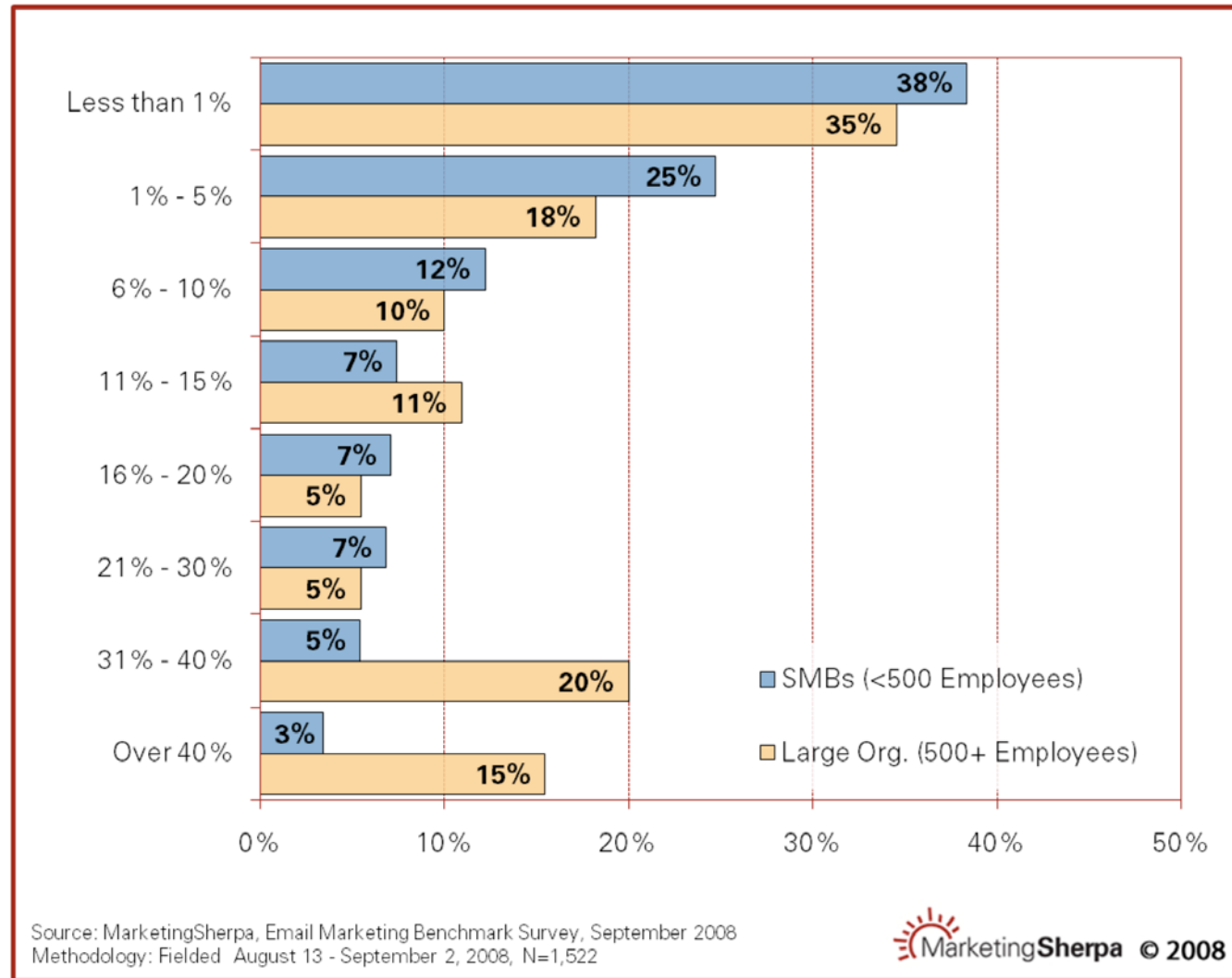
Tip #3: Anyone Can Segment



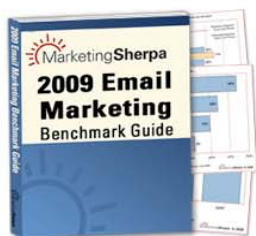
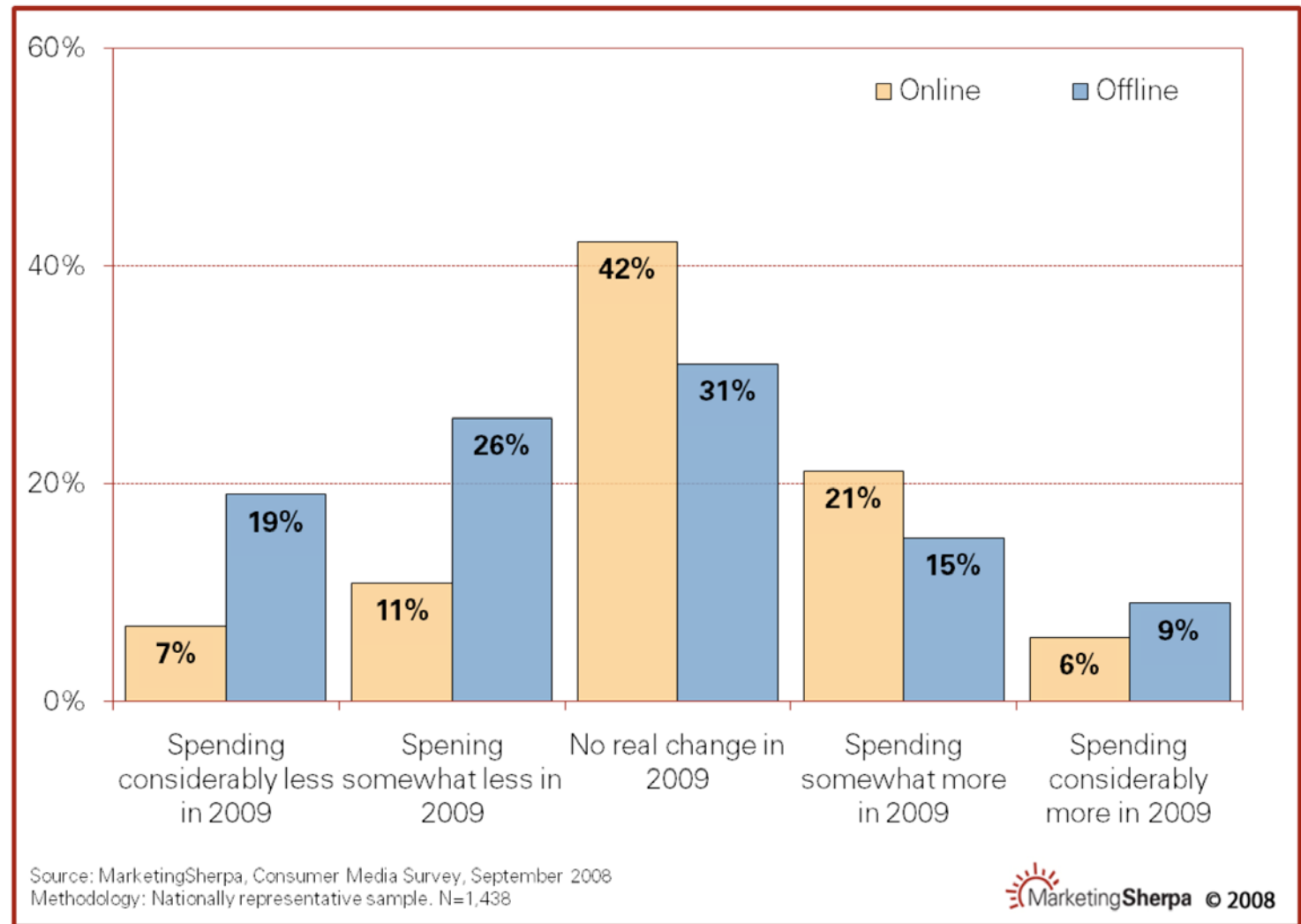
Tip #4: Design for Reality



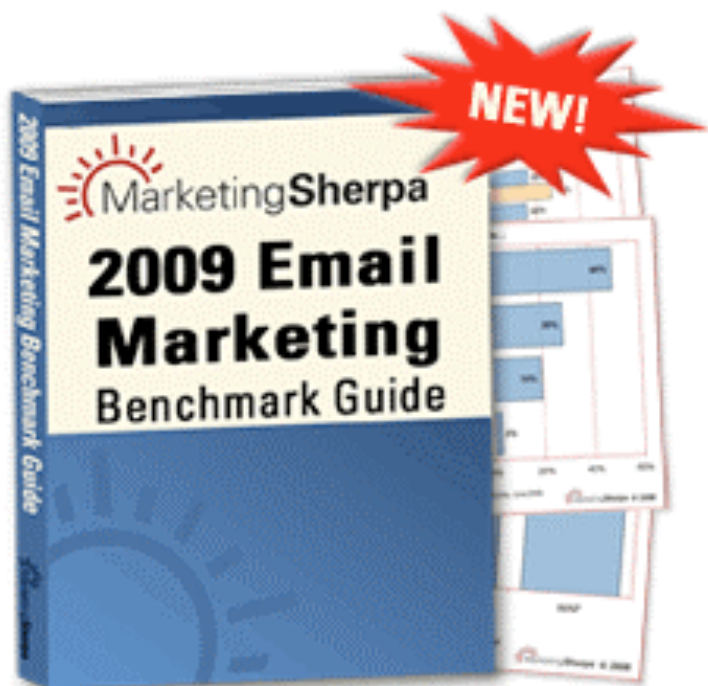
Tip #5: Look Overseas



Finally, A Look Ahead



2009 Email Marketing Benchmark Guide



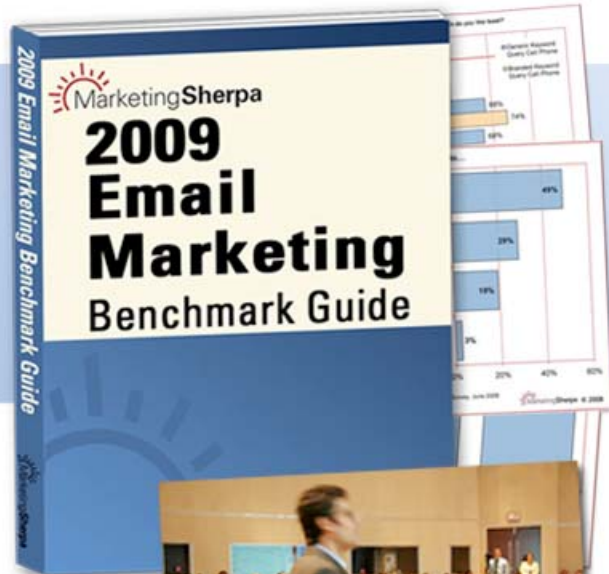
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