

# **Altman Dedicated Direct**

## **STRATEGY... TACTICS... RESULTS**

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Email marketing is easy on the budget – we all know that. But not everyone also takes advantage of other beneficial aspects of email – the ability to send automated triggered email and email streams. I view this as one of the most beneficial aspects of email marketing.

For those not entrenched in the world of email as yet, the key feature of triggered email is that this allows you to pre-define mailing dates and times, as well as pre-define conditions for whom on your list will receive that email.

There are multiple benefits of triggered email. The first benefit is time savings. You define the email parameters up (when and to whom) and then the automated system ensures the emails are executed in accords with the instructions identified. No one from marketing or IT has to make time to set the email up and execute it.

Time savings are a big deal if you have an email that executes daily or weekly. For example, what if you would like to send a thank you, survey or discount offer to new customers a week after their product ships to hopefully capture that second sale? Setting up a triggered email will be a big time-saver in this case. The email system can be set to execute this email each day, search your database for new customers whose orders where sent exactly 1 week prior and then send the email.

This example leads us to the next benefit: reliability and consistency. If an email is automated, there are no concerns about what happens when the person responsible for executing email is ill or goes on vacation. No worries that someone may forget or execute an instruction improperly or in the wrong timeframe. The reliability and consistency also means when you look at response and sales results associated with that email you don't need to be concerned about consistent timing or any other difference impacting those results.

The final and I think most important benefit is the ability to execute promotions that couldn't otherwise be done due to the combination of automation with e-mail's low execution costs. What if you would like to send a promotion for hats and scarves whenever someone buys a coat? Or send a series of emails to someone who has signed up for your eList but isn't a customer? Or send a promotion for monthly shipments of coffee when someone buys a coffeemaker?

All these types of promotions are possible with direct mail but very costly and time-consuming to execute. With manually executed email, these promotions might be feasible cost-wise but still very time-consuming to execute. With automated triggered emails they become inexpensive compelling promotions that can contribute in a big way to your contact strategy; you can spend the time in setting them up properly once and then allow your email fulfillment system to execute them every day or week as you see fit.



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So -- have you set up automated triggered email programs? Are you maximizing your benefit from them? Next month we'll review some specific ideas for using triggered email sequences that can improve conversion of prospects to customer and increase sales.

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