



## Survey Says...

Considering launching an online survey? Below are a few key tips to keep in mind:

### Keep it short and sweet.

Request only essential or very useful information, leaving out the "fluff" questions.

### Start with the most

**important questions.** The quality of responses tends to decrease as the recipient gets deeper into the survey, so make sure you gather key information first.

### Use plain language.

For example, "What is the frequency that you purchase dental hygiene products?" is much clearer when phrased as "How often do you buy toothpaste?"

**Keep it recent.** If you ask the respondent to recall something from six months or a year ago, you increase the margin of inaccuracy.

## 7 Digital Marketing Tips for a Profitable 2010

The best digital marketing strategies target the consumer at the right time, in the right place, and with the right offer.

**4. Keep looking for new benchmarks.** Just when you think your metrics and analytics are right where they need to be, a better method emerges. Always be open to trying new tools—while Google Analytics, Coremetrics, Omniture, and Web Trends are the major players, there are dozens of other highly effective and easy-to-use solutions that can help boost your business intelligence.

**5. Hit moving targets.** If your digital marketing campaign hasn't entered the mobile realm, it's time to get moving. While it may still seem fairly new, mobile advertising represents huge potential to tap into a young, tech-savvy market. By developing a sound mobile strategy now, you'll be leaps and bounds ahead of lagging competitors when mobile ad formats become the rule rather than the exception.

**(continued on back)**

## Rave Reviews

We've had the pleasure of working with some of the finest Australian companies, delivering cutting-edge digital marketing techniques to help them tap into new markets. Below are some of the accolades we've received:

"As a small non-profit association, we've found the emailer® system to be a brilliant marketing tool. We use it to speed up new membership applications and inform members of specials or events. The emailer® system is very cost effective, and the online support has been excellent. It's the most user-friendly system we've seen."

- Tourism Jervis Bay

"Thank you for your excellent support and service levels throughout this project. I have been most impressed (and relieved, as it's a highly mission critical project for our company) with your levels of expertise and responsiveness, as well as the robustness of the i-Surveys/Informatix online survey technology."

- businessfitness

"Over 50% of our clients rang us to say how great our emailer® looked and how they were glad to see us using this form of communication."

- John Papas & Associates



## Video & Email: A Match Made in e-marketing Heaven?

Online video is a powerful supplement to traditional marketing campaigns. This interactive medium has proven to be highly effective in building brand loyalty, increasing length of site visits, and creating a sense of intimacy with the customer. And email marketing is unrivaled in its ability to make a profitable impact at a fraction of the cost of print advertising.

Slowly but surely, forward-thinking companies are leveraging a combination of video and email to increase conversion rates. According to a survey by GetResponse, more than 65% of email marketers asserted that video email marketing "can have a moderate or significant influence on conversion rates", and 80% confirmed plans to use the strategy in a campaign this year. In a 2009 report, the Interactive Advertising Bureau predicted that the video email marketplace will reach \$7.2 billion by 2012.

Before plunging into the world of video email, do your homework and consider these industry tips:

### **Test first.**

Rather than launching a list-wide video email, start by selecting a small sub-set of recipients (preferably your tried-and-true openers and buyers) and sending a brief test video. Choose a proven product or service with an affordable price point and wide market appeal.

### **Make it short and sweet.**

Just as they're unlikely to scroll through a long chunk of text content, viewers are daunted by lengthy videos. Shoot for anywhere between 30 seconds and 1 minute. If you've captured their interest, customers will click through to learn more and buy.

### **Don't sacrifice content.**

An email video is a compelling addition, but it doesn't preclude the necessity for good design, text,

Always include enough alternate content to make the email beneficial for recipients who may not be able to view the image.

### **Build a targeted list of video subscribers**

Video is a great way to connect with potential customers -- if they're receptive to it. Others may ignore it altogether. To ensure that your promotional productions reach the right audience, you might consider sending out an email announcement inviting recipients to opt-in, or including a question on your next survey to gauge the level of interest.

Although it's a relatively new approach, video email marketing could have big potential for companies targeting tech-savvy audiences. For best results, start out slow and small, send only to qualified recipients, and balance multimedia with effective text and graphics.



## Case Study: Sunshine Automotive

A fantastic organisation we work with is Sunshine Automotive. The company has been selling and servicing Ford, Jaguar, Kia, and Volvo vehicles for 15 years, and has developed a reputation for stellar service and attention to detail.

Sunshine Automotive contacted Informatix to assist in perpetuating that reputation with new technology. We set about tailoring our Emailer system and automated processes to ensure customer satisfaction at every stage of their

interaction with the dealership. For both the sales and service departments, an automated system was developed to send a survey invitation to each customer upon completion of their dealings. Once the survey is completed, the sales or service manager is notified, and any issues are acted upon immediately.

Timely management of service issues is paramount to ensuring customer retention. Our custom, automated emails and surveys -- as well as the supporting

processes and notification systems -- are a great example of how we can tailor our programs to suit your company's specific needs.

If you have a marketing or customer service issue, chat with an Informatix representative about discovering new ways to service your clients. For more information on website development, go to [www.informatix.com.au](http://www.informatix.com.au).

## Ask the Expert: Using Email to Give Back

**Q:** We want to ramp up our philanthropic efforts in 2010, and email seems like a good way to do it. How can we encourage our subscribers to help us make a difference?

**A:** First off, kudos to you! Below are some quick tips for using your e-marketing campaigns to benefit good causes.

- Showcase a different charity each month. By diversifying your do-good efforts, you'll increase the chances that your appeal will resonate with more recipients.

- Make it easy. The golden rule of online communications applies here, too -- don't make them think too much. Include a quick link for recipients to make a secure online donation to the charity of your choice.

- Donate a portion of proceeds. This is a win for everyone involved: you'll demonstrate your commitment to giving back, your customers will be more likely to buy, and the charity of your choice will receive a generous commission.

## Mistake of the Month

### ASSUMING LONG-AGO RECIPIENTS KNOW WHO YOU ARE

If you're launching a new product, service, or sister company and want to get the word out, your first inclination may be to launch an email campaign targeting your existing list. Not so fast! Although you obtained all of your email addresses using responsible (and legal) practices, some recipients may be caught off guard by receiving an unrecognizable message.

The same holds true for a long-neglected opt-in list that hasn't heard from you in a few months. In either case, you run the risk of your email getting deleted or flagged as spam, with a wave of unsubscribes in your near future. When in doubt, it's best to send a re-introduction email explaining who you are, how you got the recipient's email address, and then (subtly) how your offering can benefit them now. This is a surefire way to prevent "opt-in shock" and lower bounce rates.



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- **Update Your Info:** Go online to make changes to your profile and contact information.

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**6. Win over thrifty customers.** As the economy begins the long road to recovery, customers are still hungry for deals. Smart businesses are catering to frugality by creating unique promotions that deliver irresistible discounts (or at least make customers feel like they're getting a steal). Consider offering special volume pricing, free shipping, or percent-off coupon codes.

**7. Get a good partner.** Internal skills and experience are important, but without the right partnerships, you could be limiting your business potential. By enlisting the services of a dynamic digital marketing consultancy, you'll be better equipped to make the most of mature and emerging platforms. To save time and money, it's best to choose a versatile, one-stop provider with experience across all realms of digital marketing, from SEO and SEM to mobile messaging and video.



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