



# Effective E-Marketing to Increase Membership and Attendance

---

Step-by-step approach to building a winning e-marketing campaign



Or, as a famous E-Marketer said:

---

“Whatever it was that got  
you here, is Not Enough to  
Keep you Here”

--Professor Albus Dumbledore,  
Headmaster, Hogwarts School of  
Witchcraft and Wizardry





## In this session...

---

- This is E-Marketing for Event Planning Professionals, to help you tell your IT people what you'd like to see.
- We'll develop essential e-marketing standards to deliver maximum results
- We'll focus on three essentials of E-Marketing: Websites, E-Mail and CRM

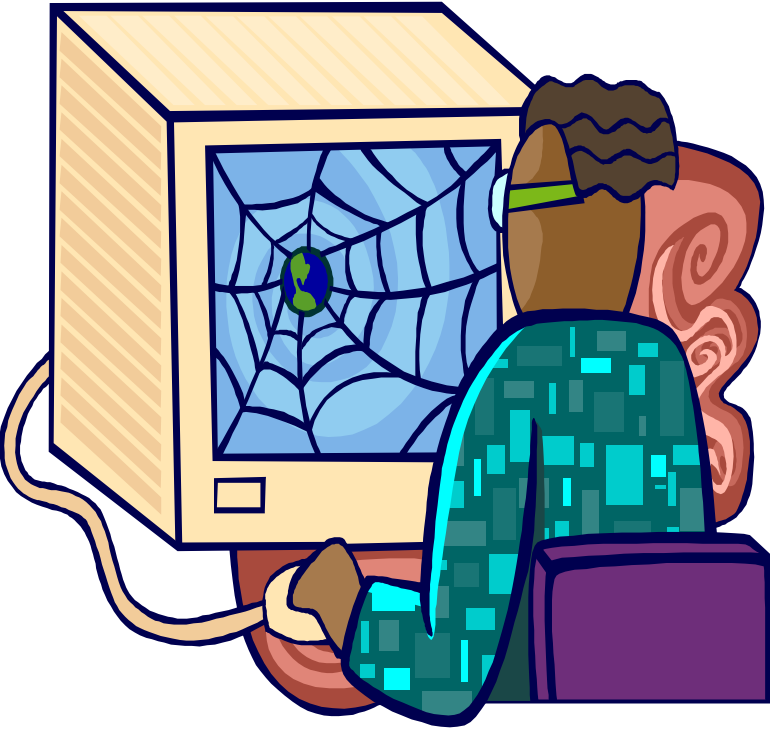


# E-Marketing Essentials:

---

- Websites are Sticky: Interactive e-brochure with features and information wanted and needed by the visitor.
- E-Mail is Elastic: Targeted by markets, dates, specials, promotions, fairs, news, etc.
- CRM completes the cycle: Individualized & personalized communication keeps clients coming back.

# Good Websites must be Active and Interactive



- ACTIVE Items:
- Prime real estate is the top 1/4 of the page.. Don't waste it!
- Updated specials and events
- Affiliate Programs
- Information Request, Contacts
  
- INTERACTIVE Items:
- Log-ons for VIP membership
- 3-5 areas to gather information
- Easy links to promotions
- Preferred visitor password
- Downloads, freebies

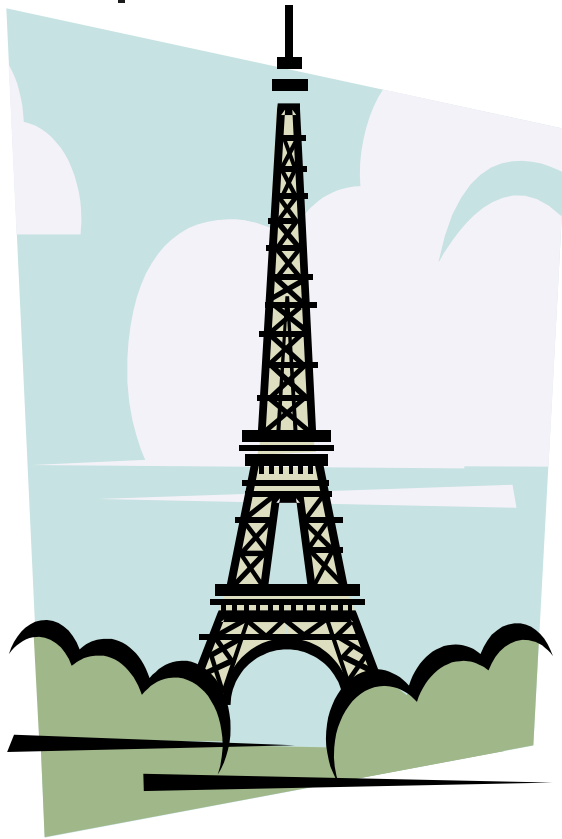
# Prime Real Estate-Top ¼ page

---

- Membership and registration logos and links
- Contact points, e-mail links, phone, fax @ top and bottom of page (Test them frequently!)
- Hot links to membership specials, downloads



# Active Areas: How you want to be seen by your website visitors



- Active Areas make your website sticky– gives visitors a reason to return frequently.
- Active Areas are your “Icon,” the look of your hotel or destination
- Active Areas include...
  - Updated Specials and Events
  - Affiliate Programs
  - Information Requests, Contact Info



# More on Website Active Areas:

---

- Updated Specials and Events: Short and Long-term membership and attendance promotions
- Contact Information: Easily found and accurate mailing address, phone, fax and toll-free numbers
- Affiliate Programs: Sell affiliate links to area suppliers as part of your website: DMC's, Hotel Ads, Tours, Registration Services.
- Charity Tie-ins are good— Katrina, Red Cross, etc.
- Event photos; members like to see other members
- Eliminate any “Photo not available” “Pardon Our Dust,” or “ Coming Soon” items



# Interactive Areas– How you want to touch your website visitor

<u>1. Introduction</u> Return and New Visitors Welcome	3-5 areas to gather info	Easy links to promos	Downloads, freebies
<u>2. Invitation</u> Opinion polls	Contests	Recipes	“Member of the Week”
<u>3. Interest</u> Links to newspaper	Local Weather	Local Sports	Desktop Download
<u>4. Interactivity</u> Meeting / travel specials	Requests for <u>Information</u> RFP's	Link back to E-mail promotion	-Visitor Services -Link to hotel/cvb's



# Website Standards:

---

- Use the Top ¼ of the page
- Flash vs. Standard Options available
- Eliminate slow-load graphics– they are spam traps
- Events, schedules, specials updated regularly
- Test call, e-mail, fax and write all contact points
- Fax & Telephone response critical– websites drive telephone and fax traffic
- Auto-response for initial contact, test response time for follow-up on all inquiries.
- Have FUN with it! Project a positive image!

# Intro to E-Marketing

- E-Marketing promotes specific events, meetings or membership promotions
- E-Mail, E-Zines, E-Commerce, E-Fulfillment are all E-Marketing
- E-Marketing Introduces and Invites Potential Members and Attendees; there should be a HUMAN to Follow-Through and confirm the member or attendee.





# E-Marketing & E-Mail

---

- In E-mail and E-Marketing, the Best Lists Win!
- Lists can be:
  - House Lists: Current contact and clients
  - Industry Lists: Twin demographic of House Lists
  - Opt-In / Double Opt-In Lists: From list companies: [www.yesmail.com](http://www.yesmail.com) and [www.returnpath.biz](http://www.returnpath.biz) are excellent
  - List Harvesting: Atomic Harvester, etc.

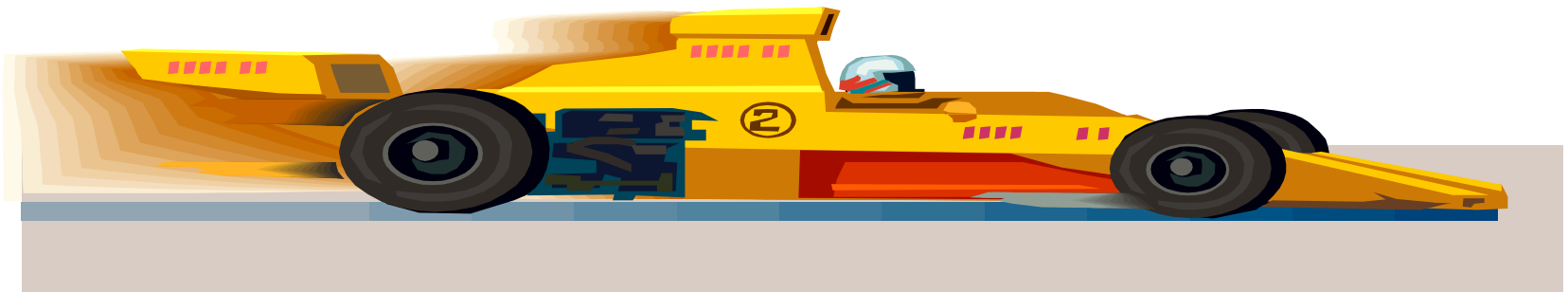
# E-Mail Essentials: The List

- Lists: Use In-house lists first!
  - Three e-mail steps:
  - Introduction/Screening
  - Qualifying
  - Closing
- Have opt-out, opt-in and double opt-in options
- Track e-mail openings, opt-outs, read-through's, unique visitors, reply ratio, sales response, abandonment and new DNC's



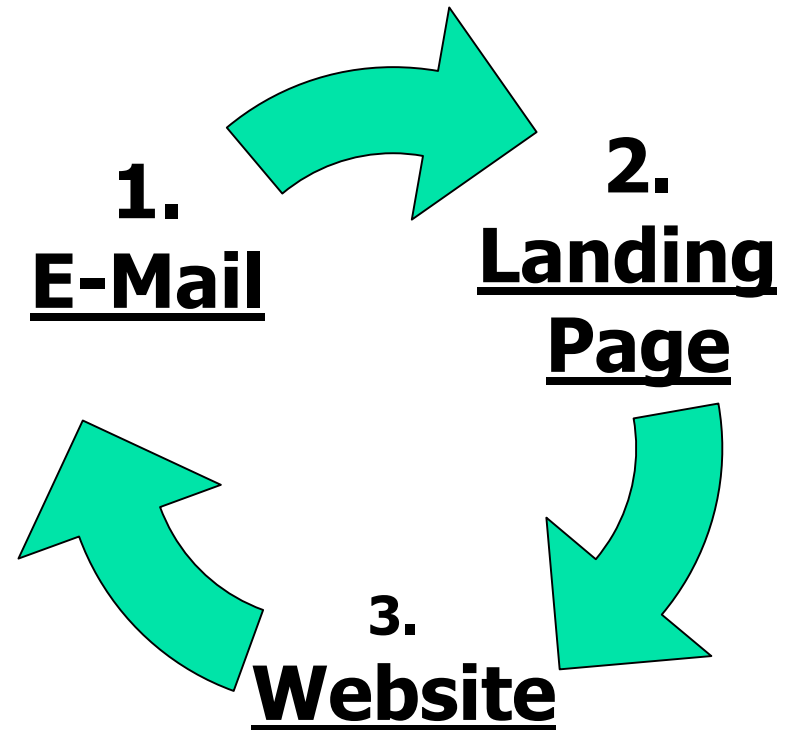
# Measure... What?

- **Openings:** Clicks from Subject Line to Page 1
  - **Opt-Outs:** How many replies with a Opt-out option?
  - **Read-through's:** Clicks into page 2 or 3 of e-mail or website
  - **Unique Visitors:** Clicks by non-repetitive visitors
  - **Reply Ratio:** How many answers 3-5 screening questions
  - **Sales Response:** How many memberships were made?
  - **Abandonment:** How many did not complete the questions?
  - **New DNC's:** How many responded with a new "Do Not Contact?"
- 
- **Every response helps you adjust your E-marketing to be more effective!**



# E-Marketing for Membership and Attendance Must be Customer-specific

- E-Mail promotions should return to a Landing Page, not the website. Many sales are lost if the client is returned to the website
- The Landing Page defines the special and closes the deal. Ask no more than 3-5 questions on the Landing Page.
- The Landing Page is an immediate call to action, and a return to the website
- Website should list the promotions featured in the client e-mail, and allow a visitor to receive the promotional e-mail.





# Elements of an e-mail campaign

---

- Promote a specific event or membership offer
- Target lists, check they are recent, clean, no dupes, no DNC's
- Add a Landing Page unique to the campaign
- Check and include all E-mail, Fax, Telephone, Snail-Mail response options, also with unique addresses, phone #'s, etc.
- Run three E-mails: Introduction, Qualifying and Closing e-mails, two to three days apart
- Check client response, initiate and track fast and effective follow-through



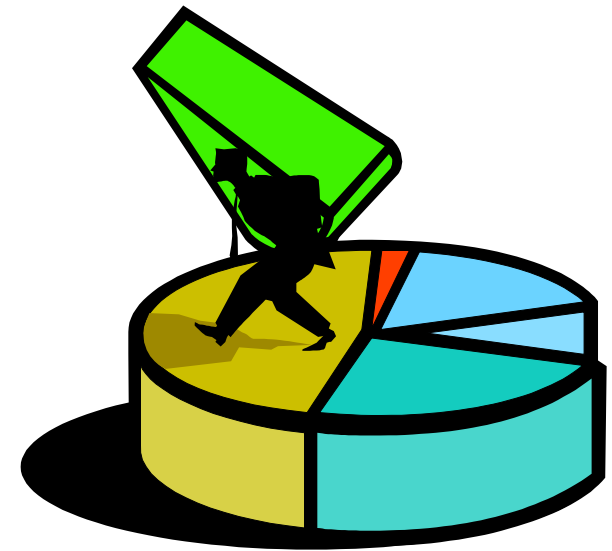
# Follow-Through: Your Key to Success



- Unlike Follow-Up, Follow-Through is a continuous, smooth completion of a contact generated by E-Marketing:
  - Unique e-mail, phone #'s, toll-free numbers, addresses, etc. to track results
  - Thank-You's and immediate confirmation
  - Immediate fulfillment of the membership
  - Cross-sell and upsell: "Member bring a member," offer a higher membership level at a promotional price.

# Customer Relationship Management...CRM

- CRM is an ongoing e-mail effort to maintain contact and develop relationships for Past, Present and Potential Members
- Past, Present or Potential Members have different priorities, each addressed in CRM.





# Managing Your CRM Campaign

<p><u>Past</u> Members:</p>	<p>Recognize anniversary dates, staff</p>	<p>Referrals, Return Trips, Recognition program</p>	<p>WAYGIFY: "Where Are You Going in Future Years?"</p>
<p><u>Present</u> Members:</p>	<p>Countdown to event date, offers to assist as needed</p>	<p>Cross-sell to other groups within the organization</p>	<p>Up-sell to premium services or upgraded sponsorship</p>
<p><u>Potential</u> Members:</p>	<p>Thanks for initial interest, advise on date and group specials</p>	<p>Invite to Office or Event Tours and Promotions</p>	<p>Referrals to similar groups and meetings in the organization</p>

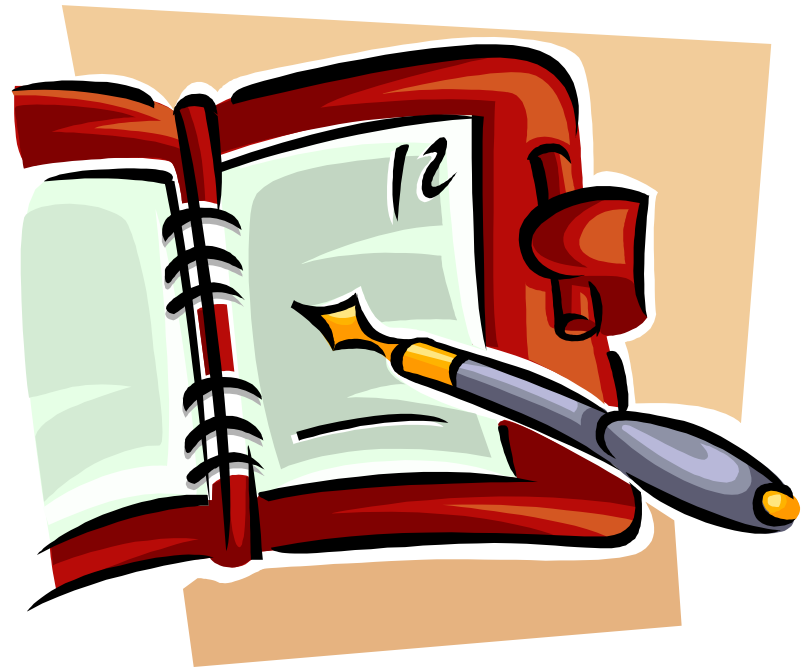
# CRM Made Easy: The E-Zine



- **E-Zines are popular, inexpensive, member-focused ways of staying in touch with Past, Present and Potential Members.**
- **Feature promotions, specials, news, contests, downloads on a regular basis, directed to your members.**
- **Use HTML, not an address and website link to maximize readership. Keep it small so your client can forward it on.**
- **Add a regular column of advice, problem solving and assistance.**
- **Include the regular opt-in/ out options**

# Starting Your CRM Program

- Organize your client lists by Past, Present and Potential Clients;
- Enter them into any CRM Software— Act!, Goldmine, etc.
- Develop an effective Telephone, Fax and E-mail fulfillment process
- Schedule the year in CRM:
  - **Direct e-mail to each market**
  - **Monthly (at least) E-zines, PR all set in a schedule**
  - **All promotions link back to the website, which links back to the e-mail promotion.**





# Review Time!

---

- E-Marketing is Made up of Websites, E-Mail and CRM driven by the Target Market and Results you'd like to achieve
- Websites are Sticky, featuring Active and Interactive parts. Websites are very effective as an e-brochure and your intro into your market.
- E-Mail is Elastic, focused on promoting specific membership and attendance specials– value added imparts value, not a discount.
- CRM is an ongoing E-Marketing effort to address your Past, Present and Potential members with timely, welcome and valuable contact.
- Effective E-Marketing is planned annually, with a full- year calendar mapping out all seasonal promotions, membership specials, etc.

# Or, as Professor Dumbledore would say,

---

“There’s much more to being  
a truly great wizard than  
any of us would care to  
admit...”





# And...Thank You!

---

**For coming to the AudioConference! Please call or write if you'd like additional information, or would like to discuss any marketing or membership projects that are unique to your organization.**



***Tom Pasha***  
***CONTACT Planning / Production***  
***3186 Whisper Wind Dr.***  
***St. Cloud, FL 34771***  
***Tel: 407-891-2252 Fax: 407-891-6428***  
***[tpasha@contactplan.com](mailto:tpasha@contactplan.com)***  
***[www.contactplan.com](http://www.contactplan.com)***