MAKING MEANINGFUL READER CONNECTIONS

Define, Build, and Use Consumer Data

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Connecting with Readers

Take advantage of the many touch points and marketing channels to **learn about** and **have a direct relationship with consumers**.

Connecting with Readers

	.com	Social	Email	Commerce	CRM
Data	. Repeat/Unique Visitors . Marketing Codes . Popular Pages	. Counts (Likes/Followers) . Demographics . Engagement	. Unique Identifier . Preferences . Engagement	. First-time v. Repeat Customers . (Affiliate) Retailer Preferences	. Track, measure campaigns . Manage database . Identify engaged consumers
Sample Use	. Display content based on cookies	. Align content w/core demographic	. Send special emails based on previous response	. Adjust weight of 'buy' selection on book page	. Tailored marketing campaign to repeat customers subscribed to newsletter

Email is the foundation…

Email address and permission for email communications provides a foot in the door, creating the opportunity for deeper engagement with readers.

- Enables direct and cross-channel marketing efforts
- Connects consumer data points

DEFINING APPROACH

Strategic vision and program development for a direct relationship with readers

Consumer Engagement Goals

What are the overarching goals for developing a more direct relationship with readers?

The value assigned to various ideas will shape the strategic vision.

Consumer Engagement Goals

- Direct marketing
- Conversion to sales
- Knowledge
- Cross-channel marketing
- One-to-one marketing
- Marketing platform
- Bullet on marketing sheet
- Marketing scale
- Richer consumer profiles

Email Marketing Program Development

What is the goal for developing an email marketing program? How best to align email marketing goals within the larger, strategic direct-to-consumer marketing vision?

The answers should shape the approach to list development.

List Development Approaches

Newsletter Specific

- Consumer grants permission for a specific list/newsletter
- Decentralized
  - Imprints, departments or verticals manage lists
- No 'global' marketing permission

Preference-based

- Consumer grants permission for email marketing
- Preferences associated with email
- Centralized program

Acquisition Approaches

Opt-In

- Explicit consent
- Requirement of some ESPs
- Considered best-practice

Opt-Out

- Implicit consent

BUILDING A CONSUMER DATABASE

Information collection, storage, working with an ESP

Legal Coverage

Work with legal to ensure Privacy Policy and Terms of Use align with short and long-term goals for the collection and use of consumer data.

Develop a good, working relationship with legal—be allies, not adversaries.

Consumer Provided Information

What consumer information should be collected at sign-up or registration?

Should information be optional or required? Will information be used, or just nice to have?

Are there any risks/issues with collecting specific data?

Consumer Provided Information

- – Email address
- – Reading preferences
- – Zip code
- – DOB
- – City/ State
- – Physical address
- – Phone / Mobile
- – Survey data
- – Demographic data

Additional Data Points

Storing additional data, beyond what consumer directly provides, enriches the database and provides additional methods for targeting and segmentation.

Additional Data Points

- Marketing Campaign / Tracking code
- Initial sign-up date
- Subscription date
- Data appends (demographic, behavioral)

Storing Consumer Data

Work with technical team or developers to find optimal solution for storing consumer data that aligns with short and mid-term consumer engagement goals.

Storing Consumer Data

- – Database structure
- – ESP
  - – Subscription management; data storage
  - – Good option if in-house resources limited
- – Store consumer data internally
  - – Requires in-house resources to create and manage database
  - – Work with ESP using APIs

Working with an ESP

Email service providers are experts in managing the deployment of email campaigns, handle white listing, and can provide robust tools for segmentation, targeting, and testing.

Working with an ESP

- Considerations
  - Current needs
  - Estimated monthly sends
  - Acquisition and list strategy
  - Short and mid-term plans for email program
- Email vendors include: Mailchimp, Silverpop, CheetahMail, Responsys, ExactTarget

Acquiring Opt-Ins

Align digital marketing efforts with consumer engagement goals.

Make consumer data acquisition a priority.

Acquiring Opt-Ins

- Low-hanging fruit
- Optimize sign-up process
- New opportunities
- Campaigns with sign-up CTA
- Cross-marketing on other channels

USING CONSUMER DATA

Developing and deploying campaigns

Email Campaigns: Types of Messages

- Scheduled, manually deployed
  - Time-based: daily, weekly, monthly
- Promotion specific
- Automated
  - Welcome messages
- Transactional

Email Campaign Analysis

- Monitor response to each email deployed
  - Key metrics: delivery, bounce, open, click, click-to-open/responder, unsub
  - Engagement metrics
  - Conversion metrics
- Develop benchmarks

Targeted Marketing

Use knowledge about individual consumers or segments of consumers to deliver tailored, targeted promotions.

- Email campaigns
- .com / site promotions
- Social promotions

Optimize Marketing Messages

Test marketing messages and campaigns prior to full roll-out

- A/B testing
- Segmentation

Reporting

- Track and measure campaigns across channels
  - Discover what works, what doesn't
- Identify and 'reward' most engaged consumers
- Share knowledge internally
  - Develop best practices
  - Reinforce importance of direct marketing