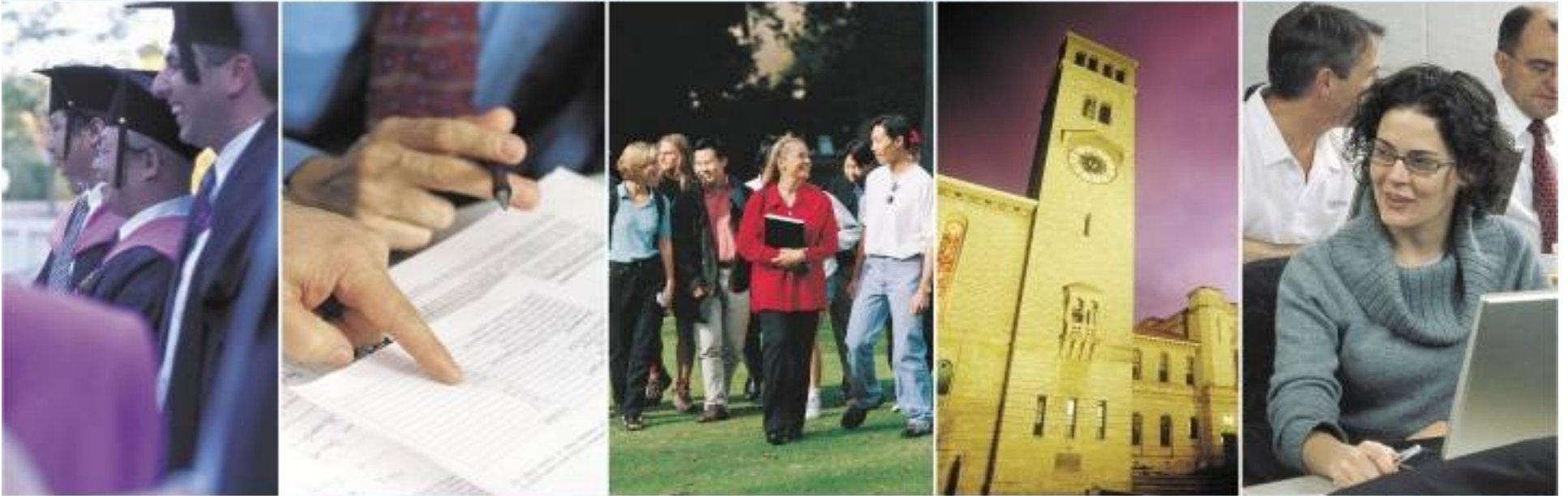


# Email Marketing



THE UNIVERSITY OF  
WESTERN AUSTRALIA

Business School

Achieving International Excellence

Dr Jamie Murphy  
UWA Business School

# Overview

- Internet bandwagon effects
- Email - popular, powerful and problematic
- Email branding (1<sup>st</sup> step)
- Email customer service (2<sup>nd</sup> step)
- Email permission marketing (3<sup>rd</sup> step)
- Summary

# Bandwagon Effects

- Keep up with others
- No real strategy
- Examples include websites and fancy website features
- Assimilation gaps
- Ignoring email

# Email

- Most popular Internet application
- First step in e-Marketing
- One-to-one and one-to-many
- Easy to use
- Inexpensive
- Double-edged sword

# Email Branding

- Extend and enhance existing brand efforts
- Free branded email addresses such as [suteraharbor@yahoo.com.my](mailto:suteraharbor@yahoo.com.my) or [suteraharbor@gmail.com](mailto:suteraharbor@gmail.com)
- Domain branded email addresses such as [info@suteraharbor.com](mailto:info@suteraharbor.com) or [info@suteraharbor.com.my](mailto:info@suteraharbor.com.my)
- Functional prefixes such as [info@](mailto:info@), [sales@](mailto:sales@), [reservations@](mailto:reservations@)

# Email Customer Service (1)

- List or do not list your email address?
- Must provide proper replies
  - Prompt (24 hours)
  - Polite (please, thank-you)
  - Professional (grammar, spelling, contact info)
  - Promotional (hotel name, url, tag line)
  - Personal (sender and recipient's name)

# Email Customer Service (2)

- Train employees
- Establish guidelines
- Craft template answers
- Frequently Asked Questions (FAQ)
- Mystery shop

# Email Permission Marketing

- Respect privacy
- Harvest email addresses
- Get permission
- Unsubscribe
- Go slowly
- Recipient benefits
- Test, test, test, and then test

# In Summary

- Effective, efficient and inexpensive
- Deceptively simple yet potentially dangerous
- Ebranding, step 1
- Email customer service, step 2
- Email permission marketing, step 3
- Thank-you / Questions?