



Follow us on



January 23, 2014

You're a Landing Page Factory You're Multi-Channel-er than You Thought!

Whether you know it or not, you're probably making landing pages every day. It's a place where your prospects can go to buy stuff from you...or make donations to your cause...or learn more about you. And if you do direct marketing, you've got one – whether you know it or not. If you have a response device in your direct mail package it is, for all intents and purposes, a landing page.

Now, with SnailWorks, you can take that paper "landing page" and turn it into the real thing – a web-based landing page. If you are a marketing services provider, or want to be one, this is a great place to start. If you do direct marketing for your own organization, this is a great way to make it better.

How easy is it? If you work with SnailWorks™, it's pretty darn easy:

- If you're a mail services provider, grab a sample of a direct mail package you're processing, and take a look at the response device. We can create a web landing page with that art, giving your clients' prospects a new way to respond. Get the art from the response form and upload it to SnailWorks – we'll use that to set up the new landing page. You will need to add the web address to the mailing piece – maybe a PURL and a QR code, too. SnailWorks will help you with this, as well.. This is really easy stuff, but a critical step toward opening up your other marketing channels.
- If you are creating your own direct marketing efforts, and you don't have specific landing pages set up for each effort, you are really missing an opportunity to boost response and, perhaps more important, begin to transfer your responses online. More and more, response lives on the web – SnailWorks can help direct your prospects there.

So many benefits, so little effort:

Creating an online landing page offers a variety of benefits:

- Response can be boosted with an additional response channel added;
- Responding to your offer is easier – the landing page should be specific to the offer;
- Online response is easy to track – SnailWorks adds a variety of reports that show who came to your clients' landing pages and what they did there;
- This is the future, delivered today – you and your clients will be state of the art with almost no effort.

This can be an easy-to-sell first step to taking your clients multi-channel. Even if they have a web page, the landing page we'll help you create for them will be specific to their offer – it's another channel for response.

So if you've been stuck on how to get started with turning your mail into multi-channel marketing, here's a great first step – take that reply form and put it online – with SnailWorks!

Growing Your Email List Semi-Organically "Append" does not need to be a four letter word

Ah, the email marketing world – it's a warm, fuzzy place where everyone has permission, no one will startle you, and where one only speaks when spoken to. That's why it can be so difficult to gather email addresses – even of your own members or customers. Still there are ways to acquire email addresses for people you already know that are legal and fit into the ethos of the email world – but it is certainly different than postal address lists. And there are few better ways to boost response to your direct mail efforts than with coordinated email efforts.

The "organic" way to build an email list is to attempt to engage your audience and encourage them to offer up their email address in exchange for something – a white paper, an e-newsletter subscription, a coupon or discount. This can be a slow expensive process, but the quality and engagement of the list you build should be excellent.

A short cut that may accelerate this process is email appending. SnailWorks works with vendors who have sophisticated processes for helping to build your email records – there is more to the process than you may expect. Of course we start with your mailing list – the records that don't have email addresses – and match them up against enormous databases that are constantly gathering new email and address matching data from a variety of sources. After finding a matching email address, they will verify that the addresses are valid functioning email addresses.

Still, there is more to do. We will take those suspect addresses and work with you to craft a "communications preference" email, with your branding, asking these people if they would like to receive email communications from you. Of course this message will be CAN/SPAM compliant. If they say "no" then they go into your unsubscribes. If they say yes, then you now have a new opt-in email address. If they don't respond, we'll try them again. Eventually you can add the non-responders to your email files, when they have had adequate opportunity to opt out.

This process is just for house files - folks you already have some kind of relationship with. The process is not inexpensive, and is generally intended for files of 30,000 records and more, but the lifetime value of an email address for a prospect can be significant. Success rates for such appending are typically 10% - 20%. The good news is that you are adding excellent quality email addresses in a manner that respects your customers and email ethics.

So don't stop your organic email gathering – just be aware that there are ways to boost your email presence. We would be happy to look at your list to make specific recommendations.

As a side note, this process is very different than simply renting an email list. In our experience, rented email lists tend to be inaccurate, have not always offered adequate opt-out opportunities, and can generally not be coordinated precisely with your direct mail. Don't be a spammer!

8341 Beechcraft Avenue
Gaithersburg, MD 20879
855 MySnail (697-6245)
www.SnailWorks.com

[Forward to a Friend](#)

 Facebook  Twitter  LinkedIn  Google+

[Unsubscribe](#)