



COMMUNIGATOR®



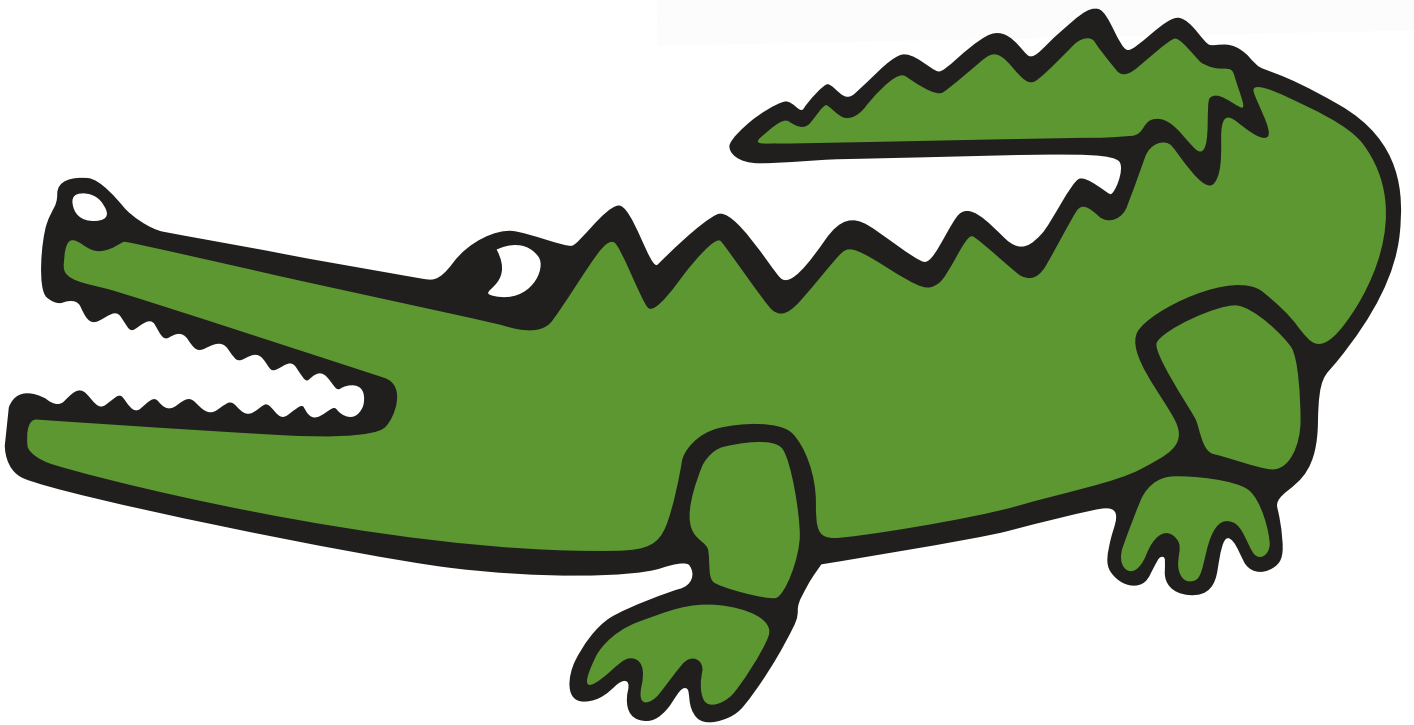
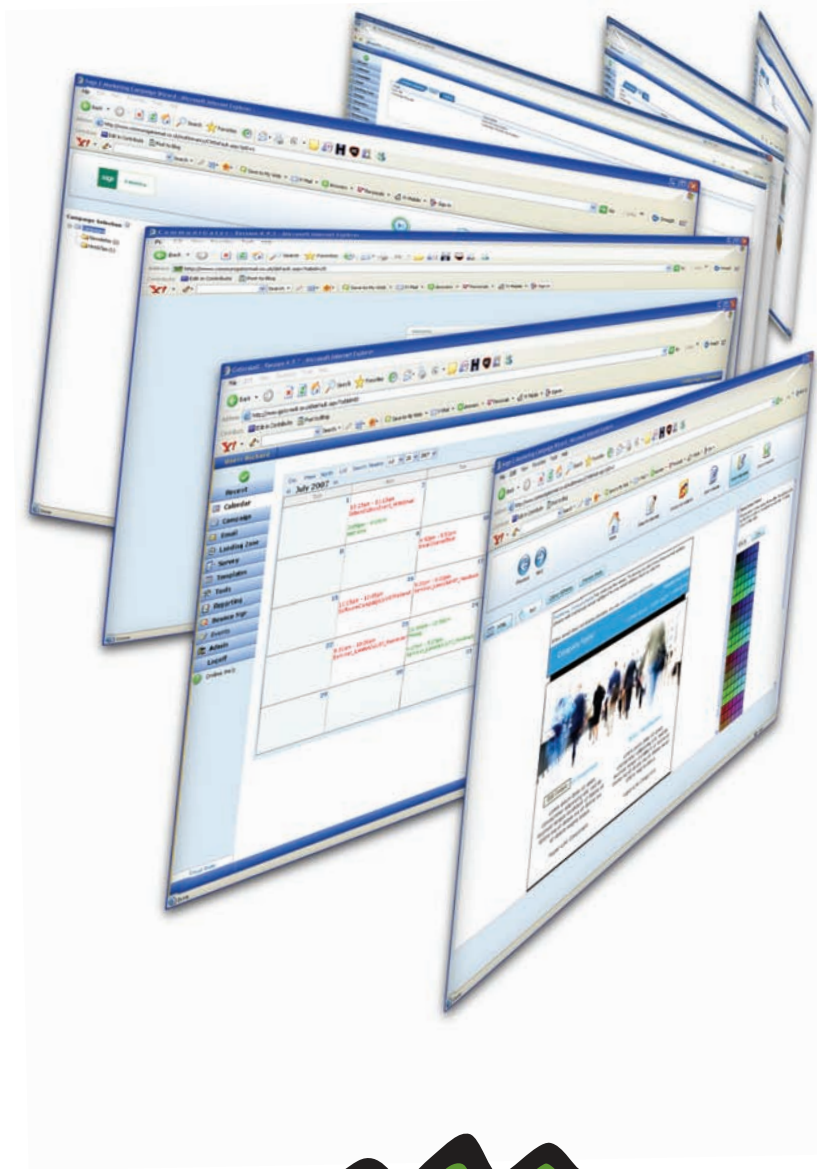
email marketing with teeth

Introduction

This brochure is designed to explain how the features and functions of GatorMail® have been developed to enhance the good practice of the Marketer.

This document will walk you through a process which is adhered to in Digital Marketing all around the world. This process lays out the critical success factors, and here we will show you how GatorMail reduces low grade repetitive tasks, offers instant feedback and detailed analysis of campaign results and audience dynamics.

People express preferences by their actions. It is by recording, monitoring and analysing these actions and, therefore, preferences that we can significantly increase our chances of success as a marketer.



Email is second only to search in companies'

“ online marketing budgets today, with 80% of marketers using, piloting, or planning email marketing programs and 88% expecting email effectiveness to increase in the next three years.” The Forrester Wave™,



The Forrester Wave™ report continues “Many marketers are interested in new social computing technologies like blogs, RSS, and podcasting, but marketers shouldn't forget about email. Email's conversational nature makes it a perfect medium to engage customers in peer-to-peer exchanges.



Throughout the UK and indeed the world, investment and activity in Digital Marketing is growing at an accelerated rate and it shows no signs of slowing. Recent reports indicate that email marketing expenditure alone is set to triple from \$2.1 billion in 2003 to \$6.3 billion in 2008



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Plan

Target

Design

Deliver

Analyse

Learn

Plan

The essence of all marketing campaigns, digital or otherwise, is in the planning. By having a clear objective and measurable criteria for success it is easier to understand the dynamics of a campaign and establish what can be classed as a good result.

In today's world, the speed of information delivery is key. The more successful campaigns are identifiable by their simplicity. Easily communicated objectives with defined calls to action command the respect of the target audience and, more importantly, encourage them to give feedback in relatively short time-frames.

It is often the significantly reduced cost that attracts traditional marketers to the digital channel. However, the real "gem" is the instant feedback received from the target audience.

It would, therefore, be prudent to plan to receive feedback, and act on that feedback.

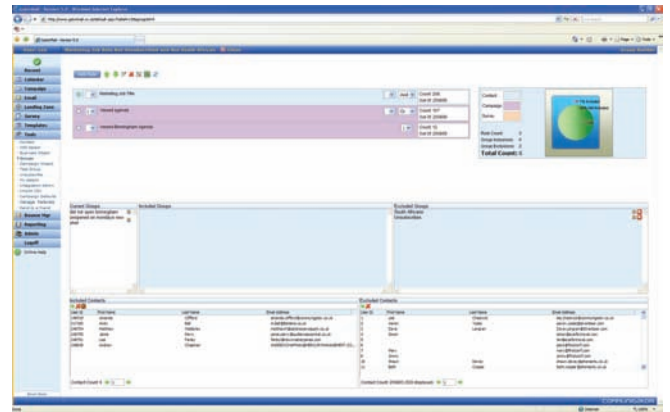
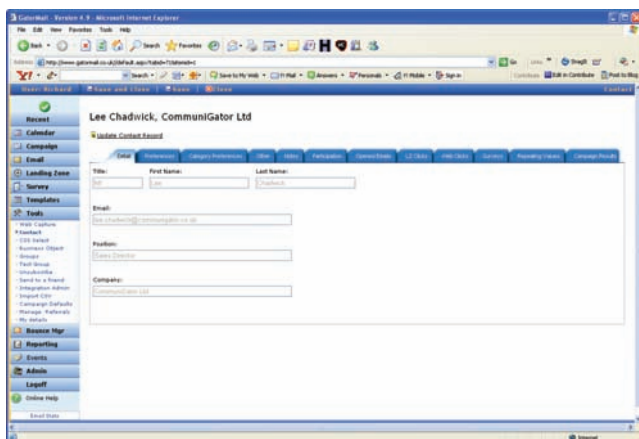
Target

Numerous books, articles and papers have been written about segmentation and the dynamics of taking explicit messages to audiences.

Group Builder

GatorMail has group builder functionality with the ability to select based on various contact criteria and to generate a group. GatorMail is designed to target either an individual member of the public (consumer marketing) or an individual member of an organisation (business to business marketing).

By holding traditional CRM data, such as location and size, or organisation worked for, in the same place as online activity data the marketer now has the ability to build specific groups where criteria now match interest, relevance and location.

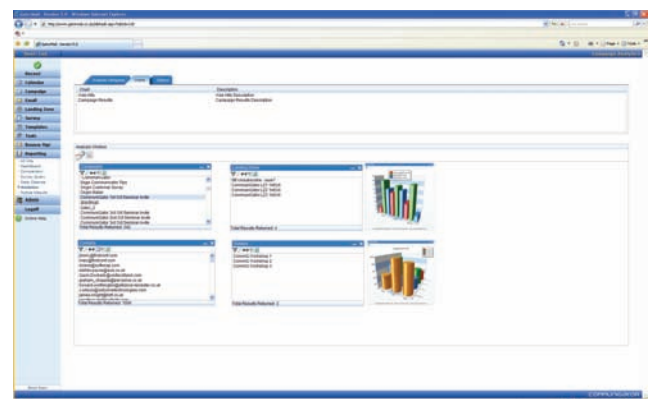


For example, as a result of a recent newsletter a marketer in a travel company can now build a group of all people who live in Italy, but have recently read about London hotels and cultural information. Armed with this data, a group can be created to launch a specific promotional offer about London culture. This activity would generate a much higher return than traditional methods which would typically be a random email sent to everyone on the distribution list.

GatorMail can "forward schedule a campaign" with an audience that is automatically populated by their activities in a current scheduled campaign. This automated activity is one of the many benefits of digital technology.

Web Capture

One of the main challenges for marketers is obtaining accurate opt-in contact details for prospects. Many organisations are missing out by not capturing details of those people that are interested enough to visit the website, but simply leave after locating the information they were after. By using a web capture form on the homepage of a website offering monthly relevant news or an incentive such as a monthly draw, the opt-in contact database can grow on a daily basis. GatorMail's web capture can be used on either a website or landing zone – enabling it to become an integral part of a campaign. Data captured is fed directly back into the GatorMail contact database.

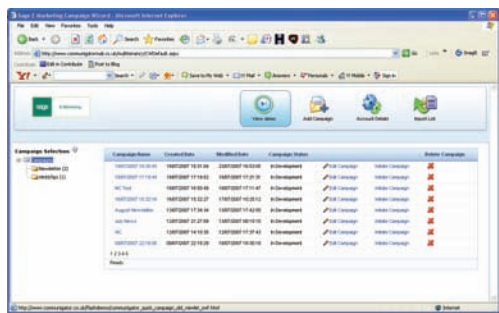


Event Management System

GatorMail has a built-in event management system which allows marketers to plan and manage events and invite delegates from a single console. Using the web capture functionality, registrations can be captured from a website and fed into a registration list. On-line payment for one or multiple delegates can be taken at point of registration. The events that delegates register for are written back to their contact record; their preference for a particular topic can then be used for future, tailored campaigns.

Design

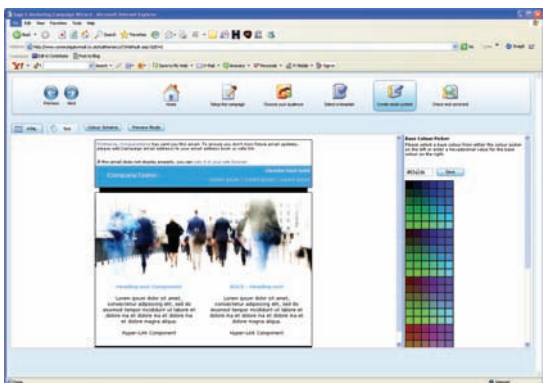
When designing the message and call(s) to action numerous considerations need to be made. The message not only needs to be clear, concise and well presented, but must also adhere to Spam detection guidelines and legal considerations to ensure it has the highest chance of success.



GatorMail offers various components to ensure the maximum impact of a campaign:-

GatorMail Lite

With GatorMail's Campaign Wizard a campaign can be created and sent within minutes. GatorMail Lite offers a series of preformatted templates, for example, newsletter, event invitation, product update or special offer. These are provided with designated areas for image placement and text – taking away the pain of HTML design. The calls to action can be inserted by pointing and clicking at the relevant web link, landing zone, survey etc.



The step-by-step process ensures that marketers on a tight deadline do not omit important information such as 'subject line' or 'from alias' in their haste to get a campaign out the door!

In GatorMail the campaign defines more than which email goes to which group. A single campaign can be a process in which several emails or TXT messages are delivered in a sequence based on a series of activity or inactivity in a previous email.

Campaigns can be set up to run in the future to allow for forward planning, as well as defining who individual replies should be routed to. The emails can be sent from a single address, yet the Account Manager for a contact can be merged in as the sending email address to ensure the best chance of the email being opened in businesses where the Account Manager is known and respected.

The Editor

For the more HTML aware user, the editor offers tremendous power for building emails either in WYSIWYG mode, or through pure HTML. If the design is likely to be reused, a template is created and can be modified for each campaign. The image and document libraries are easily accessed to achieve the most appropriate look and feel. All document downloads are automatically recorded and noted in the contact details. They are then available for future audience selection.

A personalised email increases the chances of success. These are simple to create by picking from a list of personal and/or company information. This logic is extended to the subject line of the email.

Designing for success

Having completed the design it is a wise marketer who then runs the CommuniGator "Spam Test". With over 15% of all emails returned by Spam filters this powerful facility will identify key areas, phrases and content in your email which will score highly on a Spam Filter and ultimately diminish the chances of successful delivery. Being alerted to potential issues in the design phase allows for the optimum blend of content and successful delivery prior to sending the email.

Unsubscribe

Under the EU Guidelines of 2003, any email delivered should carry a clear and concise (in a font no smaller than the main body of the text) way of offering to unsubscribe. The unsubscribe function in GatorMail can be a single or two stage process.

As a single stage process, by selecting the unsubscribe option the recipient will be taken to a landing zone designed by the user. It is as easy as that! However, under the EU guidelines, when an unsubscribe takes place you are perfectly entitled to offer an alternative. The objective is not to make this process difficult, but to ensure the recipient wants to unsubscribe from all communications and not, for example, just the monthly newsletter. A high percentage of people unsubscribing often do not know that other, more select, communications are available to them from the same source. At this second stage in GatorMail they can finalise the unsubscribe or select an alternative subject or frequency.

The contact record is automatically updated with the fact that the recipient does not wish to be contacted again via email.

Refer to Friend (RTF)

Viral marketing (even in B2B) is an incredibly powerful tool for the Marketer. Referring to a friend or colleague is a free of charge mechanism for communicating with a wider audience. GatorMail offers several features to ensure automation of the RTF processes, finishing with the creation of a new opt-in contact in the database.

Landing Zones (LZ)

While it is simple to add a traceable web link to the email and measure the amount of "click through" traffic to the relevant web pages, it is always more beneficial to understand the full behaviour of a recipient through a campaign's "call to action".

The use of GatorMail's Landing Zones provides the ability to create heavily personalised experiences or footpaths (a series of landing zones linked together to produce a specific experience). Appropriate automatic updates to the preference data in a contact record are made according to the preferences chosen by a recipient.

For those who do not own the content of their websites or find it slow and expensive to get them changed, the LZ offers a rapid alternative for tactical campaigns. It is also worth bearing in mind that the standard traceable events of a click-through and a document download can be added to a LZ in exactly the same way as they are in an email.

Surveys

Surveys are often linked to customer satisfaction. However, they can also play a great part in campaigns for profiling and cleansing data. Ensure you tell the recipient in the email how many questions they will be asked and an estimated time of how long it will take to answer them. Having set this expectation, make sure you deliver on it.

Anonymous Surveys

As well as delivering surveys to targets via email, it is often a requirement to host an anonymous survey on either a website or an intranet/extranet facility. Having designed your survey it is then delivered by embedding as an iframe.

Having selected the audience, designs and objectives, all that's left is to deliver a successful campaign.



Deliver

Various types of campaigns can be initiated, the most common being a static campaign where the audience at the start date are delivered the message and their actions are monitored. However, as another example, we can use a Refresh, Non Recurring Campaign (RNR). In this instance, the audience at the beginning is taken and refreshed over the life of a campaign, together with any new members who have met the criteria to join the audience. As this is a non-recurring campaign, GatorMail will check the target has not received the communication before and, if not, will automatically dispatch it. The RNR is perfect for website registrations, invitations to events and whitepaper delivery.

SO you're doing it already

Lee, good to hear you are currently using email marketing. Are you maximizing the benefits? We would like to offer you a free "health check" by IDM Email marketing trained consultants. We would like to see if we can help.

Increase

- deliverability, open rates, click-throughs

Decrease

- bounces, unsubscribes

Is the technology working for you ?

Would you like to be dynamically producing content in your campaigns based on criteria held in your contact lists or CRM systems?

Would you like to be able to create tactical web pages to support your campaigns where the activities on those pages are tracked?

Would you like to survey your audience to find out what they think?

Our clients have total control over their email campaigns.

Details

Your profile

First Name:

Surname:

Company Name:

Contact Number:

The last Concert you went to:

[Submit](#)

Recent

- Calendar
- Campaign
- Email
- Landing Zone
- Survey
- Templates
- Tools
- Business Mgr
- Reporting
- Admin
- Logout
- Online Help

Survey: **Survey**

Refresh Tree

- Radobutton - single select: Seminar Feedback Are you currently running email marketing campaigns? (20)
- Radobutton - single select: How do you run your campaigns? (9)
- Radobutton - single select: What volume of emails do you send per month? (7)
- Which of the following (select all that apply) are preventing you from using email marketing in your campaign strategy? (2)
- Did it work: Will you change your email mar... (1)
- Would you like to communicate to... (3)
- Would you like to re... (2)
- Any other comments

Results: Seminar Feedback

Seminar Feedback	
Are you currently running email marketing campaigns?	
Yes	80% (20)
No	20% (5)
How do you run your campaigns?	
Outsourced to an agency	20% (4)
We use a hosted platform	45% (9)
Licensed software in-house	35% (7)
What volume of emails do you send per month?	
0-10,000	45% (9)
10,000-30,000	20% (4)
30,000+	35% (7)
Which of the following (select all that apply) are preventing you from using email marketing in your campaign strategy?	
Fear of/no knowledge of relevant legislation	0% (0)
Lack of email addresses/No point of data capture on website	4% (1)
We want to, but dont know where to start	12% (3)
We believe it will be too expensive	8% (2)

GatorMail will automatically generate a % campaign allowing the marketer to test the segment before sending the campaign to the whole audience. Sending to a sample will allow the segment results to be monitored and any changes to the campaign can then be made to ensure the highest possible success rates.

Analyse

A typical digital campaign may have many objectives. However, one such objective will always be to learn more about the audience you are communicating with and to use this information to increase the knowledge about your targets.

As a standard function, GatorMail allows the production of graphical charts across all campaigns. As we outlined in the planning stages, one of the many features of GatorMail is the ability to forward schedule a campaign not only on a specific date, but also at a specific time of day. Analysing the audience's habits allows you to respect their choices and deliver messages on days and times that history has displayed is convenient for them to read and take action. At an individual campaign level, key performance indicators are automatically produced for the marketer to see the relative success of a campaign. These are all delivered as standard in a easy to view summary screen.

GatorMail prides itself on producing data to make decisions. We measure all our KPI's as distinct figures, which is imperative in determining the real penetration and call to action statistics of a campaign. Distinction is all about looking at the relative actions of an individual user. It is perfectly reasonable that a target will open the email several times and any real penetration analysis should be taken from the distinct figure. However, the people who opened the email more than once are arguably sending us a message of interest. As such, we can quickly build a group of all contacts who opened the email multiple times and carry out the appropriate secondary action.

In addition to sending email campaigns, GatorMail has the ability to deliver Short Message Service (SMS) campaigns to mobile phones. At the delivery stage of your campaign you need to specify the transport mechanism to be either email or SMS.

Having set the campaign parameters and selected the email and LZ designs, a significant benefit GatorMail offers is the ability to test the communication before the campaign is initiated. A test enables the marketer to check that the links go to the correct places and also presents the opportunity to ensure the HTML is rendered properly in different email applications.

Depending on the size of the audience and the confidence you have in the campaign objectives, you may wish to send the campaign to a proportion of the total audience.

You may have already read how the advanced analysis and segmentation tool is used to generate a highly specific target audience. A key factor of audience make-up is the ability to analyse similar characteristics of similar control groups across multiple campaigns. When a campaign has included a survey, the survey questions and answers not only provide invaluable data from the target, but also offer a tremendous amount of detail from which to analyse the audience's responses; typically to generate a secondary audience segment. Not only can we learn by our target's activity, but we must also try and understand their relative inactivity.

Understanding targets who do not open emails or who open, but do not respond is as important as measuring those who do what is asked.

Similarly to this, a proportion of our original audience does not even receive the message as the email is "Bounced Back". Understanding the reason for the bounce is fundamental to reducing the constant rate of undelivered email through improving the data quality. Not forgetting that serious penalties can be incurred by an email marketer who continually tries to communicate with an email address that does not exist. GatorMail's Bounce manager not only reports on bounce backs but analyses the reason in a series of standard categories.

Dynamic Content

Having established the different calls to action a marketer can use in their emails it is then tremendously important to highlight the ability to move to highly personalised, one to one communications.

Through the use of dynamic content the call to action can be served up specifically to a user based on their preferences or their defined persona.

Emails and landing zones can be created that have content which is not determined until the point the campaign is initialised, as a campaign audience is processed for sending, each email is automatically built (either in its whole or specific components) by pulling in certain content sources according to the user preferences.

In its simplest form the content position could be changed in a newsletter so that the first article is presented to the reader in a way that is the one believed by the "rules" to be the most relevant content.

Learn

GatorMail is architected to allow the analysis of campaigns to show where points of success and failure have been achieved. The ability to copy previous campaigns and reuse HTML templates as well as survey questions, allows for very rapid deployment of new campaigns built on the success of others.

Virtual Catalogue

Email campaigns are commonly sent with a file attachment as the method of passing on information. Attachments to emails often fall foul of virus checking inside of corporate IT infrastructures and thus decrease deliverability. In addition, there is no history of whether or not a recipient opens the document and what elements are of interest. If a file needs to be made available as part of a campaign, GatorMail offers it as a download within the email. This best practice methodology not only increases deliverability, but also tracks who downloaded the document and when.

PDF files are commonly a source of information in a campaign, however, sending your whitepapers and brochures this way means you miss out on the intelligence of what pages were most interesting to your audience and which articles in a page were most read. A virtual catalogue can be quickly created from a pdf file and distributed as a click-through in a campaign, with the added benefit of being able to track amount of time spent on a page and also when and where a reader has zoomed into read particular content.

Let's not also forget that a virtual catalogue significantly improves the user experience as they are easy to navigate and display information in a familiar format. Where time is spent designing virtual catalogues, multimedia can be introduced to enhance the whole experience.



Hilton Baird Financial Solutions Case Study

A better deal with digital marketing

Client Profile

Hilton-Baird Financial Solutions was established in 1997 by Alexander Hilton-Baird, and has helped over 2,000 UK companies raise extra capital to finance their businesses. HBFS are focused on achieving a better deal for their clients, by being independent and working with both high street lenders and specialist finance houses.

With 30 full time employees, HBFS are dedicated to helping businesses find the most appropriate working capital facility available in the market.
www.hiltonbaird.co.uk

The Challenge

HBFS depend on a high volume, high turnover approach to direct marketing, and have an internal team of telesales executives to follow up on all direct marketing activity. Previously dependent on fax, and then hard copy direct mail, HBFS have shifted their focus mainly to email marketing as the most effective means of communicating the services they offer.

The move towards e-marketing was accelerated by changes within the direct marketing industry. The establishment of the Telephone Preference Service (TPS) and Fax Preference Services (FPS) resulted in bigger challenges for fax and telemarketing campaigns. Direct mail became less effective across the board as suppliers fought for visibility amongst the 'noise' landing on desks and many financial solutions companies experienced tumbling response rates – sometimes as low as 1%.

Solution

HBFS appointed an email marketing provider which led to an immediate increase in campaign response rates. However, using a third party meant that reporting and analysis did not feedback directly into HBFS' CRM. HBFS craved the utopia of 'closed loop' marketing activity within their organisation, and within their control. Ian Tramaseur, Operations Manager, explains why, "Handling our e-marketing externally meant that our sales teams didn't have the complete picture within our own CRM system. This was vital, so having seen how successful e-marketing could be, we decided to purchase a digital marketing solution that would fully integrate with our existing Sage SalesLogix software. That led us to CommuniGator."

Rapid implementation and training as part of the CommuniGator package allowed HBFS to send out their first campaign within weeks of purchasing the software. "Since then, we have sent thousands of emails using CommuniGator." Ian continues, "We have an active target audience in our database and our aim is to send a personalised communication to this audience on a monthly basis. We combine this with a number of targeted direct mails/fax shots and, with our in-house telesales function, benefit from the high response rate generated by a truly integrated marketing campaign.

Benefits

CommuniGator has made a substantial difference to the success of direct marketing activity at HBFS. Ian comments, "It is cheaper, distribution is quicker and response rates are higher and immediate. When you consider the average cost of sending a letter by direct mail is around 50 pence, sending out tens of thousands of communications via email represents a huge cost saving for us."

It isn't only substantial cost savings that have made an impression, however. CommuniGator has allowed HBFS to become much more sophisticated in their methods. "Using this solution has allowed us to adopt a more intelligent approach – we can now tailor our messages as CommuniGator will track and report how recipients have responded to an email. Having this insight into what information is being sought out means that we are building an accurate picture of the wants and needs of all our clients."

"CommuniGator has enabled us to achieve above average open rates - some as high as 70%, we have also increased the productivity of our telesales operation by giving them warmer contacts to call," confirms Ian. Success comes not only in the form of opened emails, but HBFS also report rates of around 10% click throughs to landing zones and the unsubscribe rate is consistently low, at less than 1%.

The importance of digital marketing to HBFS has been reflected by the appointment of a Marketing Manager who will further develop their integrated marketing strategy. Ian explains, "A focused resource in this area will allow us to conduct further analysis on the information we gather with CommuniGator and SalesLogix, so that we can develop in-depth profiles on our customer base and continue to deliver targeted and successful communications."



Aspire Technology Case Study

ROI from email marketing prevalent in improved customer service

Client Profile

Aspire maximises incremental services revenue for IT manufacturers, distributors and resellers. Aspire's blend of processes, technology, telesales and field sales provides the ability to manage large numbers of customers that would otherwise be too expensive. Their support, contract management and services sales capability provide a competent, scalable extension to the client's sales force – at no risk and with no fixed cost. Aspire work with companies such as IBM, Symantec, Sun, Intel, SAP, Logicalis, Morse, Avnet, Keltec and HP, among others.

<http://www.aspiretechnology.co.uk/>

The Challenge

Aspire Technology needed the ability to deliver personalised emails in reasonable volume to a large number of long term contacts as part of an overall service involving telesales, emails and customised portals. Two options considered were:

- *An incumbent supplier who provided some of the functionality required via a managed service
- *Developing an internal bespoke solution in partnership with a software development company used previously.

However, Aspire decided although a packaged solution would be readily available, this would be reflected in the cost and it would deliver additional, unnecessary functionality. A bespoke solution would take some time to develop, but would cost less as only the desired functionality would be developed. To save time, Aspire built a very clear set of requirements (including prospective screen shots) to assess potential solutions against.

Solution

Aspire Technology use a Sage CRM product and financial package, their Sage Business Partner knew they were looking for an email marketing solution and recommended CommuniGator. Aspire evaluated the software and found that it:

- *Met defined requirements
- *Provided some additional functionality that could be employed at a later date (allowing the service offered to customers to evolve)
- *Was readily available and easily deployed
- *Was price competitive with a bespoke solution
- *Was associated with the Sage organisation whose software was already installed

Aspire implemented CommuniGator 18 months ago, it is currently used as a standalone email marketing solution, but there are plans for full integration with Sage SalesLogix and one of Sage's financial packages to provide a comprehensive customer management and communication solution.

Benefits

CommuniGator forms a key part of the overall marketing strategy. It enables Aspire to provide a key element of their service to customers by dynamically building personalised landing zones which are accessed from periodic, personalised emails.

Aspire primarily use CommuniGator for two types of communication:

- *Provision of a support and maintenance contract renewals service for the IT sector where the end user receives an email informing them that a contract is due for renewal. The user can then access a personalised portal containing details of the contract(s) due for renewal from their email
- *Prospecting for new leads and generating additional business from existing customers via delivery of messages about new products and special offers etc.

"Implementing CommuniGator has improved the service we offer to our customers; it enhances our ability to retain customers as well as acquire new business" says Stephen McAlister, Director, Stephen continues, "the ROI is in building a service, including CommuniGator as an element of that service, that has enabled us to grow our business".



About CommuniGator Ltd

CommuniGator Limited is the technical author of the GatorMail product suite with a diverse customer base both in the UK and the rest of the world. We pride ourselves on the quality of the software we develop and our intense quality control and testing procedures. We do not, however, stop at the development; we are continually striving to exceed our customer's expectations with our support services. As well as our customer charter, which clearly stipulates our support processes and SLA's, we run regular customer satisfaction surveys to ensure our processes are delivering what our customers expect. Key to this is the ability to offer remote support as part of our normal annual fee, allowing our support team to be virtually on site within minutes of support tickets being logged. This facilitates rapid problem diagnosis and resolution in a cost effective manner which benefits all parties.

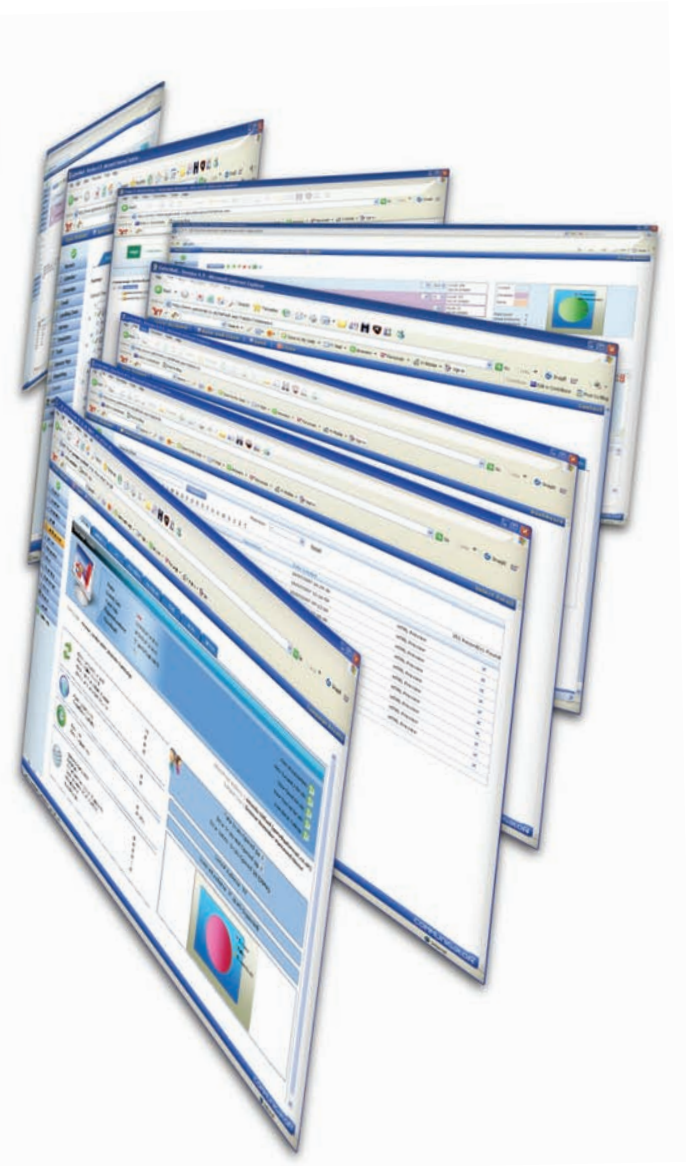
As well as supplying technology, CommuniGator offers a series of professional services to assist in the formulation of successful Marketing strategies, and the execution of the programmes to fulfil these strategies:-

1. Strategic Digital Marketing Planning
2. Creative Design Process
3. Data Sourcing and Segmentation Services
4. Programme Management
5. Copywriting and Content Delivery

All of our team are educated to a very high standard in their allotted disciplines to enable them to deliver the best possible outcome to our customers.

We work very closely with the Institute of Direct Marketing and the DMA to ensure our methods and practices are in line with Best Practice.

CommuniGator can help you significantly exceed your business and financial goals. Call us now to discuss a no cost appraisal of your Digital Marketing Plans.



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