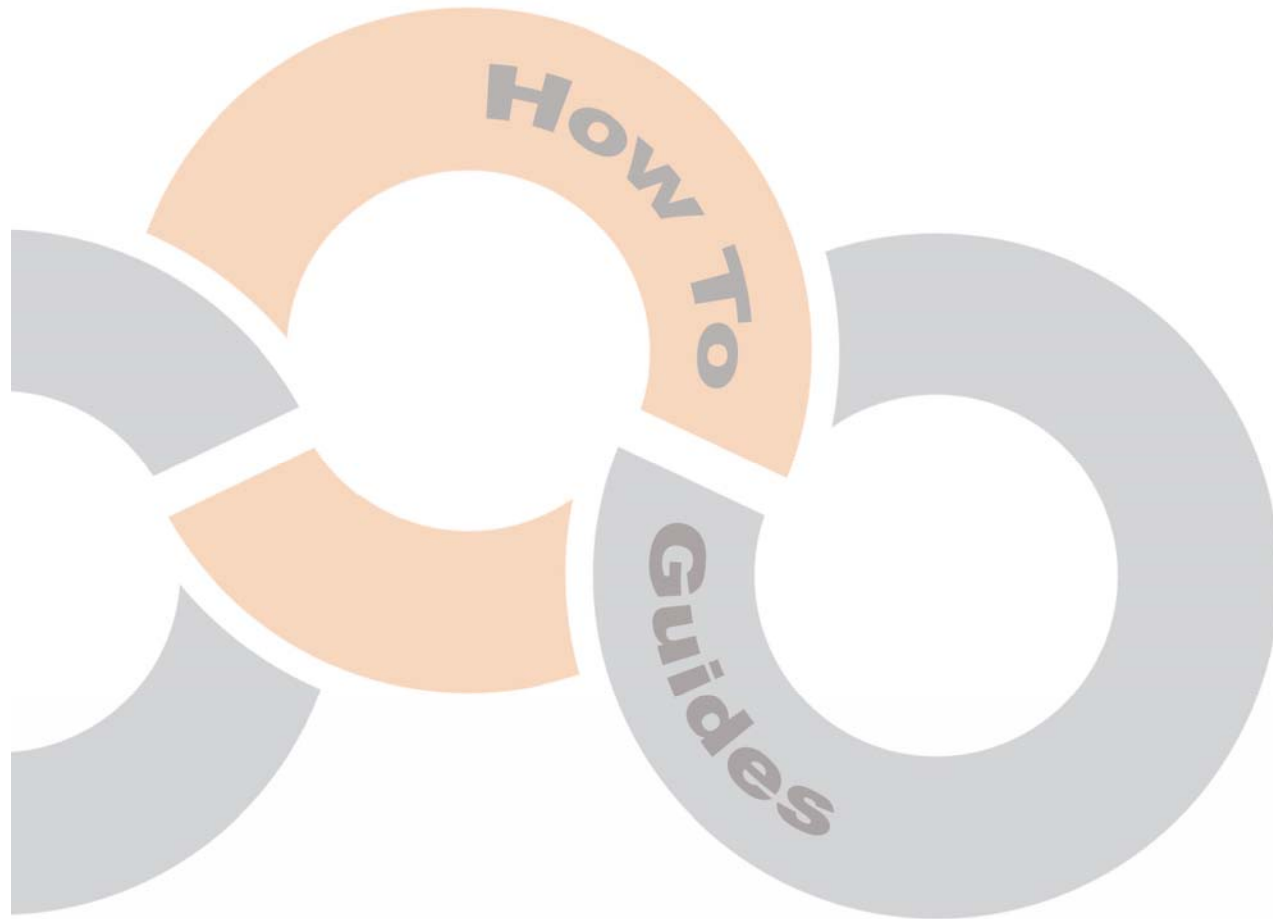


CHANGING YOUR EMAIL SERVICE PROVIDER?

EMARKET2'S SURVIVAL GUIDE



Contents

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“OUR EXPERIENCE
SHOWS THAT TIME
SPENT TESTING IS
RARELY WASTED...”

When it's time to make a change to a different eMail supplier (ESP) or technology, there are a number of checks you can make to ensure that the process is as smooth (and pain-free!) as possible. At eMarket2, we've helped a number of clients with this change.

Minimise disruption (and pain!), and derive the benefits of a new relationship and technology as quickly as possible, with eMarket2's Survival Guide below:

Evaluation of your new ESP – you need to be sure that your ESP has experience within your sector and industry. Make sure you find out who their other clients are. Check that they are used to handling the sort of volumes you will need to be sending. If your email communications are in the thousands, an agency used to sending our broadcasts involving millions of emails may well not be able to give you the attention your project deserves. Do they specialise in B2B or B2C? Learn more [here](#) about eMarket2's added value.

IP Checks – your ESP will provide either dedicated or shared IPs – shared environments will help you to manage bounce and unsubscribe request problems better, and in a dedicated environment, you'll be more prone to blocking if you get any SPAM complaints. Read the truth about Blacklists for more information.

Authentication - talk to your new ESP about setting up authentication. If you didn't have it before the switch, work with your new supplier to set it up.

Reporting requirements – understand any differences in reporting which apply to your new ESP. Reports may be compiled differently, and though the metrics which they show are unlikely to differ much, understand how you will be able to get to the figures you need to quickly and without hassle. Read more [here](#) about our ePartner system.

Test, test and test again – our experience shows that time spent testing is rarely wasted! Check all of your communications on the new platform to ensure that images and functionality work. Test mailings in different browsers. Look out for any blocking issues.

The importance of benchmarking – retain and use historical data for comparisons. Talk to your ESP about industry trends. Keeping ongoing comparisons of your activity will help you to evaluate how you're doing and what tweaks and adjustments are necessary.

Training – ensure that you know what training courses your ESP offers, and which will suit you best. These are often available in Webinars. eMarket2's beginner and advanced training courses are designed to offer our clients flexibility in meeting their needs.



01

eMarket2's Survival Guide (continued)

make sure that your internal support staff (e.g. your account and marketing executives) are aware of what it is you are trying to achieve. Put yourself and key members of your team on any system training courses that your ESP is recommending. Run informal sessions with your team and other senior staff (your CEO, IT and Sales people for example).

Utilise your ESPs resources – alongside technical support, your ESP will have resources which can be put at your disposal. They may have tools, such as eMarket2's eMail Effectiveness Calculator to help you to fine tune your messages. Ask them about best practice sessions and guides you can utilise. They may have a Newsletter (such as this one!) discussing new features, updates and keeping clients abreast of industry trends and changes. All this will give you further insight into how to improve your deliverability and increase results from your email system.

Don't forget your Unsubscribes and Bounces - ensure these are carried across from your old system to the new one. This seems an obvious one, but we constantly come across situations where it hasn't been done! Check with your ESP on how they handle unsubscribes, bounces and spam complaints. Ask them how they deal with auto-responses.

Is Your Content Ready for the Move? – all content and forms should be checked for functionality before the move. Where using Update Preferences and Forward to a Friend, check that links and tracking codes are updated. If it's been a while since your last email, slowly ramp up activity to avoid a large percentage of bounces and minimise spam complaints.

Following the above steps could substantially minimise your stress levels and could prove invaluable when making you ESP change.

**“CHECK WITH YOUR
ISP HOW THEY
HANDLE
UNSUBSCRIBES,
BOUNCES AND SPAM
COMPLAINTS...”**



02

some additional How To Guides

KNOWLEDGE CENTRE

Visit our Knowledge Centre to read more of our Best Practice How To Guides:

[Knowledge Centre](#)

You will also find the following related How To Guides of interest:

[Outsourcing vs Sending Email In-house](#)

[How to pass an eMail audit](#)

“WE HAVE 100
MORE HOW TO
GUIDES IN OUR
KNOWLEDGE
CENTRE...”



Shameless
self-promotion

MORE ABOUT eMARKET2

eMarket2 is a specialist digital marketing agency - we're "B2B & B2C technology marketing experts", and it's our aim to help you get more from your digital marketing budget:

More high-quality sales leads
More sales
More ROI through better tracking and management

More. it's what we do, for less than you think.

We have the creative, production, project management, and database-building resources to provide technology-led eMail marketing, online marketing and multilingual telemarketing solutions.

Our expertise at eMarket2 includes:

1. Specialist Demand Generation programmes:
lead generation; lead qualification; lead nurturing; lead management and customer retention
2. Multilingual telemarketing & contact centres
3. Online and offline response handling & fulfilment
4. Proven channel marketing support programmes
5. Data profiling, auditing and cleansing solutions
6. Database development & CRM expertise

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OUR SERVICES**Strategic & tactical advice**

- Setting strategies & targets
- Analysis of data, segmentation & enrichment
- Integration of the mix of direct marketing, telemarketing, and online eMail
- Selection and purchase/rental of eMail lists
- eMail address collection – both online and offline
- Sales message development
- eMail delivery timing

Data cleansing

- Mail list sourcing
- Data cleansing
- Data enhancement
- Database build & de-duping
- Database management & hosting

eMail/online campaign execution

- Copywriting and research
- Content management
- eMail design & creative (text, HTML & rich media)
- Development of web landing pages
- eMail broadcasts - message delivery
- Measurement, follow-up, tracking & reporting of eMail campaigns
- Media planning for direct eMail eNewsletter sponsoring
- eSurveys & market research
- Google ad campaigns

Telemarketing campaign execution

- Integrated UK & pan-European telemarketing follow-up, lead generation, appointment-making and list building (both inbound and outbound calls)
- Telephone list-cleansing
- Tele-eMail – integrated, online telemarketing linked to “real-time” eMail transmissions
- Lead contact centres – virtual offices
- Telephone market research
- Event invitations, follow-up & management

OUR PRODUCTS

- **ePartner** – our web-hosted eMail campaign marketing system
- **WOWfactor** – eMail imaging personalisation
- **Subscribe** – eMail campaign marketing software you can install and run in-house
- **eBrochure** – cost-effective templates which can be customised quickly to produce web-trackable, stunning multi-page online eBrochures
- **SalesLogix** – the UK market leader in Customer Relationship Management software
- **ePostcard** – cost-effective templates which can be customised quickly to produce eye-catching eMails leading prospects to a standard web-landing page
- **eSurveys** – online/eMail surveys for market research projects
- **Third-party mailing lists**

OUR SOLUTIONS

At eMarket2, we package these services and products together to provide unique solutions to differing campaign requirements. Here are some examples:

- Demand generation programmes – lead generation & lead nurturing using a combination of eMail and telemarketing strategies
- Data enrichment – list cleansing and list building
- eNewsletter campaigns – design, copywriting, broadcasting, tracking, reporting, hosting & management
- Market research programmes– online/eMail surveys, combined with an integrated telephone follow-up campaign
- Product promotion campaigns – integrated Google, eMail and telemarketing programmes
- Event management - invitations, initial telemarketing and follow-up telemarketing
- Channel marketing programmes
- Partner recruitment

SOME eMARKET2 CLIENTS

- Citrix
- Nortel Networks
- Sterling Commerce
- 3 Com
- Toshiba Telecommunications
- Venture Finance
- Borland Software
- Novell
- Business Objects
- Symbol
- Epson

