

eMail Marketing

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2001. 9

Shanep@emforce.co.kr

– The Killer App.

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**Direct e-Mail may be the
“ killer app ”**

for marketing on-line.

**For now, responses are high and costs are low,
and e-Mail is already
everyone’s favorite “ home page ”.**

from “eMarketing Report”

Dean Witter

Why Email? – Paradigm Shift

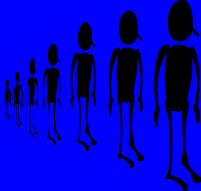
BC - 1930 1 1

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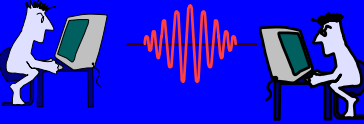
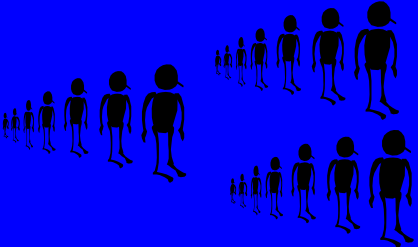
1930 - 1975

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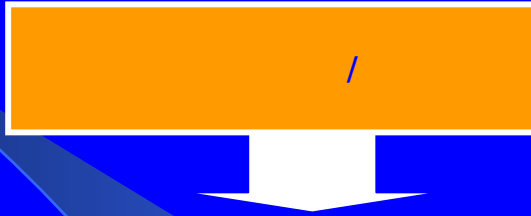


1975 - 1990

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DBM, CRM



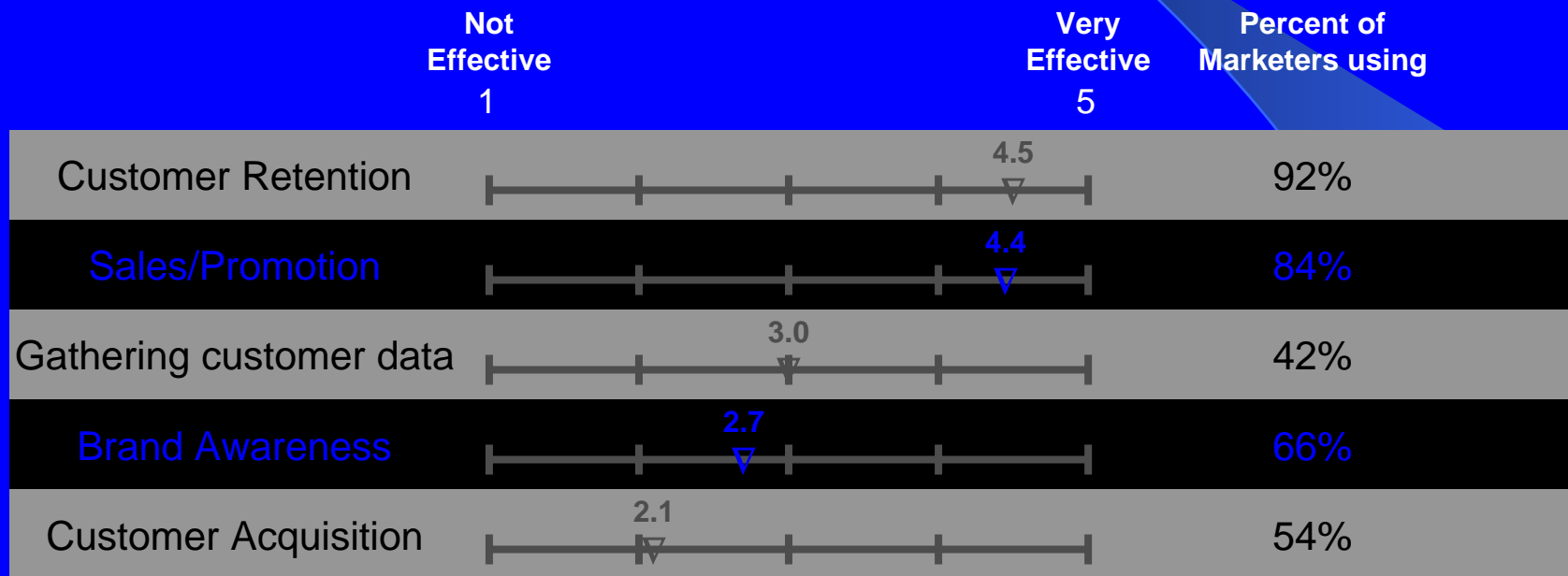
Why Email? – Beyond the Limit

Tool

- 1) 가
- 2)
- 3) ,
- 4)
- 5) 가

Marketers Answered

“Do you use email to accomplish the following marketing goal?
How effective is it?”



Base : 50 eMail Marketers

Source : Forrester Research



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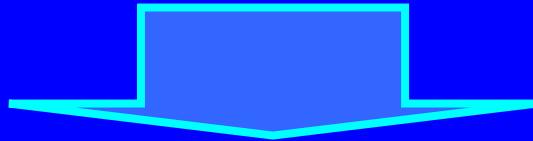
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!””

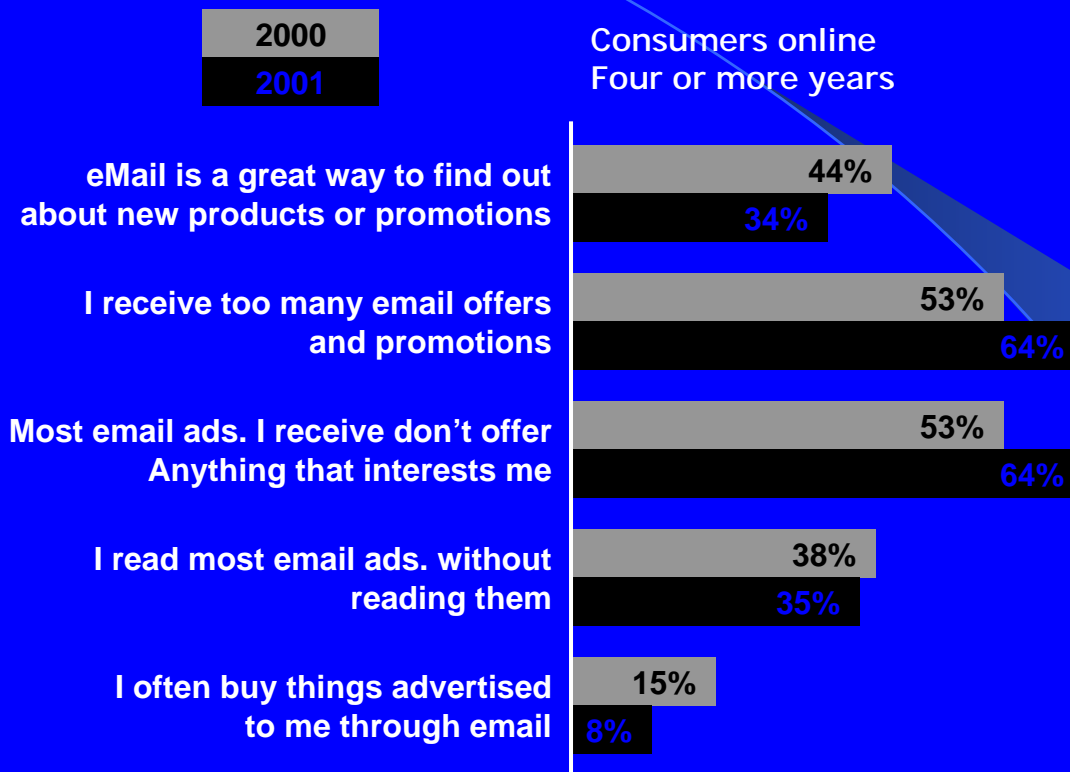


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Netizens Answered....



Base : online consumers

January 2000 of 10,536 and January 2001 of 10,000 Internet users

Source : Forrester Research, Inc.



Why?

*“Marketer Enthusiasm will Kill
Email’s Effectiveness.”*

- 1.



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New Effect



– 1.

- 過猶不及

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- Newsletter

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- 2. Opt-in

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- Opt-in : , , 가 ,

- Permission: , ,

relationship.

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- 2. Opt-in



Permission
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- 3.



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- Personalized Marketing

– 3.

- Personalize:

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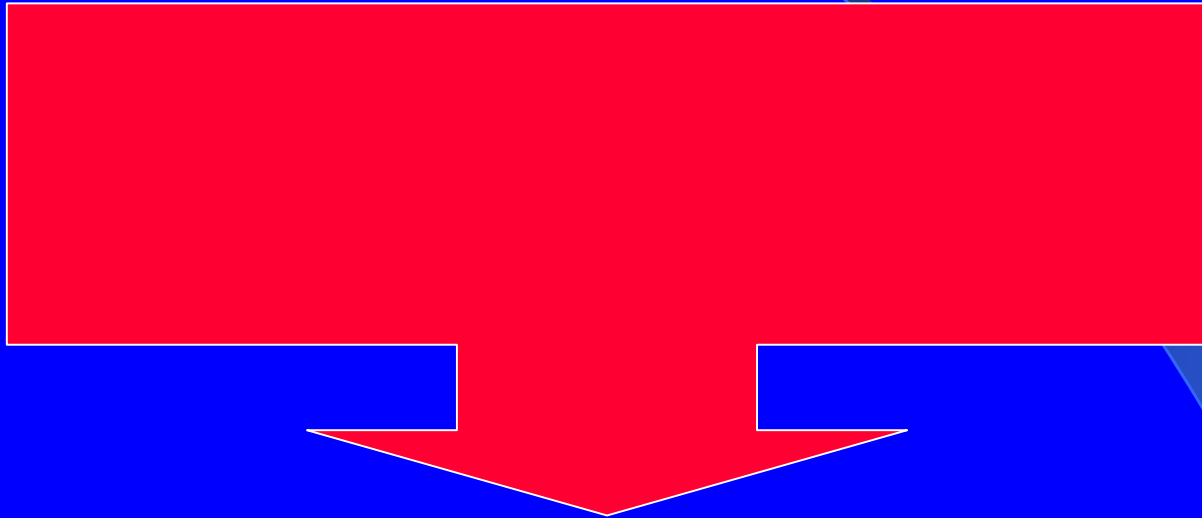
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“The Killer App” - Email



Breakthrough Strategy?

Breakthrough - 1.

- -
 -
 - CTR ,
 - Rich Media , ...

- - Newsletter, Mailzine 가 가?
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Breakthrough - 1.

- -
 -
 - In-bound Mail Handling
 - TM
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 -
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Breakthrough - 2. Real One to One

1. DB



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Breakthrough - 2. Real One to One

2. One to One

- “ ”
- “ ”
- 가 가
- ,
- - DB ,
 -
 - 가 Assembling

Breakthrough-2. Real One to One

3. CRM

- 가
 - = CRM ?
 - , CRM ?
- CRM
-
- PUSH
가

Breakthrough - 3. Hybrid Marketing

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- On/Off

(IMC)

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eMail Conversation

An ongoing series of emails tailored to customers' motivations and sequenced to guide them through their purchase process.

	eMail Campaign	eMail Conversation
Message	Event Offer	가
Frequency	()	
Segmentation	Demographic ,	(: Scoring System)
Metrics	가	eMail Type

Source : Forreest Research

Efforts

- Industry
 - Publisher :
 - Solution : CRM
 - Service : Service Coverage
- Marketer
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Summary

The Killer App “Email”

Breakthrough Strategy

Hybrid

