



**The Nonprofit Executive Internet Strategy Group**

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## **Two Exclusive Offers for Exec Group Members:**

### ■ **Convio Summit 2008 & Pre-Summit Executive Meeting**

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- Register online at [www.convio.com/summit-2008](http://www.convio.com/summit-2008)
- Use promotional code: CNVDMG.
- **Early-Bird Registration Ends August 31.**

### ■ **STAR Workshop**

A free on-site Strategy, Tactics, Analysis and Review (STAR) Workshop

- A \$1500 value – no charge to Exec Group organizations
- Customized for your nonprofit organization
- To register, call: 800-903-4826



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## **The Critical Importance of Integrated Marketing**

Fred Waugh – Vice President-Marketing, Convio

David Daniels - Vice President and Research Director, Jupiter Research

# Key Questions



- How are organizations improving email effectiveness by up to four times?
- Why and how you should integrate email with other marketing communications?
- How can you best build value by using email as the central hub for all of your direct marketing efforts?

# Featured Research



## The Social and Portable Inbox

Optimizing E-mail Marketing in the New Era of Communication Tools

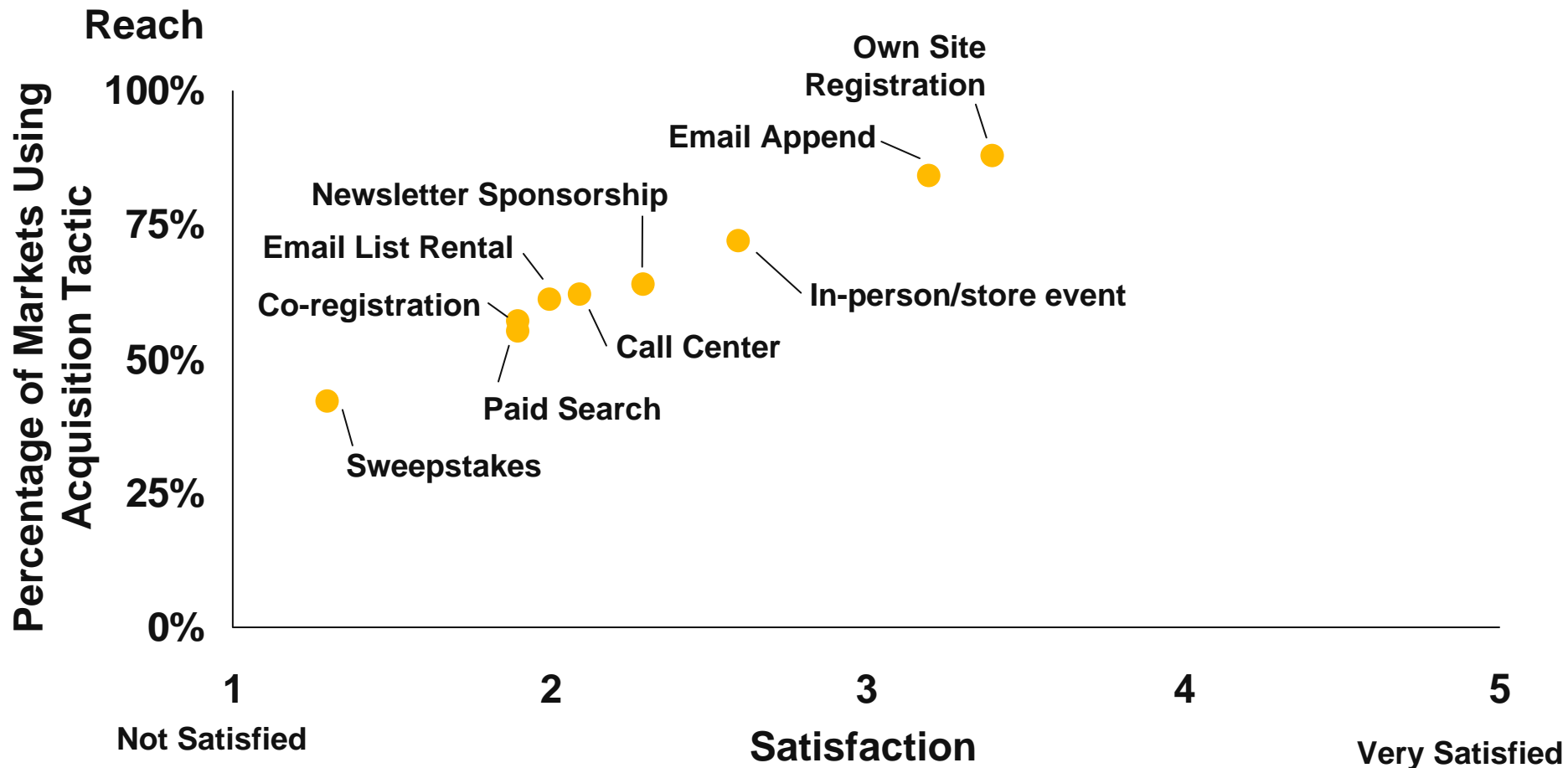
## The Road to Relevance

Exploring the Effectiveness of Integrated Marketing

## The Banality of Churn

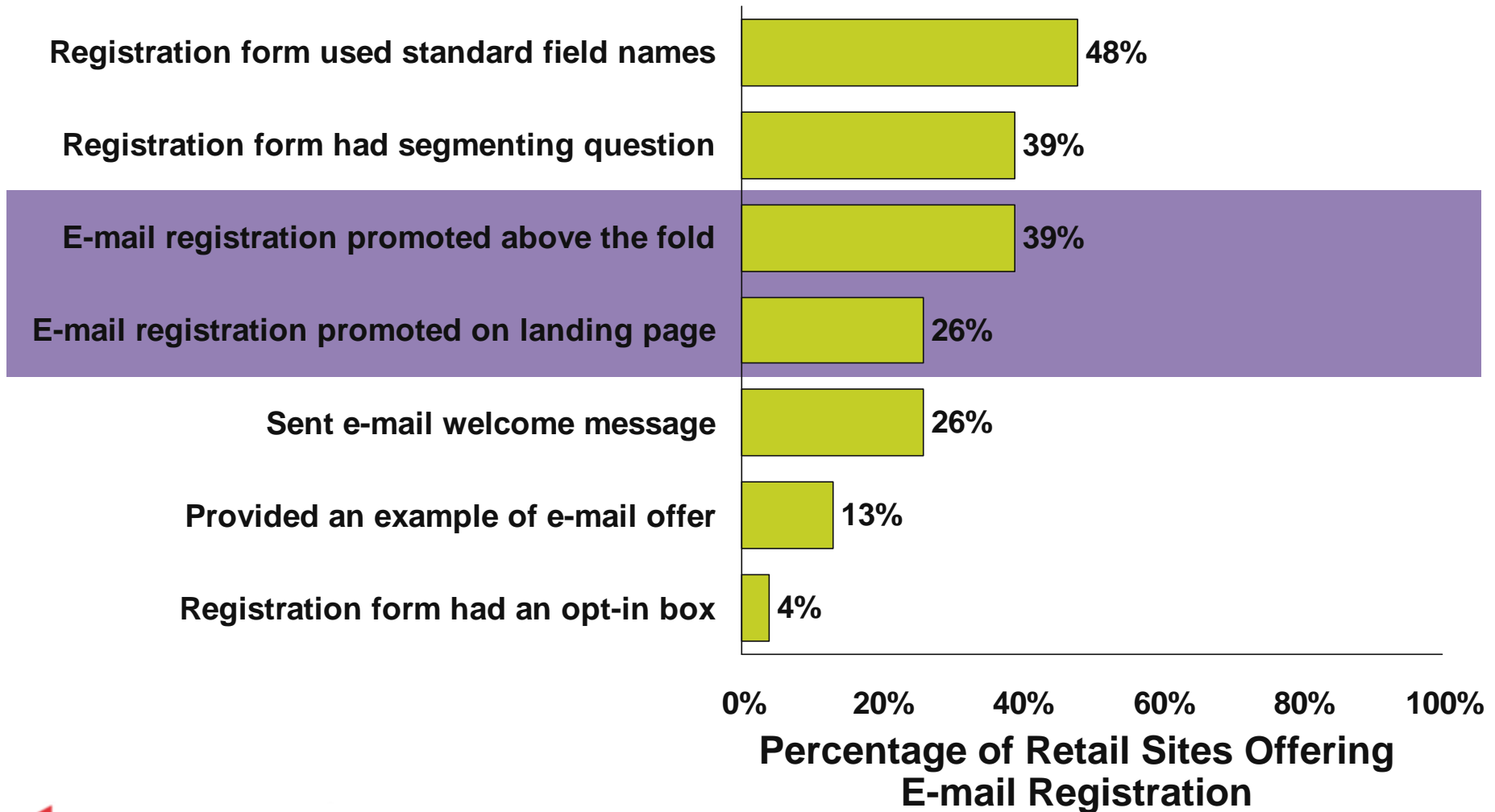
E-mail Reactivation Tactics for Acquisition Success

# Effective Sources of Email Acquisition Leverage Existing Constituent Relationships

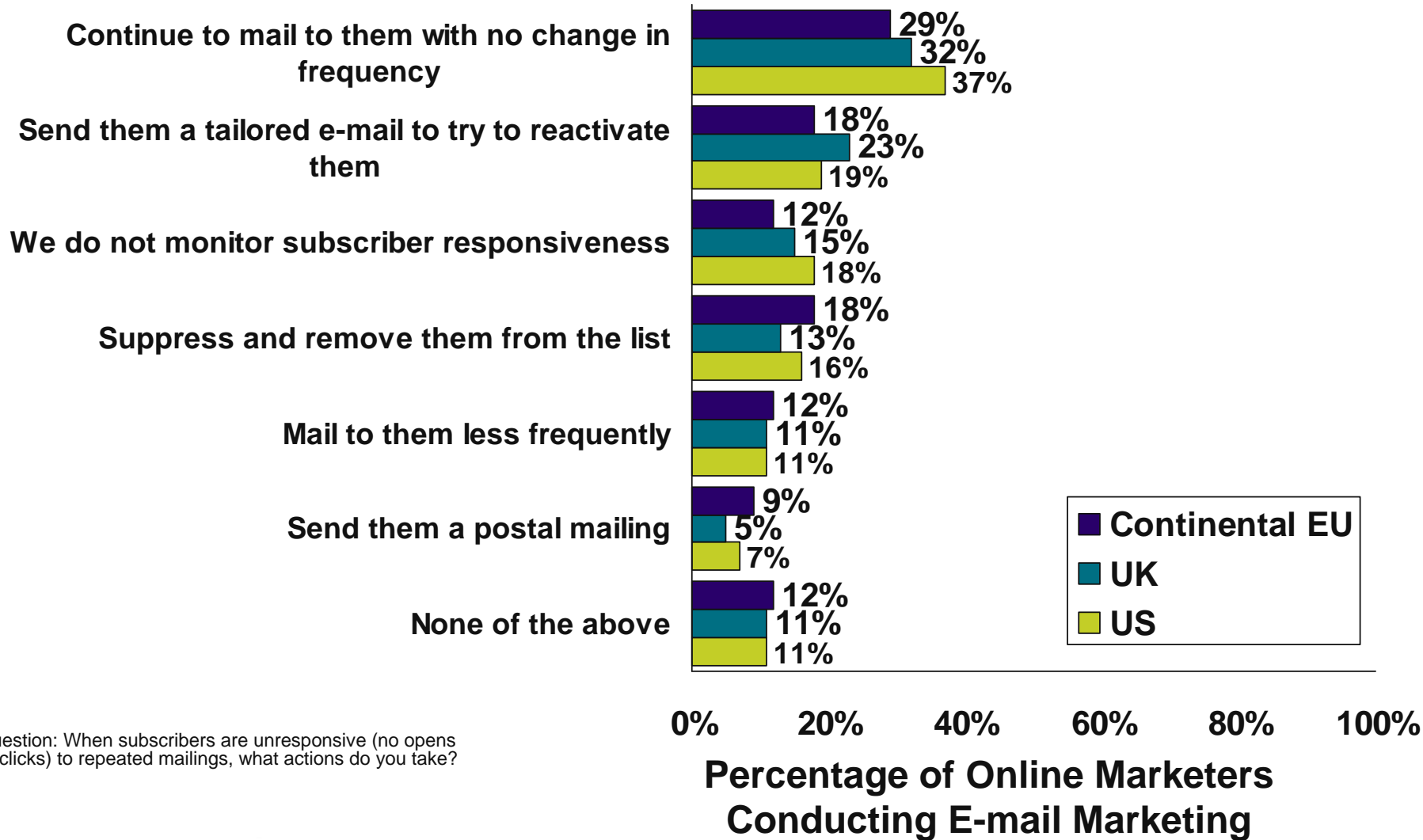


Question: How satisfied have you been with the quality of addresses acquired through each of the following tactics in terms of the overall success of the mailing? (Please select one for each)

# Aggressively Promote E-mail Registration on Landing Pages



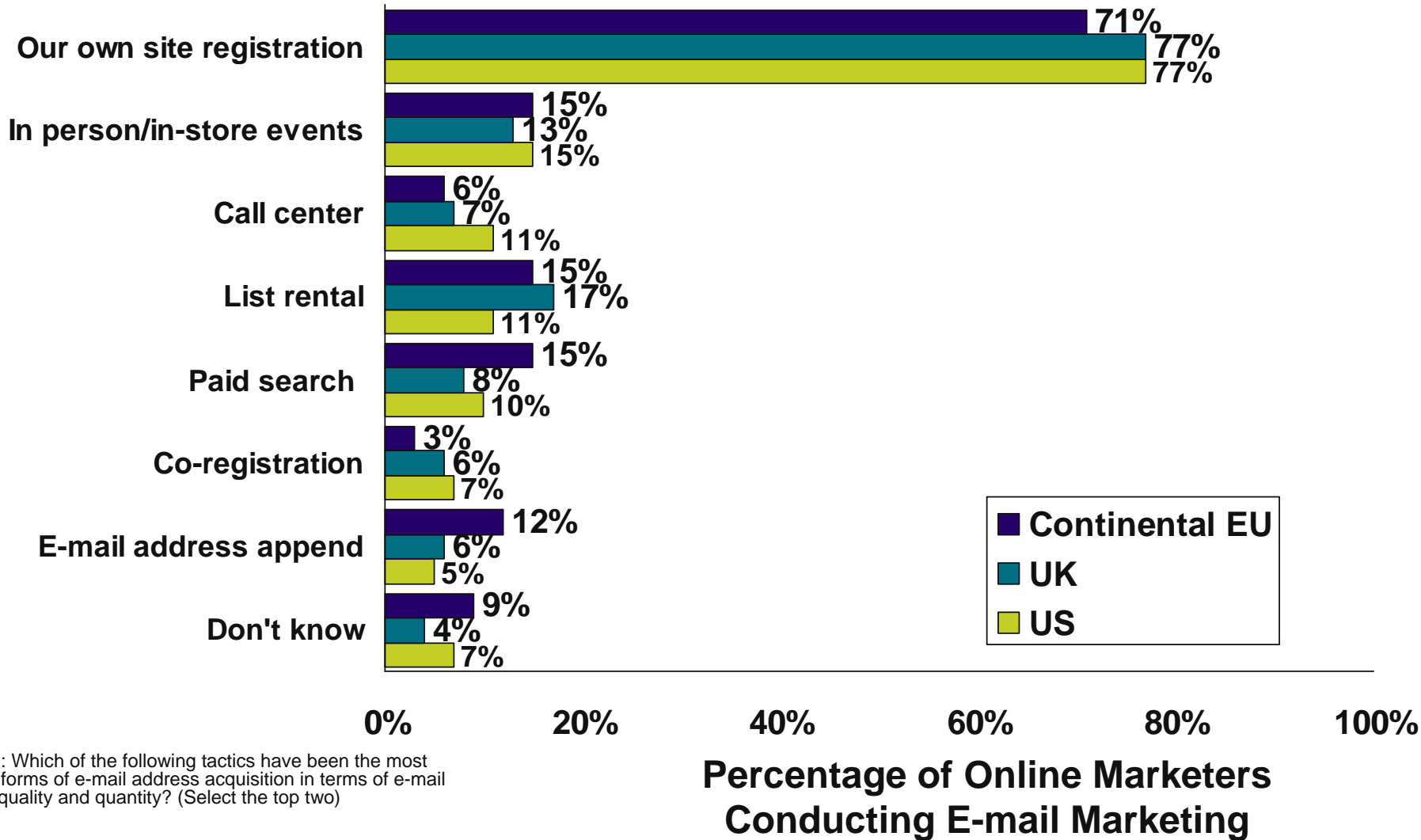
# Reactivation Strategies Not a Mainstream Tactic For Most Marketers



Question: When subscribers are unresponsive (no opens or clicks) to repeated mailings, what actions do you take?

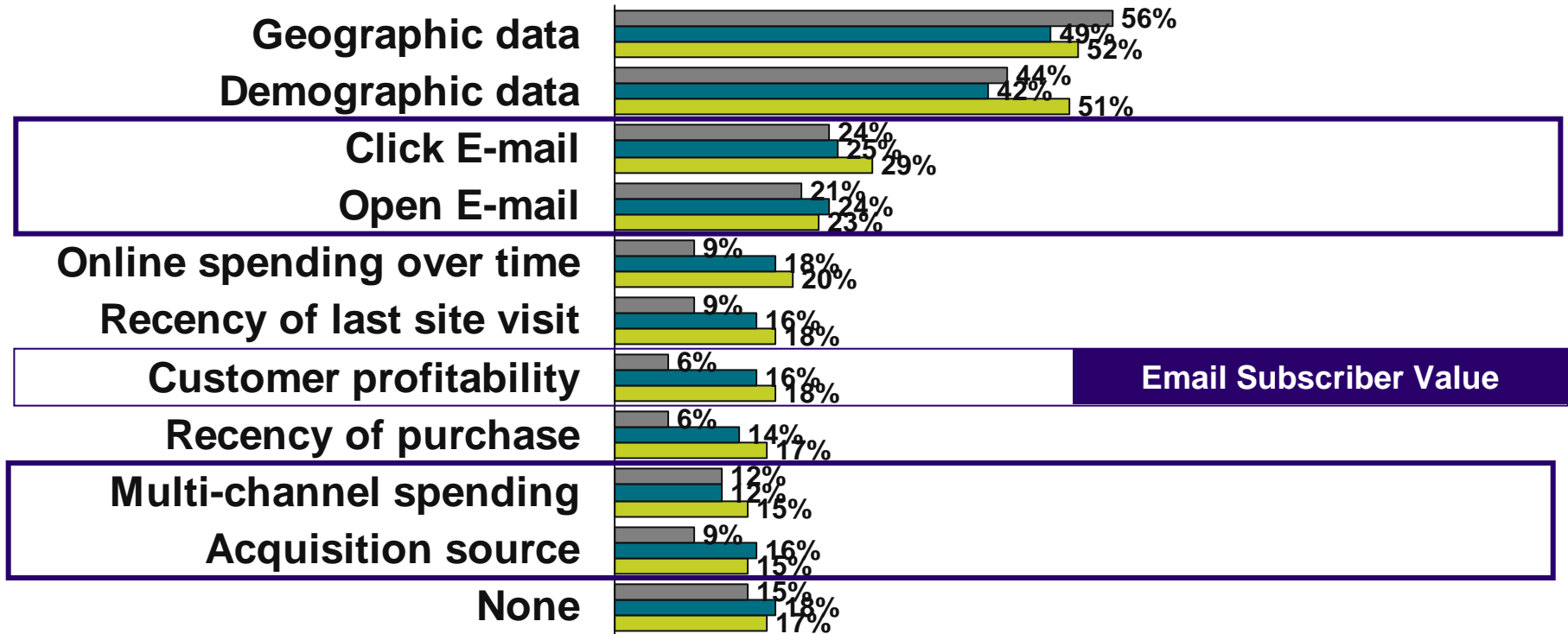


# Balance Acquisition Goals and Spending With The Necessity of Reactivation





# Many E-mail Marketers are Missing Valuable Segmentation Opportunities



**Email Subscriber Value**

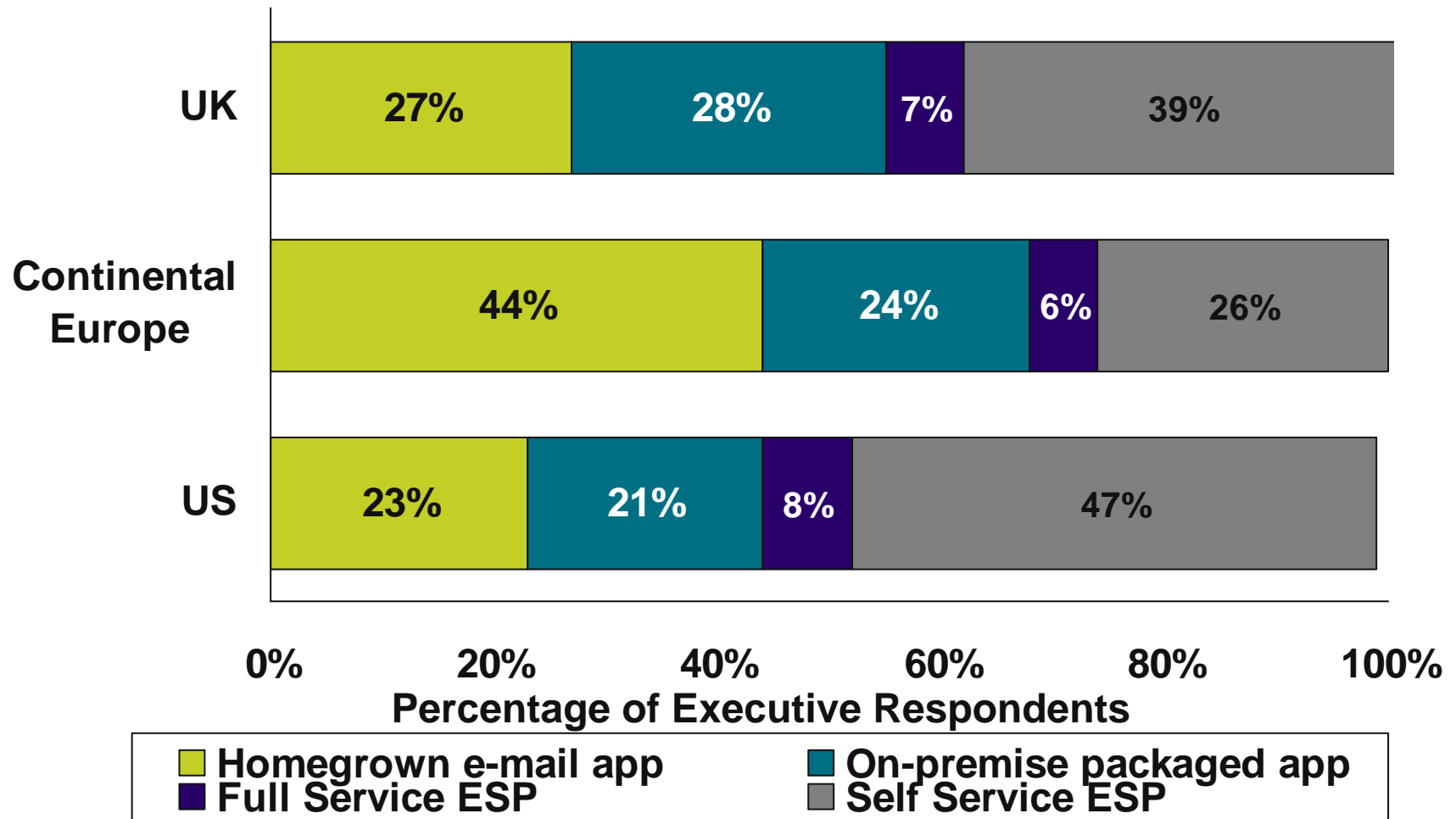
Which of the following customer data attributes has your company used to segment audiences for email marketing campaigns within the last six months? (Please select all that apply.)

0% 20% 40% 60% 80% 100%

**Percentage of Executive Respondents**



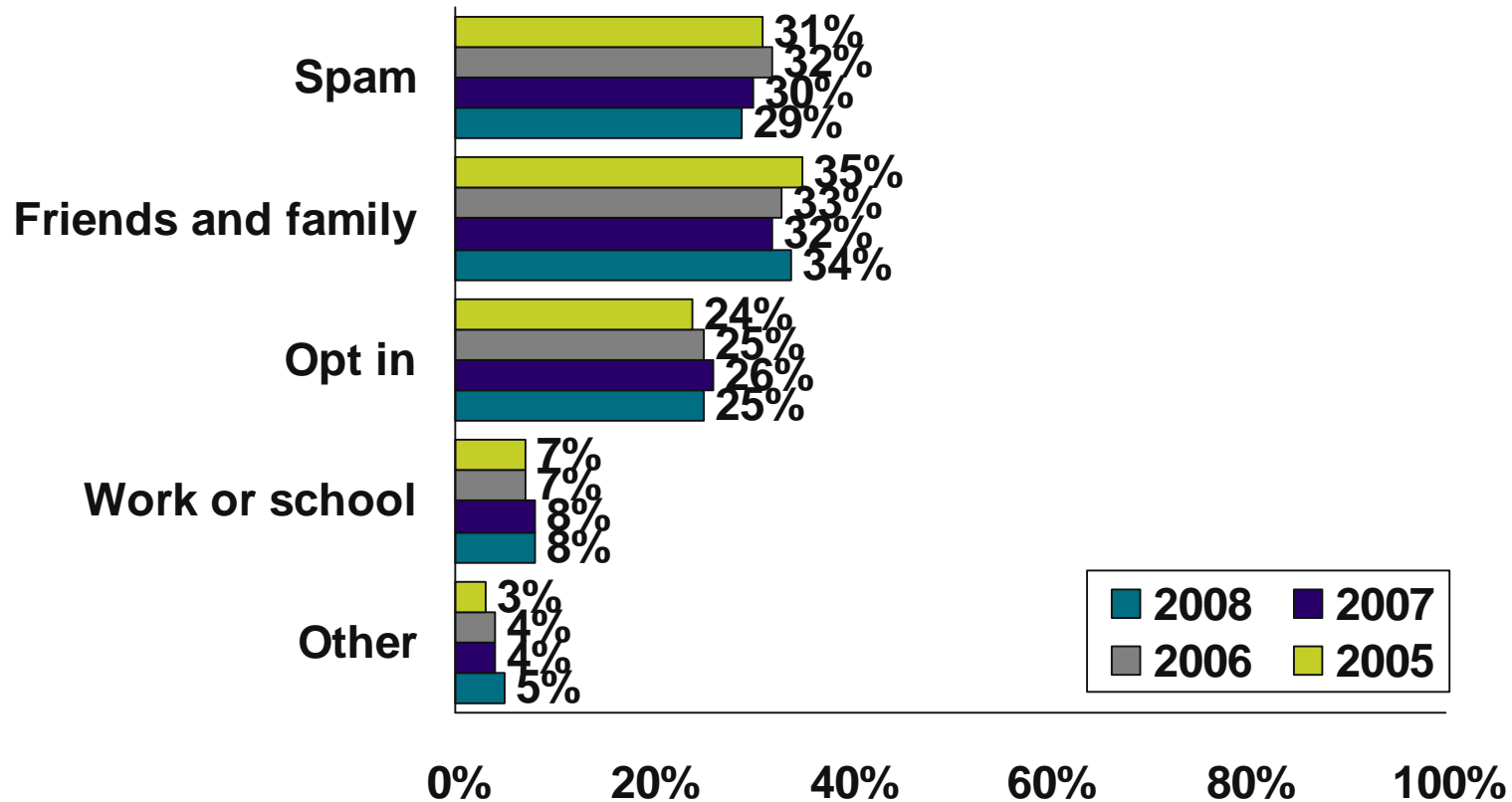
# Use of Homegrown E-mail Marketing Applications Will Impede Marketer Success



Which of the following best describes how your company conducts e-mail marketing? (Please select one.)

Source: JupiterResearch/ClickZ E-mail Marketing Executive Survey (03/07), n = 117 (e-mail marketers, Western Europe), JupiterResearch/ClickZ E-mail Marketing Executive Survey (03/07), n=630 (e-mail marketers, U.S)

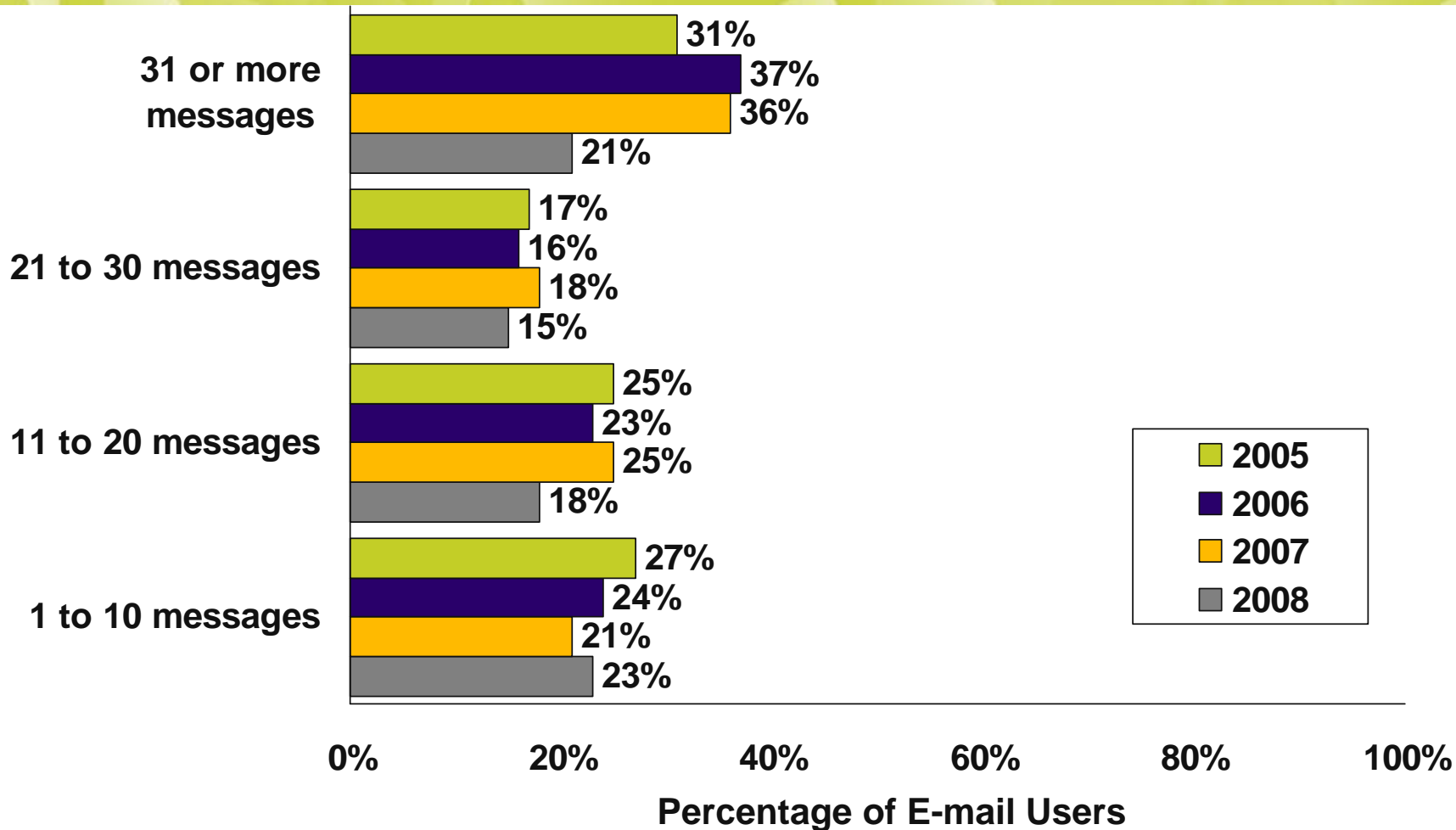
# Potential Glass Ceiling Looms as Opt-in E-mail Share Stabilizes



**Mean Percentage of E-mail Received to Primary Personal Account (user perceived)**

Question: Approximately what percentage of e-mail you receive in your primary personal e-mail account comes from the following?

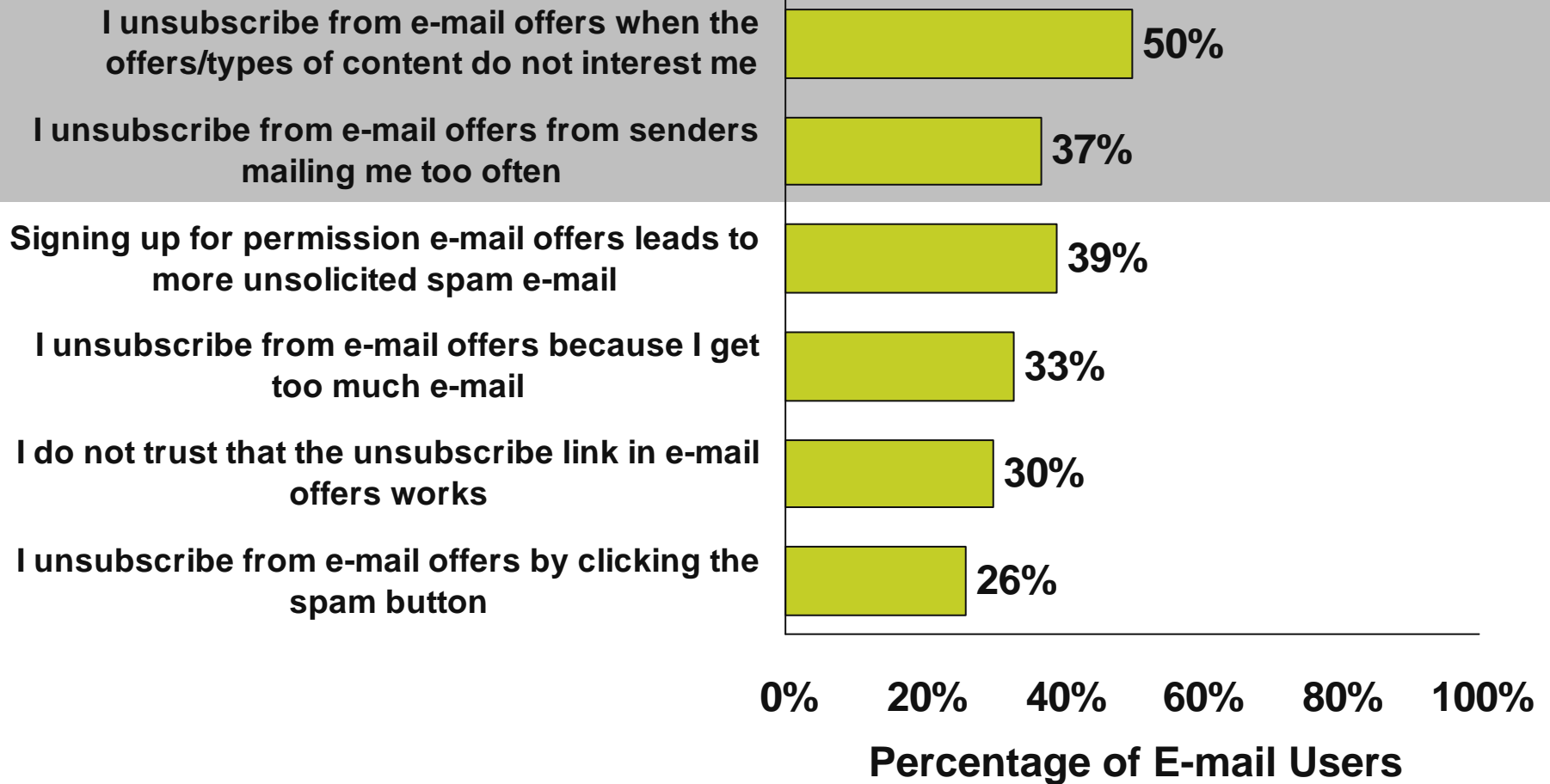
# Total Daily E-mail Volume Stabilizes, but Demographic Differences Emerge



Question: On average, how much e-mail do you receive in your primary personal e-mail account on a daily basis? Please include e-mail from all sources mentioned above. Select one.

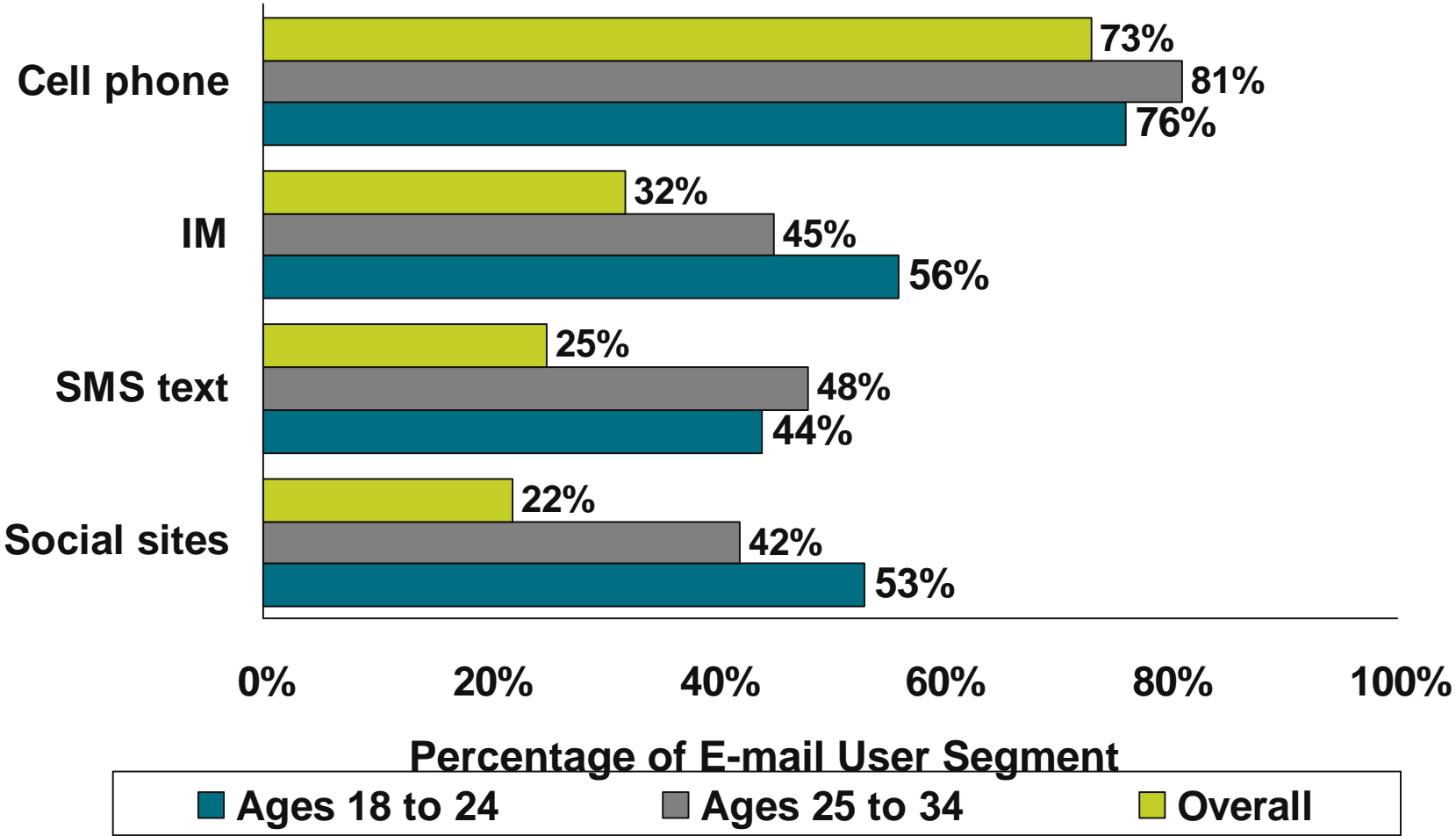
Source: JupiterResearch/NPD Consumer Survey (4/08), n = 2,427; JupiterResearch/Ipsos Insight Consumer Survey (9/07), n = 2,454; (9/06), n = 2,147; JupiterResearch/Ipsos Insight Individual User Survey (6/05), n = 3,944 (e-mail users, US)

# Irrelevant E-mail and Frequency Drive Churn and Skepticism in the Channel



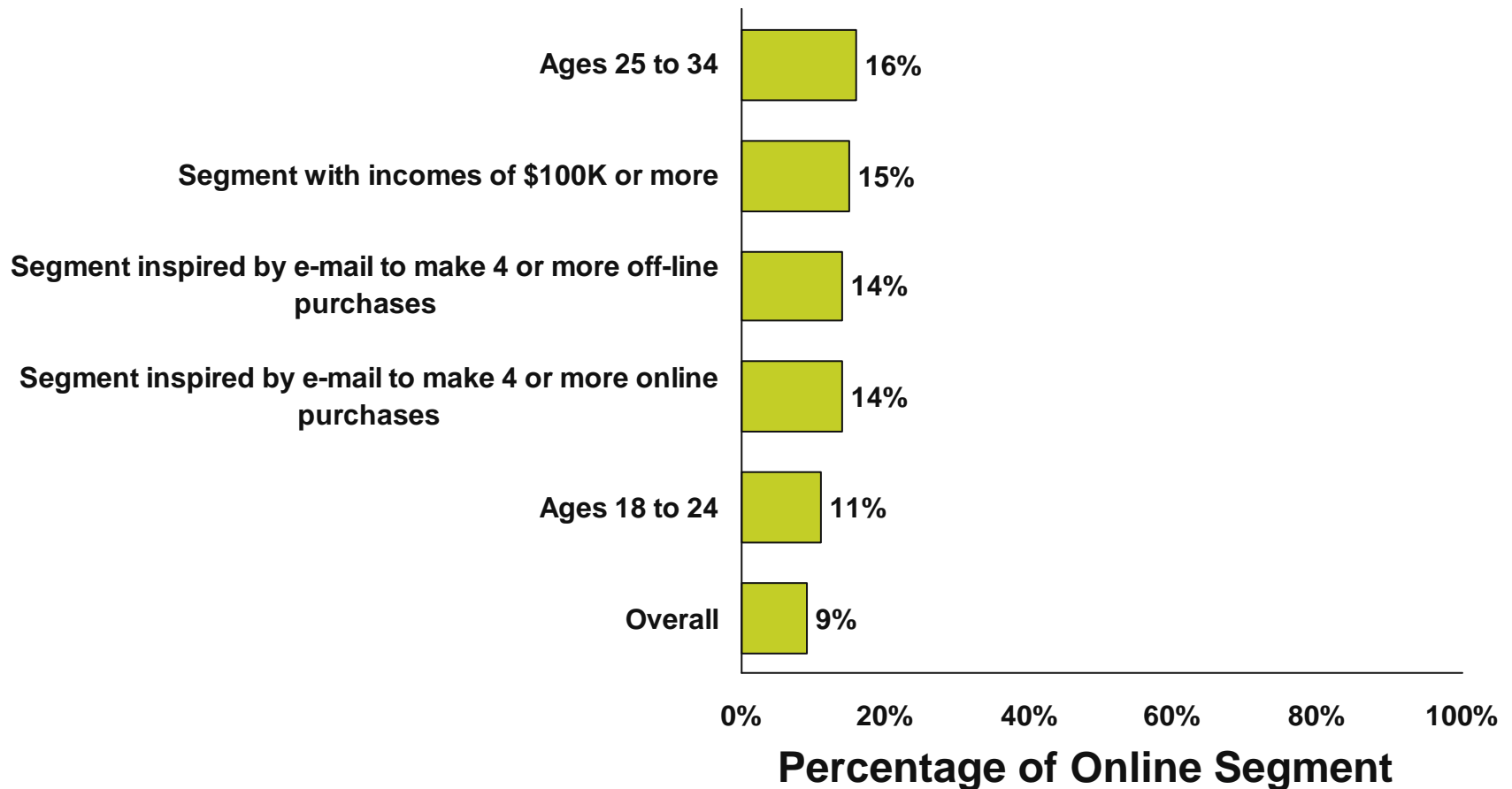
Question: Which of the following statements about promotional offers you receive (not including unsolicited spam e-mail) do you agree with? Select all that apply.

# Changes in Communication Patterns Further Impede Consumers' Inbox Attention



Question: For personal communications, which of the following have you used during the past year instead of using e-mail? Select all that apply.

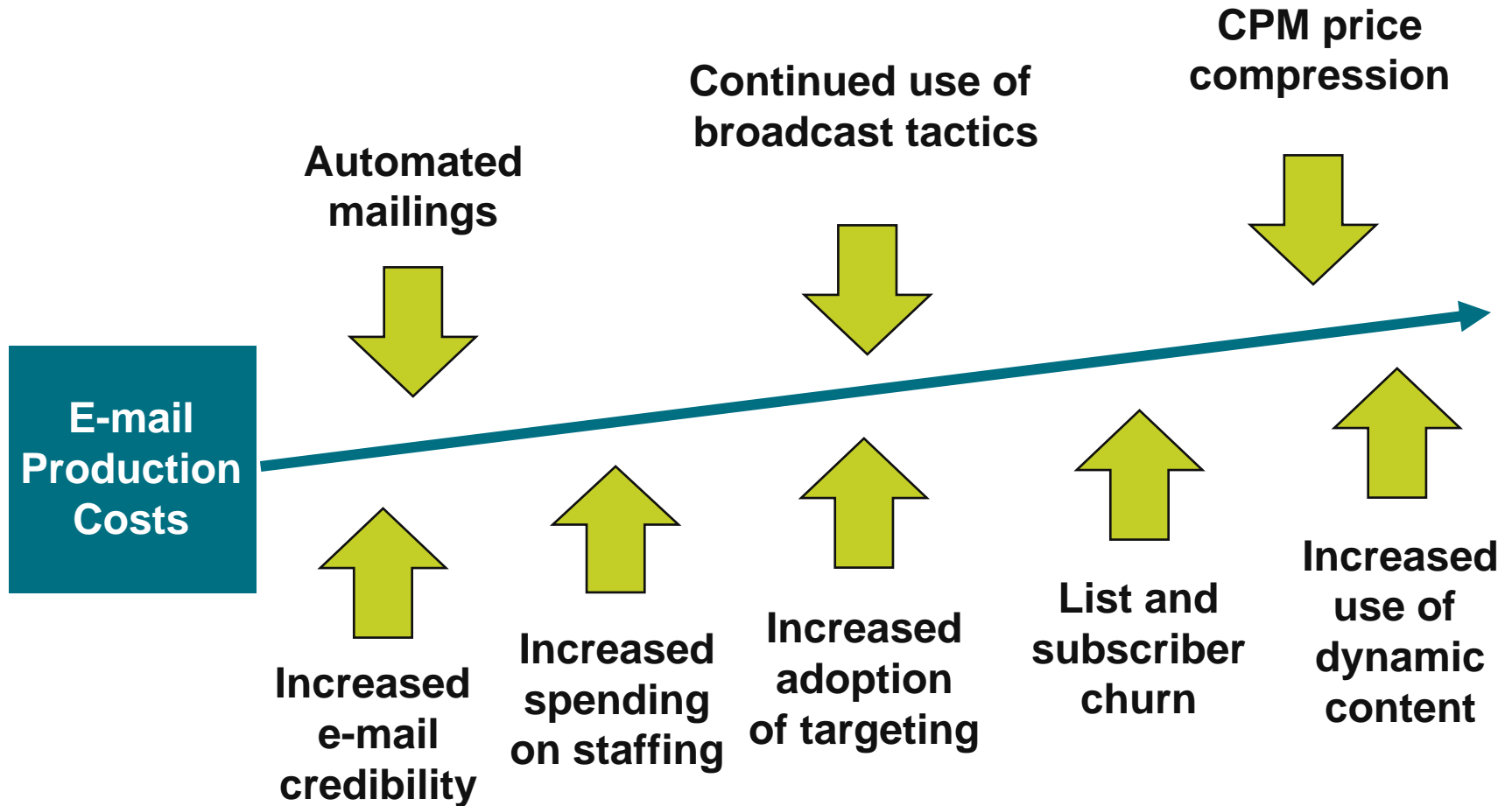
# E-mail Portability Adoption Low but Increasing, Adding to E-mail Marketing Complexity



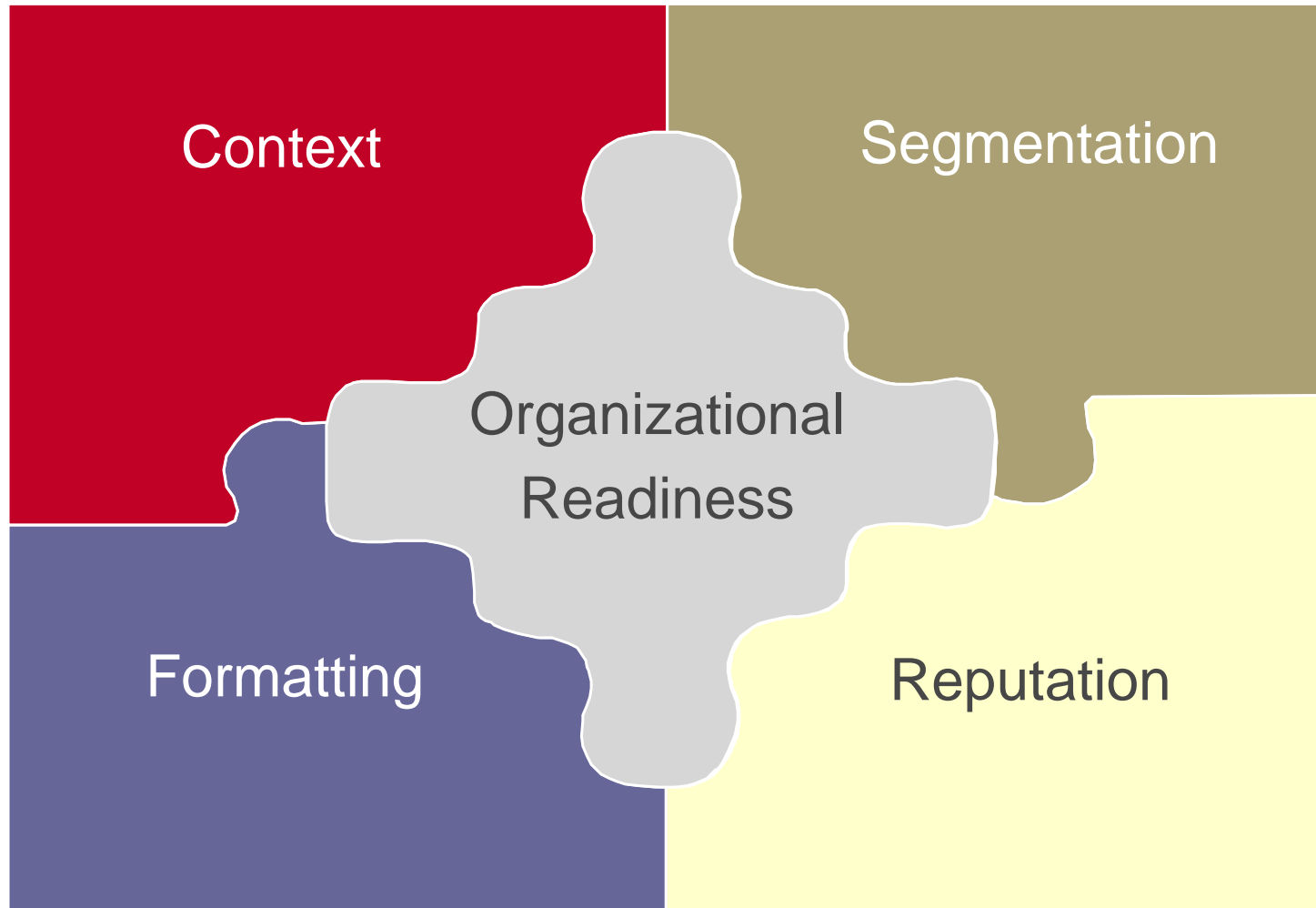
Question: Which of the following online activities have you done during the past six months? Select all that apply. (Data are shown for accessing primary personal e-mail account from a wireless or handheld device [e.g., BlackBerry, Treo].)



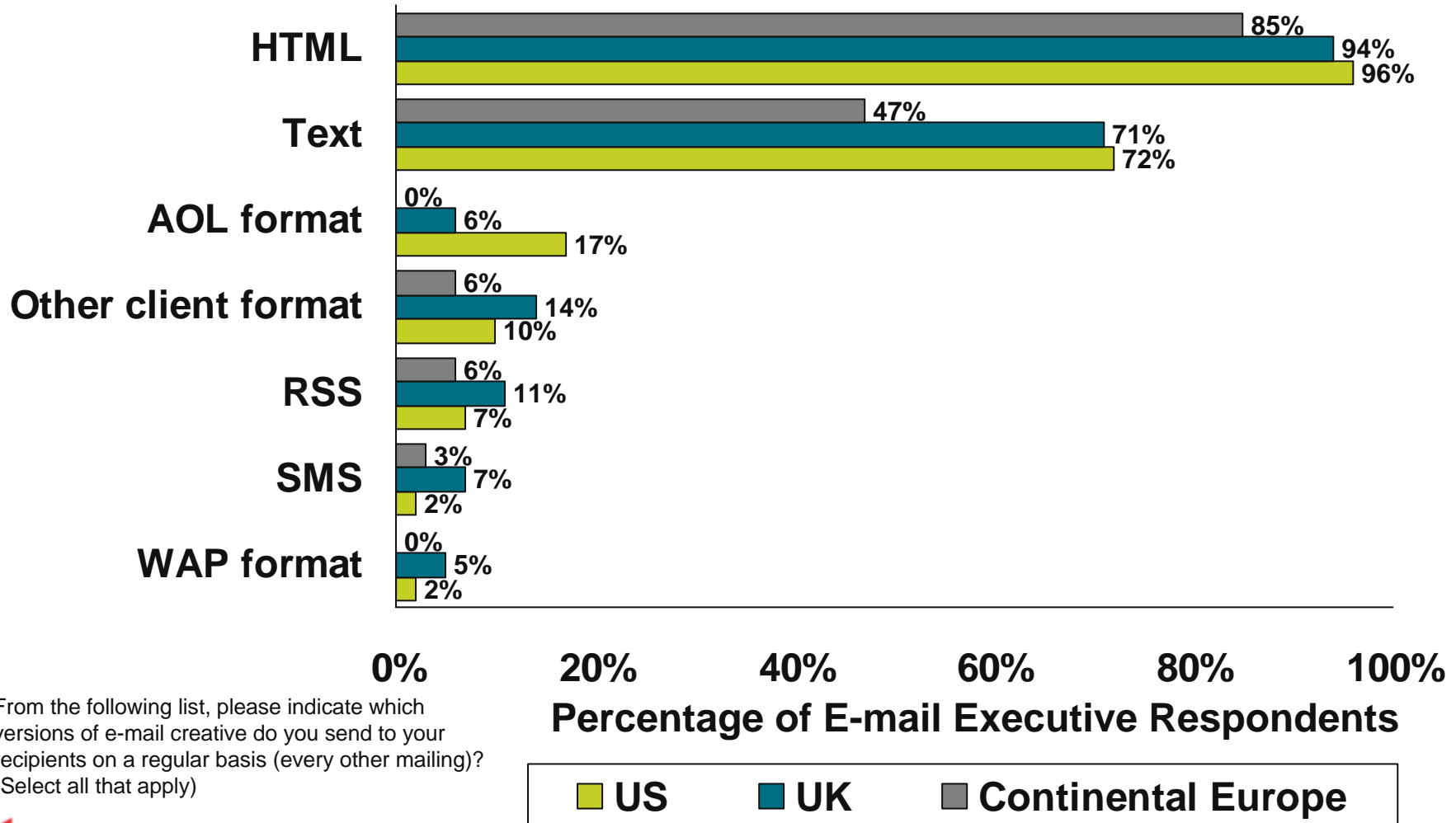
# E-mail Production Costs Will Increase During Next Two Years



# Organizational Readiness is Key for Marketers to Adapt and Stay Relevant

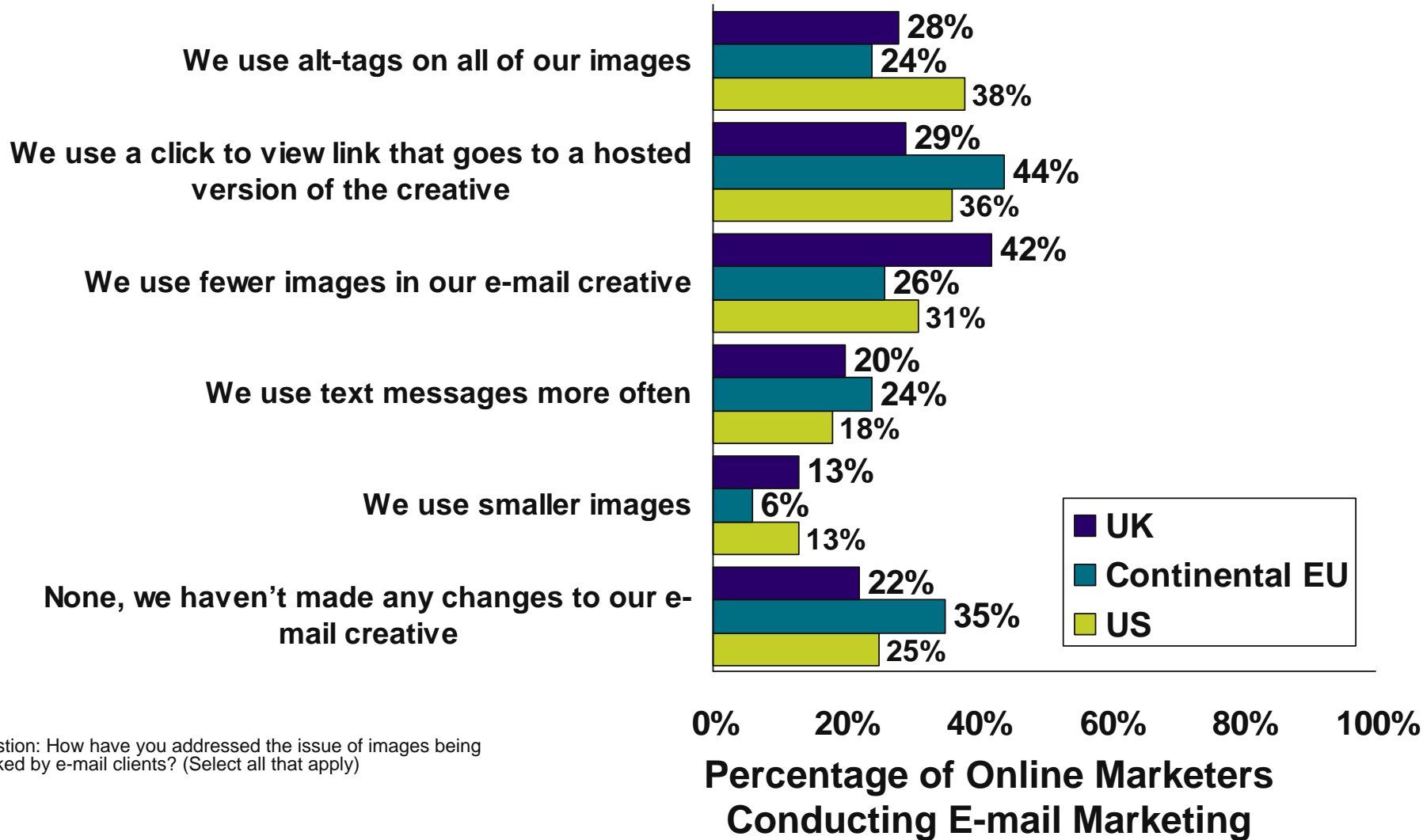


# Proliferation of Devices and Modes Will Amplify Content Format Challenges



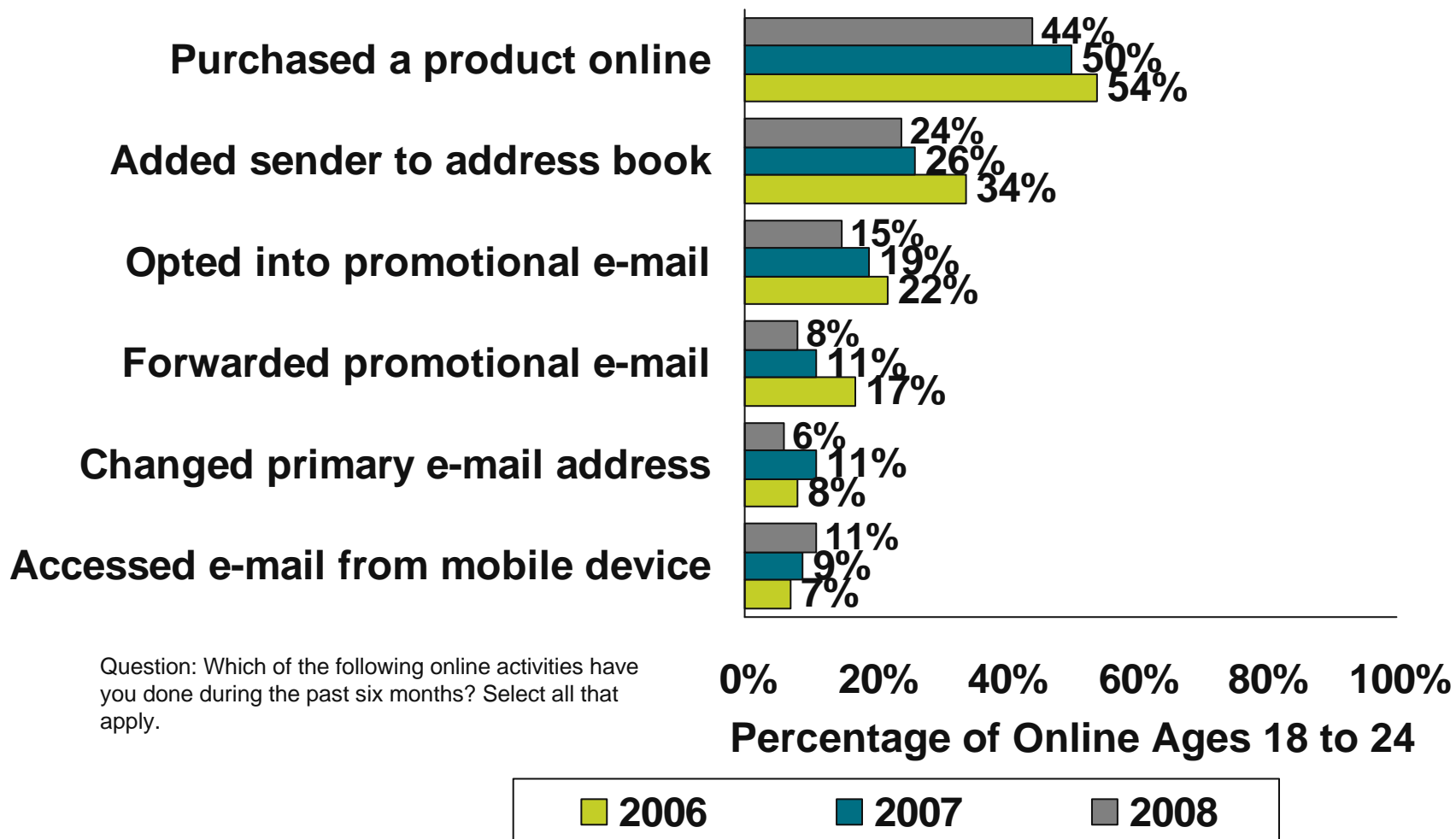
From the following list, please indicate which versions of e-mail creative do you send to your recipients on a regular basis (every other mailing)? (Select all that apply)

# Adjusting Creative Tactics Is Especially Necessary For Reactivation Mailings

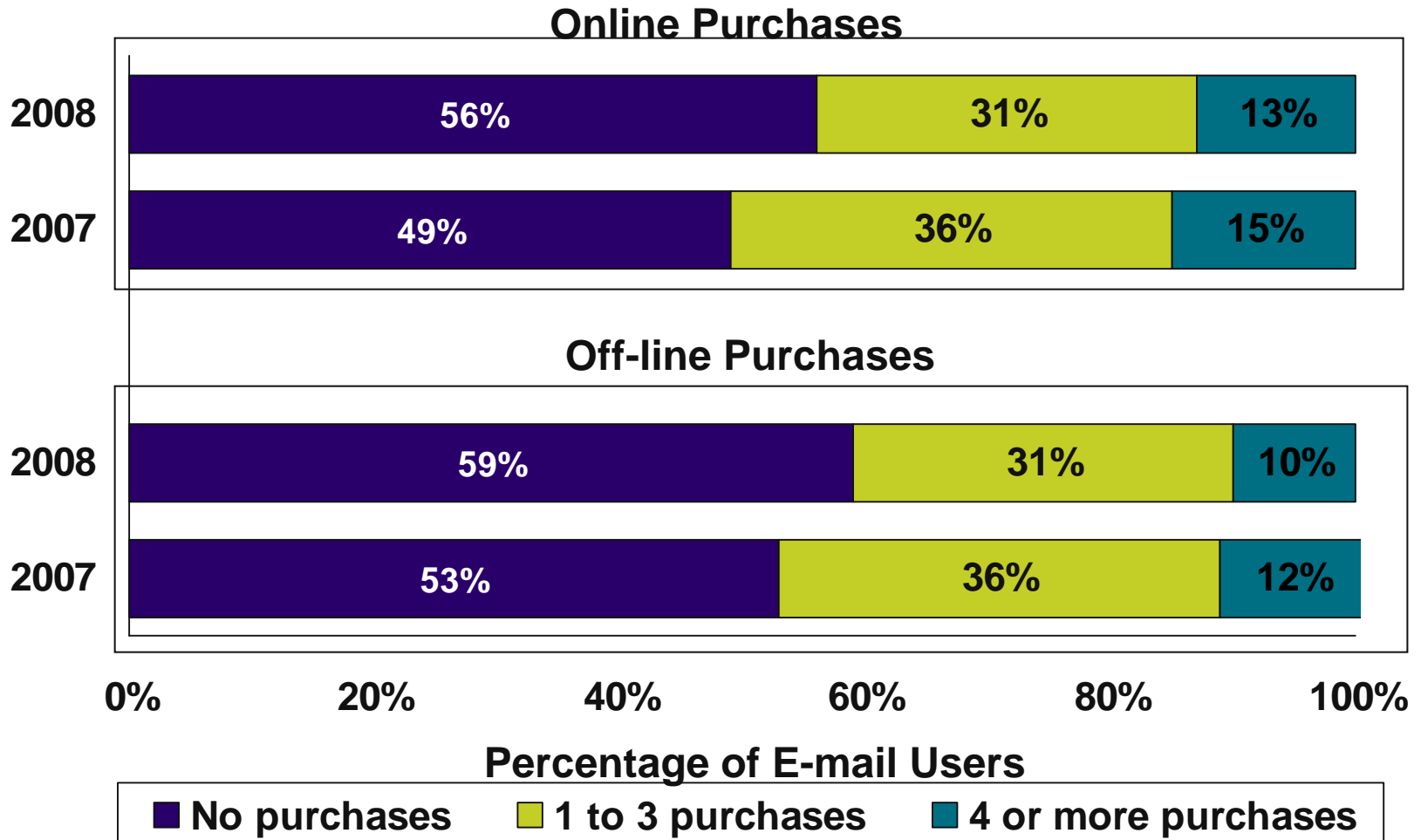


Question: How have you addressed the issue of images being blocked by e-mail clients? (Select all that apply)

# E-mail Still Effective Among Young Users, but Use Patterns Indicate Future Shift in Channel Preference for Ages 18 to 24



# Clutter and Communication Pattern Changes Begin to Threaten Effectiveness of E-mail



Question: During the past 12 months, how many times have you made an online purchase as a result of promotional e-mail? Select one. During the past 12 months, how many times have you made a purchase in a physical store as a result of promotional e-mail? Select one.

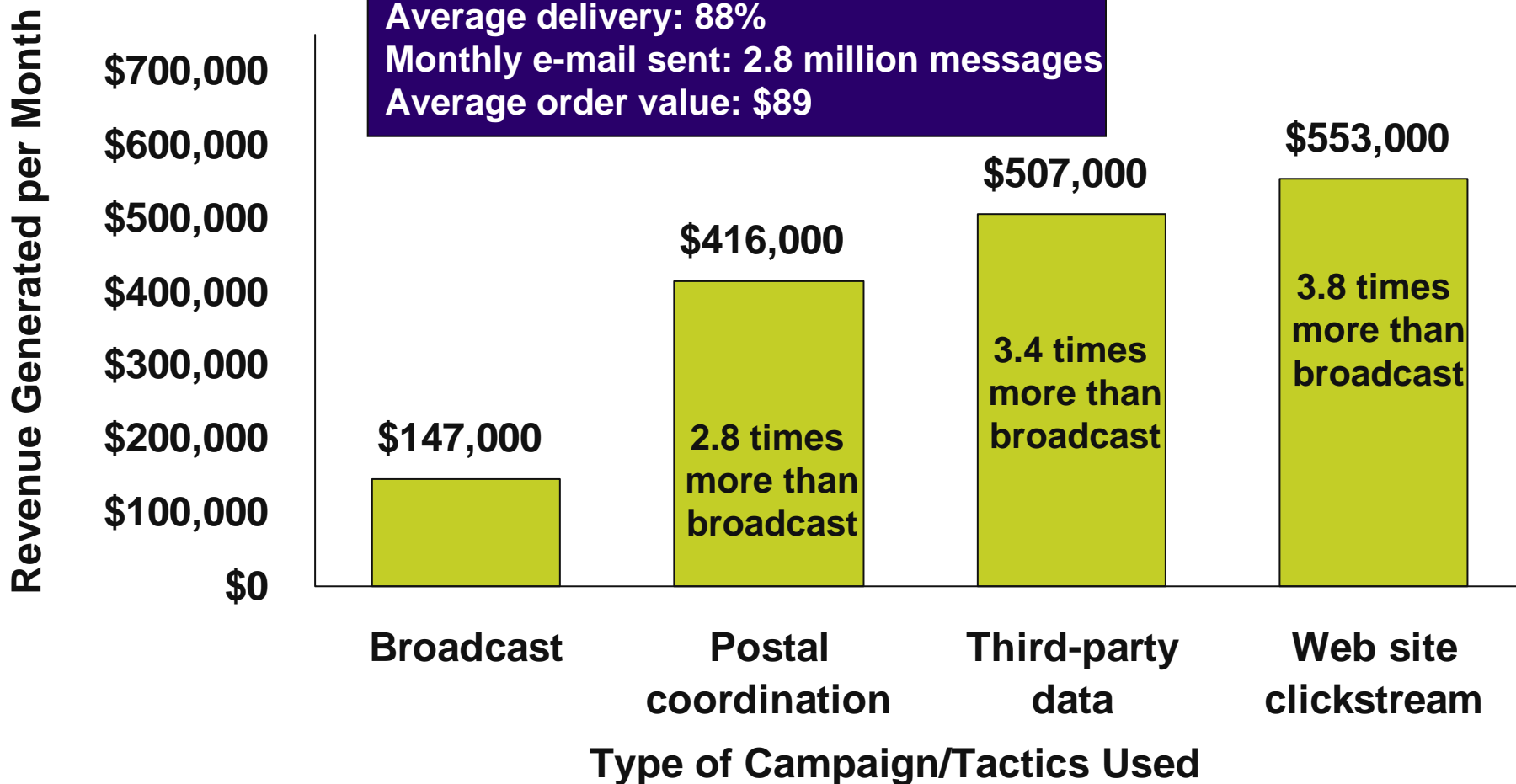
Source: JupiterResearch/NPD Consumer Survey (4/08), n = 2,427; JupiterResearch/Ipsos Insight Consumer Survey (9/07), n = 2,454 (e-mail users, US)

# Integrated Marketing Delivers Nearly Four Times More Revenue than Broadcast



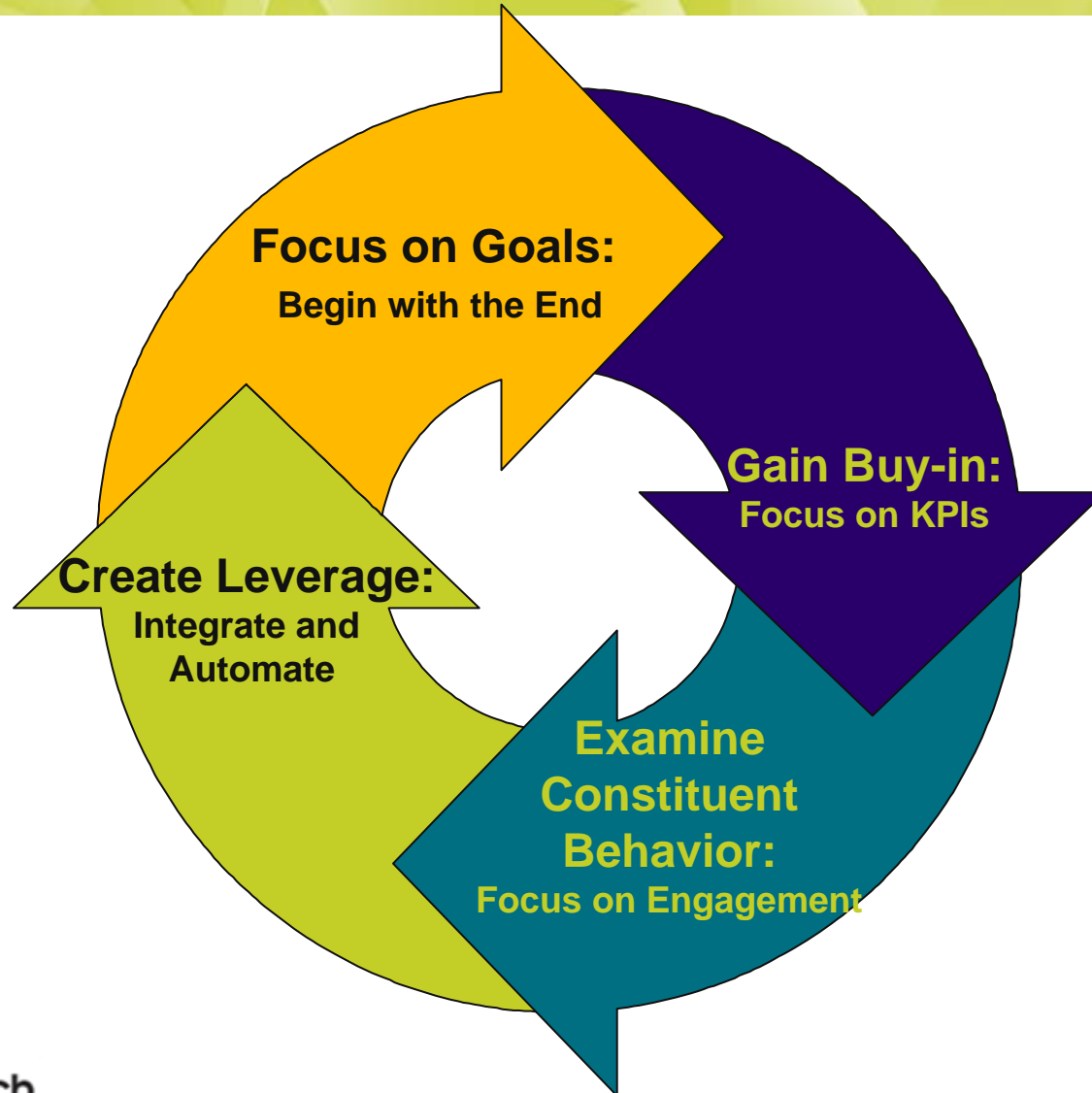
JupiterResearch assumptions:

Average delivery: 88%  
Monthly e-mail sent: 2.8 million messages  
Average order value: \$89





# Embrace Four Tenets of Integrated Marketing





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## Q&A

For questions about the content of today's Webinar or other questions, please send us an email to: [execgroup@convio.com](mailto:execgroup@convio.com)



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# Thank You

In the follow-up email to this event, you will receive a link to download a recorded version of this Webinar for your review, or to share with others in your organization.

We'll see you again on September 17<sup>th</sup> at the Round Table Discussion of Online Strategies with a select group of Nonprofit Marketing and Internet experts.

Your email invitation is coming soon!