



## ToolBox

Getting results from trades, social media tips and more

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### E-MAIL MARKETING

**How can I use e-mail for acquisition?**

“DON’T THINK of e-mail as an acquisition tool; think of it as something that complements other acquisition vehicles,” advises Chris Marriott, VP and general manager of Acxiom Digital.

He calls consumers who respond to search ads, banner ads, promotions and other online acquisition tools “hand-raisers,” – people who have expressed interest in your brand.

“While consumers expect an immediate payoff, such as information, for their response, they may also be interested in hearing more from you,” Marriott says. “Marketers can use acquisition tools to sign up consumers for e-mail campaigns that educate them about the brand or drive them to a subsequent action, up to and including purchase. This approach will work best for companies whose products and services require a lot of information to be sold properly.”

### INSERT MARKETING

**How do I use trade publications to deliver my direct mail message?**

IF YOU have a client who is in a highly specialized market or wants to reach a certain market segment, you should consider using an insert in a major trade publication to deliver that message, suggests John Sonnhalter, president of Sonnhalter.

“The challenge in any direct mail program is to get someone to open your message,” he says. “There are many obstacles once it’s delivered to your target’s place of business; even if it hits their desk, it may go into a pile that is never looked at.”

But trade magazines, he points out, are always delivered and read. “Your message is delivered with more impact and it probably didn’t cost any more than a traditional direct mail piece.”

Most publications will help you define your target based on their BPA statement. Costs are based on the percentage of circulation you choose and are usually not much more than a traditional mail campaign.