

How To Maximize Your E-mail Messages

Use these tools to ensure measurable results

Do you know how many listeners read your broadcast e-mail messages? Do you know how many listeners click on the links you include in those e-mails? Can your listeners forward your messages to their friends? Do your e-mails have a call to action?

For a successful e-mail campaign, you should be able to answer yes to all these questions. Below are four things you can include in broadcast e-mails to your listeners to get some information back — without actually asking for it.

Who Reads Your E-Mail?

With most broadcast e-mail systems you can add a little piece of code called "HTML reads" to your outgoing HTML e-mail messages. In simple terms, this code lets you know when an e-mail is opened by sending a notification back to the server. More sophisticated systems can even track the e-mail address of each person who opens the message.

If you send a sponsored e-mail dispatch, this is a valuable tool to show your client how many people saw the message. And the beauty of it is that the system does it automatically.

There are a few caveats. First, this



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only works for HTML e-mails. There is as yet no way to track how many listeners open a plain-text e-mail. Second, with a program like Microsoft Outlook, one recipient can be counted as having opened your e-mail several times because of the program's preview function. If the recipient has

Outlook's preview window active, the program will count the e-mail as being opened whenever the message appears in the preview window. If the message is actually opened, it will be counted again. The work-around is to track the e-mail addresses of recipients who open the message and make sure each address is counted only once.

If you don't use a broadcast e-mail system and rely on a program like Outlook, the only way to get this information is to request a "read receipt" from each recipient. There are a number of reasons you may want to think twice before doing this, the biggest being that sending a receipt

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is at the recipients' discretion. Worse, you may get hundreds of receipts coming to your in-box, which you would then have to tabulate.

Who Clicked Through?

The second piece of information you want back from a broadcast e-

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mail is how many recipients click on a link included in the message. More advanced e-mailing systems automatically give you the e-mail addresses of people who clicked through.

From a sponsor standpoint, this information can be even more valuable than tracking the number of readers. If you include a trackable link to your sponsor's website, after an e-mail campaign you can query your database for recipients who clicked on the sponsor's link, then send those addresses a separate e-mail with a special offer from the sponsor. This can make your station additional incremental revenue because you can charge additional dollars for the followup e-mail.

This technology will also help with your internal marketing, as you will be able to see what attracts your listeners to click through. All links in your e-mails should be trackable; you can only benefit from this information.

Call To Action

Of course, your listeners won't click through to anything unless you provide the proper call to action. And that goes right back to the questions "What is the purpose of the e-mail?" and "What do you want your listeners to do?"

You need to supply a compelling reason for your listeners to click through to your website or your sign-up page. News/Talk stations can offer the day's headlines. CHR stations can offer artist gossip. And, of course, any station can offer the

tried-and-true "register to win" contest. These tactics provide a clear benefit to the listeners while letting you measure click-throughs.

If you are using a smart e-mail system, you already know who received and opened your e-mail. You can enter those people in a contest simply by having them click on a link; the listener doesn't have to re-enter any information. This makes the listeners' experience easy and enjoyable, which increases the odds that they will open future e-mails you send their way.

Tell A Friend

Do your listeners think your e-mail is interesting enough to forward it to their friends? To take advantage of this fantastic word-of-mouth opportunity, you need to provide the recipient with a simple-to-use "tell a friend" option. Most often this is a place within the e-mail where the recipient can provide a friend's e-mail address.

While only a certain percentage of recipients will use this feature (most will use the forward button in their own e-mail programs), with the proper wording, it can help to circulate your e-mail to additional eyes.

One thing to note: Most "tell a friend" functionality is set up so it doesn't record the e-mail address of the "friend" who receives the for-

warded e-mail (except as necessary to complete the forwarding process). This is the legal and ethical way to use this feature, since the friend has not signed up to receive e-mail or other communication from you.

That said, you will want to entice the friend to join your e-mail club. For example, forwarded e-mails should contain text at the top saying something like, "Your friend Abby asked us to forward this e-mail to you. This is the only e-mail you will receive from us. If you would like to join our e-mail club and register to win dinner and a show for two, click here."

Using these e-mail tools will give you more of the data you need to better analyze how your e-mail campaigns are fitting in with your overall marketing.

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Pros On The Move

• **Dave Albertson** is named Promotion Coordinator at WPLJ/New York. He was formerly National AC Promotion Assistant at MCA Records.

• **James P. Brown** is named GSM at WMGK-FM/Philadelphia. He joins the station from the Exec. VP/Sales post at Traffic Pulse Networks and earlier was Sales Manager for CBS-TV National Spot Sales in Philadelphia and Exec. VP/Sales for Shadow Broadcast Services.

• **Shannon Brown** becomes GSM for Clear Channel's four-station Ann Arbor, MI cluster of WHNE-AM, WTKA-AM, WQKL-FM & WWWW-FM. Brown received the company's President's Club Award for outstanding sales performance in 2003.

• **Jeff Federman**, who is VP/GM of KCBS-FM/Los Angeles, adds Director of Sales duties for parent Infinity Broadcasting's seven L.A. radio stations. Federman's 16-year background includes sales management at L.A. stations KPWR & KZLA, KBIG, KLAC and KROQ.

• **Linda Forem** becomes Director/Sales for Radio One's Richmond cluster of WCDX-FM, WKJS-FM, WJMO-FM & WPZZ-FM. She was formerly Promotions Director for WASH-FM/Washington and earlier spent 12 years with Clear Channel.

• **Kay Feeney-Caito** takes the Director/Promotions position for Radio One's four Indianapolis stations: WHHH, WJYD, WTLC & WYJZ.

• **Richard Nass** is the new LSM of WNEW-FM/New York. He spent six months as the station's Retail Sales Manager and before that was an AE for four years at sister WCBS-FM/New York.

• **Michael Peterson** is named Director/Synergy & Marketing for Radio Disney, spearheading initiatives with the network, local markets and other divisions of the Walt Disney Co. He most recently served as Group Director/Brand Management for ABC Cable Networks.

• **Brian Reed** is named to the newly created post of VP/Director of Sales for Univision Radio's Los Angeles stations. He was previously VP/Sales & Marketing for Univision's Television Group and earlier was LSM for KCMG (Mega 100)/Los Angeles and NSM for KZLA & KLAC/Los Angeles.

• **Justin Schaflander** is named Sales Manager at Infinity News outlet KFVB/Los Angeles. He was most recently Sr. AE at Entercom's WAAF/Worcester, MA.

• **Gabe Tartaglia** is promoted to GSM after five years as LSM of Infinity Country outlet WUSN/Chicago. He takes over for Terry O'Brien, who is now RVP of New York-based NCC National Cable Communications, an advertising and sales rep firm.



DO YOU BELIEVE IN MIRACLES? Clear Channel Radio certainly does, as evidenced by the National Service Award presented to the company by Children's Miracle Network. Clear Channel has raised over \$7 million and contributed an estimated 3,000 hours of airtime to the Children's Miracle Network Radiothon. CMN is a nonprofit organization dedicated to raising funds for 170 children's hospitals across North America. Shown at the plaque presentation are CMN VP/Radiothon Karen Profita, Clear Channel Radio President/CEO John Hogan, Clear Channel Communications President/COO Mark Mays and CMN Sr. VP/Radiothon Bob Lind.