



**Contactology**

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# My Background

Council for Entrepreneurial Development

Cassell Design

Contactology

- Email
- Surveys
- Online registration

Visual Art Exchange

- Member, Board of Directors
- Co-chair, 2007 and 2008 Fundraisers

# E-marketing creates two way communication



## Good Portfolio Site

- Showcase your work. Simple site design.
- Easy to read – people scan text on the web. Bullets and lists. Not too much copy. Too much text and they bail.
- Update content frequently with new work and news
- Keep the most important content above the fold
- GOOD photography

## Good Web Design

- Clean and simple.
- Intuitive navigation
- Graphics – don't over do it
- Web Fonts: Arial, Courier New, Tahoma, Times New Roman, Verdana
- Similar layout on most pages of site
- Information hierarchy



EARLY  
DESIGN  
GROUP

CORPORATE ID

DIRECT MAIL

WEB DESIGN

COLLATERAL

ILLUSTRATION

ADVERTISING

PACKAGING

DISPLAY GRAPHICS

INTEGRATED MARKETING

COMMUNITY WORK

PROFILE

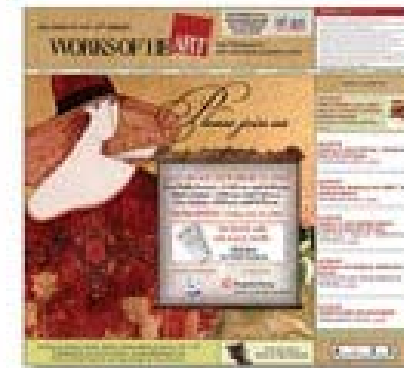
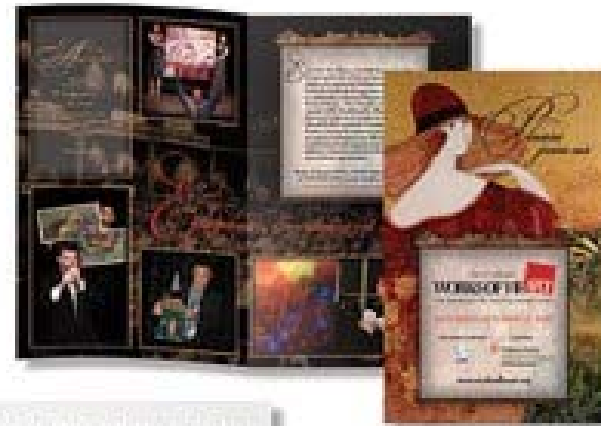
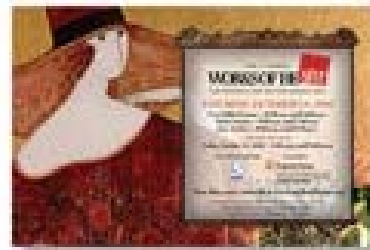
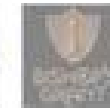
SERVICES

PORTFOLIO

CLIENTS

CONTACT

## PORTFOLIO: INTEGRATED MARKETING



## Connecting with customers via e-mail

E-mail marketing is the process of using email to spread your message generally by mass emailing messages, newsletters, or announcements to a list of opt-in recipients. We are **NOT** talking about SPAM.

## Drive traffic to your site

- Get links from sites that have relevant content, organizations that you are a member
- SEO plan
- Blog

## What do your recipients want from you?

- Monthly Newsletters
- Images of your new work
- What new techniques are you using?
- Anything that's interesting to your audience that they can ONLY get from you. The more unique your content the better!

## Why can't I use my own email?

1. BCC email has an exceedingly high chance of going into the recipient's junk box.
2. When sending out to a large list, you're clogging your internal mail servers, causing problems for everyone in your office.
3. You can't track the effectiveness of your email marketing with Outlook.
4. You're wasting valuable time by managing your unsubscribe requests.

## Building your Brand with E-mail Templates

NORTH CAROLINA

# Museum of Art

eView March 2008

### March into Spring at the Museum

Spring is in the air at the North Carolina Museum of Art! This month the Museum celebrates the season of renewal with exciting new things to see and do. Programming abounds with lectures, family fun, films, and the start of spring activity in the Museum Park.

### On View

***Far from Home***  
Through July 13, 2008 | Free



Works of art by 20 of today's most compelling global artists are on view in *Far from Home*. Working in radically diverse media, they explore how moving throughout the world—or across the city—profoundly affects our lives.

Before you visit, listen to the artists' perspectives in the *Far from Home* podcasts.

Beyond the exhibition, join the

### In this Issue

- [On View](#)
- [Films](#)
- [Lectures](#)
- [Kids at the NCMA](#)
- [in the Galleries](#)
- [in the Park](#)
- [Building Expansion](#)
- [The Museum Store](#)
- [Museum Tours](#)
- [Hours and Quick Links](#)

### Expansion Update



New images of the expansion are now available. Visit the [What's New](#) page to see the progress!

### The Museum Store

The Museum Store is filled with books, note cards, jewelry, pottery, gifts, and much more. Stop in and get 10% off all art glass with [this month's e-coupon](#).

Schedule "Si

## What to put in your e-mails

- Value added content
- Lots of links to your website and/or blog
- Creative subject line to entice opening
- Fresh information: What do your members want to know about?

## How to build a super subject line

- Represent the content that is in the email
- Avoid using ALL CAPS – Smells like SPAM
- Don't make outrageous claims or try to sell from th subject line
- Arouse curiosity
  - "Two mistakes to avoid when planting annuals"

## How do I build my opt-in list?

- Sign-up form on your website
- Include “Send to a Friend” Options
- Email Signature Lines
- Send Post Cards to Customers Encouraging them to Subscribe to Email
- Hand Out Sign-Up Forms at Public Speaking Engagements and Seminars
- **DO NOT buy or rent lists**

## Who uses this type of service?

- The Collector's Gallery
- Nasher Museum
- NC Museum of Art
- Visual Art Exchange

## E-mail Reporting and Statistics

- Click Thru - which links did they click
- Open Rate - how many people open my message
- Bounce rate - how many e-mails addresses are bad

## Example of Reporting in Contactology

Statistics		Export Detailed Report	
<b>Delivery</b>			
Total Emails Sent		1,040	[List] [Export]
Delivered		1,037	[List] [Export]
Permanent Bounces <a href="#">[View Bounce Log]</a>		2	[List] [Export]
Temporary Bounces <a href="#">[Resend]</a>		1	[List] [Export]
Bounce %		0.29%	
Spam Reports (AOL, NetZero, and Juno only)		0 out of 100 possible	[List] [Export]
Spam % (AOL, NetZero, and Juno only)		0.00%	
<b>Opens (HTML Only)</b>			
Total Opens		510	
Unique Opens		329	[List] [Export]
Opened %		31.73%	
<b>Click-Thrus (HTML &amp; Text)</b>			
Total Click-Thrus		59	
Unique Click-Thrus		38	[List] [Export]
Click-Thru %		3.66%	
<b>Replies</b>			
Total Replies		0	[List] [Export]
Unique Replies		0	
Reply %		0.00%	
<b>Unsubscribed</b>			
Unsubscribed		1	[List] [Export]
Unsubscribed %		0.10%	
<b>Forward To A Friend</b>			
Total # Forwards		0	[List] [Export]
		Forwarded By:	[List] [Export]
		Forwarded To:	[List] [Export]
<b>Subscribed</b>			
# Subscribed		1	[List] [Export]

## Wrapping Up:

### **An effective e-marketing strategy will:**

- increase knowledge about your art work
- keep you connected with your customers and prospects
- provide a low cost way of communication with your constituents