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**They're making marketing choices and spending on those choices.**

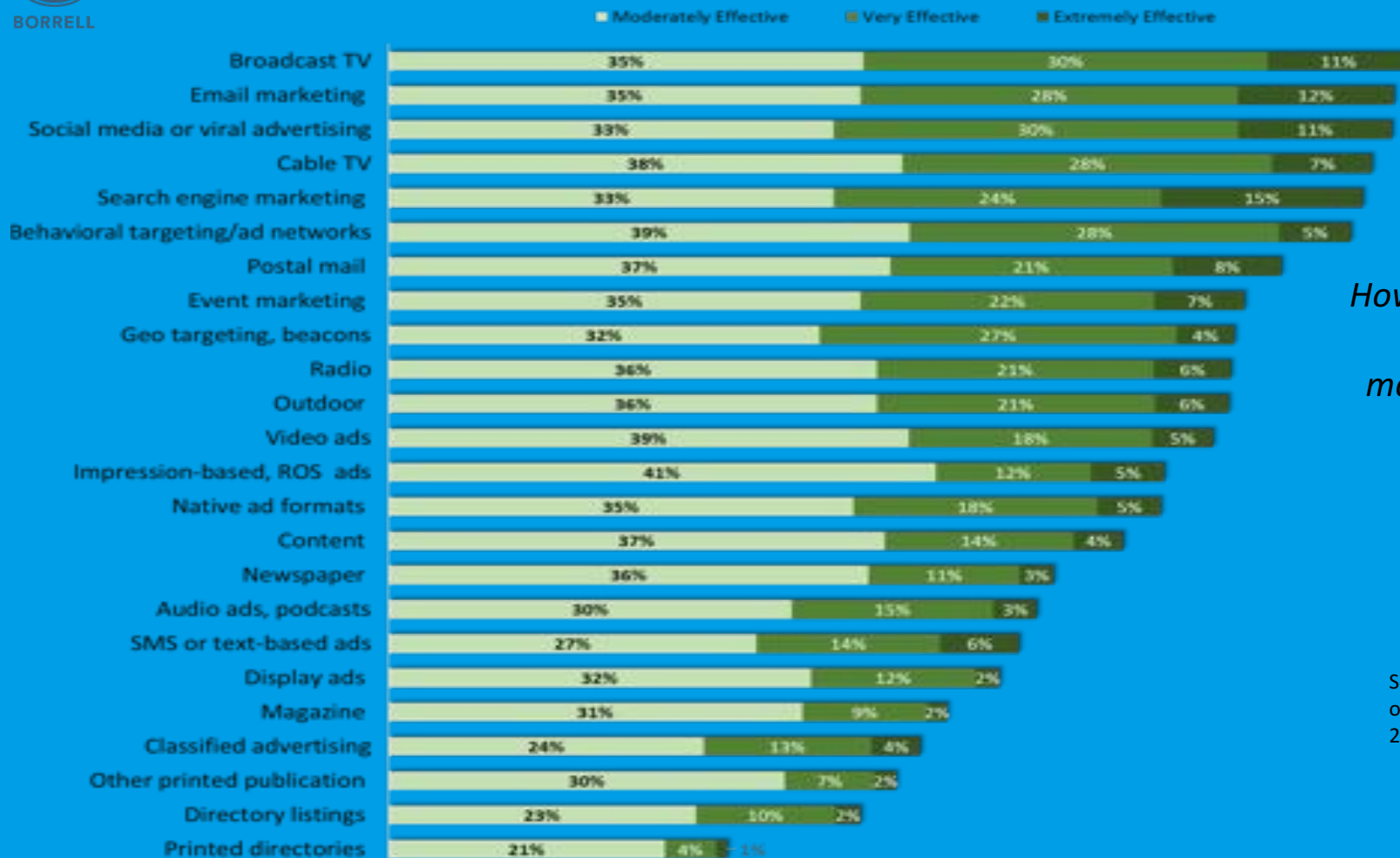
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BORRELL

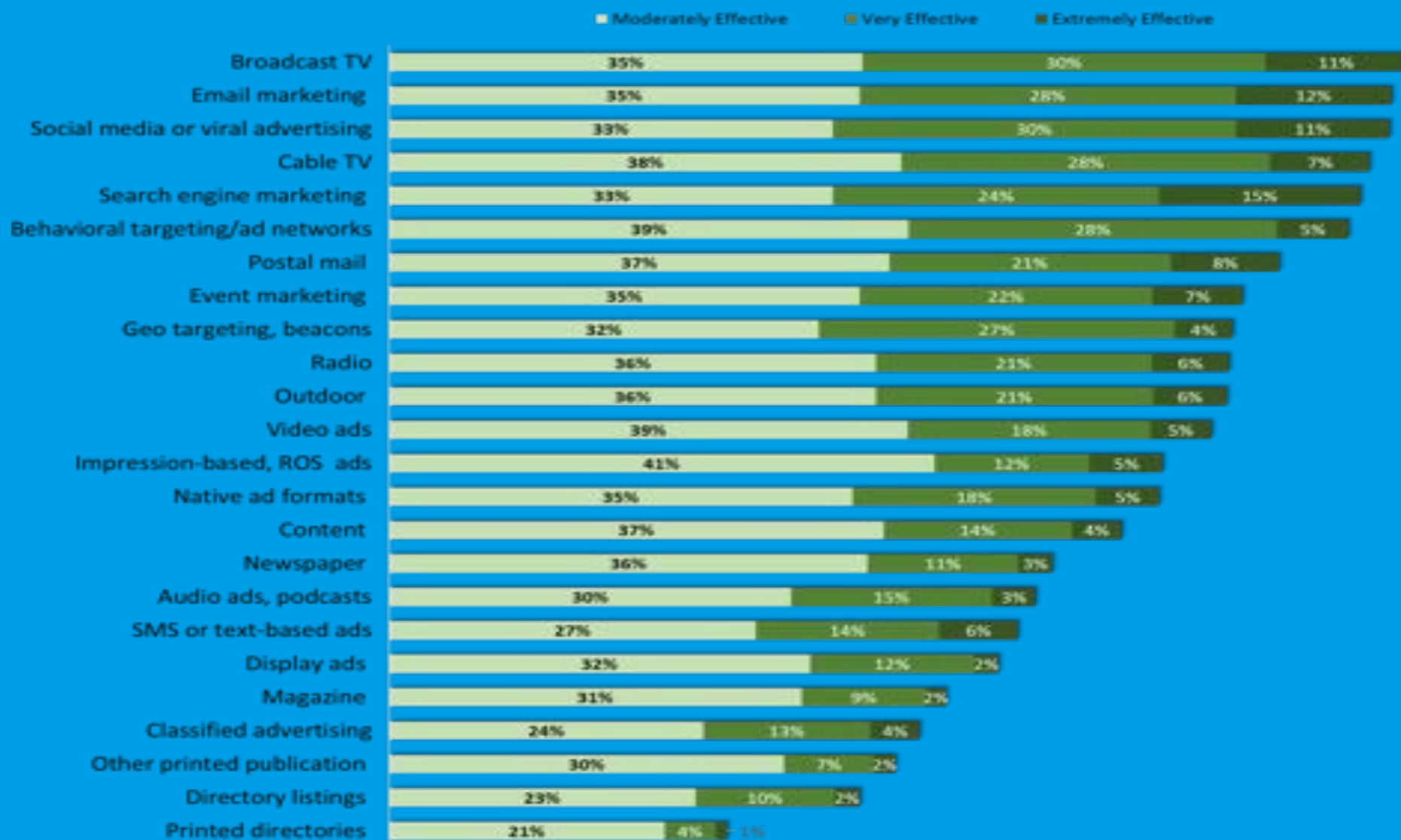
# Marketing tools ranked by effectiveness



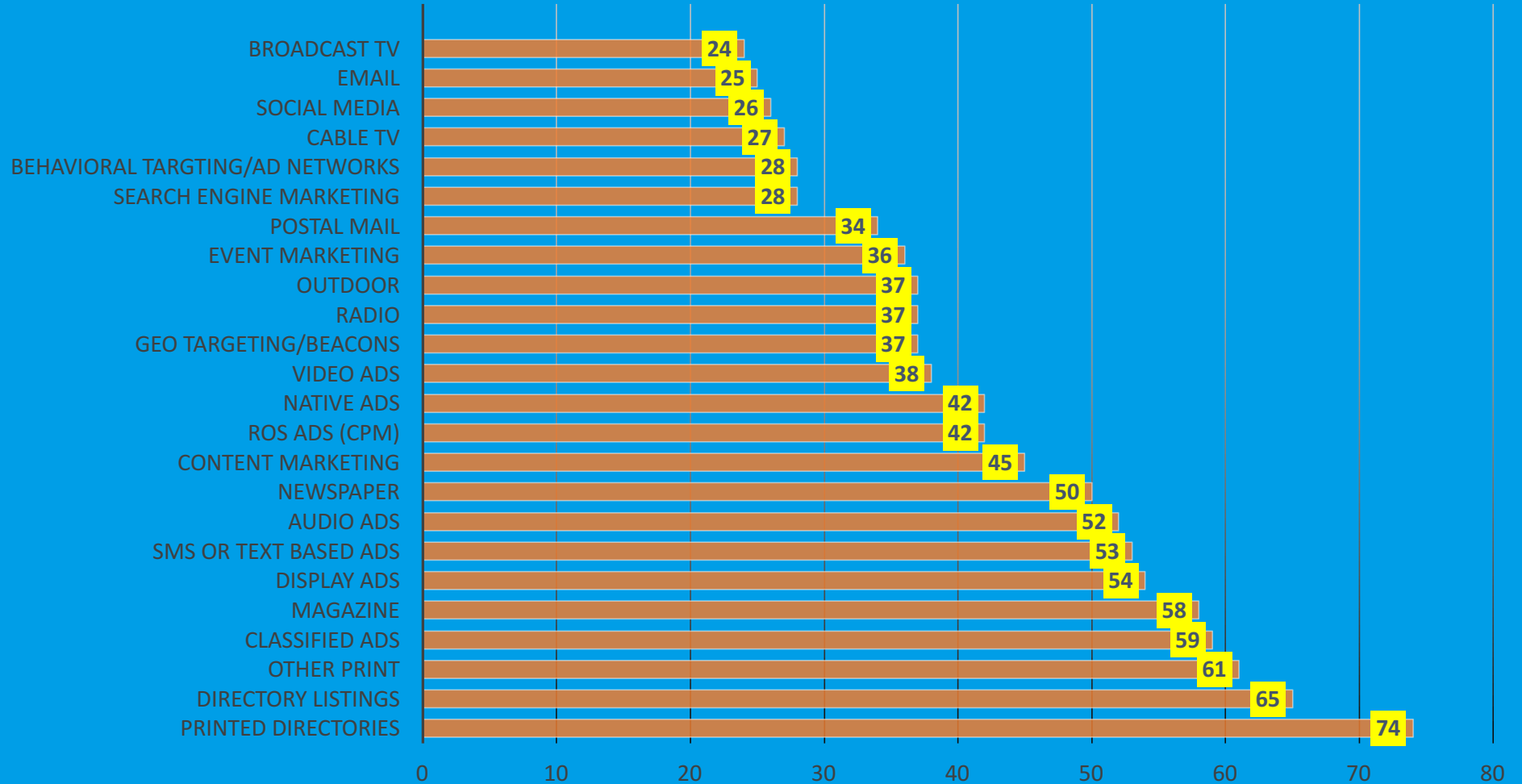
*How effective were each  
at reaching your  
marketing/advertising  
goals?*

Source: Borrell's Annual Survey  
of Local Advertisers; April-June  
2017; N = 1,252 responses





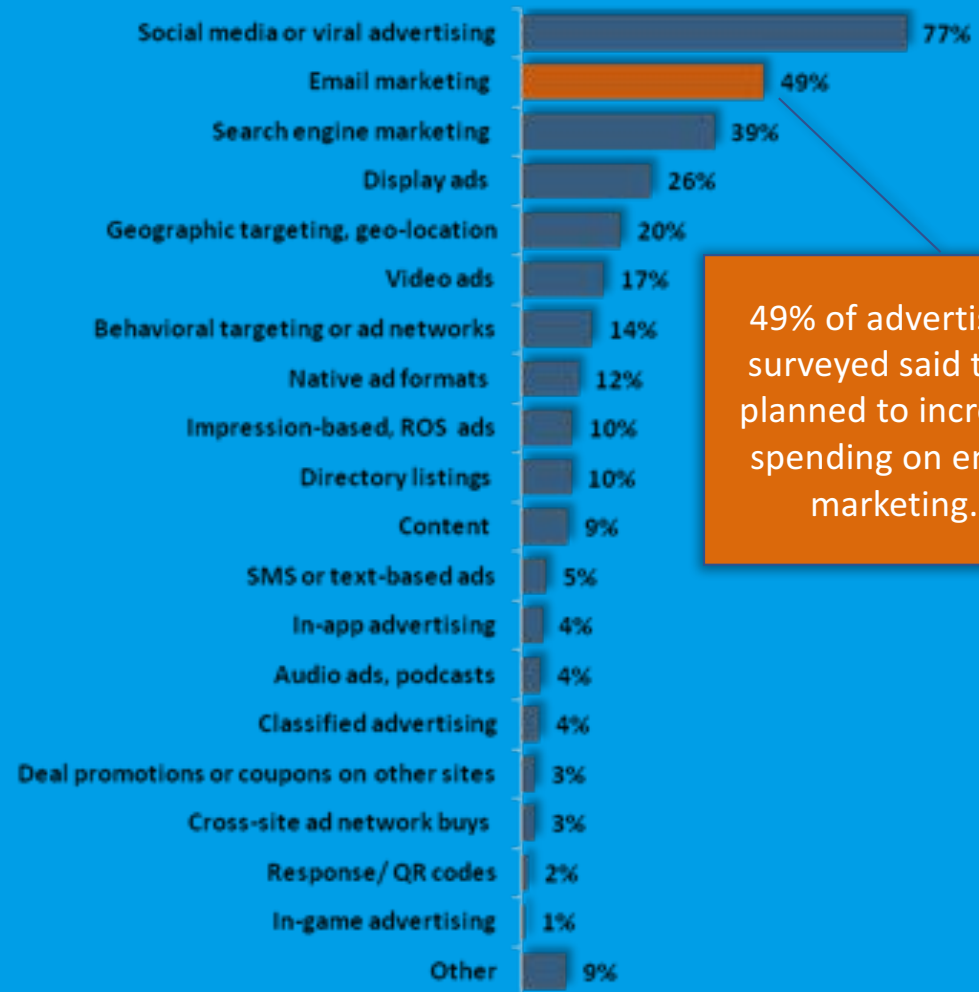
## Perceived lack of effectiveness %





# What advertisers are planning to spend more on

Source: Borrell's  
Annual Survey of Local  
Advertisers; April-June  
2017; N = 1,348  
responses



49% of advertisers surveyed said they planned to increase spending on email marketing.



# Email Ranks High Among Those Planning to Try Something New.

*What 2,704 Local Advertisers Said  
They've Started Buying in 2017*



Source: Borrell's annual survey of Local Advertisers, April-June 2017, 2,704 responses

**So, let's talk about email.**

---

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# Why do salespeople like it and sell it so well?

## 1. There is a guaranteed result, and it happens fast.

*Here's the pitch: I guarantee that if you run a 50,000 email campaign, over 500 people will visit your website next week!*

## 2. The client can get the postal address of everyone sent an email.

*The client can match the postal addresses against their recent sales.*

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### **3. A campaign can extend beyond email.**

*You can retarget the respondents (clickers and openers) with banners across the web, and with ads on Facebook, and Instagram.*

### **4. It's an incredible way to increase the efficiency of direct mail.**

*The client can retarget respondents by banners, on social or by snail mail.*

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# Email marketing: What are we talking about?

## **Sending email to lists we own**

Let's start with the news. But let's not stop there.

## **Buying lists to own**

Don't let not having a list stop you.

## **Renting lists**

Cheap and poorly targeted

Highly targeted

## **Retargeting from email**

Across the web, across social media, and by snail mail

## **E-mail as circulation**

The best idea on the web

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## Sending to lists we own

Many papers undervalue the advertising in their e-blasts.

The guiding principle: Remember that e-mail is a targeted medium, and should be priced like one.

One strong pricing tactic is to **restrict the ad inventory**, and **raise the price**.

A good example is from the **Oregon Capital Insider**.



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# OREGON CAPITAL INSIDER

ACCESS - INSIGHT - ACCOUNTABILITY



## Capital Chatter: Don't drink the water - maybe

I'm feeling quippy as I write this. I don't know whether that's the power of suggestion or the real effects of Salem's tainted water. More about that in a moment.

Astute readers of this column have asked why it is named "Capital Chatter" instead of "Capital" spelled with an "s." [Read More](#)



## Audit: Sexual assault kit backlog shrinks dramatically

"Molera's Law" passed in 2005 has spurred Oregon State Police to make strides in preventing a backlog of nearly 5,000-untested sexual assault kits, some of which dated back as far as 1993, according to a state audit released Wednesday, May 2.

The backlog had shrunk by nearly 70 percent to about 1,500 untested kits by the end of 2017. [Read More](#)



A message from Quinn Thomas

A different approach means opening new doors  
for your business





## Branding and Advocacy

Oregon Capital Insider offers you four ways of reaching both its powerful subscriber base and other audiences of influencers and leaders. We do this through...

1. Sponsorship of the weekly newsletter, emailed to its 80,000 subscribers.
2. Your own email, which we'll send to the OCI subscriber list for you.
3. High-frequency banner campaigns, with your ads following our influential subscribers.
4. High-frequency banner campaigns directed at a separate targeted audience, based on where they are geographically, the keywords they're searching, and/or the content they're browsing.

Here are the benefits of each of these approaches.

### 1. Sponsorship of the OCI

Benefits:

- A low-clutter, high-integrity space for your brand
- A prime audience of influential subscribers
- Impact in the state's metros, with reach into every region of the state
- Exclusive presence, with a limit of four sponsors per week
- Extra visibility — sponsor ads appear both in the email and on the OCI website

Restrictions:

- No political advocacy advertising
- No political campaign advertising

### 2. Your own email sent to our subscribers

Benefits:

- Excellent environment for informing a powerful segment of the public, affecting state or regional policy, and increasing awareness of your business, your industry, or your cause
- Your own email design, or an email designed to your specs and produced by digital marketing firm ITZonTarget, sent to the OCI opt-in list of nearly 80,000 subscribers
- Political issue advocacy welcome
- Political campaign advertising welcome

Restrictions:

- Limited to sponsors of the Oregon Capital Insider
- Subject to limited availability

## The Business Report

The bi-weekly Business Report decided to send out **The Daily Report**, an email composed of news briefs.

They limited the number of advertisers to 5 per day.

They accepted annual contracts only.

That limited the offer to a total of 25 advertisers, paying \$500 per month each, a total of \$12,500 monthly.

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- They ***sold out.***
- So they launched a new daily email product: **The Daily Report PM.**
- 5 new stories are sent out each afternoon.
- They **sold out the afternoon report, too.**

## **Buying lists to own**

Or, what to do if you don't have a list

**Email brokers charge various rates. The cheapest lists offer the poorest targeting. But even with the cheapest lists you can trust the geographic targeting.**

**It is not hard to purchase an email list designed to reach everyone in your town.**

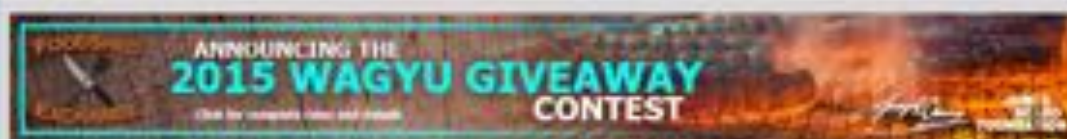
**You can easily reach 50,000 people for around \$500.**

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# FIND IT DO IT EAT IT PLANO







## Jasper's Gourmet Backyard Cuisine

Tasteful, but not just about food...

We get that there's more to a restaurant than cuisine. You can find some tasty ribs and rotisserie chicken in any number of Texas restaurants. But style and longevity? Not so much. Jasper's serves gourmet backyard cuisine in an upscale, tasteful environment, making it a true feast for the senses.

Jasper's is the perfect venue for a cozy dinner for two, business lunch or a private event for a group. Lift your fingers. We won't give it a second thought...

 KEEP READING



OUR GOURMET TWIST ON THE ICONIC BACKYARD COOKOUT =>



AWARD-WINNING, CELEBRITY CHEF KENT EUSTICE =>



BRINGING THE BEST OF THE BACKYARD TO THE RESTAURANT SCENE =>



## Over the river

When young, single Nick tries to take a job far away from both sets of traditional Italian grandparents, the results are laugh-out-loud funny. Summerville's [The Floundertown Players](#) present "Over the River and Through the Woods," beginning this weekend at the James F. Dean Community Theatre, [133 South Main St.](#) Shows are at 8 p.m. Friday and Saturday, with performances through May 19. Stay after the Friday night show for a meet-the-cast reception. The play stars Jim Doran, Dick Fitzgerald, Edward Jones, Nikki Pearcy, Sheryl Rade and Barbara Ward. It was written by Joe DiPietro and directed by Shannon Horn. Tickets are \$18; \$15 for seniors and students. For tickets, call [\(843\) 875-9251](#).



## SPRING HAS SPRUNG IT'S TIME FOR PATIO DINING AT SUNFIRE GRILL

CELEBRATE. RELAX. ENJOY... ALL OCCASIONS AT SUNFIRE GRILL



Vachnadze. Nina Ananiashvili's State Ballet of Georgia will make its American debut at the 2007 Spoleto Festival USA, performing *Swan Lake*.)

## Have a taste of Spoleto

[Spoleto Festival USA](#) is just around the corner, so whet your appetite for world-class arts and entertainment with Taste of Spoleto from 5-7 p.m. Friday at the Gaillard Auditorium, [77 Calhoun St.](#) in downtown Charleston. Purchase tickets to select performances at a 20% discount and preview and purchase the 2007 Spoleto Festival USA poster by Chuck Close. Enjoy Southern flare from Lowcountry Eats, sample award-winning local beers from Charleston Brewing Co. and taste wine from Castello Monte Vilibano Vecchio, a vineyard located near Spoleto, Italy. Spoleto Festival is May 25 to June 10. For more information, call [\(843\) 579-3100](#). (Photo by Lado

Ten ways to play-  
your guide to weekend fun.

Business model? Curate and rewrite  
calendar entries from their competitor,  
the newspaper,  
and send them out in an email.

Put 5 ads between the entries....  
Hey, you know this model...

# Renting lists

This is where the money is hidden

There are clients who use e-mail as a cheap substitute for direct mail.

The pizza parlor that says, “I want to reach anyone within 5 miles of my shop, whether a 90-year-old in a rest home or 25 and living in an apartment, they all eat pizza.”

But the real value, and money, is in **data driven multi-channel marketing** that is based on **targeted email**.

# Design multiple creative approaches

If you run a single ad, a single piece of creative content, the client focuses on testing whether the medium works.

If you run multiple ads, on multiple platforms, the client can see that different ads, running on the same platform, perform differently.

# Retargeting from email

Think of the clients who use direct mail:  
*dentists and veterinarians, door  
replacement and flooring businesses,  
water treatment, landscapers...*



The guiding principle is not to replace direct mail, but to increase the efficiency of direct mail delivery. You are sending postcards *only* to people who have expressed interest.

A water company and a dental group are two great examples.

The ice cream shop caution...

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# E-mail as circulation

Add sponsored content to your calendars, or sell your calendar entries

Distribute your calendar to any business in town whose customers benefit from a calendar — hotels, chambers of commerce, etc.

Their distribution is now ***your*** distribution.

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## Artslandia Events Calendar



Artslandia Events Calendar

February 2016

Filter events

Portland, OR

- In the Beginning - Portland Art Museum**  
Feb 12 @ 10:00 am - 12:00 pm @ Portland Art Museum  
Long before its founding as a magazine or establishing its groundbreaking photography program at Massachusetts Institute of Technology, renowned historical photographer Minor White (1918-1982) moved to Portland, where he covered the period of what would become...  
[View Event](#)
- Magellanica - Archaic Repertory Theatre**  
Feb 12 @ 8:00 pm - 10:00 pm @ Archaic Repertory Theatre  
In 1980, scientists and engineers from around the world converged at the South Pole Research Station to figure out, among other things, if there really is a hole in the sky. In the darkest, coldest...  
[View Event](#)
- Arctic: Part Two - Portland Center Stage at The Armory**  
Feb 12 @ 7:00 pm - 9:00 pm @ Portland Center Stage  
Continuing the arctic adventure of Part One, which told the stories of the first expeditions to land and sea in addition to the routes to the Pacific Northwest, Part Two is about the extraordinary adventures that...  
[View Event](#)
- Endurance - Portland Center Stage at The Armory**  
Feb 12 @ 7:00 pm - 9:00 pm @ Portland Center Stage  
Welcome to Colchester, a small town where everybody knows each other and the pace of life allows the proud of town to take up as much space as it needs. For that game & beyond...  
[View Event](#)



# The proposal

Ask for 3 month minimum campaigns.

Include targeted banners and social media, along with print.

Email, with retargeting by snail mail, coupled with an audience extension campaign ***delivers results.***



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**At Advertising Week in 2014,  
Facebook introduced  
*people-based marketing.***



**E-mail**

**The heart of  
People-based  
marketing**

And, some good news:

**Advertising Age has declared-  
Marketing Nirvana has arrived.**



Perhaps not Nirvana, but what we have is pretty amazing...



Bob Seal 2010. [www.bobseal.com](http://www.bobseal.com)

Perhaps we should say,  
Marketing Nirvana will  
*soon* arrive.



**What's a cookie problem?**

**Devices do not equal people.**



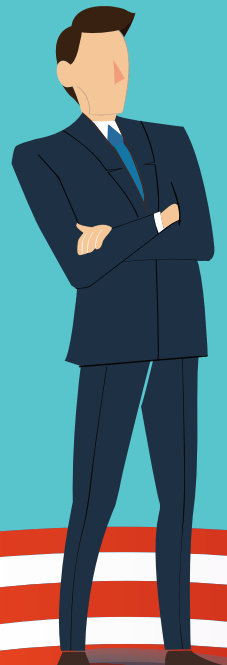






**It usually starts with e-mail.**

E-mail targets *you*.







## Why use email marketing?

Increases likelihood of purchase

Highest-impact digital media

High reach

Delivers results

Very targetable

**You can run  
campaigns across  
channels.**



This is the data foundation provided by one of our data partners.

The background is a solid blue color. In the upper left, there is a small white cloud. In the upper right, there is a larger white cloud. A black ladder with blue rungs extends from the bottom right towards the larger cloud. The text is positioned on the left side of the image.

## A match-back report on each of them?

Target the same person by postal mail, email, banners on the web, native content, video, and across social media platforms.

The background is a solid blue color. There are three white clouds: a small one in the top left, a large one in the top center, and a medium one on the right. A black ladder is positioned on the right side, extending from the bottom edge up to the medium cloud on the right. The text is white and located on the left side of the image.

**Start with an e-mail campaign.**

**Follow up by sending a post card.**

**Also send banner ads.**

**Run ads on social media.**

The background is a solid blue color. There are three white clouds: a small one in the top left, a medium one in the top center, and a large one on the right. A black ladder with blue rungs is positioned on the right side, extending from the bottom edge up to the large cloud on the right.

**Set a frequency cap. Count every time  
you reach that person.**

**In addition, geo-fence your client's  
competitors and advertise to *their*  
customers across the web, with native,  
or video, or social media.**



The background is a solid blue color. There are two white, stylized clouds. One cloud is on the left, and a larger one is on the right. A black ladder with blue rungs is positioned on the right side, extending from the bottom of the frame up to the larger cloud. The title 'The Channels' is written in white text on the left side of the image.

## The Channels

Connected TV  
Programmatic audio  
Mobile advertising  
Native advertising  
Video advertising  
Display advertising  
Social advertising

## Connected TV

64% of people in the U.S. own a connected TV device.

Source: The Trade Desk, 2017



## Programmatic audio

Audio ads delivered through music, podcasts or digital audio streaming apps target similarly to the way display is delivered to mobile users.



## Mobile advertising

Target specific genres, playlists, demographic traits in conjunction with your email targeting.



## Native advertising

Engagement rates are higher than banners.  
Higher viewability rate, because of placement.  
Ad blockers do not prevent native ads.

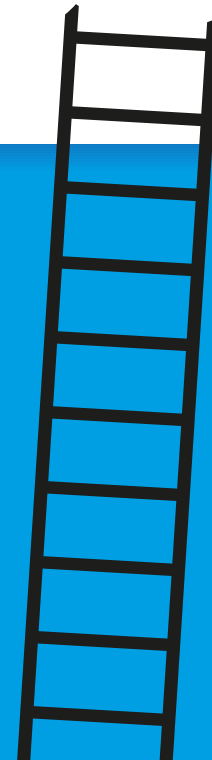


## Video advertising

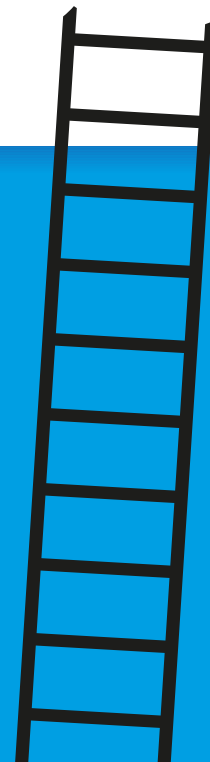
Video ads delivered on desktop or mobile to reach cord-cutters and TV-light audiences with precise targeting.



# Display advertising



# Social advertising





The background is a solid blue color. There are three white clouds: a small one in the top left, a large one in the top center, and a medium one on the right. A black ladder is positioned on the right side, extending from the bottom edge up to the medium cloud on the right. The text is white and positioned on the left side of the image.

# **Hyper-targeting**

**Geofencing**

**Weather triggers**

**Cross-device targeting**

**Household extension**



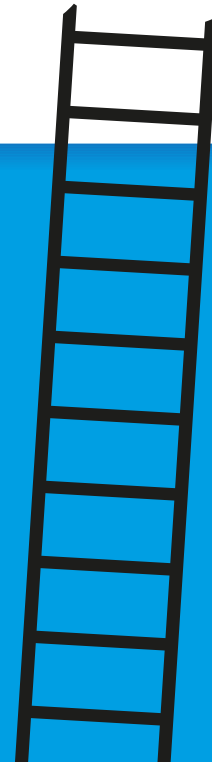
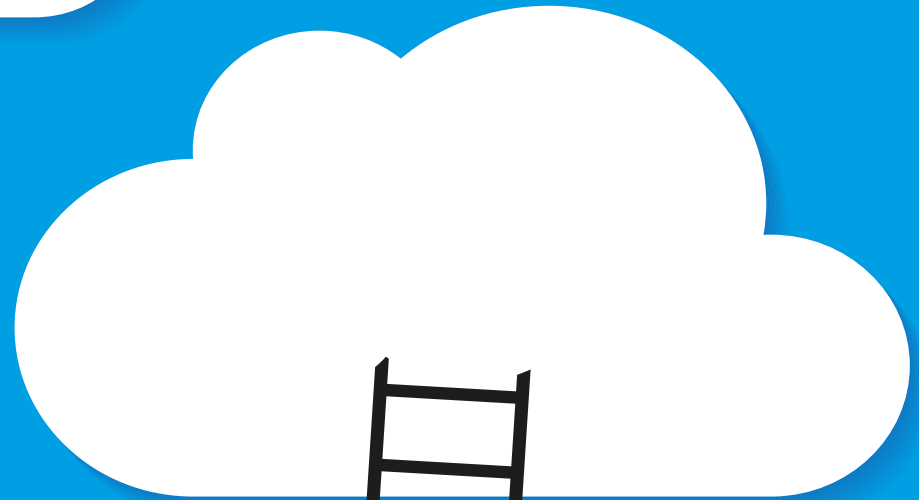
**Attribution**

Foot traffic

**Creative**

Rich media

**More channels, more engagement**



# Steps in a multi-channel campaign

## **Profile the audience.**

Identify the ideal targets.

## **Size the audience.**

Get an email count from providers.

Consider look-alike lists.

## **Choose your tactics.**

Email, then retarget with banners on social media or with snail mail. Targeted banners, geo-fencing strategies, and across social platforms.

## **Design multiple creative approaches.**

Test multiple subject lines, calls to action, images, and body copy..

## **Proposal**

Pitch 3-month, 6-month and annual campaigns.

Multi-channel campaigns yield best results.



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## Multi-channel vs. Email-only

Consumers are engaging media across multiple channels on multiple devices on a daily basis.

The average consumer requires 7 to 13+ touchpoints prior to purchase. Your ads should be optimized across all channels.



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Distributing ads across all of your consumers' favorite channels and media platforms gives your campaign a 37% greater lift and engagement than only sending emails.

**37%**  
**Lift**

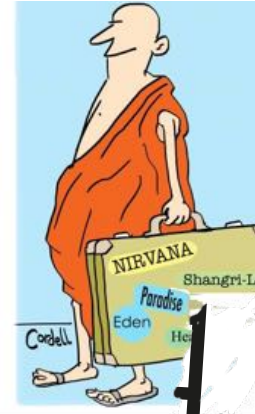


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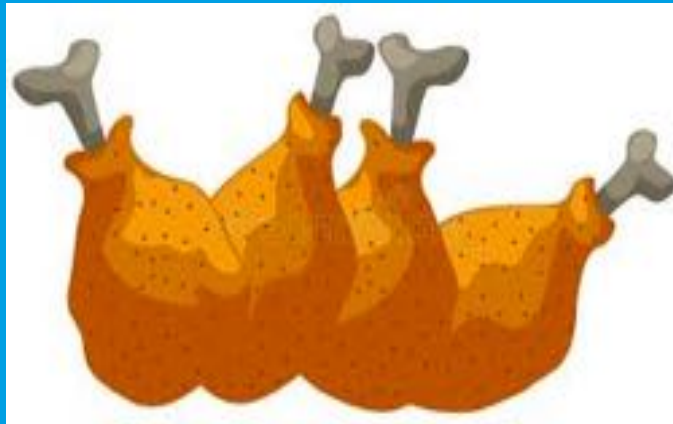
So, does this really  
work today?

Yes.

Let's look at a few examples.



**A chicken wing store  
is opening soon.**



They want to target a  
single zip code with  
direct mail.

## The postal count:

How many addresses in this zip code?



**39 routes = 24,360 addresses, including residential and business addresses, plus 563 PO boxes**

*After printing, the postcards must be bundled in stacks of 50 and delivered to the post office, each stack to be marked for a carrier route.*



**But wait! What if we send email instead?**



**And then retarget only the people interested —  
those who either open or click — with a postcard.**

## Here is our thinking so far...

### Option 1:

Direct mail to zip code

### Option 2:

E-mail every household in the market.

Follow up, send respondents a postcard.

Geo-fence competing local restaurants, send their customers banners.

Banner ads and ads on social media to everyone in the zip code.

So, they see our banner ads. Then they get an email. Then they receive a postcard.



## Now, we call our data partners.

The first provider has **21,132 email addresses** in the target zip code — very close to the 24,360 addresses from the postal routes.

But, in this case, we could not retarget respondents by postal mail. But we could retarget clickers with a banner campaign.

Then we call a second data provider.

They have **17,061** emails in target zip code.

But they have both email and postal data on just **7,554** of them.



**Finally, my favorite provider offered very similar numbers, with 7,535 cross-referenced emails.**

Geo: 10-mile radius of zip  
Target: All consumers  
Total = 15,238

Geo: our local zip  
Target: All consumers  
Total = 7,535

## Summary:

Direct mail (postal addresses) = **24,360**

Provider 1: **21,132** emails in zip  
Won't match respondents to addresses.

Provider 2: **17,061** emails in zip  
Can link postal and email for only **7,554** addresses.

Provider 3: **15,238** in target zip  
Can only match only **7,535** email and postal addresses.



## Our recommendation....

Start with a direct mail piece.

At the same time, launch a programmatic campaign. Tactics to include geo-fencing local restaurants, targeting restaurant-related keywords and users of dining apps, and serving ads on social media.



**Getting sufficient cross-referenced local data can be tricky.**

But then there are campaigns like this one...

**COMING SOON**

Many have called the mossy hills and jagged cliffsides of the Scottish Highlands wild, untamed, mythical. To Scottish Kings, it's home.

Experience the Gin of Kings, crafted by hand with the finest botanicals and distilled to smooth, balanced perfection in the Highlands of Scotland.





**They wanted to target SIC codes, to reach the employees of beer and ale companies, wine and distilled beverage companies, bars and restaurants, and hotels and motels.**

The count, from data provider I:

B2B (all per)  
Geo: NYC

Industry Codes/SIC:  
58 EATING AND DRINKING PLACES  
5181 BEER AND ALE  
5813 DRINKING PLACES  
5921 LIQUOR STORES

+

Job Title: Owner

**Total = 3,400**

B2B (all per)  
Geo: NYC

Industry Codes/SIC:  
58 EATING AND DRINKING PLACES  
5181 BEER AND ALE  
5182 WINE AND DISTILLED BEVERAGES  
**Total = 11,680**

B2B (all per). Geo: NYC DMA  
Job Title Contains: Bartender, Chef, Restaurateur,  
Restaurant manager, Restaurant owner

## From data provider 2:

SIC DESCRIPTION. Bartender, Chef, Restaurateur, Restaurant manager, Restaurant owner

5181. BEER AND ALE

**1,043**

5182 WINE AND DISTILLED BEVERAGES

**4,812**

58 Eating And Drinking Places

**142,893**

**Total 148,748**

B2B-COUNT

Job Titles

SIC DESCRIPTION. General Manager, Buyer, Bartender, Chef, Restaurateur, Restaurant manager, Restaurant owner

7011

HOTELS AND MOTELS

**Total 28,287**

**Grand total 177,035**

**Scottish Kings geo-fenced about 100 of the top bars and nightclubs in NYC, the headquarters of selected food and beverage magazines, and a few distributors.**

**We captured the phone IDs of everyone walking into those bars, and sent them display ads over the next month.**

**itzontarget**  
Big dog tools. Small business pricing.

## ANALYTICS EMAIL REPORT

### Scottish Kings

Deployment Date: 1-23-2018

Emails Delivered	177,000
Unique Clicks	3,879
CTR	2.20%
Opens	41,484
Open Rate	23.44%

## COMING SOON

Many have called the mossy hills and jagged cliffsides of the Scottish Highlands wild, untamed, mythical. To Scottish Kings, it's home.

Experience the Gin of Kings, crafted by hand with the finest botanicals and distilled to smooth, balanced perfection in the Highlands of Scotland.

**KEEP ME INFORMED**



**Demographics:** SIC 5181 - Beer And Ale - Bartender, Chef, Restaurateur, Restaurant Manager, Restaurant Owner - 1,043 records SIC 5182 - Wine And Distilled Beverages - Bartender, Chef, Restaurateur, Restaurant Manager, Restaurant Owner - 4,812 records SIC 58 - Eating and Drinking Places - Bartender, Chef, Restaurateur, Restaurant Manager, Restaurant Owner - 148,748 records SIC 7011 - HOTELS AND MOTELS - General Manager, Buyer, Bartender, Chef, Restaurateur, Restaurant manager, Restaurant owner - 28,287 records

**Geographics:** New York, NY

## ANALYTICS REPORT

### CAMPAIGN OVERVIEW

Flight date: January 2018  
Objective: 26,650 Impressions

### Scottish Kings

#### Campaign Overview

Impressions delivered 30,781  
Clicks through to site 480  
Clickthrough rate 1.56%

### CREATIVE PERFORMANCE

	IMPRESSIONS	CLICKS	CTR
300x250	26,843	427	1.59%
728x90	3,443	45	1.31%
160x600	495	8	1.62%
	<b>30,781</b>	<b>480</b>	<b>1.56%</b>

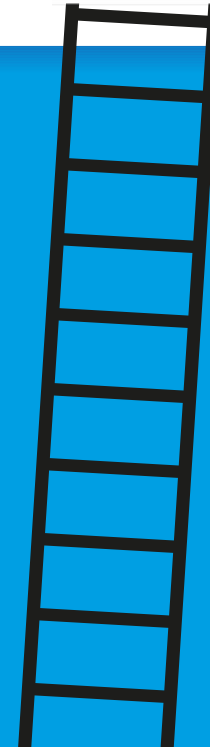
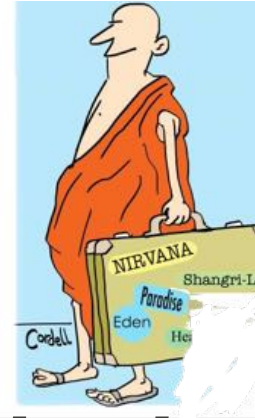


Average clickthrough rate across industries nationwide is .67%  
Rates vary with type of business and the impact of the call to action presented in the ad.

## People-based marketing is here now.

Imagine standing in a field, shooting a shotgun into the air, hoping that your target, a bird, is going to fly into the path of fire.

If that doesn't work, one idea might be to keep shooting at random.





Or, you could try aiming,  
exactly at the target...



...with all kinds of ammo at  
once.

Thank you!

Greg Swanson  
greg@itzontarget.com  
Portland, Oregon  
503-860-8261



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Big dog tools. Small business pricing.



