Strategy Facilitator

Discussion Document for Mapping out Customized

E-Mail Marketing Programs

1. Which of the following outcomes will your newsletter/communications program be designed to accomplish?

Brand reinforcement	Lead generation
Cross-selling optimization	Client retention, loyalty building
Client/prospect e-mail address list building	Increase market share
Increase awareness of products/services	Measure client interest/response
Sales Tool	

Readership Profile

1. What are the typical titles of your target readership?

2. What business challenges do these readers face and how might your program assist them in addressing these challenges?

3. Think about the lifetime value of a typical client in terms of revenue. In what ways might your communications program positively impact this figure? For example, how might your communications program be structured to reduce client defection, keep clients connected to your brand, increase share of wallet, etc.?

Editorial content

4. If cross-selling is an objective, what business lines will your newsletter program include?

5. Are there services you feel that your clients are currently underutilizing? If so, how might that impact your content choices when creating your newsletter?

6. Which of the following content styles will best serve the objectives established above?

__ Customer solutions stories	__ Industry developments
__ New product introductions	__ Staff expert profiles
__ Regulatory updates	__ Conference news
__ Calendar of events	__ Other _____

7. What frequency would best serve to accomplish the initiatives you've established?

___quarterly (4x)   ___bimonthly (6x)   ___Other_____

Distribution Channels

8. Will you be issuing your newsletter in print, online, or a combination of the two? How do you see your distribution channels changing going forward?

9. Will you incorporate e-mail list-building capabilities into your newsletter program? (for example, utilizing e-mail capture forms, electronic 'forward to a colleague' features, online content archiving, etc.?

Performance Metrics

10. What kinds of performance metrics would you like to incorporate into your program? In addition to open and click through rates, these might include downloading a special report or case study, viewing an online demo, requests for more information or some other response to specific calls to action.

11. What is a realistic timeline in which to launch your communication program? When do you want to have your first communication published?

We're here to help…

We can assist you in getting your communications program up and running in a timely manner. We help many of the nation's premier banks to design, create and execute client communications that get results. Our services include customized content built on years of in-depth industry knowledge, professional design, printing, electronic broadcasting and performance measuring and reporting.

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