

# Email Marketing

Jon Larson

MyMailout / Industry Mailout



who wants spam!?!?



who likes ice cream?

why do we call certain  
emails spam?

# SPAM

- Unanticipated
- Highly irrelevant
- Annoying E-Mails

## permission marketing

- personal
- anticipated
- relevant



## email marketing

- fits permission model
- high ROI
- reporting!!

where do you get your list?

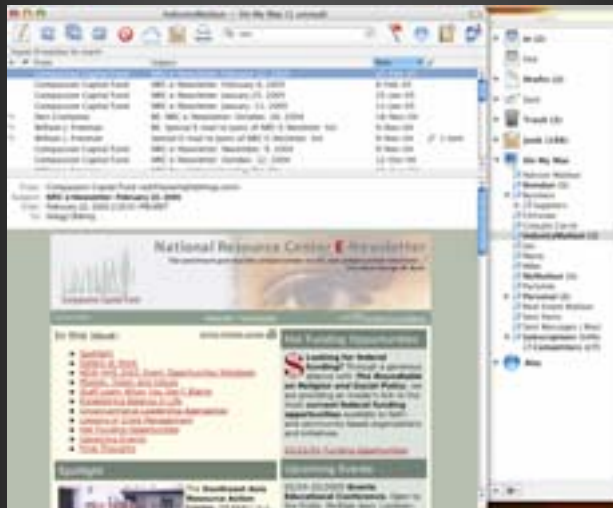


# create

- what is the purpose of the campaign?
  - message(s)?
  - call to action?
- Who are the recipients?



Financial Advisor



CCF USDHHS



**e-notes**  
 The DVT's e-newsletter

**Featured news**

**Technology Revolution**  
 Under the Sky

Industry leaders are embracing technology, and it's not just about the hardware. It's about the software. And it's about the people. And it's about the process. And it's about the results. And it's about the future.



**Insights**  
 The Business Revolution

Insights is a monthly e-newsletter of DVT for members in preparation of issues for DVT's Business. The content is a combination of news, analysis, and commentary. It is intended to be a valuable resource for DVT members. Stay tuned for the special section on performance of the market which will be published on the next issue. [Click to read the full article](#)



**In this issue**

**Business Revolution**  
 Under the Sky

Insights  
 News & Events  
 ASP and Integrator Awards  
 Board Update

**Business Revolution**  
 Under the Sky

Insights is a monthly e-newsletter of DVT for members in preparation of issues for DVT's Business. The content is a combination of news, analysis, and commentary. It is intended to be a valuable resource for DVT members. Stay tuned for the special section on performance of the market which will be published on the next issue. [Click to read the full article](#)

**Smart Selling** **DVT**

— **IT'S** *Smart Selling* a *collaboration*

**In this issue:**

- **Global Manufacturing News**
- **ASP and Integrator Awards**
- **John Lacey's 100th Birthday**
- **Discontinued Breakout Board**

**Discontinued Breakout Board**

**Last Call for COM-SPAC**

**Discontinued Breakout Board**  
 This feature through October 31, 2009.

Just a note: DVT has discontinued the COM-SPAC Breakout Board, and the ad will only be available for one month through October 31.

**Great Manufacturing News!**



Manufacturing Activity Expands; Great time to focus on Machine Vision Forum

"September, October and November are always great months for selling DVT," said Bob Steere, Chairman and CEO of DVT Corporation in a recent sales meeting, and judging the latest economic news, the year should prove to meet expectations.

**Click here to read more**

**ASP and Integrator Awards**

**BE RECOGNIZED AT DVT'S GLOBAL BUSINESS CONFERENCE & USER GROUP MEETING!**

ASPs and Integrators are Eligible for Awards from DVT; must Apply by September 15

**Click here for the full details**

Subscribe | Sitemap ©2009 DVT Corporation



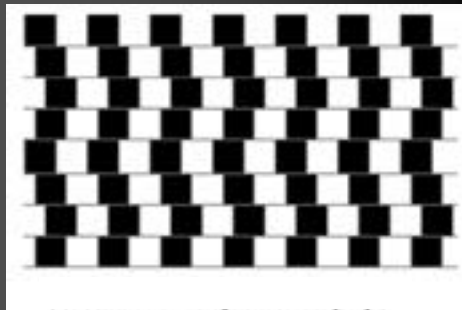


send



manage

- subscribes
- unsubscribes
- bounces



# report



list size  
& capacity

blacklist  
concerns

reporting

available  
time

degree of  
integration

expertise

in-house or outsource

thanks!

