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Delivering Insightful Marketing - bubbleboxmedia.com

Issue: April 2009



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Dear Tracey,

Welcome to bubblebox:media's *the INSIGHT* April newsletter, Delivering Insightful Marketing on a regular basis.

Here's our 3 point plan for tough times. 1. Knowing your customers is vital - we give you the questions to ask, and what to do with the answers. 2. Get your emails opened - we have the results of our testing of Subject lines. 3. We've provided some practical, measurable, and rewarding steps to make your marketing efforts more effective.

We'd love to hear your thoughts and we're here to help, so feel free to call us on 604 357 7194.

The bubblebox:media team.

Customer profiling

As the recession bites, you need to work harder at customer profiling and understanding customer behaviour. The good news is that your own data can help you.

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Subject lines: the great experiment

We put our own view on Subject line writing to the test with a reader-driven experiment. Discover the results - and the lessons to be learned.

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More effective Marcomms

Toughen up your marketing with a return to first principles and best practice. Our 3 Step Plan will get your campaigns in shape for the hard times ahead.

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bubblebox:media | T: +1 604 357 7194 | W: bubbleboxmedia.com | E: info@bubbleboxmedia.com
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