



Delivering Insightful Marketing - bubbleboxmedia.com

Issue: February 2009



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Hi Tracey & Paul,

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

Whilst many of our clients are still in the process of determining their budgets for 2009, we have already noticed that new and existing clients are reallocating their marketing budgets to non-traditional methods - the number one item on the list is Email Marketing. Whilst this is not news to many, we are finding that the demands on Email Marketing technologies are growing.

Dynamically generating content based upon preferences is something that most Tier 1 software platforms are capable of. The question is not if, but rather how do you set this up. Many platforms are complex and as the number of possible combinations increase with the volume of preferences, then testing and execution becomes ever more challenging.

Segmentation, Reporting and Analysis are the main focus it seems for 2009. For the Intelligent Email Marketer then this is imperative and we at bubblebox:media have both the technology and the consulting experience to help in that transition. We look forward to continuing dialogue and proving you with invaluable information during the course of 2009.

The bubblebox:media team.

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Email marketing success - Travel Industry case study

Near-perfect delivery rates, improved click-throughs and responses, detailed-but-simple analysis, and a real boost to business... these are the dreams of all email marketers. Discover how a major hotel group made its dream come true.

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Write the perfect Subject line

Everyone knows it's important to analyse campaign results for success. But what exactly are you analysing? If you design your emails with data analysis in mind, you can be certain you're measuring the right things. Success will surely follow.

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Learning from the past

There's much wisdom to be found within our Marketing Pearls archive, a fund of knowledge that's easy to read, and easy to apply. Discover (or rediscover) great ways to think about customers, marketing, email, multichannel strategies, and much more.

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Firms turn to email

Almost 60% of businesses will spend more on email marketing next year as the economic crisis continues, a new poll reveals. Around 40% will also increase spending on their web presence. Better customer engagement and retention are the driving forces.

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Until the next issue

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