
Chapter 9 Technology for Marketing

Section 9.2 Computer Technology and Marketing

Green Marketer Activity: E-Mail Marketing: Saving Trees and Mining Data

Directions Customers are often reluctant to sign up for e-newsletters because they are concerned about giving out their e-mail address and because they already receive a lot of e-mail. Effective e-mail marketers can overcome these concerns with strategies such as using persuasive offer language, targeting e-mail offers to subscribers' interests, and setting up strict privacy policies. Visit the Web sites of three companies you like. Find and read their e-newsletter sign-up offers. Critique one of the sign-up offers by answering the following questions.

1. Does the offer language make you want to sign up?

2. Is the content and frequency of the e-mail stated?

3. Is there a sample issue?

4. Can you specify your interests?

5. Is the privacy policy reassuring?
