**Genre Analysis – Aspects of a Successful Email Advertisement**

Email consumes America today; email is evolving into essentially an unspoken language. With what seems to be in the blink of an eye, email has largely replaced numerous phone conversations, text messages, and the amount of mail in our traditional brink and mortar mailbox. Many businesses and organizations have found email to be nothing but beneficial adding more profit to their bottom line with an inexpensive marketing alternative during tough economic times (Boerema). With increasing competition in a sluggish market, more and more companies are turning to email for a cost effective means of advertising and marketing their products. Creating an email account is free, as is emailing. Email is accessible and with technology in place today, it is easy for all generations to navigate. Some people consider advertisements via email ‘spam’. Others look at them as less junk mail in their mailbox, more trees that live, a convenience and often times a much-needed distraction. Advertisers and Marketers praise email for saving them money and resources while reaching a large audience with a click of a button (Boerema).

The style of an email advertisement is straight to the point with simple diction or tag line or subject line to hook the consumer. Add an eye-catching color scheme, even include a picture or a link and an offer that one can’t refuse, and you have what is becoming one of the hottest trends in marketing today. Using email as a mean for advertising could not be more ideal as it extremely inexpensive and increases traffic to the advertiser’s online store (Boerema). The language used to entice the consumer is typically simple with very simple short words. The email may be personalized and greet you by name for an example ‘Laken – for you only’. This helps the consumer feel special and encourages them further to inquire about the advertisement or offer. Depending on the intent of the email, all three modes of persuasion or rhetoric can be employed, although more commonly used forms are pathos and logos, appealing to the consumer’s emotion or call to action and in a logical fashion. For example, buy this item that you want now as this offer saves you money! It’s convenient and you can rationalize the purchase by the savings you receive.

**Subject:**

The subject line is vital to a successful email advertisement; this is what saves the advertisement from being deleted before it is even opened. Typically, the advertiser will include a phrase or offer to entice the recipient to at minimum open the email. A key component to a great subject line is it to keep it short and promising. This is the advertiser’s chance to “hook” the consumer. Some call the subject line the “big promise” as it makes a promise that the consumer wants to explore further. This is a call to action if you will, hoping the consumer will act on the offer or at least click on the link to see what the advertisement has to offer. This must be interesting and jump out to the reader. Steering clear of too many exclamation points and dollars signs is ideal, as spam more often than not includes both of those in excess.

**CC:**

*Carbon copy*- there is no such thing in email advertising; although some competitors create blind carbon copies as a way to send a mass mailing without divulging who the recipients are. Every business goes about their advertisement differently depending on their strategy, market, target audience, and season. Large department stores such as: Nordstrom and Saks Fifth Avenue, send out emails almost daily with a different advertisement showcasing a featured item with a link to take you directly to their website hoping to generate a sale and in turn, a profit. Other companies like Urban Outfitters send out monthly catalogs via email and only seasonal catalogs through ‘snail mail’ as a means of saving money yet increasing the amount of advertisements. Some retailers use intelligence gained by watching what items and where individual consumers spend their time on line to target market back to the consumer when those products are being offered on sale or with free shipping, or even as new products become available (Boerema).

**BCC:**

As mentioned before, some companies utilize the BCC feature to create distribution lists in mass which hides who the individuals are receiving the mass email. To me, this term has a dual meaning as an avid online shopper. I am somewhat blinded, almost oblivious, to the actual motive behind email advertisements by the convenience of online shopping. Taking advertising and marketing campaigns online to email saves the business money, provides an inexpensive forum to generate more revenue, and gives both retailers and consumers that “go green” effect that is becoming increasingly popular. This opens the market to a larger audience, especially if the company has an online store (Boerema). In what seems like no time at all, an unlimited number of people can receive an inviting email and begin shopping and spending!

**Attach:**

One thing all advertisements via email incorporate (like traditional advertisements) is eye-catching colors, pictures and the all-important tagline. Advertisers know how easily emails are deleted but they also know how easy it is to click on ‘find a store near you’ or ‘special savings’. To increase the chances of a consumer visiting their website or store they will attach a ‘online offer only’, ‘online only’, ‘web special of the week’ promotion to make the consumer feel as if they are getting something they cannot get in the store or an offer that is exclusive to the consumers whom signed up for the ‘exclusive’ emails. This is how the consumer becomes ‘attached’ to the brand or company. The consumer is more likely to open emails if an offer is ‘attached’. Often times, retailers will provide an attachment coupon, for those who receive the exclusive offers but prefer to shop in the traditional retail store. This encourages the consumer who likes to vary his or her shopping sprees to stay connected to the retailer and to keep the emails coming for even more savings.

**Send🡪**

When making a purchase online, advertisers’ use the consumers’ email for not only an electronic receipt or way to track a recent online purchase but also a way to inform the consumer of additional ‘exclusive offers and opportunities to save’. In addition to updating the consumer, a majority of advertising campaigns will send coupons acting as an incentive for not only subscribing to their email list but to draw consumers to their online store or to a location near the consumer. A new trend in sending emails to consumers is a forum in which the retailers receive feedback on products and service (Boerema). In return, most companies will send a coupon or special offer as a thank you to consumers for the feedback. This in turn will encourage the consumers to come back and be repeat, loyal customers. In addition the recipient of the email can also share this offer by sending the email to friends, increasing the number of people the advertisement was intended to reach.

*Professional Interview*

Phone Interview with Don Boerema, Chief Marketing Officer (CMO) for ADT, North America

Brief biography

In his current position for ADT North America as CMO, Boerema is responsible for strategic marketing, identifying new market opportunities and leading the development of new value-added products and services for both residential and commercial markets. Don Boerema comes to Boca Raton, Fla.-based ADT from FDN, a privately held telecommunications company in Orlando, Fla., where he served as president/COO. Previously, Boerema was SVP/business solutions at AT&T. He also held leadership positions at McCaw Cellular Communications, Pepsi and Procter & Gamble.

**Why email advertising?**

Email advertising provides an inexpensive alternative to other more costly advertising channels. We can reach a large volume of people all across North America including both existing customers and potential customers with targeted messages based upon intelligence we gain from our interactions with them various customer and prospect touch points.

**Have you seen a spike in sales?**

Yes, we have seen an increase in activity and ultimately sales as a result of improvements we made to our website to make it easier for our customers to self service their accounts and customize our services to best meet their personalized needs.

**Do you have an online store or website displaying products or services?**

Absolutely, and we continue to enhance and update the website to keep it fresh for our returning customers to not only see new product offerings, but as a forum to see additional services, or new products, that may be of interest to them.

**How long have you used email as a means of advertising?**

We have used email as a means of advertising for quite some time now, although we have recently become much more aggressive in this space as customers now expect this type of communication from us as a means of ensuring they have the latest and greatest products and services that ADT offers.

**What do you find most effective about email advertising?**

First of all is the low cost and effectiveness that you get when you utilize email campaigns. Secondly, it is the speed to market and ability to quickly modify and adapt offers based on the intelligence we gain from consumers who use our website and security analysis tools. We also get information that is useful for us in other marketing arenas via other social mediums like Twitter and Facebook.

The amount of people that can be reached in the quick click of a mouse is another advantage and benefit to utilizing email technology. Coupled with speed to market with the volume of people that can be contacted and you truly have access to a large volume of people in a short period of time. The other important element or component to effective email campaigns is user friendliness, but in today’s current environment that is getting easier to accomplish.

**Have you decreased other forms of advertising?**

Yes, we have reduced our marketing spend on direct mail advertising to the general public as it is less cost effective for us in our current environment. While we have reduced spending in this category, we have diverted some of that spent to our email campaigns and to targeted mailings to consumers which we can control (for example, new homeowners or neighborhoods who have seen an increase in robberies).

**Has there been any saving in cost associated with advertising via email?**

As mentioned previously, there has been some decrease in spend, but more importantly it is the change we have seen in how we allocate our marketing dollars which has yielded a lower overall marketing expense per sale.

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