



## Targeted marketing using e-mail lists

Targeted marketing.

The phrase itself speaks of efficiency and purpose.

Targeted marketing strategies are used in all sectors to help businesses develop new customer relationships. Businesses are finding new ways to employ database information to track activity, target their customer communications, improve the relevance of their messages, and integrate promotional efforts.

The Employer Records System (ERS), which serves Wisconsin Job Center staff, has just added a new information "product" to improve on its already powerful set of tools we use to manage the business relationship with our employer customers.

This product comes in the form of two WebIntelligence reports: one that produces e-mail addresses for employer contacts by county, and a more detailed report that produces e-mail addresses for employer contacts by area, business size, and type.

Please remember, by policy, information from ERS can be shared with other Job Center partners but may not be shared or released to other individuals, groups or agencies.

With strategic use, this new component of the Employer Records System can deliver a dose of service directly to an affected employer whose time is increasingly valuable.

Cavalier use presents risks. It can undermine support for Wisconsin Job Centers and services, with impacts both locally and beyond, the result of unsolicited e-mail message too many.

### Planning the effort

Before embarking on a sustained campaign, apply the marketing principles of modeling, testing, and analysis to all components of your marketing communication.

Set a clear, written, objective. Set goals for the outcome. Do you want an increase in job orders? Or, do you want an increase in job orders from employers of 10-25 persons in Eau Claire and Chippewa counties in the retail sales business?

Sustained relationships with business customers have implied mutual advantages. But, there is only one opportunity for a first impression before building a sustained relationship.

In that first contact, are you thinking only about your own needs? Or, are you listening to the needs of the customer? Do you only want that employer to participate in your job fair, or can you also help that employer understand components of labor law?

What constitutes a campaign? A single e-mail message to a single employer probably doesn't. A single e-mail message to more than one employer, with the same written objective, probably

does. Multiple messages with the same objective to one or more employers certainly qualify as a campaign.

Before embarking on a campaign, do your homework. After stating your objective, compose your message. Be sure to use language that resonates with benefits to the customer. Use a voice that is inviting and friendly. It will reflect the quality of our Wisconsin Job Center business!

### **Composing the message**

A common pitfall when developing a marketing communication message is to describe "features" of our services rather than the "benefits" of those services to customers. "Features" come across like boring facts. "You can post your job order online," one might write; an employer might respond, "So what?"

"Benefits" have the added quality of responding to an employer's needs. "Online access to job posting means you never have to leave your desk. There is no fee for posting an opening, and if you ever need help, just give us a call."

The basic difference between "features" and "benefits" in marketing communication language can be summed up by this old adage: "Facts teach. Stories sell!"

After crafting the marketing communication message, do some homework. Contact a few employers and ask them for feedback on your message. Listen to their comments, make the appropriate adjustments, trust your instincts, protect the quality of the Wisconsin Job Center business, and move ahead!

Set goals. Say, "I want one new participant in our child care workshop per 100 e-mails sent." Monitor the traffic and results. Study and discuss these results before embarking on your next effort.

Respect for the customer is the key to strengthening the bonds upon which sustained relationships are built. This is good work toward an admirable goal! Be mindful of the needs of your customer, and success is destined to follow.

Here are a few reminders as you begin to employ this new outreach strategy.

### **All e-mail is local**

E-mail marketing: it's not just for the big players anymore. Small businesses are turning to e-mail marketing in droves. Wisconsin Job Centers that use e-mail to contact the employers in their market area will be competing with other enterprises, not to mention day-to-day internal business for the company.

### **E-mail: Hunting vs. Gathering**

E-mail marketing takes many forms and can be employed to meet multiple objectives. But before looking at tactics (like well-crafted messages) and strategies (like stratified audiences), Wisconsin Job Centers should first establish clear, written, measurable objectives.

### **Enough! or too much**

It's very tempting for send out frequent communications. E-mail has low cost and quick application, two irresistible forces. Balanced against that seductive opportunity should be a concern for the consumer. Frivolous e-mails without information, or no new information, will

irritate more people than it will interest. Job Centers should save e-mail contacts for when it will really do them some good. There is a high price to pay when a customer is lost.

**Giving good e-mail service**

Good customer service is a vital aspect of any business. It is a particular challenge for our collective set of agencies comprising Wisconsin Job Centers. When done properly, it creates unparalleled loyalty. If we drop the ball, it's very hard to make amends. We get no second chances to make a first impression.

--Mark W. Wurl--  
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*The Division of Workforce Solutions (DWS) in the Wisconsin Department of Workforce Development (DWD) has staff who can provide additional technical assistance to benefit your Wisconsin Job Center outreach efforts. For additional information, call Mark W. Wurl at 608/266-4497, or e-mail [wurlma@dwd.state.wi.us](mailto:wurlma@dwd.state.wi.us)*