

Join the eBeat!

Are you pulsing with the beat of what's happening in the world of e-marketing and commerce? Send your pithy observations, keen insights and witty comments — all wrapped up in helpful tips for e-marketers — to mcampanelli@napco.com.



Austin Bliss,
president, FreshAddress

"In today's tricky marketing climate, it's more important than ever to get back to basics. Your e-marketing strategy should be simple: 1) Make sure the people on your e-mail list want to hear from you; 2) send them content they want to receive; and 3) repeat. Take an honest assessment of the time and money you'd normally devote to new online marketing initiatives, and pour it instead into the basics: creating valuable content and keeping your e-mail list clean and updated. The best marketing message in the world won't perform if it doesn't reach its intended recipients."



Don Scales,
president and CEO, iCrossing

"Brands are increasingly turning to measurable marketing channels to improve performance and increase ROI. We've seen this shift over the last several years, and the current market is only accelerating the change. Digital marketing is at the center of this movement, providing brands with increased accountability and measurability across search marketing, online advertising, Web analytics, and emerging areas such as social and mobile media. This 'flight to performance' is where the likely winners will spend, integrating their various digital marketing efforts, as well as integrating digital with all marketing channels to connect with their customers."



Steve Woods,
co-founder and CEO, Eloqua, and
author of "Digital Body Language"

"Today's buyers have changed fundamentally over the last decade as they now get most, if not all, of the information they need for their buying process from online sources. However, most of today's marketers have not yet gone through such a fundamental shift in the way they think about interacting with their buying audience. As marketers, we need to shift our thinking to how we best understand buyers needs — and we can achieve this by observing their online behavior, or digital body language. By understanding our prospects' and customers' digital body language, we can then assist them in their buying process by delivering the right message at the right time, and connecting them with sales only when they are ready to purchase." ❖

