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**MarketingSherpa's Anne Holland Guides Direct Marketers  
Seeking to Make Most of E-Mail Marketing at  
Philadelphia Direct Marketing Association Meeting**

*Meeting draws more than 100 professionals from regional direct marketing community  
eager to benefit from MarketingSherpa's real-life data and proven best practices*

Philadelphia, PA – April 3, 2007 – “Grow your list... add promotions to transactions... leverage triggered e-mails... design for the in-box... and refine e-mail landing pages.” These are the five seemingly simple yet essential e-mail marketing “quick fixes” presented by Anne Holland, president and founder of MarketingSherpa, to more than 100 marketers at the Philadelphia Direct Marketing Association meeting on March 21, 2007.

Holland's talk was chock full of proven e-mail industry best practices, Case Study examples, and recent and relevant survey data – just the sort of hands-on, practical, and measurable stuff that direct marketers crave.

Holland opened by sharing the results of a 2006 AD:TECH survey which revealed that of all the places advertisers spend, and want to spend their money, “e-mail converts better than search, and it results in more bang for the dollar.” She went on to share tactics for securing high-responding names – because “bigger is not better” when it comes to e-mail databases – as well as how to deal with hard bounces, which is what happens when a customer or prospect switches accounts and doesn't give a forwarding e-mail address.

Holland satisfied participants with a continual stream of strategies, tactics, and hits and misses for leveraging red-hot opportunities and building relationships with prospects through e-mail. As one example, she shared real-life successful “welcome” efforts, and ways that marketers

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## **HOLLAND SHARES EXPERTISE AT PDMA MEETING – 2/2**

creatively and cost-effectively use triggered e-mails to deal with the dreaded abandoned online shopping cart.

When it comes to designing for the in-box, Holland explained why – with the advent and pervasive use of e-mail preview panes – the top left corner of every e-mail has to work extremely hard. Holland’s overriding message: “Yes, you can improve your e-mail results!” and she drove home that message with the caliber of data that MarketingSherpa devotees have come to expect and appreciate.

“Anne’s presentation was extremely well received because it offered practical, tested information that all direct marketers can use to do a better job with e-mail efforts,” said Rod Ammon, PDMA president. “The PDMA is pleased to bring such a speaker and program to the Philadelphia direct marketing community.”

The program was sponsored by DMW Worldwide, LLC, an award-winning direct response advertising agency headquartered in Wayne, PA.

### **About MarketingSherpa, Inc.**

MarketingSherpa, Inc. is a research firm publishing case studies, benchmark data, and how-to information read by more than 237,000 marketing professionals every week. Praised by *The Economist*, *Harvard Business School’s Working Knowledge Site*, and *Entrepreneur.com*, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters. For more information, visit [www.MarketingSherpa.com](http://www.MarketingSherpa.com).

### **About the Philadelphia Direct Marketing Association**

The Philadelphia Direct Marketing Association (PDMA) is a non-profit membership association consisting of more than 500 members throughout Philadelphia, Southern New Jersey, and Northern Delaware. The PDMA has served the direct marketing community through education, information, and networking services since 1943. For more about the PDMA and a schedule of upcoming meetings and events, visit [www.the-pdma.org](http://www.the-pdma.org).

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