



LEXARTS

# Lexington Arts & Cultural Council

An Integrated Communications Strategy

# What's in a Name?



LEXARTS

# The *POWER* of Permission-Based e-Marketing

1. Anticipated
2. Personal
3. Relevant



**BlueGrass**  
mailing, data and  
fulfillment services 

# Lexington Arts & Cultural Council and Permission-Based e-Marketing

- Communicates a “Sophisticated” Presence
- Complements LACC’s Other Media Identities (Print and Web)
- Allows the Targeting of Our Audiences through Use of Group Segmentations
- Leads Patrons & Constituents to Our Website (Including On-Line Fund-Raising Pages)
- Reduces LACC’s Standard Mailing Budget
- Encourages More Creativity in Communication

## Typical Costs of Standard Mailings:

- Promotional Pieces (Designing & Printing )
- Letterhead & Envelope Costs
- Mailing Preparation Costs (Ink-jetting, Folding, Collating, Insertion, Metering, etc.)
- Postage – For Example: The cost of making 30,000 *traditional* annual mail contacts, would be approximately \$18,000 (including printed materials, inserting, addressing, postage, etc.), and much higher with a more expensive promotional piece.

## Typical Annual Costs of Making 30,000 Permission-Based e-Contacts:

- Email Design and Creation (Use Your Own Staff or an Outside Vendor)
- On-Going Maintenance of Your Database
- Broadcasting Cost Would be Around 5¢ per Email (Approximately \$1,500, Plus Account Options Selected)

## Minimum Email CREATION Capabilities

- Clean, Intuitive User Interface
- Personalization of Message (Data Merging)
- Importing and Managing Images
- Familiar Text Editor Functions and Icons
- Create Embedded Image or Text Links
- Modify Border and Background Colors
- Import HTML

## Minimum E-mail SENDING Capabilities

- Clean, Intuitive User Interface
- Schedule Emails for Future Broadcast
- Content & Format Evaluation Tool (to Maximize Email Deliverability)
- Powerful Subscriber List & Profile Management
- Send to Multiple Lists on Same Broadcast
- Large Bank of IP Addresses (to Maximize Email Deliverability)

## Minimum E-mail TRACKING Capabilities

- Create Record Dates and Times of Email Deliveries, Opens and Click-Throughs
- Handle “In-Email” Unsubscribes Automatically
- Track Embedded Survey Responses (if Included in Broadcast)
- Track & Print Email Campaign Results
- Create Broadcast & Tracking History for Each Email Address

## What to Look for in an E-mail Partner:

- Strong Permission-Based Deliverability Policies, Practices and Support
- Excellent Relationship with Major Internet Service Providers (ISP's)
- Software Has Clean, Intuitive User Interface
- Software Able to “Grow” with Your Needs
- On-Going Training & Support
- Provider of Additional Value-Added Services

**BlueGrass Mailing Services**  
**833 Nandino Blvd.**  
**Lexington, KY 40511**

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