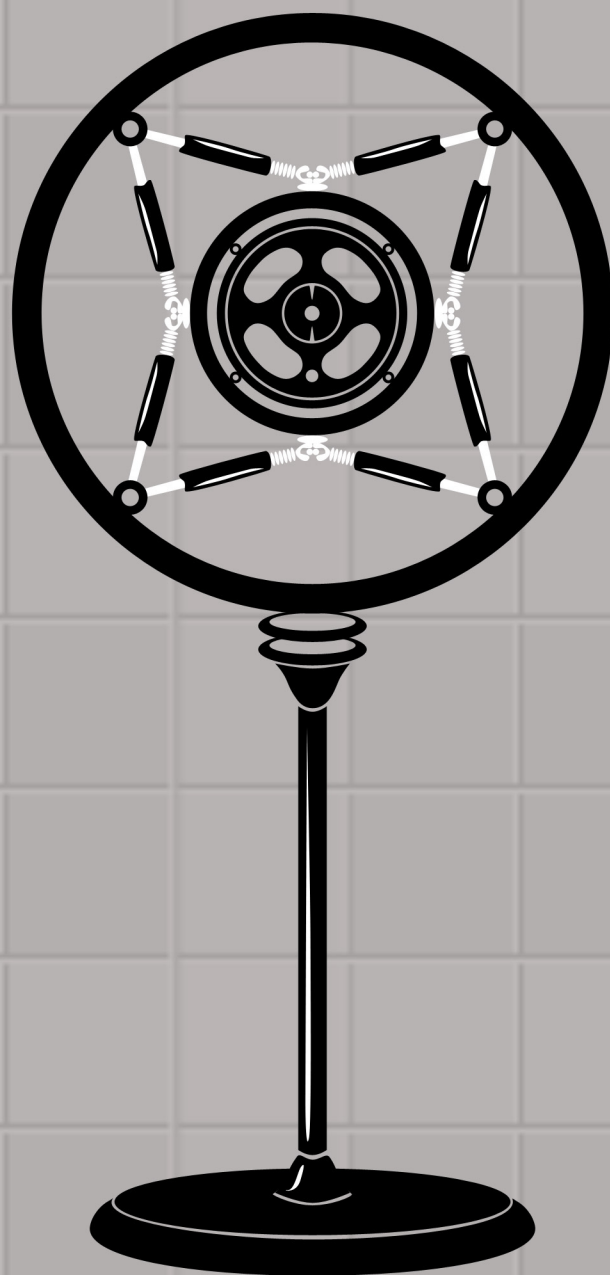


# ENTERTAINMENT EMAIL MARKETING



*Benchmark*  
EMAIL

# FOREWARD

- Walt Disney

Given that email and social media marketing is unparalleled in its power, reach and efficiency, it is baffling why such a high percentage of entertainment businesses are not currently engaging this promotional medium. More than half of all entertainment business owners and managers do not currently engage in email marketing - allowing their competition to run away with the untapped potential market.

If your entertainment business is part of the minority putting the significant advantages of email and social media marketing into action, this guide can assist you in refining and enhancing your online communications campaign strategies to gain the greatest possible benefits and the maximum ROI. If your entertainment business does not currently promote its activities via email, then this guide will show you how to embrace the latest email and social media marketing techniques that will provide an boost to any entertainment business - including yours.

- Curt Keller  
CEO  
Benchmark Email

## ► Introduction

This white paper, **Entertainment: Raising the Curtain on the Power of Email Marketing**, reviews the current state of [email campaigns](#) for the use of entertainment industry business managers and owners. The data included in this white paper is meant to assist entertainment sector members in sharpening their promotional efforts through these methods:

- 1) Gaining perspective on how to conceive and activate an online marketing campaign that attracts a group of new subscribers while conserving the support and minimizing the unsubscribing of existing clients
- 2) Understanding the web of legislation and the self-regulatory ethical standards for email marketing in the entertainment sector
- 3) Identifying the determinant statistics to gain further understanding about how to achieve maximum efficiency in campaigns and become familiar with approaches utilized by other entertainment brand managers
- 4) Using online and [email marketing](#) strategies tailored for your entertainment company to achieve and maintain the strongest benefit possible

A detailed group of current studies were used to compile the information contained within this white paper. The brand managers of entertainment units across the USA and Canada were sampled for these reports. The figures have been compiled from all strata of the entertainment industry. The figures derived by this correlation can be reviewed in the Entertainment Email Marketing Survey section.

The aim of this report is to present a group of questions for all entertainment business professionals geared to help analyze the current status of their email marketing campaigns and engineer effective solutions.

## ► Background

The entertainment industry is a sprawling sector that incorporates many different businesses, ranging from strictly personal “one on one” enterprises like theatrical, TV and motion picture agents to technical businesses such as camera and equipment rental houses. More so than other sectors, entertainment is extremely diverse and the uptake of email marketing is more likely to have extreme sub-sections (both high and low).

Many content distributors utilize email marketing to promote the sale or rental of their products; others such as technical, engineering and post-production suppliers may rarely engage in the process. Film festival personnel are traditionally heavy email marketing users, while casting agents tend to dismiss even personal email. When it comes to [social media](#) there is a similar dichotomy – there are some celebrities who have Twitter followers in the millions, yet the overall level of participation for the entertainment sector is below average.

The actual boundaries of the sector are also blurred. Most forms of multimedia production are firmly within the sector; others, such as location caterers, straddle the division with the food service industry. The primary categories are:

- Acting and Casting
- Advertising
- Agency and Management
- Animation, Graphic Design and Visual Effects
- Broadcasting
- Content Production



- Engineering
- Exhibition and Distribution
- Fashion
- Film Festivals
- Multimedia and Video Games
- Music
- Post Production
- Public Relations
- Publishing
- Radio
- Sports
- Studios
- Television
- Theater
- Writing



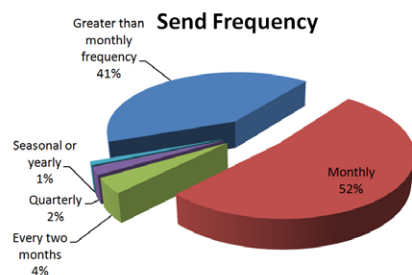
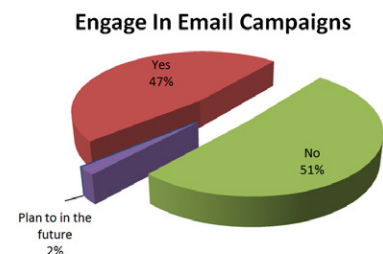
Regardless of the category they fall into, entertainment businesses who rely on selling or renting a product to clients tend to be much heavier users of email marketing, while providers of intangible or highly technical services tend to have a very low use.

## ► Entertainment Email Marketing Statistics

This collection of statistical data was derived from a wide variety of studies and surveys published by leading industry research sources. The data was combined and includes the answers received from direct conversations with entertainment business owners and managers.

### Entertainment Businesses that Engage in Email Marketing

Forty-seven percent of entertainment professionals report they currently utilize email marketing. The two percent who are not currently engaged in email campaigns claim they have plans to use it in the future. Larger content providers and distributors have already embraced email marketing as central to their promotional activities. However, the entertainment business is so diverse that when it comes to email marketing, it is difficult to make generalizations about current overall usage.

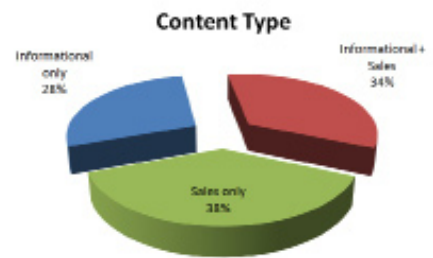


### Entertainment Sending Frequency

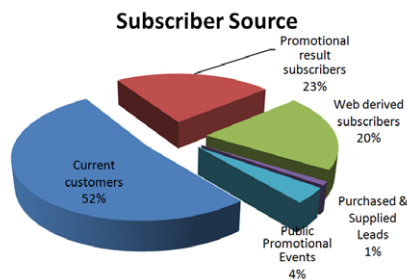
Fifty-two percent of all entertainment [email newsletters](#) are sent monthly, reflecting the greatest proportion of email sends. Newsletters sent on a more than monthly basis account for 41 percent of sends, while less than monthly sends account for seven percent. Four percent of the surveyed reported a bi-monthly send rate; two percent, a quarterly rate; and one percent, an annual send frequency.

## Entertainment Content Type

Email newsletter content blending of informational aspects with sales or forms of discounting and vouchers accounts for thirty-four percent of entertainment business emails. Information-only emails made up 28 percent of all newsletters, while emails lacking informational content and focusing directly on sales and discount coupons account for thirty-eight percent.



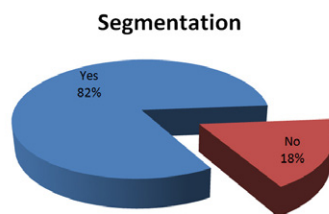
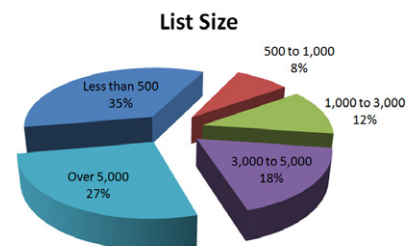
## How Entertainment Businesses Obtain Email Subscribers



Entertainment businesses appear to have a larger proportion of current customers on their email subscription lists than might be expected: Fifty-two percent of subscribers are current customers, and twenty-three percent are subscribers enrolled through a series of promotions. The Web is responsible for 20 percent of the subscriber entries, while one percent is made up of leads purchased or otherwise supplied. Various public events account for 4 percent of subscribers.

## Typical Entertainment Email Subscriber List Size

More than 35 percent of all subscriber lists have fewer than 500 entries, with the balance of 65 percent being larger lists: eight percent of lists have 500 to 1,000 subscribers; 12 percent have 1,000 to 3,000; 18 percent contain 3,000 to 5,000; and 27 percent have more than 5,000. Since this level of more than 5,000 is achieved by the larger entertainment businesses, it can be inferred that those lists could number in the hundreds of thousands and even in the millions.

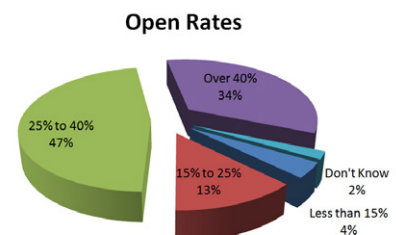


## Entertainment List Segments

Since many entertainment businesses currently engaged in email marketing are high volume users with an elevated level of technical sophistication, segmentation, or [targeted email marketing](#), seems to be well utilized by more than eight of every ten entertainment business owners and managers. A robust 82 percent amass marketing benefits by segmenting their email subscriber lists, while only 18 percent email identical content to all subscribers.

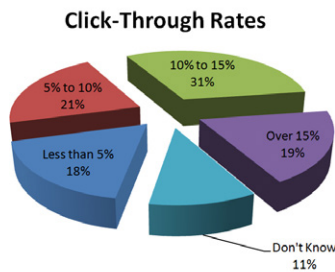
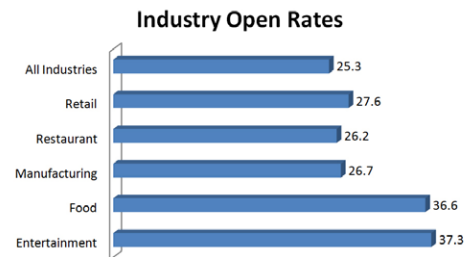
## Email Open Rates for Entertainment Campaigns

The owners and managers of the majority of entertainment businesses involved in email marketing are acutely aware of how many of their emails are opened: 98 percent of entertainment marketing professionals can quote their [open rates](#). Of the many entertainment businesses keeping track of this critical metric, 34 percent report their opens above 40 percent; 47 percent state it was 25 to 40 percent; 13 percent report a 15 to 25 percent open rate; and four percent show less than 15 percent of their emails were opened.



## Versus Industry Open Rates

The open rates stated by entertainment businesses (37.3 percent) are above the medians reported by most other major industry sectors.

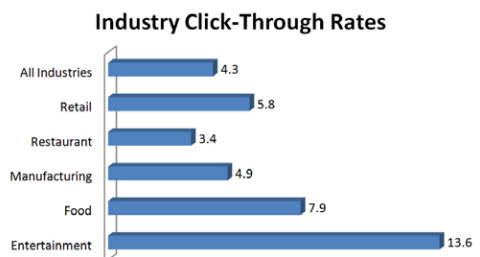


## Entertainment Subscriber Click-Through Rates

Eighty-nine percent of all entertainment business owners or managers know their [click-through rates](#) (CTRs): 19 percent report a higher than 15 percent click-through rate; 31 percent report between 10 and 15 percent; 21 percent report 5 to 10 percent; and 18 percent report their CTR to be less than 5 percent.

## Versus Industry Click-Through Rates

The CTR of entertainment businesses, at 13.6 percent, is above average and higher than other industry sectors.



## ► Entertainment Email Marketing Goals

Because the goals of entertainment businesses as a whole are exceptionally diverse, it is impossible to generalize about this market. However, for the business units currently engaged in email marketing campaigns, the success rate could be significantly elevated. Many entertainment business owners and managers are firmly committed to online campaigns, viewing them as central to their company's bottom line. As in any other industry, entertainment businesses are seeking to expand their customer base and increase their sales per customer ratios, and are finding that email marketing is unsurpassed in its remarkable Return On Investment (ROI) of nearly \$50 for every dollar spent.

## Short Term Goals

An expertly implemented email marketing campaign suited to meet the requirements of your entertainment business as well as your own individual preferences can produce these types of results over the short term:

- Customer participation
- Encourage additional sales and interest
- Extend online presence and authority
- Same quarter sales
- Venture recognition
- Word of mouth



## Long Term Goals

Entertainment businesses will find that mounting a professionally implemented email marketing campaign will produce:

- Enterprise loyalty
- Competitive advantage
- Higher traffic for a broader range products and services
- Online authority translating to sector market leadership
- Trade Media visibility
- Year on year sales

When a long-term email campaign is conducted with professional accuracy and thoroughness, your entertainment business will benefit from increased online visibility and the ability to reach out and connect with more prospects. There are few promotional opportunities available, whether online or in any traditional media, that match the impact and power of a properly implemented and consistent email marketing campaign. The launch of a campaign requires careful consideration be given to a number of significant factors.

## Implementation

Email marketing differs from the time-honored process of commissioning a radio commercial or purchasing a display ad in a trade magazine. In traditional media advertising, legal liability is limited to whether the ad's claims are factually verifiable. If that prerequisite of stating the truth in the ad copy is satisfied, then the advertiser doesn't need to worry about any legal challenges. In the case of email marketing, there are two types of legislation that must be satisfied: Federal and state laws, as well as the entertainment industry's standards for self-regulation, ethics and discipline. If any of the conditions set out by these standards are violated, the email campaign can lead to legal ramifications for your entertainment business.

## Compliance

Any information on a client entered into your subscription list without gaining the specific and express permission to send email newsletters to that individual violates both federal law and entertainment industry ethical conduct standards. This means no copying information from business cards, adding subscribers through word of mouth or any method that does not explicitly consider and document the subscriber's consent.

US law requires direct and precise approval to be garnered from the customer. Approval must be logged to your records permanently so it can be made available for any future review or audit. Entertainment business managers and owners under the misconception they are not subject to either forms of these legislative standards must be aware that the penalties for violations are extremely severe, and include fines of thousands of dollars for each individual email sent, as well as possible incarceration.



## CAN-SPAM Must Be Followed

US [CAN-SPAM](#) legislation describes the regulations all email marketing campaigns must follow. CAN-SPAM is an opt-out law governing the right of any subscriber to have their personal contact information removed upon first request. Best practice standards for email marketing call for direct and absolute permission to be granted by prospects prior to sending email campaign content. Violating these federal laws can open up your entertainment business up to severe legal charges, which may sanction the owner or manager of the company with fines and penalties of up to thousands of dollars for each email sent. More severe penalties include possible time in prison.

## Unsubscriber Facilitation

The very first time a subscriber informs you they wish to be taken off your email list, the onus is on your entertainment business to ensure that it is done correctly, definitively and immediately. Each and every unsubscribe request must be facilitated according to US federal law, which dictates that any violation of the regulations creates a liability for the entertainment business owner or manager. Violations can result in severe fines and even jail time.

## Bouncing Email Control

When an email cannot be delivered in a prompt and timely manner it is returned, generally by an Internet function known as a Mailer Daemon. These emails are returned in two different forms: soft or hard bounces. Both types of bounced emails must be taken seriously. Soft bounces should be investigated to discover whether the bounce is related to the condition of the client's inbox or if there is some other issue that must be rectified. The act of resending emails to a hard bounce address is more severe, and can irrevocably damage your online reputation. Failure to weed these addresses can result in a situation where your future emails may be treated by many ISPs as spam, leading to [blacklisting](#) and non-delivery.

## Privacy Policy

Privacy policies usually take up a number of paragraphs of legal boilerplate set in small type, and some business owners are inclined to visit a competitor's website and copy that policy to their own website. This is a bad practice that can result in severe legal liability. Consult your entertainment business attorney and draft a privacy policy specifically for your company.



## Proper List Segmentation

Segmentation is the subscriber categorization process that takes into account a number of demographic and other critical factors, including psychographic, lifestyle, behavior and life cycle. By developing specifically targeted content to suit each stratum, your ability to appeal directly to your clients' needs can be fine tuned.

## Ongoing Content Testing

In order to derive a scientific basis for your overall [online marketing](#) strategy, it is recommended that you engage in what is known as A/B testing. This form of testing sends out small samples of specifically drafted content to particular strata on your list. By analyzing the type and volume of response for each sampling, you will be able to appeal to your email newsletter subscriber.

## Obtaining the Prospect's Data

In order to facilitate your segmentation operations, it is important to reassure your client base that their information will be kept secure and your organization will not barter, sell or trade information to third parties. As your email newsletter subscription database continues to grow, you will discover that segmentation activities provide positive results and become more precise as time goes on. The more customer information you can gather, the more easily you can apply it to gain insight and cater to your clients' needs and preferences.



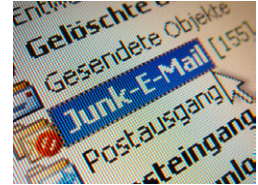
## Analyzing the Prospect's Behavior

Analyzing open and click-through rates can give you insight into subscriber behavior. There are three primary groups of

subscriber behaviors: Prospects who never seem to open your emails and are candidates for elimination from your list; clients who read but fail to act on your emails with the desired click-through and should remain on the list as they may engage your entertainment business in the future; and the best customer prospects, who both read and click-through your emails. By scrutinizing all aspects of your subscribers' behavior, you will be able to define data on how your email newsletters are performing and whether your current online marketing strategy should be modified for better results.

## Good Email Practices

Your campaign should always adhere to careful crafting of subject lines. The [subject line](#) is the headline of your email and is most often the only information allowing your reader to determine whether or not to open your email. As you engage in segmentation activities and supporting A/B tests, you will find that setting up multiple landing pages - each with varied and narrowly targeted content - provides valuable data to further refine your online promotional strategies.



## Email Metrics

The statistics at the core of this guide show that almost 89 percent of all entertainment business owners and managers were aware their click-through rates, and 98 percent are able to quote their open rates, demonstrating that the entertainment industry is up to date on key metrics forming the important performance basis of any online marketing campaign.

### ► Benchmark as Your Entertainment Business' Email Marketing Solution

#### Re-energize Your Email Campaign Strategies Thoroughly & Quickly

You can obtain the benefits of teaming up your entertainment business with the professional email service pros at Benchmark Email to effectively and affordably increase visibility to targeted clientele. Benchmark Email is widely renowned as one of the most savvy service providers of email marketing implementations, and relied upon by over 73,000 enthusiastic individuals and businesses. With many years of advanced experience in providing email services custom-fitted to the preferences of entertainment businesses, Benchmark Email is able to offer a complete and thorough [Entertainment Email Marketing Solution](#), guaranteeing your meticulously conceived email and social media promotional activities are precisely implemented to maximum effect.

Return On Investment is a key metric statistics of any email and social media promotional strategy. The main features integral to Benchmark Email's accomplished DIY Internet solution for entertainment businesses blend a basic and intuitive interface, readily accessed from any mobile device or personal computer browser, with the most professionally crafted email promotion and social networking tools available. All of these industry capabilities will benefit your entertainment business at an affordable price. Energize your business through Benchmark Email's expert solutions and realize the value of what the best in email marketing can truly be!



### ► Choose to Let Benchmark Email's Top Marketing Consummate Experts Do the Task for You

The insightful entertainment business manager knows when to pass off work to knowledgeable, professional and capable personnel: You may want to consider a delegated approach to your email marketing campaigns. Hand off the work to the professional online marketing concierges at Benchmark Email! You may wish to participate in the [We Do It for You Full Service Email Marketing](#) system, in which the skilled experts at Benchmark Email perform the activities of your business' online communications contractors. Simply send in your present subscription list, along with a description

of the most important features you desire to publicize in your online campaign, and the seasoned Benchmark Email facilitators will get your new email marketing and promotional campaign launched quickly and effectively.

The email and social networking promotional professionals at Benchmark Email will apply the most proven procedures available anywhere to satisfy your campaign goals. They will supply customized templates that utilize superlative and impressive graphic design and can be accurately displayed on view screens from the most sizeable computer monitor to the smallest smartphone screen. You will be able to quickly grasp the data with Benchmark Email's [Real Time Email Reports](#), which provide you with a vivid and accessible perspective on important historical and current email campaign performance metrics. This critical data will allow you to make effective determinations of how your email and social network campaign is developing at every single step of the process, and our email marketing associates will assure that your venture is prominently accessible on the most important social networks by supplying a broad range of postings and integrations.

Benchmark Email's savvy outreach and marketing professionals will direct every factor of up to two separate email and social media promotional campaigns for the benefit of your entertainment company. If you choose to concurrently implement additional campaigns, they can be provided for a reasonable and affordable fee. The powerful extent of our talents covers every step of your entertainment business' campaign, including cleaning up and reviewing your subscription list to your total specifications and activating auto-respond messages to provide instant replies to your prospects 24 hours a day, seven days a week. Through subscriber feedback channels, Benchmark Email can compose an encompassing client survey, as well as develop and create specifically written polling functions, that will provide you with the client information you need to meticulously target your campaign.

## ► Sector Standard Features

Whether you decide to use Benchmark Email's **Do It Yourself** or the **We Do It for You** service, your entertainment business will be in position to powerfully benefit from these renowned features:

**Advanced Message Scheduling** - Your online communications may be scheduled at any time you require, whatever the date and day part preferred by your prospects. By implementing highly advanced auto-responding functions, Benchmark Email allows you to schedule a series of countdown timers. These timers can be set to launch on predetermined particular events such as the date of the initial subscription, renewal dates, the customer's birthday or any other anniversary.



**Complete Video Integration** - Benchmark Email provides a proprietary [video email](#) process that allows video productions of any running time containing your entertainment business' most interesting news, bulletins or signings. Any promotional content can be properly delivered to your client base while keeping file sizes to an absolute minimum.

**Contact List Management** - As the total number of your customers on your subscription list increases, it develops into a far more complex task to maintain each entry. Benchmark Email's list management service helps you correlate, clean up and expand your subscription lists so you can segment categories based on a sequence of psychographic, lifecycle and demographic qualifications.

**Creating & Focusing Campaigns** - In a competitive field like entertainment, your company must market itself with the maximum possible efficiency. Benchmark Email provides services of such cutting-edge and evolved suitability, professionalism and flexibility that any category of email marketing campaign is within your reach.

**Delivery Assurance** - Over the years, Benchmark Email has nourished reciprocal relationships with all the major ISPs in order to certify an industry-leading delivery rate. This reciprocity is founded in Benchmark Email's unwavering commitment to meticulous compliance with email marketing best practices as well as application of effective anti-spam precautions.

**Expertise & Technology** - You will have control over every aspect of your email marketing campaign. This advanced mastery ensures that any type of email - from video to HTML to plain ASCII text - will be efficiently and rapidly delivered to your client's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's tracking reports give you a quick, comprehensible graphic illustration of all your email marketing campaign results. Each informational grouping is also defined in simple English, without resorting to technical jargon. You'll be able to learn exactly how your marketing campaign is performing at a glance.

**High Volume Plans** - Every size of entertainment business can benefit from Benchmark Email's powerful services and features. Should your enterprise require over 100,000 emails per month, our excess volume plans offer a bevy of performance feasibilities suited to your heavy-duty email sends.

**Polls & Surveys** - Benchmark Email's advanced polling and surveying methods represent the best of email service providers in the country. These remarkably flexible tools allow you to focus your email campaigning, all according to the prerequisites set by your entertainment clients. By compiling a customized range of prospect participation forms, your entertainment business' email promotional goals can be completed with efficiency and sensitivity.

**Social Media Tools** - Though some entertainment company owners and managers collect email addresses directly from the client, an unfortunate number of entertainment executives are not benefiting from social media strategies to growing subscription lists. Benchmark Email can supply comprehensive social network integration on leading sites such as Facebook and Twitter to ensure your marketing and promotional message will be "Liked" and shared among the social groupings and cliques of your subscription clients.



**Templates** - Benchmark Email offers hundreds of especially designed [email templates](#) swiftly customizable to precisely reflect any entertainment business' marketing preferences. The graphics and programming professionals at Benchmark Email can edit any of these templates to guarantee an unbeatable fit, and even create a customized template for your exclusive application.

## ► Benchmark Email Understands Your Entertainment Business

To achieve success in your entertainment company's email and social marketing campaign, a broad spectrum of factors should be taken into consideration. Benchmark Email has an extensive professional background in launching marketing campaigns to suit your entertainment company's business cycles and harmonize the marketing processes of your email address collection procedures:

- Casting calls
- Community involvement and volunteering
- Concerts and theatrical events
- Educational outreach to high schools & colleges
- Holiday promotions
- Local and regional promotions
- On location promotions
- Premieres
- Promoting word of mouth
- Rental store promotions
- Sports and other mass events



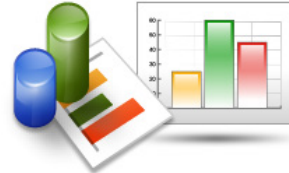
- Sweepstakes and contests
- Team sponsorships
- Trade show booths



## Results

Just a few of the beneficial traffic-related results entertainment businesses can profit from when taking advantage of the premium Benchmark Email entertainment package of services include:

- Cost / Benefit analysis
- Ease of information exchange
- Full service option provision
- Professional liaison
- Quick launch
- Scalability
- Sustainability



## ► Examine How Your Entertainment Business Can Profit from Benchmark Email's Services

By offering a synchronized and complementary set of service packages designed to meet the needs of your entertainment business, Benchmark Email can launch into action a sequence of state of the art functions that will boost the power and reach of your email marketing campaign. Select the option best suited to your time, resource and budget constraints: The Do It Yourself package is a fully-featured, pliable and vastly capable service, while the We Do It for You package encompasses every activity required for email marketing campaign success and places it into the trusted care of Benchmark Email's experienced professional online marketing concierges.



If your entertainment business is already embracing the advantages of email and social media marketing, you are surely aware of how this online communications technique offers maximum efficiency while providing an unparalleled return on your investment. If you are among the entertainment business owners and managers not yet promoting their business via email, then you will soon discover an entirely new category of clients in your market seeking out the competition because of your lack of online presence. Raise the curtain and start enjoying the benefits of innovative email and social media marketing techniques with Benchmark Email's [Email Marketing Solution for the Entertainment Industry!](#)

## ► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes. At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ► Contact Benchmark

We welcome your feedback and would love to talk with you about your event marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)