



Email Marketing For

Environmental Services

Benchmark
EMAIL

Email Marketing For Environmental Services

FOREWORD

"We cannot command Nature except by obeying her." - Sir Francis Bacon

Few world events drive home our planet's fragility like the recent Japanese nuclear power plant disaster. From that and other equally tragic events, more people have come to realize how important it is to take care of our natural environment. Environmental service businesses offer a variety of products and methods designed to enable individuals everywhere to tread more softly on our world.

One thing many ecologically aware people have in common is mobile technology, which enables them to keep up with new advances in eco-friendly living. Devices like smartphones, tablets and netbooks have triggered a revolution in how products and services are marketed to an audience reachable anywhere and everywhere – without a paper trail. A recent survey conducted by the Direct Marketing Association showed that for each dollar invested in an email marketing newsletter campaign, a \$43.62 profit was returned. No other form of marketing can achieve the kind of impact to your environmental service business' reputation and bottom line like a professionally executed email and social networking marketing campaign can.

This guide is intended to provide information about the latest state of the art business email marketing techniques for environmental service agencies, as well as show how companies currently participating in email marketing are benefiting and explain why the companies that are not should start taking advantage of this revolutionary advertising strategy.

- Curt Keller
CEO
Benchmark Email

► Introduction

This guide, Environmental Services: Growing Green Business through Email Marketing, was created to provide information on the state of email marketing for the use of environmental service businesses and aid online business promotional directors in focusing their company's marketing strategy. The facts in this report will help members of the sector sharpen their email marketing efforts by applying these techniques:

- Engineering and applying [social media](#) and email promotional campaigns for a number of new enthusiasts while upholding the adhesion and minimizing the unhappiness of existing customers
- Understanding the tangle of legislation and benchmarks of the environmental service industry sector
- Analyzing and interpreting email marketing statistics to gain insight on strategies utilized by some other environmental service's online promotional managers
- Activating results-oriented email marketing specifically customized for your environmental service business to achieve and sustain the maximum benefit

Online promotional managers of environmental service companies around North America were surveyed about their business units to compile the data contained in this report. Content was culled from environmental services businesses of all sizes, and can be read in the Environmental Services Email Marketing Survey section.

This manual elaborates on a series of questions all environmental service marketing managers should be pursuing to better their business, and to help them gain insight into the condition of their [email campaigns](#).

► Background

The environmental service industry is comprised of many different types of business units. Technical, engineering and other specialized field service suppliers may rarely engage in email marketing, while others - such as content/retail distributors - use email extensively to promote the sale or rental of their products. Some companies have Twitter followers in the tens or hundreds of thousands, but generally participation in social media is below average for this sector.

Environmental Services are exceptionally diverse and may overlap with other industries. Environmental service companies can specialize in air quality improvement, the protection of natural wildlife habitats, toxic waste disposal, upgrading waste management, cleaning up heavily polluted sites, increasing energy efficiency and the provision of green certifications, studies and enforcements.



No matter which category the business falls into, environmental service providers who rely upon selling or renting a product tend to apply email marketing to a greater extent, while providers of intangible or highly specialized technical services tend to utilize email marketing and social media less often.

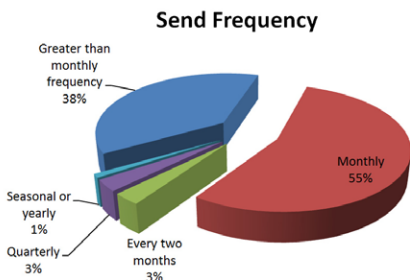
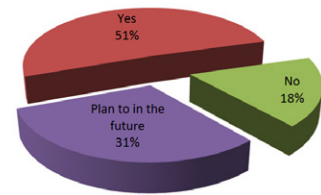
► Environmental Service Email Marketing Statistics

This study is based on current industry data. The data was augmented with answers received from direct polls of environmental service business owners and managers.

Environmental Service Businesses Currently Engaged in Email Marketing

Only 51 percent of environmental service businesses are currently engaged in email marketing campaigns. Thirty-one percent of all environmental service business owners and managers have plans to engage in email marketing in the near future. Eighteen percent of environmental service businesses report no plans to engage their customer base through email marketing newsletter campaigns.

Engage In Email Campaigns



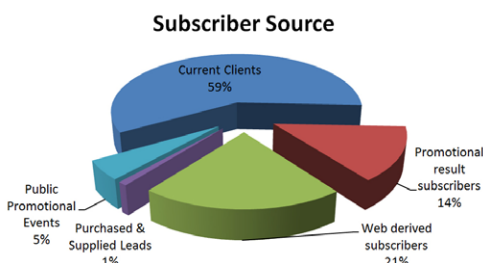
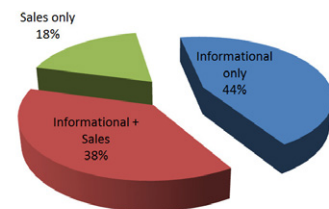
Environmental Service Business Sending Frequency

Fifty-five percent of surveyed environmental service businesses claim to issue [email newsletters](#) on a monthly basis; thirty-eight percent reported a more often than monthly missive send. Three percent send every two months; three percent send quarterly; and one percent send on an annual basis.

Environmental Service Business Content Type

Content type for environmental service business emails tends to be split evenly between newsletters carrying informative content only and newsletters blending information with a sales approach. Forty-four percent of all environmental service businesses engage their subscriber base with content exclusively informational in nature; while 38 percent mix it up by sending informational and sales content. Less than 18 percent have a single-minded selling focus and send sales-only content.

Content Type



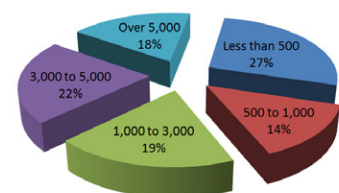
How Environmental Service Businesses Obtain Email Subscribers

Subscriber sources among environmental service businesses are skewed towards customers already familiar with the business unit. Nearly three out of every five subscribers on environmental service business lists are current clients; 21 percent are Web derived subscribers; 14 percent are subscribers gained through varied promotional activities; five percent from public promotional events; and just one percent are purchased and supplied leads.

Typical Environmental Service Business Email Subscriber List Size

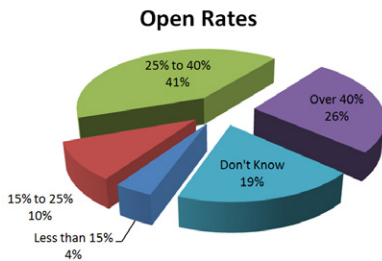
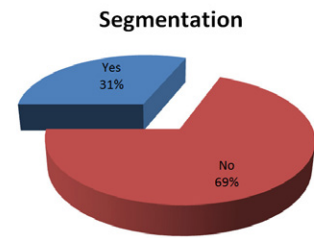
The fairly even distribution of subscription list size among environmental service businesses is anomalous among all industries, as 27 percent report that they have less than 500 email addresses on their lists; 14 percent say that they have 500 to 1,000; 19 percent claim between 1,000 to 3,000; 22 percent state they possess 3,000 to 5,000; and 18 percent have very large lists of over 5,000 subscribing prospects.

List Size



Environmental Service Business List Segments

Although marginally better than other industries, the uptake of [email segmentation](#) procedures in environmental service businesses that provided data for this report is low. Thirty-one percent of all owners or managers state they currently segment their lists into various demographic, geographic and/or behavior sections; 69 percent state they do not segment their lists at all.



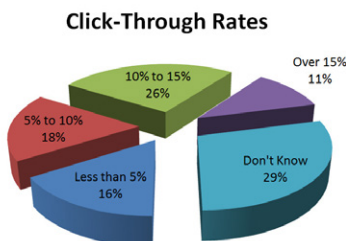
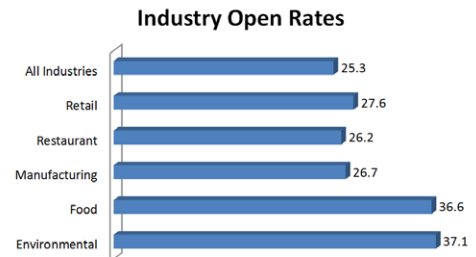
Email Open Rates for Environmental Service Business Campaigns

Environmental service businesses have a relatively high [email open rate](#). Twenty-six percent of all environmental service business owners and managers claim more than 40 percent of their emails are actually opened; 41 percent report between 25 and 40 percent of their email newsletters are read. Four percent state their opens as less than 15 percent, and 10 percent claim an open rate of

15 to 25 percent. Nineteen percent of all environmental service business owners and managers state that they are not aware of their open rate metric.

Versus Industry Open Rates

The open rates claimed by environmental service businesses seem to be nearly 50 percent above the average for all industries at 37.1 percent, beating the overall industry open rates of 25.3 percent for all industries.

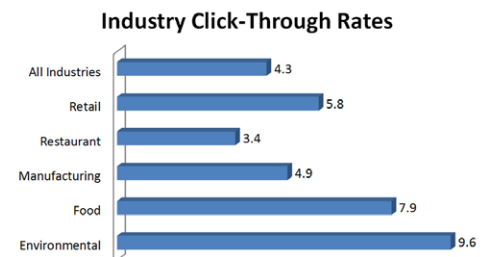


Environmental Service Business Subscriber Click-Through Rates

Twenty-six percent of environmental service business owners and managers claim that 10 to 15 percent of all their emails get clicked on; 18 percent state between 5 and 10 percent are clicked on; 16 percent report less than 5 percent; and 11 percent claim an over 15 percent click rate. Twenty-nine percent of surveyed environmental service marketers did not know their [click-through rate](#).

Versus Industry Click-Through Rates

Environmental service businesses report a click-through rate of 9.6 percent. Much of this success in achieving clicks may be attributed to the motivation of environmental service email readers to consume new material.



► Environmental Service Industry Discussion

The environmental service industry encompasses a wide range of varied businesses, all of which overlap with other commercial sectors. Some primary environmental service categories are:

- Agriculture
- Alternative Energy Solutions
- Biodegradable and Compostable
- Bottled Water Systems
- Clean Air
- Cleaning Services
- Construction and Renovation
- Design
- Education
- Energy Efficiency
- Environmental Consulting Services
- Family and Community
- Farming
- Food and Beverage
- Gas Efficiency
- Government Initiatives
- Health and Medicine
- Hobbies and Recreation
- Home and Garden
- Lighting
- Personal Care Products
- Personal Care Services
- Pets Foods and Supplies
- Recycling and Waste Management
- Specialty Stores
- Sustainable Development
- System Management
- Tourism
- Toxic Site Cleanup
- Toxic Waste Disposal
- Transportation



Some environmental service businesses are clearly limited to industries like toxic site cleanup, recycling and waste management and sustainable development, while others - such as agriculture, food and beverage as well as transportation - are industrial sectors in their own right but may have environmental service elements.

Wide variation in products and services offered by environmental service businesses requires vastly differing marketing approaches. Some environmental service businesses benefit from online promotions in different ways than other companies in the same industry. Environmental service businesses focusing on alternative energy solutions, bottled water systems, energy efficiency and lighting, for example, can adopt a more straightforward approach to launching and conducting a comprehensive email marketing newsletter campaign.

If an environmental service business is promoting an energy efficiency survey, service or product, it should be aware of the key demographic statistics of its subscriber base. In some cases, such as home energy, a broad email and social networking strategy is simple to implement because the audience is wide and commercial. When environmental service businesses are dealing in more specialized and narrowly targeted ecological products and services, like clean air, environmental consulting services, government initiatives, toxic site cleanup and toxic waste disposal, marketers do not typically deal with the general public. Clients in these cases are usually highly specialized and rarefied executives, and although they are just as suitable for targeting with a properly conceived and implemented email marketing campaign, the approach is different from a commercial or general strategy.



Environmental service businesses dealing primarily in specialized ecological product and service niches need to concentrate on the specific nature of their customer base more than on environmental generalists. When an environmental service business specializing in toxic site cleanup attempts to increase its sales and draw new clients into the fold, reaching out to the general public is a poor strategy. Individuals or groups best matched to this type of environmental service business include municipal, state, regional and federal authorities, bureaucrats, elected politicians, industrial executives, large scale land developers and conservation agencies.

The underlying structure of the email marketing campaign is mostly the same, whether the target of the environmental service businesses is the general public or a handful of specific administrators. The difference is in the approach and tactics utilized. While social media marketing is tremendously successful when a general audience is targeted, it becomes counterproductive in cases of environmental service businesses reaching administrators, executives and civil servants.

Common currency in [online marketing](#) that appeals to both narrow and wide audiences is gathering information relevant to the reader's preferences and requirements. General audience incentives, such as discount coupons, VIP clubs, entry to special events, sneak peeks on new product launches and two-for-one offers are irrelevant when your reader is a government environmental official. Knowing your customer is very important, and custom tailoring your email marketing content specifically to those individuals is of critical importance.



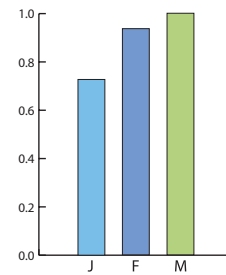
► Environmental Service Email Marketing Goals

Many environmental service business owners and managers are firmly committed to email marketing and see it as fundamental to their company's bottom line. As in any other industry, environmental service business owners and managers are always trying to find new ways to expand their customer base and increase their sales per customer rates. Environmental service executives are realizing that email marketing is an inexpensive and highly effective alternative to traditional print and other media advertising, made even more attractive by a remarkable return on investment of over \$40 for every dollar spent.

Short Term Goals

A comprehensive, expertly implemented email marketing campaign designed to meet the requirements of your specific environmental service, as well as your own individual preferences, can be expected to produce these types of results:

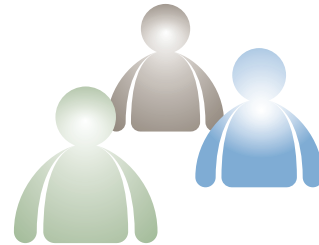
- Customer participation possibly resulting in expansion of services or products
- Additional sales and interest
- Extension of online presence and authority
- New customers
- Same quarter sales
- Venture recognition
- Word of mouth



Long Term Goals

Over the longer term, environmental service businesses can anticipate that mounting a professionally created and fully featured email marketing campaign will produce:

- Enterprise loyalty
- Expansion of customer base
- Competitive advantage
- Higher traffic for a broader range of products and services
- Increased cooperation from suppliers and related businesses (equipment, information and supply wholesalers)
- Online authority translating to sector market leadership
- Trade Media visibility
- Year on year sales



The benefits of a long term, professional and comprehensive email campaign will have far reaching effects on every aspect of your business. Particularly in the environmental service industry, the range of services may yet be unknown to potential clients. There is no other promotional opportunity that can match the impact and intrinsic power of a properly implemented and well-scheduled email marketing campaign. However, launching a successful campaign requires meticulous research and consideration given to a number of significant factors.

Implementation

Email marketing is different from the traditional process of commissioning a radio commercial or purchasing a print display ad in an environmental service trade magazine. While the liability for a business placing an advertisement on conventional media is more or less limited to “truth in advertising” restrictions, email marketing is governed by two distinct forms of regulation: industry standards and federal law. While the former applies to the overall ethics and discipline required for any self-regulatory framework, the latter is implemented by the United States government and contains strict legislation governing how businesses can interact with prospects through email.

Compliance

It is common practice among environmental service business owners and managers to collect business cards and information about prospects through various methods, from environmental surveys to direct canvassing. Most environmental service businesses enter customer data collected in these ways directly into their email marketing subscription lists; however, by doing so they commit a violation of federal law. According to its main regulatory guidelines, the law states any business must obtain unequivocal and direct approval from any individual prior to placing their email address on a newsletter list.

The Federal Email CAN-SPAM Law Is Severe

In the USA, the legislation that determines what aspects of a business' email policies are legal and which ones are not is known as the [CAN-SPAM Act](#). This legislation protects the right of any individual to be able to be immediately deleted from any email subscription list at their first and only notice. Any environmental service business found to be violating this legislation opens themselves and their business up to severe legal penalties, including incarceration.

Unsubscription Facilitation

By law, whenever a subscriber notifies your environmental service business that they wish to be dropped from your list, you must take immediate action to adhere to that demand. Your email marketing subscription list must be accessed and that individual's email address be conclusively deleted before any further emailings are sent out to them.



Bouncing Email Control

Whenever any email is sent, be it personal or business, one of these three results can be obtained:

- **Success:** The email is delivered as intended.
- **Soft Bounce:** The email was delayed perhaps indefinitely due to a problem outside of the sender's control, such as network bottlenecks or an overfull recipient inbox.
- **Hard Bounce:** The email cannot be delivered since the email address is nonexistent or has been in some way blocked.



In both bounce scenarios, an Internet facility called a Mailer Daemon notifies you that your email was not delivered and gives the reason why. If the bounce was soft, it is not your direct concern, as the situation is out of your control. However, you should try to contact the customer through other means to notify them of the problem. When the bounce is hard and you resend to that same email address, you wave a red flag at ISPs, which control traffic up and down the Internet, that marks your address as a spammer. Once you are placed on the spammer [blacklist](#), it is impossible to send any type of email - even to your friends and family.

Privacy Policy

Some environmental service businesses discount the importance of a properly crafted privacy policy and simply copying a policy from a competitor's website and place it on their own. There are two basic problems with this approach:

1. It creates duplicate content, which will be indexed by the search engines and lead to penalization in search results
2. Having a privacy policy that does not precisely cover the exact extent of your online activities can create serious legal liabilities

Your environmental service business attorney should draft a privacy policy specific to your company so that any of the activities you engage in will be precisely covered in the document in order to avoid legal entanglements.

List Segmentation

Segmentation is a critical part of any environmental service business' [email marketing plan](#). Your email content should be tailored to fit the needs of your varied customer base. Through the application of segmentation strategies, you will be able to accurately appeal to your customers' preferences and be in a position to propose the precise types of services, products, equipment, consulting and assistance each one of them needs.



Ongoing Content Testing

Highly experienced email marketers rely strongly on continuous tests to their email marketing newsletter content. One of the most popular and widespread tests is known as the A/B split. This test is conducted by sending two versions of email content to a specific segment of your subscription list, identical in every way except a single element such as an image, a link or a [preheader](#). By comparing how the two different versions performed in the various email metrics, such as open and click-through rate, you will gain valuable insight into how your environmental service business customers respond to your email campaign and how to refine your content via repeated A/B split tests.



Obtaining Personal Data from Your Customer

Most people do not want to divulge any greater amount of information than they deem strictly necessary, so environmental service business owners and managers seeking to obtain extensive demographic and personal data from their customers may feel stymied. It is important to gather as much personal information as can be derived from prospects without alienating them, and many email marketers find that incentivized [online surveys](#) or other types of participatory forms can help in the process of gleaning valuable data upon which to base your segmentation efforts.

Scrutinizing Your Customer's Behavior Patterns

The main mode of determining the success of your email marketing campaign is by examining [email metric](#) statistics. Some prospects on your subscription list do not open your emails at all, and continuing to send to these email addresses is not likely to change that specific behavior pattern. These subscribers are best deleted from your email list. Other prospects may open and read your emails but usually fail to respond to the call to action. These individuals should not be dropped from the list since they are actually reading your emails; that fact often equates to a response to your service in other ways, such as visits to your location based on the information they learn through your email campaign. The most desirable group is the customers who both read and click through to your Web pages. These are the individuals who are the most responsive from an email marketing standpoint, and thus extremely valuable.



Good Email Practice

It is important to ensure your email marketing campaign adheres to acknowledged [best email practices](#). These are some of the key points to practice:

- Preheaders and subject lines must be carefully crafted
- Your email template must allow for the varied browser and mobile device display capabilities
- You should have multiple landing pages with specific content for each segmentation element and to allow for A/B split tests

Email Metrics

The statistics included in this guide demonstrate that almost three out of ten environmental service business owners and managers are not aware of their actual click-through rates, and one out of five are also unaware of their open rates. Failing to keep track of these critical email metrics while carrying out email campaigns is a serious shortcoming, as it denies the environmental service business manager or owner the ability to analyze the particular factors available to help make accurate determinations about their campaign's performance.

► Benchmark as Your Environmental Service Business' Email Marketing Partner

Quickly & Thoroughly Renew Your Email Campaign Strategy

Your environmental service business can witness solid bottom line results from collaborating with the accomplished industry professionals at Benchmark Email, who will enable you to reach out to your clients at an extremely low cost. Benchmark Email is widely known as one of the top [email marketing service providers](#) in the United States, relied upon by over 73,000 business customers. After years of serving environmental service businesses all over the world, Benchmark Email now proposes an Environmental Service Email Marketing Solution that integrates every element imaginable to make sure that your email and social media marketing targets are met.



Return On Investment is the primary criteria for any business expense, and Benchmark Email's efficient DIY web-based solution for environmental service businesses features an online interface with the most powerful email marketing and social media promotion tools around. Engaging your prospects through Benchmark Email's effective DIY solution allows you to make precise determinations as to the accurate value of email marketing's effects on your environmental service business.

Choose to Have Benchmark Email's Renowned Marketing Pros Do It for You

The savvy environmental service business manager or owner knows when to delegate and subcontract work to professional and knowledgeable experts. When it comes to your email marketing campaigns, you may choose to adopt an autopilot strategy by handing over the email marketing tasks to experienced professionals at Benchmark Email. Your environmental service business can enter into the next phase of email marketing by taking advantage of Benchmark Email's exclusive [We Do It for You Full Service Email Marketing](#) process. This unique and powerful service will engage Benchmark Email's experts to execute the functions of your direct email and social media marketing as if they were your own personnel.



The email and social media marketing pros at Benchmark Email use the most advanced and successful industry procedures to meet and exceed your campaign goals. They will create custom tailored templates containing impressive, relevant graphics seamlessly displayed on every PC, mobile monitor or view screen. You will find Benchmark Email's Real Time Email Reports easy to understand - a great way to gain a bird's eye view of all the relevant campaign performance metrics so you can make precise determinations about how your campaign is progressing at any time. Your online email concierges at Benchmark Email will ensure that your environmental service business is prominently featured on the most popular social networks by posting on your Facebook Fan Page and even publishing your current newsletter links on your own Twitter page.

► Industry Standard Features

Whether you determine that Benchmark Email's simple and powerful Do It Yourself or the comprehensive We Do It for You service is the best fit for your environmental service business, you can derive a wealth of state of the art benefits:

Advanced Message Scheduling – Your email sends can be scheduled for any date and time of your choosing. Benchmark Email can apply sophisticated auto-responding functions that correlate with any events you desire, such as renewal date or a client's birthday.

Comprehensive Video Integration – Benchmark Email's advanced offerings include a video email process that allows integration into your email template of any video productions you want, all while minimizing file sizes.

Contact List Management – Benchmark Email's list management capabilities can streamline and segment your subscription lists to allow you to target your customer categories based on a variety of factors including geographic, behavior and demographic.



Creating & Focusing Campaigns – The experts at Benchmark email will engineer your entire email marketing newsletter campaign to ensure that your results are as successful as possible.

Delivery Assurance – Benchmark Email has a long history of collaboration with major ISPs around the world, and as a result has an extremely high delivery rate. Benchmark Email's reliable delivery assurances are based on the most elevated level of best practices in the email service industry, and the implementation of comprehensive anti-spam features ensures that your environmental service business will continue to benefit from our impeccable email reputation.

Expertise and Technology – The technological infrastructure engineered and operated by Benchmark Email is of the highest caliber and allows for any form of email including HTML, video or even just plain text.

Full Tracking Reports Incorporating Visual Graphs – Benchmark Email provides comprehensive [email tracking reports](#), featuring graphics and easy to understand language so that relevant statistics can be grasped at first glance.

High Volume Plans – Should your environmental service business' subscription list contain more than 100,000 individual email addresses, Benchmark Email can put into effect a series of advanced technologies specifically designed to facilitate your large sending volume with our Dedicated Server plan.

Polls and Surveys – Obtaining key data on your environmental service business customers is a primary requirement of improving your segmentation procedures. Benchmark Email can harness effective polling and surveying methodologies to derive some of the most extensive data sets available and increase your bottom line results.



Social Media Tools – Benchmark Email can integrate your message into the main social networking sites, such as Twitter and Facebook, to garner the greatest amount of "Shares" and "Likes," engaging your social media customers in the direct conversation modes they prefer.

Templates – The masterful graphics, programming and content experts at Benchmark Email propose hundreds of highly developed and effective [HTML email templates](#) able to integrate any form of graphics or video you prefer. If you have requirements for your email marketing templates specific to your environmental service business, a custom created template can be designed for your exclusive use.

► Benchmark Email Understands Your Environmental Service Business

One of the main priorities in a successful email marketing newsletter campaign is engaging in a continued and sustained effort of subscription list building via these key methods:

- By training staff to ask for the email address in person and on the phone
- Community involvement and volunteering
- Concert, sports and other mass events
- Ecological education to all ages
- Local and regional promotions
- Promoting word of mouth
- Supplier co-ops
- Sweepstakes and contests
- Team sponsorships
- Website interactivity and involvement



Results

Just a portion of the powerful traffic related results environmental service businesses can profit from while taking advantage of the complete spectrum of the premium Benchmark Email Environmental Service package of services include:

- Cost / Benefit analysis
- Ease of information exchange
- Professional liaison
- Quick launch
- Scalability
- Sustainability



Analyze How Your Environmental Service Business Can Profit from Benchmark Email's Services

Benchmark Email's different service package options can benefit your environmental service business by obtaining the best results possible. Benchmark Email's Do It Yourself package is an effective, capable and fully comprehensive service, while the We Do It for You package incorporates every facet of a successful email marketing campaign by placing the entire operation into the hands of Benchmark Email's experienced online communications masters.

When you start attracting new customers from directions you never thought possible, you will be glad that you trusted the important task of email and social media promotions to Benchmark Email's [Environmental Services Email Marketing](#). The population is communicating online, and your prospects are waiting for you to inform them about how they can solve their environmental problems while you provide affordable, sustainable and fully green results through your environmental service business.

► 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 at www.benchmarkemail.com/register.

CONTACT US

► Contact Benchmark Email

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

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

Call: 800.430.4095

Email: sales@benchmarkemail.com