



# HOME

## IMPROVEMENT





## FOREWORD

*"Do not wait; the time will never be 'just right.' Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along." - George Herbert*

Home improvement business owners and managers are well aware that they face extreme competition for the contractor and home renovator customer no matter where they are located. Many urban, suburban, and even rural areas throughout the country are effectively saturated with home improvement centers, from the smallest family run corner hardware store to the most expansive national chain operation. Each of these DIY locations is competing to attract a greater market share and traffic to its floorspace each and every day. Home improvement businesses have long relied on conventional, older advertising in media such as radio, newspapers, television, magazines, billboards, and Yellow Page listings to drive traffic to their locations, but the wise home improvement managers and owners are now realizing that the traditional media can no longer compete with the immediacy, power, and impact of online communications that are taking their customers and the world by storm.

An overwhelming number of home improvement customers are affixed to their smartphones, tablets, netbooks, and other mobile web-enabled devices nearly every waking moment in every day of the week. This constant connectivity creates a situation that if you are not reaching these extremely mobile prospects through their favorite mode of portable communication, you are not able to leverage what is arguably the powerful marketing vector available. Your customers are in front of desktop PCs at the office, they carry their notebooks around while traveling, and they are in the presence of the latest generation of mobile devices that keeps them tuned in to their increasingly important online social circles and cliques via the extremely popular social networking sites such as Facebook and Twitter. This connectivity has triggered a lifestyle that calls for consistent communication, and many of your mobile, web-enabled customers will check their emails several times an hour!

With this revolution in electronic lifestyles, it is evident that email and social media marketing has evolved into your most lucrative marketing method. Through a coherent and professional email marketing campaign you can easily and quickly increase the visibility of your home improvement business while engaging a much wider audience than you ever could through the traditional and conventional advertising buys.

Unlike the print and broadcast media, email and social network marketing is remarkably affordable and generates profits on a scale that differentiates it from any other form of marketing. In 2009, the Direct Marketing Association conducted a wide ranging survey of email marketing return on investment and determined that for each dollar invested in the process, a staggering total of \$43.62 was returned. This astounding rate cannot be remotely approached by any other online or traditional media marketing strategy.

With this exhilarating power and reach available to every home improvement owner or manager, it is stunning to find that fully 43% of them are not currently engaged in email campaigns. Although 26% state that they are anticipating engaging



their customer bases in the near future via email marketing, almost one out of every five home improvement managers and owners state that they have no plans to launch email marketing campaigns.

It should be clear by now that the most effective way to reach your home improvement prospects is by implementing a coherent and professionally designed campaign of email and social media marketing. It is irrelevant whether you operate a tiny tool rental shack in a small farm town or a massive modern DIY hypermart that encompasses over a dozen acres. Every form and type of home improvement business can benefit from engaging your prospects through the impressive efficiencies to be found in email and social media marketing. This guide is intended to help the home improvement businesses who are currently enjoying the benefits of email marketing hone their strategies, and to convince the recalcitrant minority that email and social network marketing represents the future of their promotions.

- Curt Keller  
CEO  
Benchmark Email

## ► Introduction

The data reported in this white paper, Home Improvement: The DIY Guide to Email Marketing, was compiled to achieve insight on the current position of [email marketing campaigns](#) for the direct benefit of home improvement promotional managers. The statistics included in this guide are meant to help industry members improve their email marketing efforts by applying the following methods:

1. Obtaining an overview on the design and activation of social media and email campaigns in order to draw in new clients and reduce the unsubscribe rate of existing ones.
2. Comprehending the obstacles to maintaining compliance with a befuddling tangle of legislation, as well as the self-policing metrics of the Home Improvement industry group.
3. Gaining perspective on the various strategies used by other home improvement brand directors around the globe.
4. Practicing efficient online marketing through email customized specifically for your home improvement brand.

A detailed sequence of recently released informational studies were utilized to form the basis of the conclusions in this guide. The brand directors of home improvement concerns around the USA and Canada were surveyed about their views to compose these reports. The figures have come from all sizes of the home improvement sector. The figures compiled by this synthesis can be found in the Home Improvement Email Marketing Survey section.

The prime purpose of this report is to analyze a sequence of queries that most home improvement professionals should be asking to gain perspective into the present performance of their online email marketing.



## ► Background

Any business in the home improvement field has to contend with thin margins, extensive competition, seasonal cycles, and the effect of the economy on new construction as well as existing home renovations. The types of retail outlets that make up the home improvement sector range from small town tool rental facilities to massive DIY marts carrying tens of thousands of SKUs (Stock-Keeping Units) and covering acres of land. The home improvement sector is diverse to a somewhat greater degree than many other industries and thus the statistics regarding the sector's utilization of email and [social media marketing](#) tend to adhere reasonably closely to overall industry medians.

The smaller and independent home improvement businesses tend to have a much lighter adoption rate of email newsletter campaigns as many lack the physical capabilities to engage in the activity. A number of the tinier stores still have manual cash registers and computer technology is still absent from their locations. The uptake of email and social media marketing increases considerably as the store sizes hit the middle range, and agreement on [email marketing](#) as a primary promotional vector becomes virtually unanimous among larger and national chain stores.

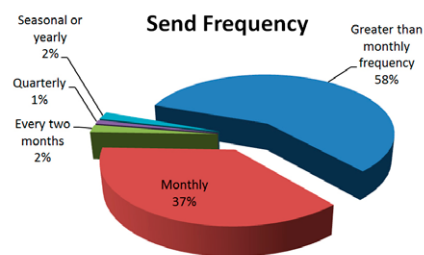
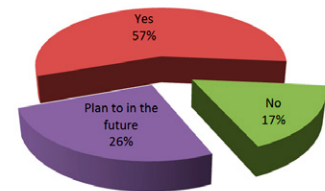
## ► Home Improvement Business Email Marketing Statistics

This guide is the result of a wide ranging summarization of various recently published research studies and surveys conducted by leading industry sources. The statistical information culled from these studies was conjoined with the data obtained from direct querying of a number of home improvement business managers and owners.

## Home Improvement Businesses that Engage in Email Marketing

The statistics for home improvement businesses show that 57% engage in email campaigns while 26% plan to do so in the future and a surprising 17% claim that they have no plans to engage their customers through the benefits of email marketing. The larger home improvement businesses that act as national or multinational product providers and distributors are firmly committed to electronic distribution of information and have already implemented and accepted email marketing as fundamental to their promotional activities. Statistics are sometimes hard to interpret as some larger providers and distributors may have an email subscription list numbering in the many thousands, even millions, and yet they count as a single user in this engagement chart, while there may be several thousand small outfits that do not use email marketing at all but by far outweigh the “single user” of the corporate giants. The nature of the home improvement business is so diverse that when it comes to email marketing it is difficult to decipher an accurate overall perspective about the current overall usage. It appears the extremes cancel each other out and the result is reasonably in line with conventional overall averages.

Engage In Email Campaigns



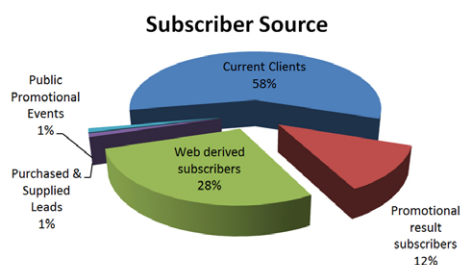
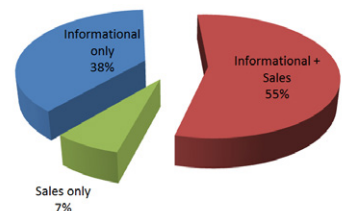
## Home Improvement Business Sending Frequency

The sending frequency of home improvement businesses shows that 58% have adopted a greater than monthly frequency for their [email marketing newsletters](#); 37% send their missives out monthly; 2% every two months; 1% quarterly; and 2% seasonal or yearly.

## Home Improvement Business Content Type

When it comes to home improvement, businesses' preferred content type for their email campaigns is a blend of information and sales approach. 55% of the content is comprised of informational + sales content; 38% of all newsletters contain informational only content while 7% are sales content only.

Content Type



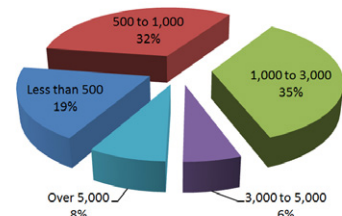
## How Home Improvement Businesses Obtain Email Subscribers

The subscriber sources for home improvement businesses are skewed heavily toward their current consumer base with 58% being sourced from current clients; 12% from promotional result subscribers; 28% from web derived subscribers; 1% from purchased & supplied leads; and 1% from public promotional events.

## Typical Home Improvement Business Email Subscriber List Size

Home improvement businesses' list size tends to be primarily slanted towards the lower end of the scale: 19% of all subscription lists contain less than 500 email addresses; 32% have 500-1,000 entries; 35% contain 1,000-3,000; 6% have 3,000-5,000; and 8% have a list that numbers over 5,000.

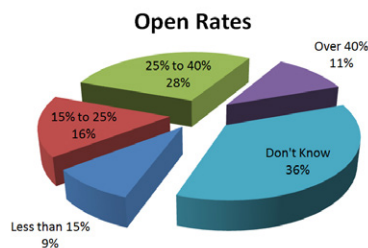
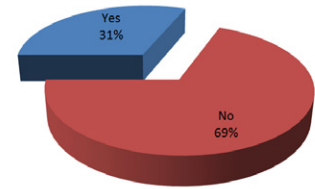
List Size



## Home Improvement Business List Segments

A primary missed opportunity for home improvement businesses is their lack of coherent overall utilization of segmentation procedures: Just 31% say that they use segmentation in their email campaigns while 69% state that they do not.

Segmentation



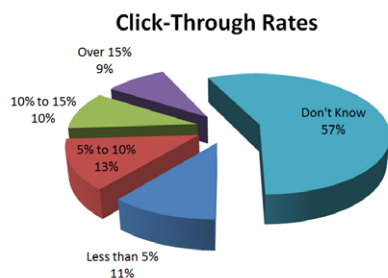
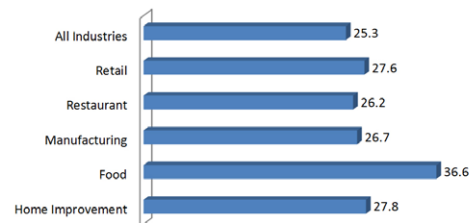
## Email Open Rates for Home Improvement Business Campaigns

More than one third or 36% of all home improvement business owners and managers claim that they do not know their open rates. Among those who do, 9% claim less than 15% opens; 16% state they receive open rates of 15-25%; 28% get 25-40%; and 11% claim that they get a very high level of over 40% of all their sent email opened and read.

## Versus Industry Open Rates

Home improvement businesses' overall open rates at 27.8% lie roughly in the median range of All Industries which stands at 25.3%.

Industry Open Rates



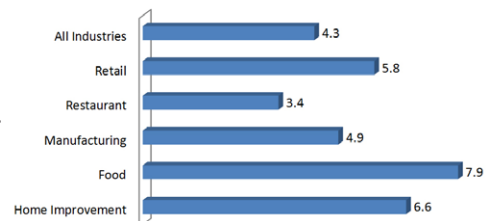
## Home Improvement Business Subscriber Click-Through Rates

Fully 57% of all home improvement businesses cannot state their [click-through rates](#), which is an extremely unfortunate statistic. Of the owners and managers who are aware of this critical email metric, 11% claim a less than 5% click-through rate; 13% say 5-10%; 10% state they get 10-15%; and 9% claim over 15%.

## Versus Industry Click-Through Rates

Industry click-through rates stand at 6.6% for home improvement businesses, which compares favorably with the overall industry average of 4.3%.

Industry Click-Through Rates



## Home Improvement Industry Discussion

The primary categories most home improvement businesses deal with include:

- Appliances
- Bath

- Building Supplies
- Cleaning
- Flooring
- Hardware
- Heating & Cooling
- Home Decor
- Kitchen
- Lawn & Garden
- Lighting & Fans
- Outdoor Power Equipment
- Outdoor Living
- Paint
- Plumbing
- Storage & Organization
- Tools
- Windows & Doors



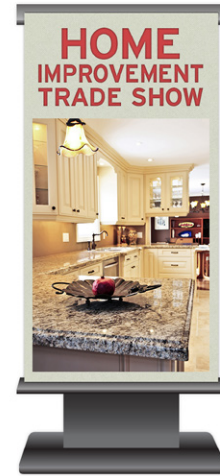
However, within this list there is room for almost infinite variety and differentiation. The enormous DIY warehouse stores in major cities can carry thousands of SKUs in each of these departments. Their building supply departments can expand outwards over acres of well stocked lumber yard; their appliance section can feature virtually entire lines from all of the prime manufacturers; their lawn and garden section can be seasonally stocked with thousands of ready-to-plant flowers, fruits, and vegetables; and their hardware and tool sections can include more than enough supplies to engage in the total construction of any house or commercial building. On the other extreme of the home improvement business is the tiny hardware store that serves a small rural population. This type of store may not have appliances or plants at all, instead offering a threadbare selection of tools and hardware with a bit of lumber stacked up in the alley.

These two totally different home improvement stores may seem to have nothing in common with the exception that both are equally suitable to implement [email marketing campaigns](#). Despite the great variation in these stores, from the selection and type of merchandise all the way to the demographics of its customer base, email marketing offers an even playing field for both of these extremes in the Home Improvement industry to compete and win over the loyalty of a thriving and burgeoning customer base.

Within the core of every group of consumers there are inherent characteristics that not only dictate the types of products and services that they are habitually in the market for, but also the specific types of motivations and incentives that can be utilized in a coherent online marketing strategy to obtain their patronage. Geography plays a highly significant role in the demographic and disposable income parameters that each home improvement business must take into consideration while designing their email marketing strategy. The recession has left wide swaths of economic devastation behind in states such as Arizona, California, Nevada, Michigan, Ohio, and Florida. In some regions within these states, more than half of the homes lie empty and the area's families find that their disposable income has been squeezed to zero and the best that they can do is to use their meager income to purchase food, staples, and the barest necessities. At the same time, there are many zones also within those states including several areas in Los Angeles, Silicon Valley, and the San Francisco Bay Area in California and Southeastern coastal Florida where it would seem that the recession has never occurred and individuals are still tripping over themselves to buy multi-million dollar condos, Rolexes, and Bentleys. In the former areas, home improvement means barely patching a leaky roof or jury rigging a furnace to hopefully keep it going through just one more winter while in the latter it can mean dropping \$100,000 on a total kitchen renovation complete with granite counter tops and Viking professional stoves.

A question that is often asked by home improvement business owners and managers is how to collect these email addresses to a greater extent than they are already doing in order to improve their sampling and segmentation. The answer lies in a focused, coherent effort to gather as many email addresses as possible at every possible juncture. Some of the situations wherein home improvement businesses have historically achieved notable success in gleaning email addresses include:

- At community events
- At DIY fairs, trade shows & expos
- At fundraising events
- At sports events
- At subdivision or building launches
- At the customer service desk through a business card drop
- By sponsoring little league and other local teams
- By training staff to ask for the email address in person & on the phone
- From collaborative local businesses in the contracting and DIY field
- Via a guestbook
- Via a website signup page



Of course you must ensure that clear and valid permission is obtained and permanently recorded for each subscriber that is placed on your newsletter subscription list. By collecting email addresses in a completely ethical and legal manner you will find that your list will soon be burgeoning and the additional list entries will provide you with additional valuable opportunities to segment your list even more in order to motivate and incentivize sales in your home improvement business. Whether you operate in an area that has been left unshaken by the recession or one that has been profoundly affected, your home improvement business can benefit from engaging your customers and prospects through the elevated efficiencies found only in email marketing.

## ► Home Improvement Business Email Marketing Goals

Whether you operate a small town corner hardware store or a massive DIY center that encompasses acres of lumber yard it is evident that your email newsletter must be specifically concocted to ensure a stream of customers to your facility from the homemaker with a leaky sink to the contractor building an entire subdivision. It is necessary to provide the specific type of information to each of your customer groups that educates and entertains them with regards to your home improvement facility as well as ensuring that they think of you first for all their DIY needs.

### Short Term Goals

An email marketing campaign compiled by experts to meet the total requirements of your particular home improvement facility, as well as your own direct preferences, can be anticipated to provide these levels of results over the short term:

- Competitive advantage
- Customer participation in additional DIY classes, events & occurrences
- Extend online presence & authority
- Find new customers
- Location loyalty



- Location recognition
- Same quarter sales
- Word of mouth

## Long Term Goals

Over the longer term, home improvement businesses can anticipate that implementing a professionally designed and fully-featured email newsletter campaign will produce:

- Contractor appeal via promotion of special services & discounts
- Expansion of customer base
- Facility loyalty
- Gaining local and regional competitive advantage
- Higher traffic for a broader range of products and services
- Increased cooperation from suppliers & related businesses (transportation, equipment, fixture & supply wholesalers)
- Online authority translating to sector market leadership
- Year on year sales



The positive aspects of an effective, professional email marketing campaign will have wide ranging benefits on every facet of your home improvement business operations. You must be aware that your complete services may not be currently obvious to your prospects in your local region. They may know your location by viewing your signage, but they may not be aware that you are offering the exact cordless drill, engineered lumber, or shower enclosure they can't find anywhere else, or precisely the sort of DIY class they require, scheduled at the time that is most convenient for them. In order for your home improvement email campaign to appeal to the category of customer that is a bull's eye match to the offerings present in your location, careful consideration must be allocated to a number of important factors.

## Implementation

The traditional, older forms of advertising such as radio, television, newspapers, magazines, and Yellow Page listings are governed under a different set of regulations than email marketing. One of the most notable differences is the legal criteria that apply to email marketing when it comes to how consumers are approached and how their requests are implemented.

## Compliance

A home improvement business that collects business cards from contractors or has signup sheets to collect information about their customers cannot simply enter that data into their email subscription list without obtaining clear and unequivocal prior permission to do so from the customer. If these prerequisites are not satisfied, the business manager or owner is liable for violation of federal law.

## CAN-SPAM Violations Have Severe Consequences

The [CAN-SPAM Act](#) regulates email marketing in the United States and it describes extremely clear standards on how all businesses must conduct their online marketing. This form of legislation is called an "opt-out" regulation as it demands immediate compliance for any



subscriber who requests to be taken off an email subscription list. The federal government takes violations of CAN-SPAM extremely seriously and any violators are subject to very harsh penalties including huge fines and jail time.

## Facilitate Unsubscriptions

Your home improvement business must make it very easy for your subscriber to request that you delete their information from your computer systems. All of your outgoing emails must contain a readily visible and accessible unsubscribe link that will immediately be acted upon by your company. Failure to honor an unsubscribe request swiftly and irrevocably is a violation of federal law and may trigger extremely unpleasant legal sanctions.

## Manage Bouncing Emails

When any home improvement business sends out an email, be it a personal missive, a business inquiry response, or a commercial email newsletter, three separate things can occur:

1. The send is successful and it will be delivered as intended.
2. The send is delayed perhaps indefinitely due to a problem such as you customer's overly full inbox or internal net traffic bottlenecks; called a Soft Bounce.
3. The send is considered impossible to deliver since the email address no longer exists or for some reason has been blocked; called a Hard Bounce.



In both bounce cases you will receive a message from the internet's Mailer Daemon to inform you of the reasons for the bouncing email. A soft bounce is not your fault but you should take steps to rectify it, possibly by contacting your customer by other means. If the bounce is hard, then it is considered your responsibility as you should know the status of your list's email addresses before sending. If you repeat a send to an email address that you have identified as a hard bounce, the ISPs that route traffic along the internet will place you on a blacklist. If that occurs you will find that it is nearly impossible to send out any emails at all, no matter whether they are personal, business, or email marketing newsletters.

## Privacy Policy

A number of home improvement business owners and managers simply cut and paste a competitor's privacy policy onto their own sites. Not only does this act create duplicated content, which is frowned upon by the search engines, but it also opens you to potential legal liability as the privacy policy does not accurately reflect the activities you are undertaking in your online business. Your business's privacy policy should be drafted by your attorney to ensure that it is a perfect fit to your company.

## Segment Your List

Segmentation of the newsletter subscription list is imperative for all home improvement businesses, as it is the best way to focus your promotional strategy based on the demographic and behavior characteristics of your audience. It is evident that the professional contractor who places six figures annually on their charge account at your facility's location has different requirements for information on your business than the weekend handyman working through his Honey Do list. That differentiation is critical as it is fairly pointless to promote a DIY class on building a shed to the former and to pitch a discount on multiple lifts of lumber to the latter. Through the application of segmentation techniques you can develop newsletter content that is a precise fit to the various characteristics of your customer base and you'll be able to propose precisely the types of discounts, equipment, rentals, tools, and accessories each is most likely to be interested in.



## Split Test Your Ongoing Content

All home improvement businesses engaging in email marketing have a need to continually test their campaign's content. The most common and popular test is named the A/B split: identical content is sent to a specific list segment with only a single element changed, possibly the [preheader](#), main image, or particular text content. By comparing the email metrics of each send you will be able to determine how your customers are reacting to each, and by continued A/B testing hone your promotional strategy for maximum effectiveness.



## Capturing the Personal Data of Your Customers

Most customers of home improvement businesses do not want to divulge personal information unless they deem it absolutely necessary. This privacy need for the customer has to be balanced against your requirement for the extensive demographic information that you can use to improve your segmentation efforts. Offering incentives such as special discounts or DIY classes to your customers in exchange for basic demographic data such as age, gender, and some consumer preferences could assist you in obtaining this critical segmentation information.

## Analyze Your Customer's Behavior

The best way to analyze the success rate of your home improvement email marketing campaign is through a review of open and click-through rates. Through this analysis you will learn that there are essentially three different types of subscribers:

1. The ones who never open an email, and thus are best deleted from your list.
2. The ones who read but don't act on your emails. These are best left on the list as they often choose to interact with your home improvement business in ways other than a click-through.
3. The ones who open and click on emails. These customers are your best email prospects as they directly respond to your calls to action.



Composing specific content to suit these types of customers provides you yet another segmentation opportunity. The continued promotion of a click-through may be seen by your subscribers in the second group to be intrusive and they might better respond to offers of home improvement services, classes, or discounts that do not require an online action to obtain.

## Good Email Practice

Good email practices for home improvement businesses ensure that the effectiveness of the email is maximized for best returns. Preheaders and [subject lines](#) should be carefully composed, and the various browser and mobile display characteristics and restrictions should be taken into consideration when choosing your email template. Providing multiple landing pages featuring highly targeted content specific to the links in the segmented outgoing emails will allow you ample range to perform the necessary series of A/B split tests.

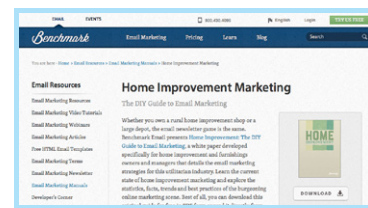
## Email Metrics

Statistics show that 57% of all home improvement business owners and managers were not able to state what their click-through rate was, and 36% were also equally unaware of their open rates. It is a serious error to lack the critical awareness of the essential [email metrics](#) of open rate and click-through when participating in an email marketing campaign. This failure effectively denies the home improvement business owner or manager understanding of the full range of factors that need to be identified in order to build the success rate of your online promotional campaign, as well as your business's image and reputation in cyberspace.

## ► Benchmark as Your Home Improvement Business's Email Marketing Department

### Swiftly & Comprehensively Refresh Your Email Marketing Strategy

You can have your home improvement business benefit from a collaboration with the trusted industry pros at Benchmark Email to efficiently, and at extremely reasonable cost, reach out to your home improvement business customers. Benchmark Email is widely acknowledged as one of the most professional service providers of email marketing facilitations: counted upon by well over 73,000 satisfied individuals and companies. Based on a solid foundation of many years of professional accomplishment in adhering to the requirements of home improvement businesses, Benchmark Email is proposing a comprehensive and complete [Home Improvement Email Marketing Solution](#) that is able to ensure that your integrated email & social media marketing efforts are wholly achieved. Return on Investment (ROI) is one of the most significant highlight metrics of any email promotional process and the features to be enjoyed in Benchmark Email's efficient DIY web based solution for home improvement businesses incorporates a simple, straightforward online interface you may easily access directly from any computer combined with the most advanced email promotional and social media characteristics available in the USA. The sum of these sector-specific facilities can act to boost your home improvement business at a surprisingly affordable price. Engage your customers through Benchmark Email's state of the art solution and realize the true value of what email marketing can be!



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

The savvy home improvement manager or owner must understand when to subcontract work to professional, knowledgeable, and trusted staff. In a similar mode, you might prefer to consider the adoption of an autopilot approach to your email promotions via the delegation of the task to the masterful online marketing experts at Benchmark Email. Your home improvement business can witness positive and lucrative results by participating in the We Do It for You Full Service Email Marketing offer, where the expert professionals at Benchmark Email carry out the functions of your own personal email communications staff. To obtain these technologically refined capabilities to outperform for you, all you have to do is to send in your current subscription list along with a definition of the prime elements you wish to promote in your email campaign and the professional Benchmark Email experts will launch your campaign quickly.

The email & social network marketing pros at Benchmark Email will offer custom-tailored templates that incorporate relevant and exciting graphics that can accurately display on both the biggest PC monitor and the smallest portable device screen. You will be able to easily comprehend Benchmark Email's [Real-Time Email Reports](#), which present you with a simple, straightforward perspective on all the most relevant historical and current email marketing performance metrics. Your email and social media concierges will make sure that your company is clearly highlighted on the most frequented social networks by exercising a wide range of facilitations and placements including posting your latest email message links on your company's Twitter account!

Benchmark Email's capable promotional and communications professionals will direct every step of up to two totally separate email marketing and promotional campaigns on your behalf. If you desire to administer additional campaigns running concurrently, these are available to you at a low surcharge. The considerable spectrum of their possibilities covers every phase of your email campaign, including segmenting and refining your subscription list to your precise specifications; implementing auto-respond routines to supply literally instant replies to your clients 24 hours a day; and via the establishment of customer feedback channels, they can compile a complete customer survey as well as compose and define customized polls that will supply you with the prospect information you require to accurately target your promotional campaign.





## ► Industry Standard Features

Whether you choose Benchmark Email's Do It Yourself or the We Do It for You service, your Home Improvement company will obtain benefits from these effective features:

**Advanced Message Scheduling** - Your communications may be set up to go out at any time you prefer in the future, regardless of the date and daypart that is deemed to be the best by your customers. By harnessing highly sophisticated [autoresponders](#), Benchmark Email presents you with the capability to schedule a sequence of countdown timers. These timers can be scheduled to be triggered with particular occurrences such as the date of the initial subscription, the renewal dates, the customer's birthdate, or any other anniversary.



**Comprehensive Video Integration** - Benchmark Email offers an exclusive [video email](#) process which provides for video productions of any duration relevant to your home improvement business's newest specials, events, innovations, or other informative content can be easily delivered to your clients while maintaining file sizes to an absolute minimum.

**Contact List Management** - As the amount of your subscribers continues to expand, it turns into a significantly more time-consuming job to ensure that each entry is up to date and accurate. Benchmark Email's list management tools help you expand, segment, and streamline all of your subscription lists so that you can specify groups established on a series of demographic, behavioral, and gender qualifications.

**Creating & Focusing Campaigns** - In an extremely competitive area such as home improvement your venture must market itself with the highest possible efficiency. Benchmark Email offers services of such elevated and advanced flexibility, capability, and consistency that any form of email marketing campaign is currently within your reach.

**Delivery Assurance** - Over the years it has been in business, Benchmark Email has advanced successful business relationships with all the leading Internet Service Providers in order to ensure that the [delivery rate](#) achieved is unparalleled by any other email provider. The base of this reciprocity is Benchmark Email's steadfast commitment to exceedingly strict compliance to email marketing best practices as well as the implementation of extensive anti-spam precautions.

**Expertise & Technology** - The engineering of Benchmark Email's computerized infrastructure is also unmatched, facilitating the capability of projecting 100% control over each phase of the delivery of your email campaign. This engineering mastery warrants that any type of email from HTML to video to plain ASCII text will be securely and swiftly delivered to your customer's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's exhaustive email tracking reports proffer an easily comprehensible graphic illustration of all your email campaign's results. Each data grouping is also explained in simple language without resorting to confusing technical jargon.



**High Volume Plans** - If your home improvement business's subscription list is greater than 100,000 individual email addresses, Benchmark Email can engineer extremely advanced delivery technologies to ensure that your large scale sending tasks are handled as efficiently as possible with our dedicated email server plan.

**Polls & Surveys** - Benchmark Email specializes in the application of advanced surveying and polling methodologies in order to develop a custom tailored range of subscriber participation forms. These state of the art forms allow your business to accurately target your segmentation procedures according to the information provided by your subscribers.

**Social Media Tools** - Benchmark Email can place your messages onto the most popular social networking sites such as Facebook and Twitter to accumulate the highest amount of "Shares" and "Likes," which have the beneficial effect of engaging your social networking customers in whichever form of bilateral conversation that they prefer.



**Templates** - The experienced graphics, programming, and content professionals at Benchmark Email have designed hundreds of very specialized and powerful templates to suit your home improvement business's email newsletter campaigns. The noted designers at Benchmark Email can even create custom templates for your exclusive use.

## ► **Benchmark Email Understands Your Home Improvement Business**

Experts agree that one of the foremost priorities in launching an effective email marketing campaign that impacts the home improvement customer is to engage in a sustained effort of subscription list building through these key methods:

- Community involvement & volunteering
- Concert, sports & other mass events
- Holiday promotions
- Local & regional promotions
- Promoting word of mouth
- Supplier co-ops
- Sweepstakes and contests
- Team sponsorships

## **Results**

Some of the most effective traffic related results that businesses can take advantage of when engaging in the complete Home Improvement package of services include:

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



## **Analyze How Your Home Improvement Business Can Profit from Benchmark Email's Services**

The specific Benchmark Email package option you select to benefit your home improvement business may vary, but you may always rest assured that you will be obtaining the best results possible. Benchmark Email's Do It Yourself package is a comprehensive fully featured service while the We Do It for You package integrates every facet of successful email marketing campaigns by having the entire task handled by Benchmark Email's professional marketing team.

You will be gratified that you entrusted the important task of email and social media promotions to Benchmark Email's Home Improvement Email Marketing Services when you notice your swiftly ameliorating bottom line results. The population of your region is tuned in to online communications, and they're anticipating the campaign that will inform them of the quality products and services provided at your home improvement location!

## ► 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 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/>

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