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A HOT TOPIC FOR BIG BUSINESS TO MICRO-PRENEURS: SUREFIRE TIPS TO MAKE YOUR EMAIL CAMPAIGN WORK HARDER

E-Expert Shows How to Multiply Your Email Marketing Returns with Proven Practices and Little-Known Methods

Marketing Channels that US Marketers Are Currently Using, Piloting or Expecting to Pilot within the Next 12 Months, December 2005 (% of respondents)

	Currently using	Piloting or expecting to pilot	No plans to use at all	Total adoption
E-Mail marketing	83%	10%	6%	94%
Search marketing	64%	16%	21%	79%
Behavioral targeting	38%	36%	27%	73%
Contextual targeting	37%	32%	31%	69%
Rich media e-mails	36%	31%	33%	67%
Rich media display ads	45%	22%	33%	67%
Blogs/social networks	13%	38%	49%	51%
RSS	10%	37%	53%	47%
Mobile marketing	11%	32%	57%	43%
Advergaming/in-game advertising	13%	15%	72%	28%

Note: n=253
 Source: Forrester Research, May 2006

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www.eMarketer.com

“
Email is the greatest marketing tool in history. If used properly, nothing is more personalized, inexpensive, interactive or easier to execute. – Allen Breiter, President of Clique Digital and this month’s presenter at the DMA SC Luncheon Sept. 20th.
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LOS ANGELES – Sept. 11, 2006 – Hoping to hit the jackpot with an Email program that makes all your hard work behind the scenes worthwhile? Of course you are.

Crafting and managing Email is a hot topic with direct marketers. It lets consumers ask for what they want and get it. Plus it’s lightning fast to test because it’s easy and cheap. You can track how people open and click to your web site. That’s why the Direct Marketing Association of Southern California (DMA SC) is hosting marketing communications expert and President of Clique Digital Allen Breiter at their monthly Direct Response-Boosting Strategies event Wednesday September 20th, 11:30 A.M. (The Proud Bird Restaurant).

So your prospect, Mary, is sitting at the computer reading your compelling Email. She's convinced she needs your product. Or is she?

The best reason to be at this month’s profit-generating Email marketing event? Because these information-packed how-to’s are guaranteed to be shown via Breiter’s B2C and B2B case studies:

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- ✓ Turning cold leads into warm prospects and warm prospects into hot customers.
- ✓ Growing your in-house Email marketplace and keeping addresses fresh.
- ✓ Developing a list segmentation strategy.
- ✓ Customizing Life-time Customer value.
- ✓ Integrating data from CRM, Postal & E-mail Systems.
- ✓ Measuring ROI from your Email campaigns.
- ✓ Strategizing: How often should you give and take with your relationships?
- ✓ Creating content customers and prospects will want to pay you for.
- ✓ Analyzing the metrics that immediately show you whether your campaigns are successful and how to tweak them if they're not

Plus the secret answer to this question that you won't want to miss:

“Are you making these mistakes in your Email campaigns?”

LEARN from the best business builders out there – folks who've been where you are – and who Emailed their way to the top – at the DMAsc September monthly luncheon with Allen Breiter.

About Allen Breiter: President of Clique Digital, Allen Breiter oversees ROI-focused Email & other Marketing communications. Clique Digital offers a full suite of professional services: complete Email marketing, list brokerage, direct mail, full service creative, branding, web development and strategic consulting. His combination of sales, marketing and creative experience includes strategic six-figure national multilevel marketing and sales programs for clients via web development projects, micro-sites, online sponsorships, sweepstakes, viral marketing, direct marketing co-registration & acquisition and retention Email programs. Some clients are: Avery Dennison, Gold's Gym, Guitar Center and Pacific Capital Bank. As an expert leading the digital media delivery revolution, Mr. Breiter has served as both a moderator and guest panelist at various national interactive advertising and digital media summits. Reach Allen now at (818) 439-9791 or abreiter@CliqueDigital.com.

About DMAsc: Now in its 30th year, The Direct Marketing Association of Southern California (DMAsc) continuously brings Direct Response-Boosting Strategies to Growth-Obsessed Marketers. As the only organized community of direct marketing professionals in the Southern California area, this non profit provides opportunities and events for learning, networking, sharing ideas and getting your projects and programs to deliver higher return on investment (ROI) and greater monetary profits. If you work in direct response marketing, offer supply services used in direct marketing, are employed by a business that has or is interested in developing a direct response campaign, teach marketing-related subjects, are a student of marketing or if you are a business-builder selling and promoting products, then DMAsc (www.DMAsc.org) is for you.

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September's Program: How to Multiply your Email Marketing Returns with Proven Practices and Methods: Wednesday September 20, 2006, 11:30 am at [The Proud Bird Restaurant](#), 11022 Aviation Blvd, Los Angeles, CA 90045, (310) 670-3093. For Lunch the Proud Bird serves an incredible buffet offering different ethnic cuisine every day. Specialty items such as soups, salads, sandwiches and chicken, fresh fish or steak entrees are available.

To register now, or for more information about DMAsc and its programming, the public is encouraged to log on to www.DMAsc.org or

call (818) 541-1152.

Exclusive Buffet Luncheon Admission:

	MEMBERS	NON-MEMBERS	MAP...
Register Now!	\$35	\$45	
(After September 14th)	\$45	\$55	

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1. Nielson Norman Group produced a newsletter usability report in June of 2006 ("E-mail Newsletter Usability") which indicated an average newsletter has the reader for up to 40-50 seconds, while most marketing or promotional Email retains the reader for less than 5 seconds. What's the single most contributing factor to an Email that gets response?
2. What's the latest in government oversight issues and Email?
3. Email messaging these days is judged through a variety of lenses. The business team cares that it is on-message and all about the product. The tech team cares about trying something new and striving to stretch the boundaries so it can learn. Members of the executive team judge your work through the filter of their own Email behavior. How do you get buy-in from all your teams in time to get the message out?
4. Email disasters: What Top Companies co-branded Email campaigns with Katrina?
5. Can Email be used to tell a story that arcs over days or weeks?
6. Mistakes are inevitable in any business, and ours is no different. How to perform Email Quality Assurance?
7. Swimming in data: How much Email is too much?
8. What if your good list goes bad?
9. If someone unsubscribes from your Email list, should you try and get them back?
10. If your boss asked you to explain the difference between a rewards program and a loyalty program, how would you answer?

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