

Email Plan for Zoomerang Conversion Project

For Zoomerang

Jess Wells

Sept. 19, 2005

Timing of the Emails:

- 60 days after signing up for Free product to convert or they don't ever convert = 8 weeks
- Since so many convert within the first month, let's get the first email out 2 days after the Welcome Letter; weekly thereafter = 9 emails

Objectives of Emails:

- Demonstrate a business benefit to surveying
- Encourage use of the product by providing resources and real-life examples: X% of the Free product sign-ups never use the product
- Demonstrate the superior value of the \$599 product
- Convert >15% to a paid product

Tactic of the Emails:

- Each email should contain a main emphasis on a business issue that is solved by surveying. The subject lines of the emails will all feature the business issue e.g. "Improve Customer Retention: Surveys Drive Loyalty."
- In all topics, the problem is solved by a feature in the paid product only e.g. downloading results, branding the site, unlimited responses. Driving hunger for the paid product, not satisfaction with the free product.
- Let's test the idea that they don't convert because they need help getting started, and throw in a few "How to" emails at the beginning of the campaign, alternating with the business topics.
- Each Email will contain a short snippet of a case study: an SMB, Edu or Non-profit that solved the business issue with Zoomerang.
- Each email will drive to a versioned landing page that contains a slightly larger version of the Case Study, with the upgrade form on it.

Topics/Subjects to use in the Letters:

- Business Issues
 1. How to improve customer retention: "Improve Customer Retention: Surveys Drive Loyalty" (Family Caregiver Alliance) + (Business example X)
 2. "Get Surveys Up and Running Fast" (PeopleSoft) (including branding issue)
 3. How your customers can guide product development: "Develop Products They'll Buy: Surveys Guide Product Development" (Vermont Teddy Bear)
 4. "Tips for Successful Surveys" (to test the concept) (FIST + LA Cty Edu; personal tips)
 5. How surveying your customers can increase efficiency: "Increase Efficiency: Surveys Guide Staff Focus" (possibly LA. County Office of Edu)
 6. How surveying your prospects can drive marketing: "Marketing that Works: Surveys Hone Your Message" (SalesBrain) + (Premier Health Care Services)
 7. How to inform your business plan with survey results: "Improve Planning with Hard Facts: Survey Results Drive Accurate Strategy" (Family Caregiver Alliance) + (Vermont Teddy Bear)
 8. What your employees are telling you: "What Your Employees are Saying: Surveys Gather Valuable, Anonymous Feedback" (The Opportunity Group)
 9. "\$X Discount on Zoomerang Upgrade" (last ditch effort)
 10. Other ideas:
 - "Uncover Best Practices: Survey Vendors and Members" (Credit Research Foundation)
 - "Solve International Sales Quandary: Survey Overseas, Instantly" (SalesBrain)
 - "Expand Your Marketing Reach" (1-woman marketing dept. at Premier Health Care Services)

- Tools for Survey Success: To keep them from venturing off the email, have these links drive to the upgrade page, where there's another live link that takes them to it. It makes it a two-step process but gives them one more shot at upgrading.
 1. Quick tour
 2. Templates
 3. Online demo on survey creation
 4. Online demo of survey deployment
 5. Templates
 6. Translation services (if there's a high click-rate on this link we could cycle in an internationally-focused theme)
 7. Survey creation services
- Case Studies
 1. Vermont Teddy Bear (business: product development)
 11. United Way of Central Texas (non-profit)
 12. River West Brands (business)
 13. Premier Health Care Services (healthcare)
 14. Main Line Health(healthcare)
 15. Los Angeles Count Office of Education (edu)
 16. The Family Caregiver Alliance (non-profit)
 17. Credit Research Foundation (business)
 18. SalesBrain (business: better marketing; international)
 19. The Opportunity Group (business: employee satisfaction)
 20. United Way (non-profit)
 21. U of Minnesota (edu)
- Offers to those who upgrade
 22. Time-limited discount
 23. White papers

Text-based Welcome letter:

- Intro paragraph on quality of the product
- Password and login
- Help getting started
 - Quick Tour
 - Templates
 - Online demo on survey creation
 - Online demo of survey deployment
- Upgrade paragraph
 - Bulleted list of business benefits
 - Hot link to upgrade

Conversion Campaign Email Copy V4

Zoomerang

Jess Wells

Oct. 10, 2005

Email #4

[Subject Line]: Survey Your Customers to Improve Loyalty

[Headline:] Survey Your Customers to Improve Loyalty

[button] Upgrade to zPro, today!

Giving your customers a clear avenue for feedback can dramatically improve customer loyalty. Fortunately, online surveys are easy to develop and send a clear signal to your customers that you're listening.

Zoomerang zPro – providing more features than the Zoomerang Basic account you recently acquired -- allows you to receive an unlimited number of responses, making sure you hear from your entire customer or constituent base. For a little more than a dollar a day, **you can have the most direct, reliable access to your customers.**

[button] Upgrade to zPro, today!

Zoomerang zPro allows you to:

- Collect unlimited survey responses
- Download your data to spreadsheet format
- Utilize advanced data analysis
- Customize the survey look and feel to include your company branding

Vermont Teddy Bear uses Zoomerang zPro to inform a whole host of business activities. "A lot of key decisions are made with Zoomerang," said Michelle Cote, Loyalty Marketing Manager. "It's such a great way to communicate with your customers, and get valuable feedback." [Upgrade today.](#) [live link to upgrade page]

Sincerely,
The Zoomerang Team

p.s. Upgrading to zPro is just \$599, and gives you the ability to access results for an unlimited period of time. You can track responses quarter to quarter, year to year. [Click here for full details](#) [live link to upgrade page] or call 1-800-XXX-XXXX.

[Sidebar:]

[headline] Zoomerang Helps VTB Keep Customers Close

Vermont Teddy Bear, a gift-delivery service for adults who send themed bears as presents, uses Zoomerang zPro to keep in constant contact with her customers. "Customers love to interact with the surveys," says Michelle Cote, Loyalty Marketing Manager. "They love to give feedback."

[standard boilerplate]

Zoomerang by MarketTools

One Belvedere Place

Mill Valley, CA 94941USA

Trademark materials and opt out policy

Email #5

[Subject Line]: Launch Products that Drive Revenue: Surveys Can Guide You

[Headline:] **Launch Products that Drive Revenue: Surveys Can Guide Product Development**

[button] Upgrade to zPro, today! [live link to upgrade page]

Developing products that drive revenue requires that you know specifically what the market wants. Not just a general hunch or a best guess, but detailed choices made by your customers and prospects.

The marketing managers at Vermont Teddy Bear – makers of seasonal and topical bears – have **used Zoomerang to ask design questions of specific segments of their customer base**. And because they used Zoomerang zPro – providing more features than the free Zoomerang Basic account you recently acquired -- they were able to incorporate images of the new designs right into the survey.

[button] Upgrade to zPro, today

For little more than a dollar a day, **you can upgrade to zPro – the easiest way to ask and fastest way to know** – and export the results into the business documents that transform those questions into product plans. Upgrade today! [live link to upgrade page]

!

Only Zoomerang zPro allows you to:

- Receive an unlimited number of responses
- Download results to reports
- Use advanced data analysis capabilities
- Customize the survey and thank you pages
- Embed images into your survey
- Import and export email addresses
- Send survey invitation reminders
- And more

Harness the industry's easiest-to-use survey product to inform your product development efforts. Upgrade to zPro, today. [live link to upgrade page]

Sincerely,

The Zoomerang Team

p.s. Upgrading to zPro is just \$599, and gives you the ability to import your findings into spreadsheets, planning documents and slide decks. Click here for full details. [live link to upgrade page]

[Sidebar]

[headline] Zoomerang Informs Product Plans

Vermont Teddy Bear uses their customer database to regularly send out product-testing surveys, including the images of the potential new products. The results are so well received that not only do the surveys determine which designs go into production, they help determine production quantities.

[standard boilerplate]

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Trademark materials and opt out policy

Email #6

[Subject Line]: Get the Best Guidance – from your Customers

[Headline:] **Get the Best Guidance – from your Customers**

[button] Upgrade to zPro, today! [live link to upgrade page]

Spend your budget where it counts: it's the first rule of good business. But how do you tell where it counts most? Survey your customers and constituents. Surveys can highlight the most pressing issues your prospects face, the relative importance of feature sets, or the types of services they need today.

The Los Angeles County Office of Education uses Zoomerang zPro – which provides more features than the free Zoomerang Basic account you recently acquired – to discover which services are most valuable, and to understand how to prioritize efforts.

L.A. County **uses the survey results to set strategy and agendas.** "It was easy to use graphics from zPro to quickly create a results overview report," says Bob Tyra, the department's consultant .

[button] Upgrade to zPro, today! [live link to upgrade page]

For little more than a dollar a day, you can **upgrade to Zoomerang zPro**, allowing you:

- Collect unlimited survey responses
- Download your data to spreadsheet format
- Utilize advanced data analysis
- Customize the survey look and feel to include your company branding

With Zoomerang zPro your surveys contain the kind of business intelligence that best guides your budgetary decisions. Upgrade today! [live link to upgrade page]

Sincerely,

The Zoomerang Team

p.s. Upgrading to zPro is just \$599, and allows you to preserve all the surveys and results you gathered using our Basic product. Same log in, same password, improved feature-set. Click here for full details [live link to upgrade page] or call 800-XXX-XXXX

[Sidebar]

[headline] Zoomerang Keeps United Way on Target

The United Way of Metropolitan Nashville uses zPro to gauge the interest level of their volunteers and donors, as well as to judge the effectiveness of their programs. "The surveys allow us to take a pulse of our donors' interest, rather than just guess," says Joy Marcrum, Director of Marketing. The results of the surveys are being used to plan volunteer opportunities targeted to the donor groups.

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One Belvedere Place

Mill Valley, CA 94941USA

(415) 462-2200

Trademark materials and opt out policy

Email #7

[Subject Line]: Anonymous Feedback Ensures Survey Success

[Headline:] **Anonymous Feedback Ensures Survey Success**

[button] Upgrade to zPro, today! [live link to upgrade page]

The ability to ensure anonymity to survey respondents can make a tremendous difference in the quality of data gathered. In sensitive situations, like employees rating their manager's performance, confidentiality can make all the difference.

Premier Health Care Services recently conducted an employee satisfaction survey using Zoomerang zPro – the easy-to-use survey service with more features than the free Zoomerang Basic you recently acquired. When the respondents completed the survey, they were linked to the company's Web site, where they could enter their contact information in order to receive a gift. "It was important that the survey was anonymous, so **people would be completely honest with their answers,**" said Kathy Heizer, Director of Marketing.

[button] Upgrade to zPro, today! [live link to upgrade page]

Only Zoomerang zPro allows you to include Web links right in your survey, as well as:

- Unlimited survey responses
- Data downloads into spreadsheets and business documents
- Automatic re-directs to your Web site upon survey completion
- Survey invitation reminders
- Branding on the survey and thank you page

Upgrading to zPro, just \$599 annually, is quick and easy, and **preserves all the surveys and results** you generated with your Zoomerang Basic account. Same login, same password, but access to the full-featured strength of zPro. [Upgrade today!](#) [live link to upgrade page]

Sincerely,

The Zoomerang Team

p.s. Upgrading to zPro allows you to incorporate graphics into your surveys, send unlimited numbers of questionnaires, and download results. [Click here for full details](#) [live link to upgrade page] or call 800-XXX-XXXX

[Sidebar]

[headline] Zoomerang Delivers a Professional Look, Fast

A good response rate and the professional look-and-feel of the zPro survey meant that Premier Health Care Services was able to deliver the evaluation that the company required, without the lengthy set-up time of traditional surveys. "I'm a one-person operation," says Kathy Heizer, Director of Marketing. "I don't have any staff under me, so set-up time and ease of use are critical. I can complete a Zoomerang survey and get it up and running in a couple of hours. This product is so helpful: it eliminates the stress and aggravation of traditional surveys."

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Email #8

[Subject Line:] Start A Lively Dialogue: Surveys Uncover Best Practices

[Headline:] **Start A Lively Dialogue: Surveys Uncover Best Practices**

[button] Upgrade to zPro, today! [live link to upgrade page]

Discovering best practices requires a lively dialogue, and how better to converse than online via quick and easy surveys?

The Credit Research Foundation (CRF), a 50 year old nonprofit organization, keeps business, credit and accounts-receivable managers informed of best practices in the industry. CRF queries its membership using Zoomerang zPro – which offers more features than the free Zoomerang Basic account you recently acquired.

Using Zoomerang zPro resulted in “light years of improvement,” said Terry Callahan, President of the Credit Research Foundation. “It might have taken 3-4 hours to generate a paper survey and it’s now being done in 30 minutes. Something that may have taken days – compiling results -- is now not even taking a minute.”

[button] Upgrade to zPro, today! [live link to upgrade page]

Only Zoomerang zPro allows you to:

- Receive an unlimited number of responses
- Download results to reports
- Use advanced data analysis capabilities including cross tabulation, skip logic, and more
- Customize the survey and thank you pages
- Insert links to your Web site
- Embed images into your survey
- Import and export email addresses
- Send survey invitation reminders
- And more

And the **process of upgrading couldn't be easier:** you keep your login and password, and all the survey and results from your previous activities. We're confident that zPro will provide the tool for a fruitful dialogue. [Upgrade today.](#) [link to upgrade page]

Sincerely,

The Zoomerang Team

p.s. Upgrading to zPro allows you to incorporate graphics into your surveys, send unlimited numbers of questionnaires, and download results. [Click here for full details](#) [live link to upgrade page] or call 800-XXX-XXXX.

[Sidebar]

[headline] Zoomerang Drives Innovation

When the staff of the Credit Research Foundation receives a query from a member that they can't answer, they invite the member to put together a series of questions that they incorporate into a Zoomerang survey. “Our membership looks to us for innovative ideas, so using a tool like Zoomerang for our surveys is just what they expect from us,” said Terry Callahan, President

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Mill Valley, CA 94941USA

(415) 462-2200

Email #9

[Subject Line]: \$150 Off to Upgrade to zPro Now!

[Headline:] **Take \$150 Off the Upgrade Price of the Industry's Easiest Survey Solution**

[button] Upgrade to zPro, today! [live link to upgrade page]

By now you've had a chance to see how Zoomerang can inform your business decisions with customer satisfaction statistics, employee feedback, and the pulse of the marketplace.

Now there's no better time to upgrade to zPro, the full-featured version of the free product you recently received.

[button] Upgrade to zPro, today! [live link to upgrade page]

Only Zoomerang zPro allows you to:

- Receive an unlimited number of responses
- Download results to reports
- Use advanced data analysis capabilities including cross tabulation, skip logic, and more
- Customize the survey and thank you pages
- Insert links to your Web site
- Embed images into your survey
- Import and export email addresses
- Send survey invitation reminders
- And more

For a limited time, zPro is available for \$449 – that's \$150 off the list price of \$599 annually. [Upgrade and save!](#) [live link to upgrade page]

Sincerely,

The Zoomerang Team

p.s. Upgrading to zPro is effortless: you keep the same login and password, plus access to all your previous surveys and their results. [Click here for full details](#) [live link to upgrade page] or call 800-XXX-XXXX.

[standard boilerplate]

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Mill Valley, CA 94941USA

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