ICEB 2001 Proceedings

International Conference on Electronic Business (ICEB)

Winter 12-19-2001

The Use of the Email as Marketing Tool

Carlos Alberto Gonçalves

Ricardo Teixeira Veiga

Andréia Cássia de Moura

Marco Antônio Carvalho Brum

Follow this and additional works at: https://aisel.aisnet.org/iceb2001

THE USE OF THE EMAIL AS MARKETING TOOL

Carlos Alberto Gonçalves
School of Economics Sciences– Federal University of Minas Gerais
R. Rio Grande do Sul, 1212/1002 - Santo Agostinho
Belo Horizonte – MG – Brazil
ZIP: 30170-111
Fone: 0055 (31) 3291-7715/ 3279-9048
Fax: 0055 (31) 3272-1157
e-mail: carlos@face.ufmg.br

Ricardo Teixeira Veiga
School of Economics Sciences– Federal University of Minas Gerais
R. Curitiba, 832/1009 – Centro
Belo Horizonte – MG – Brazil
ZIP: 30170-120
Fone: 0055 (31) 3291-7715/ 3279-9035
Fax: 0055 (31) 3272-1157
e-mail: rveiga@face.ufmg.br

Andréia Cássia de Moura
School of Economics Sciences– Federal University of Minas Gerais
R. Bueno do Prado, 222 João Pinheiro
Belo Horizonte – MG – Brazil
ZIP: 30530-430
Fone: 0055 (31) 3375-5350/ 3279-9034
e-mail: acassia@face.ufmg.br

Marco Antônio Carvalho Brum
School of Economics Sciences– Federal University of Minas Gerais
Av. Pinheiros, 611 – Retiro das Pedras
Belo Horizonte – MG – Brazil
ZIP: 30140-970
Fone: 0055 (31) 3547-2373 / 9957-0222
e-mail: kikobrum@uol.com.br

ABSTRACT

In the last years, a great activity in the technological field was observed, because of the dissemination of the Internet and the mobile telephony. Concepts of marketing had been boarded with a new approach to customize the new consumers, more exigent.

The customized communication, where the customer is the focus of the companies, not more the customer who adjust to the product, appears inside with great force of the Brazilian and world-wide corporations. One of the most efficient tools used is the e-mail, therefore when it applied in correct way, according it will be explained in this study, it can be an instrument of construction of relationship with consumer/client. To arrive at a conclusion of the effectiveness of the e-mail marketing was made an research analysis using itself that was developed following the basic features of the method "Delphi", that it is recognized as one of the best instruments of qualitative forecast.

INTRODUCTION

In the 1990's, the world was impacted by the popularization of new technologies, as the Internet and the mobile telephony. From this moment, a process of revolution in the mode of communication between the people and, consequently, the companies and the customers was initiated. The questioning appears of the effectiveness of the mass medias (television, radio, magazines, periodicals). The chance of the customized, direct and individual communication took diverse companies to diversify its tools of marketing. In this context, the e-mail, if presents as an important instrument of relationship, leading the organizations to the development of strategies for its use. Much more of that a media, the e-mail surpasses its business-oriented initial function and assures its space as business developer.

Today the consumers inhabit an increasing universe of new offers, urgent requests and promotions. It fits to the current professionals of marketing to place its messages ahead of these consumers and to make with that they deviate its attention for these messages, exactly that for an only brief e instant. The marketing professionals need to ahead place its messages of the consumers, they need it for a simple question of survival.

The problem is: the consumer desires more messages of marketing?

The interactivity allows that it is asked directly to the consumer if it would like to have more information and then to supply them. It is possible to reward the customer to receive and to recognize its message, guaranteeing that its interest is taken care of, teaching, offering to it a new product to it, a new service.

How, then, to use the email marketing with effectiveness? At this moment, it must be learned to conjugate marketing

necessities and tools of technology, working the information with intelligence and creating a lasting bond with its customers. The time to develop and to manage individual relations with individual customers arrived.

PROBLEMS AND OBJECTIVES

From the new effective world-wide economic conjuncture, this study it considers: How is processed the use of tool email in the bracket to the actions of Marketing?

In accordance with KOTLER (1998), [1, p.303] as companies must make more of the one than to manufacture good products - the consumers must inform on the benefits of the product and locate carefully them in the minds of the consumers.

In ample direction, it makes an analysis of the email as tool accomplishes in the bracket to marketing actions e, more specifically, is intended:

a) To contribute that professional of marketing they can usufruct of the email as instrument of communication, information and development of business;

b) To raise positive and negative factors in the communication by email, to generate businesses;

c) To diagnosis the particularitities of the email as a new channel of direct marketing.

THEORETICAL REFERENCIAL

The email, as the proper name suggests, means electronic mail. From the first experiments until today, it changedded into one of the greatest invented medias already.

Todd Campbell, founder and CEO of the Pretext Magazine (http://www.pretext.com), tells that in 1971, an engineer of computers called Ray Tomlinson sent the first message of email. It directed a number of messages has tested for himself of a machine for another one.

Tomlinson is remembered as the man who chose @ as the symbol delimiter of electronic addresses. In the truth, anyway, he is the inventor of the email, the application that launched the revolution of the digital information.

Campbell describes the beginning of the process of the creation of the email when telling that Tomlinson worked for Bolt Beranek and Newman (BBN), the company contracted for the Department of Defense of the United States in 1968 to build ARPANET, the precursor of the Internet. In 1971 he was fixing something in the program of electronic message called SNDMSG, that it had developed, to allow that to programmers and researchers who were working in the Digital PDP-10s - one of the most recent computers of ARPANET – send messages to each other.

But this was not accurately the email. As well as some programs of existing electronic messages, older of the one than of years 60, SNDMSG only acted local; it was planned to allow the swap of messages between users who shared the same machine. Those users could create an archive text and send it for one appointed post office.

When Tomlinson still used the SNDMSG, it already was working with a experimental protocol transference of files called CYPNET, for interaction between computers connected in remote places inside of ARPANET (at the moment the ARPANET consisted in 15 linked points, located in places as UCLA in California, the University of Utah in Salt Lake City, and the BBN in Cambridge, Massachusetts).

When CYPNET style originally was developed, it sent and received archives, but it did not have ways to attach files. Then it prepared the adaptation of the CYPNET to use the SNDMSG to send messages to the mailboxes in remote machines, through the ARPANET.

Campbell comments what Tomlinson made later, maybe has placed him in a place beside of the giants of the history of communication.

First, he chose the symbol @ to differentiate the addressed messages for the mailboxes in local machines of the messages that were lead out of the network. He used the sign @ to indicate that the user was in another host machine used.

Later he sent for himself an email message. The BBN had two computers PDP-10 connected together through the ARPANET. The first email message was sent between two machines that were literally side by side in a room in Cambridge. The only physical connection of them, however, was through the ARPANET.

Once that Tomlinson was satisfied with the functioning of the SNDMSG in the network, it sent a message to the colleagues allowing them to know the new features, with instructions to put the symbol @ between the name of user login and the name of its host computer.

The new Tomlinson's program became diverse usual applicatory obsolete at the time. Later that it granted the improved version of the SNDMSG for other sites, all of the virtual communications had been made by email. Two years later, a study discovered that 75 percent of all the communications in the ARPANET had been by email.

The broadcasting of the use of the email almost happened that without divulgation. For the engineers and scientists who had quickly adopted it as the mode of communication preferred in day-by-day, mainly it was felt as a natural growth of the development of the ARPANET.

In fact, it almost delayed five years for the developers and programmers of the ARPANET materialize the use of the email. It became the true reason of being of the new computers network.

A surprising aspect of the messages service was the lack of planning, anticipation, and the unsustainable nature of its birth and recent development. Simply it happened, and its recent history has appeared more as a discovery of a natural phenomenon than the deliberate development of a new technology.

For Campbell, the one of the reasons that email was adopted so quickly was its perfect adaptation to the communication necessities and style of the engineers who had developed the ARPANET.

In an assay published in 1978 for the Institute of Electrical and Electronic Engineers, two of the most important figures in the creation of the ARPANET, J. C. R. Licklider and Albert Vezza, had explained the popularity of the email. "One of the advantages of the system of messages on the post office for letter was that, in a message of the ARPANET, one could be synthetically written and be typed imperfectly, exactly for a older person in an upper position or even to a person that you did not know very well, the receiver would not take as

offensive. Inside of the advantages of the services of messages for the network more than the telephone are the fact of that one could pass immediately to the point desired without to start a formal talk before, that the service of messages produced a register that can be preserved, and that remitter and the receiver did not have to be available in the same time."

The email was characterizing itself as a commercial media. The website eMarketer.com (http://www.emarketer.com) presents some estimates about the evolution of the investments in email marketing in United States.

TABLE 1

Expenses with email marketing in U.S.A.; 1999-2003 (in millions of dollars)

	1999	2000	2001	2002	2003
Advertising by email	$179	$496	$927	$1.558	$2.199
E-mail marketing with products and services	$242	$589	$1.148	$1.707	$2.359
Total of expenses with email marketing	$422	$1.084	$2.074	$3.265	$4.558

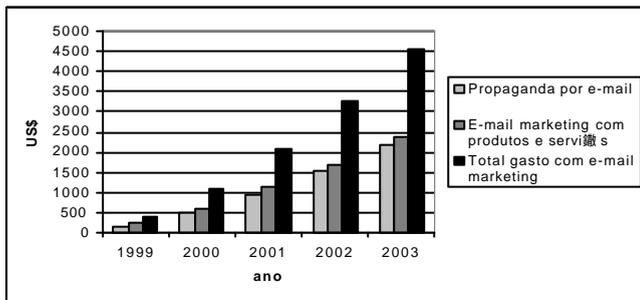Fonte: e-marketer, 2001

TABLE 2

Fonte: e-marketer, 2001

According to the TABLE 1, the investments in email marketing in U.S.A. are in growth quickly, therefore, according to E-marketer, until year 2003 4.5 billion dollar will be expenses. It wants to say that, since 1999 the advertising by email plus the email marketing with products and services is putting into motion practically

the double of dollars year after year.

[2, p.327] *"As well as the mass marketing created a new generation of communications in mass media, the changing for the marketing one to one is creating a new generation of communication efforts more specialized and highly directed."*

In accordance with KOTLER (1998), and according it was seen in TABLE 2, is happening a growth of the direct marketing or one to one. This already was foreseen for him has some time. To explain about direct marketing, it is necessary to understand the mix of marketing.

In conformity to KOTLER (1998), the mix of marketing, generally, are composite for the 4 P.s, that had been considered by the professor Jerome McCarthy, in the decade of 60. It consists itself of: product, price, place and promotion, where each P encloses some activities.

The P of mix of promotion, has covered all those tools of communication that make to arrive a message at the public-target. These tools fit in five well ample categories:

advertising, sales promotion, public relations, sales force and direct marketing.

[3, p. 147,148] *"Not only paths or niches can be reached in more efficient way, but also individuals, called segments of one, as consequence of database marketing. Many companies have their own database with the profile of thousand or millions of customers and potential customers (...) These companies can classify the constant names of its databases to collect any subgroup of names that can represent a marketing opportunity."*

As the markets, nowadays, are being broken up in small paths, is appearing a more specialized propagation. It has an explosion of magazines, each one with announcements and publishing material directed to a specific group of customers. The advances in television, in the otic staple fibre networks and in the transmission by satellite are leading to an explosive increase in the number of available channels in TV, that will have to arrive in thousands in a future not very distant. In this context, the email becomes only as direct marketing instrument, therefore it allows the segmentation of the communication, besides being a fast channel and easy reply, guaranteeing valuable interaction with the public.

[4, p.327] *"However, even so the television, the magazines and other mass medias continue being very important, this domain are losing force. The spalling of the market caused the spalling of the media - in an explosion of more directed media than it matches better with the well directed strategies of nowadays ."*

KOTLER (1998) affirms that the companies, today, are extending less and focusing more. They are diversifying its directed communication tools, searching to reach different markets and targets. Then, the advertising propagated in mass media is being substituted for the interactive marketing one to one. The email, therefore, is a sufficiently useful media to the marketing, uniting the directed communication to the power to reach many people simultaneously. For KOTLER (1998), the sped up growth of the direct marketing is explained by the trend of evolution of the marketing one to one.

[5, p. 328] *"... the direct marketing requires direct communications with consumers carefully directed to get an immediate reply. Through the direct marketing, the companies can match its offers of marketing and communications with the necessities of paths sufficiently defined."*

But how to attract the attention of the public-target, obtaining itself generate a good index of reply and a solid base for relationship with future customers?

GODIN (2000) [6] affirms that with the book "The One you the One Future", Don Peppers and Martha Rogers had obtained to change the panorama of marketing. This workmanship considered a radix change in the relationship between professionals of marketing and its customers, when presenting a new way of how the companies can magnify its profits selling more to little people. Following this philosophy, GODIN (2000) developed the concept of permission marketing.

[7, p. 57] *"The professional of Permission Marketing works to change its focus: instead of wanting to find the biggest possible number of potential customers, he wants to convert the biggest possible number of potential*

customers into customers. Later, it wants to intensify the permission in constant base."

FIGURE 1: E-mail marketing ladder
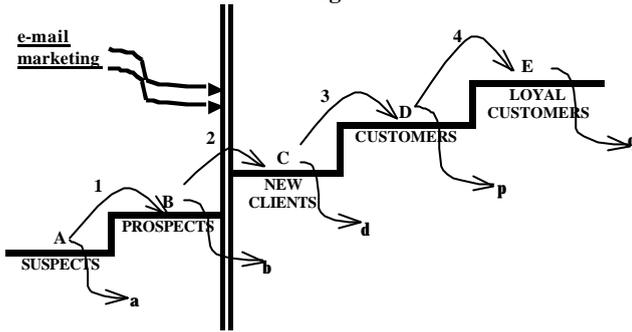
- (**A, B, C, D, E**) Points of discontinuity
- (**1, 2, 3, 4**) Curves of skip in the discontinuity points
- (**a, b, d, p, q**) Points of evasion

Analyzing the FIGURE 1 developed for this study, is seen that the construction of a relationship with the customer is based on stairs, where each conquered stage is a step reached for top. Beginning since SUSPECT until the LOYAL CUSTOMER that it is the biggest objective of all companies of product or services. The email marketing, as main point in this study, enters as mediating or catalytic between PROSPECT and NEW CLIENT, or either developing a new relationship with a prospected consumer.

According GODIN (2000), the construction of a personal relationship with a customer cannot clearly be made unless concordant it with the process. Any form of contact with this customer requires a clear-cut agreement for the parts. It is the depth of the permission that has with each customer who offers weapons to trace the advantages of its investment in permission marketing.

The technology has allowed professionals of marketing to have a perfect memory. Combined with a database of customers who wait to receive messages, for having given permission to them for this, the companies have optimized its process of marketing, multiplying the profits. The email with permission is a way that facilitates the interaction between the organizations and the consumers who had authorized the act of receiving of promotionals messages and other directed information to its interests.

The strategy of marketing based on the email with permission respects the customers, therefore the confirmation of its interest only sends messages after. The customer who intentionally enrolled itself to receive some communication by email will start to be part of the company database. This action is called opt-in, the user opts to the act of receiving of some type of information. In opposing way, at any time, the user has the freedom to leave of the stack, in case that he leaves of interesting for the messages. This option must be well accessible in all the messages and is called opt-out.

In accordance with B2B Magazine, [8] the korean mark LG Eletronics (www.lg.com.br) today, has a bank with two hundred thousand people registered in cadastre who receive national and international notice by means of the LG News, sent for email. Throughout four years, the base of users was registered in cadastre of events, resales and

other available communication channels. All time that the bulletin is sent, a message at the end informs of the possibility of the user opt out with only one click. Beyond notice, the email adds promotions, with distribution of prizes, stimulating the magnifying of the base.

In the YesMail web site (http://www.yesmail.com) the main advantages of the email with permission in relation to the traditional forms of direct marketing are detached:

♦ *Receptive public to the message*
Its offers reaches a customer who already revealed previous interest in the subject of its message.

♦ *Low Cost*
Compared with other forms of direct marketing, the email is significantly cheaper.

♦ *Rapidity and Efficiency*
The traditional plans of direct marketing, as the direct mail, can take months to be bred and implemented. Then, it is necessary to wait some more months to analyze its results and to survey the success. Campaigns of email with permission can be executed in few days with measurable result in real time. This allows that the companies still get feedback with the campaign in progress.

♦ *High index of responses*
Normally, the campaigns of email with permission has a final result of responses bigger than the traditional tools of direct marketing or other types of advertising online.

♦ *Constant learning*
The email allows fast tests and refinement of campaigns to identify the best combination of hearing, offers and creativity.

In the United States many researches are made relative to the use of the email. According to estimates of the Jupiter Communications, the email marketing goes to put into motion US$7.3 billions in businesses in the year of 2005. The Forrester Research announced that the email use relates 35% of the total time excused by Internet users and estimated that in 2001, 50% of the consumers will be communicating itself by email. All these numbers reaffirm the importance and the potential of the investment in email with permission.

To initiate a permission relationship it is necessary, according to GODIN (2000), that if it offers some benefit that is some form of rewards.

[9, p. 137] *"When making use of the attention offered for the consumer, the marketing professional offers its knowledge, to long of the time, informing the consumer on the product or job ."*

After a consumer having done the positive option, the professional of marketing uses the email to remember the potential consumer to come back to the site on the Internet. Email is the use number 1 on the Internet, and more than eighty percent of the users had informed that this is the main reason will be connected.

When duly authorized, the messages reach positive indices of attention and reply. Thus, the professionals of

marketing use the email to show to the consumer the benefits of its product.

The not requested email, sent for thousand of people simultaneously is called Spam. Some companies use this type of communication believing that they go to generate businesses. However, when this email is received, the people perceive it as irrelevant and invading of its right of privacy - that it makes with the message is ignored and extinguished of the post office box, without at least being read.

The correct use of a permission politics allows the sending of customized emails of companies to its customers on the Internet, in way to add, positively, information in the same ones.

The permission politics based on opt-in means that only those users who had given authorization receive e-mails customized, in accordance with described profile in its respective cadaster.

TABELA 3

Spam	Opt-out	Opt-in	Confirmed Opt-in
- Addresses gathered from anywhere	-Existing customers

They haven't given you permission, but you have their address. | - A checkbox gave you permission to send mail. | A checkbox gave you permission and you've confirmed the address. |
| **Pitfalls** | | | |
| - Doesn't work
- Creates complaints
- ISPs shut you down | - Many complaints
- Doesn't scale (imagine: what if every company made you opt out? | - Not bullet proof: distrustful visitors use bogus addresses. | - None
- A 100% clean and loyal audience. |

ACCEPTABILITY (The spectrum of e-mail marketing)

Font: Message Media, 1999

As the analysis above of the Message Media - North American company who develops email marketing programs - can be observed that the composition of a database of customers demand a detailed cadastre work, based on the total agreement of the users in receiving messages from marketing. The Message Media divides in four levels of acceptability of the email marketing sending. These levels graduate since the Spam until the acceptance confirmed for the user.

[10, p. 332, 333*] "Usually, the professionals of direct marketing and its customers like reciprocally rewarding relationships. Sometimes, however, happen condemnable facts. The aggressive tactics and sometimes suspicious of some of these professionals can annoy or harm the consumers, denigrating the image of all sector (…) In the last years, the direct marketing industry also faced increasing concerns on questions of invasion of privacy."*

The extensive amount of personal datas circulating in web could be alarm cause. Since the advent of the PC (personal computer) it comes growing the concern with the privacy of information, reaching its height with the "boom" of the Internet.

[11, p. 58,59] *"Even a consumer surfing in the Web is low profile in the time to supply personal information, some of them will leak in any way. If you visit a web page kept by the Center for Measured and Democracy, for example, you will find a feature utility called 'Who's Whatching You And What Are You Telling Them?'. This group of research and lobby shows to the consumers who any basic Web site that you visit will be able to get four itens on you that to connect itself always: what kind of browser you have, what kind of computer and operational system you are using, which is your service hosting and where it is hosted ."*

The consumers whom they choose to supply its data to the advertisers expect to have in swap discountings or better services, as well as the content creators they expect swap of gratuitous information and entertainment. These data, however, must be kept in secrecy, therefore the web users are more demanding in case the advertisers resell yours data.

The relationship with the consumers has to be conserved by means of a swap of favors - the user given important supplies to the company for them and they keep in secrecy the passed information, only using for the purpose previously informed to the consumer. In opposite case, the company can have its relation compromised to the direct consumer and other potential consumers who will be informed on the politics of privacy adopted for the company.

METHODOLOGY

The research was developed following the basic features of the "Delphi" method, that is recognized as one of the best instruments of qualitative forecast. Its area of more current application is the technological forecast, being also used in other areas, as the Management (mainly in Description of Future Scenes in the field of the Strategical Planning). This method is more indicated when do not exist historical data regarding the problem that it investigates, little scientific literature or, in other terms, when lack quantitative data referring exactly. The method "Delphi" offers two advantages: its cost is relatively low and it suppresses the pressures, that the participants could have in a confrontation face-to-face.

The principle of the method is intuitive and interactive. It implies the constitution of a group of specialists in determined area of knowledge, that answer to a series of questions. The anonymity between the participants is estimated to this method, so the influence in one on the other is eliminated. At any moment of the interview they intercommunicate themselves. Some variations can imply in the rub-out of one or more characteristic of the "Delphi" method, or in the creation of different procedures, that are admitted, since that are conserved the basic features.

Interviews through a questionnaire with 4 (four) opened questions had been made, where the units of comment had deep knowledge of Internet and the use of the email.

Inside of the cited descriptive research, the project of occasional research was used with samples of elements of the interest population, in case 10 (ten) professional of the Internet area had been interviewed. Two of them had been submitted the individual personal interviews with the use

of a recorder and the eight others, individual interviews by email.

The results of the interview had been analyzed semantically, searching the attainment of a consensus or almost consensus. This data had been gotten by intermediary of the qualitative research.

Secondary data - those that had already been collected, tabulated and commanded; and that already catalogued to the disposal of the interested parties - had been used as help to the research. These data are duly presented and with its sources cited in the theoretical referencial of this study.

ANALISYS
Questions of the interviews

P1. Do you consider the email a efficient marketing tool?

P2. How to prevent that the email sending is considered spam?

P3. How to develop strategies of personalization in the communication by email?

P4. What kind of recommendation or recommendations would you give to a company to use the email to generate businesses?

Entrevistados

Entrevistado 1 – CEO of Zargon Group e VP of SUCESU

Entrevistado 2 – Consultant and Director of SUCESU

Entrevistado 3 – E-business Coordinator of RBS Online

Entrevistado 4 – Information Architect of Globo.com

Entrevistado 5 – Web Designer of W B2/TN Internet

Entrevistado 6 – Tecnology Manager of Netuniversitaria do Brasil S/A

Entrevistado 7 – Systems Analist (Microsoft Certified Professional + Internet and Sun Certified Java Programmer)

Entrevistado 8 – Analist of Tecnical Support of Netuniversitaria do Brasil S/A

Entrevistado 9 – Webdeveloper of Netuniversitaria do Brasil S/A

Entrevistado 10 – Web Producer of WB2/TN Internet

Analysis of the interviews (see Appendix 1)

Most of the interviewed people had considered the email as a efficient marketing tool. The necessity of the presence of a benefit for the user in the content of the message is salient. Another important point is the personalization of the email in accordance with the profile of the user. This process must be lead through the access to a data base, where some people and its preferences are registered in cadastre. Some interviewed had considered important that the email is not used separately. A marketing campaign must be planned conjugating the email to a specific website, in accordance with the necessities of the public.

The email marketing strategy is not only considered Spam for the majority of the interviewed ones, when the user opts to receive the messages of marketing (opt-in).

Some interviewed people had added that the sending of email must be associated to a benefit for the customer, since that the product/service are interesting for it. Others had pointed the customization, the management of the permission and segmentation of market as a form to prevent the practical of Spam.

The interviewed ones agree that to develop a personalization strategy it is necessary that mount a register in cadastre established with the profile of the customers of the company and in the purchase behavior of these customers. This register in cadastre is structuralized having as main condition the assent of the user in being part of this stack. The technology of the Information (CRM, Datamining, Cookies and/or similar softwares) was mostly boarded of the respondents as strategy of personalization in the communication by email.

As recommendation for the managers whom they desire to establish email marketing strategies, the interviewed ones pointed:

- Creation of one lists allowed, or either, with permission of the user;
- Content of the messages conjugated with the necessity and interest of the customer and that it offers some type of benefit;
- Stimulate, through some benefit, the fulfilling of in accordance with register in cadastre (data base) the profile of the user;
- Guarantee of privacy of the information passed for the user;
- Investment in relationship software with the customer;
- Prevent the risk of purchase of one register in cadastre without permission.

FINAL CONSIDERATIONS

In this work a study was developed that analyzes the increasing use of the email as an efficient tool of direct marketing and relationship with customers.

Was searched, through the opinion of some specialists of the Internet area, to show that the email marketing is a known practical, however little used in Brazil. In U.S.A. its use as strategy of direct marketing and one to one is already a reality in the corporations and will put into motion, according to forecasts, some thousands of dollar in a short space of time.

The analysis of the research together to the interviewed ones disclosed contributions for the knowledge of the effectiveness of the email as marketing tool. The marketing by email, boarded in this study, must be understood as an allowed form of sending of information to the customers. These would authorize the type of message required in the web site after the register in cadastre yours personal information. It would be as a swap of favors - filling the data that the company needs, the user assures the right to receive information and contents from its interest.

It is important to stand out that this procedure can become dangerous, in case the information supplied for the customer is used for other ends. Without the assent and authorization of it, this practical is seen as privacy invasion.

Some companies use the email marketing in wrong form. They send not authorized messages for customers who

they identify as potential. In the majority of the times, the customers receive messages from products or services that do not take care of to its necessities or do not offer explicit benefits. Even the public has affinity with the product offered, the message only must be sent in case that has previous and explicit assent on the part of the each one of the addressees.

In this way, it is clearly that if it does not have to buy stacks of emails offered by the Internet. The work of construction of a database of users is arduous, but the results obtained with a list structuralized from the permission, certainly will be much more satisfactory. Another consideration to be pointed is the use of Information Technology as strategy of personalization in the communication by email.

The study demonstrated it that the email marketing is an efficient strategy. It is important for the professionals of Marketing conjugate marketing necessities and technology tools, working the information with intelligence and creating a lasting bond with its customers. The time to develop and to manage individual relations with individual customers arrived.

The power of the email marketing as communication tool is upper-class evident in this study, however, as all marketing action, must be added to the ethical principles of the human beings relations.

REFERENCES (BIBLIOGRAPHY)

[1] [2] [4] [10] KOTLER, Philip; ARMSTRONG, Gary. *Principles of Marketing*. Rio de Janeiro: Prentice-Hall do Brasil, 1993.

[3] KOTLER, Philip. *Kotler on Marketing.*. São Paulo: Editora Futura, 1999.

[6] [7] [9] GODIN, Seth. *Permission Marketing*. Rio de Janeiro: Campus, 2000.

PEPERS, Don, ROGERS, Martha. *CRM Series. Marketing 1 to 1*. Pepers and Rogers do Brasil, 2000.

SEYBOLD, Patrícia B. *Clients.com.* Makron Books, 2000.

CARVALHO, Daniele e CIANCIO, Patrisia. *Internet Business.* Rio de Janeiro: Ediouro Publicações S.A. Maio de 2001, número 45. Reportagem de Capa.

[11] SCHWARTZ, Evan I. *Webeconomics*. São Paulo*:* Makron Books, 1998.

[8] *B2B Magazine*. Março de 2001, número 04. Reportagem: "Fale com o cliente, mas só o que ele quiser".

http://www.pretext.com
www.emarketer.com
www.gartnergroup.com
www.jmm.com
www.clovis.massaud.nom.br
www.messagemedia.com
www.yesmail.com

APPENDICES

APPENDIX 1

ENTREVISTADOS	P1. Do you consider the email a efficient marketing tool?	P2. How to prevent that the email sending is considered spam?	P3. How to develop strategies of personalization in the communication by email?	P4. What kind of recommendation or recommendations would you give to a company to use the email to generate businesses?
1	- It is efficient - email + benefits/ "enticement" - product + interest - profile (database sweeping) - persuasion not inconvenient	- email + benefits for the user - interest - profile - adjusting of message to the client profile	- database - full cadastre - adjusting of message to the client profile - strategic planning of action - personalization - profile	- detect necessities - cadastre based in benefits - website with interesting contents - risk in buying *mailing list* - email + benefits - *newsletter* - incentive in fill the form of cadastre - database + profile
2	- It is efficient - culture in development - doubt about the future - public in contradiction - diferent from post service (acceptability)	- *opt-in* - cadastre (promotion, prizes) - regular frequency of sending - email + benefits - product + interest - database - profile - adjusting of message to the client profile	- It's hard - identification by "*cookie*" - mapping online behaviour - profile - historic of buying and navigation - full cadastre - adjusting of message to the client profile - *opt-in* - specific software	- obtainning of lawful mailing list - creation of promotions with cadastre - interest email - product + benefits - *newsletter* - integration of content + necessity - website with interesting content
3	- yes, into a marketing mix - complementar tool - linked with a website - *1 to 1* - user profile - user segmentation - email + benefits - *opt-in* (permission marketing) - database - research	- manage the permission - communication and personalized product - perception of customization - *CRM*	- total *CRM* and applied - database - specific software - mapping online behaviour - profile - *opt-in* - permission - adjusting of message to the client profile - "*clusters*" - integration of content + necessity	- investment in softwares - investment in CRM team - marketing + *IT*
4	- only linked with a specific website - email campaign - user profile	- *opt-in* - manage the permission	- database marketing - specific software - *opt-in* - adjusting of message to the client profile	- total permission - never send email not solicited
5	- Yes - Marketing tool - Direct channel between the company and the consumer - personalized communication	- available to receive any kind of information - *opt-in/ opt-out* - well pointed communication, even not requested can be positive effect	- wide personalization (using other tools: digital) - know the consumer (desires e expectations)	- diversify the communication tools - potential relationship closer with the consumer - know the client - email as important marketing tool in companies strategies

6	- Yes. Fast approach in the client	- permission - *opt-in*	- salutation to the client + company brand - links with full informations	- email as other media - spreading of news - reach the user fast
7	- Not in Brazil. - opt-in - It can't be consider marketing - Indignation in the users	- The companies are not profesionals in Brazil - Selling of email cadastre - opt-in opposite opt-out - Not direction - Attitude more professional - Email + benefits	- persolization softwares - opt-in	- opt-in - Email + benefits - More direction - Don't buy cadastre - personalization - differential in relationship with clients
8	- Yes. When well used.	- segmentation of market - public-target	- personalization	- don't put animated banners - attractive values for the client
9	- Yes. Opt-in - No. Without previous authorization	- sending messages only with authorization	- know the cliente - CRM and Datamining	- opt-in - against opt-in with authorization - short messages, without attachment files - client necessity
10	- Yes. If used correctly and good sense - efficient, fast and cheap	- opt-in - delay on loading - subject don't inform the real content - invasion of privacy	- Benefits to fill out cadastre forms - Cookies - The user have to perceive the monitoring	- personalization - privacy of informations sending by the users