

February 11, 2014

## **Campaigner(R) Salutes U.S. Presidents, Pulls Presidential Wisdom to Help Email Marketers Succeed**

### **Know Your Constituents, Kiss Babies and Segment Messages to Make Customers Pledge Allegiance to Your Company**

LOS ANGELES, CA -- (Marketwired) -- 02/11/14 -- In honor of the 129<sup>th</sup> Presidents Day to be celebrated next week, Campaigner<sup>®</sup>, the email marketing brand of j2 Global, Inc. (NASDAQ: JCOM), has elected to release historic email marketing revelations from honored leaders throughout American history. Dating back to 1789 from our first U.S. President, George Washington, to our current commander-in-chief, our country's leaders have bestowed valued marketing lessons upon our great nation without even realizing it.

Our past presidents had the skills to be influential in today's email marketing industry. According to a recent consumer survey conducted by Campaigner Email Marketing, 21 percent of survey respondents believe that if all former presidents were in the workforce today, Bill Clinton could be named the "Great Email Marketing Communicator." Our 35<sup>th</sup> President, John F. Kennedy also received high praise, as 32 percent of respondents believe that of the presidents listed in the survey, he could have created the most inspirational email campaign. Additionally, 33 percent of respondents would choose Kennedy, based on past campaign creativity and marketing effectiveness, to lead their marketing team to success.

Most email marketing campaigns lack colorful fireworks or a strong national anthem and seem stoic and impersonal. If not carefully improved, this could result in decreased customer interaction, click through rates and possibly a lost election. Though times have changed over the last 200 years, one thing remains constant: Presidents throughout time have championed strategies that are still applicable to business today.

"It's amazing that these visionaries from centuries ago can still provide guidance and inspiration that is relevant today," said Seamas Egan, Manager of Revenue Operations at Campaigner. "Consistent and segmented messaging, optimal planning and fostering loyalty are just some of the gems these leaders have provided us throughout the years, and businesses would be wise to embrace them."

Following the footsteps of our country's greatest leaders, Campaigner has developed its Presidential Guide to Email Marketing, including five tips from our nation's most respected leaders, both past and present:

#### **1. Run a Crafty Campaign**

Strategy and preparation are key elements of success to any campaign -- from presidential to email marketing. President George Washington once said, "[To be prepared for war is one of the most effective means of preserving peace.](#)" Optimal testing and planning is the key to a successful email marketing campaign. Prepare your plan of attack at least one month (preferably two) in advance, with extensive details. The plan should include a calendar and map of how to get from "Point A" to "Point B" in a set period of time, as well as strategy notes that outline your tactics to win each battle.

#### **2. Eliminate Swing Votes: Identify and Segment Your Constituents**

Franklin D. Roosevelt famously said, "If you treat people right they will treat you right...ninety percent of the time." It's important to understand your audiences and what messages they will welcome and identify with. By segmenting your lists, you will ensure the best possible content is going to the right people: A Democratic campaign is going to be vastly different than a Republican campaign because they are very different audiences. Web content and structure also require segmentation, as you don't want to send a CEO to a landing page designed for marketing managers. If executed properly and strategically, segmentation will ensure your constituents remain in your camp and not turn into swing voters.

#### **3. Kiss the Baby! Make Them Pledge Allegiance to Your Company**

Both politicians and email marketers alike understand the value of "entertaining." Abraham Lincoln knew it, as he said, "I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts, and beer." Customers love to see (and feel) the love: Get to know your clients and test new ways to sell to them based on this understanding. Start small by changing your subject lines and button colors. Once you are comfortable with minor changes, start expanding your horizons: Try different A/B split testing with dynamic content or new pictures to see what resonates with customers. Get that loyalty secured so your customers pledge allegiance to you!

#### **4. Stand at Attention: Incite Your Customers to Act**

Bill Clinton said, "Being president is like running a cemetery: You've got a lot of people under you and nobody's listening." In this case silence is not golden -- encourage your customers to stand up and take action alongside you. Provide solid, relevant content with a call-to-action in your email campaigns and in all of your social media interactions. If you have an outstanding newsletter but no call-to-action, the content may be ignored or worse, people may unsubscribe. Make it second nature for your audiences to cast their vote with "click" or "sign up here."

#### **5. Keep an Eye on Your Audience: Know What They Want to Hear**

While appearing on the Letterman Show, President Barack Obama responded to future election plans with a quick reference to, "Vice President Oprah." Like the president, you've got to keep your eyes and ears open to understand your audience and communicate with them effectively and with a sense of humor. Identify what interests your audience and keep them engaged -- feel free to elicit feedback from them so you can adjust your strategy in order to deliver news and deals that they want to receive.

Take these tips from the United State's most prolific leaders, and you can be as successful in your role as they were in theirs.

To see an infographic related to this press release please visit <http://www.campaigner.com/solutions/infographics/pdf/presidents-infographic.pdf>

#### **About the Presidents Day Email Marketing Survey Commissioned by Campaigner**

The survey (<http://www.campaigner.com/survey/results/201401.pdf>) was commissioned by Campaigner using Google Consumer Surveys between January 23 and January 26, 2014. Each question sampled at least 300 unique, randomly sampled Internet users across the Google Consumer Surveys publisher group, who identified themselves as consumers. The average margin of error is +/- 2.7%.

#### **About Campaigner<sup>®</sup>**

Campaigner sales and marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM

and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQ: JCOM) Learn more and visit Campaigner at [www.campaigner.com](http://www.campaigner.com).

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[Toolbox.com](#) and [Geek.com](#). The Digital Media Division also operates BuyerBase®, an advanced ad-targeting platform; [LogicBuy.com](#), a leading provider of online deals; and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 Global had achieved 17 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

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