

How to Control Enterprise e-Marketing

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Do you have multiple users involved in the email marketing process?

Proper coordination of e-marketing efforts minimizes the risk of damaging an organization's image, and the very real potential of running afoul of compliance standards, by sending out too many or the wrong types of messages.

In addition to creating style guides, best practices guidelines, establishing procedures, etc. one of the easiest and foolproof methods to controlling your organization's messaging to the outside world is by establishing enterprise permissions. Whatever e-marketing application you're using, find out what permissions functions it offers; or if you're currently evaluating tools, be sure to compare the enterprise permission features of each.

Permissions features provide managers maximum control over the volume and content (logo use, approved wording, etc.) of messages, without having to micro-manage employees' efforts. Specifically, permissions allow managers to enable/disable specific functions for each user, such as the ability to create content, upload lists, and/or broadcast messages. This ability greatly reduces the number of mistakes and duplication that often occurs with multiple users.

Some e-marketing applications also allow for the creation of "super-users" who can set a wide array of tiered permissions for sub-users. Because each user's login is tied to her/his lists, objects and messages, it's then easy for super-users to evaluate organization-wide and individual usage and deliverability issues. Another benefit of creating super-users is the power to deny any user the ability to send a message unless a designated manager approves it. With some e-marketing applications, when the user requiring approval sends the message, it's sent to the manager's approval queue where it remains until it is approved or canceled.

In addition to controlling what is transmitted via email, enterprise permissions may provide easy and useful administration of accounts with multiple users and associated sub-accounts. Associated sub-accounts can be billed individually or their activity can be aggregated and billed to a single user.

All of this 'control' may seem a little too 'Big Brother'-ish, but from many employees' point of view, enterprise permissions provide clear-cut guidelines for what they *can* do—providing staff with enough autonomy and tools to get their work done, effectively.

About CommPartners

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—Lisa Olson, PR/Communications Director, Care Providers of Minnesota