

SIG Luncheon  
Sunday, August 3 – Vancouver

Amy started the discussion with a couple of general housekeeping items.

- The Executive Committee would like to implement a mentoring program.
- Our SIG has worked to create a seal similar in concept to a “Good Housekeeping Stamp of Approval”. We have now been asked to suggest standards for receiving the seal to the Executive Committee.
- The Exhibitor/Sponsor Committee is seeking one more volunteer from the Marketing SIG to round out their committee.
- If you are interested in volunteering for any of these opportunities, please let me know and I’ll pass it along to the appropriate people.

Amy Danziger Shapiro then proceeded to begin the substantive portion of the discussion by providing some general information as to tracking ROI (Return on Investment). There are two ways to track ROI – 1.) Emotional and 2.) Financial. For sake of the luncheon discussion, we focused on financial. ALI-ABA created specific software that compares lists with registrations. They have also moved to collecting demographics and other details to assist with the analysis. Amy will post a message to listserv as to how you can determine your financial ROI without spending significant funds.

Nicole Steckman provided a brief presentation as to points to consider when hiring an outside vendor for email services. In my research, I’ve found there is a recommended decision tree that each organization should work through to determine the right solution.

- In-house (software) vs. outsourcing
- To what degree should we go off the premises?
- In-house (software) is not the path most typically taken by marketers. It is typically driven by IT/tech staff and needs to be installed and ran on individual computers.
- If outsourcing, self-service vs. full-service
  - To what degree do you want to offset the actual work (i.e. list preparation, message preparation, testing, job submittal, reporting, etc.)?
- Other services needed
- Sending the email is only one part of the process. How much assistance do you need with:
  - Data management
  - Design/HTML programming
  - Legal compliance
  - Campaign management
  - Advance reporting/analysis

As mentioned earlier, the majority of marketers do not opt for a software package. Once you have worked our way through the decision tree, there are two primary services available.

- E-messaging service bureaus - They are typically full-service operations that handle everything
- Email Service Providers (ESP) - This is a do-it-yourself, web based option. You would do the work, but use your computer, system, etc. This is typically a web-based program that would be accessible from any computer connected to the Internet.

The discussion was wrapped up a few final housekeeping items.

- Don’t forget to take advantage of the benefits offered by using the marketing listserv. To join, please visit the ACLEA website.
- Email Amy at [adshapiro@aliaba.org](mailto:adshapiro@aliaba.org) if you are interested in writing an article for the *In the Loop*.