



Here are 3 case studies for you to use and enjoy:

- 1. How Tweaking a Business Web Site's Design Can Increase the Sales Leads it Generates by 60%**
- 2. 9 Tactics Tactics eRetail Site Used to Nearly Double Sales Conversions in the Past 6 Months**
- 3. Usability Lab Results: LEGO Tests Site Revamp Ideas to Please Both Parents and Kids**

Want more case studies and marketing how-to's — free?

Join the 147,000 marketing professionals who get MarketingSherpa's newsletters packed with case studies and practical knowledge, including lots of results data and campaign metrics.

Free subscription: www.MarketingSherpa.com

More Case Studies: www.SherpaStore.com

Thank you for your purchase from MarketingSherpa!

How Tweaking a Business Web Site's Design Can Increase the Sales Leads it Generates by 60%

06/10/2003

CHALLENGE: Exactly one year and a day ago, Administaff's VP of Marketing Gregory Morton proudly launched a new site, HR Powerhouse.com, that he hoped would generate lots of leads for his field sales force.

Why have a separate site?

After all, the Company's corporate site was very well designed, and already collected sales leads through a clever "Is Administaff right for your company?" quiz for visitors. Morton explains, "I liken it to not asking someone to marry you on the first date. The chances are that some visitors may not be in a position where they are a good candidate for us yet."

However, as Morton says, "It's easy to have a vanity site where people go who already know your name; it's difficult to mine the Internet for prospects."

He hoped a compelling content site on the subject of HR would be able to educate and warm prospects until they were ready to become Administaff customers. Plus, he could take advantage of marketing partnerships — creating co-branded entries into the site from partner's sites.

However, if you're planning on using your marketing site to warm up sales leads over a period of time, that means you have to get people to return repeatedly.

It's hard enough to get prospects to visit for the first time — how could Morton make the site so compelling that people came back time and time again of their own accord until they at last converted into active leads?

CHALLENGE: "At first the mindset was not to have any registration — everything was going to be free for the taking," says Morton.

Instead, Morton decided to require that visitors register to access the best of the site's no-cost content. That way he could collect some data from them, and ask them for permission to send a monthly site newsletter designed to entice them to return.

He and the Web team agonized over where to put the registration form. Should it be on the home page, or should it be in front of just the most valuable content on the site?

“We bravely went forward with the idea that we would give them a fair amount of value, and then if they wanted a little more, it would be in exchange for something of value, which is the ability to communicate.”

The team also heavily debated what the form should look like and how many questions it should contain. The first iteration of the form included some contact info (name, email, city, zip, country) and a few demographic questions, such as number of full-time employees and industry.

However, it didn't ask for a user name or password, because many people dislike using these and it adds to customer service load. Therefore, the form cookies completed visitors and passes them through without a barrier forevermore (or until they delete cookies or switch computers).

Naturally, the team also debated the design of the site's home page long and hard. They settled on a Yahoo-style design with a clickable list of subjects. (Link to sample home page and registration form below.)

The site launch, on June 11, 2002, went pretty well.

Morton studied his initial reports carefully — including tweaking his search marketing daily to get optimum results.

After a while he noted that on any given day about 29% of visitors were repeats — people who'd been to the site in the past. Plus, about 32% of visitors who reached the registration form wound up filling it out entirely to register.

Most marketers would be happy with these results. Morton was itchy to do even better.

“It's an incredible branding opportunity for us,” he explains. “There's not room for a dozen folks who can own a brand on HR on the Internet. I thought, ‘Let's be number one.’”

But, trolling through site log files for data to improve the site was incredibly cumbersome. So, Morton invested in some site analytics software, making sure it included useful reports and the ability to tie into his sales rep's CRM system so he could feed them useful data to help with pitches to particular prospects.

Based on the new metrics reports, Morton and the Web team settled into a pattern of revamping the site to improve results about twice a year. The first revamp was in November 2002, and the second just a few days ago in June 2003. (Link to fun before-and-after screenshots below.)

They learned four critical lessons about what makes a successful business site:

Lesson #1. Don't copy Yahoo's home page

Although it's really famous, Yahoo's home page is not an optimum design to copy for usability. (Note: MarketingSherpa published research data last year on this fact — see link below.)

Morton and the Web team went through two rounds of simplifying and reorganizing the home page so visitors could find the most popular sections and tools more quickly. They worried that a confused visitor would just leave instead of exploring further.

The first home page version gave equal prominence to almost 20 main links. The current home page version has half that number of main links, and these are grouped into five featured categories.

"Our goal now is to put enough of a handle out there on the front page that there's going to be something of interest, and then let them drill down for more rather than putting everything forward," explains Morton.

He adds, "It's like shopping in a grocery store when you're short on time. You use the signs over the aisles to locate the right one, and then you find what you need and get out."

Lesson #2. Copywrite using language your prospects use

"In earlier versions, the navigation was a little frustrating because it wasn't broken down into categories in terminology that visitors used. It was in 'HR Speak'," notes Morton.

His prospects were CEOs and other leaders of companies with 5–500 employees — companies big enough to need HR help but not to have hired a full-time in-house staff. These folks didn't use terms such as "compliance" in their speech. Instead they talked about things like "productivity" and "profitability."

After conferring with the sales team to learn how prospects used language, and noting from metrics reports which words were clicked on the most, Morton rewrote both the navigation tags and much of the site's body copy to reflect these prospects' language.

Lesson #3. Create special landing pages for top keywords

One of the ways Morton drove first-time traffic to the site was by purchasing keyword text ads on search engines. At first he had all of this traffic sent directly to the site home page.

However, once he learned from reports which keywords produced the most valuable prospects, he asked the Web team to create special landing pages for about the top 20. While landing pages contain the regular site navigation, they feature a prominent headline with that particular keyword in it.

The existence of pages has also helped with search engine optimization rankings (non-paid search results) for the same terms.

Lesson #4. Shorten your registration form as much as possible

Although Morton loved all the data a long registration form delivered, it simply didn't deliver the volume of names that a shorter form did.

After testing different lengths, Morton cut his form to the bone.

However, bear in mind the site registration form isn't Morton's primary lead generation tool — it's there to help him grow his email newsletter list... which in turn keeps visitors coming back... which in turn warms and educates them until they are ready to be plucked as ripened leads.

In order to pluck the ripened leads, Morton relies on the same clever tool the main Administaff site does — a quiz that visitors take to find out whether they should consider being a client or not.

RESULTS: Since revamping the site based on metrics, the return visitor rate has jumped from 29% to 45% of average visitors (plus total visitor numbers also have grown overall).

Since making the registration form radically shorter, the percent of visitors on that page who convert to registrants has jumped from 32% to 53%.

About 1% of all visitors each month (including repeaters) wind up as qualified sales leads who have taken and passed the quiz and asked to be contacted with further information. The form allows them to reach out in three ways: 98% choose to fill out a Web form asking to be contacted, 1% pick up the phone and call Administaff, 1% check the "call me now" button.

Morton was pleased to learn that leads coming from the educational site have been warmed enough that their average sales cycle is 6-9 weeks versus the 9-12 weeks he'd expect from leads generated by other marketing programs.

However, he was vastly surprised to learn that the site's leads often result in bigger accounts from bigger companies than leads generated from other marketing.

He'd been expecting to garner lots of very small businesses, so this was a shock. "We hadn't anticipated groups as large as 100-300 employees. The top of our bell curve is more like 16-18 employees. It opened our eyes to a wider marketplace."

You gotta love that.

Useful links

Before-and-after screenshots of the home page and the registration form design — fun to check out:

<http://www.marketingsherpa.com/ph/ad.html>

NetTracker metrics software that Administaff uses to track and report on the ways visitors are using sites, as well as their value as sales leads:

<http://www.nettracker.com>

Case Study on measuring visitor satisfaction site metrics (the story in which the Yahoo design data appeared):

<http://library.marketingsherpa.com/barrier.cfm?ContentID=2100>

<http://www.hrpowerhouse.com>

<http://www.administaff.com>

9 Tactics eRetail Site Used to Nearly Double Sales Conversions in the Past 6 Months

02/14/2003

As you may recall, last June we published a Case Study on BackcountryStore.com entitled, *eRetailer Uses Metrics to Grow Sales More Than 100% Year After Year* (link below). Since then, the marketing team has continued to test new tactics and agreed to share their results with us today...

CHALLENGE: John Bresee, Co-Founder of BackcountryStore.com, an online-mostly retailer, worries most about the grizzled guy at the back of competitor's brick and mortar stores — the guy who can tell customers which sleeping bag best suits their needs.

Matching that level of customer communication online is the key to raising Bresee's sleeping bag and other outdoor gear sales.

So instead of saying, "How do we keep down customer service and communication costs?", BackcountryStore.com's management team asks, "How can we improve communication to boost conversion rates?"

Bresee's proposed answer: "The way to get high conversion is to be absolutely right in front of your customer." Which is easy if you're a physical store, but what about Web-based business?

CAMPAIGN: When they moved to a new dynamic Web site platform in October 2002, the BackcountryStore.com team took the opportunity to introduce nine new customer communication and conversion tactics:

Tactic #1: Product reviews by customers

Anyone can register at the site and post a product review and rating. BackcountryStore.com edits submissions for typos, and rejects any comments offering nothing of value to customers. Bresee explains, "You do get a lot of reviews like 'THIS ROOLZ!', and that's it."

What the store doesn't do is reject *negative* reviews.

Bresee explains, "If you show positive reviews without negative, people don't trust the source. It was more important that we have editorial integrity so that customers really look at us as a source of valid information than it was for us to protect a product."

The team also uses negative reviews as feedback on what products should and shouldn't be stocked in the future. If a product's

getting hammered by visitors, it's time to take a fresh look at inventory choice.

At launch, though, Bresee's greatest fear was that nobody would submit reviews, which would make the feature look a little lame. He also worried that reviews would be too polarized to be useful (people tend to only submit opinions online when they're very pleased or very angry).

Tactic #2: Product comparisons

Category product lists let visitors tick off up to four products and get a side-by-side comparison of features on a single page.

The comparison idea came from employees — all outdoor enthusiasts — who wanted the function both for themselves and to help customer service people better understand unfamiliar product groups.

Tactic #3: Best-seller lists

The team added overall and category-specific bestseller lists to the right-hand side of product listings. (Note: This is a feature we've seen from almost every single profitable e-retailer we've profiled. So, if you don't have best-sellers listed on your site now, you should strongly consider adding them.)

Tactic #4: In-house copywritten product descriptions

Unlike many e-retailers, BackcountryStore.com's team writes its own SKU descriptions rather than relying solely on the blurbs that manufacturers provide.

The content and style mirror the company's customer orientation and position as a source of unbiased expertise. (In fact, their Content Manager has a Harvard degree in linguistics.)

Bresee explains, "We're fanatical about that. It's making sure it's fitting with our tone. Speaking in a way that a customer would with a gear expert at a specialty store. So we can have the same information they would be able to get from the clerk, in an offline store."

Tactic #5: Real-time inventory display

All product listings include an indication of how many items are left in stock ("quantity on hand"). This is a real-time warehouse figure intended to add certainty to the transaction, making people more likely to buy if they know that what they order is definitely available.

Bresee admits they were a little nervous about offering that information on public display, but they hoped the conversion benefits would outweigh the CI risks.

Tactic #6: Larger images

Product pages already featured relatively large product images (typically 300x300 pixels), but the team added an option to click through to an even larger image at 440x440 pixels. With sporting goods and gear, a touch/feel purchase, Bresee wanted people to be able to look at as much detail as possible.

Tactic #7: Additional feedback opportunity

At the bottom of each page there's a "What's wrong with this page?" link which leads people to a feedback form with the referring URL built into the subject line.

Bresee explains, "We were having people picking up the phone saying, 'This isn't working' or 'I question this' or whatever, so we just thought we'd let this community of visitors tell us what they disagree with in a product description, for example."

Tactic #8: Refer-a-friend function

Although evidence from elsewhere suggested the viral technique was on the wane, the team tested a refer-a-friend form on the right-hand side of each product page.

Tactic #9: Shopping cart enhancements

The team decided to let people order without registering. Bresee says this was a response to Shop.org's findings that around a third of shoppers cite forced registration as their No. 1 complaint. He says, "For us, it matters most to get that first order at the cost of everything else."

Additional cart enhancements included:

- A shipping calculator to display shipping costs *before* customers have to input any detailed order information.
- An enhanced inventory record, where the number still in stock is displayed in more detail, after the customer has selected a garment size and color, for example.
- Cart contents displayed on the right-hand side of each normal page, so customers can always see what (and how much) they've "bought" so far.

These 9 tactics were built to integrate with existing core communication and conversion features...

Feature #1: Highly skilled customer service reps

The key qualification for all new customer service hires (known as “Gear Experts”) is an interest in outdoor gear.

Bresee says, “It’s a hard notion because you have to find fanatical outdoor people. And you need to find them on the day that they decide ‘I don’t need to be outdoors that much, I need a little more stability in my life.’ If you hire them a day too early, they’re restless and they can’t make it, and if you wait too long they’re in a career somewhere else.”

The team uses local contacts, newspaper ads, and a homepage link to attract applicants.

Then they keep staff turnover rates unusually low by offering staff product discounts and flexible working hours to account for outdoor hobbies.

For example, there’s an adventure sabbatical program where customer service employees can apply for unpaid time off to undertake a big adventure, such as trekking in Nepal.

The “gear fanatic” approach is reflected in the live help button which appears on every page — rather than featuring a corporate clone on the button, it has a photo of bearded BackcountryStore Bob, the actual senior gear expert.

Bresee says, “Interestingly, within a couple of weeks one of our top competitors did the same thing.”

Feature #2: Newsletter that’s less salesy

The site newsletter is published twice a month, alternating between a content-based version, filled with useful articles written by the store’s gear experts, and a sales version, featuring current deals. (See link below for a sample.)

Bresee says, “We’re not using the newsletter as a primary sales driver. We’re just using it as a tickler to say, ‘Hey, we’re still here.’ We try and hold aggressive merchandising out of the content newsletter so it’s really clear that this is something valuable.”

Feature #3: Free shipping

The site charges nothing for shipping on orders over \$50 for delivery to the lower 48 US States.

“That’s what I loved about watching this Christmas season,” says Bresee, “everyone went gaga over Amazon offering free shipping — and we’ve done it since 1996.”

The company sees it as a pure marketing cost. As a full retail site, they have some leeway with margins, but it's still an expense that Bresee says gets discussed heavily at every annual review.

RESULTS: BackcountryStore.com's revenues grew 130% in 2002 and, since the installation of the new platform and features, the site's conversion rate has "almost doubled." The sales increases have already paid for the required investment costs.

More details on what works:

- Between 10 and 25 quality reviews are posted each day. Though this is a small proportion given the 20,000-30,000 daily visitors, it's enough to make the feature work. ("Which is a relief! What we're finding is that people are passionate enough and know enough that they're really talking about the gear.")
Now that sufficient reviews are online, the team's looking at ways of featuring them more prominently on product pages.
- The comparison function has been "very effective — it's our fifth best converting tool on the site."
- Larger images have proved hugely successful. Bresee says, "There's nothing else that we've done that has had a larger impact than offering 440x440 pixel pictures."
The company now has a dedicated internal studio for product images.
- The impact of real-inventory figures also exceeded expectations. Bresee's own review of customer comments at BizRate.com shows it's second in importance only to the free shipping offer.
- The find-a-friend function... "is making sales for us every day. It surprised me but we keep seeing sales through it so we left it alone."
- Bresee's learned that best-seller lists work better when they help people pick something from a group of similar purchases. Anybody looking for a sleeping bag doesn't benefit much from a site-wide best-seller list showing sunglasses and water bottles as the popular buys.
Bresee adds, "The closer you get into a brand page where it's just similar products, the more this converts."
- The sales newsletter gets click throughs (unique clicks as a proportion of total mails sent) of 6-11%.

Bresee says the revenue generated directly by the newsletter is great, and they've been surprised to find emails continuing to generate revenue months after they were sent (so make sure your newsletter links remain active).

He says, "It's successful enough that we're going to go after it aggressively this year and hope to quadruple our lists."

Useful links

Product review sample

<http://www.backcountrystore.com/store/SUN0041.html?id=ELN4uLK3>

Newsletter sample

<http://www.imakenews.com/jbresee/>

Original (still fascinating) June 2002 Case Study:

<http://library.marketingsherpa.com/barrier.cfm?CID=2082>

Usability Lab Results: LEGO Tests Site Revamp Ideas to Please Both Parents and Kids

09/23/2003

CHALLENGE: Just about the worst thing you can do to a successful Web site is to launch a complete revamp.

Your loyal visitors will be upset, plus you can't reliably compare apples-to-apples to figure out how well elements of the new site are working compared to the old one. In direct response terms, there's no "control."

However, sometimes outside forces require you to ignore best practices.

Last year, marketers at LEGO found themselves in that situation. The company's offline research showed brick and mortar retail shoppers had a tough time finding products on store shelves because LEGO's product lines weren't organized into branded groupings that made intuitive sense to consumers.

So, LEGO decided to reorganize its products into easier-to-shop-for branded groupings. And everything from product packaging to the Web site content had to follow suit.

"The Web site was working very well up until then, but oh, my gosh, I thought, how can I organize it now?" says Margaret Conley, LEGO Market Research Director. The revamped site would not only have to match offline packaging and product groupings, it also had to be very easy for three different types of consumers to navigate:

1. Parents seeking product information and/or buying online.
2. Young teens (kids aged 13-14) who are sophisticated surfers.
3. "Tweens" (kids aged 7-12) who are less sophisticated.

"It wasn't an easy challenge," says Conley.

CAMPAIGN: The LEGO site gets several million monthly visitors, and is a key part of the brand's marketing. Therefore, just as the company would never air a radical new TV commercial without pretesting, they also would never put up a revamped site without consumer testing.

First, Conley decided to use focus groups to get big picture input on the overall direction the new site should go in.

While kids' opinions were important, if the site didn't work for parents it wasn't worth building at all. So the focus groups were two groups of eight parents each. Each session went through two stages:

First half of focus group session: Drawing home pages

The parents were split into two teams of four and given butcher-block sheets of paper and markers. They were asked to design a home page, focusing not on the art but on what they'd call things and how they would bucket information. (In other words, navigation.)

Then each group talked about what they liked about the other group's design.

Second half of focus group session: Reviewing two samples

Next, these parents were asked to vote on screenshots of two radically different home page prototypes. (Link to samples below.)

One prototype's navigation buttons were focused around LEGO's new product group brand names "Explore," "Make & Create," "Stories & Action," and "Next." LEGO called this their product site.

The other prototype's navigation buttons were focused on activities that visitors go to LEGO's site for, "Products," "Play," and "Shop." LEGO called this their experiential site.

The focus group results gave Conley's team a good overall feeling for where the site revamp should go. Next, the team conducted three waves of testing and tweaking to nail down the specifics.

Again, Conley didn't want to go live until she was very sure she had the best possible site. So, all testing took place in a usability lab instead of on the Web. This time all three target demographics were invited (separately) for each of the three waves of design changes, including:

- One-on-one usability tests with eight parents per wave, looking for the parents' expectations and watching how they navigated through the site.
- Usability tests with four pairs of kids per wave aged 7 to 12 ("Because kids that young tend to be nervous, we interviewed two of them at once," Conley says.)
- One-on-one usability tests with eight kids per wave ages 13-14.

Key design tests included:

1. *How to make navigation names ultra-clear*

Aside from the obvious tweaks of where to put navigation buttons and how big to make them, Conley's team had to overcome a critical problem with LEGO's new product grouping names. While group brand names like "Next" may be fine on retail packaging, they were highly confusing online for obvious reasons.

One test — when icons were scrolled over up popped further descriptions and images of what could be found there.

2. *Dominant home page image*

Should the home page be dominated with a general brand statement photo, such as kids playing with a variety of toys? Or should it be dominated by one single "hero" toy of the month?

3. *Visuals vs. text for navigation*

Conley also wanted to test whether text was necessary to describe products or whether visuals would be enough. For example, she knew that it could be difficult to indicate with labeled buttons on a page whether a "game" was a LEGO product or a game that you play online.

4. *Overcoming kid-specific navigation challenges*

Kids made up 75-80% of the site's traffic, so Conley's team had to take that into account when they tested navigation.

On the products page, they tested scrolling speeds for the product search. "If you're going to mess with a basic feature like the scroll bar, you have to test very carefully," says Conley. "It had to do with how you start and stop the scrolling, how fast it should scroll."

5. *Handling kids browsing vs. parents buying*

"We wanted to create a section for kids to look at products and explore without being bombarded with sales messages," Conley says. Although parents also use the site to review products, LEGO was hoping to convert some into online buyers.

Therefore, Conley's team tested keeping the shopping and browsing areas of the site far less integrated than they would be on a traditional etail site. They decided against a shopping cart in the product information area.

Instead, they tested adding a "wish list" option. If a kid liked a particular product, he or she could add it to a wish list to be printed out to hand to a parent, or to be emailed to a parent.

The team tested giving kids total control over messages versus a preset group of messages the email could contain (such as “Here’s what I want for my birthday” which would arrive in the parent’s inbox with the subject line, “Do you know what Dan wants for his birthday?”).

Conducting the three waves of redesign and usability-lab testing took from March 2002 to March 2003. Then Conley held her breath as the new site launched live.

RESULTS: “As soon as the site was launched in February 2003, everything jumped dramatically,” says Conley. “Business increased, we got great press, the *Wall Street Journal* endorsed us as Best on the Web for kids.”

Although LEGO didn’t promote the site in any significant way more than it had in the past, traffic increased from 2.2 million unique visitors in May of 2002 to 3.5 million unique visitors in May of 2003.

Plus, metrics show these new visitors adore the site. The new site’s average time spent per visit is 38 minutes, and visitors return an average of seven times a month.

More results:

- The second prototype — the experiential model with buttons labeled based on the activity visitors were on the site to accomplish (Products, Play, and Shop) — was the most popular with both focus groups.

This shows clearly that consumers are more interested in their own surfing goals than in your product line designations.

- Adding bulleted text points to the main navigation buttons helped with adult navigation, but images were important, too — especially for kids.

“For kids in the tween range, their navigation is focused on images, they don’t always read the words,” Conley says.

- Playful navigation buttons — where you had to scroll your cursor over a navigational icon to prompt pop-up bubbles with explanations — bombed with both parents and kids. “People told us they want to get where they’re going and then play. They don’t want to play around finding where things are.”

Lesson learned, when your Web designer tries to get you to do ultra-neat stuff with navigation, just say “no.”

- As predicted, parents and kids alike had difficulty understanding two of the four new LEGO product group brand names in an online context.

“When they saw ‘Next’ on a page they were thinking ‘next page,’ and when they saw ‘Explore,’ they thought of exploring the site,” Conley says. “It was a challenge because we could not change those words.”

The solution — adding representative product images gave visitors a clearer understanding of what these buttons meant.

- The large hero shot of a single LEGO product and kid on the home page worked better than a shot of many products and kids. “Boys and girls both thought that was very cool.”
- Speed of the scroll bar had to be very slow to accommodate kids’ eye-hand coordination.
- Kids loved the option to email their wish lists to relatives.

The remarkable thing about all the lessons LEGO learned on the way to a highly successful revamp is that just 96 consumers total (48 parents, 24 tweens and 24 young teens) were involved in the focus groups and usability studies.

LEGO didn’t risk showing a non-optimized site to masses of consumers before “getting it right.”

“If you haven’t done usability work, one of the things you think is, gosh, it’s only so few interviews, how can we make a decision based on that?” says Conley. “But that was my biggest surprise — how much you can learn at the end of the day. You can really learn where people are stumbling and what needs to be fixed.”

By the time of the launch, she says, “It was perfect in my eyes.”

Useful links related to this story

Samples of various LEGO design tests, including losers:

<http://www.marketingsherpa.com/lego/ad.html>

Sachs Insights, the team that conducted LEGO’s usability study

<http://www.sachsinsights.com>

Past MarketingSherpa Case Study “LEGO Lifts Brand Awareness with Online Ads”

<http://library.marketingsherpa.com/barrier.cfm?ContentID=1961>

LEGO’s current site

<http://www.lego.com>

About MarketingSherpa

MarketingSherpa, Inc. is a publishing company serving the knowledge needs of professional marketers and online publishers.

The Economist, Harvard Business School's Working Knowledge site, Tenagra Awards, and Entrepreneur.com have all named MarketingSherpa as one of "The Best Online Marketing Publications."

Our dozens of publications include:

- **EmailSherpa:** Weekly newsletter for email marketers and senders
- **ContentBiz:** Weekly newsletter for online and email publishing professionals
- **Buyer's Guide to Email Broadcast Services:** Annual directory
- **Best Practices in Marketing with Email Newsletters:** How-to report
- **Email Marketing Metrics Guide:** Annual report

More than 147,000 professionals read MarketingSherpa articles every week, and over 100,000 per month shop for books and reports at SherpaStore.com.

You can sign up for free subscriptions at:

<http://www.marketingsherpa.com>

<http://www.contentbiz.com>

You can shop for reports and how-to guides at:

<http://www.sherpastore.com>

or call (877) 895-1717.

Also, visit our Case Study Library, featuring exclusive Case Studies on more than 400 marketing campaigns (including many email campaigns) here:

<http://library.marketingsherpa.com/search.cfm>

MarketingSherpa Inc. is located at:

45 Molleur Rd.
Portsmouth, RI 02871
United States