

Facilitated Discussion Questions

General Questions

1. How much marketing email and snail mail do we send clients and prospects?
2. Is the information we send valuable and are people reading it?
3. Apart from click through rates on emails, what other ways should we be using to measure value of the content? Email survey? Focus group?
4. Who should decide when a distribution is driven by local vs. national?
5. What quality checks on campaigns are necessary? (Content quality? Distribution list quality?)
6. Should we have a central place where a record of all marketing emails/snail mails are kept, and if so, who owns and maintains it?
7. What is the appropriate followup process for returned snail mail? (There's a lot of it.)

Questions for marketing directors about electronic forms:

1. What sort of information do you maintain about your newsletter subscribers?
2. How valuable is it to have all subscribers in SLX?
3. In the tradeoff between subscribers and information, is it better to have all information about a smaller set of subscribers, or a larger set of subscribers where we have less information about the subscriber?
4. What sort of followup is there on subscription requests other than distributing the publication?
5. Hard copy versus electronic – when is it appropriate to send one or the other? What are the cost/benefits?
6. In cases where local offices are supposed to fulfill hard copy requests, how confident are we that this happens?