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FOR ADDITIONAL INFORMATION,  
CONTACT: Collette Coyne, MBS  
631-851-5073

## Lissa Napolillo, President of MBS, Speaks on Email Marketing Best Practices at JCK Las Vegas 2009

Las Vegas, NV - June 10, 2009 - Lissa Napolillo, President of MBS, a leading provider of advanced database and interactive marketing solutions, recently spoke on the subject of Email Best Practices at JCK Las Vegas 2009, the jewelry industry's premier conference event.

Ms. Napolillo's session, *Email Marketing Best Practices: Finding the Diamonds in the Rough*, offered jewelry marketers guidance, insight, and actionable advice to improve email effectiveness. Highlights of Ms. Napolillo's advice include:

- *Improve the customer experience and create more relevant messaging through Personalization and Dynamic Content.* Examples include offering specific products based on past purchase activity, demographics, or geography.
- *Ensure that email messages render correctly by designing communications with the assumption that images will be turned off.* Never use images for important content like headlines, links, and calls-to-action.
- *Inform recipients early on of expected email frequency and define the benefits of subscribing.* In addition, implement a welcome email series that allows the consumer to control communication frequency and offer expectations.
- *Establish central control on all email marketing messages.* Individual stores and divisions should not be able to deploy email campaigns independently.
- *Make it as easy as possible for visitors to submit their emails for future marketing communications.* A prominent "search-like" box in the upper right hand corner of a webpage can improve email data capture.

Ms. Napolillo also addressed the popularity of social media and the potential value it holds for marketers.

### About MBS

MBS, a division of World Marketing, offers a range of outsourced direct marketing services, including strategic guidance and analytical solutions; customer database design and maintenance; data processing and address hygiene; and ecommerce solutions and email campaign management services. Founded in 1967, MBS has long-standing relationships with many of the world's leading multi-channel luxury retailers, including: Tiffany & Co., David Yurman Designs, Bloomingdale's, and Brooks Brothers. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5073, or visit <http://www.mbsinsight.com>.

**About World Marketing**

World Marketing is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. From data to delivery, nationally known clients choose to partner with World Marketing for their unique ability to optimize the addressing and delivery of customer communications. For additional information visit [www.worldmarkinc.com](http://www.worldmarkinc.com).