

Resources

Specific Articles:

"Disconnected: The First Nonprofit Email Survey." Gilbert, Michael C.,
<http://research.gilbert.org/nes/disconnected>

"Email at Work December 2002." *Untuned Keyboards*, May, 2003.

"Email Marketers Must Work Harder to Show They're Legitimate." Grey, Maurene and Adam Sarner, Gartner, May 9, 2003.

"Email Security." *Vendor White Paper*, MSEchange.org. May 16, 2002,
http://www.msexchange.org/articles/Email_security.html

"Five 'Privacy Protecting' Ways to Encourage Opt-In." Sarner, Adam, Gartner, May 31, 2002.

"Gartner's Email Marketing Best Practices." Sarner, Adam, Gartner, June 14, 2002.

"Spam Tests Employee Productivity, Patience." D'Antoni, Helen, *Information Week*, May 12, 2003,
<http://www.informationweek.com/story/showArticle.jhtml?articleID=9800038>

"Top 10 Biggest Online & Email Marketing Mistakes." Editors at Marketing Sherpa,
<http://www.marketingsherpa.com/>

Other Resources:

General Internet Trends:

CyberAtlas, <http://cyberatlas.internet.com>

NUA Internet Surveys, <http://www.nua.com/surveys/>

Estats, <http://www.estats.com>

American Demographics, <http://www.inside.com/default.asp?entity=AmericanDemo>

Pew Internet, <http://www.pewinternet.org/>

Online, eMail, and Integrated Marketing:

Clickz Today, <http://www.clickz.com/>

DM News, <http://www.dmnews.com/cgi-bin/index.cgi>

Searchenginewatch.com, <http://www.searchenginewatch.com/>

Sherpa Marketing, <http://www.sherpamarketing.com>

Wilson Web, <http://www.wilsonweb.com>

Emarketing Association, <http://www.emarketingassociation.com/>

Online Survey Tools:

There are a number of online survey tools available. One popular tool in the association community, SurveyMonkey, lists their competitors on their website with links to each:

<http://www.surveymonkey.com/Pricing.asp>

Online Registration Tools:

Cvent: www.cvent.com

Acteva: www.acteva.com

Ellipsis Partners: www.ellipsispartners.com

Beaconfire Consulting: www.beaconfire.com

Web Site Best Practices:

Williams, Robin, The Non-Designer's Design Book.

Krug, Steve, Don't Make Me Think.

Nielsen, Jakob, Designing Web Usability.

Monitoring software:

Aspeon Software Inc., *Exchange Plus*

Content Technologies Inc., *MailSweeper*

Elron Software Inc., *Elron CommandView Message Inspector*

Marshal Software, *MailMarshal*

SRA International Inc., *Assentor*

SurfWatch Software, *SurfWatch*

Symantec Corp., *MailGear*

Trend Micro Inc., *ScanMail*

Tumbleweed Communications Corp., *WorldSecure Mail*

Wesmo, *Spaminator*

(<http://www.wesmo.com/~rwest/spaminator/index.php?page=about.php>)

Cloudmark, *Spamnet* (<http://www.cloudmark.com/>)

Electronic Mailing List Management Software:

Listserv from L-Soft (www.lsoft.com/products/default.asp?item=listserv)

Yahoo Groups (<http://groups.yahoo.com>)

Mailman (www.gnu.org/software/mailman/mailman.html)

Sympa (www.sympa.org)

Bulk Emailing Software:

Gammadyne Mailer (www.gammadyne.com/mmail.htm)

Mach5 Mailer (www.mach5.com/)

WorldMerge (www.coloradosoft.com/worldmrg/)

Broadc@st (www.mailworkz.com/products.htm)

E-mailROI (www.emailroi.com)

PHPList (www.phplist.com)

Email Marketing Software:

Topica Email Publisher (www.email-publisher.com)

Constant Contact (www.constantcontact.com)

ebase (www.ebase.org/)

EmailNow (www.groundspring.org/emailnow/)

Cooler E-mail (www.cooleremail.com/)

eTapestry (www.etapestry.com)

Integrated Solutions:

Virtual Sprockets (www.virtualsprockets.com/)

Get Active (www.getactive.com/)

RMS (formerly Donor Link). (www.socialecology.com/)

Convio (www.convio.com)

Kintera (www.kintera.com)