



WHITE PAPERS

SALES PROSPECTING

Multiply Leads Choosing Right E-mail Marketing Solutions

PROSPECTING LIKE PROS

Sales are the lifeline of any company and prospecting helps to achieve that. While every marketing department possesses a grand list of prospecting techniques, very few hold the true knowledge of mastering the activity. In fact, emails are one such part of traditional marketing that still enables firms to spend more time running their business rather than wasting time on frustrating lead generation techniques. This whitepaper shall explore the reasons why email marketing solutions are the best in multiplying leads and sales prospecting.

The facade of email marketing has undergone a massive alteration coming to a time when no longer would you find marketers who limit email marketing to communicate only with their existing customers. Experiential marketing has turned B2B marketers to identify a bold new aspect of emails while continuously putting them to testify new methods of lead generation or sales prospecting, successfully accomplished only after choosing the right email marketing solutions.

In addition, what better way to sum up the email marketing solutions than identifying and adopting the right mailing list?

After reading this piece of content, you would no longer be a novice in:

- Sales Prospecting
- Selecting the right mailing list vendor
- Implementing strategies for better and faster lead conversions

INTRODUCTION

It is not new, neither surprising that most B2B companies, boasting to have the best marketing team, still spend most of their valuable time optimizing leads. A study conducted by Marketing Sherpa, reflects that U.S. spend more than \$1.2 trillion each year in the process of acquiring new customers while gaining sales mileage. Even independent research conducted by Gartner Group, Yankee Group and others research organization suggests that most B2B lead prospecting and pipeline management approaches do not work efficiently.

MULTIPLY LEADS CHOOSING RIGHT EMAIL-MARKETING SOLUTIONS:

Sales prospecting as a technique have employed various channels, each having its own unique properties of deliverability. Major deployment mediums include:



However, emails tend to stand apart in this. Speaking of current scenario, email marketing is soaring and as it supremely takes over its lost charm of creating the fastest ROI in direct marketing techniques the medium has renewed in both lead generation and customer retention activities. Though email marketers have long avoided the application of third party or vendor mailing lists, choosing such email databases would empower sales professionals with a verified, targeted and permission based lists to carry on with their prospecting cycle.

"In reference to one of our marketing endeavors Mail Prospects did an impressive job of creating targeted customer profiles that helped us in formulating, packaging and implementing a successful marketing campaign."

Jon Ryder, Thomson Reuters

Getting started with an email list:

Email marketing owes its success to the list and finding the right list for your business or marketing campaign. However, before starting with a list, develop an audience profile. Take some time to identify what your best customer looks like in both demographic and behaviour terms. You may find that you need to develop several profiles – your best audience, your next best audience, and so on.

Developing is not just the end, it should be paralleled whilst researching both compiled and response email lists that may be available to match to that profile. You would be surprised to find that there are not one but multiple lists that can reach your audience.

Selecting the right email list partner:

A mailing list will enable you to adopt a powerful, multi-channel approach to sales, placing your message across multiple fronts and enhancing the quality of your customer relationships. When you work with e-Sales Data, you'll find that we deliver only high-response mailing lists with complete contact information including email addresses, phone numbers, fax numbers, postal addresses and all the data you'll need to flood your pipeline with hot leads and keep your balance sheets firmly in the black.

*When Syntel came to a sales halt following several campaign disasters, they approached Mail Prospects who then studied the entire situation and devised a unique stepwise strategy. Starting with an email newsletter that is the best of both worlds INFORMATIVE and BRIEF, it provided high deliverability lists facilitating direct mail, telemarketing and email marketing campaigns resulting in immaculate conversion rates. Utilizing an email list that is entirely permission based, Mail Prospects allows delivering relevant content to targeted audience consistently. In addition, as the result of this practice Syntel witnessed a whopping **86%** ROI out of their sales campaign.*

Permission based email marketing:

The practice of sending marketing communications only to recipients who have given their consent to receive them is permission based marketing and it should rank top most in the Holy Grail of any marketer's book.

Over the years, consumers have become wearier of email marketing campaigns as they are bombarded with advertisements, sales, client emails, and personal emails every day without really knowing who you are or why you are sending them an email resulting in quick delete or spam flag.

Gain permission with an opt in process quite clear and obvious, making sure that people know they are giving you their information and what they should expect in return with a clear mention of what type and how often would they receive emails, making permission based marketing extremely customer compliant.

Permission based email marketing:

Welcome emails are typically sent immediately after someone has willingly provided their personal information for you to market to them. When welcome emails regularly achieve open rates of over 50% it's important that you create a well branded email that confirm your new relationship, providing a valuable marketing offer. Some of the best practices to incorporate while writing welcome emails are:

- | | |
|--|--|
| <input checked="" type="checkbox"/> <i>Subject Line</i> | <input checked="" type="checkbox"/> <i>Call to action</i> |
| <input checked="" type="checkbox"/> <i>Personalize</i> | <input checked="" type="checkbox"/> <i>Cross reference</i> |
| <input checked="" type="checkbox"/> <i>Express Gratitude</i> | <input checked="" type="checkbox"/> <i>Privacy</i> |
| <input checked="" type="checkbox"/> <i>What to Expect</i> | <input checked="" type="checkbox"/> <i>Subscription</i> |
| | <input checked="" type="checkbox"/> <i>Referral</i> |

The On-going Subscriber Relationship:

Building a strong relationship with subscribers is all about providing relevant content while meeting subscriber expectations. The content provided should be education, informative and should help your recipients save time/or money. For example, when it comes to email subject lines, the words you choose can have a big impact on whether your recipients open your emails and ultimately click on your call to action. Subject lines referencing money, revenue and profit do relatively well when compared to other industry terms.

Allow recipients to feel like they are in control of the relationship, just giving the freedom to dictate their email preferences would provide them a more customized experience. A successful subscriber relationship is all about giving them an easy way to provide you with feedback that you can collect through:

- Surveys
- Tracking and Analytics
- Polls
- Preference Centres

Conversions – Tracking:

Most underrated tracking metrics is conversion as there are not many marketers who track emails to conversions. Tracking conversions can be a painless affair, just set up the conversion you want to track, add a snippet of your code to the website and you are good to go.

Mail prospects is genius within the list industry as they can go extra miles to solve client issues. When we contacted Mail Prospects with a requirement, they moved beyond and did not only serve a high deliverability list but also added services for email optimization that increased our conversion rates. They are nothing less than MARVELLOUS!

Judie Ranch, HDS

Measure and Maximize Returns:

Once your email marketing is in place, it is vital to review your tracking analytics and use data to optimize your campaign.

Clicks and Opens:

Clicks and opens are good indicators of campaign response, but they do not help you determine campaign success. An increase in open rate may show that you have a quality subject line or that you have picked a good time to deliver message. High click rates will show you what content or offers recipients found most valuable.

OTHER METRICS

List Optimization:

We all know that emails has a certain attrition rate and as time goes on people abandon old email addresses for new ones. Along with job churn, technology and domain changes, over 30% of your list can end up being bad email address each year.

Therefore, when you select an email list vendor like Mail Prospects you can be assured of receiving superior match rates and can augment your customer information banks with firmographics like SIC codes, sales volume, office type, company size, no. of employees, as well as contact information like names, email addresses, phone/fax numbers and much more. Consider using email validation services and email appending services to help you keep your list up-to-date for maximum deliverability.

Unsubscribe:

A high number of unsubscribe shows that you hit a nerve. Analyze if you are giving your readers content they find interesting and information they can use.

Forwards and Social Media Sharing:

A lot of forwarding or clicks on your social media links, you will know you provided content that people found valuable and wanted to share.

Bouncebacks:

Unclean lists can lead to hard bounces and too many of them can lead to deliverability issues. To check the problems clean your lists frequently to ensure the best possibility to reach inbox.

Conclusion:

Sales prospecting campaigns via email serve as an excellent alternative to cold calling or list acquisition and result in high quality contacts that can provide years of value.

An opt in mailing list goes a long way to create long lasting impression therefore share a relevant message while segmenting to improve engagement. It is about reducing the efforts of sales rep in finding quality B2B contacts while devoting more time in closing deals and increasing conversion leading to long-term business sustainability.