

DATA QUALITY FOR

PROSPECT EMAIL MARKETING

2016



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INTRODUCTION - TELLING THE WORLD WITHOUT BREAKING THE BANK

You've got a product or service that you 100% believe in and just need to tell the world to take you up on your offer.

You're already burning through your yearly marketing budget in traditional forms of marketing and even perhaps paid someone to create you a SEO crushing website and a top flight AdWords campaign.

The thing is that all good things come to those who wait (and pay a lot of money) and so while the SEO is building (which can take years), you need to make sales now!

These days there are many options, but email marketing nearly always comes out as the most favoured. According to the [Customer Aquisition Barometer 2015](#), produced by the Direct Marketing Assosiation (DMA):

- ✓ 74% want email brands they know
- ✓ 60% want email from brands they don't know
- ✓ 58% say email is the best channel to share information



PROSPECT MARKETING - UNDERSTANDING THE CONCEPT

Prospect Marketing targets those who've never heard from you. CRM Marketing targets your existing customers or previous sales enquiries - essentially, people who already know who you are. Marketing to these two groups is very different and yields completely different results.

It could be said that:

Prospect Marketing = Cold Calling

Our statistics show that on average, prospect email campaigns generate between **0.5% - 8% Open Rates** and **2% - 5% Click-throughs** of that open.

This sounds low, but the truth is that email marketing provides the most transparent statistics of any marketing medium. These numbers can also be true, albeit less easily identified, of other marketing mediums.

These numbers and percentages are seen by thousands of shops and stores worldwide, so why should we be surprised to see prospect email marketing returning the same kind of stats?



Let's take a shop on the high-street as an example:

100,000 people may walk past the shop each day. If 1.5% of them stop to look in the window (1,500) - this is your 'Open Rate'. Of those 1500, 4% may choose to walk into the shop and look around (60), these are your 'Clickers'.

Once in the shop, it entirely depends on the owner as to how many purchase. Affecting factors could include the quality and range of goods, pricing, the shop layout and other such factors such as the service and helpfulness of the staff etc.

EMAIL MARKETING - THE TRADITIONAL APPROACH



The conventional approach to Email Marketing often involves selecting as many records as possible, of anyone that might have a remote chance of wanting your product.

You would then purchase these at the cheapest price you can, and find someone to broadcast to your list as quickly as possible.

In many cases, this results in an expensive spambox-filling exercise, leaving a bad taste in your mouth about email marketing as a whole and the companies that operate within it.

Here's the thing; you started with good intentions – to generate a high volume of leads in a short amount of time. The companies you spoke to also started with good intentions – to give you the best service they could and tell as many people as possible about your products.

However, times change and techniques must adapt to survive.

SO WHAT'S THE BIG PROBLEM?

The problem with the traditional approach is that it is easily countered by inbox clients, ESPs and anti-spam software which are all in place to minimise the amount of 'unwanted' emails clogging up their expensive storage.

Let's face it, if you were Hotmail or Gmail, why would you want to provide millions of inboxes to people free of charge, just to have them filled up with emails which are mainly sales flyers for other companies trying to make money?

Even in the generation of Cloud storage, the truth is that all storage costs someone ultimately and when you're Google, you need a lot!

Our research suggests that a simple email marketing campaign will set you back an average of £575 SOHO, £1,345 SME, £3,765 PLC.

In our case the majority of these spends are to cover costs in terms of time and resources in creating and delivering an email campaign.

In order for you to start making money on this outlay, there are many hoops and hurdles a recipient has to go through before they purchase from you.



SIX MAIN OBSTACLES IN TRADITIONAL EMAIL MARKETING

Failure at any of the below points can make the marketing spend pale to insignificance:

1. **Visibility.** The email needs to be delivered to the inbox.
2. **Read.** To help the email to be read requires a subject line and from field which grabs their attention without appearing too 'spammy'.
3. **F.A.B.** Your product/service's features must be portrayed clearly and allow the recipient to instantly recognise their applications AND see the benefits to them.
4. **Time.** They must have the time to read it all, and ideally read more on your website.
5. **Signoff & Budget.** This is the real killer. If they are the decision maker they then have to decide if they have the available funds to buy.
6. **Sales Skills.** You, your sales team and/or accompanying marketing material must be good enough to close the sale.



PROSPECT EMAIL MARKETING - A FRESH APPROACH

So what has to change?

To begin with, let us first remind ourselves what Prospect Marketing is, and the example we used earlier.

Wouldn't it be better if we could choose only those window shoppers (Opens) plus Walk-ins (Clickers) when selecting data for similar campaigns? By doing this, you are carefully targetting those who have already shown a genuine interest in a service or product similar to your own.

Emerging options for 2016

Until now, there were no companies out there who had this information and were able to offer this as a real solution. The reason is because in order to receive this information and be able to make use of it, requires a company to not only source and manage their own prospect data, but to also have full control over the delivery environment and all of the information coming back from each campaign sent.

Emailmovers are unique in that they have owned both key elements for over 10 years; a list of B2B and B2C prospect data, as well as their own in-house delivery environments.

This has allowed Emailmovers to gather information based on recipient's email interaction behaviours, including identifying which of the millions of records held have opened emails in your industry (or related industries) in the past. We then create a highly-targeted email campaign using just those contacts.

Why send out millions of records with an enormous amount of wastage, when you can get a very similar response from a well targeted selection?



THE FINAL STEP

Does it work?

Here is an example of a real campaign that we ran on behalf of a client using both data types, for comparative purposes:

Campaign A - Using Standard Data

Number of records	250,000
Open Rate	1.4%
End Result	21 Clicks

Campaign B - Using Emailmovers' Industry Responsive Data

Number of records	33,000
Open Rate	13.1%
End Result	26 Clicks

What does this mean?

- ✓ Less wasted data
- ✓ Reduced delivery cost
- ✓ Fewer emails filling up spam
- ✓ Less chance of being seen as a spammer/blacklisted
- ✓ Increased ROI

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you market today!***

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