



PROSPECT DATA vs CUSTOMER DATA

AUGUST 2016

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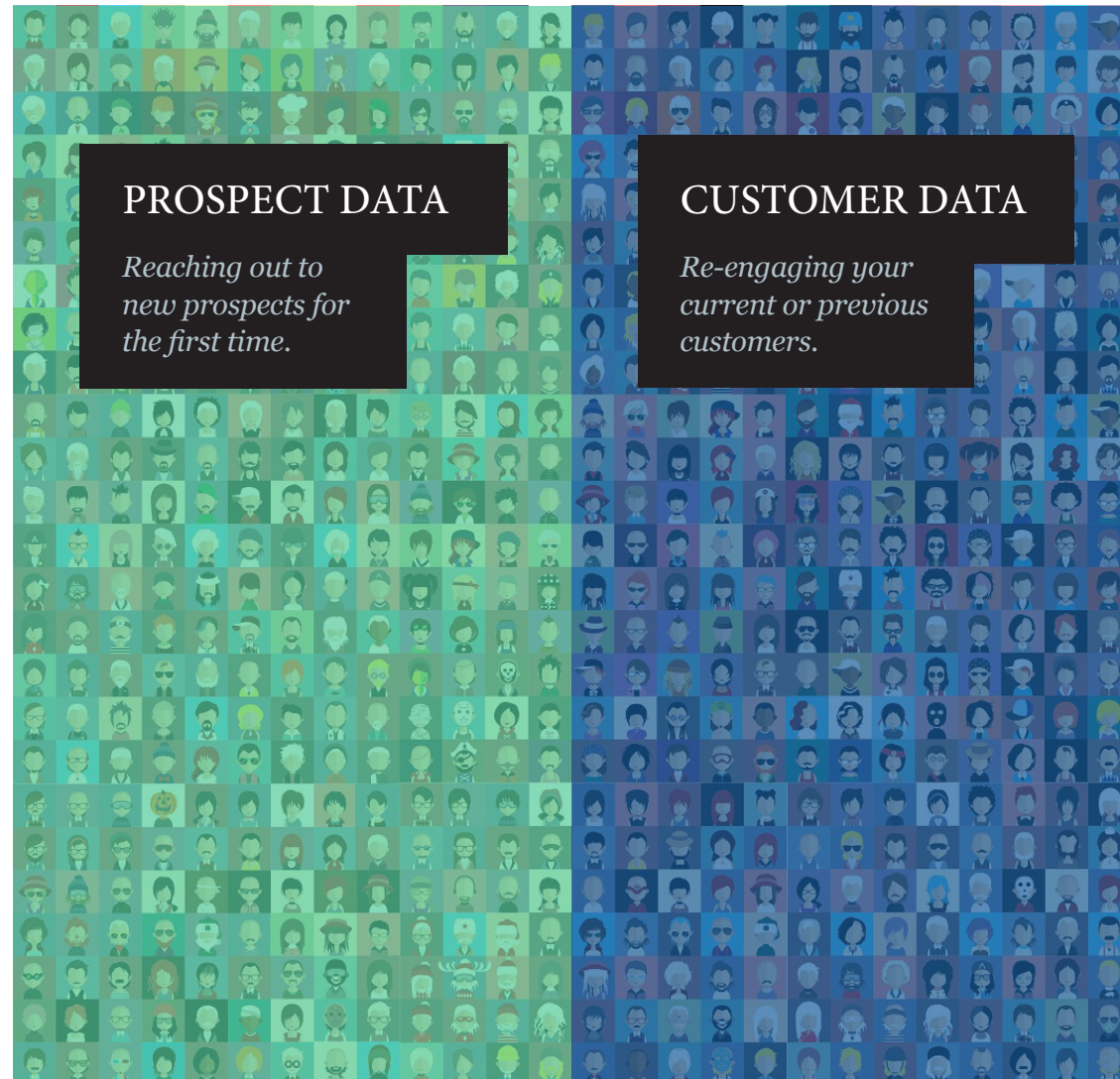
THE DIFFERENCE BETWEEN PROSPECT DATA AND CUSTOMER DATA

Search for Email Marketing in Google and you'll be met with a raft of services and information, almost all of which relates to communicating with your existing customers or historic leads via email. This is what we like to call CRM Marketing.

Email marketing is of course a cheap and environmentally friendly way to communicate and market to people who already know who you are, very quickly - Great!

What about those people who have never heard of you or don't know what you do?

Prospect email marketing uses a list of recipients who may be hearing from you for the first time. This is the cold calling of email marketing and is a vital part of feeding new contacts into your CRM database. Email marketing must be used in conjunction with a balanced marketing mix and should not be relied on completely to fill your CRM and indeed your sales ledgers.



WHAT NEEDS TO BE CHANGED IN MY MARKETING MESSAGE?

1. The Message

Your pitch to someone who knows you will be very different to your pitch to someone meeting you for the first time. Your email message must reflect this.

2. Attention Span

The attention of a prospect is less than that of someone who is familiar with you – there is no ‘communication legacy’ which you can lean on. On average you only have 2 seconds to grab a prospect recipient’s attention.

3. The Response

By nature, more people are likely to come back to you from your CRM list, than with prospect marketing. This is the same with any kind of outbound marketing and should be accounted for.



IF THE RESPONSE RATE FROM PROSPECT MARKETING IS LOWER, WHY BOTHER?

Simple... the Sales Funnel.

All business have a series of marketing methods all geared towards filling the sales funnel.

Every method will return a different lead ratio or ROI but all are valuable, as long as each provides the minimum level of return.



WHY DO I KEEP HEARING
THAT I SHOULDN'T BUY LISTS?

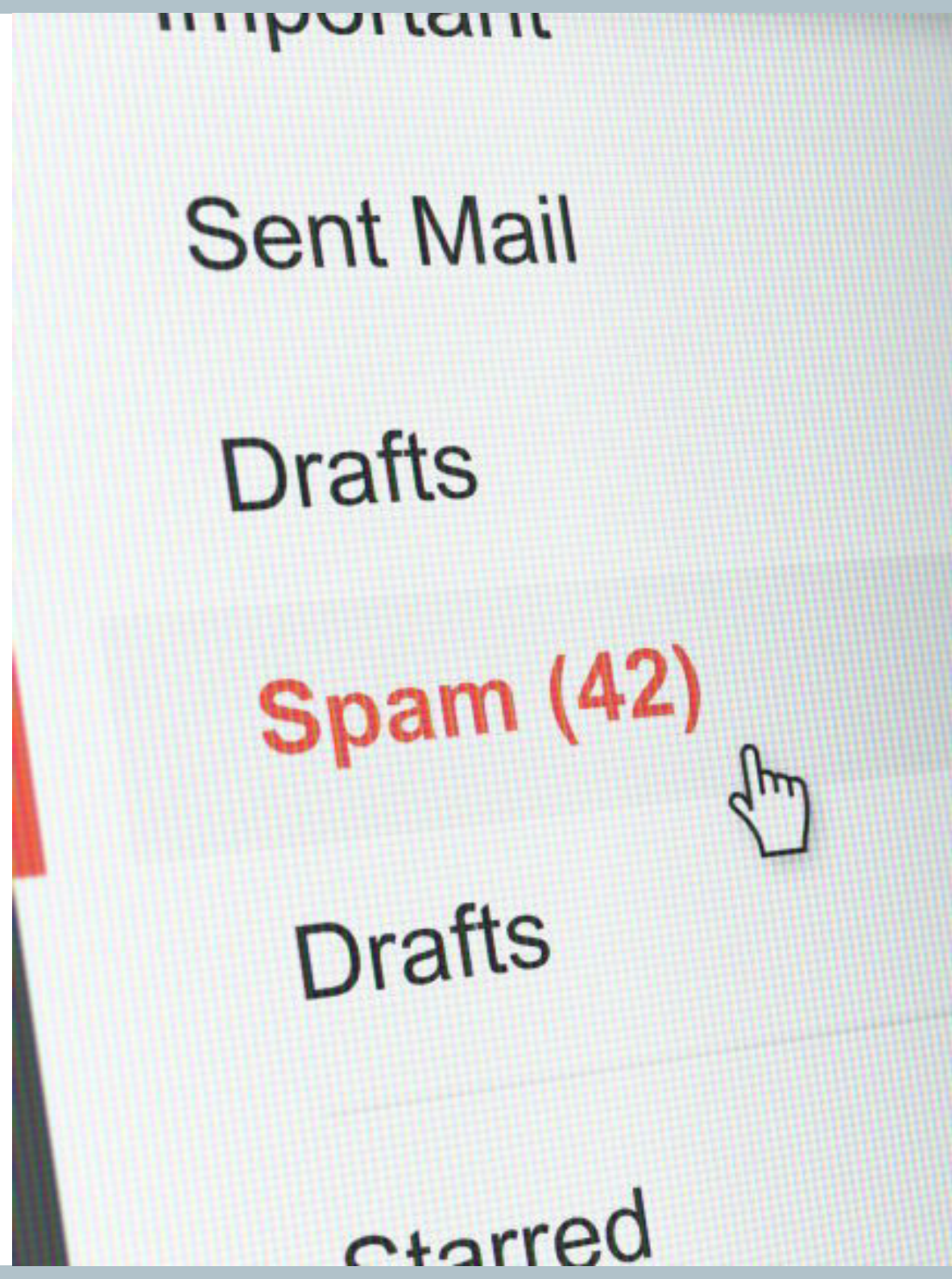
The Spam Factor

This is the fear that all messages to cold prospect recipients will result in being blacklisted as a spammer and therefore ruin your company's brand and reputation.

Unless you're promoting something of an inappropriate nature or sending millions of emails everyday to the same people, this really shouldn't be the case.

All businesses have the right to market their services to others. After all, in the most part, all companies products or services are there to either benefit the client or end user, either by way of reduced costs, or improved sales or service.

Nobody sells a product which makes life harder or costs more for less return.



SO WHERE DOES THIS FEAR COME FROM?

Porn, Viagra & Viruses

The truth is that in the early days of email, the first messages that people had a problem with and didn't want appearing in their email inbox unrequested were porn or sex related. They were deemed spam and so the quest to try to block them began.

Viruses and malicious trojans were in there too. The fear that an email coming from someone you don't know containing a message you weren't expecting may shut your machine down, lead to a greater demand for people to control what lands in their inbox.

Naturally, Email Service Providers (ESPs) were brought to task and it was in their interests to be able to 'protect' recipients from harm. Thus, the spambox or junk folder was created.

Further down the line, and with the increase in popularity of corporate entities communicating via email, the general perception of spam has widened to include anything that you don't want - right now!



If a company receives an email from a Water Cooler business, they may not be in the market for one today and so delete it, unsubscribe or even go to the trouble to mark the sender as spam.

The following month, HR have a meeting and it's agreed they need a water cooler. All of a sudden, that same email which would otherwise be considered as spam, is now relevant and required.

WHY DID MY PERFECTLY INNOCENT EMAIL GO INTO SPAM?

Falsely flagged
as spam?



One simple answer is...
storage.

The problem is that inbox clients and ESPs employ anti-spam software 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!

PROSPECT STATS

Prospect email campaigns are still a good method of generating new business.

Our recent statistics show that prospect marketing achieves an average of over 5 clicks per 1000 emails sent – proving that given the right product, there is a lot of business which can be created from outbound email marketing.

Prospect Campaigns Delivered	57
Total Volume Delivered	2,825,196
Average Open %	3.5%
Average Clicks of Opens %	15.1%
Average Clicks per 1000 Records	5.3

*Source: Data from prospect campaigns delivered by
Emailmovers during the 30 day period of 19 June - 18 July 2016*

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most of either your CRM data
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