

Lead Generation

through Email Marketing

Emailing up the ladder



Foreword

While many new avenues of online marketing has evolved into effective strategies over the last two decades, one of the more primitive styles, email/newsletter marketing, still remains a primary tool for promoting businesses today. In fact, more than 75% of online businesses beginning to market their brands are able to start feasibly only by generating leads through email marketing. The crowd is big and your campaigns have to be perfectly implemented to be effective.



Different techniques are used in creating lead-generating emails. They depend on linkage feasibility, desired navigation routes and prospect information available at the brand's end. Besides, anti-spam techniques are also important for maximizing views.

Although online communication technologies have come a long way, all your business pitches may not be receiving the attention you expect. Generating leads through newsletters is often difficult in the B2B and B2C arenas when you do not have manpower and the latest technology. It is common knowledge that email marketing carries the risk of overburdening potential customers with unsought information.

In order to reduce the risks of wasting your online resources, you have to ensure that the emails are received by IDs that have already expressed some sort of interest in your brand. Such prospects may have already proven to be promising – you just need to find out how. Email marketing is a technique that proves successful only if a sizeable percentage of your pitches get response. However, lead generation through email marketing is also about identifying the profiles that could be more interested in you than others, especially as the brand finds its grip after the first few rounds of email marketing.

Table of Contents

Bulk Mailing	03
Broad challenges of bulk mailing	03
Bulk mailing to unregistered Ids	03
Bulk mailing to registered Ids	04
Developing Email Content to Increase Online Traffic	04
Ensuring Email Deliveries	05
Ways to obtain lucrative email lists	05
Steering Clear of Spam Boxes	05
List of risky terms	06
Uncontroversial Lead Generation through Lawful Email Marketing	06
Transporting Leads in the Business Chain	07

A mere 25% of your recipients are likely to open your emails and newsletters. Of them, a small fraction will be interested in what you offer – all this when you have an excellent campaign!

Bulk Mailing

Companies depending on email marketing for leads are often able to contain their marketing costs to a reasonable amount. However, this is true mostly for brands that are able to identify their leads properly prior to an email campaign. We may be able to limit bulk emailing budgets, and still gain leads, only by gathering intelligent information from sources providing email lists. We have different types of list sources, each applicable to a specific circumstance in brand marketing.

Bulk mailing involves delivery of important information. An already active brand, working on multifarious development areas, is likely to be able to inform prospects on all its strengths. However, only one or two aspects of the brand are likely to attract specific potential buyers, clients and business partners. While start-up companies may lack developments to show-off, they can opt to design webinars, whitepapers and presentations to achieve the attention of convertible leads. For using information-rich marketing elements, a suitable electronics and transmission environment is essential.

Broad challenges in bulk mailing projects

- › Identifying convertible leads
- › Providing a better-than-possible web interface for interested prospects
- › Establishing an environment for smooth-sailing relay of hi-tech information

All these requirements can be met using some up-to-the-minute strategies. However, the way to do them depends on the brand's feasibility to start email campaigns either by:

- › Focusing on email IDs registered on their website, or
- › Those available from external sources

Bulk emailing to unregistered IDs

Gathering information about good leads can be time-consuming, especially when the company lacks a large inventory of online/email IDs and people for collating them.

Most companies, in spite of having emailing lists of unregistered IDs, fail because their list collection process is flawed.

In many cases, the information companies build up can be biased, causing a large volume of poor leads in the chain of marketing activities. Often, for this reason, different departments in a company suffer the brunt of having to handle cold leads. A major part of the responsibilities involved in lead generation through emailing lies with the team identifying prospective clients and buyers. The procedures involved can be complicated, and they involve tracing out information from various

Following are the most effective practices while depending on lists of unregistered IDs for email campaigns:

- › Gathering IDs from many recent events rather than a few age-old institutions
- › Submitting the IDs to marketing teams after thorough verification of individual profile data
- › Careful sorting and shortlisting of IDs according to the available email technology and feasibility
- › Developing meaningful content in emails, each of which will cater to narrow areas of interests, as suggested by prospects in their profiles
- › Identifying specific services, product line-ups and landing pages to help plan different advertising topics
- › Including "Adv" in the subject line to notify that your email is an advertisement (this is compulsory as it is required by anti-spam laws in most countries)

After building email content carefully, the pitch will be able to convert leads into registered members and prospective buyers for your brand. However, generating, maintaining or increasing the cash flow can take another round of strategic marketing implementation. This also can be an email campaign – for which the prospects should be registered ID individuals.

Bulk emailing to registered (subscribed) IDs

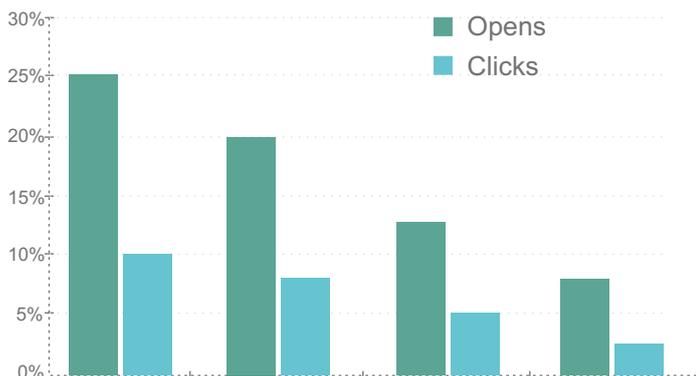
People who have registered on your website recently are most likely to open and click your emails, especially if they find what they had hoped. Almost 25% of all the IDs registered in the last 3-4 weeks will actually care to click-open your emails and newsletters. Out of this, a good 10% is likely to visit your website, and hopefully find something really interesting to buy. Lead generation for revenues can take place quite easily that way.

For companies that already have a list of registered leads, sending new information is the norm. While the prospects may have already started turning into useful leads, it can be more effective for companies to focus their advertising at individual needs.

Following are the key aspects associated with bulk emailing to subscribed recipients:

- Storing areas of individual interest after studying navigations
- Using web property links to draw individual attention to specific services and products
- Choosing email topics and content for individual leads according to navigation history
- Developing content with sharp focus on service areas, as well as avoiding generic and unsolicited information
- Reminding leads about their subscription benefits so that they renew or upgrade their memberships
- Adding more members to the subscriber list by providing “share link” options to already subscribed email recipients

Typical trends after a successful email/newsletter campaign using lists of subscribed IDs –



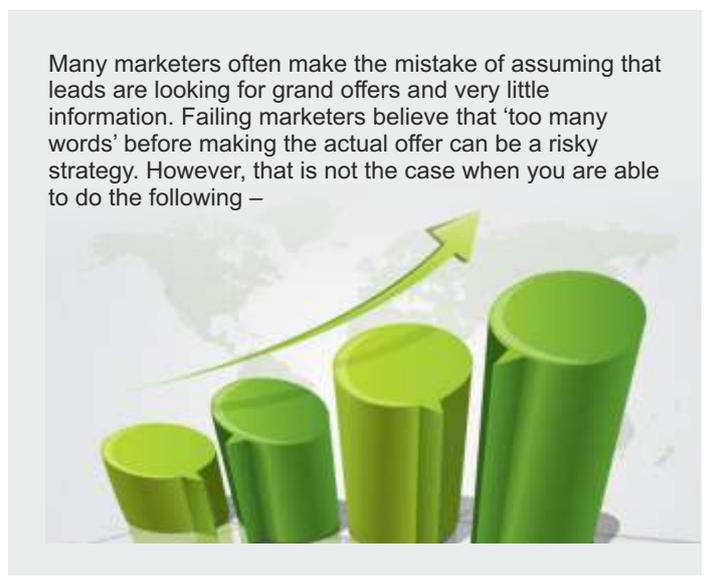
In most cases, 25% of people who have subscribed recently (within the past month) usually feel interested enough to check out your email. After reading the information provided, almost half of them will visit your website. When you send more newsletters to the same subscribers in the following months, there will be a gradual decrease owing to flickering interest-matches.

Developing Email Content to Increase Online Traffic

The subject line and the body of an advertisement-email need to be crisp, segmented and stocked with relevant information for the right recipient at the right time.

Preparing an effective subject line – The subject line should carry all the information required to attract the attention of lead prospects. However, that essentially involves avoiding a clutter of information or too many concepts. Depending on the information available on leads, you should be able to prepare subject lines that have specific information on your brand’s deliverables.

The content of your lead generation emails – Preparing the write-up or content of your campaigning email can take some planning, strategizing and filtering of information. It is important to keep your communication explanatory, and yet precise. Best practices include customizing your advertising content as per the profiles for different prospects. It has been observed that campaign emails beginning with vivid explanations, followed by offer details are more successful than the ones which simply thrust the offers up front.



- › Identify the navigated links by registered leads before preparing your advertisement
- › Store online traffic statistics with sharp focus on geographical areas
- › Maintain a locally accurate traffic-identification system on a global basis

Ensuring that Emails are delivered

Unless you are able to gather a hitch-free list of email IDs before your lead generating operations in an email or newsletter campaign, it can be very difficult to ensure that most of your emails even reach them. Old, out-of-use, invalid and fake email IDs in your leads-inventory can cause unpardonable losses.

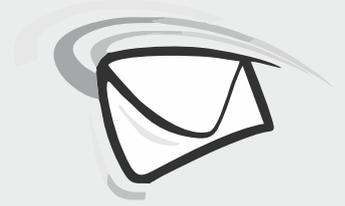
The delivery of newsletter ads to millions of IDs is more complicated than it sounds, because you have to first decide who the prospects really are. Moreover, there are costs associated with the mails you send. While defining the emailing lists can be difficult, there are techniques for fetching the right IDs so that delivery failures stay low (one or two in a million).

The collection step has to be implemented very carefully, because many of the methods employed end up with the pitches being ignored and the marketers getting blacklisted.

Ways to obtain lucrative email lists for marketing any business –

- › Working for permission to government databases through business development experts
- › Leasing a list of IDs from event-based, organizational and geographical databases
- › Appointing teams of experts for fetching large lists in manners complying with best practices
- › ID verification and re-verification through database and inventory management teams

One of the most dangerous assumptions marketers make is that emailing lists can be purchased and used to meet their targets. However, fact remains that only the lists that are filled with dead, old or unpromising leads go on sale, often very cheaply.



Once the “ready-to-use” lists are available, they may need to be adjusted a little more for reducing chances of delivery failure, and maximizing the percentage of ‘opens’ and clicks. However, the intricate list-adjustment techniques differ in terms of their origin. The adjustments can be:

- Geographically focused
- Profession focused
- Associated with a particular deal in your brand, or
- Focused on technology likely to be used by the recipients

Extra rounds of verification or data-inventory cleanup may be required after filtering email lists for your online campaigns. Spam-free content writing, newsletter designing and strategy development work even better when inventory data clean-up procedures are implemented regularly.

Steering Clear of Spam Boxes

Spam boxes are provided by email service-providers to quarantine certain emails. It brings convenience and protection to the consumer (or email account user) against data-“fishing” emails, deceptive information and false offers. You have to understand that such emails are over persuasive. As a result, reputable email services have applications equipped to filter email content that resembles overt and unsolicited advertisements.

Most people in the world would rather stay away from marketing pitches, so, it is difficult to find an email service that is not stringent enough with its anti-spam policies. Besides, modern technology allows frequent updates in the

filtering process. Progress in this line has led to a more thorough filtration of marketing campaigns.

Here is a list of risky terms you should avoid using in emails to avoid entering spam box –

- › Enjoy unlimited savings
- › Satisfaction guaranteed
- › Heavy discounts or discounts
- › Cash
- › Offer
- › Grab your opportunity
- › Please visit our website (or “please visit”)

Spams are not necessarily emails that carry an overt amount of advertising content, but rather carelessly designed business pitches, which very few people want to read.

These are only a few words and phrases regarded to be spam-oriented. However, for email marketers sending ads to a list of subscribed recipients, the use of these words and phrases may not cause too many problems. At the same time, following best practices brings the best results. Features such as blatant colors in borders and large fonts can also be factors that can make your emails spam-oriented.

Uncontroversial Lead Generation through Lawful Email Marketing

Making your email campaign lawful is not just necessary for avoiding government action, but business failure in the near future as well. Here are a few obligations that email marketers need to follow to avoid getting blacklisted. Moreover, the obligations prove useful for marketers trying to hike their lead generation figures. Most countries have anti-spam laws similar to the recently updated CAN-SPAM Act in the United States, and they can actually help your campaigns gain more credibility.

Remember to comply with the following guidelines:

- › Include opt-out options for the recipients – This should stay valid for 30 days as per government requirements in the United States, but only 10 days if you are using a third-party emailing list.
- › Transparency about the sender – The ‘from’ field in every email should contain no less than 100% information about the brand name. This means that abbreviations or short forms of the advertiser’s brand can be considered illegal and even prove unprofitable.
- › Transparency about the email subject – The subject field should contain information that does not cause any confusion or deception in the recipient. While generating a lead from such an email becomes extremely difficult, the lack of transparency in the subject line can also cause the brand marketers to face stringent government action.
- › “ADV” in the subject line – This is compulsory, especially if you are sending emails to leads that have not registered or asked for information about your brand. Laws require advertisers to include “ADV” in the subject line so that the recipient at once knows this is a business pitch with someone looking to generate revenue or promote a brand.
- › Header/Footer content – Sender or brand information should also be placed in the header and footer areas of the email body. This adds to the credibility of the advertising email, and helps the reader to believe that the origin of the email is not fishy.
- › Reply options – The recipients should be able to reply to the advertisement emails, and therefore the reply button should direct them to a valid email address. Your emails and newsletters should not contain lines like “do not reply to this email” or “this is an automatic message”.

Transporting Leads in the Business Chain

Lead generation through email marketing could be meaningless unless the prospective clients, buyers and business partners reach the sales pages or generate revenue. That is why emails need to be strategically linked to your web properties apart from carrying useful information in an effective format

However, the linking requires to be well planned with a durable long-term strategy that has enough scope for dynamic changes. They may include changes in the content of the landing pages or the landing pages themselves. This requires fool-proof planning based on the navigation patterns each of your lead prospects have been showing online.

For this, you will need modern IT infrastructure, supplemented with a team of campaign trackers, who can report the number of leads generated from your email campaigns. Once this information is available, you will be able to hand over the leads and distil out information for more email campaigns, which can now focus more accurately on their interests.

Generating revenue from the leads, or simply finding a growth in online traffic, can be a no qualms process if subsequent campaigns focus on professional, personal and geographical needs of the lead prospects. The deeper and longer this process is continued, the higher will be the rates of 'opens' and clicks in the long run. You might even be able to reduce the number of emails required to be sent for achieving the targeted number of leads.



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Span Global Services
848 N. Rainbow Blvd.
Suite#5439 Las Vegas, NV 89107



USA: 877-837-4884
Canada : 877-452-2061
UK : +44 (0) 800 088 5015



info@spanglobalservices.com

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