



Ten times more effective than Direct Mail, **five times** more effective than Cold Calling and a **fraction** of the cost of both....

At PRL, our solution, combined with our expertise, is helping more organisations find, win and keep profitable customers every day.

So why use eMarketing?

Quite simply, eMarketing is faster, more efficient, more intelligent and more economical than *any other* marketing mechanism. When you combine that with the fact that it is demonstrably more acceptable to its recipients, more flexible for its users and more easily measurable as a medium, it's not surprising its success rates are phenomenal.

Accepted response rates for Direct Mail for example are somewhere between 1-3%. It takes somewhere between 1 and 4 weeks to get 80% of those replies back, it costs at least the price of a stamp to send, let alone the cost of design and print and there is no way of telling whether your message got through to the right person.

In contrast, a cold telephone caller will make approximately 60-70 calls a day, can expect to speak to approximately 15 –20 Decision Makers a day and will have an average “success rate” of around 4%. At that rate imagine how long it would take to make contact with a database of say 2,000 contacts. It could be as many as 100 “man days” or more. And then you have to ask yourself, “when was the last time you were happy to receive a cold call?”, “how did you feel about the person making it and the product, company or service they represented?”.

Compare that to an eMarketing campaign from PRL.

- ↳ You can “communicate”, *personally* with *thousands of contacts in seconds*.
- ↳ You can compel people to visit your website
- ↳ Track who went there, when and how often
- ↳ Track who downloaded your document
- ↳ Automatically forward replies and “hot leads” to the relevant sales person
- ↳ Meter your messages to ensure a consistent flow of leads
- ↳ Monitor your replies and click throughs, real time, on line.
- ↳ Communicate with new prospects in a manner *they feel* comfortable with.
- ↳ Measure and track the success of your campaign on line, real time.

Why do recipients prefer an email?

Our research, experience and indeed feedback from our campaigns tells us that people prefer to be approached in a manner which respects their working time, their intelligence and their privacy.

Busy people don't like to be interrupted in their working day, or bullied into a conversation they'd neither planned, requested nor considered. However, they *will* take the time to read something that is addressed personally and politely to them, is relevant to their role and requirements and does not require them to give an answer there and then.

An email allows people the professional courtesy of time. They can consider and prepare their response and you are communicating with them in a way they feel comfortable with.

We have ***literally hundreds*** of examples of people who respond to our campaigns praising our approach and thanking us for "not cold calling".

"Thanks for the e-mail.....I don't like cold calling so thank you for your sensitivity"

"Great approach, you'd never have got me by phone!"

"Thanks for not cold calling, yes please send the information"

"An impressive approach, thank you....."

Why do our customers love eMarketing?

Consistency

A well constructed, articulately written and personally addressed email allows you to present your self, your company or your product or service in the manner you choose. This way you ensure your message is presented consistently and accurately, rather than being reliant on the third party interpretation of each telemarketer in a Call Centre for example.

Call to Action

A simple email can open a dialogue with a new client in seconds. Can drive people to your website, can encourage referrals, requests for information and even requests for appointments

Reduce the Sales Cycle

Opening a dialogue via email allows you to break down the initial barriers into a new person or company. By introducing yourself gently and professionally in a manner the recipient finds acceptable you rapidly remove steps from the "door opening" stage of the sale and can therefore move more easily to the first appointment or telephone conversation.

Find the real opportunity

Using eMarketing you can rapidly learn which of your suspects should be considered prospects and then which of your prospects are most likely to turn into customers. Just one eMarketing campaign can, in a matter of hours, show you who you should be next on your list for a call.

Speed of response

In our experience 80% of responses are received within 72 hours of the campaign being launched. That means quite literally within minutes of us pressing the button you can have your first leads/ responses in your inbox.

Rate of response

We believe our response rates are the best in the business. Why? Because we add our considerable experience and expertise to what is a fantastic marketing tool. Our clients see response rates from 10 –30% and in some instances higher still!

Flexibility

Our approach is designed to suit *your* objectives, *your* timeframes and ***your budget***. We can provide you with a full design and manage service or we can help you run the campaigns by yourself.

We can price on a campaign or usage basis or on a pence per email basis – which ever suits you best.

Expertise

PRL is made up of people who have built expertise of Sales and Marketing techniques over many years. Between our partners, and ourselves we have literally thousands of eMarketing campaigns “under our belts” and our “real world” experience in the Sales and Marketing disciplines means we can work with you to see the “bigger picture” and integrate our activities into your overall sales and marketing plan.

How do people use eMarketing?

Our eMarketing approach is so malleable that businesses use it to meet all kinds of objectives:

eNewsletters – Ensure you stay top of mind with your existing client base

eLead Generation – Open new doors and new business opportunities, quickly and efficiently

eEvents – Reduces dramatically the cost and process time of generating and registering event attendees

eProfiling – Learn more about your customers, what they’re interested, when and why

How can I learn more?

To explain in more detail exactly how our solution works, we’ve prepared a series of Management Briefs. Just like this document, they are short, punchy documents, which focus on specific areas of interest.

Currently available titles are:

“Successful eNewsletter marketing”

“eLead Generation”

“eEvents”

What will PRL do for me?

We can help you launch an eMarketing campaign quickly and easily. Starting with setting objectives, writing the copy, handling the mailing and response management through to a host of additional services, we make it quick and effortless and deliver a steady stream of leads. For most of our clients we offer several or all of the following:

- Planning – we will help you set the objective for your campaign based upon your data and your goals.
- Data consolidation and manipulation – we will take your data, de-duplicate it to ensure one person receives one email only, merge multiple databases, highlight any problems, and host the data. When the campaign is completed we'll send your data back, complete with responses, bounces and unsubscribes logged.
- Writing copy – we will ensure that your subject line and opening statement gets the email opened and read, that the product or service description holds attention and that your call to action does what it's supposed to – generates a lead.
- Mailing – the campaign will be handled by PRL using our managed portal service.
- Response management – we will monitor the responses and click through levels. If they fall below the set objective then we will halt the campaign and look at refocusing the project, with new copy, to deliver the agreed rates.
- Obtaining email addresses – if you don't have email addresses or want to clean up bounces our ListBuild team will obtain clean email addresses for you at the rate of up to 5,000 per week. This broadens the reach of your campaign and cleanses your data.

What next?

It's both quick and easy to carry out your first campaign with PRL. Typically we start out with a trial campaign where we demonstrate our capabilities and how powerful our methodologies are and the results they can deliver.

To start out please either email our team at marketing@promotions-reliability.co.uk or call us on +44 (0)1462 455481.