



## Email based lead generation - a management brief

At PRL, our solution has helped hundreds of clients generate more leads and open more new business opportunities than they previously thought possible. This has been achieved using email as the mechanism for opening up the initial dialogue and rapidly building a relationship in a way that significantly reduces the time and cost involved in obtaining the first appointment and of course, significantly shortens the sales cycle.

As you'll see from this brief document there are a number of activities that PRL performs exceptionally well which make our approach to lead generation significantly more successful than any other.

### So why use email for lead generation?

Email is one of the most effective methods of generating leads and there are a number of reasons why this has proven to be the case:

Firstly email reaches the people that other methods cannot. Telephone calls and direct mail are screened. Email however reaches the person to whom it is addressed in over 95% of cases and this makes a significant difference. Take for example a campaign to a 1000 contacts where the target audience are Directors. A telephone based campaign would be doing well to reach 150 Directors on the first attempt, while email on the other hand will reach 950 of them at a far lower cost and much more quickly.

The Return on investment for email is compelling. An email campaign will typically reach five times more people at one fifth of the cost of an equivalent telephone based campaign. This makes it 25 times cheaper per contact made than the equivalent telemarketing campaign.

This enormous cost reduction is only of interest if the results are higher. Our campaigns, as you will see, are highly personalised using any history available, our typical response rates are between 10% and 15% and in some instances we are seeing response rates as high as 25-35%!

Therefore based on all of the traditional marketing criteria; reach, cost and response rates, email easily outperforms any other medium.

## Where could you start?

There are three main types of lead generation campaign:

- **Existing Clients** – Your best data source is undoubtedly your in-house database and you should capitalise on this regularly – in most cases every 8 weeks is a good target to aim for. You can send a highly personalised email typically cross-selling or re-affirming interest in a product or service. We do these campaigns for most of our clients and they always generate phenomenal results. We use many sophisticated techniques that ensure a response rate in the 15%+ range. Some of these are explained below.
- **New Prospects List** – When prospecting for brand new clients, we source and purchase a list on your behalf, without email addresses. We source the email addresses for you using our List Build Service. Using this technique, it is possible to define very exacting criteria for the target list and get a strong response rate. It is a tremendously effective way of reaching new clients.
- **Profiled List** – If you've been sending an eNewsletter and tracking the click through activity, then we can take the information and send highly targeted emails. For example if someone clicked on 'Upgrading your firewall' in a eNewsletter article then one week later it might be very timely to send a personal email discussing a special offer on a firewall. Again, these are extremely effective.

(You'll learn more about how powerful eNewsletter marketing can be in our related Management brief. Please contact us or look on our website to obtain a copy).

When you have selected your list and have identified the type of message you will send then the next step is to make sure it is read and not deleted. This is all down to personalisation.

## Personalisation

We work with highly personalised plain text messages that are well structured and look as if they have been individually written. Our system uses multiple personalisations for dates, company names, contact names, etc that will make your message indistinguishable from a one to one, peer to peer e-mail.

Firstly the introduction needs to be personal, to do that we use as much information as you have available. An example framework might be along the lines of:

**Dear {Dave},**

*We spoke **{back in October last year}** about our FJ2200 firewall and you asked me to contact you early this year. Rather than call I thought I'd send a short email...*

*[Product or service description paragraph]*

*Is this something either yourself or anyone else at **{PTS}** might be interested in?*

*Thanks*

*Chris*

This message contains three very powerful personalisations that give the email a personal, peer-to-peer feel. All of our emails feature personalisation heavily. Here is a fundamental overview of how these work:

**Name Personalisation – “Dear Dave”**

Starting an email with ‘Dear X’ is no way to build a relationship or for that matter to start a conversation, yet most data, at least that we’ve seen, contains this kind of information. We start out by personalising the greeting

Salutation	Christian	Surname	Formal Greeting	Informal Greeting
Mr	Dave	Smith	Dear Mr Smith	<b>Dear Dave</b>
Mr	D	Smith	Dear Mr Smith	<b>Dear Mr Smith</b>
Mr	X	X	Dear Sir	<b>Dear Sir</b>
X	X	X	Dear Sir/Madam	<b>Dear Sir/Madam</b>

**Date Personalisation – “...back in October last year...”**

Our unique algorithm takes a database date and converts it to personal text. Here are a few examples of how any date can be converted to ‘human like’ text:

Date	Email date
12-06-2003	<b>back in June this year</b>
05-02-2002	<b>last February</b>
05-08-2000	<b>back in August 2000</b>

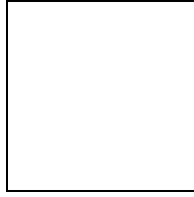
‘I last wrote to you {back in June this year} about..’ is a great way to start a conversation by email. We make this easy to achieve.

**Company name - “...either yourself or anyone else at PTS might be...”**

The best way to get a referral is to ask for one and again we make this easy. One of the most effective ways is to ask if there is anyone else interested at the company. Our company personalisations shorten the full company name so that it looks natural and hand written:

Company Name from data	Short Company
Logica Europe Ltd	<b>Logica</b>
Productivity Through Software (UK) plc	<b>PTS</b>

We find this makes people much more likely to send a helpful reply and this gets us a referral rate in the 3% - 5% range on top of the regular responses.



*Fig 1. Preparing a message in The Messenger*

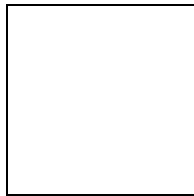
## Response management

Creating an email that generates a phenomenal response is only one part of the challenge. The responses have to be managed and also delivered at a rate that can be managed by your sales team.

We have several response handling and management processes that will make your life easy:

- Agreed lead rate - Delivering 60 leads once a month at the end of each month to one sales person means that the leads are much less likely to be followed up as effectively than if we delivered perhaps five per day. We therefore send out emails in batches that ensure leads are passed back as a steady stream.
- Bounces and unsubscribes handled automatically – we can keep these separate from the genuine replies so that you can download them later for data cleansing etc.
- All leads routed according to rules – you decide where you want the replies to go and we'll automatically forward them to the relevant people.

In addition to having your leads routed directly by email you can view them on our web portal. The reporting is both comprehensive and easy to use. We show multiple views of your campaign so that you can see, graphically or in tabular form, how successful it has been.



*Fig 2. Viewing responses in The Campaign Manager*

## What exactly does PRL do?

We can help you launch an email lead generation 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 can be handled by us using our managed service offering where we do all the work, or by you using our web portal, The Messenger. Either way the results will be the same – you choose your level of involvement, right the way down to none.
- 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.

## How do I get started?

We offer two possible solutions. The first is where we do all of the work for you from preparing your data, writing the copy through to delivery and handling responses. We offer the ultimate flexibility to meet your needs.

## What next?

It's both quick and easy to carry out your first lead generation 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](mailto:marketing@promotions-reliability.co.uk) or call us on +44 (0)1462 455481.

