

WHY DRIP MARKETING WORKS

Email marketing has 3x the ROI of traditional marketing efforts.

Findings report, you are three times more likely to get a timely response through email than through the phone, even if you have an existing relationship with the person.

Approximately 146 million adults use email every day.

82% of marketers consider email their most important advertising tactic.

Effective drip marketing generates 3x the ROI of traditional marketing.

Personalizing emails and segmenting your audience more than doubles the effectiveness of your email efforts, yet only 4% of marketers currently engage in these practices.

Email has reached 32% of total market penetration, topped only by television which has 39%. This point speaks for itself.

STANDARD EMAIL EQUALS LOST BUSINESS

Standard email clients such as Outlook, web based email (Gmail, Yahoo, etc.), and the email interface built into most CRM systems, do not meet the necessary email marketing features that iQ office meets. Here's why:

Reason #1

They do not (easily) allow the user to send personalized emails. It is imperative that each email include simple dynamic content such as first name, company name, etc. This can be accomplished through "mail-merge".

Reason #2

They do not allow you to automatically send the same email to multiple recipients individually. There are a couple of reasons why this is important. First, the chances are very high that any email addressed to more than one person, either by using "cc" or "bcc," will be blocked. You also NEVER want to include more than one recipient in the "To:" field for a couple of reasons: one, it's a beacon of poor taste. Two, it exposes each person's email address to everyone else on the list. You might as well title your email "unprofessional, impersonal junk mail." It better be personal.

Reason #3

They do not allow you to track clicks within your emails (links, images, etc.) You need to track who follows the links you send in your emails. More importantly, you need to know which specific link they click. Include links strategically to allow relevant follow-up and to profile recipients (as ready to buy, browsing, etc.). This information is priceless. In fact, these techniques alone can double the effectiveness of prospecting efforts.

Reason #4

They do not allow you to (easily) segment your mailing lists. You may end up with nearly 50 mailing lists, each serving a different purpose and targeting prospects and clients that meet different criteria. CRM programs accomplish this nicely, but because the built in email systems are lacking, you would need an external email client to manage this task.

Reason #5

They don't allow you to track who opens your emails. This is pretty basic. You need to know who actually opens your correspondence. The business value of tracking who opened and who didn't open an email is not significant, but it can prove helpful now and then. Who opened it?

Reason #6

They don't allow you to automate and schedule email campaigns. Outlook's scheduling functionality is pretty basic. It will get the job done, but not the way you may need it to be done. More robust email tools will allow you to schedule emails, follow-up emails, and threads of emails easily.

Reason #7

They do not (easily) allow you to manage your subscriber and opt-out lists. Sending emails to someone who's asked not to be contacted is the quickest way to ruin your marketing endeavors. By sending a few unwanted emails, you can easily end up on a "black-list" which essentially means your email will not reach 90% of recipients.

DRIP MARKETING BILAWS

These principals and tips govern any and all business email communications you send and should be memorized.

1. Every email must have value specific to each reader.
2. Every email should contain at least one dynamic field (such as a first name).
3. Email must be sent directly to only one recipient (no "cc" or "bcc").
4. Every email should be conversational in tone.
5. Every email must establish credibility.
6. Your email should not ask to do business (unless your business is truly transaction in nature).
7. Tuesday is the most popular day to send marketing email, followed by Wednesday and Thursday.
8. Wednesday is the day that most marketing emails are opened.
9. 9:00 and 10:00 am are the most popular times to send email marketing.
10. 11:00 am is the most popular time for emails to be opened.

The above information was borrowed from Justin Howard's valuable PDF publication, "Sell Smarter 2009" which can be accessed at www.passivepipeline.com. This document is intended solely to be used internally and not as a marketing piece for realistIQ.

MORE DOS AND DON'TS

Do: Have every prospect in at least 1 campaign

Once you start nurturing your leads, you shouldn't stop, unless the prospect asks you to. Avoid opportunities falling through the cracks by making sure a prospect is always in at least 1 campaign. If prospects convert, consider moving them to another campaign rather than no campaign at all. Even existing customers can be nurtured, to increase loyalty and maybe even sell more products.

Do: Tailor content to role and stage in the buying process

Drip campaigns enable one to one communication, but only if you adjust content to your audience. Make a list of all the roles that you want to communicate with, and of all stages in the buying process. Put this in a table and make sure you have interesting content for each combination.

Do: Ask the recipients for their preferences

Sometimes it's hard to figure out what role prospects have, or what phase they are in. Why not ask them? Prospects are often happy to specify their preferences, because it means they will receive more relevant information. Just make sure you ask the questions from their perspective: "are you interested in customer cases" rather than "are you ready to buy", because the latter question will certainly scare people off.

Do: Give sales the option to start a drip campaign

As marketers we often assume that we'll be in charge of all campaigns. However, once sales is actively interacting with a prospects, it makes sense that they can decide which campaign is most relevant for the prospect. So give sales the power to select the correct campaign.

Do: Personalize the sender

Simple email personalization like "Dear Joe," is a standard part of email design. Although every recipient knows that their name is automatically inserted, it's still a nice touch. A less common type of personalization has a major influence on the email open rate: sender personalization. With the right email marketing software you can send emails on behalf of the lead owner. Prospects often know a sales rep or account manager, and are more likely to open an email from someone they know. Additionally, they may have white listed this email address, avoiding delivery into the spam folder.

Don't: Forget to offer value

Traditionally, email newsletters are about you as a company with phrases like "we have opened a new office" or "we signed this new customer." But for effective email marketing (or any type of communications) it's better to address the prospect's concerns. For example "Do you have this issue? If so, here's how you solve it." Drip marketing is all about providing value to the recipients. If you do, people will naturally understand where your products come in.

Don't: Make it hard to unsubscribe

If your goal is to send out as many emails as possible, it may make sense to make it hard to unsubscribe. But if your goal is to generate as many sales-ready leads as possible, it's much better to let people unsubscribe if they're not interested. Maybe you should even explicitly ask whether they still want to receive your emails. Uninterested prospects are a distraction for the sales force, so it's better to know upfront who they are, and not spend much time with them.

Don't: Send the same email twice

I bet you know people who tell the same story multiple times: every time the story gets less credible. The same is true for drip campaigns: if you want to have a highly relevant one-to-one dialog, avoid sending the same email twice. A marketing automation system will often prevent this issue, but you still need to be careful not to duplicate email templates. Also, if a prospect is in multiple

campaigns, make sure to add a pause when someone has just received an email from another campaign.

Don't: Send over the weekend or at night. Friday is the worst weekday to send.

Assuming you are in a business to business market, it's best to send the emails during office hours. People are more likely to read emails that arrive when they are behind the computer. In general, open rates are best on Tuesday, Wednesday and Thursday, but it's not always possible to send email on those days. In any case, try to avoid the weekend and nights.

Don't: Start too complex

Drip campaign builders are often easy to use, and very quickly you can create a flow with dozens of steps and decision points. While it looks impressive, a complex flow is harder to test and it is more likely that there are problems with the flow. Especially in the beginning you want to keep the flow simple, test the results, and then increase sophistication step-by-step.

DID YOU KNOW?

- 45% of inquiries result in a sale within 12 months (includes sales to competitors)
- A sequence of educational emails will increase customer retention.
- Wednesdays and Thursdays are the best days to call in order to contact (by 49.7% over the worst day) and qualify (by 24.9% over the worst day)
- Thursday is the best day to contact a lead in order to qualify that lead (by 19.1% better than the worst day). 2- 4 to 6pm is the best time to call to make contact with a lead (by 114% over the worst time block). 8-9am and 4-5pm are the best times to call to qualify a lead (by 164% better 1-2pm, the worst time of the day). 4-5pm is the best time to contact a lead to qualify over 11-12am by 109%).
- The odds of calling to contact a lead decrease by over 10 times in the 1st hour. The odds of calling to qualify a lead decrease by over 6 times in The 1st hour. After 20 hours every additional dial your salespeople make actually hurts your ability to make contact to qualify a lead. The odds of contacting a lead if called in 5 minutes versus 30 minutes drop 100 times. The odds of qualifying a lead if called in 5 minutes versus 30 minutes drop 21 times.
- Time of day and day of week each have significant impact, with time of day being the greater of the two. Immediacy of response far overshadows both time of day and day of week in its effect on contact and qualification ratios.
- Waiting too long and continuing to push for contact unsuccessfully hurts your ability to ever make contact and qualify a lead.
- A request for a price quote needs to be handled different than a whitepaper.
- Friday is a terrible day to send business-to-business

KNOW WHERE THEY ARE

When a lead is distributed into the system after a person opens or clicks on a link in an email, you know where they are at that exact moment: they are at their computer desk, probably right near their phone. We call this "presence". If you call them immediately, they answer. If you wait, they move on to something else, often away from their phone. Salespeople know that simply being able to contact somebody can make the difference between a sale or not. Marketers may not be as aware of this

CONTACT PROSPECT AT HIGHEST POINT OF NEED OR INTEREST

People search the Internet because they want things now. Interest and need wane quickly. The same goes for opening up an email. A few days later they often don't even remember they submitted a lead. Immediacy of response hits the respondent at their highest point of interest or need.

WOW YOUR PROSPECTS

Sales representatives often experience the "Wow effect" when, for example, a user clicks on a link in an email, notifying you of that action and you follow up on that lead and contact them in less than 5 minutes. The respondent quite often reacts with, "Wow, that was fast! You are impressive." Prospects may feel that the sales representative must be really on top of things, and that is the kind of person and company they want servicing their account. We are reminded of the early days of caller id when people answered a call and said the name of the caller when they answered. What surprised initially is now commonplace. First impressions continue to have a strong influence on trust and relationships.

WHAT IS CONTENT?

Comments on blogs, blog posts on your own blog, tweets, material that provides visuals, videos, photos, charts, podcasts, eBooks, webinars, Plan Your buying stages. In the ideal situation you have at least one piece of content for each role in each buying stage.

DOS AND DON'TS

Provide suggestions on best practices to potential customers to keep their interest. They will not want to make a mistake and find your information very valuable. You are reading this, correct?

WHAT IS GOOD CONTENT?

It is content that adds value back into the community, helps provide expert status, facilitates your ability to reach prospects, nurtures leads through the buying process, contributes, to your organic search ranking and allows you to have a relevant impact.

WHAT APPROACH IS EFFECTIVE?

Show you are the expert, don't say you are. Do be committed and don't expect overnight results, use your customers' language and not terminology they don't understand, focus on what you are best at, don't act like you know everything, be helpful and not self-promotional, share with the community, don't bombard them, map content to buying stages and don't make the path to conversion hard to find, create buyer personas, don't assume your content is relevant by guessing, do be innovative, experimental and fun, don't provide the same content as others.