

Email Campaign

Example

A circular campaign – try different headers, different bits of content, until you see what works best. If people who spend time on your site looking at or downloading the content you've driven them to, they are moving from lead to prospect - and if they then do similar actions following a second eblast, they are definitely moving towards the “desire” or hot prospect stage. Now there to be a different interaction – could be a special offer, or a phone call, or a piece of literature, to open up the dialogue with them, and take them to the next stage.

That could be a meeting, a presentation, a conversation about how to get onto their approved supplier list, or simply to say a friendly hello, see if they have more questions, and if you can qualify them a bit further.

OR – if they can buy what you are selling online – something to tempt them to purchase.

You would also want to integrate an email campaign with other activities, getting the same content out on social media for example, or maybe a press release to the media if it has legs –definitely on your web news page. Perhaps the content can be made into a blog, or a thought piece. Or if you have a shop, can you put up a poster in your window or some leaflets or cards to give to customers. Never miss an opportunity to repurpose content!

If people don't open the first blast, it might have been the wrong header, didn't resonate with them, or might have gone into their spam. So it is always worth testing different headlines and sending at different times of the day.

If they opened but didn't click through, then it is the content that needs changing (and reflecting in the subject header)