

# Online Lead Generation Game

## Prospecting via email through third party lists

***Presented by:***

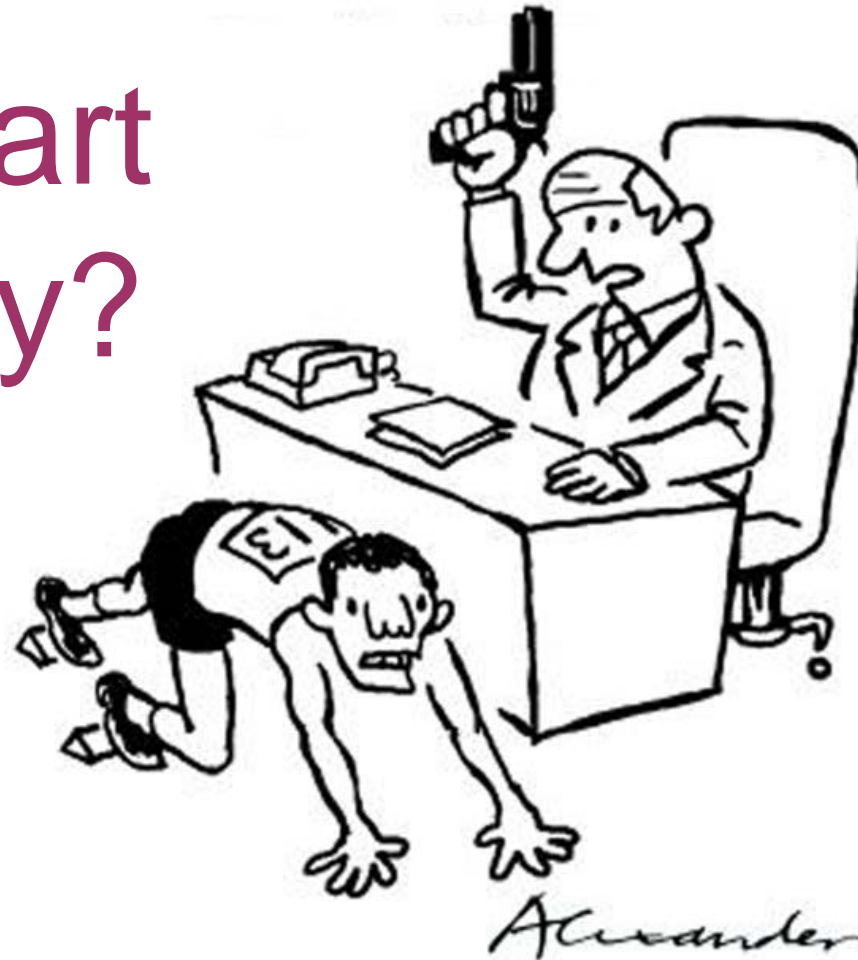
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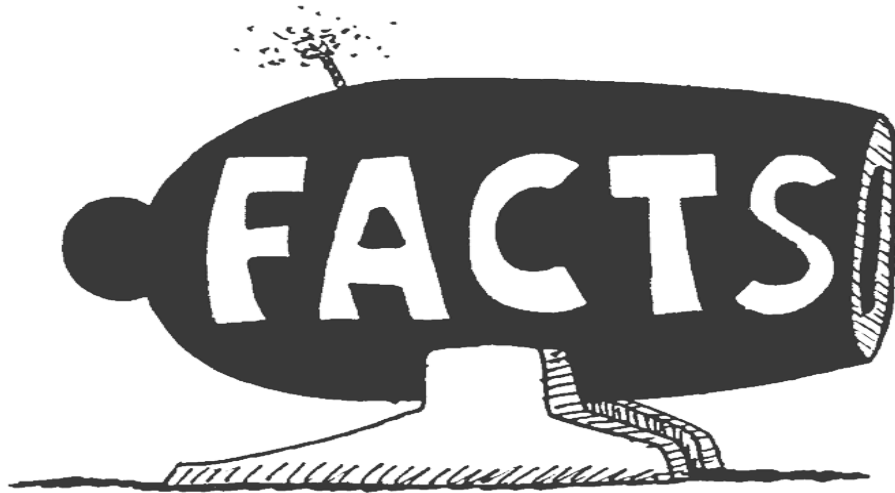
Parin Mody, Global Director, Business Development

@mparin



Can you start immediately?





**90%**

believe email  
is important  
or very important  
to their business

**50%**

expect to spend  
more of their  
budget on email  
in the future

**ROI**

email marketing  
provides the  
highest ROI  
of any direct  
marketing tactic

Source: Direct Marketing Association (DMA)

# State of the Union



*I've decided to step down so that I can spend more time with my family .... of mutual funds."*

## State of the Union

- most impressively, companies are continuing to up their investment in the channel, with 48% saying they will be doing so by cutting back on expenditure or direct mail
- most organisations measure open and click rates to gauge operational success. Awareness of the need to measure more goal-oriented metrics, like revenue. A failure to do so is down to the absence of appropriate technology
- although deliverability is the top concern, organisations are growing increasingly worried by engagement rates.... particularly click and opt-out rates
- 52% of organisations still have no contact strategy for the maximum number of emails a subscriber might receive each month, despite the crucial role of frequency in driving response, unsubscribes and spam complaints

# Email marketing – a history



*“You have seven phone messages telling you to check your email and thirteen emails telling you to answer your phone.”*

## 2000

**average open**

50 – 75%

**average click**

15 – 25%

## 2011

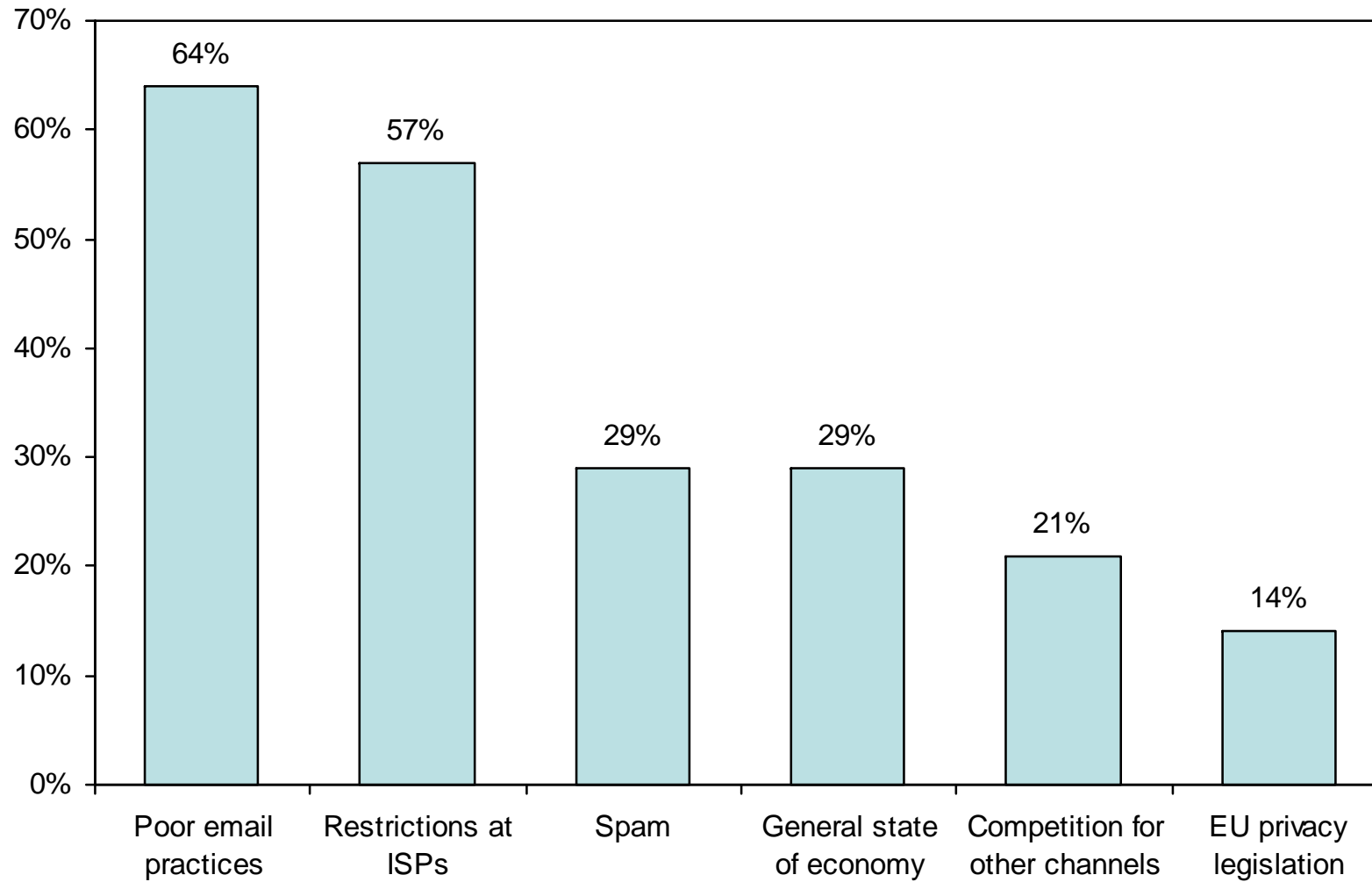
**average open**

9 – 12%

**average click**

0.5 – 4%

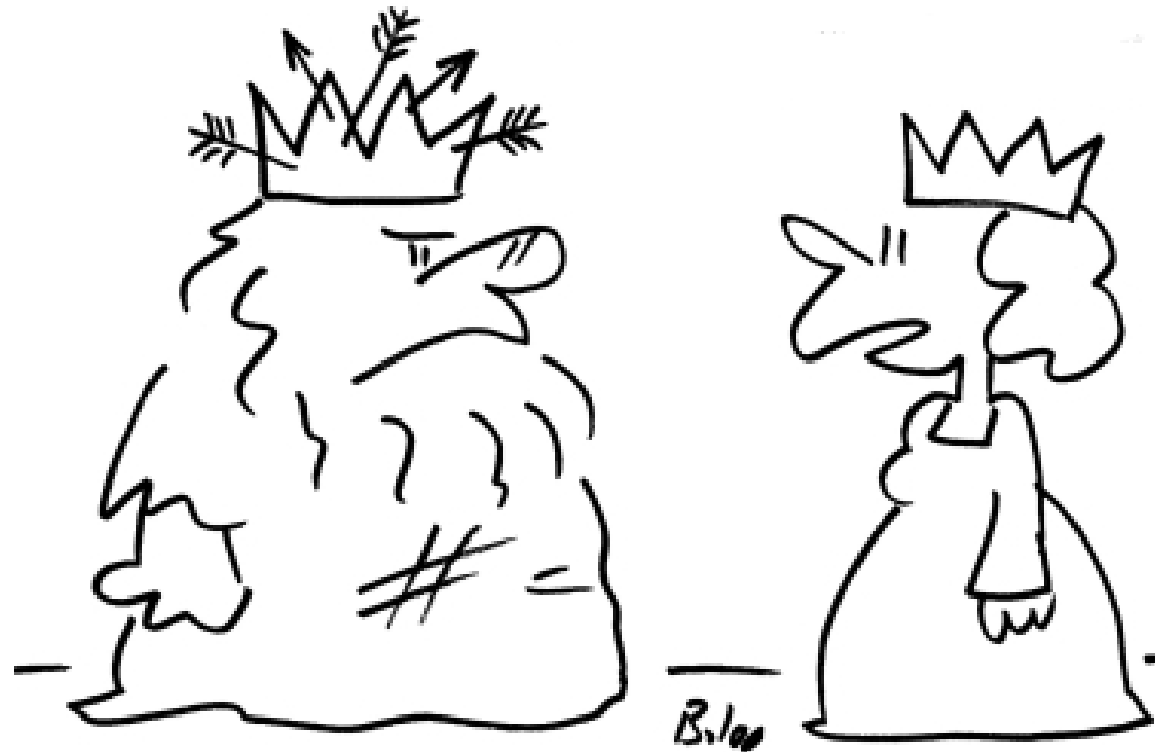
# What do you perceive as the biggest threats to email success?



Source: Email Benchmarking Report 2010 (DMA)



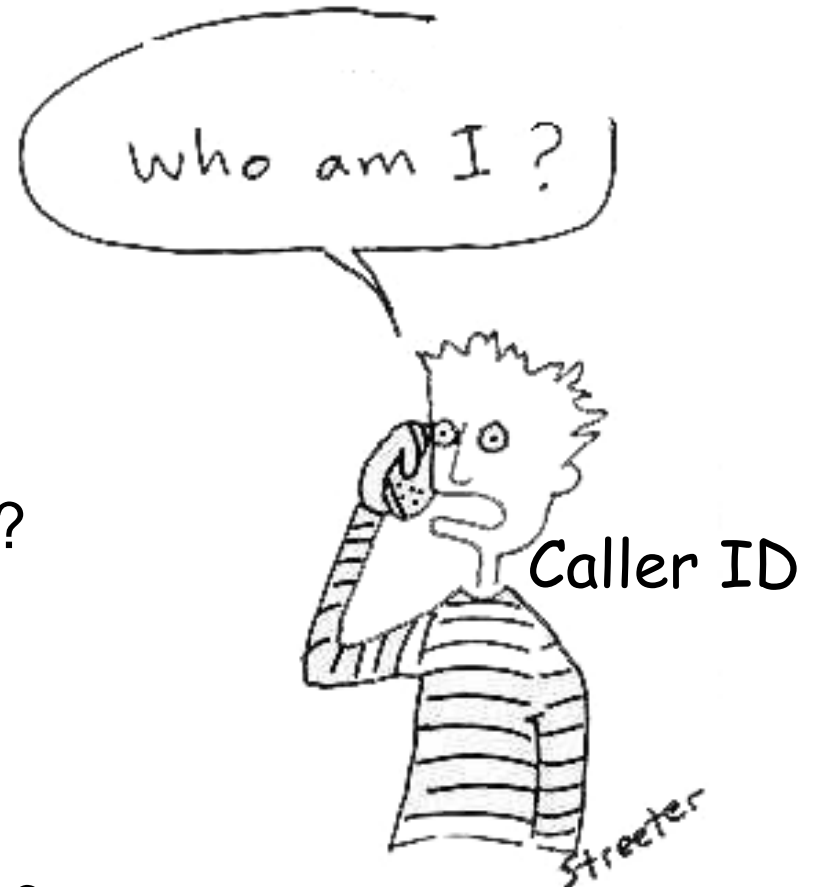
# The right audience



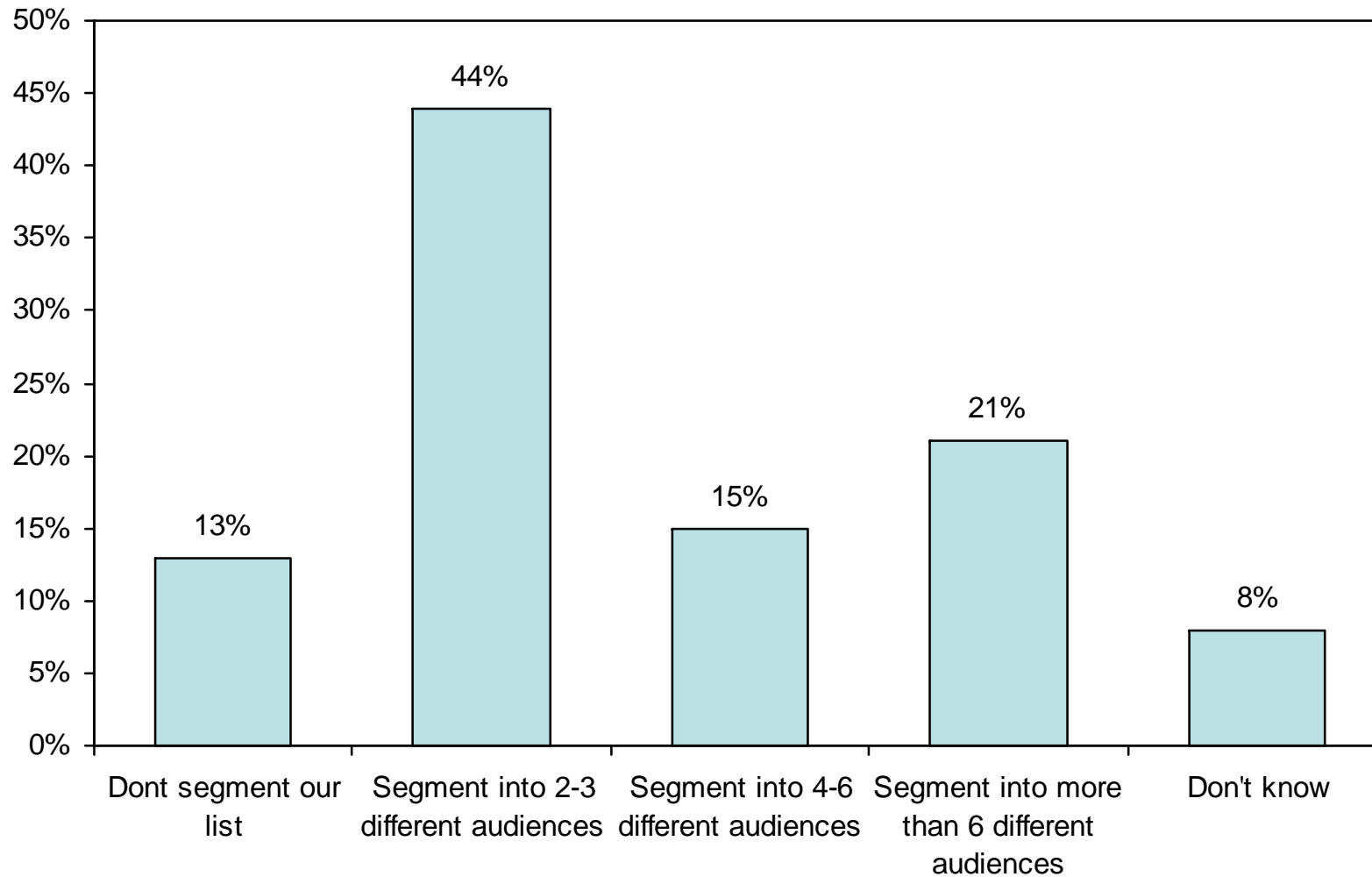
"Maybe you're targeting the wrong demographic."

# Targeting prospects

- what do my best customers most recent customers look like?
- do I need to find out?
- what is my ideal customer profile?
- how is that expressed?
- how does that translate into a targeting brief for data acquisition?



# On average how many different customer segments do you use to segment your mailings?



# Due diligence

- some email suppliers will not release their data to third parties
- this allows real-time control to be exercised over unsubscribes
- ultimately, responsibility for meeting Data Protection standards lies with the data controller



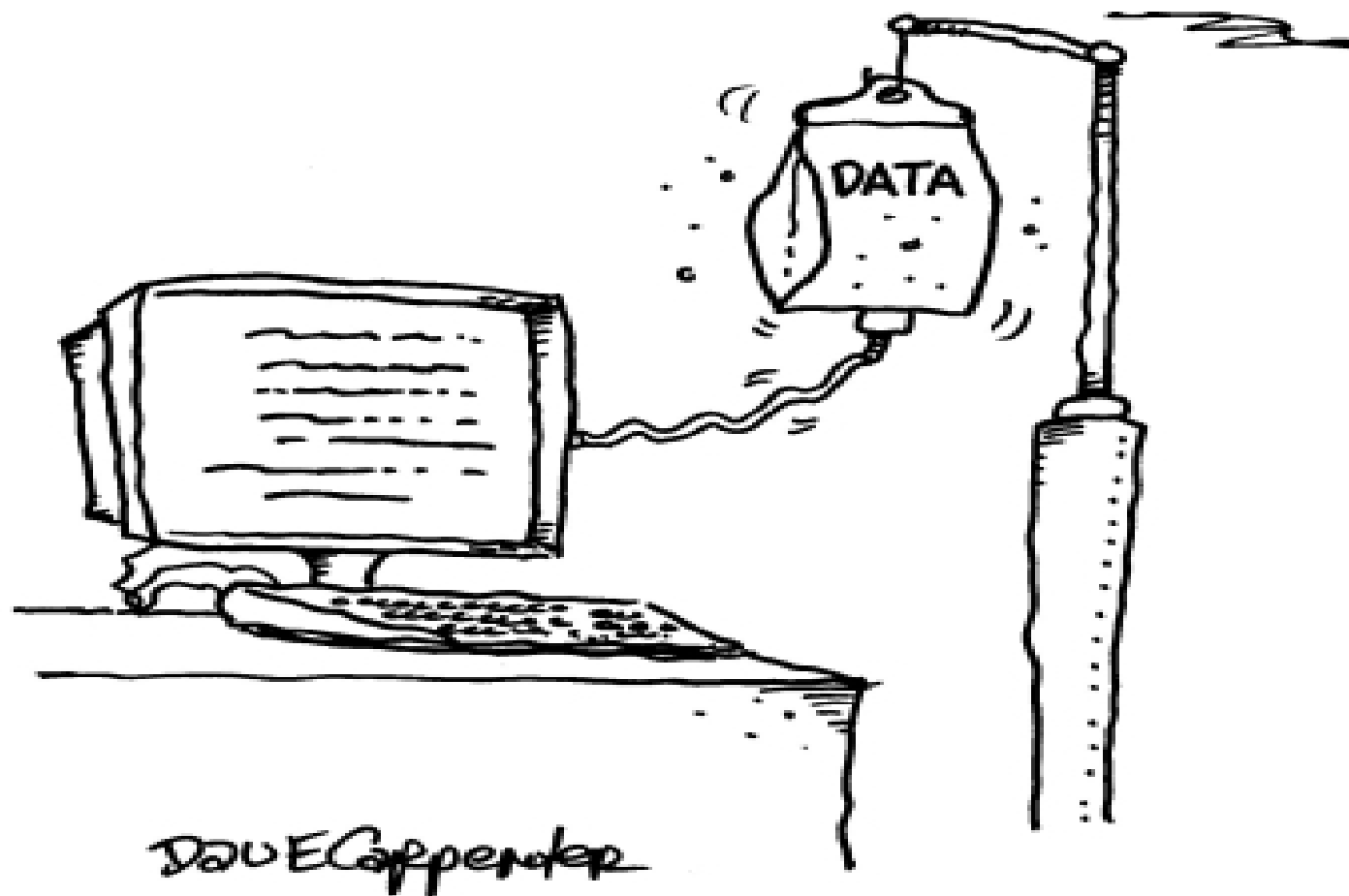
# Suppression

- which law applies? act local
- cross-check and validate before execution
- save, comply, protect reputation

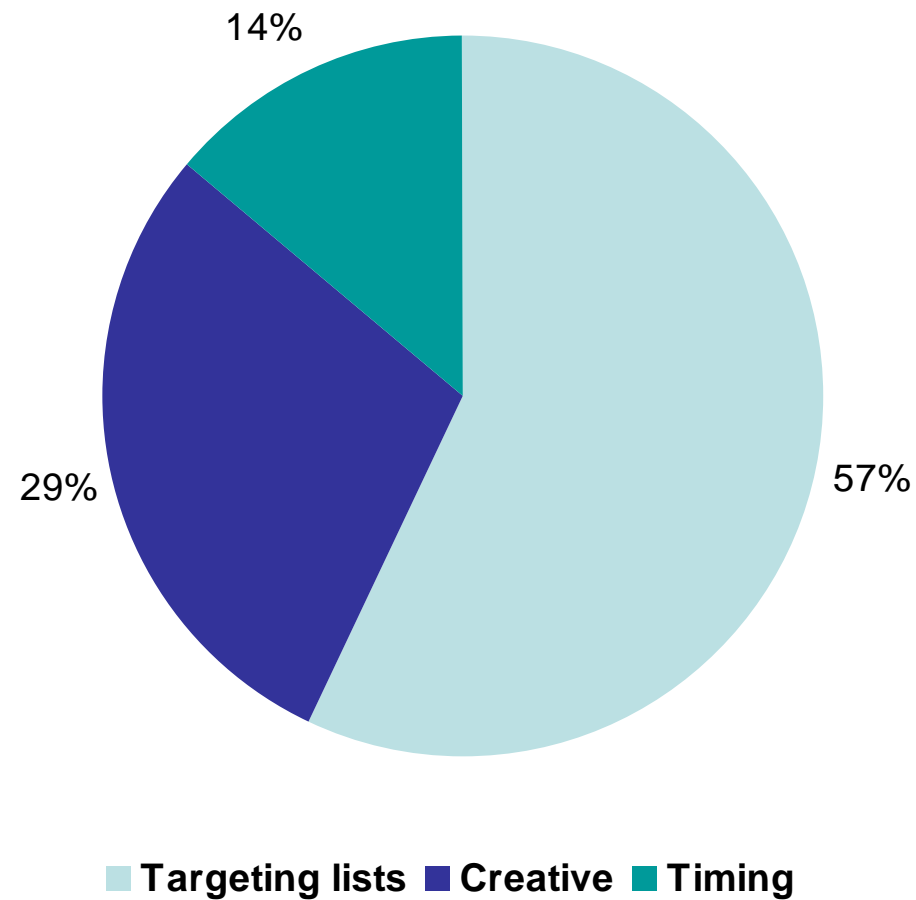


"How long do we have to get in compliance?"

# External data sources



# What % of the success of an email marketing campaign would you attribute to the following?





**PLUS**

**MINUS**

**Incorporated files**

- excellent coverage of registered head offices
- good segmentation across financial values
- only incorporated business

- unidentifiable trading address, especially large companies
- poorly defined directors

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**Tele-compiled files**

- accurate
- good telephone numbers
- good depth

- check regency / update methodology
- check original sourcing / sample frame
- potentially patchy coverage

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**Response generated**

- buyers and influencers
- excellent range of contacts
- most often responsive

- check re-verification cycle
- check consistency across file
- potentially patchy coverage

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**Merged multi-base files**

- good coverage across marketing whilst reaching most appropriate buyers and influencers
- best multi-faceted (1+1+2.5!)

- are sources compatible?
- check for duplication
- does the supplier understand database building?



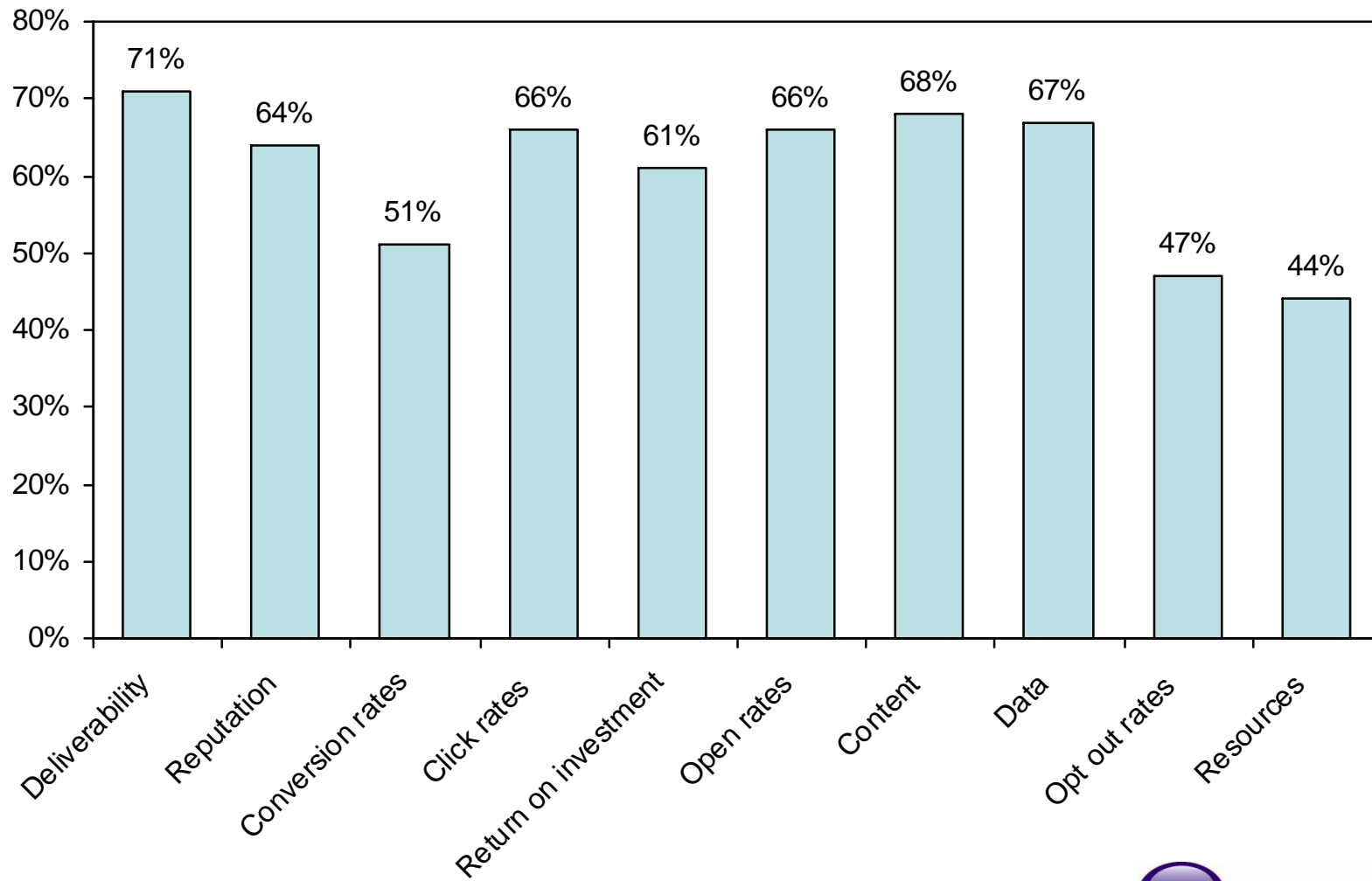
# Data sources

*“We’ll be relying on three sources of raw data direct mail, phone survey and Eddie in the mail room.”*

## Issues

- many email lists are poor quality with bounce back rates of over 40%
- many lists are web generated and lack the selections required to target
- some lists are generated using incentives
- some email providers charge for all emails rented regardless of deliverability
- some email providers bump up test quantities

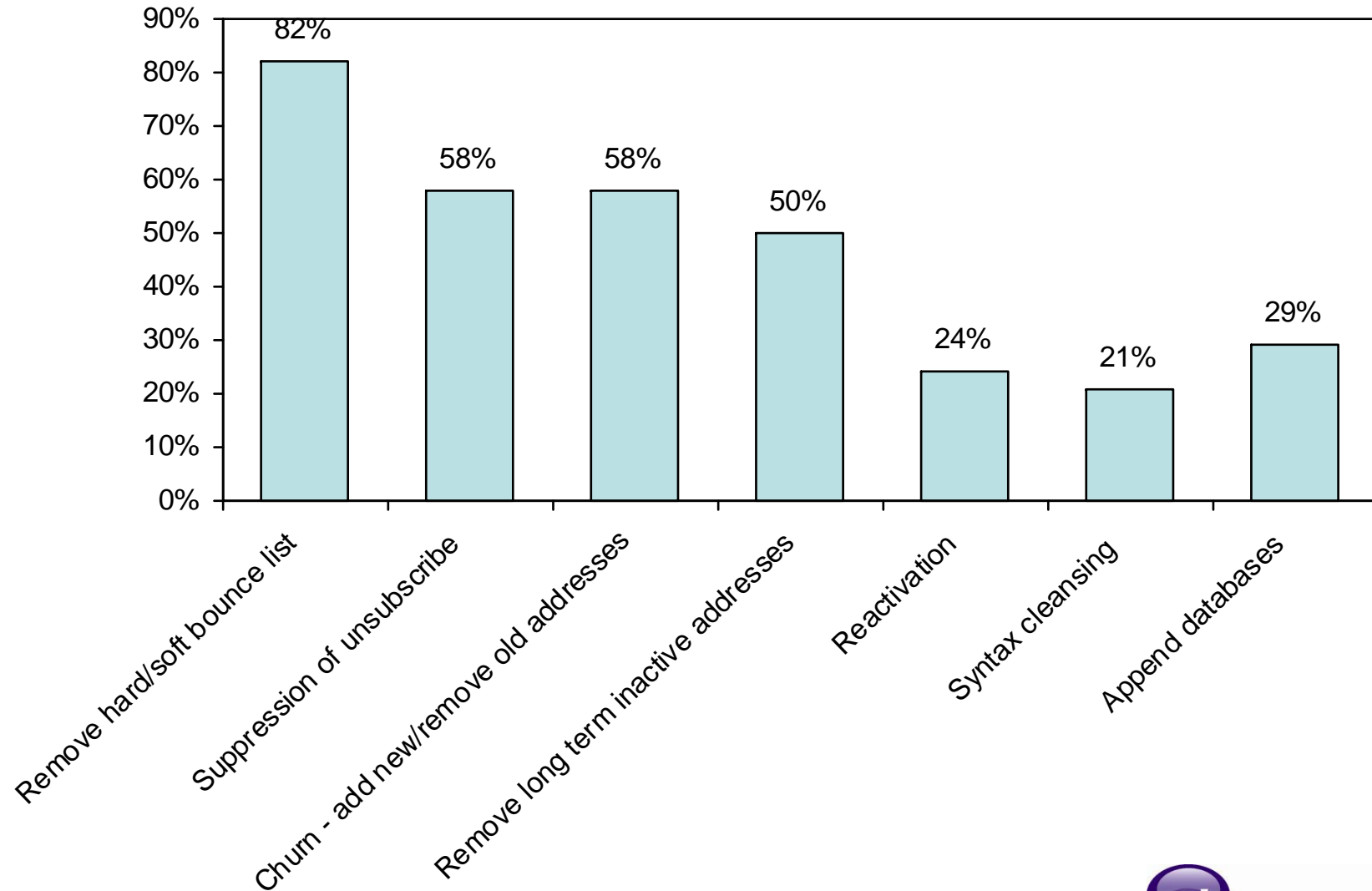
# Which of the following are you most concerned about?



Source: Email Benchmarking Report 2010 (DMA)



# What tactics do you use to keep your lists clean?

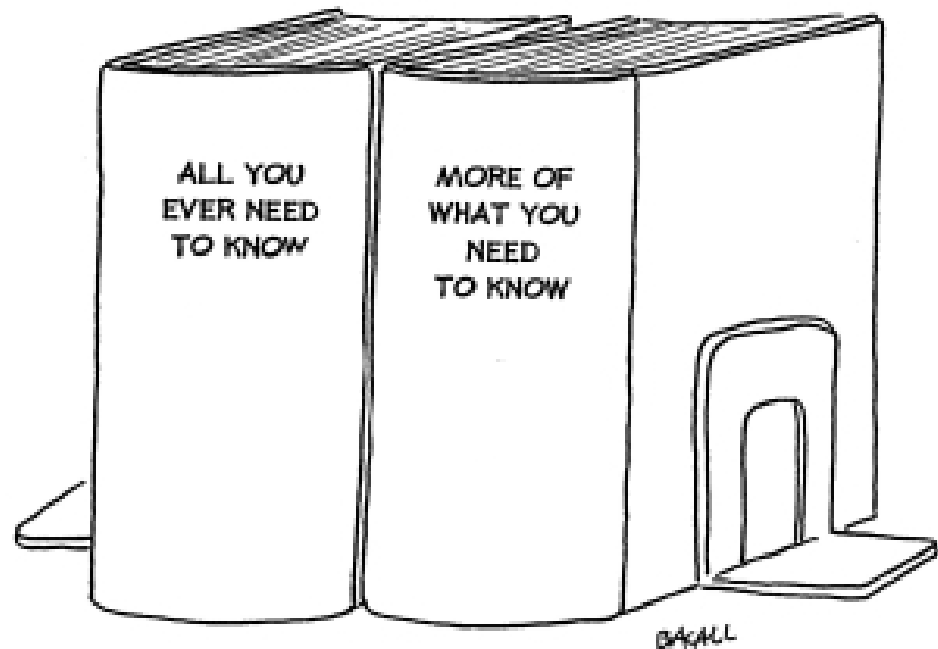


Source: Email Benchmarking Report 2010 (DMA)



# Content and CTAs

- knowing that not all people you reach or who are interested in your message will be ready to buy, assemble your content accordingly
- fill content gaps before you begin
- accept that a CTA might simply be a download of an information piece



# Standing out in a crowd

- the value you delivered in previous messages, leading people to look out for future emails
- recognisable from lines
- a subject line that drives recognition, interest and action
- pre-headers and preview panes that use copy and images to trigger recognition and encourage the viewer to read more



"Don't I know you? ... I never forgot a fez"

# Protect your brand



*“This is a confidential email. If you are not the intended recipient of this email, you too may be eligible to save hundreds on a new car lease.”*

## Remember

- renting lists where the correct permissions have not been obtained will result in complaints
- mis-targeting and using poor lists or lists that flout data protection legislation may damage your brand
- work with trusted suppliers



# Protect your relationship

*“Stay with me now, people, because in Step C, things get a bit delicate*”

## Remember

- email when used well delivers high response rates and high return on investment

**but....**

- when used badly will damage your future relationship with your audience

# 10 little words

100%

sex

hello

now

free

earn

amazing

call

discount

get



# Thank you

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