



Winning More Business Using Email Marketing

Tips to persuade prospects your business is better than the competition

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How Will Email Marketing Help Win Business Deals?

From opening pitch to sign-off, the quality of your communications has to be impeccable: irrelevant or disorganised messaging erodes trust in your business and your chances of closing a deal.

As the most inexpensive and targeted form of communication, email marketing can make the difference between business won and business lost, and plays a central role in the sales process. The more you use email marketing to create trust and communicate your solution clearly, the more likely you will be to close the deal.

By reading this white paper, you will learn how to:

- Impress prospects enough to get that initial meeting
- Move leads more efficiently through the sales process with auto-responders
- Create extra confidence and trust over longer sales processes

Impressive First Impressions: Email & Personalisation

Email marketing is common practice amongst many businesses but so many still get it wrong. They use inappropriate messaging and make it all about themselves. With people's inboxes becoming more and more overcrowded, the last thing anyone needs is another self-absorbed marketing email. It's going to take an extra special effort to get noticed.

Imagine for a second you're in a crowded train station. You really need to talk to your prospect about a 'cost-effective business plan' – but they're about to board and you're on the other side of the platform. What do you do?

You're not going to shout, "Talk to me about my cost-effective business plan!" That doesn't communicate who your message is aimed at. At best you can hope to turn a few heads in surprise. If you want to get this particular person's

attention, you're going to have to shout their name.

Including the recipient's name in the subject line is a simple thing to do yet has fantastic open rates. A personal address will stand out miles from the tens and hundreds of generic emails people receive every day. Make the email personal and you're already on your way towards building a lasting relationship with this prospect.

If personalisation is that effective, why don't more businesses do it? Some believe it's too difficult and time consuming; not worth the effort. The reality is it's much easier than you'd think: all that needs doing is mail-merging your current contact data with the email marketing program – a job that an email marketing provider could take care of quite easily for you.

The more data you collect, the more personalised your email marketing can be. Build your email list with data-capture forms on your web site, surveys of existing and potential clients and high quality B2B data rentals when considering how to branch out your business.

Remember, it isn't just the subject line that can be mail-merged with contact data – the rest of the email can too. Consider including elements of personalisation within the rest of the email for added effect; test these variations and see if they result in improvements.

√ Quick Tip!

Why not try a double-whammy of personalisation? Test a subject line that includes both their name and company. This brings an extra level of specificity to your email which is likelier to grab recipients' attention.



Landing Pages You Can't Ignore: More Personalisation

Much like email, the landing pages recipients arrive at can be tailored with personal details too. The whole point of this personalisation is it makes them feel as though you're speaking *only* to them – no one else. Although this isn't the case, the impression it creates matters a lot. A personalised landing page says, 'These people are speaking to me directly; they deserve my attention'.

To cite an example of how personalised landing pages can be used, one of our clients wanted its subscribers to enter a prize draw. The emails were personalised with their names and other relevant details, and included a link to the entry form. When recipients clicked this link, it took them to the landing page where their unique membership card number was already filled out for them. This meant more subscribers could enter the draw immediately, resulting in greater convenience and more prize draw entrants.

√ Quick Tip!

Don't lose your subscribers' interest at the landing page. Make sure your landing pages are optimised with strong, benefit-led calls to action e.g. 'For a free compliancy assessment worth £129, please fill in your details here'

At this point you can hand over most of the sales process to individual sales people and account managers – but that doesn't mean email's role is exhausted yet.

Efficient Sales Processes Using Auto-Responders

Auto-responders are timed emails that are sent out when a trigger action is recorded. In the case of

our landing pages, this could be when someone fills in a 'Book a Meeting' form. After the prospect has entered their name and the desired date & time of the meeting, an auto-responder is sent to the prospect's inbox within minutes confirming the details of the meeting. This provides an extra touch with prospects and demonstrates your business' efficiency.

√ Quick Tip!

If a particular sales representative or account manager takes care of online meeting bookings, include their name in the 'Sender' details of the email. This will build trust by making the messages more personable and increase the likelihood of future messages being opened when it's a name that prospects recognise.

This is what your auto-responders should be doing during the sales process: saving time, making it easier for you and your prospect to get on with the day-to-day running of the business without chasing up missed calls.

Auto-responders can also be sent before certain dates: for our meeting bookings, we could arrange a reminder to be sent weeks, days or even hours in advance. This frees up more of your sales people's time, which would otherwise be spent double-checking that the meetings are going ahead.

These auto-responders could include:

- A 'Reschedule Meeting' option – Takes prospects to a landing page just for rearrangements



- An ‘Additional Notes’ option – Just in case the prospect has forgotten to ask or tell you something
- Your contact details – It’s always a good idea to have these handy just in case of any last minute emergencies

If you use an email marketing service provider, it should be possible for your sales team to check whether auto-responders have been delivered successfully using their analytics & reporting features. If there’s any doubt the prospect has received and opened the email, your team can always make a phone call.

√ **Quick Tip!**

To ensure the highest number of auto-responders arrive in recipients’ inboxes, include a call to action in the meeting booking confirmation (or better yet, on the landing page itself) requesting prospects add your address to their ‘Safe’ or ‘Contacts’ list. This will help ensure all future messages get through as well.

Keep Prospect Interest High Over Longer Sales Processes

Few business deals are instantaneous; most take months or even years to come to a conclusion. During that time it’s essential you keep up appearances as an informed and reliable business. Staying ‘front of mind’ means you’ll be the favourite when prospects finally come to make a decision.

Email marketing campaigns are the best way of staying front of mind over a sustained period of

time without expending too much energy. A monthly email newsletter, for example, doesn’t have to take long to produce: content can be drawn from anywhere: your company blog, industry publications, staff contributions etc, so long as it’s relevant.

Ask the recipient to add you to their contacts list; use the same ‘Sender’ name on a consistent basis and personalise the emails using mail-merge. This trio of tactics will create a favourable impression and stand you a much higher chance of being the first prospects pick up the phone for.

Why Targeted Communications Really Win Business

You can make all kinds of investigations into the relationship between targeted communications and trust – but we just like to think of it as this:

Prospects will view your company as more ‘switched on’ than your competitors if you send email marketing that targets them as individuals; it stands to reason that a company that can control and personalise its own communications is more likely to be able to handle someone else’s time and money. Compare this to other companies that send generic email blasts and don’t seem able to take your individual needs into account.

Targeted communications say to a prospective client, ‘You matter to us and we’ll go the extra lengths to work with you’ When prospects are weighing up the options before them, they will take more than the tender into account. Yes, option A might be cheaper – but if option B has been much easier to communicate with and handled the pitch more efficiently, they’ll probably be easier to work with: isn’t that worth the extra expense?

If you want to win more business, this is the kind of impression you have to create. Email marketing will never take control of the sales process completely, but the amount of support it can provide your team will make it feel like a valued member in itself, deserving of a place on the sales leader-board.



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