

Email Campaign Flow

Email marketing is one of the most cost effective means to communicate with prospects, clients and referral sources. Using an online e-mail management tool/service (i.e. Vertical Response, Constant Contact, Email Brain, etc...) will provide sophisticated reporting and list management.

Like any campaign, e-mail builds awareness, brand recognition, etc...but the true value comes from leveraging the campaign to **create sales activity**. Below you'll find an explanation of the typical steps in an e-mail campaign and advice for leveraging the resulting list with your sales staff.

Flow	Potential Sales Activity
<p>Targets Sent an email (may or may not have read it)</p>	
<p>Target Opened Email OPEN LIST</p>	<p>Phone Call or Personal Email – OPTIONAL You know these people most likely saw the message or at least recognize the company name, etc... If resources are available, using this knowledge as an excuse to make calls will increase effectiveness of the campaign.</p>
<p>Target Clicked a Link CLICK LIST</p>	<p>Phone Call and/or Personal Email – RECOMMENDED These individuals not only opened and read the email, they clicked through a link (shows interest) while they may not have actually completed the next step, they should be contacted.</p>
<p>Target Completed Form CONVERT LIST</p>	<p>TOP PRIORITY Phone Call and Personal Email – REQUIRED These individuals requested information or completed the next step in the process (giving us permission to contact them). In fulfilling the next step, this is an opportunity for sales to ask other probing questions and assess sales opportunity and begin the sales process, schedule a meeting, etc.... ENTER IN CRM</p>
<p>Target participates in the next Step (meeting, demo, etc)</p>	<p>Sales should use the lists provided from any of the stages above (and the messaging of the campaign) as an excuse to make contact and then start exploring needs, positioning the company's benefits, etc...getting prospects into the pipeline.</p>