

Should you be fishing in a bigger pond?

The **more people** your message is in front of, the **more opportunities** you'll have to make a sale. It really is that simple!

And when you hear about the big brands and how much they spend on 'advertising', the bulk of their spend is on media. That's on the TV or posters and magazines etc. And just like you, the big brands have the same challenge when it comes to targeting. Getting their message in front of the people who are most likely to buy! You're not going to sell many Sony Play Stations in Gardeners' World magazine!

In the UK, there are 5 million SME's and loads of bigger companies too. How many are you in front of? So when it comes to buying email data you'll need to consider quality as well as quantity, and the size of your audience depends on the nature of your business. Does your product appeal to everyone? We've all got a desk and an office chair! Or is your proposition more niche? Most of us don't own our business premises, so we're not likely to need to review our commercial mortgage.

The reality is that there are still potential customers out there that have never heard about you and your business – shouldn't you be in front of them?

Why is email marketing different?

Email marketing is more than just another marketing channel – it's a way of creating awareness, but also of forging relationships with people before you've actually spoken

to them. And by giving them something more than standard advertising content, you're adding value to your message that helps them understand exactly where you sit in the marketplace.

So, although you don't know when your prospects are ready to buy from you, what we do know, is you need to stay on their radar – so when they are ready, it's more likely they will turn to you, and you'll make a sale.

How do you do that? With timely, pertinent and interesting emails they'll welcome in their inbox.

The more relevant the people are that you're in front of, the more opportunities there are to communicate at just the right time.

So, who can you 'talk to', and in what way?

Nearly all businesses have what we call a business landscape – the different groups of people the business works with. Typically, the list comprises:

- 1 Prospects:** A cold contact with whom you've had no communication.
- 2 Warm:** A prospect with whom you've had some contact with – as in some kind of dialogue.
- 3 Customer:** Someone who has bought from you (this is not appropriate if you're in regular contact – it's more about customers you may have worked with in the past).

Enhance your **visibility** in your **marketplace** and make your business really **fly!**

4 Strategic Partner: In your business, there are a number of people it's good to stay in touch with. Businesses serving the same sector as you that may be able to recommend you and you them. By definition, you cannot have many strategic partners – what is important is to keep on the radar of those close to you in business.

5 Influencer: There is a wider scope with what we refer to as 'influencers'. These people are often operating in the same market place as you, yet are not in competition with you. Think about the mortgage lender and the solicitor, or the IT company and the telecom provider. This can be a big group. It's an area that can work well for you.

What's important is to think about how to communicate with each group. The relationships are all different and usually, the message needs to be different too!

We all buy from experts – we feel confident with people who really know their stuff and if your influencers respect you – they'll recommend you!

Tell me more about the power of a warm list

In marketing we're often told that you need to 'touch' someone at least 7 times before they buy from you. Think about your buying behaviour – unless it's an everyday kind of purchase, it can often take months to get around to it. It's exactly like that in most businesses.

So we recommend we work with you to collect all the details from email recipients that have visited your website, emailed you or been in touch in some way. These 'warm' people are your future customers! They are often more than 10 times more likely to react to a future email, and our statistics also say that they are far more likely to buy from you too!

This approach has worked well for an online retailer selling office furniture, and their warm list

has grown from nil to almost 10,000 contacts in 18 months. We're currently adding around 700 new warm contacts a month!

Unfortunately warm, customer and influencer lists can't be bought – they need to be grown and nurtured over time, but they are valuable and are really powerful marketing tools for any business.

Data quality – tell me more

Like most things in life – you pay for quality, and in the email data world it's the same. If it seems too good to be true – it almost certainly is! The best data is data that is routinely telephone canvassed to ensure contacts are real and relevant to the market you're selling into.

Often this kind of data is leased for a 12 month contract and is downloaded each month from the provider, so it's up to date. Expect to pay £275 per thousand plus for this data, often much more. Look for specialist data providers too that are not so easy to find as they operate in just one business vertical.

For general B2B email data, expect to pay £65 per 1000 records. Anything less than this, don't go there!

What can I do to help?

Beyond any doubt, collecting your own opted-in email contacts that are genuinely interested in your product or service, or have bought from you, is the best way forward. And this list grows from getting your message in front of more people. The more you do, the more you invest in email data, the more business you'll get! Simple.

What next

We're always happy to talk with you about how to add sophistication to your marketing process, be it more targeted email data, or even revisiting the proposition on the home page of your website.

There are always **more things** we can do to help the marketing process **to deliver sales** for your business – **just ask us!**

