



Sales P3 Email Prospecting

Why should I choose the Sales P3 approach?

First, consider this. Why are Google, Yahoo, and other cutting-edge web companies racing to develop personalized search results and advertisements? The answer: to provide information targeted to the individual consumer. These companies know that they can achieve superior results in their marketing and sales initiatives by making their content as relevant as possible to the needs of each consumer. They also know that the most cost-effective and efficient way to generate personalized campaigns is to automate their processes through the use of comprehensive marketing software.

Now apply this approach to business-to-business and non-commodity, high-value marketing and sales. Individual salespeople always wish to customize their offerings for clients, but are usually limited to options like putting a name and address sticker on a pre-printed glossy brochure or spending too much time hand-crafting a proposal. However, direct salespeople and independent channels no longer need to settle for less. They can get professional sales and marketing materials – tailored to their locale, industry, client, etc. – in an on-demand, cost-effective manner. What's more, the materials adhere to corporate branding standards, so there's no compromise on consistency.



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A few points to consider:

Personalized one-to-one marketing communications are much more effective than standard "one-size-fits-all" mass communications.

A study by Gartner G2, iMedia Communications, and the Wharton School of Business has shown that personalized marketing provides the following improvements over a standard approach:

- More efficient use of customer and prospect time: 44%
- Greater customer retention: 43%
- Overall revenue increases: 43%
- Increased average time spent at website by clients/prospects: 42%
- More efficient use of employee time: 38%
- Reduced costs: 26%
- Increased margin of average sale: 25%

Automatic database updates keep marketing and sales materials up to date and accurate in terms of branding, company information, and product/service details, minimizing rework and reproduction costs.

Up to 15% of a marketing/communications budget is typically spent on keeping old material fresh. This investment could instead be dedicated to developing new programs and generating additional revenue. Maintaining materials in an electronic format also reduces inventory and disposal expenses.

Multi-channel, multi-step communications (such as combining electronic and print) are more effective than single-channel communications.

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The Kellogg School of Management at Northwestern University, in the book *Kellogg on Integrated Marketing*, states that twenty-first century marketing campaigns need to combine mass and one-to-one marketing into a coherent whole, and must be integrated across multiple channels of communication (print, email, web, etc.).

Automated lead nurturing and lead generation processes that properly track recipient activity should be used to focus salespeople's time on qualified and interested prospects.

Gartner Group, in their *Lead Management Closes the Loop Between Marketing and Sales Relationship Management* summit, said "With increasing emphasis on revenue growth, many companies are being inundated with leads through referrals across lines of business, campaign management, event-triggered marketing, and re-engineered touch-points (websites, branches/offices, or call centers). Often, improvements in lead generation are at the expense of better lead management, resulting in an overabundance of unqualified leads of differing quality that cannot be handled by current resources and sales capacity. These leads compete for the time and attention of customer-facing employees who have no way to prioritize them. Having fewer, but higher-quality, leads provides more value to sales employees and improves the visibility and accountability of marketing."



Sales P3 System Email Marketing Features Overview

1. Easily create customizable campaigns.

- Easily create completely customizable campaigns using our advanced template editor and personalization features.

2. Email designs based on fully-customizable templates.

- Create and store an unlimited number of e-mail templates to be used in email prospecting campaigns.
- Templates can be easily tailored by salespeople to meet specific communications needs/requirements.
- Templates can have 'locked for editing' areas to provide marketing teams control over their design and maintain consistent branding.

3. Real-time tracking of campaign results.

- Sales and marketing users can get results of email campaigns pushed in real-time to them.
- Get instant updates without signing in to the full Sales P3 System.
- Tracking abilities include prospect activity in email campaigns, lead generation forms, prospect web activity, etc.

4. Robust content management for both images and text data.

- Email content can be populated from any third-party database.
- Intelligent template architecture auto-adjusts what/how content is displayed based on the type of content and its availability from the data source.
- Sales P3 Email Marketing communications are fully Blackberry-compliant for recipient convenience.

5. Fast and easy email contacts management.

- Contacts can be added manually or imported from a .CSV file.
- Contacts can be imported via an XML input feed.
- Contacts can be designated public or private to ensure accessibility and security.
- Contacts can be organized into both public and private contact groups (for use as distribution lists).
- Opt-in feature allows contacts to elect to receive additional communications.
- Opt-out feature available to conform to all CAN-SPAM regulations.

6. Intelligent, automated follow-up options and drip marketing.

- Create sophisticated marketing campaigns for automated follow-up with prospects.
- Provides options to resend emails based on user activity (opened, not opened, clicked links, etc.).
- Able to capture “bounce-backs” and categorize bounced recipients based on type of bounce (bad email address, server not found, etc.).
- Able to automatically resend emails in different formats (text/HTML) to maximize delivery rate.

7. Sophisticated email tracking system.

- Emails can be tracked by open rate and “hit” rate (clicks on hyperlinks within emails).
- Trackable elements include attachments, hyperlinks, etc.
- Link tracking can be set up for any hyperlink in the email body, including those created manually during the editing process.
- Results are stored in a detailed report that includes date/time of each trackable recipient activity.
- Customized lead generation available for marketing support.

8. Add subscription forms to your website.

- Grow your house list by adding subscription forms to your website.
- Easily define the fields of information you want to capture in the form.
- Subscribers are automatically added to pre-defined contact group.

9. Ensure deliverability of your campaigns.

- Our email service provider maintains active white-list status with ISPs to ensure our customers’ e-mails are delivered to their recipients’ in-boxes.
- We offer the option of sending emails from your own unique IP address and domain to maintain complete control over your email reputation.
- We monitor campaigns actively to ensure our customers are not abusing the system and comply with CAN SPAM requirements.