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The Marketing Strategy

To consistently deliver the right content to the right person at the right time, means you *must* embrace tactics besides legacy email marketing

Some email home truths

Your email contact list decays around 20% per year

5,000 email contacts at the beginning of the year will only be 4,000 12 months later

How much web traffic do you need to replace the lost contacts?

First, you will need to develop a world-class "evergreen" inbound campaign

Your goal will be to convert visitors into leads by capturing their email address

Let's assume:

- 2% of visitors (net of bounce) fill in a form and provide you their email address
- Your bounce rate is 60%
- 1,000 / 2% = 50,000 / [1-0.6] = 125,000 visits required

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Traffic volume required to replace organic contact decay
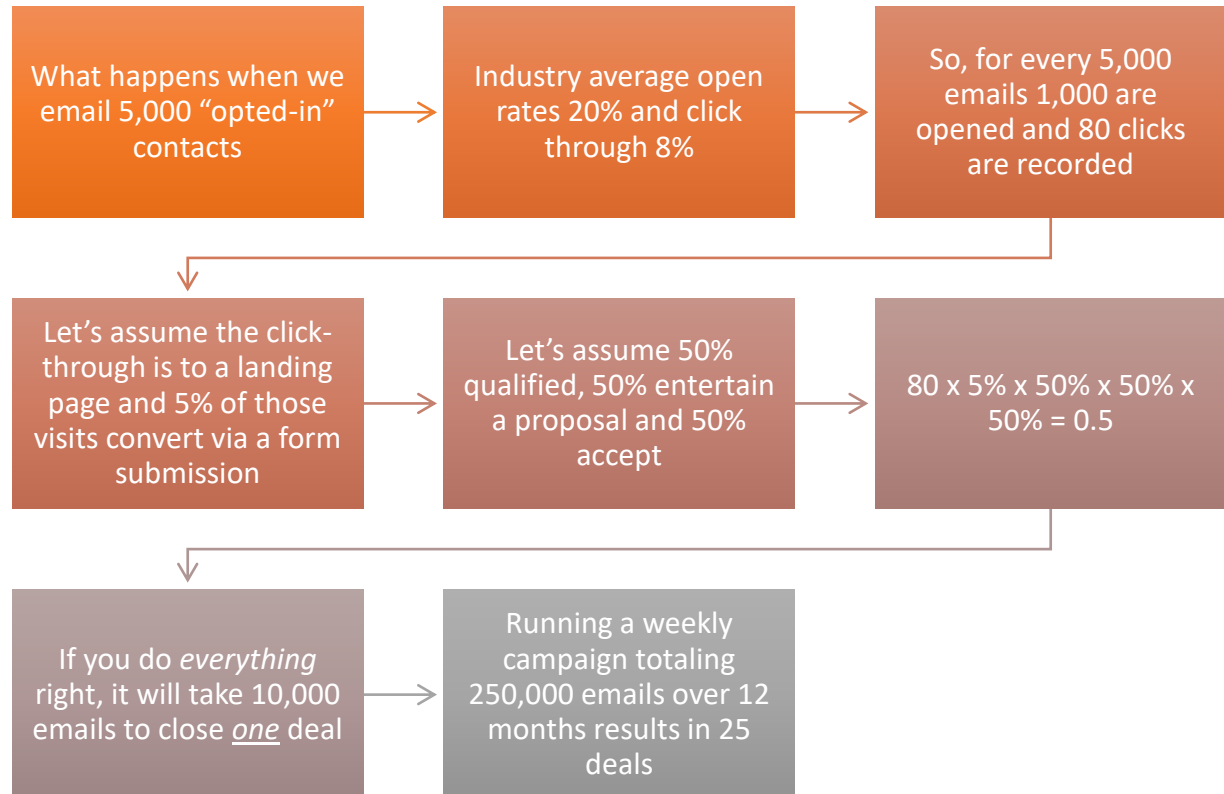
For every 5,000 email contacts you have

You will lose 1,000 per year

Assuming you are running a world-class inbound campaign

You will need 125,000 site visits to replace them

That's around 10,000 site visits per month

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Some more home truths

What happens when we email 5,000 "opted-in" contacts → Industry average open rates 20% and click through 8% → So, for every 5,000 emails 1,000 are opened and 80 clicks are recorded

Let's assume the click-through is to a landing page and 5% of those visits convert via a form submission → Let's assume 50% qualified, 50% entertain a proposal and 50% accept → 80 x 5% x 50% x 50% x 50% = 0.5

If you do *everything* right, it will take 10,000 emails to close *one* deal → Running a weekly campaign totaling 250,000 emails over 12 months results in 25 deals

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Even more home truths

What did we mean by "*do everything right*"?

We meant:

- Achieving world-class email deliverability
- Consistently delivering personalized material to the right person at the right time
- Acting on every click

This is not easy

- Your contact list must be segmented and fully integrated with CRM
- You must know what your contacts are interested in and when they are interested
- You must send material that corresponds to their interest and their timing
- If you don't, then your engagement rates will be lower
- What if they're only 10% open and 2% click-through?
- Instead of 1 deal per 10,000 emails it's only 1 per 80,000
- Instead of 25 deals per year, it's only 3

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What do we mean "email deliverability"?

- Did your email get into your contact's inbox?

- Because this also is not easy to accomplish

- Spammers have polluted the channel

- The ISPs who deliver your emails are filtering them

- Many emails are directed to "junk" or "promotion" or "other" folders where they are ignored

- Do you know how "deliverable" your emails are?

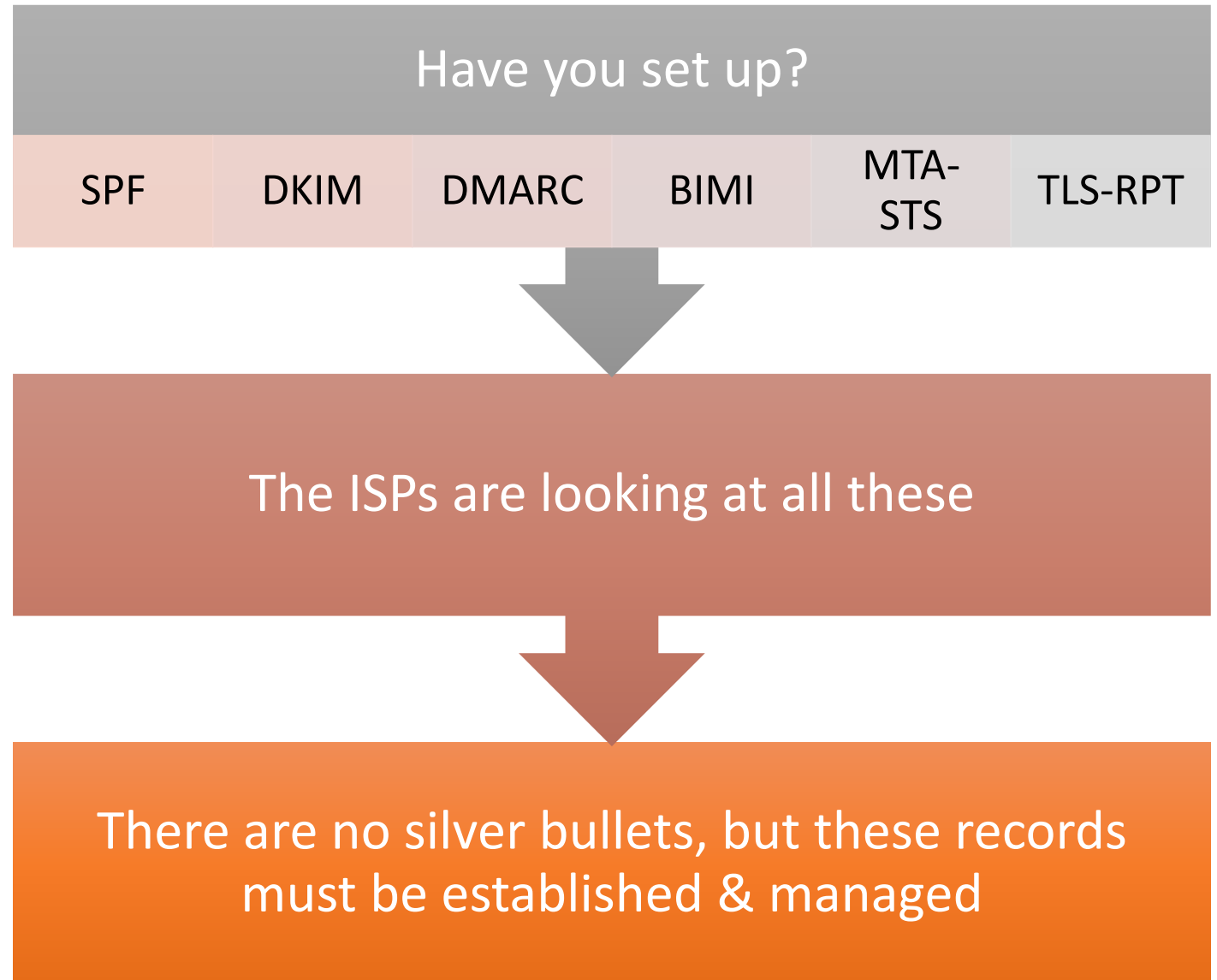- Do you know what steps to take to improve the deliverability?

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Deliverability

- How does the ISP decide?

- There are many factors

- How are *your* emails likely to perform in terms of deliverability?
  - The higher your historical campaign engagement rates, the more likely the ISP is to place them in the inbox
  - The lower the hard-bounce, opt-out, and spam report rates, the more likely the ISP is to place them in the inbox
  - Campaign consistency – random volume spikes can raise red flags

- Persistently sending emails to contacts who don't engage lowers engagement rates which, in turn, negatively affects deliverability

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But there's also a bunch of technical stuff

Most businesses are unlikely to have configured all the DNS records needed to send ISPs the signals they look for to confirm the sender is legit!

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DNS Records & Deliverability

Have you set up?

SPF	DKIM	DMARC	BIMI	MTA-STS	TLS-RPT

The ISPs are looking at all these

There are no silver bullets, but these records must be established & managed

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How does your sending domain score?

Does an A+ on my DNS records get me into the inbox?
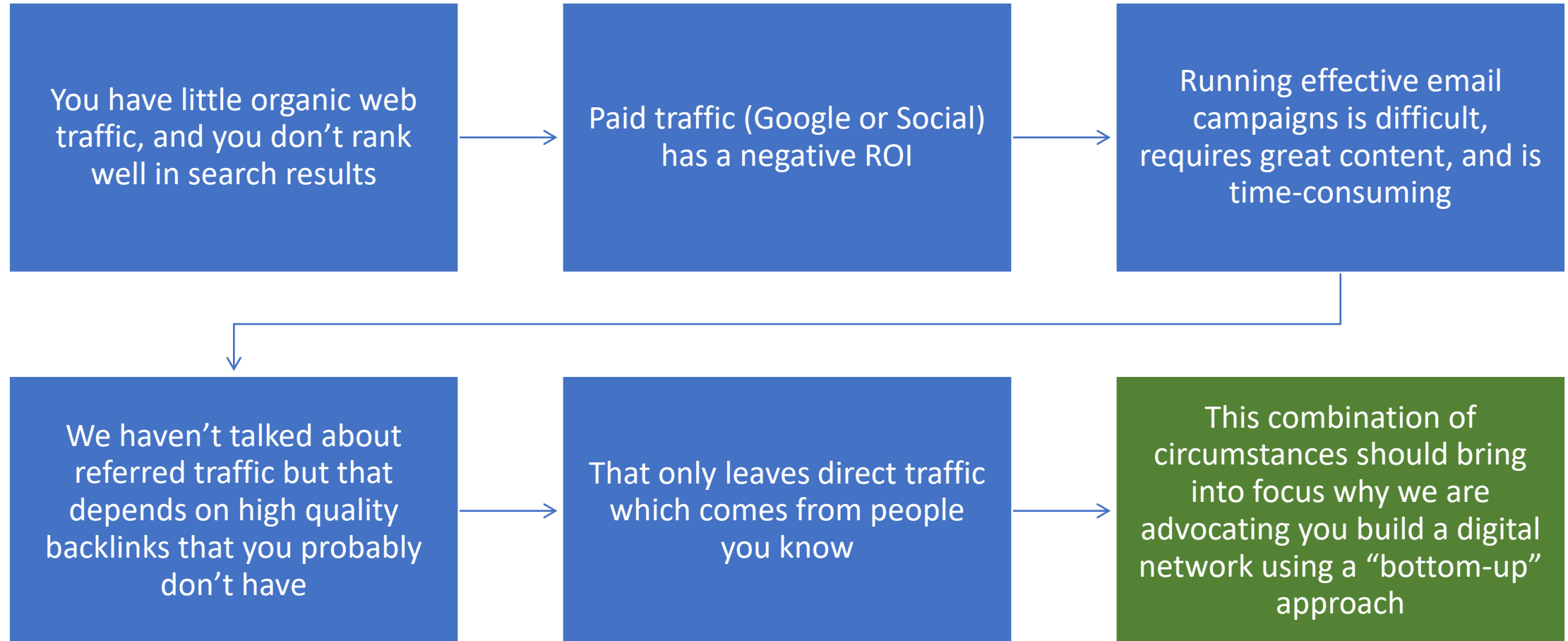
Not necessarily! Other factors come into play

You can be a spammer with an A+ on your DNS records

But a spammer is unlikely to have high engagement rates and is more likely to incur high opt-out and spam reports

The ISPs will recognize this and still be more likely to direct email to junk and other folders

But for a legitimate marketer, an A+ combined with high engagement and low opt-out rates, the chances of getting an email into the inbox will be much higher

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Let's recap

You have little organic web traffic, and you don't rank well in search results

Paid traffic (Google or Social) has a negative ROI

Running effective email campaigns is difficult, requires great content, and is time-consuming

We haven't talked about referred traffic but that depends on high quality backlinks that you probably don't have

That only leaves direct traffic which comes from people you know

This combination of circumstances should bring into focus why we are advocating you build a digital network using a "bottom-up" approach

Comparing Web Traffic Vs. Digital Network for Contact Development

Web Traffic Approach

- To generate 1,000 contacts

- Requires 125,000 visits if you're doing *everything* right

- This is probably 10x current traffic volume of most SMEs

- There is nothing you can do to generate 125,000 visits without spending a bucket load of money

Digital Network Approach

- To generate 1,000 contacts

- Each employee (on average) is associated with 5 assets

- Capture 5,000 assets associated with 1,000 contacts

- 600 customers with an average of 35 employees = 21,000 potential contacts

- 21,000 x 5 = 105,000 assets

- Capture 5% of the asset potential to capture 1,000 contacts

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Associating assets with people means you will know more about those people, what they need, and when

Email

- Capturing an email address provides you with a basic set of contact information

- It also provides you with a channel for communicating

- But as we've explained, the channel comes with many challenges

- Ultimately, the ISP decides if the email goes into the inbox – not you

Digital Network

- Assets can be monetized
  - Think print devices, coffee machines, HVAC equipment, etc.

- Assets need to be replaced
  - Think computer equipment, furniture, etc.

- Assets need to be added or reassigned
  - Employees – onboarding & offboarding

- Email can still be used for communicating

- But email can also be bypassed by using the App's built-in messaging & notification capabilities

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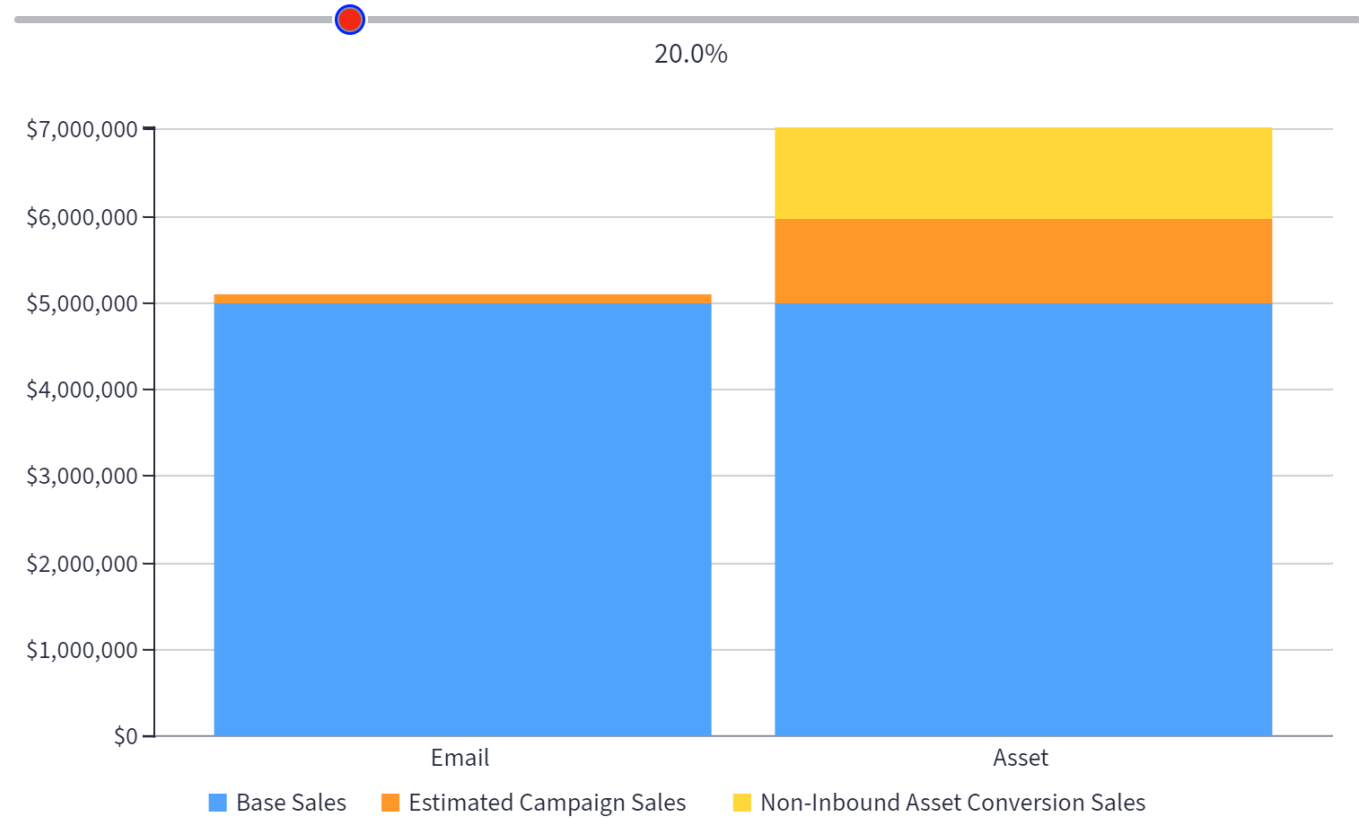# Legacy marketing Vs. Future marketing

Legacy

- Typical email blast – a random shot-in-the-dark

- At best, it keeps the recipient aware of the brand

- At worst, the recipient decides it's annoying and opts out or ignores it

Future

- Combination of notifications and emails

- Timely targeting of a specific user with relevant information that meets a current need

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Set an asset capture quota and make it a priority!

Assets Captured via Inbound Campaign	19,175
Assets Captured via Legwork	21,000
Avg. Revenue Potential per Asset per Year	$50.41
% of Asset Base Captured (Inbound)	18.3%
% of Asset Base Captured (legwork)	20.0%
% of Total Asset Base Captured	38.3%
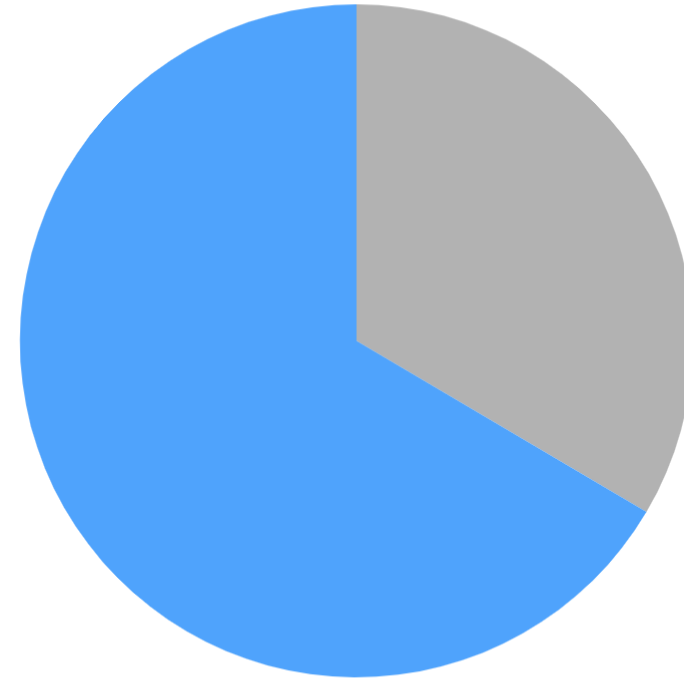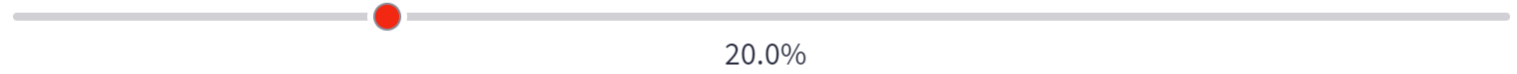
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Increase sales by leveraging data your competition doesn't have

Legacy Marketing

- Minimal sales growth

- Negative ROI on paid traffic

- Continue to lose out to competitors

Asset Acquisition Marketing

- Double-digit sales growth

- Healthy ROI on cost of acquiring asset records

- Assign existing resources to the program

- Monetize business intelligence

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It sounds good in theory but what about practice?

Without a compelling pitch your customers are not likely to allow you to map their assets!

[CLICK HERE FOR MORE INFO](#)

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