

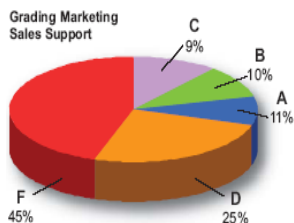
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Email Marketing:

Leading Edge Practices For Deliverability

The Consequences of Business-As-Usual:



INEFFECTIVE SALES AND MARKETING COLLABORATION RESULTING IN LATE ENTRY INTO OPPORTUNITIES -- REACTING TO RFP'S!

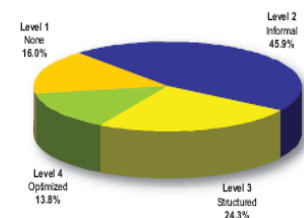
Companies that have strong collaboration between marketing and sales have higher sales effectiveness. This is especially true when structured processes and systems are in place to support this collaboration.

Sources: Aberdeen Group – Sales Effectiveness; Helping Sales Sell

LACK OF QUALIFIED OPPORTUNITIES IN THE SALES PIPELINE

87% of respondents say a defined sales process improves or significantly improves sales performance. This suggests a potential upside for greater returns from lead generation programs than most firms realize today.

Source: CSO Insights - 2006 Sales Optimization Study and Analysis



CHALLENGE OF SUSTAINABLE REVENUE GROWTH

Profitable growth is the single most effective way to consistently create shareholder value, yet only **1 in 7 companies** achieves reasonable revenue and income growth rates for extended periods of time.

Source: Bain & Company, Inc. – The Facts About Growth

Document Purpose:

The Purpose of this Research Paper is to examine the current trends in Marketing and discuss the increasingly prominent role of Email Marketing Programs in the overall marketing mix. As a result of the current economic recession, Motivated Marketers are increasingly relying upon Email Marketing to achieve their strategic objectives.

This growing trend is indicative of the cost-effectiveness of Email Campaigns as a means to generate a continuous flow of well qualified opportunities into the sales pipeline. In this White Paper I address the Sales and Marketing chasm that is created when raw unqualified leads are passed to the sales team, resulting in lost productivity, missed opportunities and weak sales pipelines.

Introduction:

Email Marketing Systems are rapidly becoming an essential, mission critical function within marketing organizations that are chartered with the responsibility to create demand and generate well qualified leads for the sales organization.

Email Marketing Systems can help progressive marketing organizations extend their brand awareness, enhance credibility and create demand by cost effectively reaching and educating their target markets. The experts agree that we are now in what is likely to be a prolonged economic recession. For most companies, this will impact the velocity of “New Deals Won” and the “Average Revenue/Deal Number” in 2009 and beyond. Therefore, it’s time to make strategic adjustments that reflect the realities of this economic climate.

Before the economy took a hard downturn in the last few months of 2008, Email Marketing Vendors were pushing new

“Lead Scoring & Lead Nurturing” functions designed to help improve the quality of the leads that are determined to be “Sales Ready”.

The traditional rules of competition no longer apply!

Let’s face it: In this economy, justifying new investments can be tough. Most companies are in belt-tightening mode, not shopping mode.

The recession won’t last forever. Forward thinking and progressive marketers are already thinking about how to prepare for the period of economic recovery that will be expected to take place in the foreseeable future — in fact, many are marketing their way through the recession, taking advantage of low media prices and a relatively stark competitive landscape in order to better stand out and gain market share.

One area that analysts are encouraging marketers to continue to invest in is infrastructure, including enterprise marketing automation software. When business is prospering, infrastructure upgrades can feel like trying to change the tires on a car going 60 MPH. When the car stops, it’s easier to change the tires.

Two other important factors make now a good time to invest in Email Marketing Systems: the need for improved efficiency and the need for hard data on marketing results, both of which are amplified during uncertain economic times. How can you defend your budget without good data on what you’re accomplishing?

Make no mistake about it: around the world, marketers are being asked to justify their existence. There are two chief ways a marketing organization can impact the bottom line: one is to reduce costs, and the other is to boost revenue. To survive this recession with your job intact, you need to be exploring one, or ideally both, avenues.

Because it helps you target your marketing efforts more accurately, Email Marketing Systems can help drive improved effectiveness and higher quality leads, and that means higher revenue.

Because it automates recurring tasks, Email Marketing Systems can also reduce costs, which translates to higher margins.

Success during this global economic recession will not come from getting your message to the most people, but instead by delivering a more personalized and relevant message to the right people! Therefore, as marketing budgets tighten up, many marketers will cut spending on their more traditional marketing programs and increase their emphasis on personalized - {customer segment specific} - Email Marketing Programs.

As the economy worsened in late 2008, sales and marketing executives found themselves under increased pressure to find new and better ways for their salespeople to achieve higher revenue production. As a result, there is now a renewed focus on the critical business need to optimize lead generation programs.

Targeted prospects must convert to sales leads, pipeline and revenue with some degree of predictability. In my 15 years as a CRM Strategy Consultant, I have found that companies who excel at demand generation program management – {the ability to effectively profile and segment that target market, deliver a segment specific message to their prospects and track all activity to more effectively execute the sales process} – had higher conversion rates and more effective salespeople.

Tough Times Are Getting Tougher!

As competition intensifies and revenue expectations increase, marketers have become more focused on the delivery of measurable results that clearly demonstrate the “Proof of Value” they provide to their organizations. To succeed in this new “Era of Accountability”, marketers must consistently reach the right people through the right channels with the right message. Companies that build effective processes for developing, qualifying, nurturing and distributing sales leads can shorten sales

cycles, improve closure rates and maximize revenue.

There are numerous options to consider for companies that want to improve their demand creation programs. In the past 15 years, I have helped dozens of client companies implement CRM Strategies that enabled them to become more effective at cross-selling, up-selling, new product introductions and selling value to avoid unnecessary discounting. In fact, lead optimization now stands out as a vital sales effectiveness initiative.

As soon as any vendor in any given marketplace successfully addresses this challenge for their sales force, they will raise the bar for all the other players in that market. The top three strategic imperatives for lead optimization in today's recessionary economy are as follows:

- 1) Implementing demand generation technology that integrates your Email Marketing Systems with Webinar Delivery Systems in order to improve the effectiveness of all aspects of your “Demand Generation Engine”.
- 2) Integrate the demand generation systems into an existing CRM framework so that you can easily pass qualified leads on to the sales team and then track the progress and end result of those opportunities.
- 3) Identify and Baseline the Metrics you will use to determine success and define how these metrics will be tracked and measured. Then leverage Customer Analytics and Advanced Reporting to track and measure the effectiveness of each and every marketing campaign/event so that you can determine which programs to cut and which programs to continue.

Email Marketing Best Practices

- Profile and segment your target audience and conduct segment-specific Email Campaigns to increase relevancy. Focus and tailor your value proposition messaging and content to address the primary concerns, issues, problems and priorities for each target market segment or decision maker (role-type) such as Marketing, HR, CFO, Sales, Manufacturing, etc.
- Feature a special offer or promotion in the Email and “Landing Page”. (ie. Free Trial Offer)
- Leverage advanced reporting and lead management processes to track and measure the leads, opportunities and revenue from each campaign

Conclusion:

Using the criteria of “Market Reach” – {the ability to capture the attention of a large percentage of your target market} – and “Impact”, as judged by the ability to move the prospect further in the buying process, more B2B Marketers are leveraging personalized Email Campaigns to drive attendance to Webinars than ever before.

These events are enabling marketers to reach more prospects and deliver more qualified leads to sales teams. This Research Paper has presented some insights into the growing adoption of Email Marketing Programs. Additionally, I have shared some ideas about how to improve the “quality” of the leads produced by your own Webinar Events. I encourage you to implement some of these proven methods and best practices in order to reap the rewards within your own organization.

About the Author

Dean Herington brings over 15 years of CRM Industry Leadership and Consulting Experience to the WebMarketingFactory. He is an established authority in the CRM Industry with proven experience as a Strategy Consultant and Business Analyst.

Mr. Herington has had a privileged career in the CRM Industry; one that has enabled him to participate in pioneering some of today’s most advanced CRM Process Improvement Methodologies. As one of the industry’s early pioneers, he approaches Customer Relationship Management as a competitive business “Strategy”, not a technology “Project”.

As an early pioneer in the Sales Automation & CRM Industry, Mr. Herington has worked closely with dozens of client companies to define their overall marketing strategies and improve organizational effectiveness through the implementation of customized CRM Systems including Siebel, Salesforce.com, Citrix Systems, SalesLogix and Pivotal.

For more information about how CRM University can help you generate a continuous flow of well qualified leads into your sales pipeline you can eMail Mr. Herington at deanh@webmarketingfactory.com or call (770) 910-2425.