

Our techniques have helped our clients generate new leads and business opportunities

So why use email for lead generation?

Email reaches the people that other methods cannot. Telephone calls and letter mail are screened. Email however reaches the person to whom it is addressed in over 95% of cases and this makes a significant difference. Take for example a lead generation campaign where the target audience is Directors; a telephone based campaign would be doing well to reach 150 Directors on the first attempt. Email on the other hand will reach 950 of them at a far lower cost and much more quickly.

Email is less expensive. For example 1000 emails will cost less than one fifth of the equivalent telephone based campaign.

Return on investment for email is far more compelling. An email campaign will typically reach five times more people at one fifth of the cost of an equivalent telephone based campaign. This makes it 25 times cheaper per contact made than the equivalent telemarketing campaign.

Results are higher. Our campaigns, as you will see, are highly personalised using any history available, our typical response rates are between 10% and 20%.

Therefore based on all of the traditional marketing criteria; reach, cost and response rates email outperforms any other medium.

Lead Generation

Personalisation

We work with highly personalised plain text messages that are well structured and look as if they have been individually written. Our system uses multiple personalisations for dates, company names, contact names, etc. that will make your message indistinguishable from a hand written message.

Firstly the introduction needs to be personal and use as much information as you have available. An example framework might be along the lines of:

Hi Paul,

We spoke **back in October** last year about our eQ and you asked me to contact you early this year. Rather than call I thought I'd send a short email...

[Product or service description paragraph]

Is this something either yourself or anyone else at **MPC** might be interested in?

Thanks

This uses three very powerful personalisations, marked in bold, for name and date and company reference, all of which make for a great start to your conversation.

Without giving all of our secrets away this will give you an insight into how we structure our emails for our clients'.

Lead Generation

Date Personalisation

Our unique algorithm takes a database date and converts it to personal text. Here are a few examples of how any date can be converted to human like text:

Date	Email date
12-06-2003	back in June this year
05-02-2002	last February
05-08-2000	back in August 2007

'I last wrote to you back in June this year about..' is a great way to start a conversation by email. We make this easy to achieve.

Company name

The best way to get a referral is to ask for one and again we make this easy. One of the most effective ways is to ask if there is anyone else interested at the company. Our company personalisations shorten the full company name so that it looks natural and hand written:

Company Name from data	Short Company
IP Solutions Ltd	IP Solutions
Moving Picture Company	MPC

We find this makes people much more likely to send a helpful reply and this gets us a referral rate in the 3%–5% range on top of the regular responses.

Lead Generation

Response management

Creating an email that generates a phenomenal response is only one part of the challenge. The responses have to be managed and also delivered at a rate that can be covered by your sales team.

We have several response handling and management processes that will make your life easy:

Agreed lead rate

With all of our campaigns we have an agreed objective for the number of leads that we are to deliver. Delivering 60 leads once a month at the end of each month to one sales person means that the leads are much less likely to be followed up in a quality manner than delivering three per day. We therefore send out emails in batches that ensure leads are passed back as a steady stream.

Bounces and unsubscribes handled automatically

We can keep these separate from the genuine replies so that you can download them later for data cleansing etc.

All leads routed according to rules

You decide where you want the replies to go and we'll automatically forward them to the relevant people.

In addition to having your leads routed directly by email you can view them on our web portal. The reporting is both comprehensive and easy to use. We show multiple views of your campaign so that you can see graphically or in tabular form how successful it has been.

Lead Generation

What exactly does Industry do for your email campaign?

We can help you launch an email lead generation campaign quickly and easily. Starting with setting objectives, writing the copy, handling the mailing and response management through to a host of additional services we make it quick and effortless. For most of our clients we offer several or all of the following:

Planning

We will help you set the objective for your campaign based upon your data and your business objectives.

Data consolidation and manipulation

We will take your data, de-duplicate it to ensure one person receives one email only, merge multiple databases, highlight any problems, and host the data. When the campaign is completed we'll send your data back complete with responses, bounces and unsubscribes logged.

Writing copy

We will ensure that your subject line and opening statement gets the email opened and read, that the product or service description holds attention and that your call to action does what it's supposed to – generates a lead.

Mailing

The campaign can be handled by Industry using our managed service offering where we do all the work.

Response management

We will monitor the responses and click through levels. If they fall below the set objective then we will halt the campaign and look at refocusing the project, with new copy, to deliver the agreed rates. If it is not working, we will fix it.

Industry has developed a business communication tool called the ezine – an intelligent online magazine that will enable you to capture, segment and sell to your customer base in a highly targeted fashion

Why publish an online magazine?

Email newsletters are nothing new. Industry's approach to email newsletters is. Many companies were early to embrace the email newsletter for CRM purposes, but many have failed to evolve as quickly as digital marketing itself. Today, many email newsletters are hurting rather than helping customer relations.

Industry has gone beyond the email newsletter to create the online magazine or ezine. ezines are 're-branded' and have all the appearance of an objective voice, providing an extremely effective 'soft-selling' tool for businesses.

Response rates are incredibly high and out perform traditional email newsletters. There is no other means of reaching as many people in such a personal and cost effective way. The intelligence and insight gained from an ezine is not available through any other medium.

Ezines

What will an ezine do for your business?

- Build your brand
- Generate leads and increases sales
- Create greater awareness of your products
- Strengthen your existing customer relationships
- Organically grow your database
- Segment your database and give you enhanced customer insight

How do ezines enhance customer insight?

Industry uses the activity of the ezine recipients to profile their interests. This is particularly effective if you are a company with multiple brands or product offerings.

The intelligence gained is not available through any other medium. Using our system you see who expressed an interest in what and when they did so. This can be used to plan sales calls or for further, more focused email campaigns.

An Industry ezine can tell you the following about every individual customer simply by tracking their 'click' activity:

- What time they opened the ezine
- How many times they opened the ezine
- What articles they read
- How many times they read each article
- If they read the entire article
- Their degree of interest in the article
- Their opinion on a variety of relevant topics

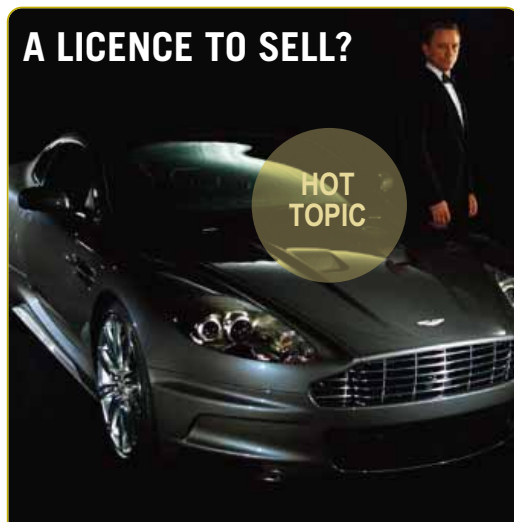
The insight gained from an ezine will help you to develop highly targeted follow-up campaigns. By learning more about your customers you can adjust the content of future issues to further strengthen the relationship.

INSIGHT

12/08

KNOW THE TRUE IMPACT OF MARKETING

Pass it on
About us
Your thoughts please



A LICENCE TO SELL?

HOT TOPIC

It's no secret that the latest Bond film to hit the big screen, Quantum of Solace, involves a cavalcade of brands linking themselves to the perennially cool and ever-sophisticated Ian Fleming character... read on

SPECIAL FEATURE – LOYALTY SCHEMES

Loyalty schemes are back in fashion

With money too tight to mention, it's the time to look after your most loyal customers. This feature looks at how to develop an effective loyalty scheme... read on

WELCOME

Welcome to issue two of INSIGHT. It's for people who need to understand their customers, target their customers and ultimately sell to their customers. It will get you up to speed with ideas and technologies that are helping retailers, manufacturer's and service companies buck the downturn and increase sales. Enjoy the read.

WHAT'S ON – MARKETING EVENTS

Keep informed on all the major forthcoming events in the world of marketing, advertising and branding...

CASE STUDY – REMOVE MARKETING RISK



THE SECRET OF EFFECTIVE MARKETING IS IDENTIFYING INEFFECTIVE MARKETING... read on

dunnhumby – World leading intelligence software for the marketing community.

Fluid

moving information


Forward to a colleague

About us

Feedback

Main feature

The fourth cut is the deepest
Last week saw four major international submarine cables fail. Read more...



Further features

The fourth cut is the deepest
Last week saw four major international submarine cables fail. Read more...

Is superspeed a reality?
Get the latest update...

Diversity is not an option, it is imperative
Check out handy guide...

What's on

Catch up with all the latest events
Click here for advance information on what's on in the world of global communications. Exhibitions, Roadshows, Events... it's all here.

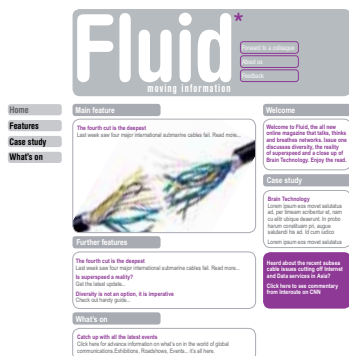
Welcome

Welcome to Fluid, the all new online magazine that talks, thinks and breathes networks. Issue one discusses diversity, the reality of superspeed and a close up of Brain Technology. Enjoy the read.

Case study

Brain Technology
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Lorem ipsum eos movet salutatus

Heard about the recent subsea cable issues cutting off Internet and Data services in Asia?
Click here to see commentary from Interoute on CNN



Interoute – this all new publication is Interoute’s first step in delivering all their marketing and communications messages online.

Fluid has been designed to capture data intelligence from a large and unknown database. Once tracked we have created a series of lead generation offers to mail.

VISION

MAKING SENSE OF WHAT YOU SEE
ISSUE 2



PRECISION DI AND PEST CONTROL

WALLACE AND GROMIT IS ONE OF THIS YEAR'S BIG BLOCKBUSTERS. WE GET BEHIND THE ANIMATION AND DISCOVER HOW TECHNOLOGY HELPED BRING THE TALE TO LIFE...
[CLICK HERE](#)

WELCOME TO VISION. THIS ISSUE LOOKS AT STORIES FROM THE FILM, BROADCAST AND POST INDUSTRIES. TAKE A LOOK AROUND.

[CONTACT US](#)
[REGISTER](#)
[ABOUT US](#)

TECHNOLOGY UPDATE

BECAUSE WAITING IS FOR WIMPS

[CLICK HERE](#)



STING IN THE TALE

Find out how Red Bee is taking advantage of a server based approach to the creation of interstitials.
[READ MORE](#)

HELPING DESPERATE HOUSEWIVES

Santa Monica based boutique STEELE is bagging some major projects including Desperate Housewives. So what gives them the edge?
[READ MORE](#)





banner



BROADCAST
POST
DI
UPDATE
NEW
CONTACT US
REGISTER
ABOUT US

HELPING DESPERATE HOUSEWIVES

SANTA MONICA BASED BOUTIQUE STEELE IS BAGGING SOME MAJOR PROJECTS INCLUDING DESPERATE HOUSEWIVES. SO WHAT GIVES THEM THE EDGE?



Santa Monica, California based post boutique STEELE has installed a second Quantel iQ editing facility, greatly enhancing system to cope with the ever increasing demand for STEELE's specialist brand of creativity. The iQ is supported with the latest recording and editing systems...

"The iQ has given us unprecedented flexibility," says producer and head creative, Jerry Deane. "When we change our mind - there are no more excuses for us. We can change our mind as often as we like. We benefit from the flexibility of the iQ. It's a great machine. Quantel's unwavering commitment to the generation of technology helped us to add another iQ to increase the efficiency of our workflow."

Visual Effects Artist Montage Editing will be the additional iQ's primary artist. "The iQs allow us to work collaboratively on new projects. Most of our work is generated in 2D and we can now make and edit the majority of a full HD, almost every job has at least one HD element, so the resolution is essential to the final look of the program as a client presentation, so the iQ's speed is essential, and our clients benefit from the results."

"We are continually awe we have been able to have such great results," says Jerry Deane. "The editing, compositing, finishing, rendering and multi-resolution capability give us a plethora of options for working with virtually any kind of material. It's what iQ allows us to do for the rest of the world."

Jerry Deane has had a long fruitful relationship with Quantel. "I've been a user of Quantel systems for 18 years now. Quantel has a very caring attitude to its customers. Whether they are the smallest or the largest operation. Quantel has always been there to help you with any problem you have. It's a very professional product, and they're incorporated our feedback into their technology. With other companies, the level of support often wasn't equal."



Quantel – above shows the landing page and the page of their ezine and to the left illustrates one of the section pages. All pages are tracked – that information is then used as the data for the lead generation programme.

Ezines

Take action based on 'clicks'

Many web marketers look at the web stats to see how many clicks the campaign generated. The problem is that if the recipient didn't complete a registration form then you have no idea who clicked and hence can't take action based on it.

All of our ezines track and record all click through activity so you can see who clicked on what link for both HTML and plain text emails. And you can act upon this information – as well as a web page where you can see the activity, we can provide an Excel spreadsheet or a database that you can use to import into your CRM package.

How important is usability – design, style and tone?

Ezines actually create a stronger bond between user and company than a website can. Usability of ezines, or indeed any email newsletters is therefore of great importance. Industry has spent the last 4 years pioneering usability, design, style and tone of ezines to ensure you and your customers get the maximum benefit.

Some important points to remember:

- Companies lose up to 25% of subscribers through poor usability and design, not to mention how much is actually viewed or read
- It's easy to forget that your clients and customers are as time poor as you. It can be difficult to get across your message whilst keeping it brief. It should always be shorter than you think, and then shorter again
- Many companies are still using in-house 'editors' for email newsletters who have never written for email before. Using someone with web writing expertise will drive your investment further

So how is Industry different?

There are a number of options open to a company looking to publish an ezine. These range from DIY, perhaps using an existing agency or any one of a number of suppliers.

As a pioneer of online magazines, Industry has the know-how and design expertise to build an ezine that will deliver you an incredible response. We are regularly informed that our response rates are the highest in the Industry.

Invitations

3D+

STEREO 3D+ Pablo + Neo + eQ + iQ
adding a new dimension to your business

LA 10TH 11TH 12TH JUNE 2008
BEVERLY HILLS CA 90212

Quantel has dramatically cut time, reduced cost and simplified the whole process of stereo 3D post. We have also increased the power and capability of our editing, color correction and DI systems. It is the most potent array of talent we have ever assembled. We call it 3D+

Post houses, broadcasters, film makers, ad agencies – whatever you're making, even if it's not 3D yet, you need to experience the impact of 3D+

To RSVP simply click through to the reservation page. We do advise early booking as places are strictly limited

To further info on 3D+ Pablo + Neo + eQ + iQ click on the info button

RSVP

INFO

Quantel

3D+

STEREO 3D+ Pablo + Neo + eQ + iQ
adding a new dimension to your business

Thanks for your interest, check dates, times and times for the event.

Please check your email address, we will send you a confirmation email and we advise early booking to avoid disappointment. Thank you.

Location: Autodesk Screening Room
300 Grand Central Ave
Beverly Hills, CA 90212

	Tuesday, 10th June	Wednesday, 11th June
10:00am	10:00am	10:00am
12:00pm	12:00pm	12:00pm
2:00pm	2:00pm	2:00pm
4:00pm	4:00pm	4:00pm
6:00pm	6:00pm	6:00pm
8:00pm	8:00pm	8:00pm

COUPONS

Thursday, 12th June
10:00am
12:00pm
2:00pm

Your details

First Name: _____

Last Name: _____

Job Title: _____

Company: _____

Email: _____

Phone No: _____

Quantel

Quantel – this is an example of a digital invitation and registration form.

All invitations track clicks and RSVP's of the invited guests.

Using a network of high quality data providers Industry can supply the email contacts you need

Data represents the chance to contact a large amount of new clients. Combine an email campaign with a new set of data and you can be in contact with hundreds if not thousands of organisations in minutes. Below are a few questions to determine if a new data base is for you:

- What will be the main deciding factors?
- What budget have you set aside for the data?
- Who will be the main decision maker in terms of the data purchase?
- When do you plan to run the campaign?
- Who are you trying to target?
- How many records are you looking for?
- When do you need the data by?
- What other companies have you approached for data and how do you feel about their proposals?

Data

We've come up with a few tips to get you thinking about how to define who it is you want to be talking with. Working with our clients we pass through the following thought process to pin point your audience:

- Would you like to know mobile phone details of the organization? How many mobiles does the company currently have contracted? When are contracts to be renewed and who is their current service provider?
- What type of campaign are you going to run – mailing/telephone/email – or a combination of these?
- How many times will you need to use the data?
- Are you looking at all company sizes? Or do you have a specification re: employee numbers or turnover? Will you require all sites? i.e. do you want to only approach single sites and head offices, or do you also want to approach branches?
- What industry/company types are you targeting?
- What geographical areas are you covering?
- What types of contacts are you looking to reach?

Question Industry

If you have any questions about this guide, our work or our methods, contact Jason Marshall to find out more.

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Email jason@ideas-industry.com