

How to Generate Sales Leads with Email Marketing

Using Permission-Based, Opt-In Email

Features Presenter:

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Twitter: @robertbly



Before We Start

Questions

- Please ask questions in question panel
- We will work questions into presentation
- Post questions on Twitter to: **@Pinpointe**

Additional Information

- Webinar is being recorded
- Email to On-demand webinar, slides in 3-4 days

Please share! LinkedIn, Twitter, FB

For Today's Attendees

- **Bob Bly:**
 - 4 free marketing reports worth over \$100
 - Download at <http://www.bly.com/reports>

- **Pinpointe:**
 - Free - 1 month Service (\$42 ~ \$500 value)
 - <http://www.pinpointe.com/get-started>
 - Coupon code: **PPTWEBNR** (Limited Time)

About Pinpointe

- **“Business Class” Email Marketing**
- **6,000+ companies using Pinpointe platform**
- **Mostly Mid-Sized businesses – “B2B” and “B2C”**
- **Promote content with Pinpointe**

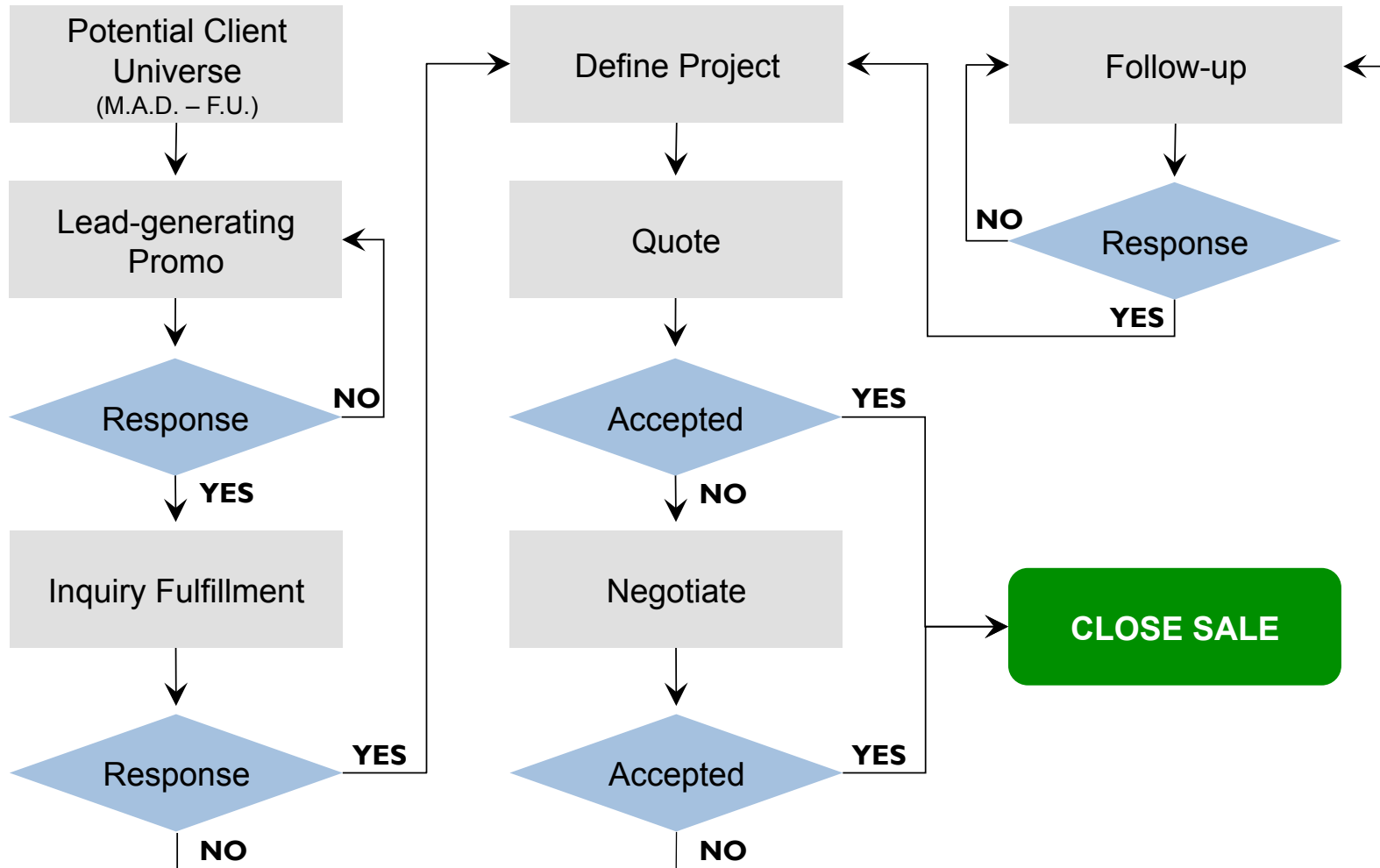
*“Pinpointe is like Constant Contact on steroids!”
– Pinpointe customer*

About Bob Bly

- **Internet Strategist, Copywriter**
- **Author of 80 books**
- **Appeared on TV, and radio**
- **Clients include IBM, Medical Economics, AT&T, BOC Gasses, and others**
- **Helps a wide range of clients with email marketing, copy, direct marketing & more.**



Client Acquisition Process



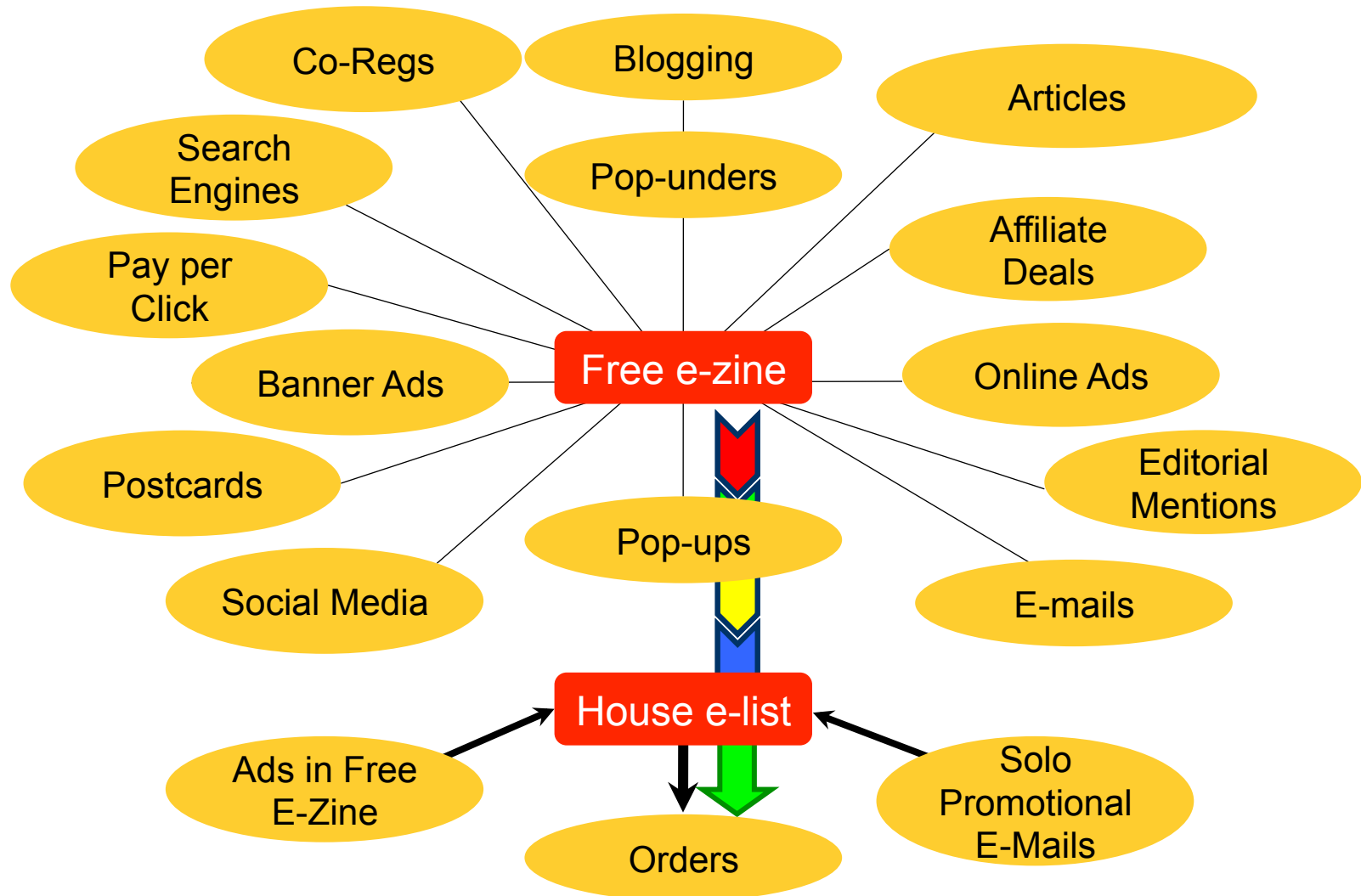
“Can I use a rented list?” [no!]

**“If I don’t have an email list,
how do I build my list in the
first place?”**

THE AGORA (“ORGANIC”) MODEL

- **“Marketers have to enter that emerging inner circle of trusted companies from whom people are willing to keep reading e-mails.”** — *QurisInc. Survey, reported in DM News*
- **The Inner Circle and the “Rule of 16”**
- **“Stop using e-mail to acquire new customers”**
— *Rob Cosinuke and Chuck DeSynder, DM News*

The Agora Model



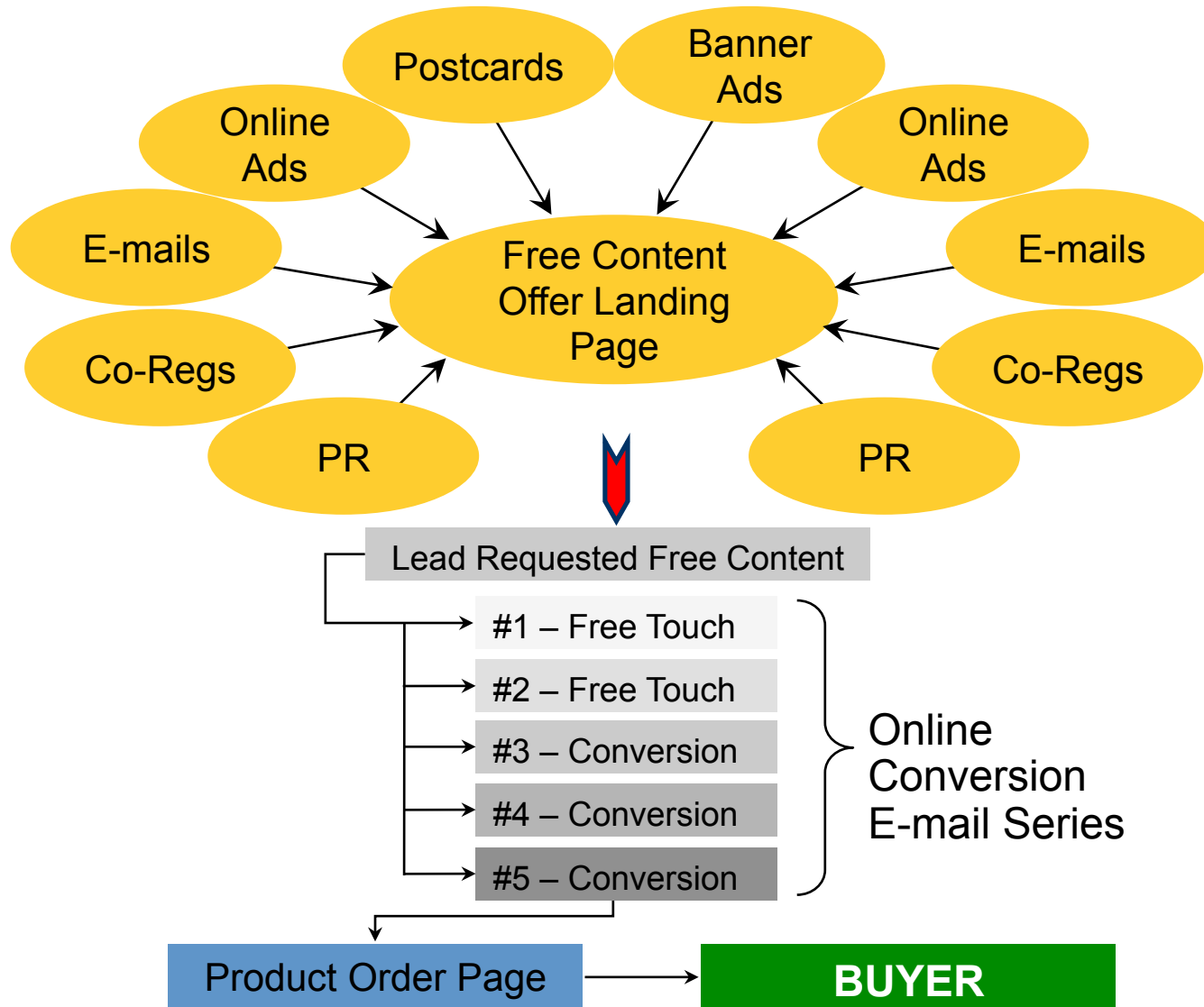
E-Zines at HP



- 4.5 million opt-in subscribers
- 5X higher CTR than solo e-mails
- Spend \$60 million a month at www.hp.com
- Tripled average revenue per subscriber
- Subscriber churn 30% a year

- Source: B to B

Online Conversion Model



Top Reasons for Subscribing to Email



- **Understand why your users subscribed in the first place**
- **Deliver content relevant to their interests**

Source: cmbconsumerpulse, 2012 report (socialquickstarter.com)



“Free-on-Free” Name Squeeze Page

Get 4 FREE Special Reports from Bob Bly Worth Over \$100!

Sign up for a free, no-commitment subscription to my monthly e-newsletter on direct marketing -- *The Direct Response Letter* – and get 4 FREE Bonus Reports ... 194 pages of valuable marketing advice that can double or triple your response rates:

FREE Special Report #1: How to Double Your Response Rates at Half the Cost
(list price: \$29)

- 9 strategies for improving your outer envelope.

Tell your friend about this amazing offer. Just place the email address below and hit the button:

If Subscribers are the Primary Goal -> Make Sign-Up Box Prominent

**Signup to Receive the FREE Report:
"How to Double Your Response Rates
At Half The Cost"**

Free Content Offer

The less info you ask for, the more sign-ups you get!

Name:

Email:

Subscribe

Click [here](#) to Unsubscribe

If you don't rent or swap your names, say so!

Type in your email address today to receive the Bob Bly Direct Response Letter.
[Privacy Statement](#)

Post an archive of all back issues

Click [here](#) for Newsletter Archive

**Bob Bly's Direct Response Letter
Free tips for doubling your response rates**

E-Zine Title Benefit & Offers

Provide Valuable Information



Response Strategies newsletter

EDITH ROMAN List Brokerage & Management
e-POST DIRECT
database

Roman Alliance Database

How to Generate New Business-to-Business Customers

When using direct mail to generate new business-to-business customers, a [quality database](#) is essential to a successful campaign.

Three database benefits that yield results are:

- **Penetration** - Because of their size, databases allow you to penetrate more buying sites and more decision-makers at each site.
- **Selectivity** - The right database can deliver unmatched access to customers by industry, job title, location, size of company, and products purchased -- far deeper access than any single source list can deliver.
- **Multi-Buyers** - Because a database combines names from many list sources, many more multi-buyers are available: A prospect who has purchased one item from two or more sources in the database are identified as a multi-buyer. Multi-buyer names almost always outperform one-time buyers.

However, a database is only as good as the sources from which its names were taken. The best list sources for building high-response business-to-business databases are ABC or BPA-audited trade publication subscribers, seminar attendees, catalog buyers, book buyers, and association members.

There are several functions you can target within a

Tips

Direct Mail Formats

- ☒ The trend today in business-to-business direct marketing is toward short copy, although exceptions abound.
- ☒ Business prospects are busy, and they are inundated with reading materials.
- ☒ Tri-fold self-mailers, postcards, double postcards, and one-page sales letters in a #10 envelope with a simple business reply card work well in the b-to-b marketplace for lead generation.
- ☒ To sell a product directly from a one-step mailing may require longer copy. But usually a 4-page letter is better than an 8-page letter. But very short formats, such as invitations and vouchers, can also work.

Offers

- ☒ In lead generation, it's imperative to offer a free premium, such as a white paper or

Use Video – It Works!

RESULTS:

- **Opened: 30%**
- **Watched video: 46%**



COMPUTER SYSTEMS

For more information or to order call 604-604-595-1609 or email Lane@Sandermax.com
#201 20189 56 Ave, Langley B.C.

Hi there,

I'm just a wee bit excited about the Last game of the Stanley cup tonight so I thought I'd share this Joke (heard it from Monica of Mommy Maids) and thought I'd share it with you.



Stanley Cup Joke

Happy watching,

Lane and the crew at Sandermax

More info: blog.pinpointe.com/how-to-embed-video-in-email

Special Offers Work!

The Rule of "10/10"

THE SHARPER IMAGE®

Offer good thru May 12, 2004

Gift Guides	New Products	Best Sellers	Personal Care	Electronics & Toys	Office & Travel	Home & Clean Air
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FREE \$50 CERTIFICATE

Receive a \$50 Merchandise Certificate FREE with any \$200 purchase. One week only!

Dear Robert,

This week, we're pleased to offer you a \$50 Sharper Image Merchandise Certificate with any purchase of \$200 or more!

This is an unadvertised, limited-time exclusive offer that is good through Wednesday, May 12, 2004 only - less than a week!




NEW! iJoy Turbo 2 Robotic Massage Chair

To make shopping easy, we've highlighted some of our newest and most popular products below. Be sure to check out our [Gift Guides: Gifts for Mom, Gifts for Dad, Gifts for Grads](#), too - and enjoy your shopping! This is a great time to select your gifts for Father's Day, graduates and shop in our stores for fabulous Mother's Day gifts, and treat yourself to a \$50 free Merchandise Certificate.

Earn your \$50 Merchandise Certificate with any order of \$200 or more placed at www.sharperimage.com (by clicking through this email), or by calling 1-800-344-4444 or by bringing a printout of this email to one of 150 Sharper Image

Here's how it works: After your \$200 order is placed and shipped (or confirmed in a store), we'll email a \$50 Electronic Online Merchandise Certificate to your email address. That's \$50 you can redeem for a future online purchase at www.sharperimage.com.

Richard
Richard Thalheimer
Founder, The Sharper Image

CLICK HERE TO START SHOPPING 

Email List – Cross Promotion

Subject: A \$100 gift for you

Dear NAME:

My friend and colleague Bob Bly is one of the most experienced – and successful – copywriters I know. McGraw-Hill calls Bob Bly “America’s top copywriter.”

I recommend you sign up for his free monthly e-zine, “The Direct Response Letter.” It’s packed with tips on how to double your response rates.

You also get a free copy of “Recession-Proof Business Strategies” and 3 other bonus reports -- worth over \$100. Click below to claim your free materials now:

www.bly.com/reports

On a recent visit to Bob’s Web site, I was blown away by all the valuable content ... but unfortunately, the material I thought would be most useful to you had a hefty price tag on it.

To make a long story short, I twisted Bob’s arm – and he has agreed to give away to my readers 4 of his Special Reports absolutely FREE!

For a limited time only, Bob has agreed to send you, at no cost:

** Free Special Report #1: Make \$100,000 a Year Selling Information Online.

** Free Special Report #2: Secrets of Successful Business-to-Business Marketing.

** Free Special Report #3: How to Double Your Response Rates.

** Free Special Report #4: Online Marketing That Works.

Each report has a list price of \$29; total value of this package of reports is \$116.

But this week only, you can get all 4 reports FREE when you click on the link below now:

www.bly.com/reports

Sincerely,

NAME

P.S. You will also get a free subscription to Bob Bly’s monthly e-zine, The Direct Response Letter.

There are way too many marketing e-zines published today. But Bob’s is one of a handful actually worth reading.

And now, it’s yours free. Just click below to start your subscription:

www.bly.com/reports

There’s no cost. And you may cancel without penalty at any time.

Partner Cross- Promotion

Ads in E-Zines/Newsletters Work!

*****SPONSOR*****

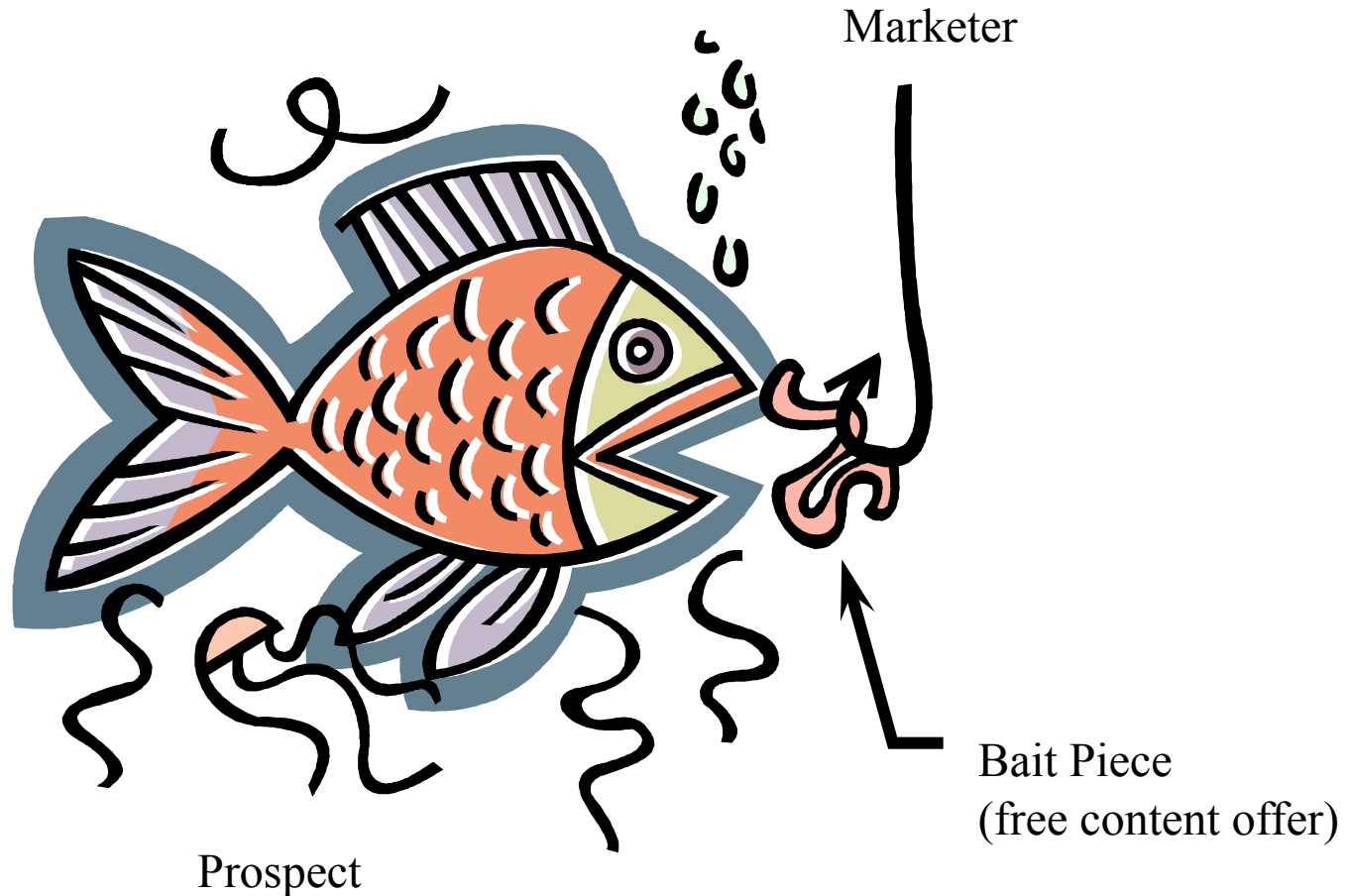
Free white paper: Troubleshooting Application Response Time

What is causing poor application performance? The network? The server?
The application? A rogue application or user hogging all the bandwidth?
How can you quickly tell the difference? Can you prove that it's not
the network to other management teams?

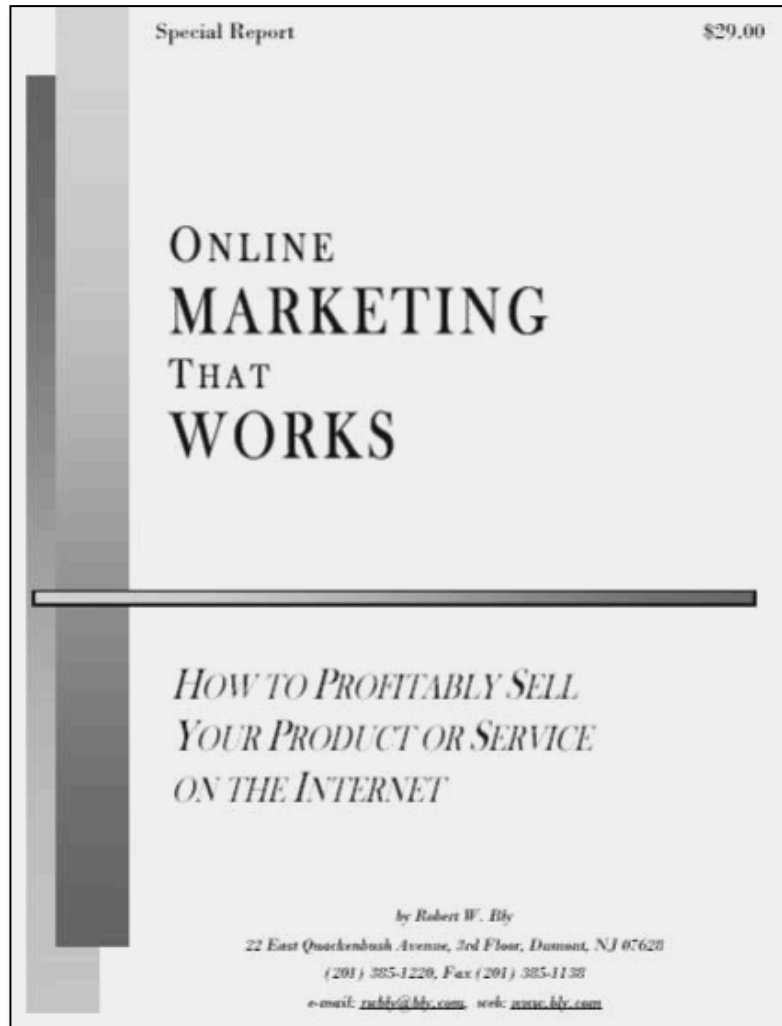
Find out how.

<http://www.computerworld.com/ads/go2/9984474.html>

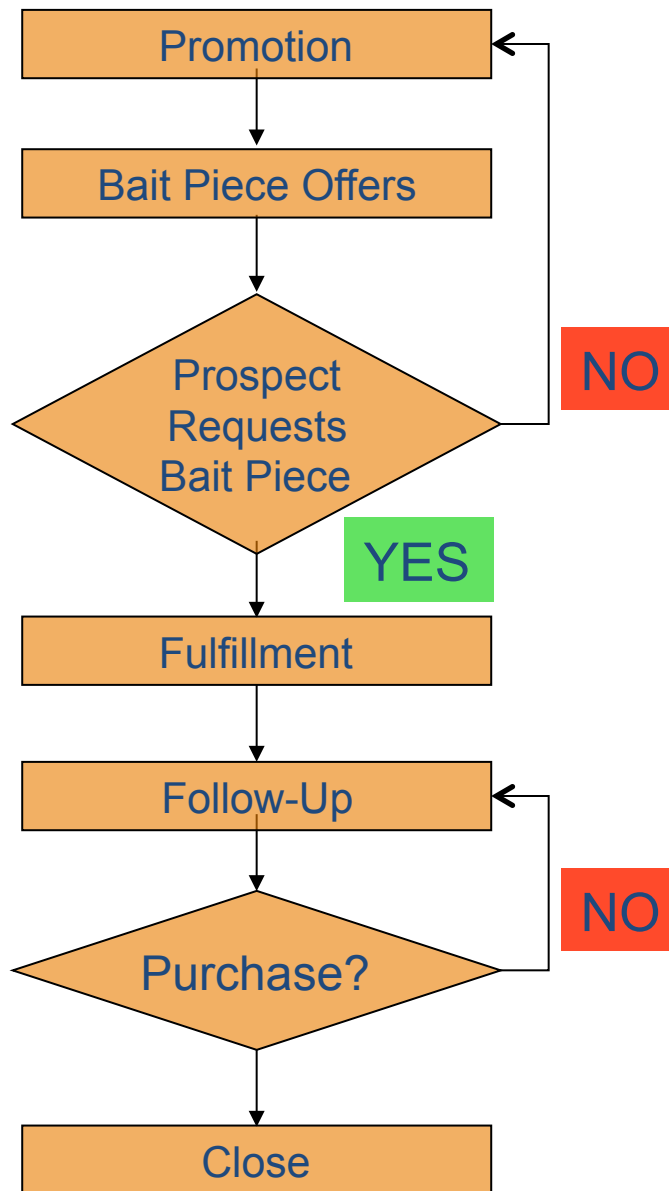
What is a Bait Piece?



Write and Offer a Bait Piece



Note cover price!



The Role of the Bait Piece in the Sales Cycle

The Response Formula

Bacon's

[Click Here](#) To download your **FREE** copy of

"Perfect Pitch: How To Get Heard in a 24/7 News Cycle"

It's a simple fact. The 24/7 news cycle means it's **tougher than ever to pitch the media**. In fact, even seasoned PR professionals are struggling to keep pace with the media's huge appetite for the hottest news and the freshest story angle.

That's why you need to download Bacon's must-read Tip Sheet right now. It's loaded with practical ideas you can use today. Don't miss it!

We want you to know that "Perfect Pitch: How To Get Heard in a 24/7 News Cycle" is made available to you by the creators of Bacon's Express Monitoring service. It's a unique, affordable service that's on the job 24/7 making sure you'll be the first to know when news hits, whether it's in the newspaper, on TV, or across the Web.

Bacon's Express Monitoring service provides timely updates throughout the day, delivered to your online portal via instant email notification. It provides coverage of:

- ▶ **Over 5,000** magazines, newspapers and trade journals
- ▶ **8,000 influential** news websites and blogs
- ▶ **More than 7,000 daily news programs**, covering over 90% of the Nielsen TV viewing audience, nationwide
- ▶ **Media in 70 countries** spanning 5 continents

If you want to win in today's tough new media environment, [download](#) your free copy of "Perfect Pitch: How To Get Heard In a 24/7 News Cycle." And, while you're at it, find out more about Bacon's Express Monitoring service. It's just what you've been looking for!

Perfect Pitch: How To Get Heard in a 24/7 News Cycle

[Download and learn...](#)

- ✓ The single most important fact about media relations you need to remember
- ✓ The worst "sin" you can commit when talking with an editor
- ✓ When it's actually smart NOT to call your contacts
- ✓ The vital personal quality you need to develop (If you don't have it, fake it!)
- ✓ Three facts about "viral marketing" every PR pro needs to know
- ✓ How to turn a simple phone call into a PR victory

[Click Here](#)

To download your copy of "Perfect Pitch: How To Get Heard in a 24/7 News Cycle"

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www.baconinfo.com phone: 800.639.5087

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THE FORMULA



LGM + BPO

=

2x RRR

Put the Link Above the Fold (Jump)



Dear Investor:

Love him or hate him, stock analysts know that George Gilder -- in both the short-term and the long run -- has made a small fortune for his Gilder Technology Report subscribers.

How? By investing in a tiny group of innovative and (for the most part) little-known companies that are building tomorrow's key technologies 2 to 5 years ahead of their competitors.

And now you can find out the 6 stocks George Gilder is recommending today, absolutely risk-FREE, when you click here now: [Click Here Now for George's 6 stocks now](#)

\$100,000 becomes \$223,500 in just 12 months

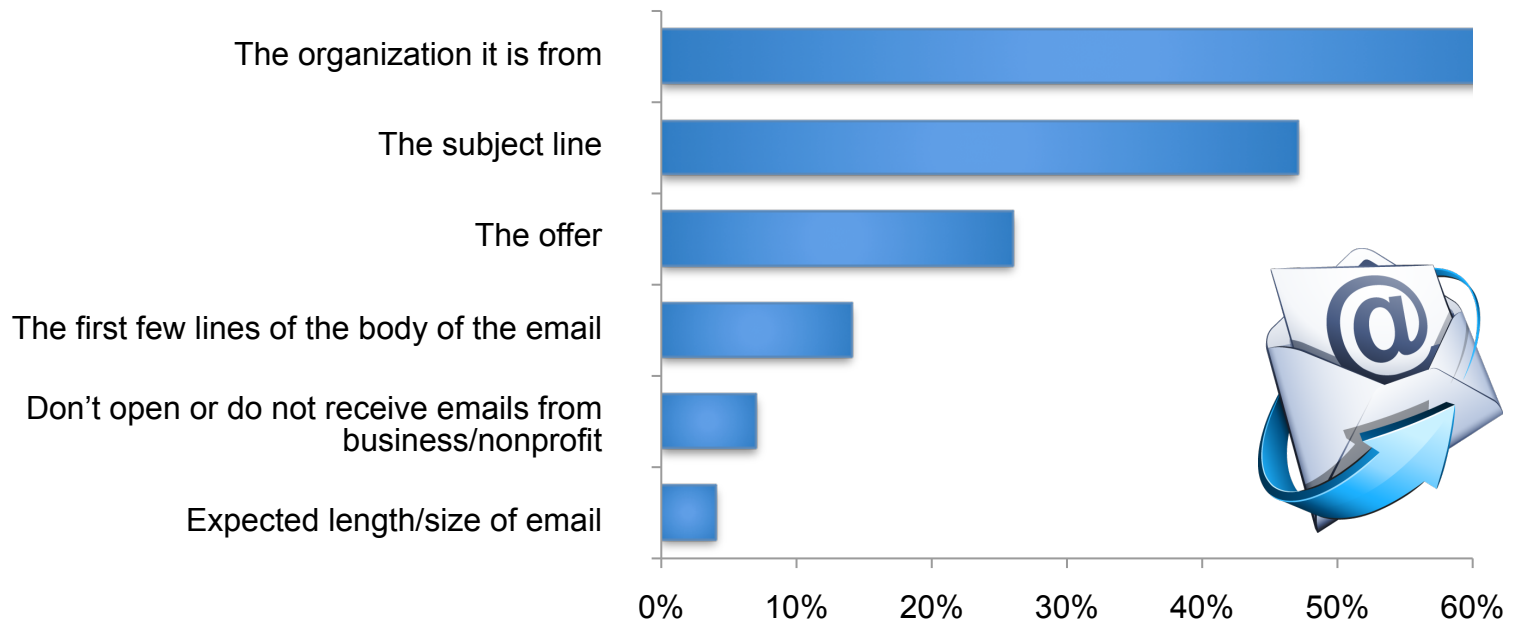
Despite the tech-stock meltdown of April 2000, and the subsequent 3-year bear market in high

To Generate More Leads, Put FREE Offers In Your Newsletter

"SELLING YOUR SOFTWARE WITH DIRECT MAIL" - YOURS FREE!
Direct mail is an incredibly effective method of generating leads and orders for software products. Recently, I gave a well-received talk for the Software and Information Industry Association (SIIA) outlining the steps required to plan and implement a successful software direct marketing promotion. For your FREE copy of "Selling Your Software with Direct Mail" on audiocassette, call Fern Dickey at (201) 797-8105 or e-mail dickeybf@aol.com and ask for tape #833.

This Generated 200 Leads in 48 Hours!

Top Reasons for Opening



- **Understand why users open your emails**
- **Sender + subject >> the offer (!)**
- **More details in following slides...**

Source: cmbconsumerpulse, 2012 report (socialquickstarter.com)



Who Should The Email Come From?

From:	When:
List Owner	<ul style="list-style-type: none">• List Owner Requires It• Community of Interest• e-zine• Popular Quality Site• Frequent Visitors
Your Company	<ul style="list-style-type: none">• Well Known Company or Brand• Market Leader• Recipient May Think They are Your Customer (e.g. Microsoft)
You	<ul style="list-style-type: none">• Personal Message• You are a Guru or Celebrity• Your Company is Not Well Known to Recipients
Team (e.g. The Adobe Team)	<ul style="list-style-type: none">• Collaborative Effort

Click-Through Rates (CTR)

Varies extremely widely depending on the following factors:

- Freshness of the names on the list
- Extent of relationship between list members and personality sending the e-mail
- Extent to which the list has received similar offers before (burnout)
- Extent of the copywriting/offer prowess of the sender
- The balance between what's shown in the e-mail and what's left behind the curtain
- How targeted the list topic is
- Ranges from less than 1% CTR to as high as 27% plus
- TheStreet.com list of 2 million had click through rates of up to 5%
- Niche markets with much smaller, more highly targeted lists average about 10-12%
- Free offers sent to your house list – 6-10%
- Sales offers to your house list – 3-5%
- Anything sent to 3rd party lists – 0-2%

4 Steps to Writing Stronger Solo Email Marketing Messages

Matt Furey writes a simple e-mail messages to his list each day. It takes 20 minutes, and he averages \$10,000 in sales per e-mail.

What's his e-mail copywriting secret?

1. **Brevity** – messages are 500 words or less.
2. **Intimacy** – matt makes his messages feel like they are personally addressed to the reader.
3. **Informality** – he creates a bond with his readers by writing like he speaks and using slang that his readers recognize as their mutual language.
4. **Pace** – Matt varies the pace of his writing so you never feel like it is slowing down. It's always rushing forward and fun to read.

Source: AWAI

7 Tips for Writing an E-Mail People Might Actually Open and Read

1. Write for surfers and scanners.
2. Provide information quickly and easily.
3. Think both verbally and visually.
4. Use lots of lists and bullets.
5. Write in chunks.
6. Use hyperlinks.
7. Use an informational style.

Source: Don Ranly, www.ranly.com, presented at NEPA

Motivating Sequence

1.Attention

2.Problem

3.Solution

4.Proof

5.Action

Motivating Sequence

1. Attention

2. Problem

3. Solution

4. Proof

5. Action



Psion TEKLOGIX

FREEZE!

Introducing the new 7530 hand-held computer.

Dropped repeatedly onto concrete from 6.5'.
Held underwater. Frozen at -22°F. Now available.

Click here for your FREE Cold Storage Kit!

Do you need a hand-held computer that operates at the same temperature as Cherry Berry Fudge Chunk ice cream, -22°F?

Bringing ice cream and frozen desserts to consumers is a tough undertaking. It requires tough equipment for tough environments like the cold storage facilities you rely on.

We're good at tough. We build wireless-computing solutions for the ice cream industry. Never again experience operational freeze-ups due to poorly functioning wireless-computing equipment. We have the [case studies](#) (and the frozen backsides) to prove it.

[Introducing the 7530 hand-held computer](#)

Our new 7530 wireless hand-held computer functions smoothly where most mobile computers fail. Your employees gather, enter and share data at the point of work - whether it's an indoor freezer or a refrigerated truck. A tough device for a tough environment:

- Frost-free scanning capability. [Learn More](#)
- Frost-free condensing environment capability. [Learn More](#)
- IP rating of 67. [Learn More](#)
- Drop rating of 6.5 feet to concrete. [Learn More](#)
- RFID ready. [Learn More](#)

[Get the cold, hard facts here](#)

Watch video case studies and read white papers that prove how the new Psion Teklogix 7530 hand-held computer empowers your cold chain environment. Review product specs. Even view an online demo of the 7530 in action. No commitment or mittens necessary. Visit the [Cold Storage Microsite](#).

[Download a FREE Cold Storage Kit!](#)

If you would like to unsubscribe from ALL future emails, send an email to subscriptions@psionteklogix.com with

Anatomy of an E-mail Message

From Line

From: Carol Shoenfield, IBM, Director of Executive Education Programs
Subject: "Redesigning your company for e-business"

Subject Line
(maximum 40 characters) *

In a secluded wooded enclave just minutes from Manhattan, a private group of top-level executives and renowned e-business consultants will be having — on March 6-9 — what could be the most important meeting of their lives.

And if you click on [LINK] now, you may be able to get in on these sessions while there are still a few seats available.

Link in First 2 Paragraphs

In this unique IBM Advanced Business Institute (ABI) college, "Redesigning for e-business," these executives will be doing nothing less than learning how to redesign and lead their companies to success in today's digital economy.

And when you join them, you too will learn — from some of the nation's top e-business experts and consultants — what it takes to compete and prosper in the new Internet era. Including:

- A framework for building your company's e-business strategy.
- The key components of e-business redesign.
- Adapting your corporate culture to satisfy today's Internet customer.
- How to gain a competitive edge with customer-valued Web solutions and services.
- Making accurate financial assessments of proposed new e-business projects.
- Becoming a superior leader in the new digital economy.
- Opportunities and issues in global CRM (Customer Relationship Management).
- How to properly align IT with business plans.

* First 15 characters for Blackberries

Bullets

Close with link and offer

If you agree that the Internet has irreversibly changed how business is done, and you want to successfully lead your company through these new electronic changes and challenges, I urge you to click on [LINK] for complete course details or to sign up now. Registration for this college will close out shortly, and once that happens, no further attendees can be accepted.

Opt-out language

We respect your online time and privacy, and pledge not to abuse this medium. If you prefer not to receive further e-mails from us of this type, please reply to this e-mail and type "Remove" in the subject line.

Proactive Viral Marketing

Next time you need hosiery, buy it online at gazelle.com – the world’s largest Web hosiery store – and get something you’ll really love owning: Our new FREE designer Sport Bags.

The Sports Bag (retail value: \$29.99) is yours FREE ... our gift to you ... with your first order of hosiery, tights, or socks from gazelle.com. Just click on [link] to choose from our wide selection of Donna Karan, DKNY, Hanes, Danskin, Givenchy, Oroblu, Berkshire, Falke, and other top-brand hosiery.

This smart designer bag will make heads turn! And so will your legs, when you’re wearing the hosiery you get from gazelle.com. But hurry. This is a one-time special offer. To get your FREE Sports Bag simply click on [link] now.

You don’t have to see hosiery before you buy it. And don’t try it on before purchasing, either. So why drive to the store, when you can simply order your favorite hosiery online at gazelle.com? You can even sign up for our Automatic Replenishment Program at [link] – and never run out of hosiery again. Just click on [link] today, before our limited inventory of FREE designer Sports Bags disappear.

P.S. Give this special gift offer to your friends by forwarding this e-mail now. They’ll be glad you did!

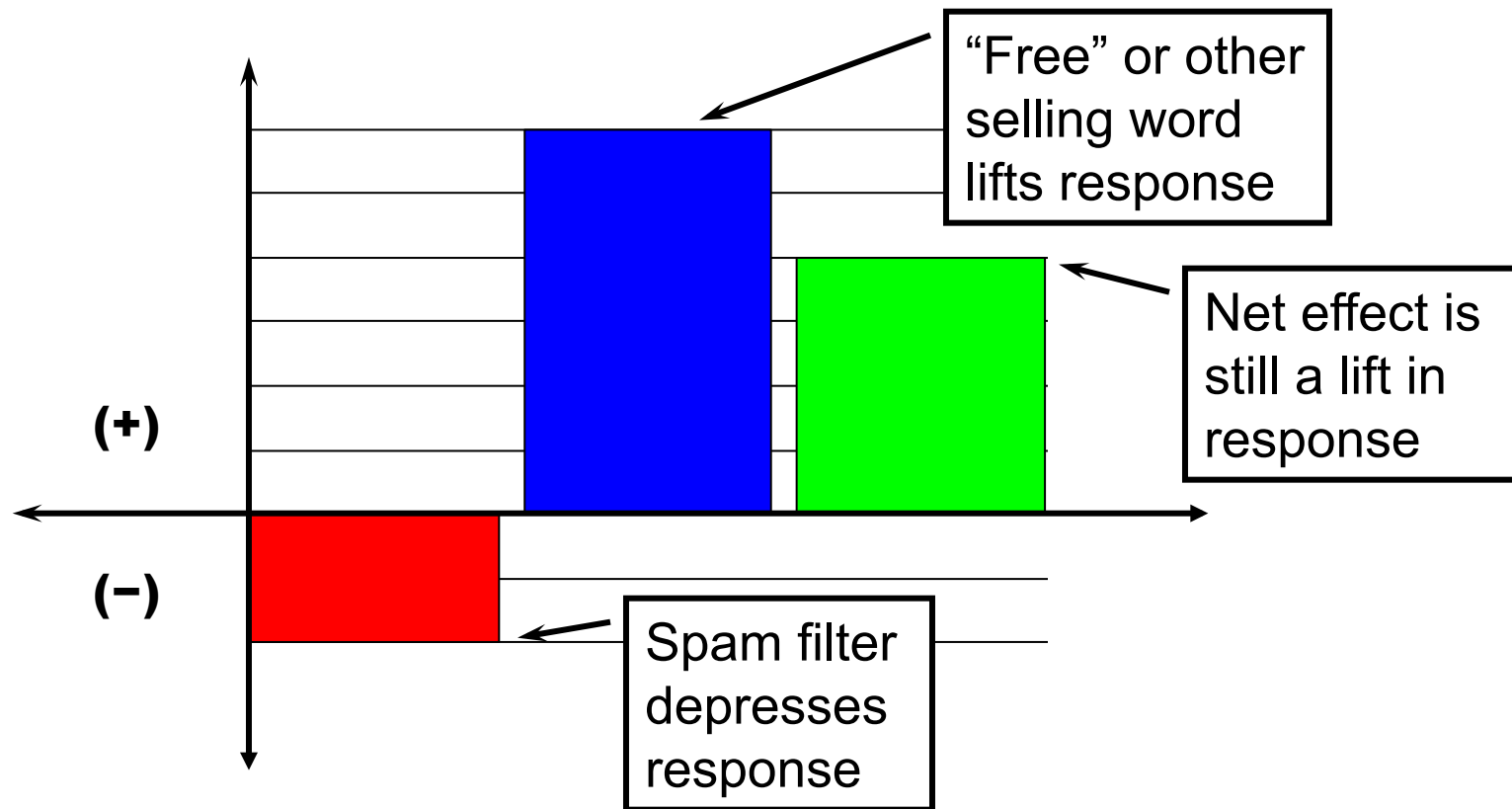
Up to 10% of recipients who open will pass it on!

Guess Which Subject Line Did Best?

- 1. Boost Sales, Increase Profits, and Expand Market Awareness**

- 2. FREE Direct Mail Encyclopedia**

Filter Trigger Words vs. Response



Guess Which Subject Line Did Best?

- 1. Business travel got you down?
- 2. Traveling well is the best revenge.
- 3. Travel tips for road warriors.

More E-mail Copywriting Tips

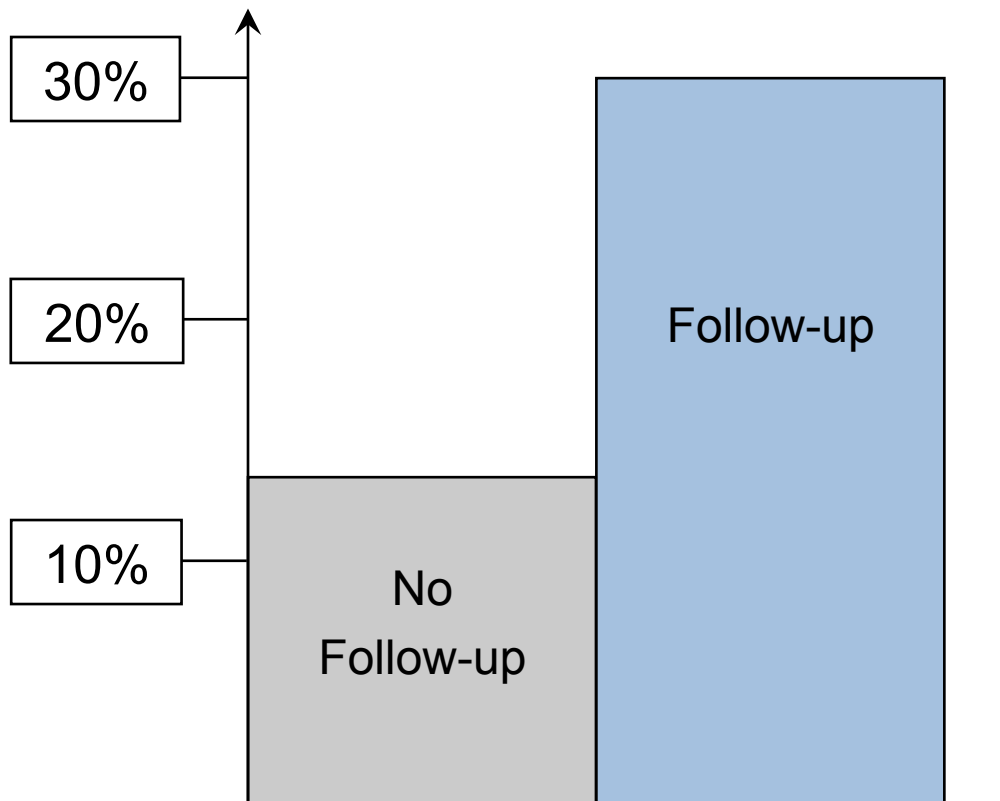
- Begin with a killer headline and lead-in sentence. Get in a terrific benefit right up front.
- Paragraph #1: Deliver a mini-version of your complete message. State the offer and provide an immediate response mechanism (call-to-action).
- Next, present expanded copy that covers features, benefits, proof, and other information.
- Repeat the offer and response in the close of the e-mail, as in a traditional direct mail letter.

More E-mail Copywriting Tips

- Use wide margins. Limit to about 55-60 characters per line.
- Avoid all-caps. WORDS IN ALL CAPS give the impression that you're shouting.
- Be concise. Readers skim a bunch of messages quickly.
- Get the important points across quickly.
- The tone should be helpful, friendly, informative, and educational, not promotional or hard-sell.
- Information is the gold in cyberspace.

Follow-up: Key to Success

Lead Conversion Rate



PERSISTENT FOLLOW-UP

1. Contact managed
2. Automated online
3. Clippings

To Sum it Up ...

- Make an offer.
- Make a free offer.
- Your best prospects are people who already know you.
- Capture an inquiry first, data second.
- Work the funnel: free → front-end offers → premium services.
- Convert leads to customers quickly.
- Communicate regularly with prospects.

Thank You

Please ...

Join Us... for future webinars

Share / Tweet

Bob Bly

Copywriter, Internet strategist

Phone: (201) 505-9451

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