

Email Creative Types & Tips

We recommend one of these types of door opening emails for new business prospecting and lead generation. The key to all of these approaches is to keep it simple, limit the number of offers per email and offer something of value.

1. Information or invitation

This includes emails offering white papers, list emails like ‘top 3 reasons to...’, invitations to free webinars or live events, or other similar emails. The key here is that you are offering information which your best prospects would be interested in. This gets your foot in the door, so you can follow up with a sales call.

2. Directly pitch, discount, sample or trial

Some products/services lend themselves to this more direct approach. The more value you can offer the better results you will get. Offering a free sample or trial will always do better than a discount. The easier you can make it for your audience the better results you will see.

3. Newsletter or Blog promotion

Tips:

- Keep your email short, you can always direct them to your website or have them respond to you for more detailed information. Use bullet points to get more information in your email while avoiding large blocks of unattractive text.
- Get right to the point, if you don't catch their interest with the first sentence you've probably lost them.
- Don't try to sell them on your company or product, just on taking that first step.
- A little humor goes a long way.
- Not everyone will respond to the same type of email so don't be afraid to mix it up from one campaign to the next. One creative may work best overall, but different subject lines, content, and offers can get responses from different people. Just because one creative gets you the best results doesn't mean you shouldn't try others that will target prospects with different motivations or interests.
- Make sure you are sending out at the right time of day. Early in the morning may seem like a good idea but you don't want your email being glanced at along with dozens of junk emails that come in overnight. Try different times of day to see what gets the best response from your particular target.
- You want your subject line to relate to the content of the email but not give so much information that the recipient can decide from the subject line whether they are interested or not. Give just enough information that your target audience will have their interest piqued.

For more information call us at (818) 252-8140.