

WHITE PAPER – THIRD-PARTY ACQUISITION EMAIL MARKETING

1. WHY SHOULD I CONSIDER THIRD-PARTY MAILINGS?

- A. **Reach New Clients** - Acquiring an email list from a marketing company can instantly expand the number of people that receive your message. You can reach many new prospects who may have had no idea your company existed – and hopefully turn them into new customers.
- B. **Increase Your Potential Sales** - According to "[E-Marketing Journal](#)," increasing the number of people to whom you send an email advertisement increases the amount of potential sales you will receive. When you deal with email marketing, it is a numbers game. By expanding your audience, you increase your chances of making first-time sales to new customers.
- C. **ResponseGenius Is There to Guide You** – ResponseGenius is one of the few ESPs willing to work with third-party acquisition mailers. We understand businesses need to build their customer base, and email is probably your most cost-effective method available. We also understand this is a difficult process. ResponseGenius is in the business of helping you deliver your emails effectively and will not cut you off like most ESPs at the first sign of challenges.

2. WHY DOES GMAIL HATE ME AND OTHER CHALLENGES?

- A. **Why does Google hate me?** They really don't hate you, but they've got their own business models and profit motivations. Gmail, Yahoo and all the other ISPs want to generate income from their customers using other means – such as ad words, digital sales and partner agreements. Delivering your marketing content to their customers for free does not generate revenue for them. Instead, it costs them time and overhead to manage delivery.
- B. **How will the ISPs challenge you?** ISP's all use 100% automated programs to determine which email gets delivered – and to which mailbox they deliver. The algorithms used by the ISPs to determine which emails are flagged as spam are top secret and are constantly changing. And their enforcement efforts change as well. Suddenly, the emails you've been sending successfully to Yahoo subscribers all get blocked – for a reason known only to Yahoo.
- C. **Unsolicited mail** is always a challenge, but it can be effectively done through adhering to best email practices, dedication to the process and a strong email platform partner to help you navigate the shifting seas.

3. POINT IS TO GENERATE LEADS – NOT DIRECT SALES

- A. **Prospecting, not direct sales.** One of your keys to successful email acquisition is that it's critical to understand that you are prospecting for qualified leads – not direct sales. Your third-party mailings should be designed to build a sales funnel of people who have expressed some interest in your product or service. Once someone has opened/clicked on your email, you can retarget or move leads into an automated marketing program, which will continue to send relevant information to your newly minted prospects.
- B. **Build the proper sales funnel with email at the point.** Once you generate email prospects, your next step is creating your ideal sales funnel and converting those prospects into actual sales. Drive your leads to your sales team, showroom, online store, retail space, etc. to close the sale.
- C. **It's a Numbers Game.** Every business has its' own metrics, and it's critical you understand your numbers. Typically, we see with our clients a 3%-10% open rate, with a 1-3% click rate. So, if you mail 50,000 emails, you can expect to add between 1,500 – 5,000 leads. How many of those do you need to convert to make this a success? Every business is different, but it's critical to understand what success will mean to you.

4. HOW TO GENERATE LEADS

- A. **Email engagement is the key to success.** As you know, engagement is the name of the game to keep delivery and in-boxing high. Whatever you can do to create clicks is key. Create reasons for people to want to engage with you – offer them education, an interactive experience, an incentive, an invitation to an event or personal demo., etc. We don't love using the term "click-bait", but you should think very hard about how you can offer something in your initial email that will provide you the best opportunity to invoke action! That's the first crucial step.
- B. **Follow-up all clicks as your warm leads.** Most successful acquisition email campaigns need to be 2-3 step processes. Take your prospects initial positive reaction to your solicitation and create the next step. The ResponseGenius automated email program is a great tool for developing an ongoing lead nurturing program.
- C. **Less is not more.** You know your exact business metrics. Most businesses probably only need 1-2 new, paying clients per month to justify your relatively minimal email costs (at least for the deployment). However, if your initial email is built primarily to generate only those few high-close leads for satisfying your business needs, then you'll likely have deliverability issues down the road. Ideally, you want 80-100 clicks per 1000 emails sent with the initial email, then you look to find your 1-2 new clients from excellent follow-up emails to those initial clickers.

- D. Give your prospect plenty of chances to say, YES!** ABC - Always Be Closing. Make sure you have multiple places in your email for your clients to click to create your next action in the sales process, including at least one early in the email (before someone must scroll).

5. THE IMPORTANCE OF WARMING UP YOUR IP POOL

- A. Never proceed without ramping.** ResponseGuiness uses a carefully prepared ramp-up schedule to get your new sending domains and IPs off to a good start with the ISP's. By adhering to this program, we can help to get you started with a good sending reputation and in-boxing with the various ISPs. This is critical in your ongoing success as an email marketer. The bottom line is – if your email isn't delivered, you will never achieve your desired results.
- B. Get past the “greylist”.** We've all heard of the infamous “blacklist” where emailers can find themselves if they run seriously afoul of an ISP. However, “greylisting” can occur through no fault of your own. In fact, every new IP address and sending domain start out as a graylist. Since it's new, it has no sending reputation, so all the ISP's will view it with askance until a good reputation has been established. Establishing a good reputation requires patience and consistency from the marketer, as well as, engagement on the part of the email recipients.
- C. Focus your ramp-up program on engagement.** It's critical that you have multiple engagement options in your email templates, so you can get your best click rates possible. Engagement may be the single most important factor in email deliverability and in-boxing. Our [Deliverability Guide](#) will help you create templates and sending practices that will help your delivery.
- D. The ResponseGenius ramping program is specifically designed for your success.** First, we ask you to provide us several templates and then generate a proprietary automated warm up process. After one week of only sending your emails to our in-house list (where every email is religiously opened and clicked by our team) you'll be ready to start adding very small quantities of outside emails to the mix. By day-30, you will be sending 4,000 – 5,000 emails per day. By day 60, you will be up to 35,000+ emails per day. See our [Ramping Schedule](#) for details and a daily file sizes to maximize your launch into third-party email success.

6. WARMED UP AND READY TO MAIL

- A. Stay consistent.** The key to ongoing success with deliverability is consistent mailing practices. Establish a pattern of regularly sending emails and stick with it. If you can include a blog or newsletter, this will be very helpful to your ongoing

deliverability success. Sending a weekly blog of interesting and educational content helps you maintain a consistent pattern of deliverability and engagement, allowing you to schedule your acquisition emails to take advantage of the increased engagement of your educational mailings.

B. Follow-up is a must. Having a series of emails to help prospect down a road to “Yes” is crucial for building your lead funnel. Most acquisition emails will have a low engagement rate on the first mailing. It’s essential to have a follow-up campaigns planned specifically targeting those in your email prospecting funnel, such as:

- Resending your mailing to the non-openers in 24 hours
- Sending a follow up to the opens and clicks asap. People may read your email and be interested, but move on quickly. Sending them a follow up with a coupon or white paper can rekindle or solidify their interest and get them actively engaging with your brand.

7. AUTOMATION AND YOUR LEAD FUNNEL

The ResponseGenius Automation tool is perfectly designed for acquisition efforts. You can build a lead generation program customized for your business. Let us help you create an acquisition program that will move your prospects along a tailored path for your business based on their engagement. For example:

- Create a decision path for anyone clicking on your pricing page, and send an email immediately to your sales team with the prospect’s contact information.
- Send a special offer to anyone who clicks on two or more emails within a specific time frame

ResponseGenius has 10+ years’ experience in third-party email marketing. Our expert team is available to help you with strategy, workflow design and implementation.

8. RESPONSEGENIUS WILL HELP SMOOTH YOUR PATH

ResponseGenius will provide best practice information, review your campaign metrics, be available to help solve problems, mitigate deliverability issues, and help you plan your best acquisition path. We understand the acquisition email business, and unlike many of the large email platforms, we are actually available to meet and speak with you. After all, your success is our success!