

More significantly, roughly 1-in-5 (+/-) calls led to a target’s permission to follow-up regardless of email “open rates.” In fact, our client increased their “interested lead” count by 170% when they followed up on the “Unopened” emails with a phone call.

We know unopened emails get lost in SPAM, get overlooked next to higher priority emails, get trashed before the prospect fully sees the value of the message, etc. But it doesn't matter. The most important part of the emailing effort is to use it as the "opener" for a conversation on the phone, whether the email was actually opened or not.

MICRO-CAMPAIGN #2: CORPORATE FOOD CATERING SERVICES

In this second instance, we employed the same approach for a catering provider. We emailed and then called “suspect leads” that fit two specific profiles – Corporate Clients / Event Planners. The results were as follows:

CORPORATE

METRIC	Result
Preliminary Target Contacts – Email Campaign	84
Opens (Unique)	33 (42%)
Initial Bookings (Tasting and/or Truck)	6 (7%)
Follow-Up Call Targets	77
New / Additional Contacts	22
Requests to Re-Send Email	30
Additional Bookings (Tasting and/or Truck)	3 (3.5%)
TOTAL BOOKINGS	9 (10.5%)

EVENT PLANNERS

METRIC	Result
Preliminary Target Contacts – Email Campaign	44
Opens (Unique)	24 (58.5%)
Initial Bookings (Appointment)	3 (7%)
Follow-Up Call Targets	39
New / Additional Contacts	6
Requests to Re-Send Email	11
Additional Bookings (Appointment)	5
TOTAL BOOKINGS	8 (18%)

Phone calls increased the number of Bookings for a “free tasting” by 50% among corporate targets. We also secured 22 additional decision-maker contacts in the process. Meanwhile, our call-effort for the Event Planners more than DOUBLED the number of appointments to discuss partnership opportunities.

CLOSING OBSERVATION – Large-Scale Enterprise vs. Start-Up/SME’s

If you’re on your way to being a bona-fide, large-scale, multi-market enterprise with a decentralized sales team representing multiple product offerings, then absolutely, there will be a need to leverage the scalable advantages of some more complex automated marketing and CRM tools. **BUT** – if you are either an:

- 1) Early-Stage B2B or SaaS company of any kind, OR
- 2) Small-to-Medium-Sized firm with a fairly straightforward value proposition...

... then you will most certainly benefit from heeding the advice herein. Think twice before you over-automate. **DO NOT** under estimate the importance of a phone call, a human dialogue, and a real person-to-person relationship.