It's Time to Prove the Worth of Your Email Campaigns!

Presented by:

FulcrumTech™
Email Marketing Results You Can Measure

Lasik**Plus**

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#InnovateEmail

It's Time to Prove the Worth of Your Email Campaigns!

Set Your Goals and Meet Them
The Arnold Schwarzenegger Way

Mr.
Universe

Movie
Star

The 38th Governor
of California

Justify, quantify, and deliver the ROI from your email marketing efforts.

These are some of the email initiatives we've seen clients propose but not get approved.

- New email service provider
- Shopping cart-abandonment campaign
- Redesign of a welcome campaign
- A new set of automated campaigns
- Content / nurturing strategy vs. batch and blast promotions

...the list goes on!

The question is, why do people fail to convince?

- Insufficient rational argument
- Failure to understand the other's point of view
- Lack of credibility
- Lack of common vocabulary
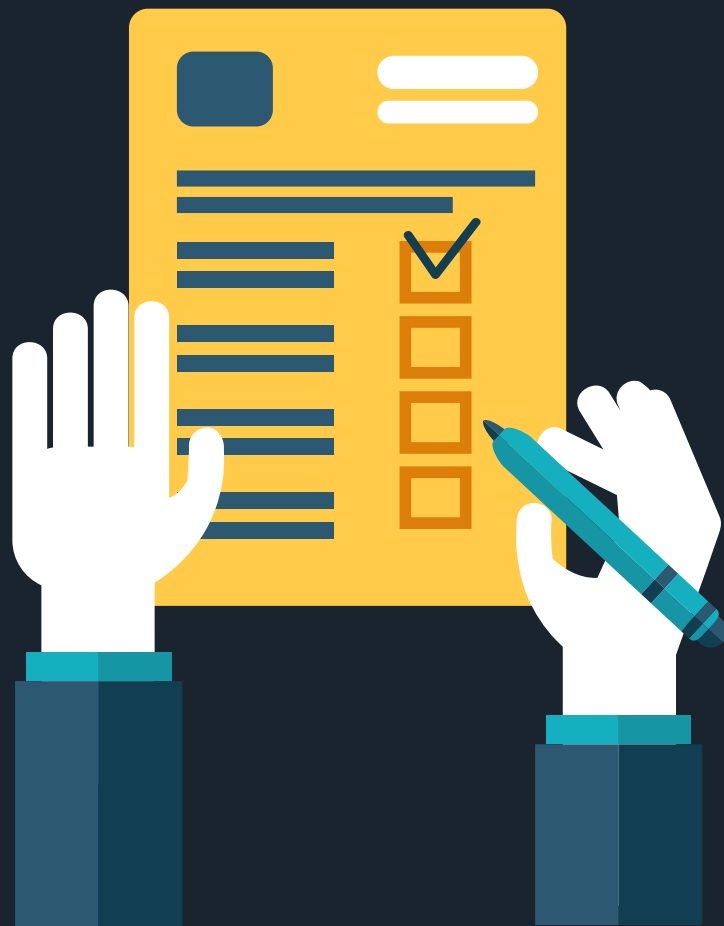
When pitching your idea, you need to be ready to answer all sorts of questions.

- What is the problem you're trying to solve?
- How can you prove that the problem is real and important to solve?
- What are the biggest operational obstacles that arise from your idea, and how will you address them efficiently and effectively?
- Have you conducted any tests to prove what you suggest will work?
- Why are you the best person to make it happen?
- Why must this problem be solved today?

So, convincing someone is...

- Part explaining the problem you're solving
- Part shared vision
- Part understanding audience objections
- Part addressing impact of the change
- Part rational argument
- Part knowing who has the power to decide (decision makers)

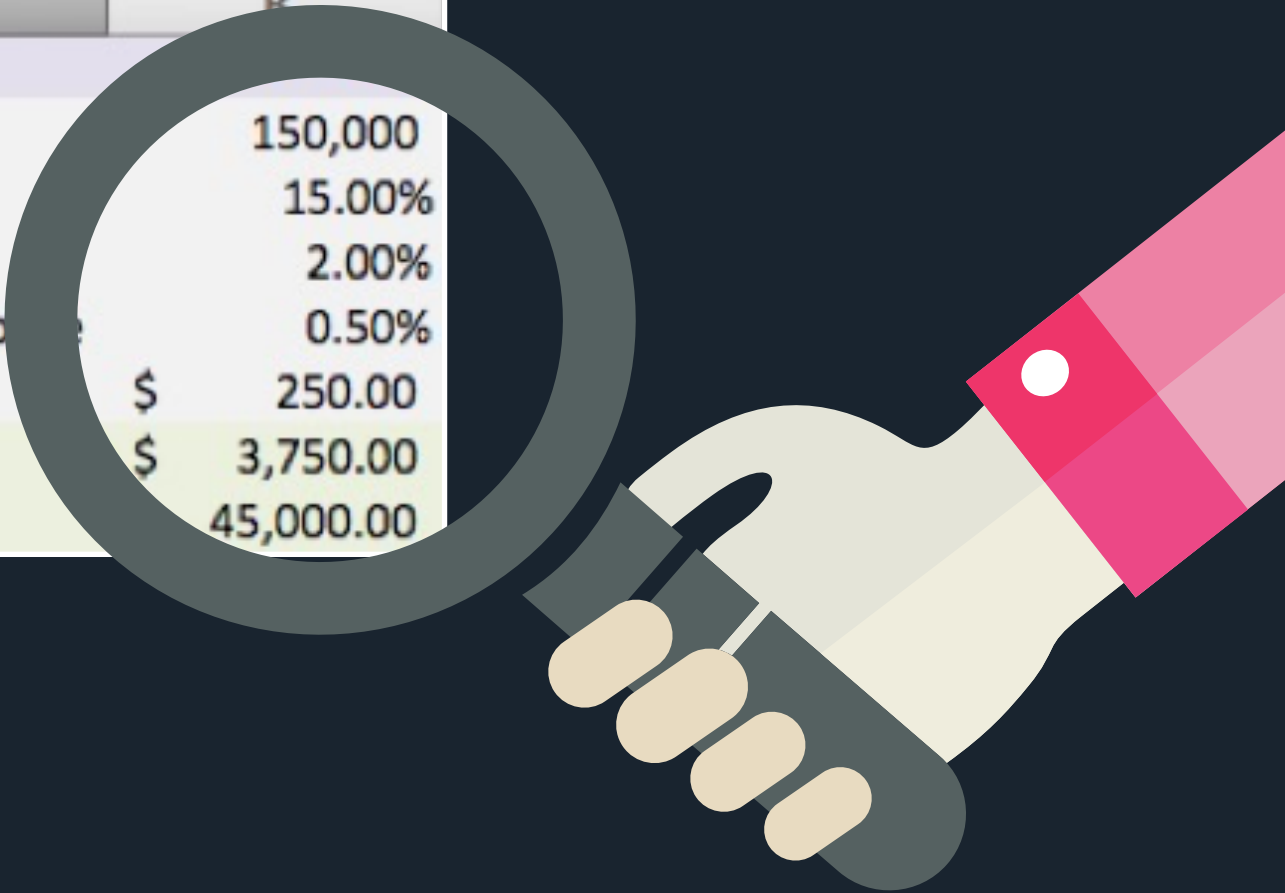**The good news:** to do this, you don't need to be an accountant!

A systematic approach:

1. Present the current state and problem/opportunity, financially
2. Jointly develop the future state with proof of assumptions
3. Present what it costs to get there
4. Tell them how soon they can have it (your credibility matters here)

So, we start with the current state of your Email Program.

	A	B
1	**Campaign ABC**	
2	Emails sent	150,000
3	Unique open rate	15.00%
4	Unique click through rate	2.00%
5	Conversion rate on landing page	0.50%
6	Value of conversion	$ 250.00
7	Total revenue per month	$ 3,750.00
8	Total revenue per year	45,000.00

Base Case

https://fulcrumtech.net/email-roi/
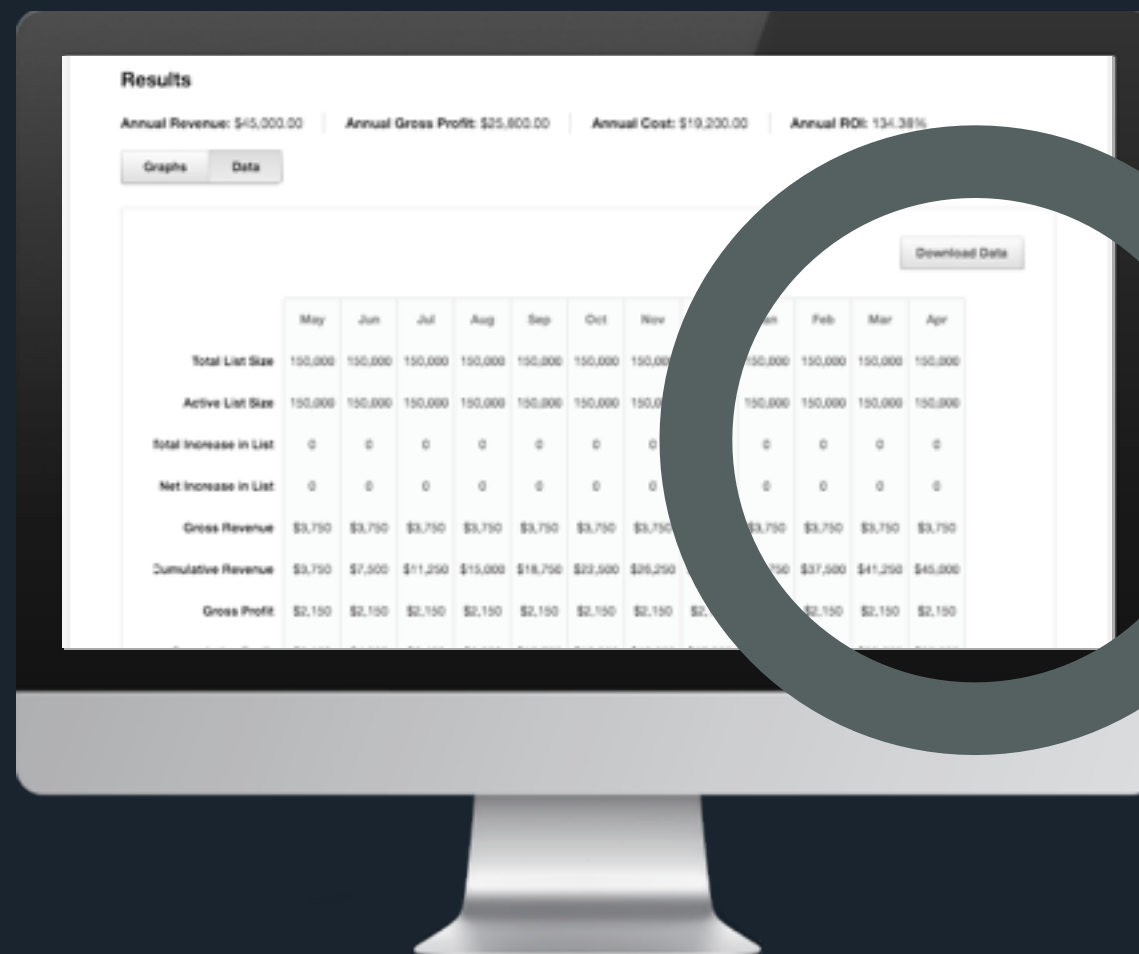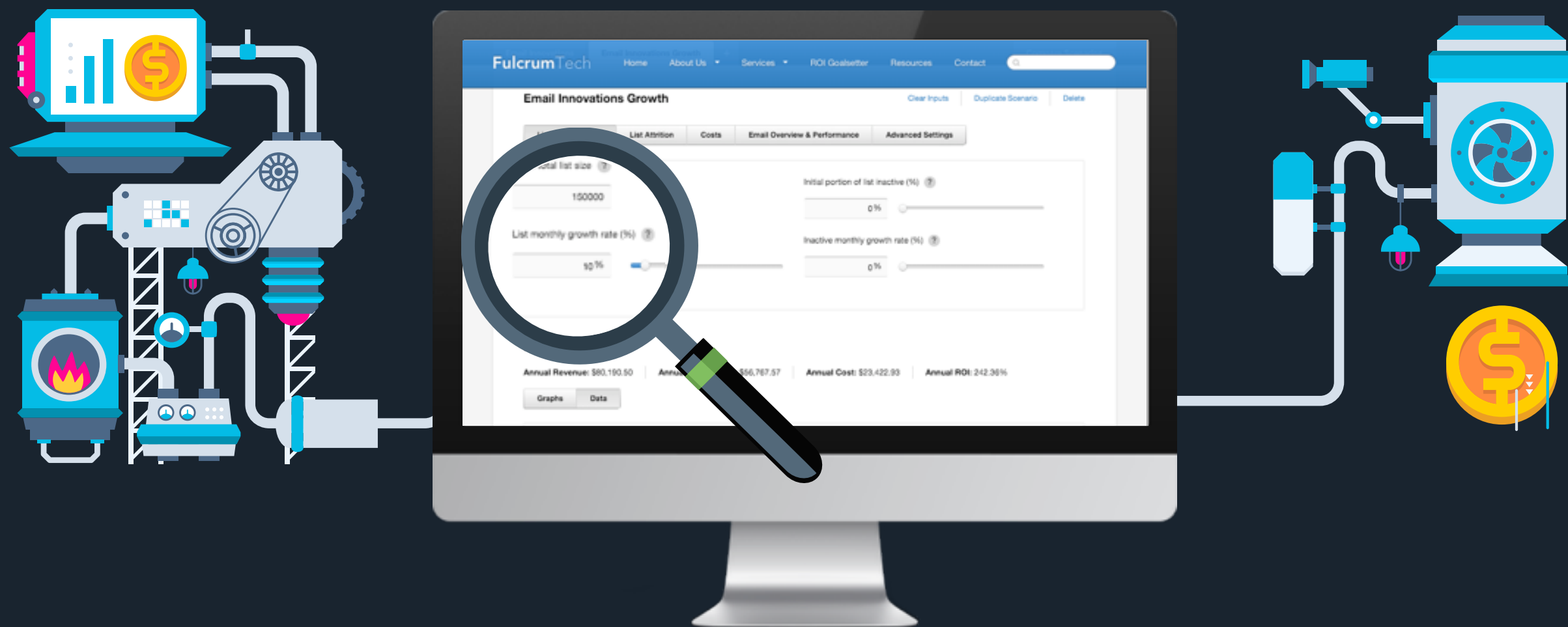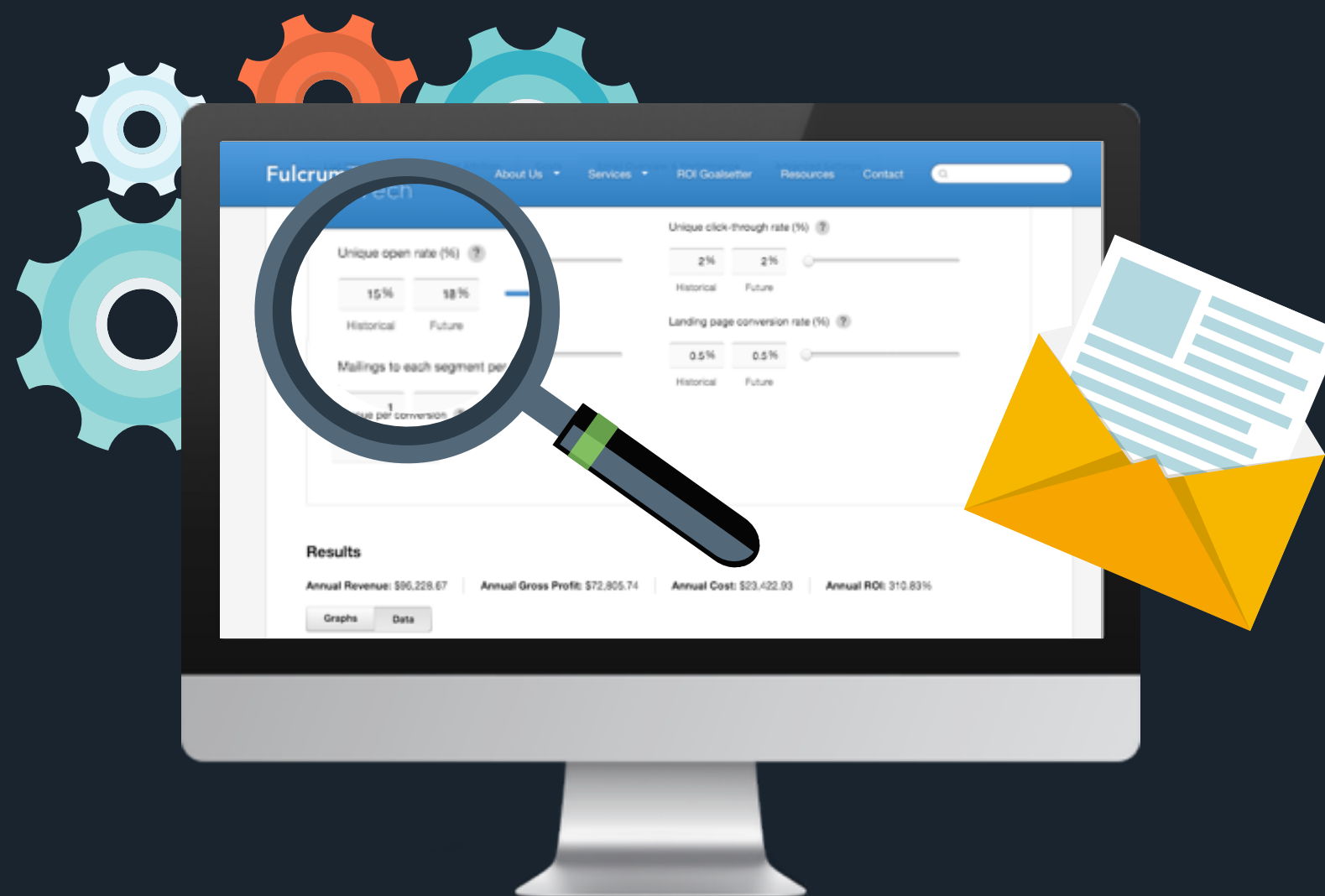
Lever 1: Lead generation (SEO, PPC, etc.)

Base List Size: 150,000 • **Lift in Subscribers:** 10%
— Results —
Annual Revenue: $80,190.50 • **Annual ROI:** 242.36%

Lever 2: Email optimization focusing on open rates

Base Open Rate: 15% • **New Open Rate:** 18%
— Results —
Annual Revenue: $96,228.67 • **Annual ROI:** 310.83%

Lever 3: Email optimization focusing on click through rates

Base CTR: 2% • **New CTR:** 2.4%
— Results —
Annual Revenue: $115,474.40 • **Annual ROI:** 393%

Lever 4: Email optimization focusing on landing page

Base landing page conversion: 0.5% ● **New landing page conversion:** 0.65%
— Results —
Annual Revenue: $150,116.72 ● **Annual ROI:** 540.90%

Are we there yet?
Factor in List Attrition

Number of unsubscribes each month: 0.5%

What if we fix that Gmail filter problem we're having?

1. Unique open rate is 3% due to filtering
2. Update emails to improve engagement metrics

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   - Deliverability resolution

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   - Open rate testing
   - Click-through rate testing
   - Deliverability resolution
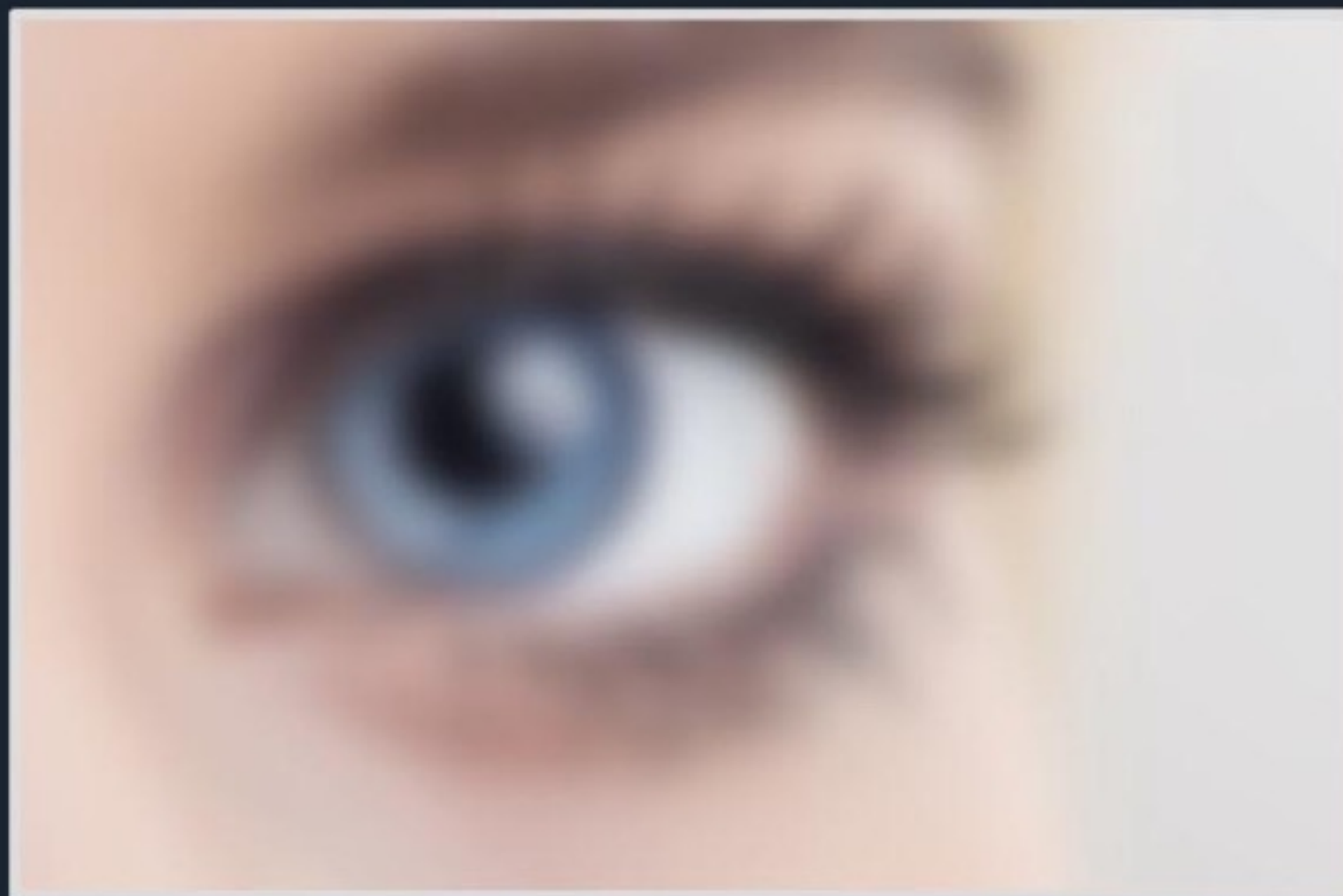
The Plan
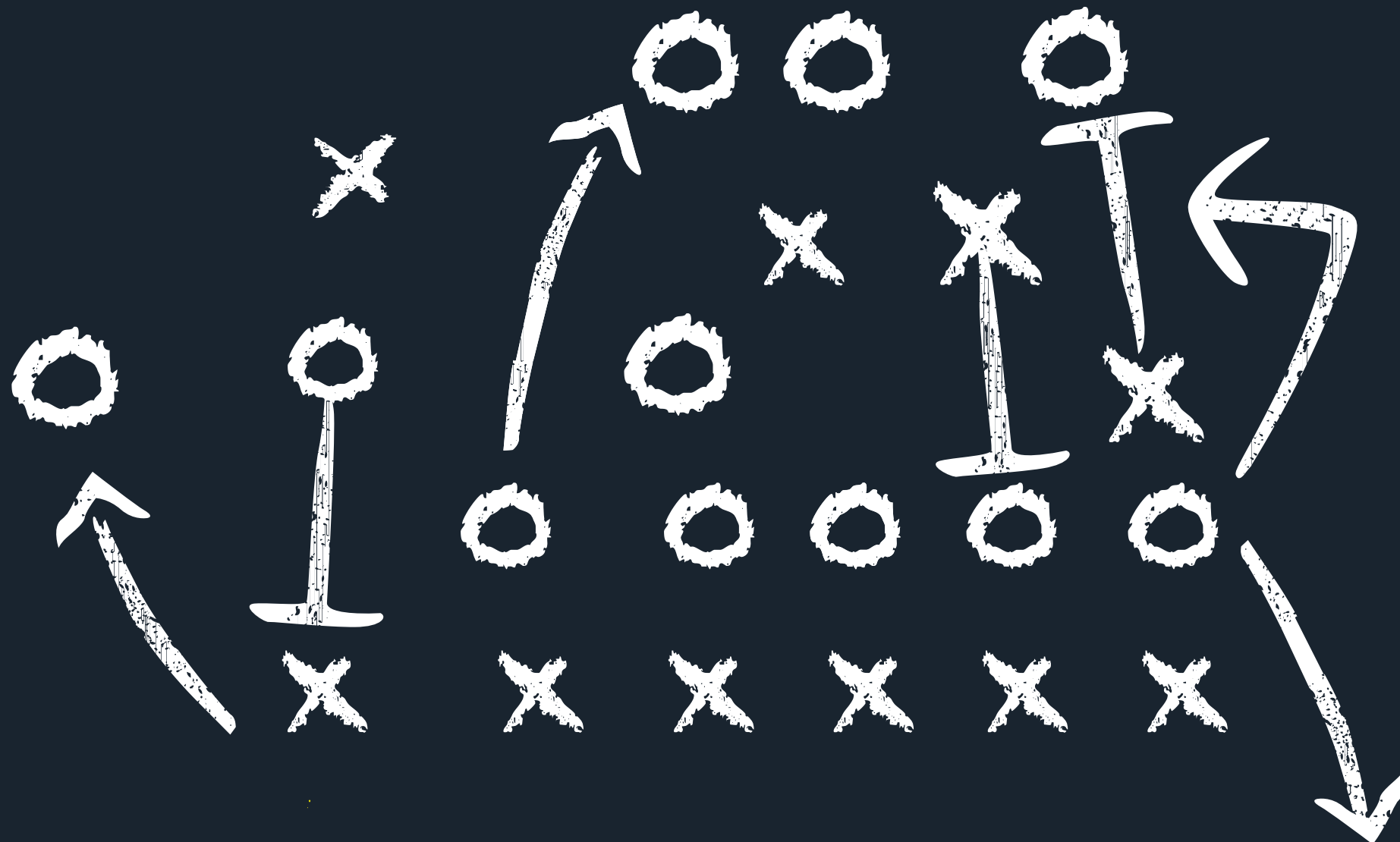
Get management on board.
With a model, you can let your audience change the assumptions with you.
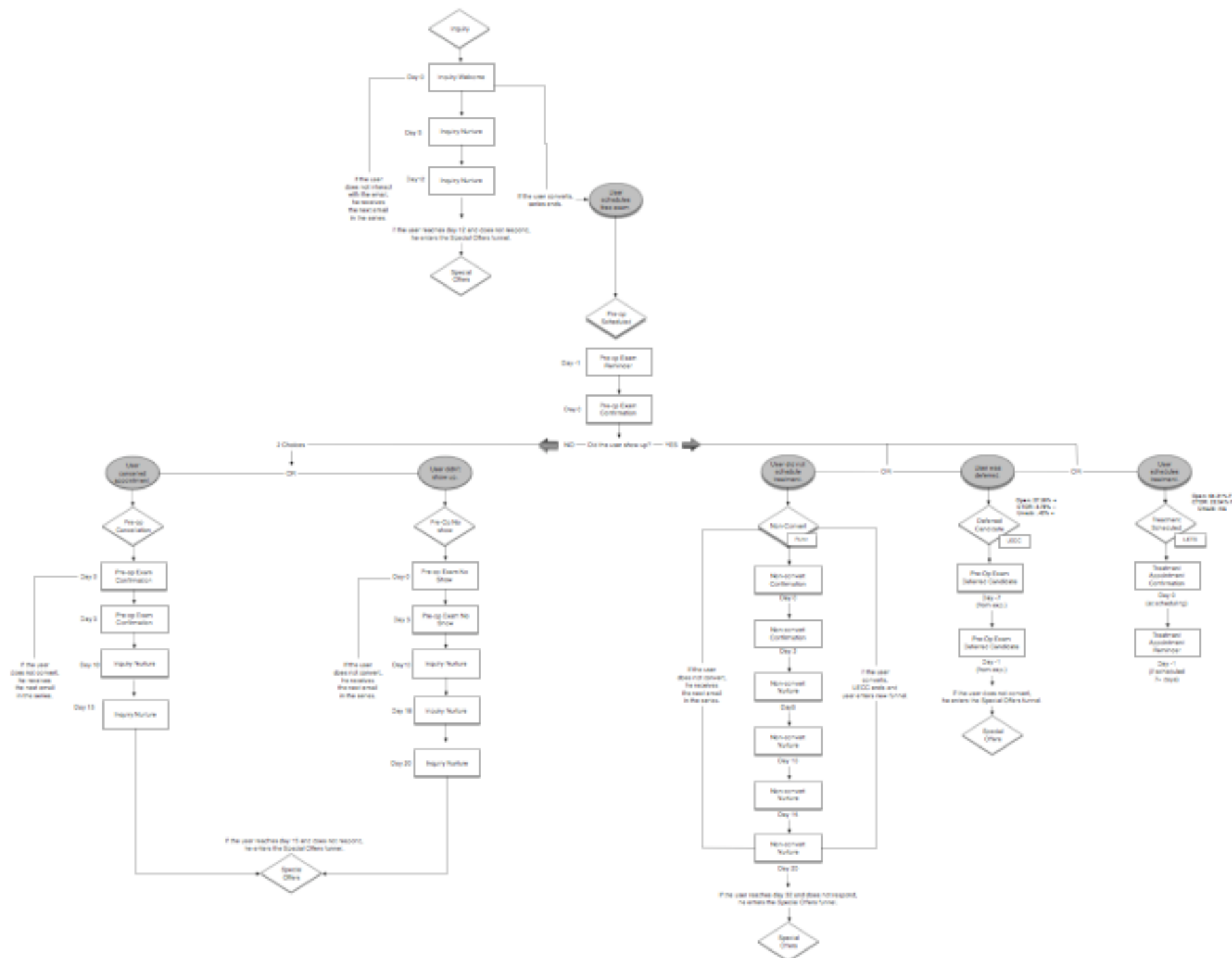
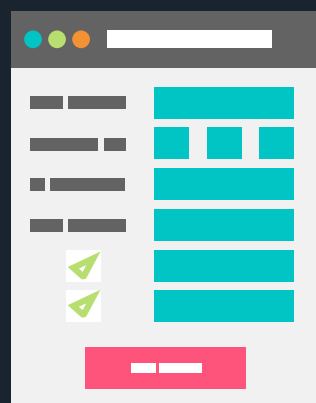# The LasikPlus Miracle

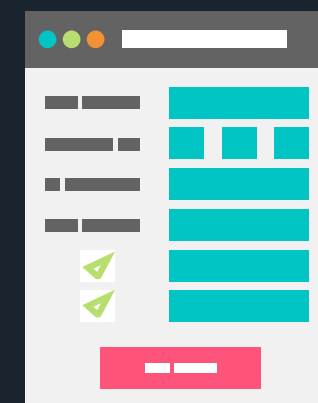
LasikPlus

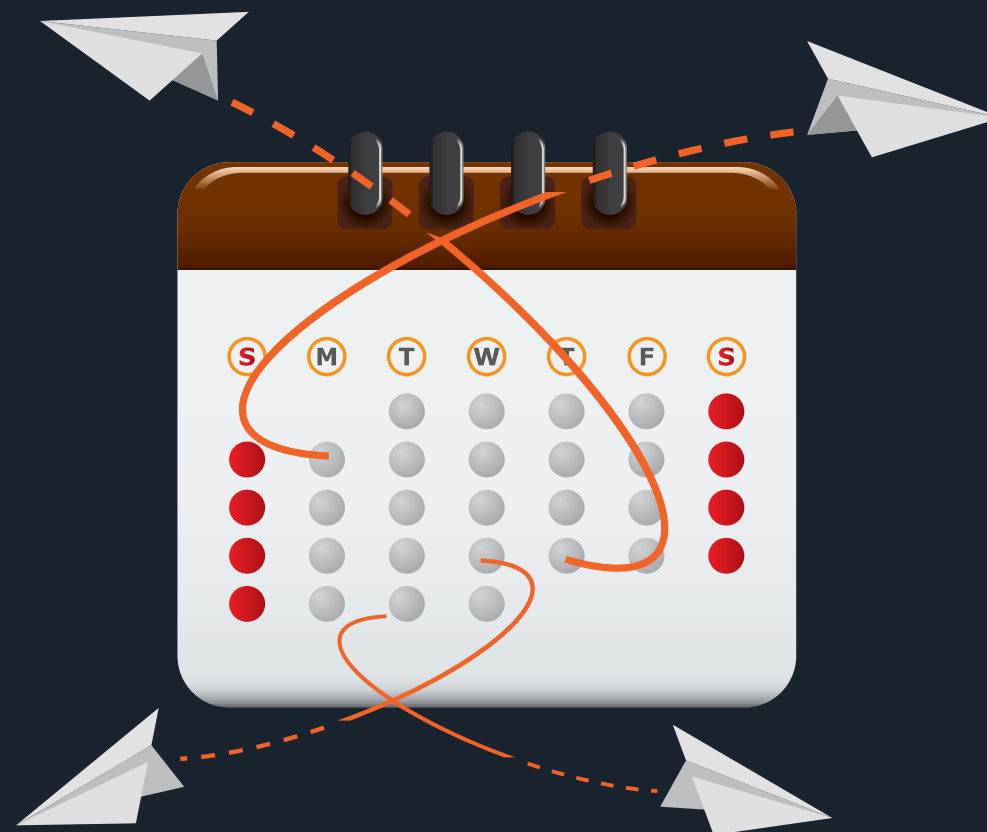# The Lasik*Plus* Miracle

Real-Life Example
Lasik*Plus* Email Program

Test 1: Cadence Test

Control A:
0, 5, 12, 18,

Treatment B:
0, 3, 7, 14, 21,

33% improvement in conversions
(scheduled a free appointment)

Test 2: Call-to-Action Test

Version A:
I'm Ready Now!

Version B:
Get my Free Exam!

78% increase to clicks on conversion button

Buy-in from Management and Implementation

Present the **valid test results** to Executive Team; expected results vs. actual results

Demonstrate what the impact of the learnings roll-out would have on the entire email program

Present **specific costs and timelines** associated with this change to the email program

Implement changes, **monitor results**, and keep management up to date on program improvements

Conclusion

- Create a shared model
- Determine the levers you can use to reach your goal
- Present to management for buy-in

Q&A

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THANK YOU

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