

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

Presented by:



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Presenters

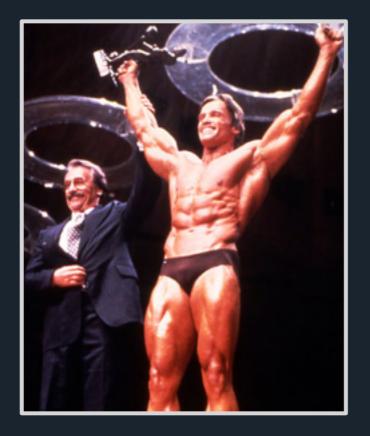


#InnovateEmail

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



Set Your Goals and Meet Them The Arnold Schwarzenegger Way



Mr. Universe

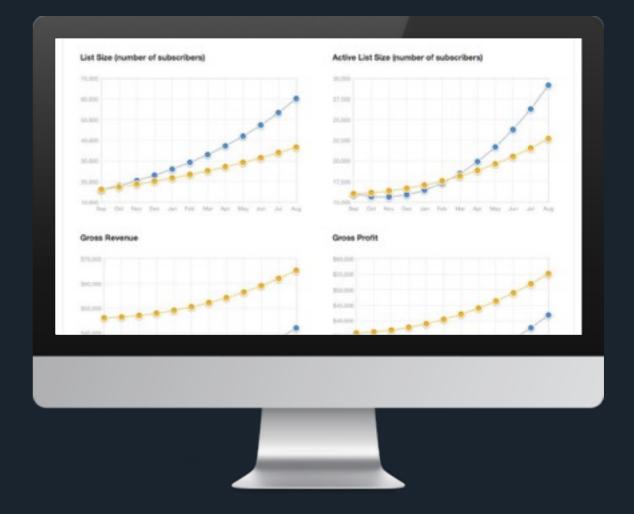


Movie Star



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)



For more info about how to construct a compelling pitch, check out Scott Berkun at http://scottberkun.com

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





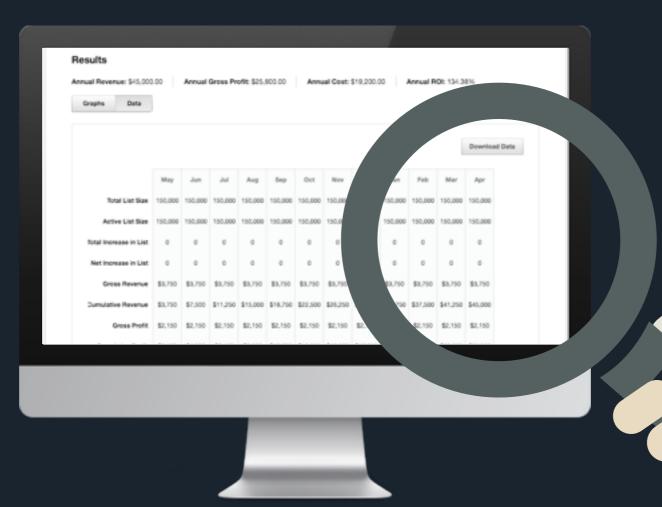
A systematic approach:

- 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	R	
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 p	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



IRO Goalsetter®

https://fulcrumtech.net/email-roi/

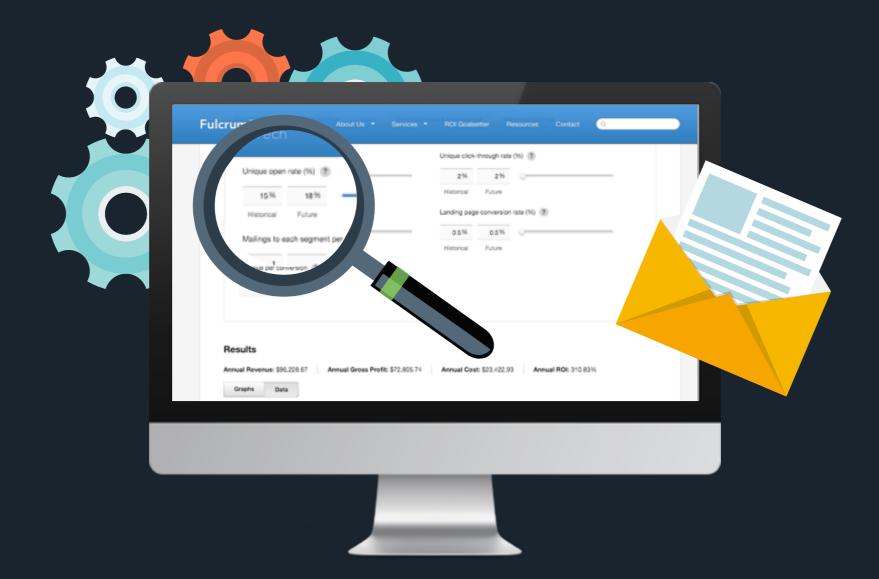
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Lever 1: Lead generation (SEO, PPC, etc.)



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

Unique open rate (%) (%)	Unique click-through rate (%) (8)	
Historical Future	Historical Future	
Mailings to each segment per month @	Landing page conversion rate	
Historical Future		
Revenue per conversion (2) 5250		
Results Annual Revenue: \$115,474,40 Annual Gross Profit: \$92,051	47 Annual Cost: \$23,422.93 Annual RDI: 393,00%	

 Base CTR: 2% ● New CTR: 2.4%

 — Results —

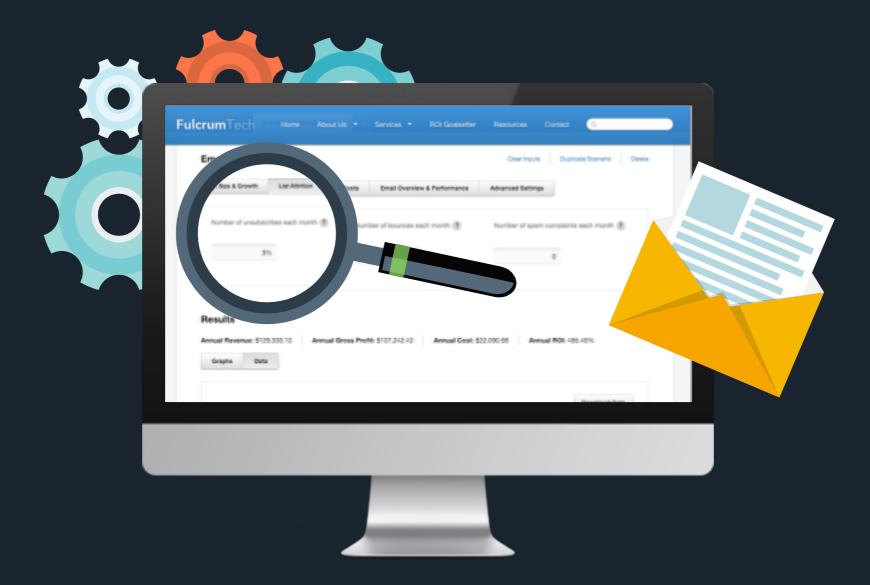
 Annual Revenue: \$115,474.40 ● Annual ROI: 393%

Lever 4: Email optimization focusing on landing page

ISN ISN	2% 24%
INTER POINT	
lings to each segment per month (2)	
	Astorical Future
1 1 0	Landing page convention rate (%)
venue per conversion (2)	0.5% 0.65% 0
\$250	Hatorical Puture
9607	
ts	
Revenue: \$150,116.72 Annual Gross Profit: \$126,003.70	Annual Cost: \$23,422.93 Annual ROI: 542.93%

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?

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



1.We built a model



We built a model
 We developed a set of initiatives:



- We built a model
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 - Lead generation to drive list growth to 10%/month



- 1. We built a model
- 2. We developed a set of initiatives:
 - Lead generation to drive list growth to 10%/month
 - Open rate testing



- 1. We built a model
- 2. We developed a set of initiatives:
 - Lead generation to drive list growth to 10%/month
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 - Click-through rate testing



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- 2. We developed a set of initiatives:
 - Lead generation to drive list growth to 10%/month
 - Open rate testing
 - Click-through rate testing
 - Deliverability resolution

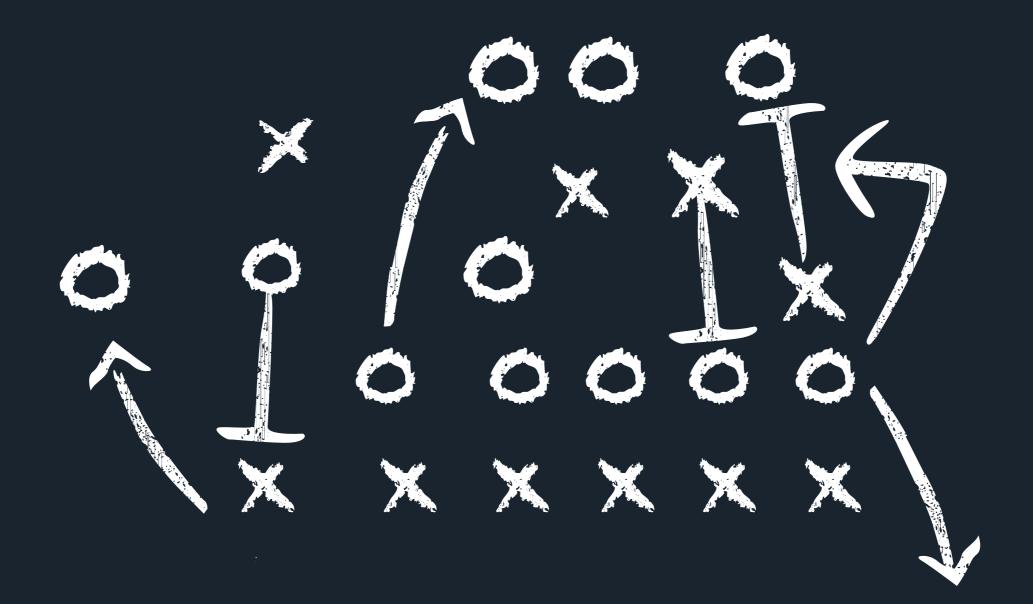


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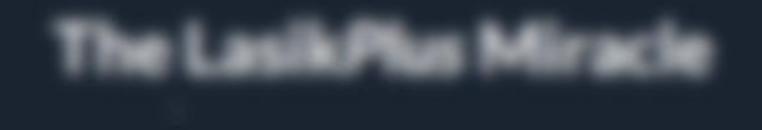
The Plan

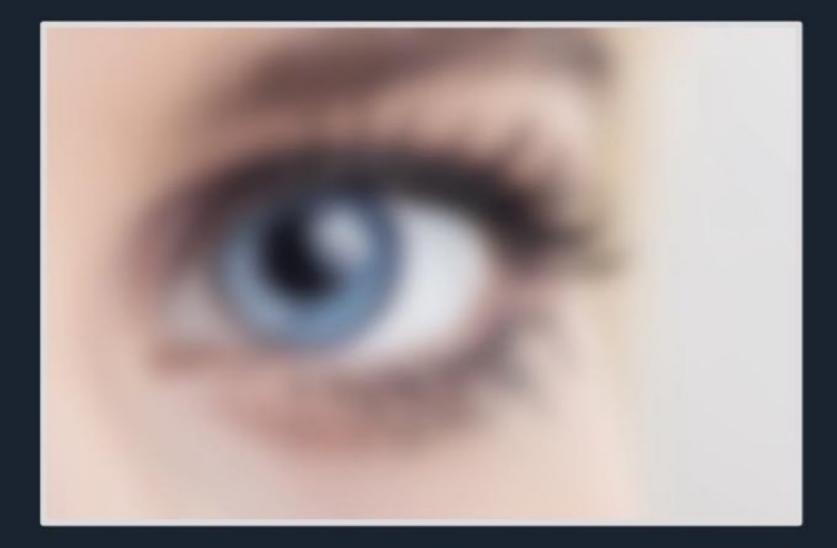
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Get management on board. With a model, you can let your audience change the assumptions with you.

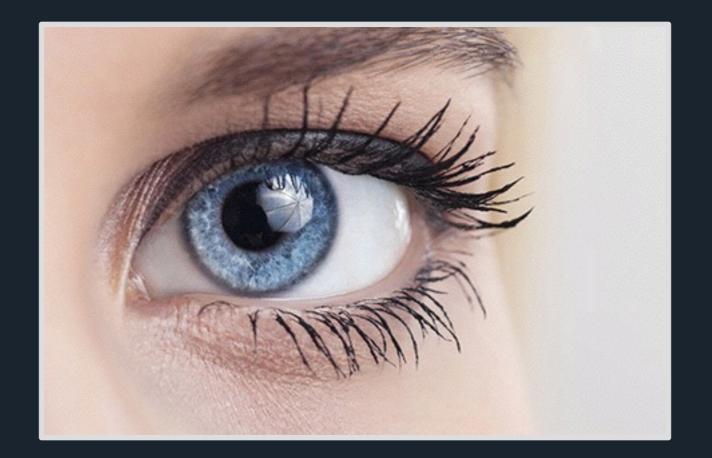






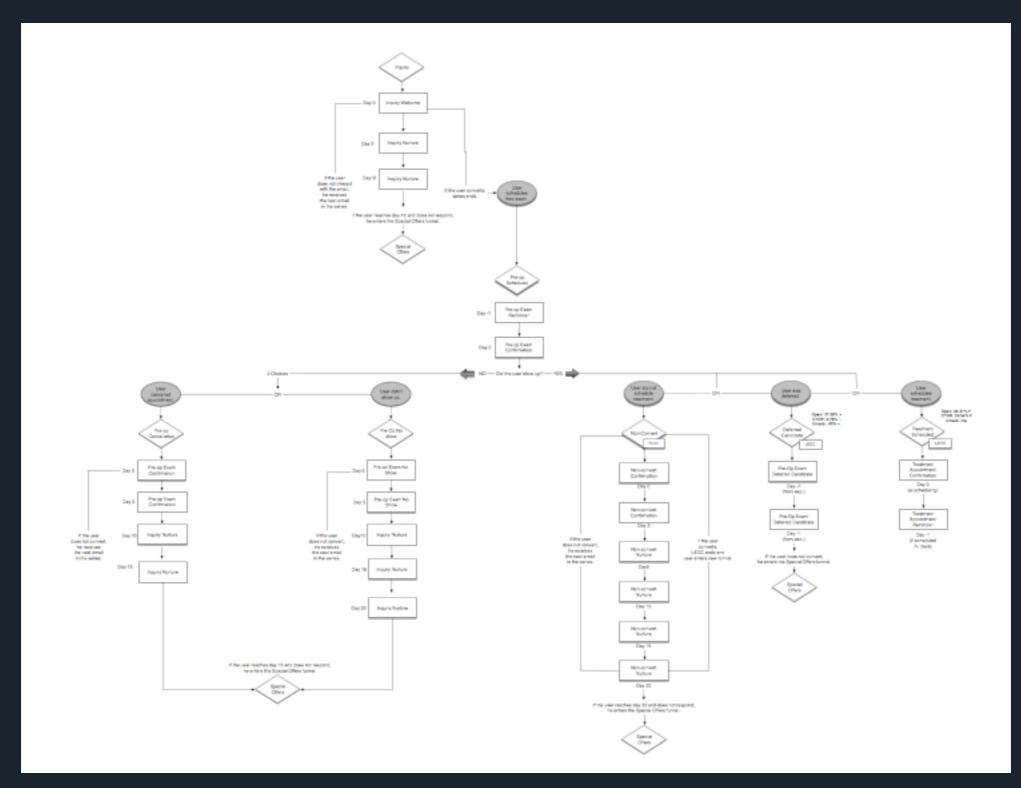


The LasikPlus Miracle

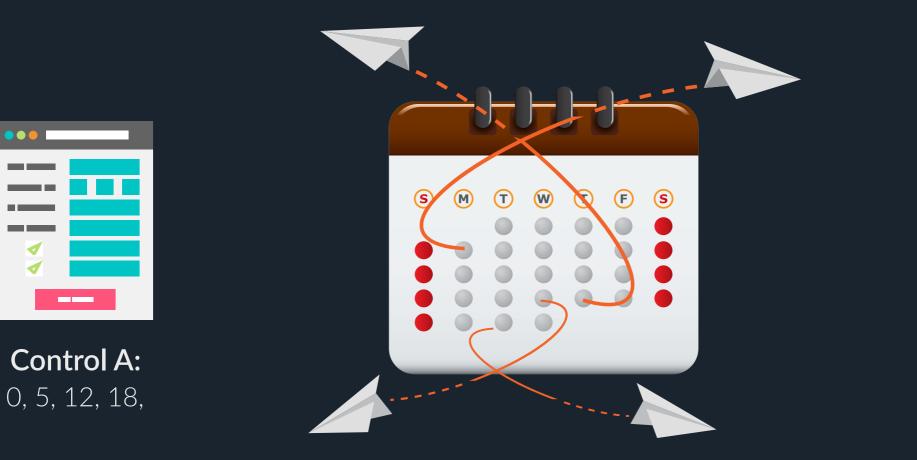




Real-Life Example LasikPlus Email Program



Test 1: Cadence Test





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

33% improvement in conversions

(scheduled a free appointment)

Test 2: Call-to-Action Test

Lasik**Plus**



Yes a sectore

In about 15 minutes,* you won't believe your eyes.

Dear Sobhan,

LASIX can be a life-changing event for the better. Everyone looks at LASIX with different hopes and reasone, which is why each person has a unique path - a personal journey - to reach what we call the mirade moment.

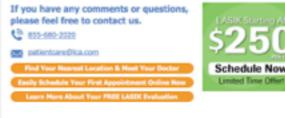
Shortly after your procedure, you'll be amazed at what you can see without the need for eyeglasses or contacts.* It could be an simple as seeing your alarm clock clearly. Or having a splash contact with your kids in the pool. Or packing your bags for a trip without having to pack glasses, solution, etc.

Read other people's mirade moments >>.

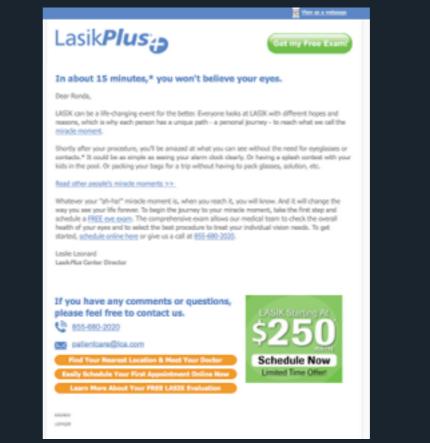
Whatever your "ah-hat" minade moment is, when you reach it, you will know. And it will change the way you am your the forever. To begin the journey to your minade moment, take the first step and schedule a FBEE ever even. The comprehensive even allows our medical team to check the overall health of your even and to asked the best procedure to treat your individual vision needs. To pet stated, just click the "I'm Reedy New!" button or give us a call at 855-680-2020.

Lesle Leonard Lask/Nue Center Director

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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





#InnovateEmail





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