Fresh Start TO Stale Lists

3

REVIVAL
OPTIMIZATIONS

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How Email Marketing Lists Get Outdated

Businesses often lose contact with existing email databases. The dynamic nature of digital markets prohibit any list to be eternally strong. Responses grow cold, new products and prospect markets emerge, and lists (even with confirmed opt-ins and successful campaign history) become outdated for subsequent market environments.

Not Contacting a Particular List for Months, will Outdate it

- An industry average across all B2B segments show, campaigns customized to customer interests generate 14% more click-through rates and 10% added conversions. Needs of customers from a particular list don't change at same pace with the market. As newer products come in, marketers look for fresh customer segments rather than pushing the new product to old-list purchasers.

- 6 months is the general permission time-limit for contact databases. Any list not contacted within this time-frame will have to be re-opted for the same.

- For **B2B email lists**, the average participant changes her/his email address every year, making them hard to track once not contacted for some time.

- Data decay is another major problem. Good email addresses go bad, and about a quarter of all corporate email lists is lost every year globally.

Most marketers
DON'T USE THE DATA
from their
Email Marketing lists

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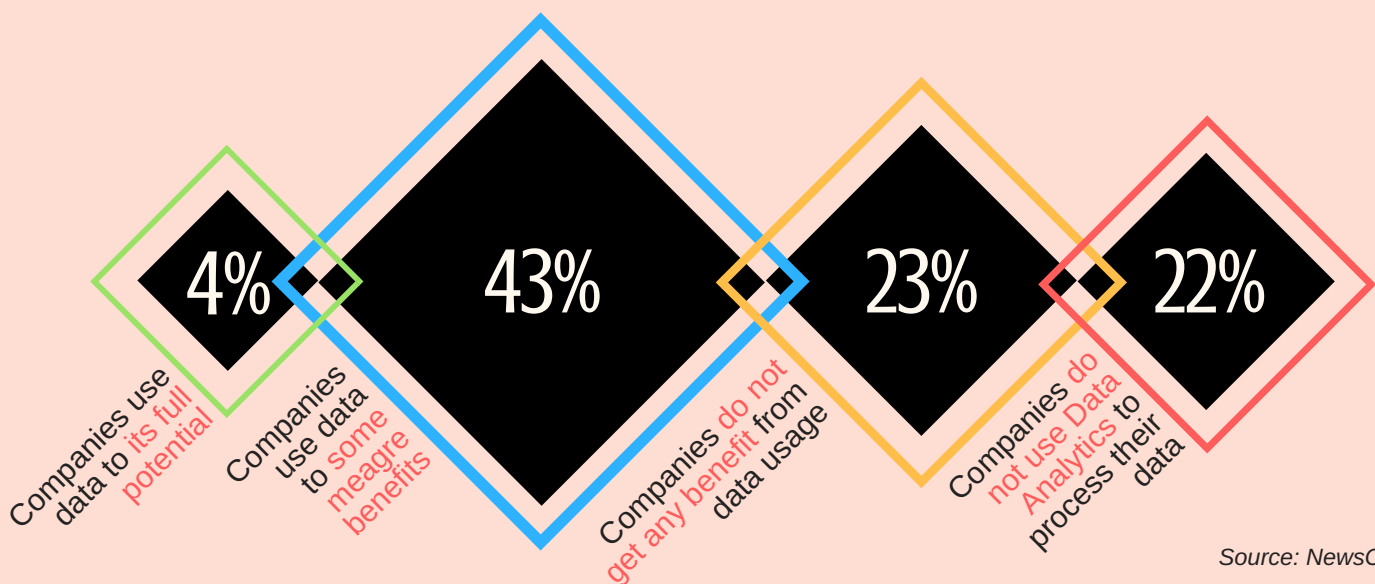
How Email Marketing Lists Get Outdated

Mankind is probably sitting on the largest pool of data in its entire history. Ironically, data's use as a modern decision-making tool now is more neglected than ever. Data Decay – a phrase that is doing the rounds more often with every passing year, bears proof to that.

Zeta- and Peta-bytes of data is being lost by companies without a shred of actionable insight being procured.

This brings us to one important question:
Do B2B marketing companies use their contact databases to their full potential, if at all?

How Well Do Companies Actually Use Their Email Lists

4% — Companies use data to *its full potential*

43% — Companies use data to *some meagre benefits*

23% — Companies *do not get any benefit* from data usage

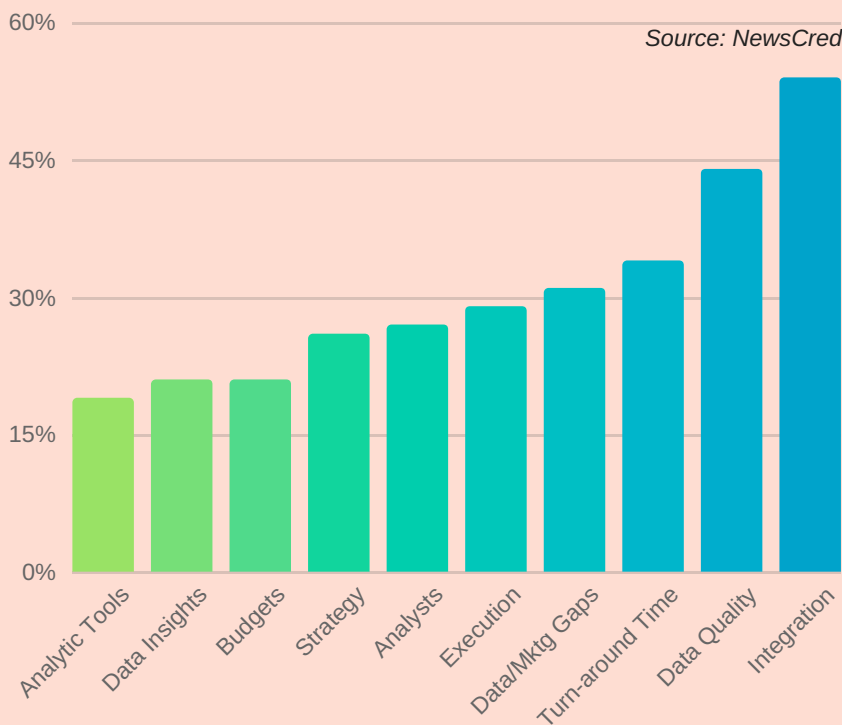22% — Companies do *not use Data Analytics* to process their data

Source: NewsCred

By the results of a NewsCred survey, **23% of companies don't benefit from the data** they have while **22% do not apply it on any level whatsoever**, making about half the marketing world blind to the data revolution and its decisive potential.

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HOW EMAIL MARKETING LISTS GET OUTDATED

Where Companies Dump Their Data

Source: NewsCred

Chart showing percentages by category:
- Analytic Tools: ~19%
- Data Insights: ~21%
- Budgets: ~21%
- Strategy: ~26%
- Analysts: ~27%
- Execution: ~29%
- Data/Mktg Gaps: ~31%
- Turn-around Time: ~34%
- Data Quality: ~44%
- Integration: ~54%

(Y-axis: 0%, 15%, 30%, 45%, 60%)

Where do companies lack in the Data Decay game?

To answer this, LinkedIn recently concluded a study with the following reasons for companies to fail with their data:
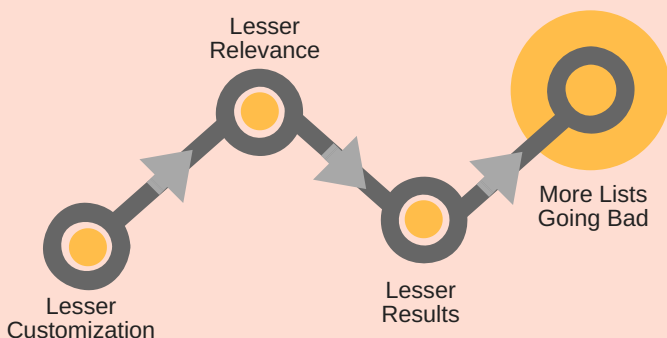
- Absence of **Analytic Tools (19%)**
- Absence of **Strategic Road-map (26%)**
- Absence of **Analytic Expertise (27%)**
- Absence of **Execution Resources (29%)**
- Absence of **Systems Integration (54%)**

Right from resources to its execution, in each step corporations across the globe fail to use the vast pool of customer information available to them.
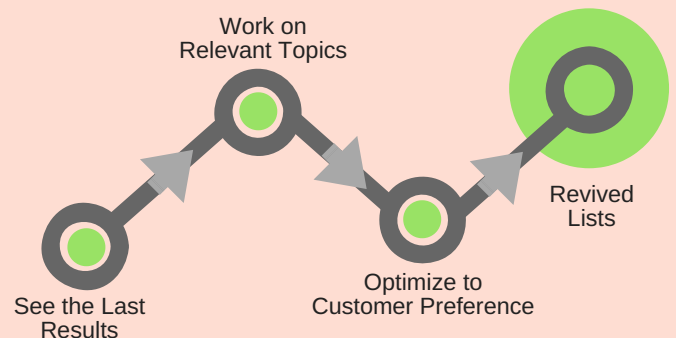
This statistics has been collected from a LinkedIn survey for large establishments, with workforces greater than 1000 employees. It proves the fact that corporations, irrespective of their size or reputation, are neglecting data insights.

What does it mean for outdated email lists?

Lacking information on reader interests means:

- Lesser Customization
- Lesser Relevance
- Lesser Results
- More Lists Going Bad

On the other hand, this can be your revival path too:

- See the Last Results
- Work on Relevant Topics
- Optimize to Customer Preference
- Revived Lists

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HAT-TRICK TO RE-ENGAGE STALE EMAIL LISTS

Identify List Participants' Nerve-Points... Again!

The best process to re-engage old recipients is to start over again.

Client Re-Evaluation Parameters:

- ✓ Purchase Criteria
- ✓ Pain Points
- ✓ New & Old Goals
- ✓ Current Occupation
- ✓ Demographic
- ✓ Information Source
- ✓ Last Feedback to Your Services

Source: Tipping Point

Let's assume that a mid-aged business professional receives 100 emails (business or otherwise) in a day.

Out of the 100 mails, 20-30 will go in the spam basket. The person herself will skim most of the mails, leaving out 20-25 at most for readership. When you multiply this 25 (for maximum case) to 180 days (6 months being the legitimate time-limit for opt-ins) it is safe to presume that she will be completely lost when you refer to the last interaction she had with you.

What's worse! If she *does* remember you by any chance, that means she had expected your reply and you had kept her waiting… well, for a very long time. The final point being, scratching on old wounds will only make your chances worse. Turn a new leaf!

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HAT-TRICK TO RE-ENGAGE STALE EMAIL LISTS

1. Identify Your Recipient's Current Interests

Whatever previous reader interests you had jotted down – scrap them. Build a new KYC form for your old-list recipients. Identify their nerve points – again!

Keep a note on the following pointers:

• **Demographic** they currently belong to (age-index, economic strata etc.)
• Match their current **Occupation** with past history
• Their **Pain Points**, based on personal and professional preferences
• Long- and short-term **Goals**
• **Information Source** – online or otherwise
• **Purchase Criteria**
• **Feedback** to your products/services

Let us have the best understanding of your request.
Answer these 3 simple questions:

1. Is your marketing database catering to professionals or retail consumers?
_____

2. Market expansion or Enhanced targeting – which would you prefer your database to do?
_____

3. When did you last append your database, if at all?
_____

Make a friendly questionnaire out of the above information for your B2B marketing campaigns. You can host it as a quiz, a survey, or any other way that keeps the interaction interesting.

Beside, is an example. We recently released a document on data appending with a questionnaire at the end with only three questions.

The simple layout and the straight-forward approach kept the form easy to fill, as well avoided any prying suspicions.
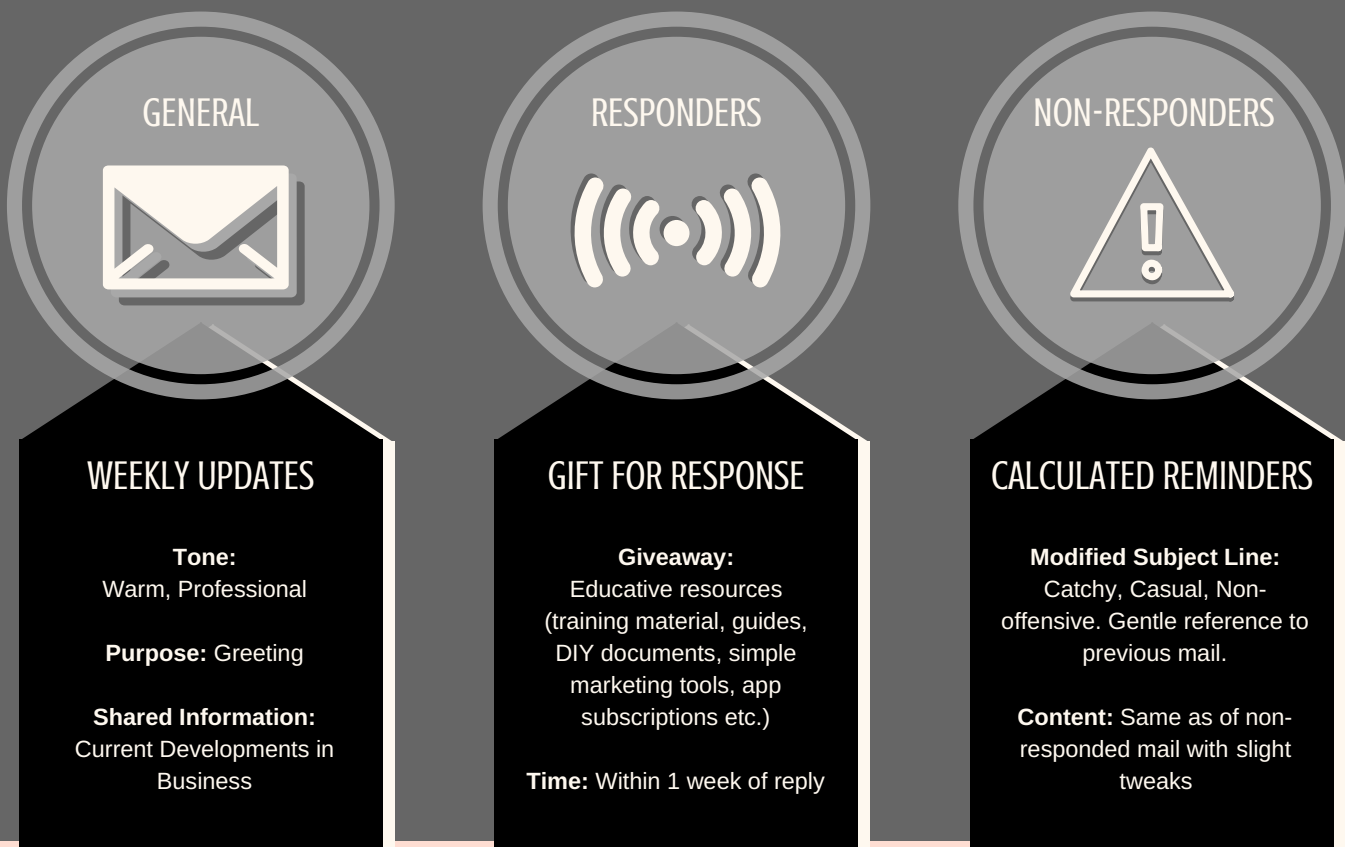
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Hat-Trick to Re-Engage Stale Email Lists

2. Make a Chain of Emails to Gradually Increase Involvement in the Brand

Clearly strategize a road-map of campaigns for your old list. Don't set high expectations. At first, you may find open rates as low as 20%.

Design your email calendar for three reader baskets:

a) Send generic campaigns on weekly-basis
b) Reply to responders with a gift
c) Generate reminders for non-responders

GENERAL

RESPONDERS

NON-RESPONDERS

WEEKLY UPDATES

Tone:
Warm, Professional

Purpose: Greeting

Shared Information:
Current Developments in Business

GIFT FOR RESPONSE

Giveaway:
Educative resources (training material, guides, DIY documents, simple marketing tools, app subscriptions etc.)

Time: Within 1 week of reply

CALCULATED REMINDERS

Modified Subject Line:
Catchy, Casual, Non-offensive. Gentle reference to previous mail.

Content: Same as of non-responded mail with slight tweaks

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Hat-Trick to Re-Engage Stale Email Lists

3. Append Your Old Database with the Available Information

Your old list subjects have changed over time. So has your database. There are two ways to get by these irregularities, and give your list a fresh start.

a) Repair on an individual level: Correct and confirm updated participant information individually.

b) Append your list: A complete new set of customer information may come in more useful than individual repairs. This removes accidental glitches of missing out on necessary corrections, and adds value and efficiency to the updating process.

Applying Professional Data Appending

Good news about appending services is that there are **professional service providers** who can do it for you. This saves added infrastructure costs as well as your marketing ROI.

Arranging (if not creating) whole departments for reviving old lists requires:

- **Budget**
- **Resources**
- **Expertise**
- **Technology**
- **Time**

Let **professional data managers** get your outdated lists up and running in no time. Utilize the free time to strategize your company's next move. Once your old lists are updated, your customer retention strategies will also require a plausible boost.

Remember, there are
NO
OUTDATED
LISTS
in email marketing

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Signing up is a powerful signal of intent to buy. Send them emails until they do

~ Dela Quist

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