

# HOW

TO COUNTER YOUR 5  
POOREST CAMPAIGN  
CHOICES WITH DATA



**SPAN**  
GLOBAL SERVICES  
GLOBAL GROWTH PARTNER

# Introduction: Readers vs. Subscribers

Your email database is where all your customers are – existent, and potential. Collected from multiple sources and channels, they are subscribers to your various email marketing campaigns too. They are what you know in digital marketing as, your active subscriber-base. But about 89% marketers are guilty of treating their readers as mere numbers in the lead generation machine. Result: a list of ripe prospects turning into couch potatoes over time.

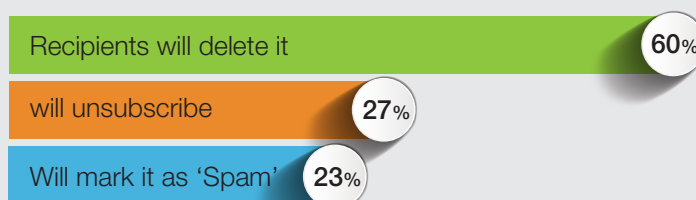
Amassing huge number of leads in your mailing database from standalone campaigns may prove great while crunching the numbers. Yet, qualifying and retaining them till the end of the conversion cycle requires much more than a catchy punchline.

According to one of Campaigner's research documents, marketers using "life-cycle campaigns" (strategic long-term engagement campaigns) are worthy of achieving 3-times more conversion rates than standalone campaigns. On the other hand, standalones have much higher rates of leads per campaign. So, what's the catch?

## Understanding "Passive" Subscribers of Your Mailing Database

### What

happens when a "reader" doesn't like your mail?



So, in spite of an irrelevant pitch (too aggressive, too generic, or otherwise irrelevant), you will have about 60 people on an average in 100 who will just delete the mail, but will still remain subscribed to your mailing database. These are your "passive" subscribers, who repeatedly don't take any action on your mails, and turn into unsubscribes eventually.

Once active participants, your passive subscribers have lost their initial interest due to your irrelevant value-additions and disconnected content. Though with initial success, this is how marketers lose out on active prospects in the long run.

## 5 Campaigns Choices that You Wished to Re-take

For a marketer, “the right time, the right person, and the right pitch” is of essence in achieving ROI targets. Getting it right one time will get people interested, and on your list. Here are 5 times when you couldn’t retain them:

### 1 ▶ You chose money over time.

Time is money, but you chose revenue targets over it. You chose not to follow a timeline, and sent campaigns according to availability of resources. You failed to utilize the timely exposure in your recipients’ inbox. People stopped expecting your mails because of your uncertain intervals.

#### You lost out on...

- Seasonal (time-bound) campaigns
- Creating your own campaign season and preparing for it

#### Counter-measures:

Your [email marketing](#) calendar is just not a value-add for your marketing prospects. Leading marketers maintain their campaign calendars for every quarter (if not for the whole year), to stay ahead in terms of content needs. Anything extra, would just have to be adjusted in the calendar and your marketing strategy will have a direction to build upon.

### 2 ▶ You chose global over local.

You thought all of your audience is globalized, and are aware of all updates across the globe. Your audience wanted to create an impact near their business base first. They didn’t find your campaign useful.

#### You lost out on...

- Harping on local favorites
- Recent business opportunities specific to the region
- Cultural reverberations in the pitch tone and design

#### Counter-measures:

Customer preferences change with the changing regional and socio-economic environment. Geo-targeted customer profiling (or [Geo-targeted databases](#)) can revive the regional relevancy barrier, and your campaigns can focus on the local advantage.

### 3 You chose the tie before the neck.

Your technology products/services were designed to suit the needs of a particular industry. By not **segmenting the list by industries**, your mail became a generic pitch and you missed out on the specific features that could have proved useful to the targeted industry.

You chose generic over the Generals of the organization. By not creating a **proper buyer persona**, you targeted the wrong people, ones who didn't have a decision-making authority in the company. They didn't find it their responsibility to share with the decision-makers, and your emails were ignored.

#### You lost out on...

- Industry-specific promotions and offers
- Role-based personalized campaigns

#### Counter-measures:

Personalized email campaigns come with being specifically useful to the reader. It starts from knowing their roles and responsibilities. 'Industry', and 'Job title' fields are **important appends** in your mailing database.

### 4 You chose short-term gains over long-term losses.

You didn't continue what you started. People got wary of your commitment, and started re-considering their decision to stay connected with you. Your campaigns lost out on content marketing's first law: long-term engagement. The purchase cycle was disrupted.

#### You lost out on...

- Nurturing Campaigns
- Legitimate conversions

#### Counter-measures:

While there will be special campaigns to target new users, there will be the old ones already sitting in your list, and require upgradations in their respective buyer-journeys. A proper nurturing workflow, separately for "existing customers" and "existing leads", must be created and maintained.

### 5 You chose analog in a digital world.

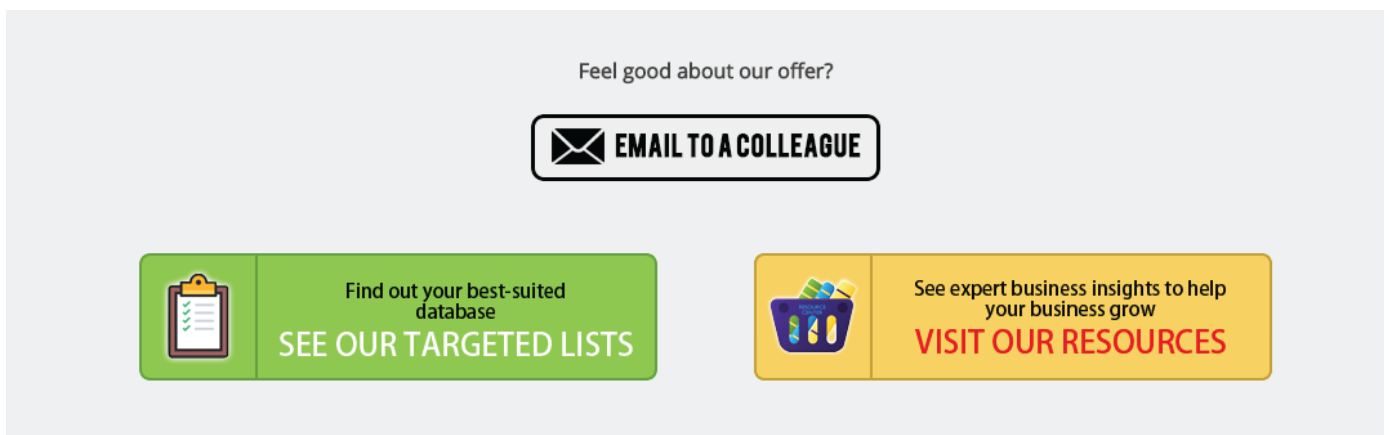
The biggest mistake of all: you ignored the importance of real-time. Your marketing team didn't apply auto-response tools, or immediate response teams to reach the readers when they interacted through the mail. While you missed the opportunity, they kept looking for better alternatives on the net, and found your competitors.

## You lost out on...

- Real-time responses
- Competitive edge

### Counter-measures:

Starting from nurturing to service feedbacks, marketing automation is required in every step of the campaign process. Marketers prefer integrated tools that combine campaign, CRM, analytics, and service responses. Simple features like an auto-response feature in the automation tool are cost-effective but useful installations.



Here's how we applied an auto-response button at the acknowledgement page in one of our campaigns

### Final Assessment:

You can't send just any campaign to your subscribers. Remember, they are also your readers, and hopefully, your future customers too. Send a campaign which they value, and they will value you as an efficient marketer. It's a simple give-and-take.



**SPAN**  
GLOBAL SERVICES  
GLOBAL GROWTH PARTNER

### About Us:

Span Global Services brings to the table first grade innovative data services for diverse companies - 42 million verified customer records and pro-change strategies. Our execution styles are versatile for which different types of industrial players find Span Global Services a useful stepping stone towards building excellent brand value and maintaining it.

W: [www.spanglobalservices.com](http://www.spanglobalservices.com)  
E: [info@spanglobalservices.com](mailto:info@spanglobalservices.com)  
P: 877-755-0023

FIND YOUR READER HAPPINESS INDEX IN OUR  
INFOGRAPHIC SEE IN FULL RESOLUTION

[CLICK HERE](#)