

Workflow: Skim the Cream Lead Generation

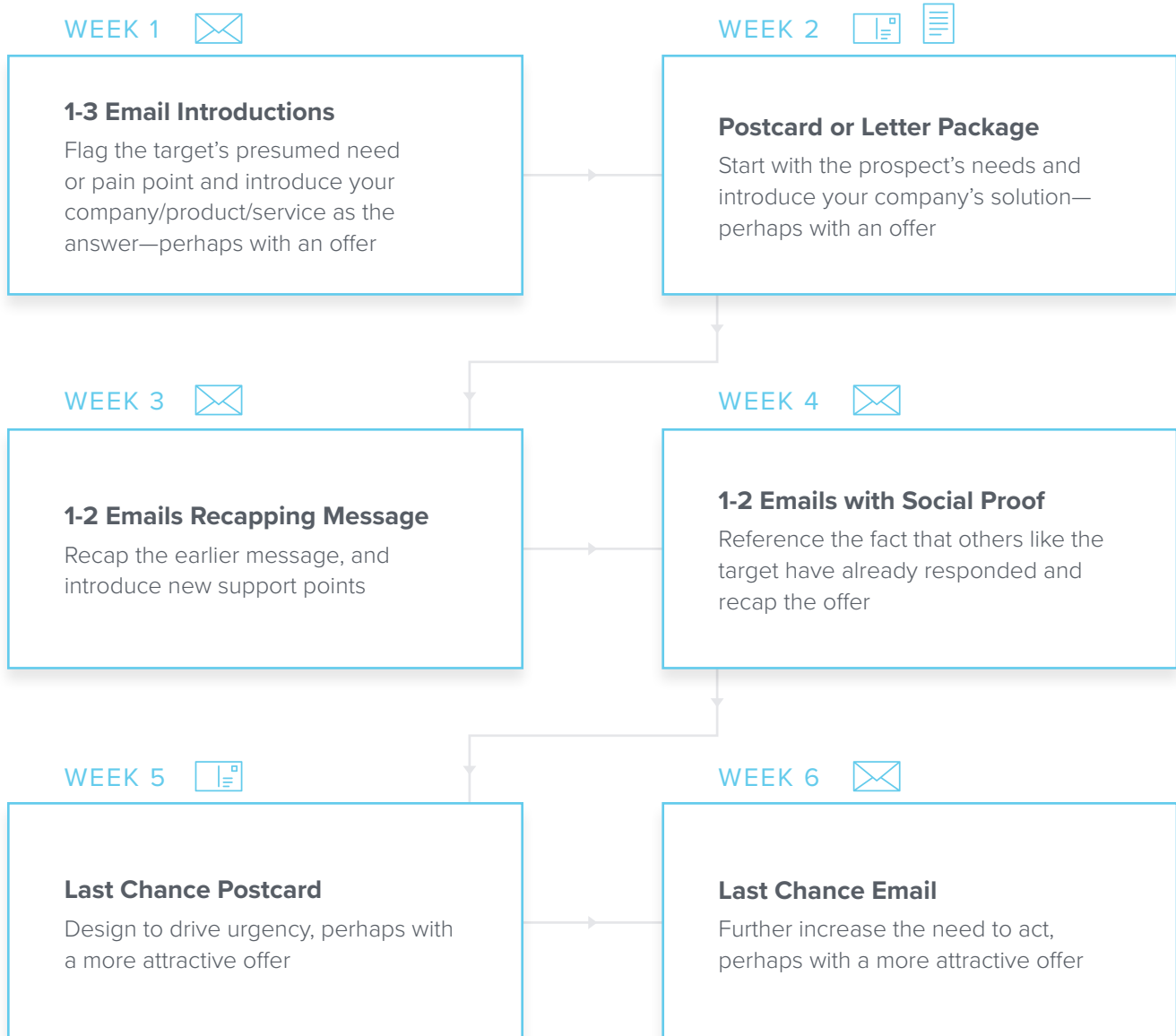
The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

GOAL: Generate Leads from Paid or Acquired Email Lists

Converting prospects into leads can be challenging. Factors that influence success include the quality of the prospect, the competitive environment, the fit of your solution, and the timeliness of your campaign.

Approach: Since these are prospects, start with email, which allows you to “skim the cream” with this more affordable channel. Then, use direct mail in your campaign to try to quickly convert holdouts on your list.

SUGGESTED CAMPAIGN:



NOTE: As prospects convert, move them out of flow. After week 6, the remaining prospects may be “rested” and set aside for a future effort.