

Workflow: Raise the Dead Cold Lead Touches

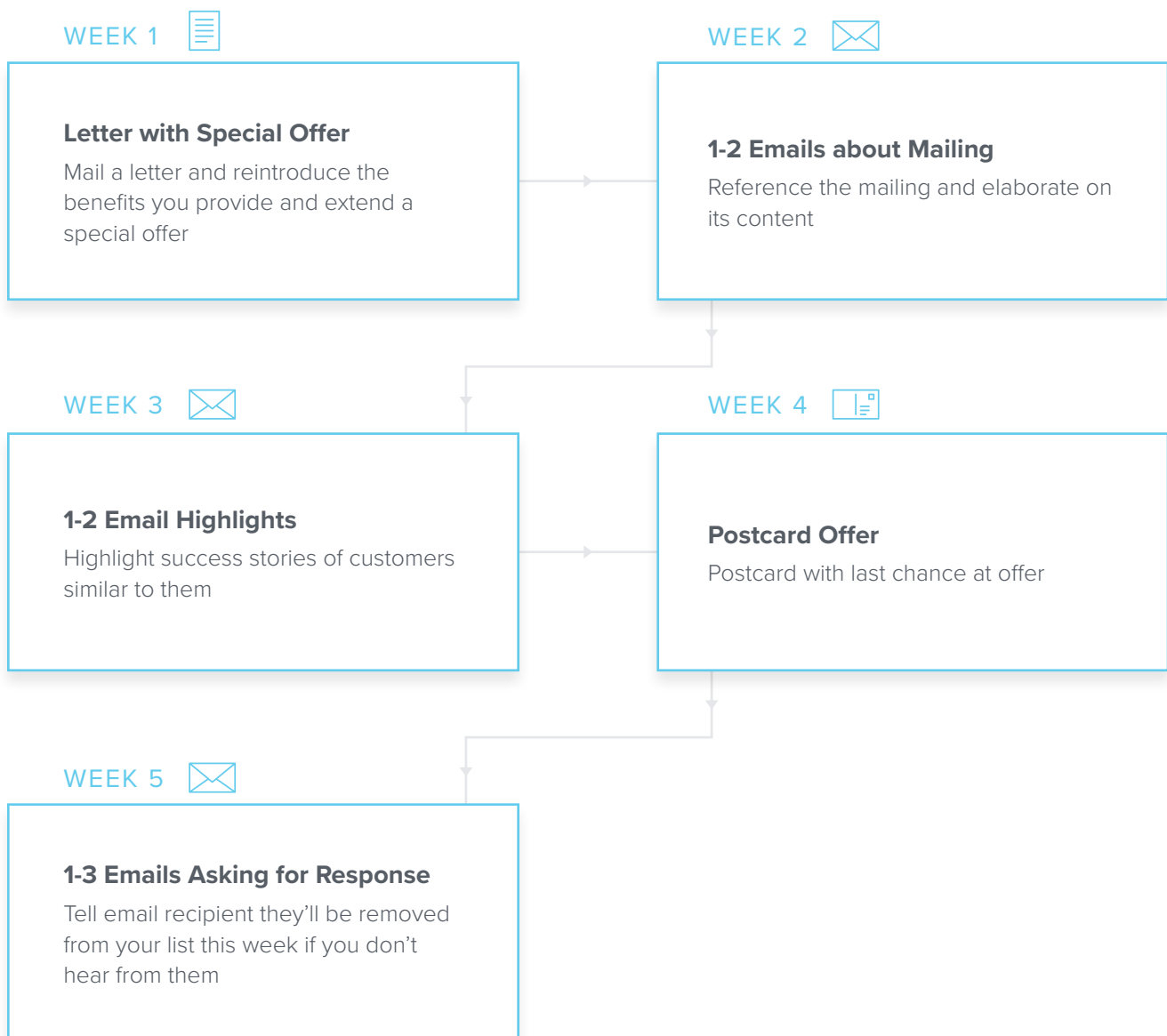
The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

GOAL: Reactivate Cold Leads

Cold leads are frustrating, because they demonstrated interest at one point—yet failed to convert for reasons that are typically unknown. However, there is often life in a percentage of them.

Approach: Because they likely ignored your last emails, start with a short letter in an envelope. This will get past any B2B gatekeepers as well as attract more attention than an email might. Follow up with a series of emails interspersed with direct mail to create a double-barrel effort to reactivate these leads.

SUGGESTED CAMPAIGN:



NOTE: Once a lead responds, remove it from this flow. If people request to be removed, you must honor that request. However industry stats show an average 5-15% reactivation success rate with Week #5's tactic.