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## What is an Email Outreach Campaign?

### Email Outreach Campaigns.

An email outreach is a direct and personally tailored email and forms an incredibly powerful and scalable strategic foundation, providing a strong flow of leads to support Sales Team objectives as well as complementing other marketing campaigns.

### Does Email Outreach work?

Put Simply: **The fact that you are reading this document right now means it does.**

### Key facts about our Email Outreach Lead Generation campaigns:

- A significantly lower CPA than other channels.
- ROI tracked so Campaign CPA is accurate.
- Scalable according to your requirements.
- Geographically targeted to suit your market penetration objectives.
- Industry specific targeting.
- Easy integration with existing Sales Team Process and prospecting flows.

## **Campaign Overview.**

We will generate qualified leads which have genuine and expressed interest in your service. This is not only scalable, but highly targeted. Your sales Team need only call genuine prospects.

**Turn your Sales Team from prospectors to closers.**

The type of leads we can obtain for you are:

- 'Ready to Buy' opportunities.
- Referral Partners
- Commercial Networking Opportunities

## **Methodology.**

These leads shall be generated by a highly targeted email campaign directly to the decision maker. The decision maker will respond with their level of interest. Only when they respond with positive interest is it classed as a lead and forwarded directly through to your Team.

Your Internal Team then takes the lead forward to its outcome. The goal of the campaign is to generate opportunity (***lots of opportunities***).

## **Qualification Parameters.**

The leads forwarded to you will contain the following:

- Full Name
- Company
- Title / Position
- Email
- Phone / Mobile
- **PLUS:** Consent to get in contact to discuss the opportunity.

## Typical Responses.

The type of responses received vary depending Industry and campaign type. The common theme however is the **permission to take the 'informed' conversation further.**

Hi. I'm interested. Can you give me a quick run down on how it all works?

What are your costs? I'm interested but would like to have some idea about pricing first please.

Please send through more information on what you do so I can evaluate properly.

Sure call me on my mobile please.

I would be interested to hear your ideas.

OK. I've looked at your site and understand what you do. I'm interested. Please arrange a time to discuss via my P.A

Sure. Happy to have a chat. Cheers. James

Definitely interested in a discussion, how about middle of next week?

You can call me after 10am on Friday if you like

I am due to go on annual leave next week so how about a conference call when I return?

Can you also send me a Top Level disucssion document so I can prepare my questions. Thanks!

How much do you charge for this and are there any contracts?

## **The Campaign Set Up & General Process.**

### **Campaign Discovery and Objectives.**

- Who is our ideal decision maker?
- What problems do they face and what is our solution?
- How many leads per month do you require to satisfy your Sales Team?

### **Campaign Set Up.**

- Development of key messaging and outreach copy.
- CRM integration and lead delivery.
- Domain and Email established.

### **Target Market Data Acquisition.**

- Data collection of ideal target market.
- Market investigation for horizontal campaigns.

### **Campaign Commencement.**

- Soft launch to test messaging.
- Full campaign commencement after soft launch testing.

### **Lead Delivery.**

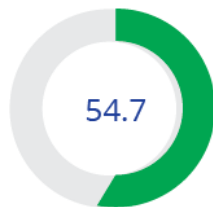
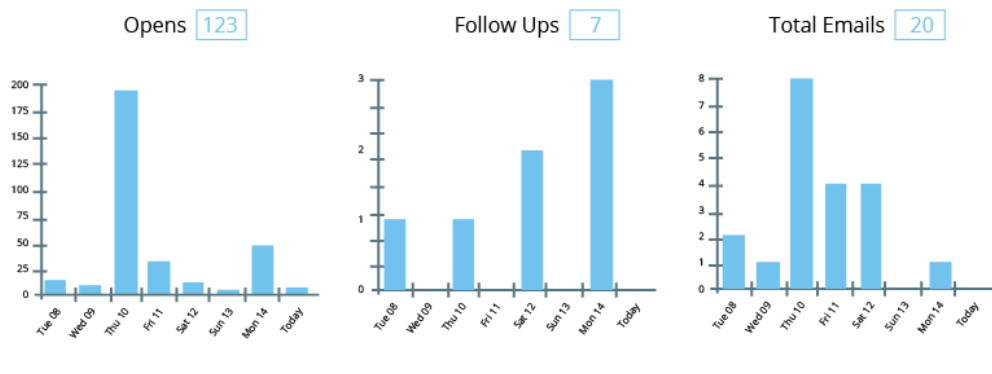
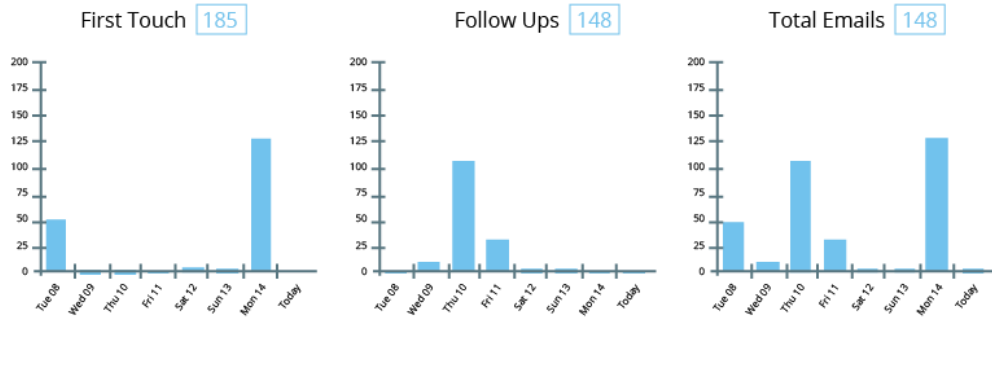
- Via Client CRM or web based email portal.

### **ROI Tracking and Scalability Opportunity.**

- Lead to close rate tracked and CPA deliverables.
- Future market analysis for scalability.
- Feedback and review.

## Campaign Reporting.

Visibility is key to everything we do. All leads are loaded into the CRM so your Sales Team can log in, view, and work the leads. You be able to see all leads produced, the current working state and close rates. Complete transparency!



Open Rate  
214 Prospect(s)



Click Rate  
16 Prospect(s)



Reply Rate  
56 Prospect(s)

## Technical Information

### Is this SPAM?

No it is not SPAM. We do not add people to mailing lists (these are personalised, one-to-one emails), we use your business address, we don't misrepresent who we are, or use misleading subject lines. People are free to not receive any future email correspondence. We strictly adhere with the Can Spam Act Compliance Guidelines - [View Here](#)

### Sender Email Address.

We will set up an alternate email address on your behalf that is closely aligned with your current brand and domain name. This serves to protect your current email addresses and also allows us to filter the leads into the Prospect Portal as they come through.

### Email Delivery.

We will use a 3-4 step email sequence funnel spread out over time. This is not about inundating the prospect, but rather 'gently' reminding them of who we are, what we do, and an easy way they can get in touch if, and only if, they are interested to take the next step.

## We Are Offshore

Scalable staffing solutions that allow you to grow your business.

We are amazing...We Are OffShore!

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The logo features the words "We Are" in a black, handwritten-style font, positioned above the word "[OFFSHORE]" in a bold, black, uppercase sans-serif font. The word "[OFFSHORE]" is enclosed in square brackets that have a yellow-orange gradient fill and a black outline. The entire logo is centered within a large white circle.

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