

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Video 27: Identifying Sales Opportunities

Hello, and welcome to the next video on The Successful Print Sales Circle on creating a really powerful email newsletter. Now, it's all very well building a powerful email newsletter that people like and look forward to receiving, but it's really only worth your time and effort to do this if you can use it to drive sales. And this is where I see so many companies going wrong. So many companies hope that the newsletter will act as a powerful branding exercise and that when people see the newsletter, they'll automatically be driven to buy from them. Others are a little bit more advanced in this, and they'll send out emails with a call to action, just like I've been encouraging you to do. But the call to action is generally to buy, and either you buy or you don't buy. They're certainly not doing anything else to encourage you to take that action once you have or you haven't clicked on that link.

Now you can take this so much further instead. Your newsletter creates a lot of useful data. And many people are firstly, not aware that they can have that data. And secondly, even if they are aware of it, they're not really sure what to do with it. But we should always be looking at that data and we should always be acting on it. The strategies I'm going to talk to you about today are very simple. They're not time consuming, but they will do two things. They will build your customer engagement with the newsletter, so they look forward to receiving it more, and more importantly, you'll be able to identify warm prospects and take follow-up action with people, whether they're a warm prospect or not. And you'll be able to do that both manually, personally and automatically. And that's the really important bit, the automatic bit means that you can do so much more according to people's actions without having to reach out to every individual subscriber on your newsletter list.

So companies that use these strategies build far better engagement with their prospects. It almost becomes a relationship because prospects trust and like the information they're getting in the right way. They also know when to take that relationship out of the newsletter and build it even further. They're using their newsletter to create a powerful sales pipeline that's going to drive more business. And that means that their newsletter and their newsletter list becomes a real source of sales, a proper sales channel, rather than just a piece of marketing. Those who count on in the old way, they just send out the odd email now and again, they don't spend much time or effort investing in their email list, well, they're missing out on that opportunity to build that relationship with a much bigger list, far more than you could do if you were just carrying out one-to-one sales and they're missing out on the opportunity to use their list as a sales driving mechanism.

So today, we're going to do two things in this video. We're going to look at the data and we're going to use that data to review your content, to make them newsletter even more engaging. And then we're going to use that data to make sure that we know who is interested in a particular topic or a particular service or product that you're selling. We're going to measure engagements with each piece of content so that we know what works and what doesn't work. And we're going to know exactly who's a warm prospect, whom you should follow up with, and we're going to look at ways to do that automatically. Does that sound good? Let's get going with the action plan.

Step one is to download the right reports. So you've got a lot of data that you have access to and your email provider should make it easy for you to be able to access the data that you want. I'm going to encourage you to focus on three reports. Two are from your email provider and the third, if you have Google Analytics or a similar package for your website, you'll find useful as well.

So let's dive in with the email provider ones first. The first thing you can do is you can download a list of all the email campaigns that you've sent over a specific period of time. It can be the whole lifetime of your email newsletter list if you want. And it will give you, for each campaign, the click-through rate and the open rate. So the open rate is who's actually clicked on that newsletter when it's landed in their inbox, and we presume they've started reading it at that point, but they've gone past the headline and they've shown a desire to engage with that email in some shape or form.

The click-through rate is for any link that you have in that email. So if someone then clicks on that link, that is measured and you will get that in the report as well. The report can be downloaded as a CSV file, so you can load it into Excel or any other common spreadsheet program and play around with it as well. And we'll look at doing this a little bit more in the following step.

The second report I'm going to encourage you to download from your email provider is possibly the most powerful data, because you'll be able to see exactly which individuals have clicked through on which links. Imagine that. If you send me an email and you put two links in there, you'll be able to see that I've clicked on the first link and I haven't clicked on the second link. And you'll be able to see that I was so interested that I clicked on that first link three, four, five times. All that data is in that second report. Again, you download it as a CSV file, but you download it by campaign. So you only get one CSV file for each email, as opposed to one CSV file for the open and click-through rates, which covers a whole range of emails.

The final report I'm going to encourage you to download comes from Google Analytics. Now, Google Analytics has a whole range of things that you can do in Google. I'm not going to go through all of them in this circle because there's just too much that you can do. But this one is very useful for your email list as long as you are directing people to your website and particularly if you are posting your email newsletter content as blogs as well on your website.

So the report that you want to download is in the behaviour tab of Google Analytics, and you're going to click through to site content and then landing pages. And that will show which pages are most popular for people to go to first on the website. In other words, which ones have you directed people to, and which of those links have worked? For example, if I have a range of blogs, I use that to find out how many people have read those blogs. And I know they have been driven there by my social media campaigns. So it helps me understand which content is the most powerful content. And again, we'll dive into this in a little bit more in the following steps.

All I need you to do for step one is simply download those reports. In step two, we're going to sort the data. So in the worksheet, I've given you some specific instructions on exactly how to sort those CSV files so that they become more useful for you. So for each one, I've told you how to sort it. I'm not going to go through it on the video because it's all there on the worksheet, and it's probably better if you read through it, but it's a simple matter to sort those sheets so that you get an idea of which of your email posts have the best click-through rates, which have the best open rates. And the two can be very different, by the way. They're not necessarily the same. Which of your landing pages are the most popular, and who's clicking through most on the links for individual emails? So go through that, arrange the data. It's a very simple job to do. It doesn't take long at all. And then we can move to step three.

In step three, we're going to start using that data to take action. And in step three, we're going to review our content. So we're going to look at a couple of the reports that we created in steps one and two, and we're going to use them to see which pieces of content are most popular.

So the first thing we're going to look at is the open rates for your emails. And in effect, what we're saying is which headlines worked best? Which topics grabbed your newsletter audience and made them go, "Yes, I want to read this email"? Now your open rates will depend hugely, partly on how well you've done your content, but also on the size of your list. So when I started off my views in the buy in newsletter list, I had quite a small... just a few hundred people. And I regularly got really high open rates between 35 to 50%. These days, I'm more about 20 to 25%. I'm sending the same sorts of content. I've just got a lot more people on there. I've got thousands of people on there and the engagement does drop off when the numbers rise. It's a common factor in all sectors of newsletter marketing. So don't worry about that if you see that.

You'll not necessarily going to match my rates of engagements. They do vary from industry to industry. And it will depend on the type of content that you're putting out as well. So if you're not matching those open rates, don't worry too much. The aim is to make sure that you're using this data to improve your content. And we're going to do that in the next step. But before then, we also need to review the number of click-throughs.

So the report I asked you to sort in the last step, generating the number of click-throughs that you had in descending order for each email campaign will tell you which email campaigns engaged best once people started reading them. Now you have to put some context into interpreting this report because naturally, people are much more likely to click through to a free resource than they are to a buy now button. Also, the click-through rates are for the total number of links in an email.

So if I sent out an email and it has four resources in it, then it's going to get a much higher click through rate than if I sent through an email with just one resource. So there needs to be a little bit of understanding about what you've sent out to make the best use of this report. But when you've carried out this review, you'll get a sense of which pieces of content were working best and which types of contents were working best as well.

So maybe you included a couple of humorous emails in your content plan, and you sent those out. And now you're looking at the data. You might see these fell flat. Maybe they just didn't work for your audience. But equally, you might see that you sent out some industry statistics and you've got a

much higher open rate and a much higher click-through rate on that. That's great. That means you should be sending more content like that.

Being able to review the data in this way allows you to understand exactly what you can be doing to improve the engagement with your newsletter. And that's what we're going to move to in step four, because step four is to revise your content plan and your content timetable. In effect, you're taking the data that you've got that you looked at in step three, and you're making that into action points.

So in the worksheet, I've given you four questions to answer to help you understand exactly how you should be evolving your content and making sure that you're sending out information that your readers really value. Now, inevitably, when you look through in step three, you probably found that you sent a couple of more sales-oriented emails and that those had slightly less engagement rates and click-throughs. I find that with mine as well. If I send a pure sales email, then it does get less engagement naturally because I'm selling rather than sharing a useful information. And that comes through the headline and it comes through the click-through rates and the buy now buttons as well.

That doesn't mean you should stop sending them. After all, you are using your email newsletter to drive sales. So it's fine to have a few of those emails in there, but for your audience to tolerate those and be more likely to take action on those, it's important that you are sending them content that they really are engaging with at other times. And that's what steps three and four will help you to understand so that you can continuously change your content and make it better and more relevant for your subscribers.

Step five is to review your click-throughs. So now, we're using data again to create actions, but this time, we're going to focus on sales rather than engagement. So the file that you downloaded from your email provider for each individual email campaign contain the names of everyone who had clicked through on a link. These are people that you should be following up with. Either they've downloaded a resource and it's worth following up with them to see what they thought about the resource, why they downloaded it and see if you can help them with some follow up services that will help them achieve the same results as people who have mentioned that resource are achieving, or they clicked on a buy now link and you want to follow that up. Make sure that you just check that list off, first of all, against anyone who may have asked for a quote or made a purchase recently, so you're not chasing up anyone who's already purchased, but anyone who's clicked that link and hasn't yet requested a quote or made an order, they're the people you should be following up with and getting into sales mode.

And that's what step six is all about. Step six is be ready to sell. Now, we're actually going to do a deep dive into this next month and make sure that you can follow up with people both automatically and personally, and I'll have sales scripts for you. But right now, it's important that if you've got some more in prospects, you take action now. Don't wait for next month. Pick up the phone or send them an email and make sure you're getting in touch with them personally and encouraging them to go from being a warm prospect, into being a customer. I'm certainly hoping that as you download this data, you'll see some warm, maybe some hot prospects, and that some of those will turn into business for you this month, but we'll cover much more about that next month.

Step seven, we need to make this a regular activity. This is where using your sales diary comes in. So do go back to the video and the worksheet from month five, where we covered using a sales diary.

And I've given you in the worksheet four things that I want you to enter as tasks in your sales diary, as regular tasks, that you will be doing on a regular basis.

So I've given you those tasks and the frequency with which I want you to put them into your sales diary. If you're using an electronic one, it will repeat it automatically. As soon as you press done, it'll reset the task for the right next timescale. And this will ensure that you are reviewing your data, you're reviewing your content and tweaking your content, and you're looking out for warm prospects on a regular basis. So it's really important that you put these tasks into your sales diary now, so that you're making sure that you're always getting the right results from your email newsletter every time.

And our final step this month is step eight. And of course, as always, it's to share your success. So what I've asked you to do this month is to try downloading these reports and actually come up with a list of things that you're going to do to improve your content, and hopefully a list of warm prospects as well. They're simple tasks to do this month, but they're very important tasks. And particularly that list of warm prospects, you're going to learn so much more about how you can leverage the power of that data in next month's video when we cover the right follow-ups with warm and with cold prospects. And remember, some of that will be automatic. You don't have to do everything. It's not all going to be manual.

Right now, I'm looking forward to sending you another sales phrase podcast next week, and then to seeing you on the next video for launching your products and service the week after. And then at the end of the month, there'll be the group call. And I'd love to hear how you're getting on with managing this data. And if you do have any queries on it, then you can ask me on the call. Or of course, if you're a gold member, do drop an email and I'll do my very best to help you out. But for now, I wish you success analysing that data and being ready to take action and make your newsletter so much more powerful than other people's.