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The Successful Print Sales Circle

Worksheet 27: Identifying Sales Opportunities

Step 1: Download reports

Your e-mail provider will be able to provide you with some very useful data. For each e-mail you will be able to find out the number of e-mail opens and click throughs. Generally, you will be able to download a .csv file containing this information for all the campaigns that you have sent. In addition, you will be able to download an individual report for each campaign which details which subscribers have actually clicked through on a link as well as how many times they have clicked on the link.

In addition, if your website has Google analytics or a similar analytics package installed, you will also find this very useful. One report we will use in this worksheet is Behaviour/Site Content/Landing Pages. This tells you how many people have arrived at each of the pages on your site over a given period.

Download the following reports

- E-mail opens and click throughs for the last few campaigns – from your e-mail provider
- Individual click throughs for each recent campaign – from your e-mail provider
- Behaviour/Site Content/Landing Pages – from Google analytics or similar

Step 2: Arrange the data

Firstly, use the report of E-mail opens and click throughs for the last few campaigns. Sort the data so it is in descending order of opens (i.e. most opens first). This shows you which headlines are working best with your audience.

Create a copy of this report and re-sort the data so it is in descending order of click throughs (i.e. most click throughs first). This shows you which calls to action are working best with your audience.

Sort the data from the Google analytics report so that it is in descending order of popularity (i.e. most visited pages first). This shows you which pages on your site have been most visited over the period you are reviewing.

Create the following reports

- E-mails by order of opens
- E-mails by order of click throughs
- Web pages by order of most visits

Step 3: Review content

Use these reports to establish what content and which calls to action work best.

Remember, the opens are a reflection of the headline as much as the content. Two different headlines for the same piece of content can create very different open rates.

The click throughs show how well the content engaged your audience. Did they read the content all the way down to your link? Did the content inspire them to take action? Expect to have different results according to the number of links you have in an e-mail. And remember that links to resources will almost always have a higher click through rate compared to sales links.

The Google analytics report will help in two ways. Firstly, if you also post your e-mails as blog content it will help you review which headlines work when you drive traffic through social media. In addition you can track behaviour from your blog page to see if people are engaging with the content and following the call to action. Secondly, you can use it to double-check the number of people visiting the call-to-action page. You can also investigate typical behaviour when they visit the page.

Answer the following questions

- What were your most popular pieces of content?

- What were your least popular pieces of content?

- Which calls to action worked best?

- Which calls to action worked least well?

Step 4: Revise your content plan

When you carry out step 3, you will know what you have to do in order to increase engagement with your content. If you carry out this exercise regularly, you can expect to see a gradual increase in opens and click throughs. However, do bear in mind that, typically, when an e-mail list grows then open and click through rates decrease.

Answer the following questions

- What types of content should you increase?
- What types of content should you decrease/remove?
- Which calls to action should you repeat?
- Which calls to action should you delete or modify?

Step 5: Review click throughs

Now it is time to drive sales! Use the report on individual click throughs for each recent campaign from your e-mail provider. Individuals that have followed a call to action are warm prospects.

Check the list of those who have clicked through against relevant quote requests and orders. Those that have not made an order or requested a quote should be followed up.

Create the following list

- Who are the warm prospects that should be followed up?

Step 6: Get ready to sell

For now, contact each warm prospect on your list by phone or personal e-mail. It is also possible to automate this process. We will cover automation and the follow up process in more detail next month.

Step 7: Make this regular

Make sure that you create the right reports and take action on them on a regular basis. You should download a first list of warm prospects within 24 hours of sending an e-mail. The sooner you take action, the warmer the prospect is likely to be. Make sure you download the report again after three to four days. This ensures that any people who take a little longer to act on your e-mail are added to the warm prospect list.

In addition, make sure you download the open and click through rate reports every three months. You should be reviewing your content on a regular basis.

The best way to make sure that you always remember to carry out these tasks at the right time is to create a never-ending task in your sales diary. Refer back to the video and worksheet from month five if you need a reminder on this.

Add the following tasks to your sales diary

- Create warm prospect list within 24 hours of e-mail being sent
- Review warm prospect list within three to four days of e-mail being sent
- Download open and click through rate reports every three months
- Review content timetable every three months

Step 8: Share your success!

You have learned a system to continuously improve readership engagement with your content. More importantly, you are now to generate a list of warm prospects from each e-mail that you send. Here is your goal for this month:

- Download an e-mail opens and click throughs report from your e-mail provider
- Download an individual click throughs report from your e-mail provider

- Download a Behaviour/Site Content/Landing Pages report from Google analytics or similar
- Create an action list for how to change content
- Create a warm prospect list

Fill in the table on the next page to make sure that you complete this task successfully. You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to fill this in: this is your way to check that you are on track with this exercise and are taking action.

Next month you will learn how to best action the sales follow-up process. You learn how to automate follow-up emails. And you learn the best way to follow up personally.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

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