



Lead Generation 101: **Email**

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Email

Email is currently one of the riskiest of all marketing methods. Not only does it fail to yield a high amount of leads in comparison to how many potential leads you will contact, but email marketers also have to navigate legal hurdles to make sure they are within the letter of the law when trying to generate leads through email marketing campaigns.

Just because there are a few drawbacks doesn't mean email marketing can't be effective though. Many savvy lead generators rely mostly on email to gain leads and it works great for them. It all depends on the business and the people behind the lead generation campaign.

Currently there are two methods that marketers use to generate leads through email. There is compliant email, which is basically email solicitations sent to people who have already visited your landing pages and opted into your mailing list. Then there is non-compliant. One way to start a compliant email campaign is to buy opt-in data. Conversion rate is low, but in many cases, participating in an opt-in program can create quality leads at a cheaper price than CPC advertising.

When starting an email campaign there are a few things to keep in mind so that your message has the best chance to be read by

potential leads:

1. *Create an engaging subject.*

Internet users are inundated with spam and email from unknown sources. Make your email stand out.

2. *Keep it short.*

It's tempting to try to cram all of your product information into one long email, thinking that the more words you have on the screen the more likely something will catch the users' eye and they will visit your website and become a lead. Wrong. The more concise your email is the better. The email should be used to grab their attention, tease them with a little bit of information, and then conclude with a big call to action and a link to your landing page.

3. *Minimize the use of images.*

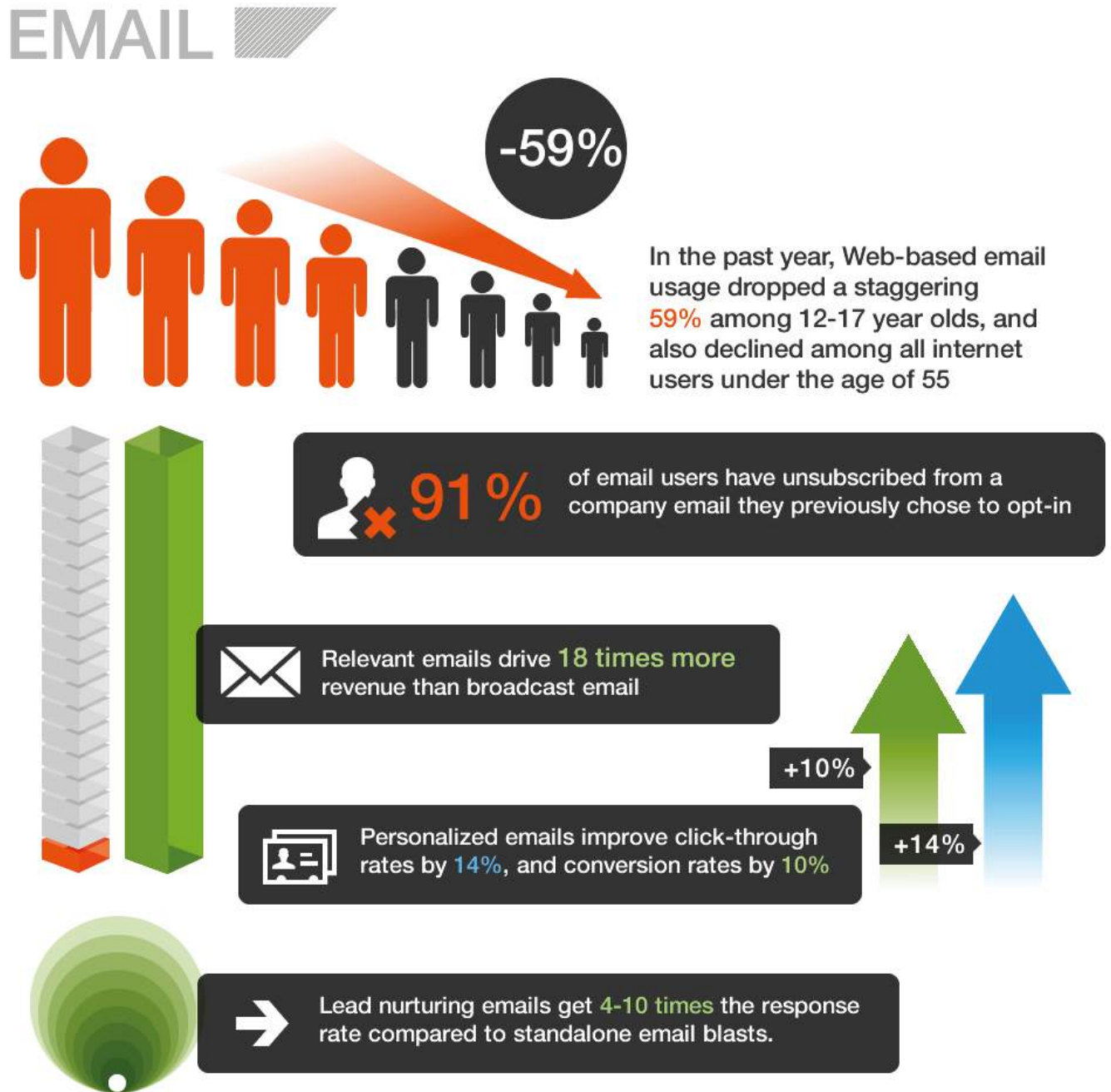
Graphics are great for capturing attention, but unfortunately a lot of email security features

block images from being displayed so that they cannot infect a computer with a virus. Do not rely solely on a pretty image to get your audiences attention.

4. Put an unsubscribe link at the bottom of the email.

In most cases this will keep you within boundaries of the law. Most people

understand that email marketing is how a lot of companies attract business. Receiving one unsolicited email most likely won't anger the average Internet user. But by failing to include an unsubscribe option, emailing the individuals repeatedly will only build up their level of frustration and damage your company's image.



About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses – increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

Want to learn more?

The Team at ClickPoint Software has created this series, Lead Generation 101, to provide marketing and sales professionals more detailed information on the best practices for generating more leads. Download the entire series at www.clickpointsoftware.com

Schedule a LIVE Demo of our software solutions and receive a Lead Generation ROI Report at no cost.

