

5 WAYS TO MAKE YOUR EMAIL CAMPAIGNS TO FARMERS AND RANCHERS MORE POWERFUL.

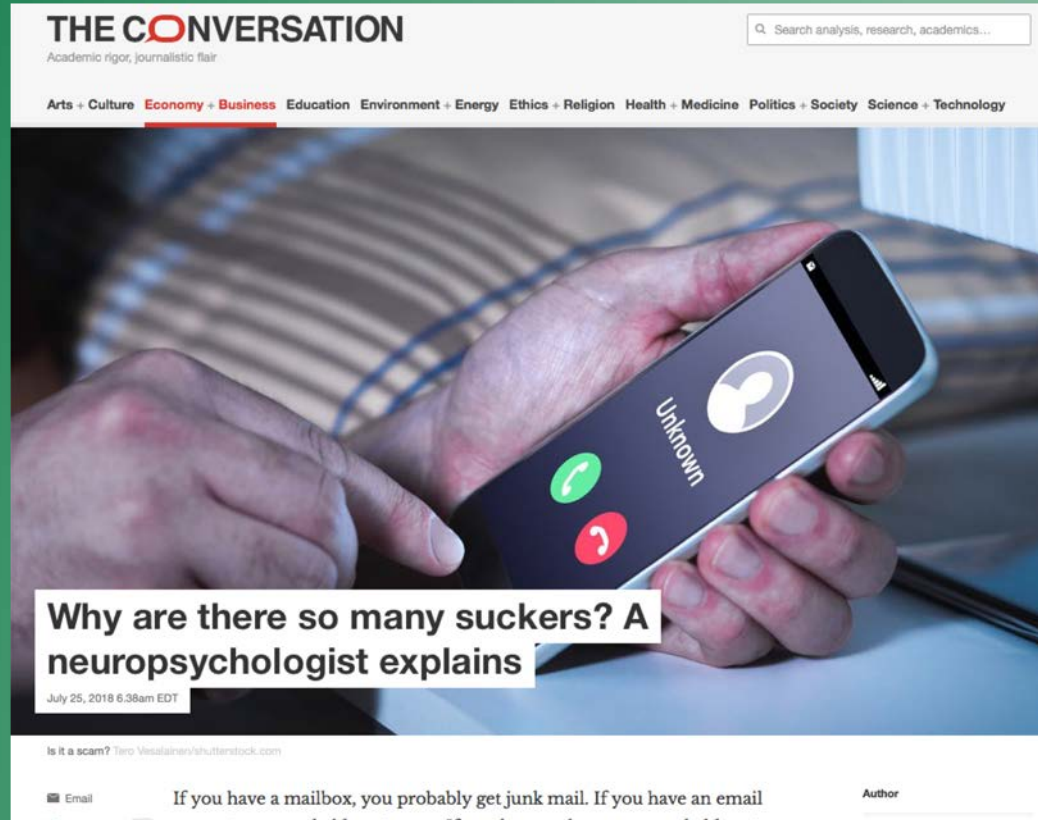


TODAY

- Define Terms
- The 5 Ways
- Summary

Before we begin. . .

NIGERIAN PRINCES AND SWEEPSTAKES



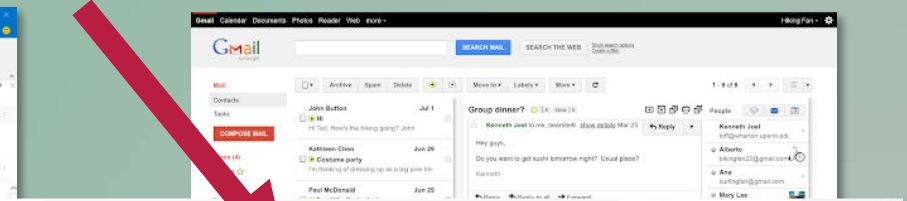
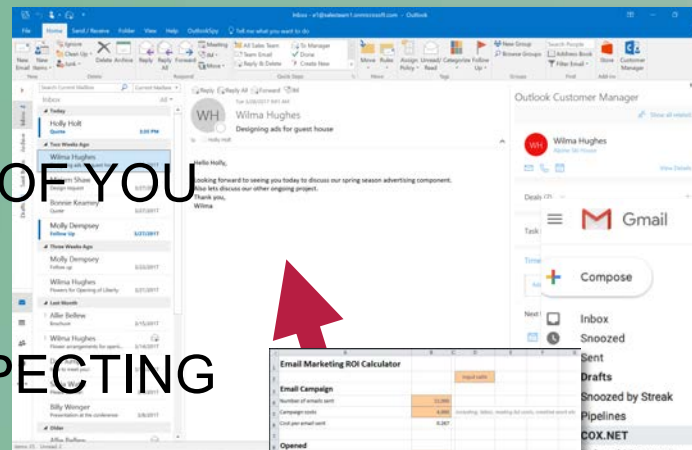
<https://theconversation.com/why-are-there-so-many-suckers-a-neuropsychologist-explains-99980>

RESPONSE RATE: 0.00001%

5,000,000 = 50

GETTING ON THE SAME PAGE

- SEGMENTING
 - I KNOW YOU
 - BUY
 - BOUGHT
 - FAMILIAR
 - I DON'T KNOW YOU
 - CONNECTED?
 - IN COMMON?
 - NEVER HEARD OF YOU
- PREVIEW PANES
- TESTING
- BROADCASTS v PROSPECTING



Email Marketing ROI Calculator		Input fields
1. Campaigns		
Number of emails sent	10,000	
Campaign costs	5,000	
Cost per email sent	0.50	
2. Opened		
Open rate	20.0%	
Number of emails opened	2,000	
Campaign cost per email opened	0.25	
3. Click through		
Click through rate (CTR)	10.0%	
Number of clicks	200	
Campaign cost per click	0.25	
4. Conversions		
Conversion rate	10.0%	
Number of conversions	20	
Campaign cost per conversion	12.50	
5. Return on Investment (ROI)		
Revenue from each conversion	1,000	
Total revenue from conversions	20,000	
Campaign costs	5,000	
Campaign profit / loss	15,000	
Return on Investment ROI	300.0%	

EVENT MARKETING TIMELINE											
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11
Art, science, and sound - Sonos Newsletter Volume 1.5											Jul 31
SONOS To be honest... Before you first he...											Jul 31
Anyone else? - Hey Greg, Trust you've been getting good value from the PW Reports. Wanted to s...											Jul 31
a phone script that tripled my meetings booked (inside) *resend* - Nice language you may be abl...											Jul 30
have teamed up t...											Jul 23
on Monday, July...											Jul 21
ed message --...											Jul 16
Here are con...											Jul 16
Revenue is at...											Jun 15
Barrett > Dat...											May 22
is our inspiratio...											Apr 11

5 WAYS

- IT'S A PROCESS
- WHICH GROUP ARE YOU IN?
- HI, BOB
- TOO MUCH?
- KICK-ASS USERS

+ 1

IT'S A PROCESS

A/B TESTING?

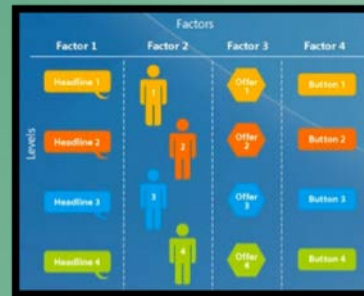
MULTIVARIATE TESTING?

MULTIVARIATE REGRESSION ANALYSIS?

CREATIVE?

COPY?

CTA?



1. FROM
2. SUBJECT LINE
3. PREVIEW PANE



WHICH GROUP ARE YOU IN?



ONE AND DONE?



ORANGE WINS!

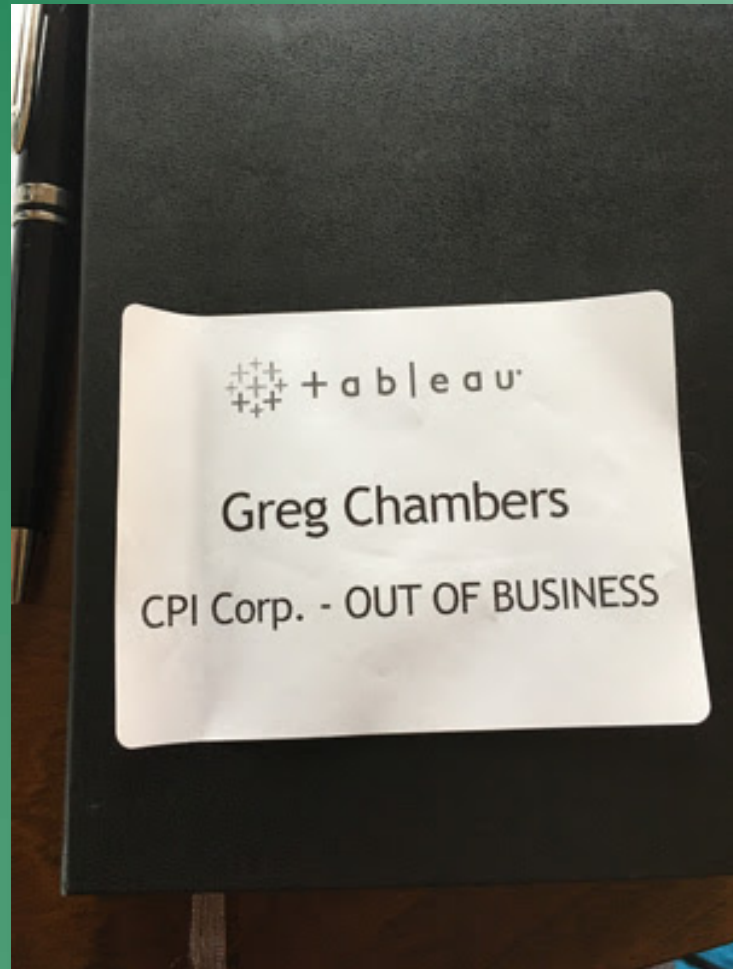
GREEN ROCKS!

RED KILLS!

PURPLE YES!

YELLOW IS BEST!

HI BOB



PERSONALIZATION WORKS...

UNTIL IT DOESN'T

DO YOU HAVE A STRONG DATA
HYGIENE GAME?

TOO MUCH?



WHAT'S THE EMAIL SENDING
UPPER LIMIT?

DRIVEN BY PERCEIVED VALUE
(THEIRS)

KICK-ASS USERS



ABC

YOU DON'T
A-ALWAYS
have to
B-BE
C-CLOSING

THE BONUS

SEGMENT – EXISTING CUSTOMER LIST

"I need a favor. I'm trying to learn more about what my ag customers are interested in. Could you answer a few questions for me?"

- Quick Q 1
- Quick Q 2"

SEGMENT – COLD LIST OUTREACH

"I apologize for interrupting your day here. . .

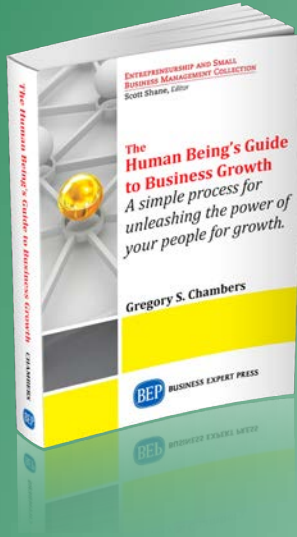
I am [your name] at [your company] and we believe we've discovered a breakthrough [outcome] in [farm/ranch] – I'd like to schedule 20 minutes to share how we help [your customers] get [a result] and how we guarantee it. Can we schedule time to talk?"

SUMMARY

5

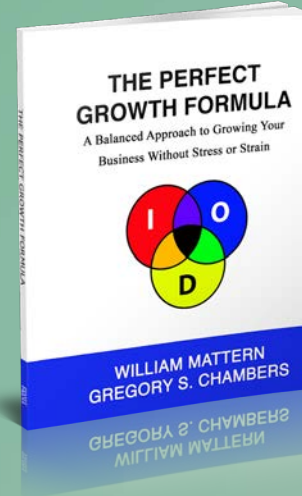
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PARTING GIFTS



The Human Being's Guide To Business Growth

A simple process for
unleashing the power of your
people for growth



The Perfect Growth Formula

A Balanced Approach to
Growing Your Business Without
Stress or Strain



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