

The 369° Collective of
Likeminded
Entrepreneurs is a digital,
web and business
consultancy based in
Auckland, New Zealand.

Business Development
Brand Development
Web Services
Marketing
Lead Generation

www.369collective.co.nz
021 142 6046

369COLLECTIVE



PRESENTS

Three Reasons
Why Cold Emails
Are Not Working for
You and What You
Can do About it.



Assia Salikhova
Managing Director

Email marketing is the most effective marketing channel and for every \$1 you spend, you can expect a return on your investment of \$51.

Are you achieving a high ROI from your email marketing campaigns?

Data and Marketing Association UK, May, 2021



Hier und heute

Who can miss such
an opportunity?

I bet you've heard
the stories about
people sending
one email and
getting massive
sales.





Are
Cold Emails
Working for You?

You already know basic strategies

- Personalise your messages
- Segment your subscribers
- Send mobile friendly emails
- Test every element

Today is About Insights Nobody is Talking About



Reaching the wrong people

WRONG LIST





E-mailing lists are often full of people
outside of your target market.

Targeting your ideal market is a basic
fundamental of marketing. Yet the rush
to reach as many people as possible
through email leads to increasing the size
of the list for all the **wrong reasons.**

How BIG is YOUR List?



BUT THAT WOULD BE

Giving up too early

2000: 3-7 touches
2019: 17-24 touches
are required before
sale goes through



70% of salespeople
stop at one email.

Yet if you send more emails,
you've got a 25% chance to hear back.

How many times do you email one person?



BOOM. EASY AS THAT.

Expecting
fast result



With a cold email campaign, you would be lucky to get a **10% opening rate**. That means for every 1,000 emails, only 100 will open, 5-10 will click through and only 0.5-1 might buy.

Conversion rates do vary and it's important to be realistic of what can be achieved.

What's your opening rate?



GIVING UP TOO EARLY.



Assia Salikhova
Managing Director



Boutique
Marketing
Implementation
Agency

since 2003





One System One Company

from strategy to implementation

Set to **disrupt** the traditional approach to B2B sales and marketing for better results and business growth.



Let's Talk About You.

What can you do to achieve better results with email marketing?



**Develop a
Better List**



**Find a Place for
Email Marketing
in Your Sales
Process**



**Create a
Long-Term
Game Plan**

#1 Action Plan.

1. Put effort into the development of a better email list.
2. You can create a funnel and collect emails of people who have shown an interest.
3. Another idea is to buy a list if you do not have a comprehensive list of your target market, or creating a funnel is not relevant for one reason or another.

If I were you, I would never buy an email list, I would buy a phone list, make a call, find out who is really the right person for your offer and find out if they are even every will be on the market for what you offer

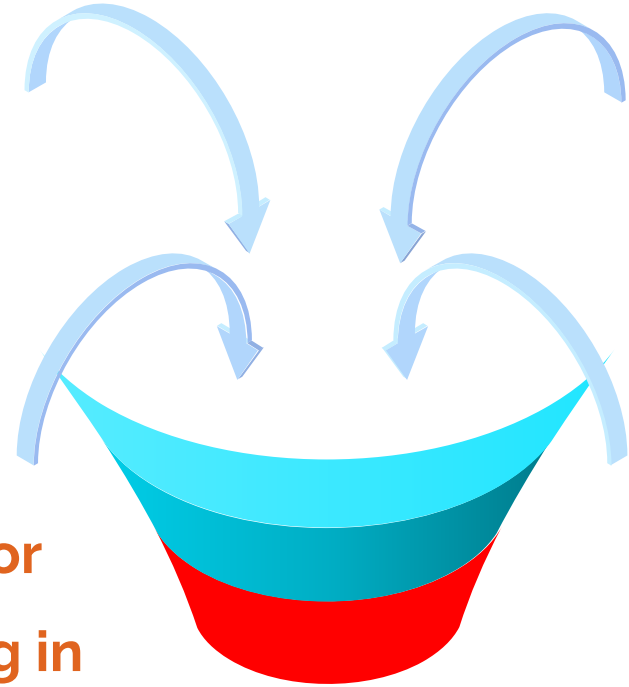
SALES FUNNEL

AWARENESS

INTEREST

DESIRE

ACTION



Find a Place for
Email Marketing in
Your Sales Process



#2 Action Plan.

1. Assess the merits of email marketing for your product/service on both a strategic and tactical level.
2. Review its relevance to your sales process and to your best performing lead generation activities.
3. Assess if your target market would buy from an email, or if emails should form a part of the buyer's journey.



Create a
Long-Term
Game Plan

#3 Action Plan.

1. Create a long-term game plan for email marketing.

Unless your product or service is a

transactional/impulse purchase like a chocolate bar at the supermarket checkout.

2. If your product or service is somewhat complex, you

have to reframe email marketing as a vehicle to

educate, share benefits, evoke interest, and inspire the first step.

Unadvertised Bonus Idea.

PROSPER WITH
SOCIAL MEDIA
SALES FUNNEL

Take the
conversation
FROM social
media to
your email



Email Marketing Smarketing Lab Way



Get clarity about
Target Audience



Connect with your
Target Audience:
phone, LinkedIn,
Email sequence,
introduction,
enquiry



Establish and grow
your authority
through consistent
communication on
social media, email



Become known and
the go-to person for
your target audience
publishing
useful articles, keep
information through
email



Be a super star and a
centre of knowledge
showing up and sharing

Does it feel
like
a lot of work?



BE HONEST!



I want all the information



RED
TABLE
TALK

That's a good point.



Hier und heute



Real Companies.
Real Stories.

"I am indebted to Smarketing
g Lab's hard work

Triode Group Ltd is now enjoying the fruitage of your efforts with a record-breaking revenue since we started in April 2021 despite the pandemic with its supposedly gloomy financial outcomes. The year (2022) has just started and yet we already have confirmed orders to fill half of the year which is beyond any previous experience."

Joey Llanes
CSO, Triode Group Ltd

Name

• BEFORE

LinkedIn URL:
www.linkedin.com/joey-llanes-aa341539

No Banner

Lowercase

The screenshot shows a LinkedIn profile for Joey Llanes. The profile is missing a banner image, which is pointed out by an arrow labeled "No Banner". The name "joey llanes" is in lowercase, pointed out by an arrow labeled "Lowercase". The profile includes a profile picture, a cover image, and a header section with the name "joey llanes · 1st" and the LinkedIn logo. Below the name, it says "Sales Director at Triode Ltd", "Auckland, Auckland, New Zealand · 500+ connections ·", and "Contact info". To the right of the profile picture, there are buttons for "Message" and "More...". Below the header, there are two sections: "Highlights" and "About". The "Highlights" section shows "4 mutual connections" and lists "Andrew Radcliffe, Andrew Sharp, and 2 others". The "About" section contains a paragraph of text: "Experienced Chief Sales Officer with a demonstrated history of working in the electrical and electronic manufacturing industry. Skilled in Operations Management, Coaching, Sales Management, Consumer Electronics, and Purchasing. Strong sales professional graduated from St. Louis University." An arrow labeled "Poor About Section" points to the "About" section.

Message More...

Triode Group Limited
St Louis University

joey llanes · 1st

Sales Director at Triode Ltd
Auckland, Auckland, New Zealand · 500+ connections ·
Contact info

Highlights

4 mutual connections
You and joey both know Andrew Radcliffe, Andrew Sharp, and 2 others

About

Experienced Chief Sales Officer with a demonstrated history of working in the electrical and electronic manufacturing industry. Skilled in Operations Management, Coaching, Sales Management, Consumer Electronics, and Purchasing. Strong sales professional graduated from St. Louis University.

Poor About
Section

AFTER

LinkedIn URL:

www.linkedin.com/Joey-Llanes



AUCKLAND, NZ 0800 76 76 99 TRIODE.CO.NZ



Joey Llanes · 1st

Triode's Sales Director Helping you discover the right electronic manufacturer for your project · Triode
Auckland, Auckland, New Zealand · [Contact info](#)



Triode Group Limited



University of Saint Louis

500+ connections



39 mutual connections: Assia Salikhova, John Bell, and 37 others

Message

More

About

Are you looking for a high quality, cost-effective, on-time contract electronic manufacturing service? Well, look no further than Triode.

Triode boasts five great qualities

- High-Quality Products.
- Cost-Effective Solutions.
- On-Time Delivery.
- Locally produced products – we're talking right on the North Shore, Auckland.
- State of the art technology, programs and machinery.

Here at Triode, these five qualities are fundamental to every one of our clients. They have generally looked elsewhere or used other services abroad who are now just not able to deliver on time or can but with outrageous costs attached.

We offer complete solutions from Printed Circuit Board Assembly (PCBA) through to completed product assembly and custom packaging.

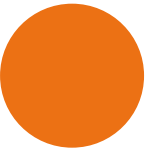
- PCB Assembly, SMT & PTH
- PCB Rework & Modification
- Fast Turnaround Prototype PCB Assembly
- Low to Mass Volume Manufacture
- Design for Manufacturing (DFM) Reporting
- PCB Level Test & Product Functional Testing
- Full Turnkey & Consignment of Parts
- Full Product Assembly & Packaging

We have a team dedicated to rapid prototyping so your products can move from concept to production in the shortest possible time frame.

Triode has a culture of continuous improvement, always pushing our capabilities to ensure we provide the best solutions to our customers at the lowest possible cost. All staff are trained to meet IPC-A-610D class 3; you can be assured all work is undertaken at the highest quality and we will deliver to your requirements.

Get in touch with me to discuss more about what Triode can do for you. You can either flick me an email at joey@triode.co.nz or give me a call on +64 29 7799 717.

HOW COMPANIES LIKE YOURS USE EMAIL MARKETING TO GROW?



To communicate key, relevant, consistent messages about their company

To educate about their full range of products and services,
because customers rarely know all of it

To introduce a featured product or service in their off season

To build customer loyalty, brand awareness, strengthen customer
relationship to increase recognition and create Top of the Mind Awareness



To passionately promote reasons to choose their company above the
competition

It works because you get more business when people understand your business better

QUESTIONS?



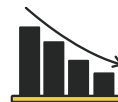
FREE OFFER - GET MORE VALUE

Send a standard
email text you use to
venessa@369collective.co.nz
and you will receive an honest
personalised feedback

OUR COLLECTIVE CAN OFFER MANY SOLUTIONS

Reach out for a free
consultation so that
I can recommend
the right solutions for your
business.

369
COLLECTIVE





369° COLLECTIVE
www.369collective.co.nz
support@369collective.co.nz
0211426046



**LET'S WORK
TOGETHER!**

FREEBIES

- [Free Canva Templates for Social Media](#)
- [Free Downloads to Grow your Business](#)
- Website Chat Bot Special Offer

support@369collective.co.nz