

eBook

Turbo-charge Your Account Based Marketing (ABM) Strategy:

Deliver New Leads within Targeted Accounts

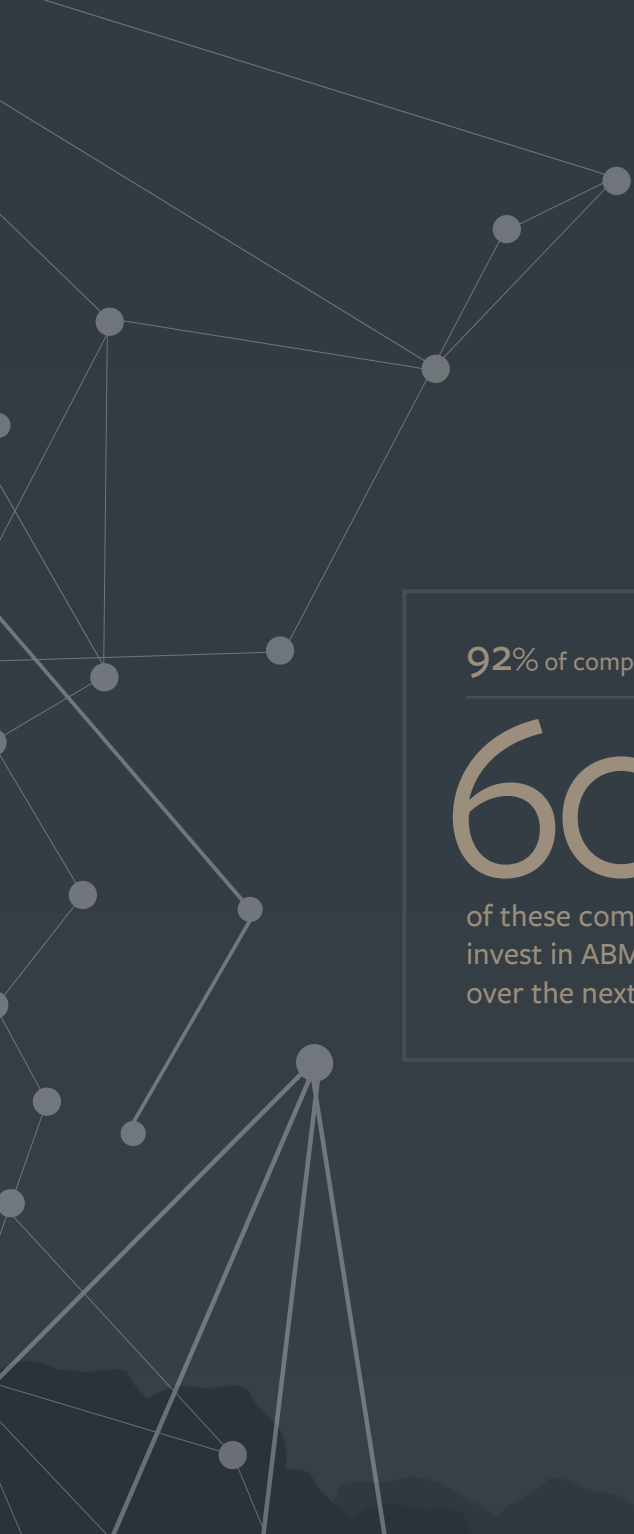


LEADGNOME

MINING EMAIL FOR LEADS

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92% of companies value ABM

60%

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invest in ABM technologies
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Introduction

The most productive sales and marketing teams are well-aligned. More and more companies are recognizing the power of account based marketing (ABM) as a framework that promotes this alignment. In fact, according to the SiriusDecisions 2015 Account-Based Marketing (ABM) Study, 92 percent of companies recognize the value of ABM, but only 20 percent have had ABM programs in place for at least one year. In an effort to close this gap, 60 percent of these companies will invest in ABM technologies over the next 12 months.

Organizations that use ABM effectively focus on the following activities:

- They take an account-centric approach, focusing investments on opportunities with the highest potential ROI.
- The sales team identifies key accounts to pursue.
- Marketing uses tactics and campaigns designed to reach those key accounts and maximize coverage.
- Sales and marketing alignment is essential to engage with the right people in key accounts in meaningful ways.

Achieving this degree of alignment isn't always easy, however. LeadGnome can help.

Can Email Replies Help Close Deals?

The buying dynamics in most B2B sales today have changed. In a recent Executive Board blog post,* Brent Adamson and Karl Schmidt noted the following:

“Rarely now is there an individual ‘buyer’ at all, but rather an entire group of individuals all with the ability to torpedo a deal if it doesn’t meet their specific needs or align with their particular priorities. These groups – on average made up of 5.4 people – turn what were once tried and tested approaches into mush.”

Winning over one person in an organization is no longer a guarantee that you will win the deal. To reach all influencers, companies must increase their ability to penetrate target accounts. This means surrounding every opportunity with supportive influencers and decision-makers. Leveraging out of office emails is one proven way to build a group of advocates within an organization.

* Source: <https://www.executiveboard.com/blogs/b2b-marketing-why-you-need-mobilizers-and-customer-consensus/>

An average of

5.4

people have a role in B2B buying decisions

Why Mine Email Replies to Campaigns?

Email replies contain relevant data, but their unstructured format makes it difficult to capture that information. LeadGnome mines the data trapped in email replies, delivering actionable business intelligence.

Why is this important?

- Our marketing databases decay at a rate of greater than 40% per year. According to a recent ZoomInfo infographic, 66% of people's titles, 43% of people's phone numbers, and 37% of people's email addresses change annually. Given these statistics, it is critical for success to maintain and enhance existing leads. The information contained in response emails is more up to date than any list vendor can provide.
- Email replies can expand the lead footprint in target accounts. The ideal leads are those at the specific organizations that the sales team is targeting.
- Email replies can identify influencers and decision makers. When marketing sends a campaign to a target account, the individuals mined from these emails (e.g., out of office emails) surround the original target. Typically peers and subordinates are influencers, and managers are decision makers.



66%

of people's titles and/or job
function change annually

Is There Enough Volume to Make a Difference?

The answer is a resounding, yes! Consider the following out-of-office (OOO) example:

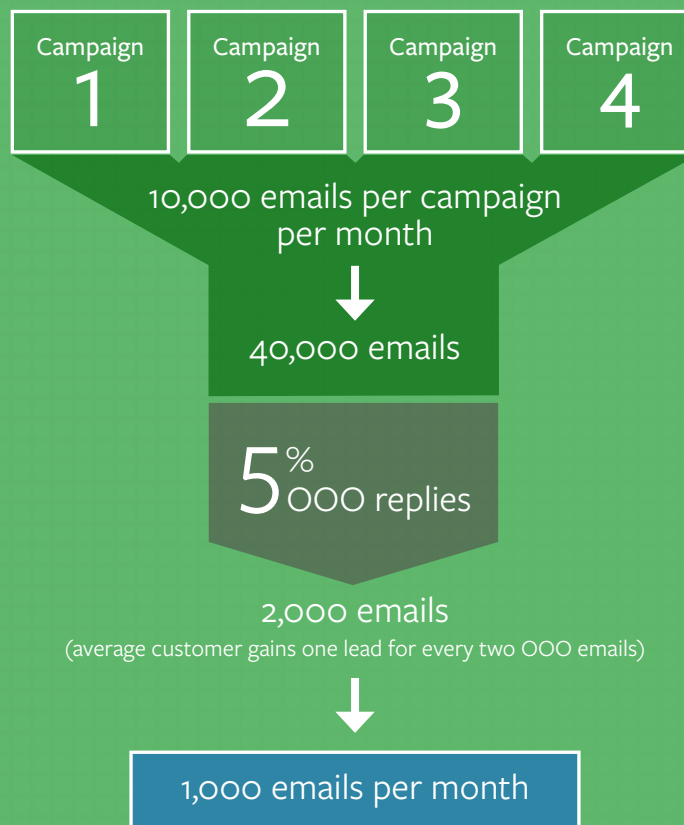
A company runs four campaigns each month, sending 10,000 emails per campaign for a total of 40,000 emails per month.*

Assuming that 5% of responses are OOO messages (U.S. workers are away from the office 5.8% of the year), then the marketing inbox receives 2,000 OOO emails each month.

LeadGnome customers average greater one new lead for every two out-of-office emails.

The result is 1,000 additional leads each month.

*Note: Continuous nurturing programs could add significantly to this number





Reviewing Response Emails:

The Challenges of Staffing the Process

Although response emails contain valuable information, sorting through them simply isn't a task well-suited for an employee.

1. Your campaign response Inbox is noisy. It's not unusual for companies to have thousands of emails each month in the marketing inbox, depending on their campaign volume and inbound emails. Essentially you need to find the gold in a mountain of emails.
2. The process is tedious and error-prone. It takes a long time to simply find an out of office email. Many cannot be identified by the email Subject alone, so they must be opened. Once found, the relevant information must be manually copied into a spreadsheet or directly entered into your marketing database.
3. Not every response email requires the same action. For example, some out of office emails may include a contact name, but no email address. Others might include an email address, but no title. Connecting the dots in ways that support meaningful contact is time consuming.
4. Human intervention is costly when there are thousands of emails to be reviewed. A junior marketing analyst's monthly salary is between \$3,500 - \$5,000 and one FTE can mine approximately 120 response emails per week. Depending on the volume of emails in your corporate inbox, it's unlikely that one analyst will be enough to wade through all of them.

Response Emails Are More Than Just Out of Office Replies

When people think about response emails, the first thing that comes to mind is OOO replies. However, there are many different types of response emails and all of them contain valuable information. Here are three examples:

1. **The employee has left the company.** When a response email indicates that a contact has left the company, there are several actions that should be taken. First, the newly invalidated lead should be removed from the database, so time and effort isn't wasted on an ex-employee. Second, a replacement contact should be identified in the target account who has assumed the responsibilities of the individual who left. The good news is twofold: (1) replacement contacts are often identified in "left the company" emails and (2) capturing this information and taking action recoups the cost spent identifying and engaging the original contact.
2. **An employee's email address has changed.** There are many reasons why a person's email may no longer be valid – their company may have been purchased and new email addresses have been issued with the acquiring company's domain name. Alternatively, the company may have been rebranded. Life events can also affect email addresses, such as when an employee gets married and changes his or her name. In these instances, it's important to replace outdated contact information with the new data. This ensures that your messages continue to make their way to leads.
3. **Opt-out requests.** When people want to opt-out of marketing messages, many just hit "reply" rather than using the unsubscribe link at the bottom of campaign emails. Finding those reply messages in the marketing email box can be a nightmare, given the volume of messages there. Catching them quickly, however, is extremely important. Continuing to send messages to individuals who believe they have opted out causes brand and reputational damage.

Mining Response Emails:

Using Technology and Automation to Overcome the Challenges

LeadGnome automates the process of reviewing response emails and overcomes the challenges associated with human intervention:

- Intelligent analysis “fills in the blanks” in response emails. Using natural language processing and data mining, LeadGnome analyzes the information in response emails to derive new leads, enhance existing leads, and provide sales intelligence. This level of analysis is superior and much faster than any human could accomplish.
- New contacts translate to new revenue opportunities. By cultivating the individuals identified through LeadGnome, marketing teams increase the probability that they will opt in to future communications. This broadens the footprint at target companies and deepens engagement, reinforcing key ABM concepts.
- Savings are delivered to the bottom line. LeadGnome is far more economical than paying a marketing analyst to manually review response emails. The payback period for the LeadGnome service is less than one month.



Generates new
account-specific
leads



Schedules follow-up
with target's return
from OOO



Mines additional data
(title, role, company,
phone, etc.)



Derives format for
corporate email
addresses



Links response email
to specific marketing
campaign

Automatic reply: Register for our Big Data webinar

From: John.Doe <John.Doe@acme.com>

To: Marketing@vendor.com

Subject: Automatic reply: Register for our Big Data webinar

I'll be out of the office **Monday, October 21 through Friday, October 25**, and back in the office on Monday, October 28. For urgent IT issues, please contact **Jane Smith at extension 114**. For contract needs, please email our **inside counsel, Bob Jones, at bob.jones@acme.com**.

Best,
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How Does LeadGnome Work?

Using LeadGnome requires three quick and easy steps:



REGISTER FOR FREE

Create a free LeadGnome account with no commitment.



ADD LEADGNOME TO YOUR CAMPAIGNS

Create a simple forwarding rule to send campaign email replies to your LeadGnome inbox address.



RECEIVE LEADS FROM TARGETED ACCOUNTS

LeadGnome mines email replies for new, high-quality leads that deepen and broaden your understanding of targeted accounts.

Best Practices for Leveraging Contacts Mined from Response Emails

It's important to remember that contacts mined from response emails aren't automatically warm leads. They are inputs into companies' broader permission marketing programs, which focus on earning the privilege to deliver personal, relevant messages to individuals. With that said, here are three best practices for creating warm leads from LeadGnome results:

1. Encourage contacts identified through response emails to opt into communications. Build rapport by leading with your best email and call to action. Take into consideration the company's needs, as well as the contact's title if you have access to that information.
2. Consider what content will be most appealing. Think about where the account is in the sales cycle and which specific lead spawned the response email. This will help determine whether introductory content is appropriate, as well as whether the contact may be interested in technical materials.
3. If the contact opts in, stay in touch with auto response email campaigns. Don't miss opportunities to deepen the relationship with your new leads. Use auto response emails to publicize blog posts, new offerings, and more.





LEADGNOME

MINING EMAIL FOR LEADS

LeadGnome offers a new way to generate leads, gain business intelligence, and penetrate target accounts. Take advantage of the value that's hidden in your corporate inbox. Automate the review process, cultivate leads, and generate new revenue.

READY TO GET STARTED WITH LEADGNOME?

Looking for New and Better Leads?

Contact us today for more information.

leadgnome.com

FREE TRIAL