

Awful Email Marketing Will Damage Your Business! Here's What to You Need to Know

Email marketing can be a very effective way to generate leads for your business. [Recent studies](#) place the tactic above content marketing and SEO as *the* most effective lead generation exercise.

But, and here's what every business needs to be aware of, awful email marketing WON'T convince anyone of your expertise. But it WILL convince them to forget you.

So, what's the difference between effective and awful email marketing? Let's find out - but before we do, we'll examine an example email that's guaranteed to be instantly forgotten.

SUBJECT LINE: 'Peter, before the weekend'

'Hi Peter,

I'll be reaching out to you on the phone in the next couple of days / next week but I wanted to follow up with an email as well before the weekend.

We haven't had the pleasure of meeting but I'm reaching out to introduce myself and see if we can schedule a 15-minute conversation sometime next week.

I work for a company called Data Cleansers - we help businesses better manage their data cleansing activities, and when I came across your website and assessed the tools you're using, I realised this is a great opportunity for us to help you.

To be brief -- we are a data cleansing solution that, to name a few things:

Eliminates the chaotic burden of cleansing data for businesses.

Effectively streamlines the process when using a new or existing platform

Supports and communicates with senior executives, highlighting issues, risks and anomalies

Companies similar to yours in the industry rely on us to be the foundation for their entire data cleansing process and I think you could definitely see the value in Data Cleansers as well.

I'd love the opportunity to share this in a bit more detail and hear your feedback. Are you available for 15 minutes sometime next week?

Can't imagine a quick chat about increasing and streamlining your data cleansing activities would be a waste of time.

Cheers,

Clueless Chad

PS -- Check out this recent TechCrunch article about Data Cleansers' recent round of funding and future plans!

This email is so riddled poor content that it's hard to fathom where to begin. But, for the sake of this article, we'll run through them one at a time.

Subject Line 101

The most important line of any email is the subject line. You need to give the prospect a reason to open the email WITHOUT MISLEADING them. 'Peter, before the weekend' sounds way too familiar, ambiguous and almost urgent.

Do you think Peter felt compelled to contact the business once he realised the deception of the subject line? No, Peter's attention would have been lost before he's even read the email body content.

Always choose a subject line that summarises the content of the email. Don't trick people into opening it. Unsure of how to write a compelling subject line? Try one of these [23 subject lines](#) for prospecting emails.

The subject line should also be noted that referrals are a powerful way of convincing prospects to open emails. [LeadGenius](#) states that 86.6% of subject lines with a personal referral are opened. Personal endorsements are powerful selling tools.

Don't Tell People You're Going to Call – Just Call Them

After having immediately been irked by the prospect, tricking them into opening email under false pretences, the next mistake made is the immediate indication of a follow-up call.

'I'll be reaching out to you on the phone in the next couple of days / next week but I wanted to follow up with an email as well before the weekend.'

So, the author assumed that their email was either so mind-blowing that a follow up call to discuss it was needed or did they want to explain the email in greater detail? Either way, warning someone of an impending call will hardly inspire them to sit by the phone, breathless in anticipation.

What's worse is that the email doesn't attempt to establish any kind of rapport. The first line should always be dedicated to your prospect. An effective opening line can be as simple as, *'Congratulations on the recent product launch of your new line.'* At the very least, this shows awareness of who you're reaching out to. Learn something of the business, find out the best person to email, and make it personal.

For guidance on how to connect with a prospect, try these 12 ready-to-use [email prospecting templates](#). You'll see how a little research can go a long way to establishing an instant rapport with your prospects.

Call-To-Actions Belong After You've Established Value

You can't compel anyone to act without first giving them a reason to do so. Take the following sentence:

'We haven't had the pleasure of meeting but I'm reaching out to introduce myself and see if we can schedule a 15-minute conversation sometime next week.'

This sounds like presumptuous pandering and never establishes why any meeting would be beneficial to them. Not only that but the passage conveys that you don't understand, let alone deliver a solution to the challenges they face.

Industry experts agree that the [optimal length](#) for any sales-focused email is between three to seven sentences. Any longer is waffling. The above sentence should be immediately cut from any email.

The First Email Needs Only One Benefit

Now, after two paragraphs, finally the email has got to the point and begun to explain their value (albeit from a prospect who's shown zero evidence that they understand your unique needs.)

So, let's examine the next section.

'I work for a company called Data Cleansers -- we help businesses better manage data cleansing activities, and when I came across your website and assessed the tools you're using, I realized this is a great opportunity for us to help you.'

To be brief -- we're a data cleansing solution that, to name a few things'

Once again, this passage fails. It's packed with jargon and ambiguity. You can't get anyone to believe in you by baffling them! Effective content is short and sweet, focused on the core message or benefit.

Perhaps, more notably, if you're going to take the time to write, 'to be brief' – be brief. Four lines to explain a single service isn't brief, regardless if you say it is or not!

Don't Say What You'd Love to Do

'I'd love the opportunity to share this in a bit more detail and hear your feedback.'

Why would any prospect care what you love to do? They want to know the value to them. The sentence almost sounds disingenuous. An effective alternative to 'I'd love to' is 'would you be interested in?' Focus your email on the prospect, not you.

Don't Be Pushy to Call After One Email

Let's be honest, our daily working lives are busy lives. Time is precious, especially when things can change in a heartbeat. Scheduling a phone call after a single email doesn't just sound pushy – it presumes decision-makers have the time to take the call – even for 15 minutes.

The very last distraction any busy executive wants is to take a call from someone they don't know, offering a service they don't need, regardless of the time.

'Are you available for 15 minutes sometime next week?'

'Can't imagine a quick chat about increasing and streamlining your data cleansing activities would be a waste of time.'

A good website is the ultimate sales pitch, and it can be accessed day or night – at a time that's convenient to the decision-maker. There's little reason to schedule a phone call to reiterate what has already been pitched.

But, that's not to completely discount phone calls. Once a rapport has been built up with your prospects, there's no harm in taking the next step and introducing yourself over the phone.

Boasting Does Not Equal Selling

'PS -- Check out this recent TechCrunch article about Data Cleansers' recent round of funding and future plans!'

That's great for you, but does it address the needs or wants of the prospect. No. Focusing on how you provide value, tailoring each email to the prospect, and posing questions that align with the prospect's priorities is how to get interest. Again, focus the content of the email on the prospect. Not on you.

Send the Email to the Right Prospect

This may sound simple, but sending an email to the right prospect is imperative. No one has the time, or the inclination, to respond to emails that aren't intended for them.

Spending a few moments on LinkedIn is enough time to identify who to email. If not, the best-case scenario is to hope that your email is eventually forwarded to the right inbox. But, more than likely, it'll end up in the trash.

If you're knowingly intending to email a prospect without being 100% sure they're not the right contact, follow [this advice](#), you'll give yourself a fighting chance of getting a positive reply.

What We've Learned

Now that we've dissected the awful email example, here's how it should read:

SUBJECT LINE: 'Referred by (name)'



Hey Pete,

I read your impressive article on lead generation and shared it with our VP of Sales. I wish our marketing team generated leads for us at that volume.

I know your team is world-class in this area, but I'm wondering whether you've ever looked at the negative impact poor data cleansing can have on businesses? From looking at the way your data cleansing process is deployed on you by , we estimate you're losing 3% of your leads.

Could this be a problem for you and your team?

Regards,
Clued-In Chad

Given that email marketing is the most effective lead generation tactic any business can employ, the importance of getting it right cannot be overstated. Simply put, when done right, an email can make you instantly memorable. When done wrong, an email can make you instantly forgettable.

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