

COLD EMAIL CAMPAIGN CASE STUDY

OVERVIEW

Green & Co is a reputable and successful business broker licensed to operate in Florida and California. They operate through an inhouse staff and a team of several commission-based agents. They had tried a variety of sales and marketing techniques and wanted to expand their market reach to create awareness and brand recognition, to plant seeds for anyone looking to sell their business in the next 5 years and to develop a pipeline of hot leads. They did not have internal expertise to set up and launch a campaign and recognized it was more cost effective and flexible to outsource.

CAMPAIGN PARAMETERS

We analyzed the client's ideal client and target market criteria in Florida and identified a potential lead database of 65,612 target companies. With Green & Co offering a high value service, they understood that gaining 1 client through this campaign would pay for our service many times over.


RESULTS SO FAR

The highlights are a 53% open rate, 17% website clickthrough, nearly 2% calendar booking clickthrough, 1% direct email response and 0.75% strong interest. Translating these into real numbers, over 10,500 have opened a campaign email, nearly 1,000 have clicked to the Green & Co website, 105 have clicked on the calendar booking link, 67 have sent an email reply and **42 leads are red hot opportunities**.

Projecting this forward to the end of the campaign (we are only 1/6th into the initial lead database), we expect to see over 30,000 opening a campaign email, 6,000 going to the Green & Co website, 600 clicking to their calendar booking link, 360 direct email replies and **240 red hot prospects**.

GREEN & Co. BUSINESS BROKERS

THE RESULTS - SUMMARY

Total Emails Sent	47,346		
New Lead Emails Sent	10,549		
Opened	5,608	Open Rate	53.16%
Website Clicks	962	Website Clicks	17.15%
Calendar Clicks	105	Calendar Clicks	1.87%
Direct Replies	67	Direct Replies	1.19%
Strong Interest	42	Strong Interest	0.75%
Unsubscribed	1,541	Unsubscribed	14.61%



From the outset, we were impressed by the professionalism and expertise of the team and as they handle every aspect of our campaign, it has freed up my team's time to focus on other duties.

They found highly targeted leads for us from their database, and their technical know-how ensures that the carefully scripted chain of emails land in our targets' inboxes and not in their spam folders.

We are very happy with the response we are seeing, with an impressive open rate, click-through rate to our website and to our booking calendar. Even better is we are talking directly with a number of hot leads sourced from the campaign.

The team are so easy to work with and we receive regular, highly focused and useful updates on the performance of our campaign so we know what is happening and can see the results.

It would cost us a lot more to employ someone in-house to replicate this campaign, and this initiative has added real value on a very cost-effective and flexible basis.

If you are looking to find and reach out to thousands of new leads every month, I'd highly recommend Darryl and his team.

Richard Green
CEO