TMC *Presents*
DIGITAL MEDIA

EMAIL IS NOT DEAD:
HOW TO GET THE MOST OUT OF YOUR MARKETING AND SALES EMAILS

—

What's the current state of email in the foodservice industry? What behavioral changes are directly impacting email engagement? What technology tools should you be using today to increase open and click-through-rates?

FEATURING GUEST PANELIST:

MIKE DONNELLY

seventh sense

Mike Donnelly is the CEO and Founder of Seventh Sense, a software program that delivers emails at the optimal time per individual contact.

TMC
DIGITAL MEDIA

TODAY'S TOPICS

—

2:00PM
SETTING THE STAGE

2:10PM

2:20PM

2:30PM

2:40PM

2:50PM

INTRODUCTIONS
Who is Mike Donnelly?

THE OLD WAY
What used to work?

WHAT CHANGED?
And what went wrong?

MASTERING EMAIL
Now and in the future

AI AND OTHER TOOLS

Q&A

WHO IS MIKE DONNELLY?

—

![seventh sense logo]

- **CEO AND CO-FOUNDER SEVENTH SENSE**

- **ALL ABOUT EMAIL, TECH, AND DATA**

- **MAKING DATA ACTIONABLE FOR SALES AND MARKETING**
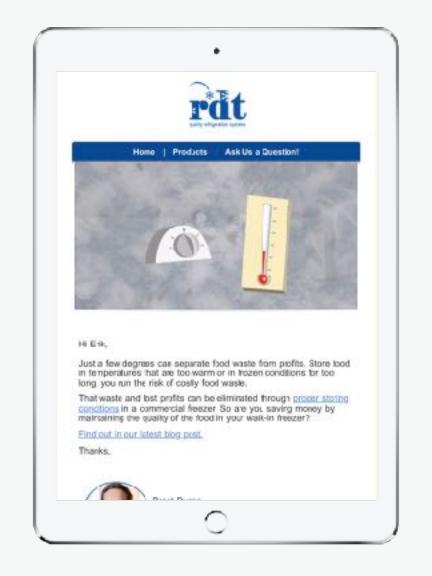
THE GROWTH STACK

MARKETING

SALES

CRM

MARKETING:

TOP OF MIND
&
LEAD GEN

SALES:

CLOSING
AND TRACKING
DEALS

CRM:
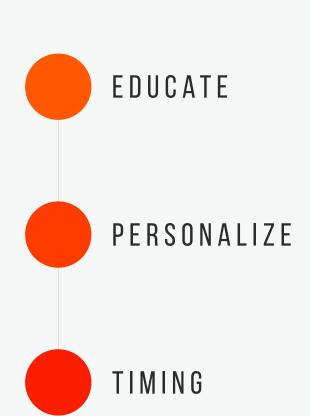
THE ENTIRE
CUSTOMER
LIFECYCLE

EMAIL MARKETING

- EDUCATE
- PERSONALIZE
- TIMING

EMAIL (PRO TIPS)
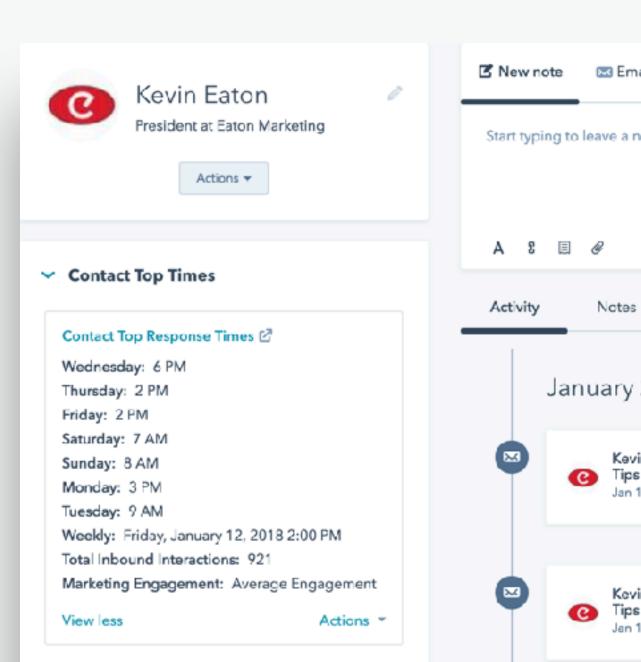
- OPTIMAL SEND TIMES

- INCREASE OPEN AND CTR(S)

- TRACKED IN CRM

seventh sense

Kevin Eaton
President at Eaton Marketing

Actions ▼

⌄ Contact Top Times

Contact Top Response Times ⧉

Wednesday: 6 PM
Thursday: 2 PM
Friday: 2 PM
Saturday: 7 AM
Sunday: 8 AM
Monday: 3 PM
Tuesday: 9 AM
Weekly: Friday, January 12, 2018 2:00 PM
Total Inbound Interactions: 921
Marketing Engagement: Average Engagement

View less   Actions ▼

☑ New note   ✉ Ema

Start typing to leave a n

A & ▤ ⧉

Activity   Notes

January

Kevi
Tips
Jan 1

Kevi
Tips
Jan 1

THANK YOU!

Introduction

< 2018 email strategy

What changed and what went wrong

Mastering behavioral email in 2018 and beyond

AI and other tools you can use

CEO & co-founder of seventh sense

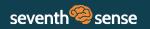Prior sales leader & individual contributor

Primary experience in startups

Love email

Email is critical in managing relationships...

But it's also a push communication tool in a pull world...

The power of email – it's kind of important

3.7B users vs. 2.2B for Facebook

91% use channel at least daily vs. 57% for Facebook

58% "first place visited" vs. 11% Facebook or 20% search

79% organic reach

7x + customer acquired vs. social media

45% most frequently used channel vs 12% for Facebook

- Acquire email address
  - Trade show
  - Website
  - Inbound / outbound
  - List service
  - Social

- Enrich w/ 3rd party data

- Content creation

- Segment on industry, location, title

- Blast, "nurture", sales outreach

- Email volume has changed

- Deliverability has changed

- People have changed

Welcome to your recipient's inbox

- Marketers are sending too much email (commodity)
  - What's your open and click rate
    - Industry Avg – 24.7% open / 2.98% click rate

- Salespeople are sending too much email

- Colleagues are sending too much email

- Friends are sending too much email

- Only 80% of legitimate marketing email actually makes it to the inbox

Delivery Point 1 - Google, Microsoft, Corporate Email System

Delivery Point 2 – Did it make it into the actual inbox or spam folder?

- The inbox is a stressful place
  - Tools like clutter and inbox pause

- Productivity training

- Mobile

- The little (big) things
    - Authentication
    - From address, subject lines and preview text
    - Email metrics and signals
    - List cleaning
- ABM strategy
- Timing and frequency
- Personalized outreach
- Using email addresses with social

- Phrasee – subject Lines

- Leadgnome and siftrock – email reply mining

- Sigstr – signature line marketing

- Databox - reporting

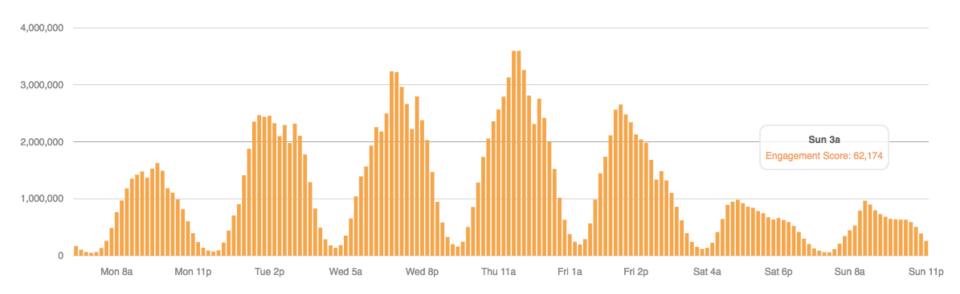- Seventh Sense – email engagement optimization

Seventh Sense is an artificial intelligence system that optimizes delivery times and frequency of email.

What's the best time to send email
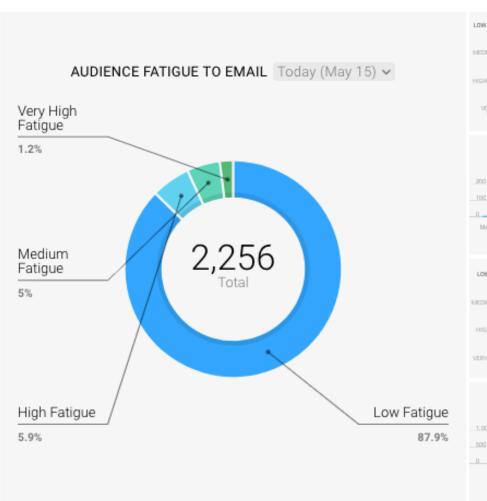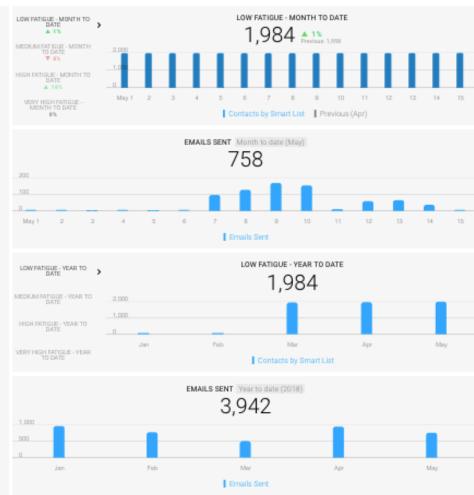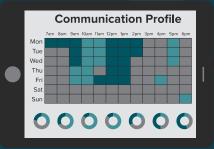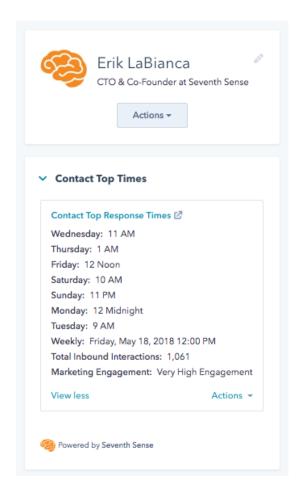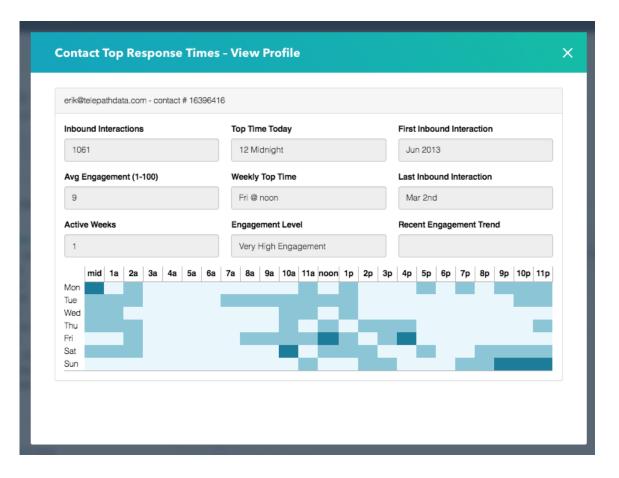
Personalized outreach
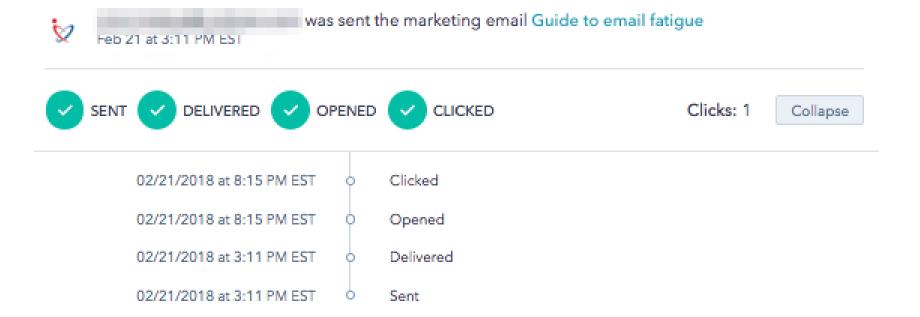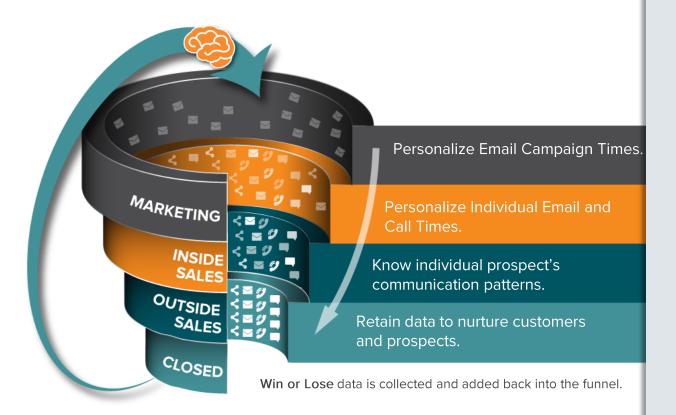
Nurturing & blast outreach

Time Optimized Marketing & Sales Model

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MARKETING

INSIDE SALES

OUTSIDE SALES

CLOSED

Personalize Email Campaign Times.

Personalize Individual Email and Call Times.

Know individual prospect's communication patterns.

Retain data to nurture customers and prospects.

Win or Lose data is collected and added back into the funnel.

Benefits

INBOX (114 Unread)

More Visible Emails

Lower Ramp Time
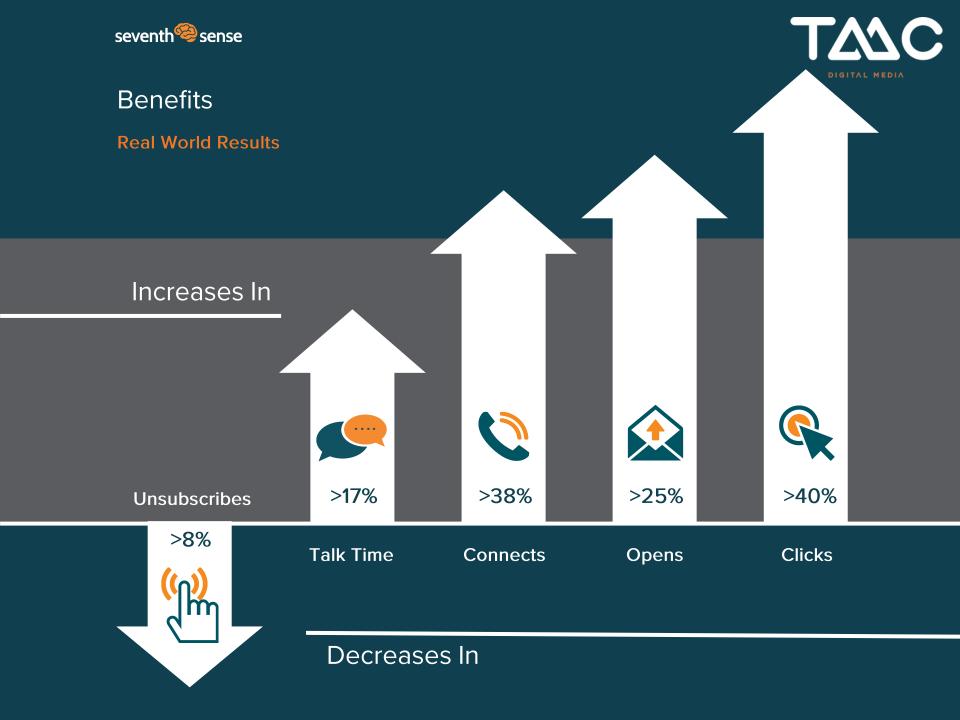
Greater Insight

Shared Learning Throughout the Enterprise

More Productive Call Activity

- Advocacy!

- Clean your lists!

Thank You / Q&A

Authentication
DKIM

Hey here is your weekly dose of our Nearshore Blog   Inbox   x

Alex Camino acamino@softtek.com via mail7.shared.hubspot.com   Jun 24 (11 days ago)

to me

Datanyze Newsletter - May 2016   Accounts/Datanyze   x

Tom Lipscomb contact@datanyze.com via mail2.shared.hubspot.com   May 5

to mike

From address

COTD: 94% of 16-24s Own a Smartphone   Spam x

Jason Mander | GlobalWebIndex <no-reply@globalwebindex.net>   10:26 AM (1 hour ago)
to me

🛡 **Why is this message in Spam?** It's similar to messages that were detected by our spam filters. Learn more

🖼 **Images are not displayed.** Display images below
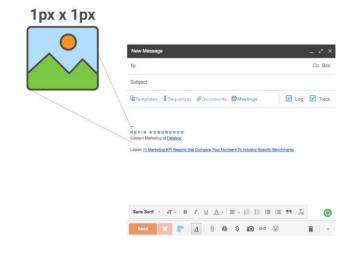
Preview text

☐ 🗑 📁 JustBallGloves.com   **M-V-P! M-V-P! Gloves now less than $70** - Save up to 50% on the Mizuno MVP Series Baseball Gloves ... made for ballplayers striving to get to the next level. Not rendering   9:00 pm

JustBallGloves.com   9:00 PM >
M-V-P! M-V-P! Gloves now less than $70
Save up to 50% on the Mizuno MVP Series
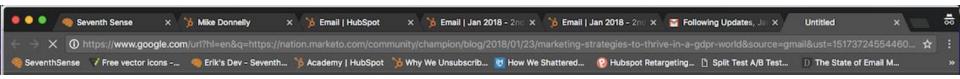Baseball Gloves ... made for ballplayers strivin...

Email open tracking

	TITLE ⇅	OPEN RATE ⇅	LAST UPDATED ⇅	CLICK RATE ⇅
☐	Goals Promo [Standard soft launch] - Unknown Mail P ● Published Automated Email – Updated 11/29/2017 by Kevin Kononenko	20.83%	Nov 29, 2017	0.86%
☐	Goals Promo [Standard soft launch] - Office 365 ● Published Automated Email – Updated 11/29/2017 by Kevin Kononenko	14.66%	Nov 29, 2017	0.8%
☐	Goals Promo [Standard soft launch] - Gmail Users ● Published Automated Email – Updated 11/29/2017 by Kevin Kononenko	23.77%	Nov 29, 2017	1.17%

Email click tracking

- Does size still matter

- List cleaning
  - Remove bounces, unsubscribes, spam complaints

- Prune out non-engagers
  - Start small
  - Special offer
  - Adword or Facebook targeting

Overview	13,453 Sent	98.7% 13,278 Delivered	1.4% 188 Opened	0.3% 45 Clicked	0.1% 20 Contacts lost

- New, but old approach to marketing

- ABM email delivery strategy

- Only test one variable at a time
- A/B cohort creation
- Results (abl)
- Tools – online a/b test test results calculator

- # Patience is key
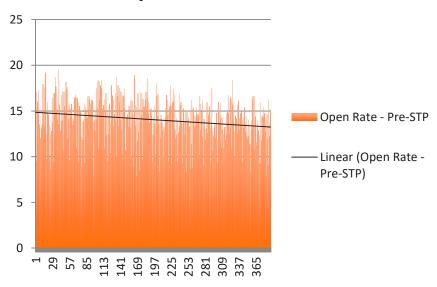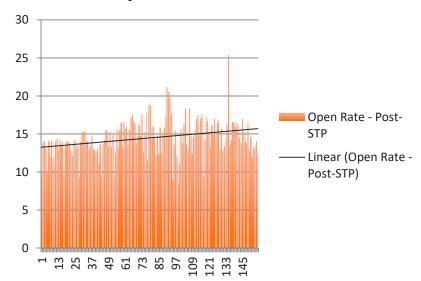
- # The 8% rule

Open Rate - Pre-STP

Open Rate - Post-STP

- Facebook audiences

- Google customer match