


Revolutionizing Online Reputation Management

A Mass Emailing Success Story



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INTRODUCTION

- ▶ This case study highlights the remarkable journey of a client specializing in improving the online reputation management (ORM) of companies across various platforms such as Facebook, Yelp, Google, TripAdvisor, and more.
- ▶ The primary challenge they faced was reaching out to a massive number of companies, with the ambitious goal of connecting with 90 to 100 interested companies each week in a market where only 1 company in 2,000 showed interest.
- ▶ To tackle this challenge, the client adopted a manual mass emailing approach using Office 365 domains, involving 250 accounts and 15+ domains.
- ▶ This case study illustrates how meticulous control over email campaigns, domain and account management, and strategic adjustments resulted in a staggering 20-fold increase in revenue over four years.



BACKGROUND

- Introduce the client and their ORM services.
- Emphasize the challenge: Low conversion rates in a highly competitive market necessitating outreach to a vast number of companies.
- State objectives: To reach 200,000 companies weekly and engage 90 to 100 interested companies while significantly increasing revenue.

CHALLENGES

Low Conversion Rate

- ▶ The client faced a challenging market where only 1 out of 2,000 companies showed interest in their services.

Email Deliverability

- ▶ Managing 250 accounts and 15+ domains to avoid spamming and ensure high delivery rates.

Challenges are what make life interesting and overcoming them is what makes life meaningful.

Joshua J. Marine

Content Strategy

- ▶ Creating compelling email content to address the pain points of diverse business categories.

Mass Outreach

- ▶ The need to connect with 200,000 companies per week to meet targets.



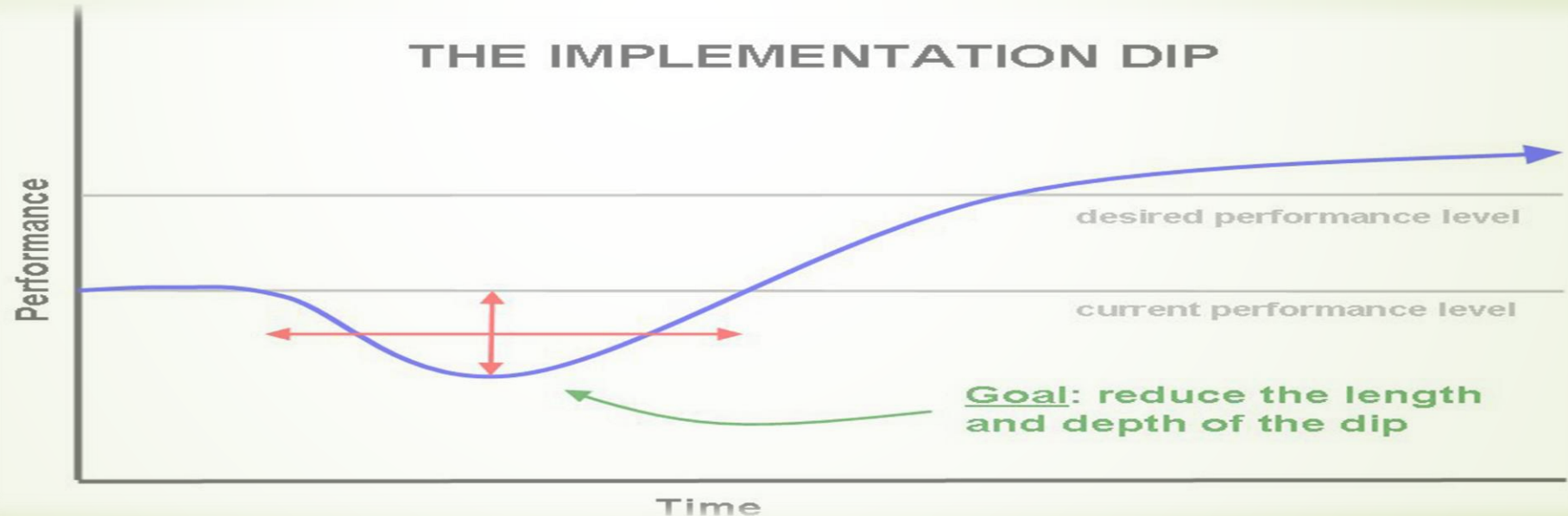


SOLUTIONS

- **Manual Mass Emailing:** Utilized Office 365 domains for manual mass emailing.
- **Domain and Account Management:** Carefully controlled sending limits per domain, account, day, and minute.
- **Segmentation:** Specialized focus on business categories with higher online reputation concerns, such as restaurants, HVAC, fitness, and beauty.
- **Content Personalization:** Regularly changed email content to target specific pain points.
- **Dedicated Workforce:** 80 employees worked around the clock to achieve the objectives.
- **HubSpot Integration:** Automated the sales progress with HubSpot.
- **Contact Form Filling:** Introduced a contact form filling project on websites, resulting in an almost doubling of the sales pipeline.

IMPLEMENTATION

- ▶ Describe in detail the execution of the mass emailing project, including account setup, domain management, content creation, and team coordination.
- ▶ Highlight the dedication of the 80-member team working tirelessly.





RESULTS

- **Revenue Growth:** Over four years, the client's revenue increased by an astonishing 20 times.
- **Lead Generation:** Consistently generated 90 to 100 interested companies per week.
- **Efficiency:** Successfully reached 200,000 companies weekly.
- **Specialized Focus:** Targeting specific business categories yielded better results.
- **Content Strategy:** Regularly changing email content addressed pain points effectively.
- **Sales Automation:** HubSpot played a pivotal role in automating the sales process.
- **Contact Form Filling:** The new strategy significantly bolstered the sales pipeline.

CONCLUSION

- Summarize the transformative impact of the mass emailing project on the client's ORM services.
- Highlight the long-term benefits and ongoing success of the client's business.



LESSIONS LEARNED

- Share insights gained from the project, including best practices for mass emailing in a competitive market.
- Discuss the importance of dedicated staff, meticulous management, and adaptable strategies.



RECOMMENDATIONS

- Suggest potential areas for further improvement or expansion, such as exploring new channels or refining content personalization.

This case study illustrates how a client's dedication, strategic email campaigns, and a committed team resulted in exponential growth, showcasing a 20-fold increase in revenue over four years. It demonstrates that in the realm of mass emailing, meticulous control and a focus on tailored content can yield remarkable results in even the most challenging markets.



Recommendations



THANK YOU

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