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Seven E-Mail Marketing Mistakes to Avoid

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When you are in a IT lead generation campaign, you have to remember that you need to use an effective communication medium to convey your message. That is a necessity, since we are dealing with the information technology market. It can be a really fickle world when it comes to getting good B2B leads. In fact, it can be a challenge. Still, you cannot deny that there are communication mediums that you can use to get new IT sales leads. One of these is through e-mail marketing. When partnered with an efficient telemarketing system, you can reach out to the most number of prospects in business. The problem here is that there are some mistakes in this method that can derail your campaign.

What are these mistakes and how can you handle them?

1. E-mail marketing that is â€˜one-size-fits-allâ€™ â€“ remember those spam messages that you just chuck into the nearest waste basket? That is the same reaction from your prospects if you send them an e-mail that is too common with the others. Customize it, and make sure it fits the recipient.

2. Sending e-mail without proper testing â€“ you might make mistakes at the start, but the start can be a great way to test different e-mail styles. You can use your campaign to test whether style A is better than style B. You can learn a lot from this.

3. Ignoring customers who unsubscribed â€“ in the first place, why did your customers unsubscribe? You might want to ask them their reasons. Who knows, you might find out something that you can use to improve your work in getting IT leads in the future.

4. Asking too much from the recipient â€“ when you make a call to action (CTA), more than one CTA is too much. Cut it down. Only when they have made the move should you come again to tentatively give them a new offer. And make sure the next offer only has one call to action, too.

5. Not focusing on the benefits â€“ prospects are all about the benefits. It can be easy for them to see the features but what they would want to know is how these can help them in their business. Have your e-mail focused on that detail so that you can help them decide.

6. Pestering them â€“ logically speaking, when you send more mail, you increase the chances of getting IT sales leads. Not exactly. Indeed, it can actually turn your prospects away. At worst, you might get labeled as spam and get you into a whole lot of trouble in the end.

7. Overlooking the mobile users â€“ these days, more people are looking at their phones to check their mail. You will need to design your e-mail message so that it will be easy for mobile users to read, navigate, and reply to your message.

These are just some of the mistakes that you might want to avoid when you are using e-mails for your IT lead generation work. There are many others that you can learn about. The seven mentioned here are just the start.

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