

5 Reasons Why DIY Email Marketing is Hard

1

You have to create clear ideal customer profile (ICP) to effectively target.

Booked Appointments

2

It takes extensive time and resources, (sometimes it takes 4+ hours to write one messaging sequence!)

Contact Filled Out a Form on the Website

New LinkedIn Connections with Target Contacts for Follow Up

Leads Engaging (Views, Clicks)

3

A/B tests are tedious to set up for all variables (subject lines, value propositions, CTAs, or links.

Prospects that Opened (at Least One) Cold Email

of Contacts Enrolled

of Emails Sent

4

It takes time to secure the four contacts needed for each target company.

Target Segment Research Completed

of New Contacts Researched

5

We typically think “email is easy, I email all day every day,” but email marketing is a different beast that often takes an expert.

of New Companies Researched

+ 10 Ways to Measure Email Marketing Success