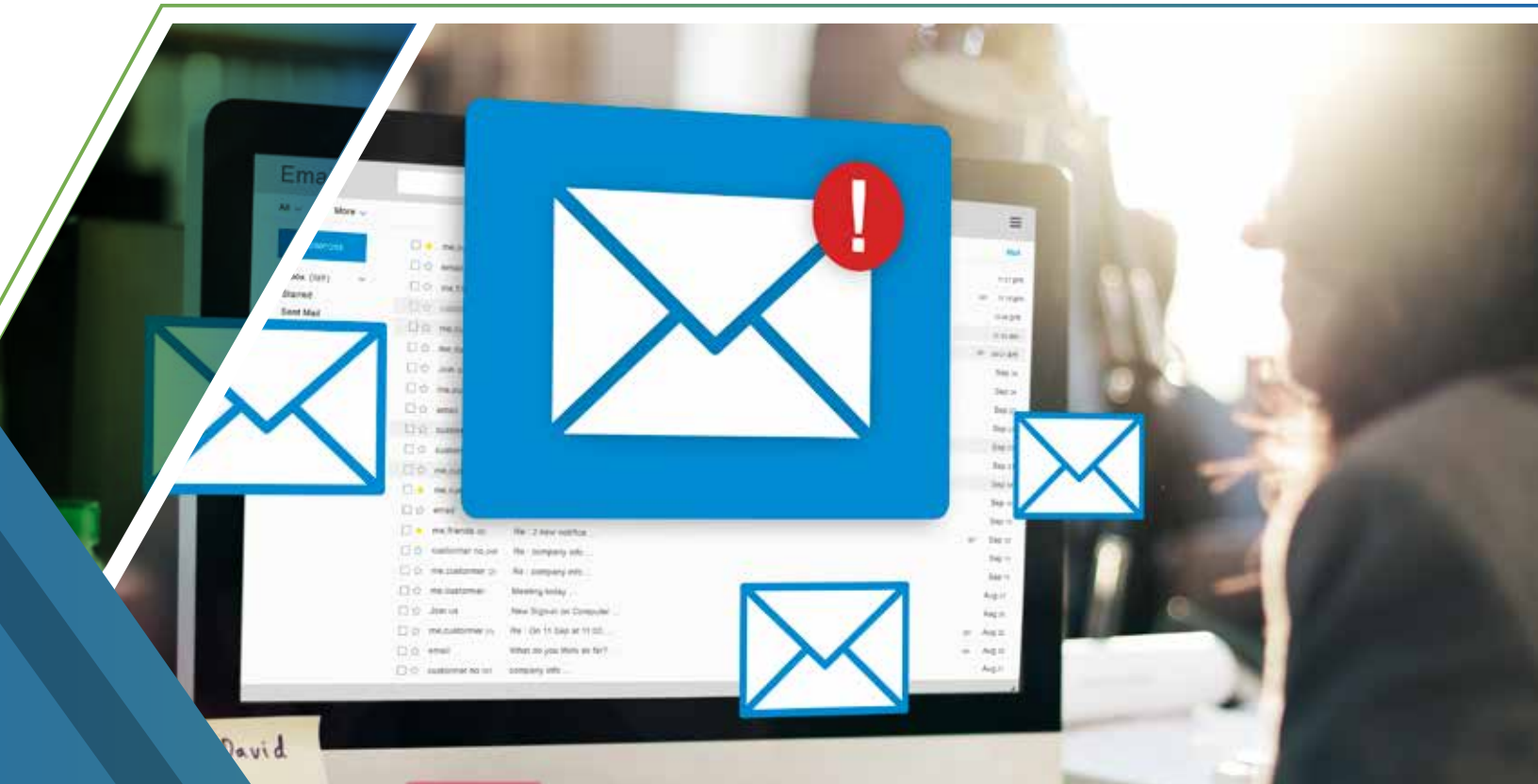




Partner Email Campaigns

The average consumer needs to see your brand 7-12 times before taking action. So we've provided a 7-series email campaign to help!



Powered by Axxess Networks



We know how busy you are and want to help you close more deals, so we've equipped you with an email marketing campaign to help you target SMB prospects—AKA, your soon-to-be customers. This guide will give you step-by-step assistance in executing a successful Axxess Networks prospecting campaign targeting SMB clients. The pre-written emails are carefully crafted with messaging that aligns with SMB business owners' pain points.

Campaign implementation guidelines

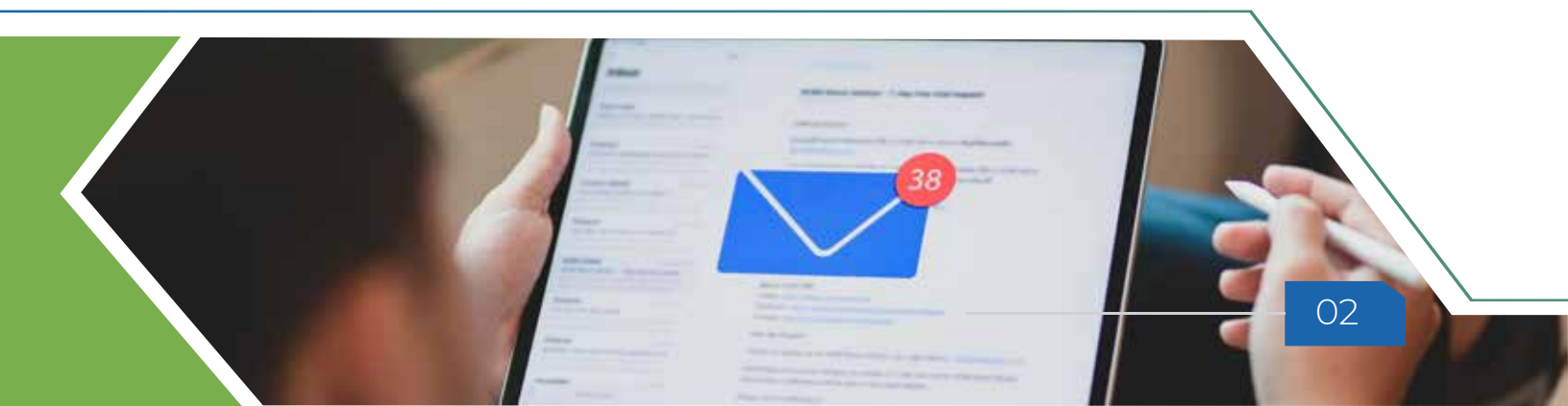
The most successful prospecting campaigns include a regular cadence of emails plus follow-up calls. Assuming you have an email marketing automation tool like MailChimp, Act-On, Pardot, or Marketo, it should be fairly straightforward to track and report on your email programs from within the email tool and your CRM system. If you can't afford a "fancy" email automation system, check out Yesware or even Streak for Gmail, which are inexpensive, easy-to-use alternatives that will allow you to execute and track the success of your SMB campaign.



Identify the right list of decision makers.

Typical SMB phone and communications decision-maker titles include:

- Business owner, president, operations manager/director
- Head of sales, support, or customer service





Set up your email campaign.

- Copy and paste the included text into your email system.
- Edit any information in the provided email templates that should be customized. Example: [NAME], [INSERT COMPANY HERE], [SIGNATURE]
- Set up an automated drip of emails per the schedule on the next page of this How-to guide (work around holidays).
- Schedule: Tuesday/Wednesday/Thursday, early in the morning (between 5:00 a.m. and 7:00 a.m.), are the best deployment times to optimize open rates.



Keep it personal.

- Emails sent from a person's name and that include a personal signature with contact information solicit a higher response than those sent from an anonymous "team" or a company.
- Best practice: Personalize the email so the prospect's name appears in the salutation. Example: Hello [NAME],



Call the "hand raisers" within 24–72 hours of their clicks.

- The majority of engagement will occur within the first 48 hours of emails being sent. It's essential to follow up before the prospect goes cold.



Tip: Anticipate & come up with solutions to the top 5-10 objections. Use open-ended questions to gain insight into the prospect's real concerns.

Email Prospecting SCHEDULE

Day 1	Send email #1
Day 2	Follow-up calls; leave voicemails
Day 3	Send email #2
Day 4	Follow-up calls; do not leave voicemails
Day 6	Send email #3
Day 8	Follow-up calls; leave voicemails
Days 9-14	Pause all communication for one week
Day 15	Follow-up calls; do not leave voicemails
Day 23	Send email #4
Day 28	Follow-up calls; leave voicemails
Day 31	Follow-up calls; do not leave voicemails
Day 35	Send email #5
Day 36	Follow-up calls; leave voicemails
Day 37	Send email #6
Day 40	Send email #7 plus follow-up calls
Day 41	Report on opportunities, pipeline, closed/won



Email #1

IS IT TIME TO UPGRADE?

Subject Line: Is it time to upgrade your communications solution?

Hello [\[NAME\]](#),

Have you thought about upgrading your communications solution lately? If not, it may be time to make an assessment of your communications tools and see how it stacks up. If you have considered a UCaaS solution, but have yet to adopt it, now may be the perfect time for you to do so.

Here are a few questions to help guide you in a communications solution assessment:

- Are my solutions reliable?
- Are my solutions user-friendly?
- Do I get a lot of features and functionality out of my solutions?
- Are all my solutions tied to one 'pane of glass'?

These questions are a great starting point, and, spoiler alert, [\[INSERT COMPANY HERE\]](#)'s UCaaS solution passes this assessment with flying colors! Once you have gone through these quick questions, schedule a call with me. We can discuss a UCaaS system and how it can benefit your business.

Sincerely,

[\[SIGNATURE\]](#)



Email #2

SUPPORTING YOUR WORKERS

Subject Line: In-office, Hybrid, or Remote; are you supporting all your workers?

Hello [NAME],

Do you have workers that come and go from the office often? Do you have meetings that take you away from the office, from your town or even state? Did you know that mobility and the option to work remotely is more important for workers now than ever before?

[INSERT COMPANY HERE]'s UCaaS solution includes a mobile app that can be installed on any mobile device, turning any mobile device into a softphone. This softphone technology turns the world into your office enabling you and your employees to work on the go, at home, or in the office.

If you are interested in learning more about how [INSERT COMPANY HERE]'s UCaaS solution enables employee mobility, schedule a call with me today!

Sincerely,

[SIGNATURE]



Email #3

ENABLE BUSINESS TEXTING

Subject Line: One. Two. Three...that's how long it takes to check a text.

Hello [NAME],

Do you have a cell phone? Do you receive text messages on that cell phone? Odds are, you responded yes to both questions. Did you know that when you work with [INSERT COMPANY HERE], your UCaaS solution can help you send text messages to your customers?

Many businesses are taking advantage of SMS messaging. Through business SMS, they offer their customers:

- Special events
- Special pricing
- Scheduling
- Appointment Reminders
- And MORE!

If you are ready to take advantage of the best open rates for marketing and sales, schedule a call with me today. We can discuss the business benefits of adding SMS to your communications line up through [INSERT COMPANY NAME]'s UCaaS solution.

Sincerely,

[SIGNATURE]



Email #4

VIDEO CONFERENCING

Subject Line: Let's Schedule a Video Conference

Hello [NAME],

In the past few years, video conferencing has become more important than ever before. My question for you is what services have you been using for your video conferencing? Did you know that [INSERT COMPANY NAME]'s UCaaS solution combines voice, video, messaging and more all into one easy-to-use platform? No more bouncing between programs to collaborate and complete work tasks.

Our video conferencing feature includes:

- Screen Share
- Recording
- File Share
- Messaging
- And MORE!

Schedule a call with me today to further discuss the video features included with [INSERT COMPANY NAME]'s UCaaS solution. We would love for you to be successful, and we believe our UCaaS solution can help you with your success.

Sincerely,

[SIGNATURE]



Email #5

GROUP COLLABORATION

Subject Line: It's time for a GROUP PROJECT!

Hello [NAME],

Working with a team is not always easy, especially when workers need to work together and collaborate on files. Sending files through email is not the most efficient way to collaborate any more. [INSERT COMPANY NAME]'s UCaaS solution makes collaboration a breeze.

Our UCaaS solution combines voice, video, and messaging all in one easy-to-use platform. Your employees can communicate instantly through messaging to get that burning question answered in a moment's notice, even if your workers are spread throughout the country.

[INSERT COMPANY NAME]'s UCaaS allows your employees to not only collaborate through messaging, also video conferencing. Our video conferencing can accommodate several participants at once so entire departments can collaborate as if they were in a conference room. Schedule a call with me today so we can discuss all the collaborative features of our UCaaS solution.

Sincerely,

[SIGNATURE]



Email #6

AUTO ATTENDANT

Subject Line: Make Your Life Easier With An Auto Attendant

Hello [NAME],

When your customers call your business, what happens? Does the phone ring in all departments? Did you know that with the use of an auto-attendant, your customers can connect with the right department every time they call?

With [INSERT COMPANY NAME]'s UCaaS solution, you can have a completely customizable auto-attendant that can guide your customers to the correct department or employee before the phones at your office even ring! This means your employees will not be disturbed by phone calls that don't pertain to their work tasks.

Schedule a call with me today so we can further discuss how an auto-attendant through our UCaaS solution can help increase your customer experience.

Sincerely,

[SIGNATURE]



Email #7

DATA-DRIVEN DECISIONS

Subject Line: Make Data-Based Decisions Easier

Hello [NAME],

Here at [INSERT COMPANY NAME], we know that making business decisions is a serious undertaking. As the main decision maker, your choices make a big impact on the bottom line of your business. Did you know that your communications solution could help you make some of those decisions?

Our UCaaS solution comes with an administrator's portal that offers insights and reports. This data can help you make decisions that can increase your customer experience, employee satisfaction, and your bottom line.

If you are interested in learning more about the data and reports available through [INSERT COMPANY NAME]'s UCaaS solution, schedule a call with me today.

Sincerely,

[SIGNATURE]



Measuring Campaign **EFFECTIVENESS**



How do I know if it worked?

Setting metrics is key to evaluating the success of your efforts. You can track email metrics using your email automation tool. Establish specific goals for each campaign ahead of time. Then, look back to see how they performed against expectations.

Make sure you take the time to understand why some things worked and others didn't, so you can make smarter marketing decisions on future campaigns.

Key Metrics YOU SHOULD TRACK

Email open rates

Email click-through rates

Email clicks-per-open rates

Meetings with sales qualified leads (SQLs)

