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To study inside sales and email marketing at IT company

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Abstract

Better Technology Labs LLP, is a Pune based IT company delivering B2B sales & marketing data. The company uses Email marketing & Business marketing to attract more customers. In order to analyze the customer needs & to create more customers, both qualitative & quantitative research had been done using observation as the research instrument. It was found that the customers were not satisfied with the follow-ups & services. The company must focus on improving its quality & accuracy and try to reach more Indian customers.

Keywords: marketing, B2B business, IT sales, email marketing

Introduction

The authors conducted research titled “Inside Sales and Email Marketing” at an IT Company, Better Technology Labs LLP, Pune. Better Technology Labs delivers B2B sales & marketing data that powers growth of their clients. Their proprietary software & human curation process delivers campaign-specific audience data to ensure higher response rates compared to any other data sources in the market.

Business networking is an effective low cost survey method for engaging the customers, through emails or voice calls to understand their requirements and needs. The researchers gathered necessary information about the service of the company, its products and allotted teams to the two different segments - Email Marketing and Contact Research.

The researchers also analyzed information about the customers starting with who are their customers, who contacted them in past and through which mode of communication. The authors then contacted with them to understand their current requirements. Customers were informed about current offers and discounts and if they were interested then sample was provided to them as per their requirements. Customers were contacted through email only.

Objective

- To understand the method of writing interesting emails which capture customer’s attention.
- To understand how to run an email marketing campaign and the process of email follow-ups.
- To analyze the leads which have come to the company according to Product, Quantity of data required, Geography, Titles etc.
- To understand the customer requirements for data by interactions with them. Simultaneously coordinating with the Data Team of the company and making them aware about the customer requirements and arranging a sample for the customer
- Converting a new customer into a permanent customer by catering their needs by providing customized data sets to them within given time.
- To understand the method of data research for the company and equally contributing to data team by getting new data for them.
- Using LinkedIn as a medium for data research as well as getting new business for the company through it.

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Literature Review

During the research, theoretical definitions and scholarly papers on direct marketing and email marketing were studied. The exponential growth of internet business and email marketing has not gone unnoticed in scholarly literature

Email marketing had the fastest growth rate from any other marketing communication channel, though the growth rate has slowed down over the years. Reports by consulting firms have shown that advertisers might spend as much on interactive marketing as they spend on television in the future

Gaining consumer permission to send customized advertising material via e-mail improves segmentation, and targeting capabilities, as the communication is one-to-one based. Internet marketing research has shifted to more mature, holistic and strategic research from mere concentration of consumer behavior studies.

Email marketing tactics, recipient behavior variables and relationship related articles are paving the way for email marketing. Literature review shoes that the email offers a cost-effective medium to build better relationships with customers compare with traditional marketing methods such as direct mailings, cataloging and telemarketing

Even in the infancy state of commercialized email the potential was recognized almost immediately. Internet based rapid technological development was noted as an important yet unknown medium with high potential in earlier studies. Notable is that research issues such as consumer search had the highest growth in internet related marketing studies. As Kotler & Keller have highlighted, the internet provides direct marketers and consumers with opportunities for much greater interaction and individualization

The rise in interest towards social media has led to the question whether email is dead? However, almost all statistics and studies still note the popularity of email direct marketing and use of emails to handle modern communication flow.

Research Methodology

Type of research in project

Qualitative research

As the data is descriptive, we have applied reasoning and various combination of words to see what makes the content most attractive to the client. We have investigated the why and how of decision making by customers.

Quantitative research

Quantitative research is also done and data visualization is done through the medium of pie charts.

Research Approach

In this Qualitative research, data is collected as follows: Data has been taken from company database, information manual, etc. to know about the history of the organization, product information, market share of the company, sales policy, etc.

Research Instrument

In this project ‘Observation’ is used as the research instrument. These Observation includes Positive and Negative responses.

Table 1: Overview of research methodology

Research type	Qualitative research
Area of study	Globally
Population	1000
Sampling Technique	Simple random sampling
Sampling Size	300 for email & 200 for LinkedIn
Sampling Unit	Customers and Potential leads
Type of Data Used	Secondary
Primary Sources of data	Email, LinkedIn
Secondary Sources of data	Online sources.
Tool of Data Collection	Observation, salesprimeria.cf

Data Analysis

The sample that we have are existing customers or the one who have approached the company before. Customers were asked their current requirements. We have plotted and interpreted the results as follows.

Number of People Contacted

Table 2: Response rate of around 18%

Leads	500
Responded	90
Closure	4



Fig 1: Number of people contacted

We contacted around 500 people for this project, the contact was made using an email. The list was provided by the company and task was laid down for us to reach maximum people. Closure was around 5% of responded leads.

Responded leads	90
Closures	4



Fig 2: Number of Respondents

Among the total contacted people out of 500, only 90 responded. People were contacted maximum 15 times to record the answers, to reach maximum audience.

Conclusions & Findings

Conclusion

- At the end of this project, it was found that Better Technology Labs must work on its brand recognition and brand awareness issues.
- The brand is liked for its performance, quality and accuracy.
- The pricing is also a critical factor for the customer while purchasing.
- The brand has low reach into the Indian market.
- The main competitors for the brand are Connect and Sell, Connect Leader, Monster Connect and Salesify.

Findings

- Previous customers did not recognize that they have been approached before, as brand recall was low.
- Most of the respondents were first-time buyers, while others were mostly enquires for buying but could not do so due to lockdown.
- Very few respondent were happy with the follow ups and services, while others requested to stop.
- Some of the respondents asked for the samples but never responded back after getting samples.

Recommendations

1. Creating Awareness among Customers

- Existing customers should be provided better response & services so that it would help to get references.
- To increase market reach, the company can increase number of branches.

2. Digital Branding

- The company should focus on digital awareness on building a strong brand image in the minds of the end users by creating more effective awareness.

3. Creating creative content

- The response rate is low. Company should create catchy email headers and the content in the email should be small and to the point with appropriate hyperlinks.

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