



6 tips to increase identified visitors with 1-2-1 emails

“In instances when I've sent proposals out, it's great to see the person at that business has visited our website. I know when they're at the consideration and decision making stage, and can decide when to take further action. I find it incredibly useful.”

Steve Phillips, Linked2Success

“Send me an email”...



...four words every salesperson dreads to hear! You know around 80% will be fobbing you off, and around 20% will either be hot or very interested but, it's just not the right time. It's frustrating not knowing which is which, and where to target your follow up activity.

The insight CANDDi's 1-2-1 Email Plugin provides you with, will turn the way you send your prospect emails on its head...

- You'll know which prospects are clicking on your links
- You'll get real-time alerts when they come back on
- You'll know which leads are the hottest

We work with thousands of salespeople and here are 6 best practice tips your sales team can implement today, that are guaranteed to get relevant recipients to your website, and identified within CANDDi!

1 Subject Line

Make your email stand out with a punchy subject title which will entice your recipient to open it. Avoid predictable words such as 'Sales', 'Help' and 'Free' and try something that is more attention grabbing and original.

2 Personal / Relevant links

Refer to what you discussed in your call, if you mentioned a specific product or service, put a link to that particular page of your site. This will remind them of the call, and 70% of people will click this link.

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“Our sales team has perked up considerably since we installed it, and as an account manager I no longer take shots in the dark when getting in touch with existing clients for upsells. I already know what they're interested in before I even start to talk to them...”

Rachael Collinson, Engaging Networks

3 Put all content on the website

If you're going to attach case studies or whitepapers...DON'T! Ensure all content lives on the site and add a link to the page instead, this way you'll get them to your website and once they are there, you've got visibility on who they are.

5 Footer Links

If there isn't a link to your website in your email signature, stop reading this and add one now! This is a complete basic, and everyone should be doing it.

4 Don't link directly to Videos/PDFs

We recommend creating a separate landing page for each PDF or video and linking to the page instead. If you don't want to do this, you can create a small redirect to the PDF, ensuring CANDDi will track it...we have an FAQ showing you how to do this.

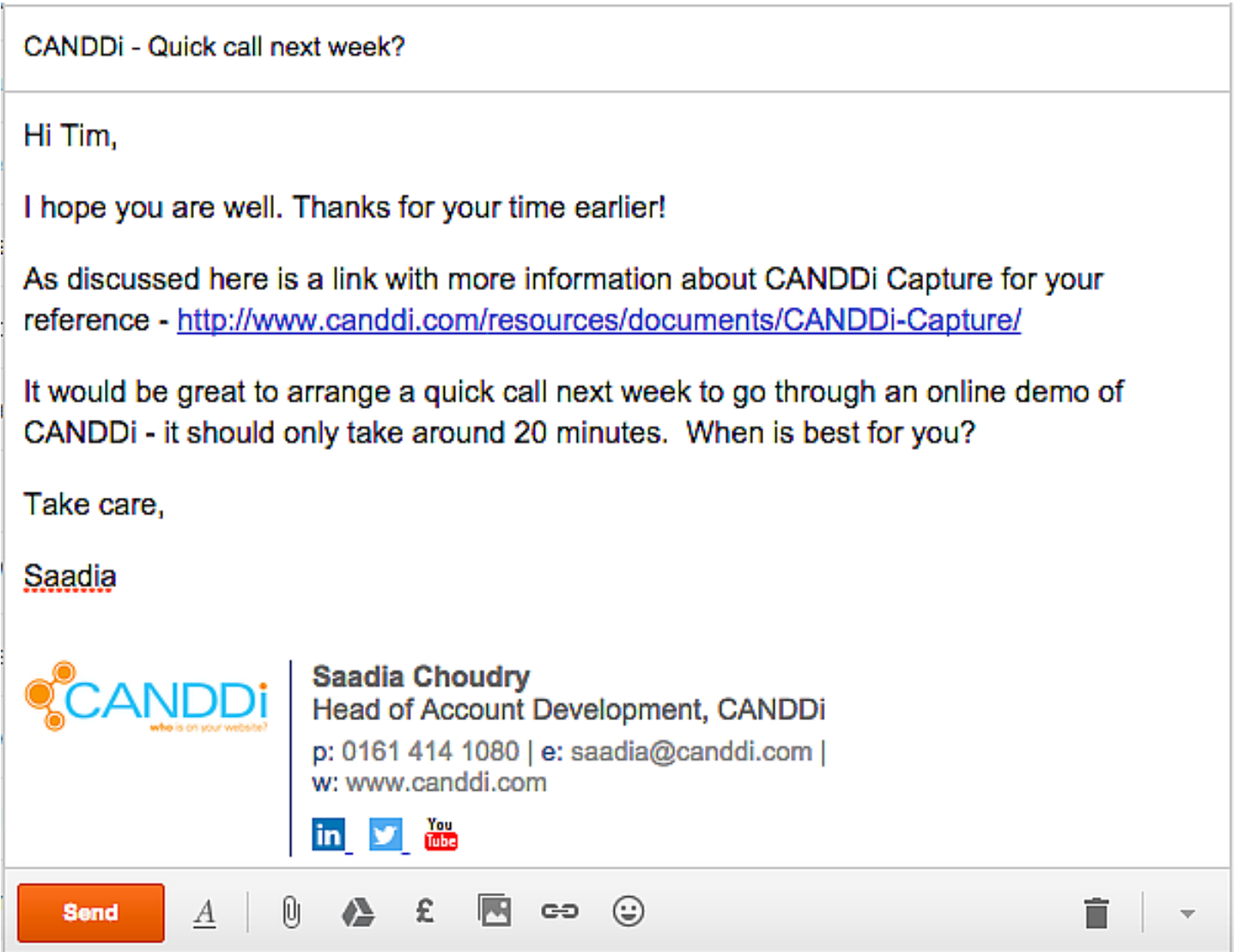
6 End with a question

If you want to arrange a call or meeting, ask for it! Tell them that you want the opportunity to speak with them about this - having a question at the end will encourage them to respond and engage in a dialogue with you.



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Here's an example -



For more information on CANDDi's 1-2-1 Plugins and how to install them...

[Click Here](#)