

SME Partners: Driving Growth and Adding Value with Outbound Email

30 MEETINGS IN 30 DAYS



the **SME** partners

www.thesmepartners.co.uk

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The best way to generate leads is to identify your ideal client profile, research target accounts perfectly suited to your business, map out the decision-makers, and reach out to them by email. Nothing else delivers traction as quickly and economically as going straight to the source.”



Connor Addis

*Managing Director
Lead Gen Dept*

The SME Partners are business strategists, brand and product specialists, and end-to-end agency and client-side marketing leaders. They help SMEs establish a foothold in the B2B and B2C market spaces.

Launch, Optimise, and Grow are the watchwords of the SME Partners strategy. Their ethos is to provide their clients with achievable, measurable results -- data is central to their decision-making process. If it doesn't have a number next to it, they won't recommend it.

Objective

SME Partners are, for the most part, Sonia Whiteley-Guest and Claire Williams. With a combined 45 years of branding experience and client alumni like Bank of America, Orange, Asda, Clarks, and Aldi, the duo was faced with the issue of being so focused on promoting their client's growth that they lacked the bandwidth to oversee their own.

They needed to find a way to accelerate their business development and lead generation efforts without neglecting their core business.



Sonia Whiteley-Guest



Claire Williams



Strategy

Whitely-Guest and Williams came to Lead Gen Dept through word of mouth -- they were a direct referral from fellow Lead Gen Dept client Parker Software. From the first meeting, their need was clear. "They simply didn't have time to research prospect lists, verify email addresses or write campaigns," states Connor Addis, Managing Director at Lead Gen Dept. While they were experts in their own right, outbound email wasn't their area even if they had the time."

Choosing a Focus

Given the competitive nature of the branding and marketing space they occupied, Lead Gen Dept felt SME Partners needed to niche down and focus on what they did best. "We consulted with them and identified that their greatest results were in the food and beverage industry," says Addis. "Their success in that sector was tangible, and their results were amazing -- in one instance alone they grew a client's B2C channel revenue by over 10 times and had the metrics to prove it."

Selecting the Prospects

The way forward was clear. “My advice was to build an email campaign targeted to other F&B companies,” explains Addis. “Our team mapped out the F&B space, focusing on companies of up to 1000 employees, and identifying the decision-makers within these accounts,” he says.

As always, Lead Gen Dept went beyond merely identifying prospects. “Our team researched every individual contact so that we could add a personalised first line to every email,” explains Addis. “The goal was to find something interesting, something personal. Maybe they won an award, or they've been in business 20 years. Maybe they created a specific food and beverage product that we could comment on.”

The Power of Personalised Email

“Personalised email openings increase the likelihood a prospect reads your message by over 15 per cent,” explains Addis. “Taking the time to research a prospect and add a personalised line to each email also dramatically improves your response rate.”

“It's not only the response rate but the strength of the responses we receive,” Addis adds. “Prospects often reply with in-depth details of their business situation simply because we took the time to write something thoughtful.”



Creating Influence

Lead Gen Dept backed its email strategy by connecting with prospects and posting thought leadership content on LinkedIn geared towards positioning SME Partners as industry experts.



We created posts related to F & B trends like the increasing popularity of vegan and health-related products. We also addressed B2C strategy in the face of COVID 19 -- that post received almost 3000 views."



Connor Addis

Managing Director
Lead Gen Dept

SME Partners First Lines



374

Sent



96%

345 Opened



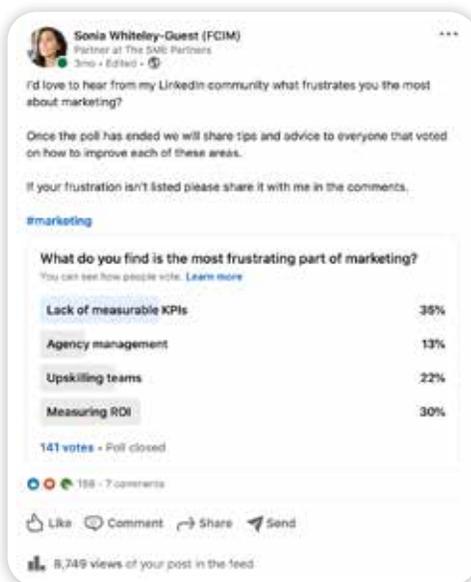
13%

46 Replied

Bringing it Back to Email

“The goal of thought leadership is to compliment the email campaign by connecting with our prospects,” says Addis. “So we did a poll titled ‘What frustrates you the most about marketing?’” One of many, that post generated 8,757 views from companies including Morrisons, Asda, Kellogg and Nestle. In addition, the LinkedIn stats indicated that amongst the audience were 416 executive directors, 338 founders and 318 business strategists.

In the end, 141 people responded to the poll and, where relevant, they were added to the list of prospects and sent emails that directly acknowledged their concerns. “Even if a prospect is not in the right place to move forward, by posting engaging, relevant content we establish our client as the company they turn to when that situation changes,” says Addis.



Sonia Whiteley-Guest (FCIM)
Partner at The SME Partners
3mo • Edited • 🌐

I'd love to hear from my LinkedIn community what frustrates you the most about marketing?

Once the poll has ended we will share tips and advice to everyone that voted on how to improve each of these areas.

If your frustration isn't listed please share it with me in the comments.

#marketing

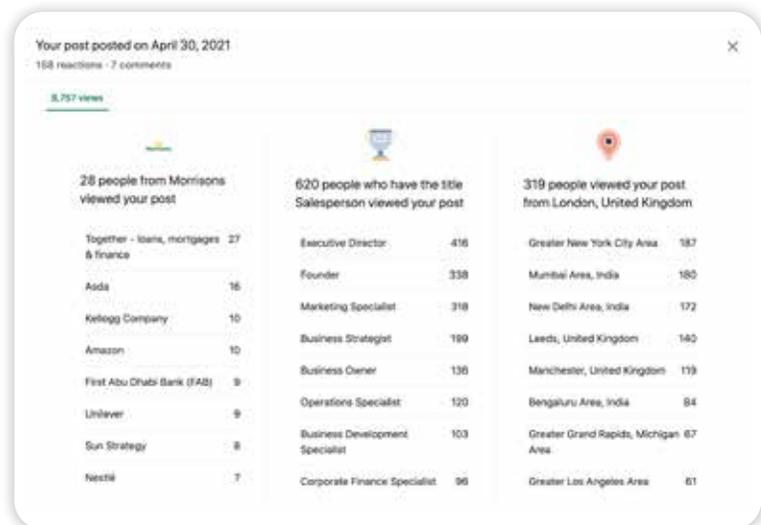
What do you find is the most frustrating part of marketing?
You can see how people vote. [Learn more](#)

Lack of measurable KPIs	35%
Agency management	13%
Upskilling teams	22%
Measuring ROI	30%

141 votes • Poll closed

👍 Like 🗨️ Comment ➡️ Share 📧 Send

👁️ 8,749 views of your post in the feed



Your post posted on April 30, 2021
158 reactions • 7 comments

8,757 views

Company	Count	Job Title	Count	Location	Count
28 people from Morrisons viewed your post	28	Executive Director	416	Greater New York City Area	187
Asda	16	Founder	338	Mumbai Area, India	180
Kellogg Company	10	Marketing Specialist	318	New Delhi Area, India	172
Amazon	10	Business Strategist	199	Leeds, United Kingdom	140
First Abu Dhabi Bank (FAB)	9	Business Owner	136	Manchester, United Kingdom	119
Unilever	9	Operations Specialist	120	Bengaluru Area, India	84
Sun Strategy	8	Business Development Specialist	103	Greater Grand Rapids, Michigan Area	67
Nestlé	7	Corporate Finance Specialist	96	Greater Los Angeles Area	61

Results

The email campaign was a success. “We can’t keep up,” admits Williams regarding the Lead Gen Dept effort. “It’s been really good -- we’ve received so many leads that we had to pause the campaign.”

“We had some phenomenal results,” says Addis. “Out of a total of 374 emails sent on SME Partners’ behalf, the prospects opened 345, or 96 per cent. In addition to that, 46, or 13 per cent from this first batch replied. From that 46, we booked calls with 30 of them.”

Although the numbers were respectable even as a one-off, Lead Gen Dept replicated their success.

“

We worked with Lead Gen Dept on another of our client accounts where they delivered 67 leads in three months. Since then we referred two more clients and for each of those Lead Gen Dept generated over 100 leads in under 3 months. Overall, I’m super impressed.”



Claire Williams

Managing Partner
The SME Partners

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