

Email Marketing: Example 1

Objective: Position ADM as the premier option to manage school district referendum funds.

Target audience: School district decision makers (Superintendents)

Process: Exported data from SchoolBondFinder to see a list of school referendums and the main point of contact for that particular school district.

Scrubbed list by removing all referendums that failed (no funds coming in) and removed all WI, MN, & IL contacts (sales team was already concentrating on those pipeline states)

Developed email for target audience, set it up so it came from a member of our sales team (John Major) and not "Company Name" to add personalization and not make it seem "cookie cutter". Appealed to emotion by showing we are happy for them that the vote passed, and not that we are trying to sell them something.

Delivery: Scheduled to go out at a time (2:30 pm CT) when the email would stand alone in the inbox. We chose 2:30 PM because it was late enough where people aren't still out to lunch, and this way it wouldn't get lumped in with the morning emails (email cluster from evening, overnight, and early morning) and given a quick glance before being categorized as "Important" or "unimportant". By controlling certain things such as the sender (making it John Major), the subject line (Congratulations on the Big Vote!) and the time the email is sent (working hours) we are able to give it its own importance by having it come from a human being, having a subject line that lines up with emotion shown by a human being, and arriving in the inbox during a time in which it can see individual attention.

Results: The email blast resulted in an open rate of 63.6% (higher than the industry average open rate of 10%). Click rate came in at 1.9%

Congratulations on the Big Vote!

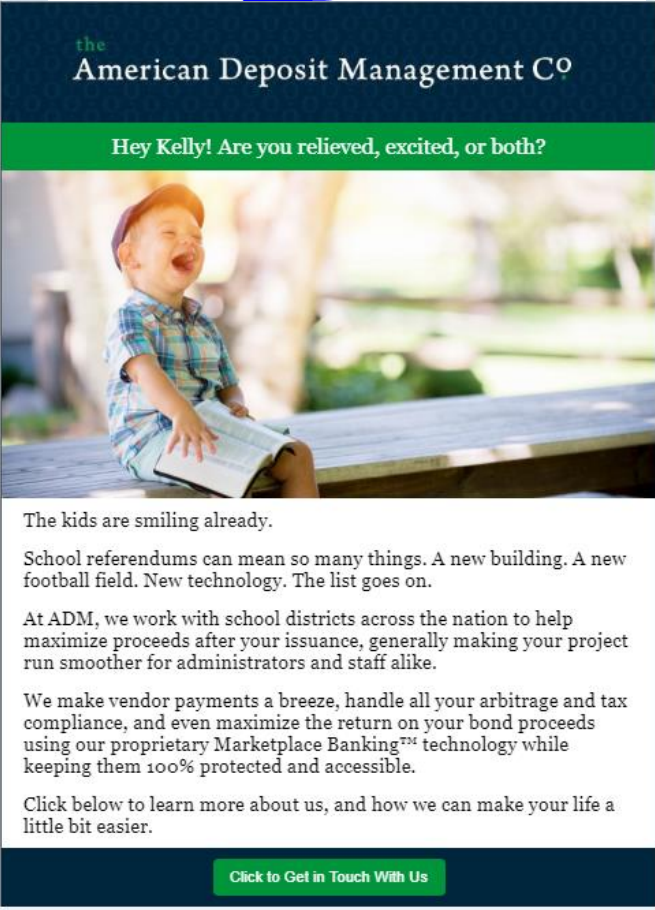
SENT on Thu, Nov 15, 2018 at 2:30 pm CST

Lists School Referendums (Passed - Fall 2018, no IL, WI, or MN)

From Name John Major

From Address john.major@americandeposits.com

Reply-to Address john.major@americandeposits.com



The kids are smiling already.

School referendums can mean so many things. A new building. A new football field. New technology. The list goes on.

At ADM, we work with school districts across the nation to help maximize proceeds after your issuance, generally making your project run smoother for administrators and staff alike.

We make vendor payments a breeze, handle all your arbitrage and tax compliance, and even maximize the return on your bond proceeds using our proprietary Marketplace Banking™ technology while keeping them 100% protected and accessible.

Click below to learn more about us, and how we can make your life a little bit easier.

[Click to Get in Touch With Us](#)

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Leads were then categorized (warm lead is someone who read our email, hot lead is someone who clicked to get in touch with us) and passed along to the sales team, who began calling to set appointments.

