



2016 FPSA SALES CONFERENCE

SEPTEMBER 19-21, 2016
Marriott Chicago O'Hare
Chicago, Illinois



David Folwell

President, The Growth Company

**Increasing Your Sales with Drip
Marketing and Retargeting**

“Build trust first and don’t annoy your contacts. We stick to the 80/20 rule for emails -- about 80% of the content is intended to deliver value to the client and 20% is designed to sell, promote, or set up an appointment.”

In September over 125 sales and marketing professionals from the food processing suppliers community will gather in Chicago on September 19-21 to discuss best practices in the modern sales environment at the [FPSA Sales Conference](#).

Topics will range from top B2B selling mistakes, to social selling for sales leaders to negotiation tactics to customer loyalty.

David Folwell of The Growth Company will address the topic of the effectiveness of Drip Marketing and Retargeting, when done right.

Dolores Alonso, Senior Director of Business Development and Membership, sat down with David to learn more about the topic he will address.

DA:

What is a drip email campaign?

DF:

Drip emails go by many names: drip marketing, automated email campaigns, autoresponders, and marketing automation—the concept is the same: they're a set of emails that will be sent out on a schedule. For example, we typically send 7 to 10 emails over the course of 3 to 4 months.

The goal of drip emails is typically to build trust and stay top of mind while moving a client down the sales funnel and closer to a demo, appointment, or sale.

DA:

Who should consider using drip email campaigns?

DF:

Anyone in sales or marketing who wants to increase demos, appointments, or sales. A few examples of how sales and support teams use drip emails are:

- 1. Trade show follow-up to schedule an appointment*
- 2. Online lead follow-up*
- 3. Welcome campaigns after the first purchase*
- 4. Engagement campaigns to warm up cold leads*
- 5. Top-of-mind drip campaigns*
- 6. Service and support upsell campaigns*

DA:

How effective are drip emails and inbound marketing?

DF:

Another fantastic question, Dolores.

We're amazed by how effective these drip email campaigns can be for sales teams and also by how few companies use these tactics to win.

As a 24-year-old selling floor space for PROCESS EXPO, I used to create my own sales email series to use with all new prospects. And by using these drip emails, I drastically accelerated the sales process.

According to SilverPop and HubSpot, you could get up to 10x the response rate and drive a 20% increase in revenue per sales opportunity by using drip email campaigns over single email blasts.

DA:

What's the secret to a successful drip email campaign?

DF:

Build trust first and don't annoy your contacts. We stick to the 80/20 rule for emails -- about 80% of the content is intended to deliver value to the client and 20% is designed to sell, promote, or set up an appointment. If you start by asking and not giving, you may find that drip campaigns can fall flat.

For example, we typically send white papers or case studies that help an audience do their job better. This positions our clients as industry experts and also helps build trust.