



EMAIL MARKETING



“

We provide bespoke  
marketing solutions for  
all your B2B needs.

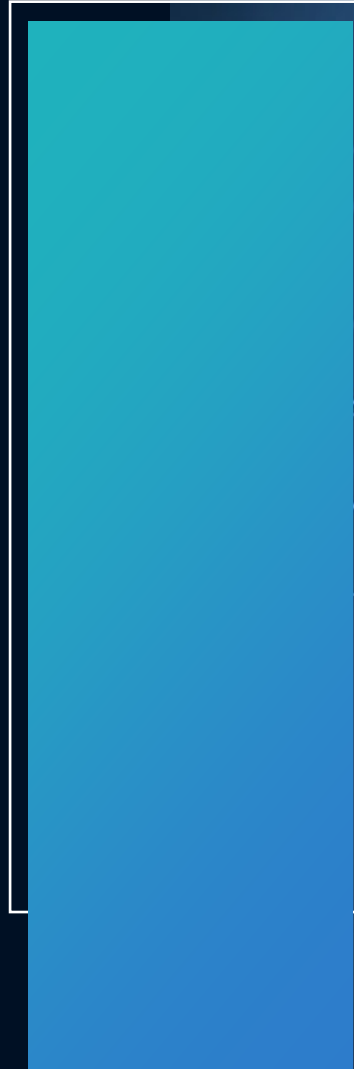
”



# About:

---

Logichron is a B2B service providing company that offers various services to market all types of B2B products and services on many different channels. We aim to build long-term relationships with all our clients by providing industry-leading services, strategies and marketing techniques to improve our client's ROIs.



# Process:

---



## Prospect Identification:

We create a list of the qualified leads that are interested in what you have to offer, based on a variety of parameters:

- a) Your preferred choice of targeted clientele
- b) Our proprietary knowledge and software
- c) The stage of sales cycle your product/service is in.



## Personalized content:

We write personalized content that attracts traffic, captures their attention and influences them into

- a) buying the product or service
- b) interact via an event
- c) participate in our processes
- d) request a demo or appointment.



## Automation:

Automation is used to schedule emails and track their stats, such as opens, clicks, etc. to determine when a prospect is most likely to make their business decisions.



## Tracking and Analysing:

We regularly track and analyze your performance to optimize the marketing strategy that helps you get more leads for a lesser cost.



### **Producing content:**

We create content that is relatable to your target audience to get maximum output from our campaigns.



### **Data Bifurcation:**

We collect data extensively and arrange them according to demographics, client specifications and various other parameters for future reference.



### **Email setup:**

We are well-versed with dozens of email-based tools and software, and by using AI and automation, we devise custom email strategies and solutions for our clients. (e.g. CRM, Auto-Emailer, Hootsuite etc.). We use automation to fill out the necessary information vital for the email to be sent out.



### **Email Blast:**

We always use split testing to determine which of the strategies perform better, and after analyzing the results of A/B testing we finally send out the most appropriate emails to our target audience.

# Evaluated Results:

---

100%

Delivery Rate

38%

Open Rate

16%

Click Through Rate

13.5%

Landing Page Hits

7-10%

Landing Page Conversions

1.2%

Unsubscribe Rate

22%

Response Rate

3.6%

Bounce Rate

95%

Leads Generated

90%

Leads Qualified

12%

Leads Converted

# Advantages:

---



Email Marketing is a primary source of marketing, and it has a very high ROI.



Email Marketing is considered one of the most effective ways to promote your products or services and acquire or retain customers.



Email Marketing services are the best way to market your product to your customers directly.



Helps you reach new customers and enhance relationships with your existing customers to build loyalty and ensure recurring business.

# Statistics:

---

There are 3.9 billion daily email users. This number is expected to climb to 4.3 billion by 2023.

**Statista, 2020**

87% of B2B marketers say email is one of their top free organic distribution channels.

**Content Marketing Institute, 2020**

78% of marketers have seen an increase in email engagement over the last 12 months

**Not Another State of Marketing, 2020**

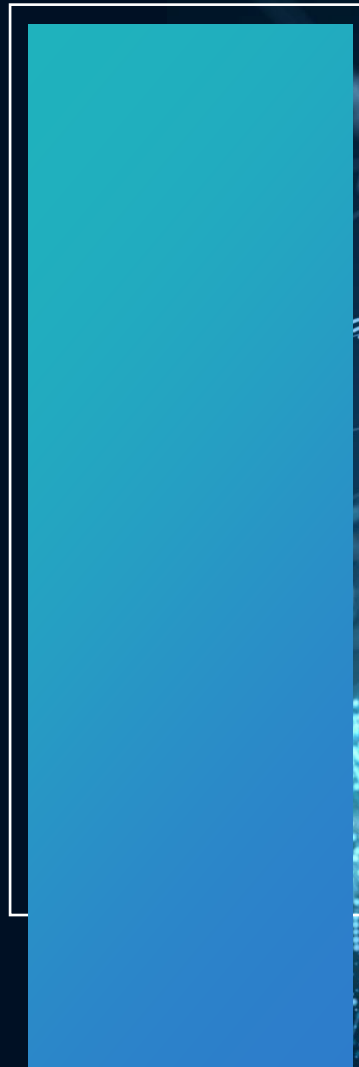


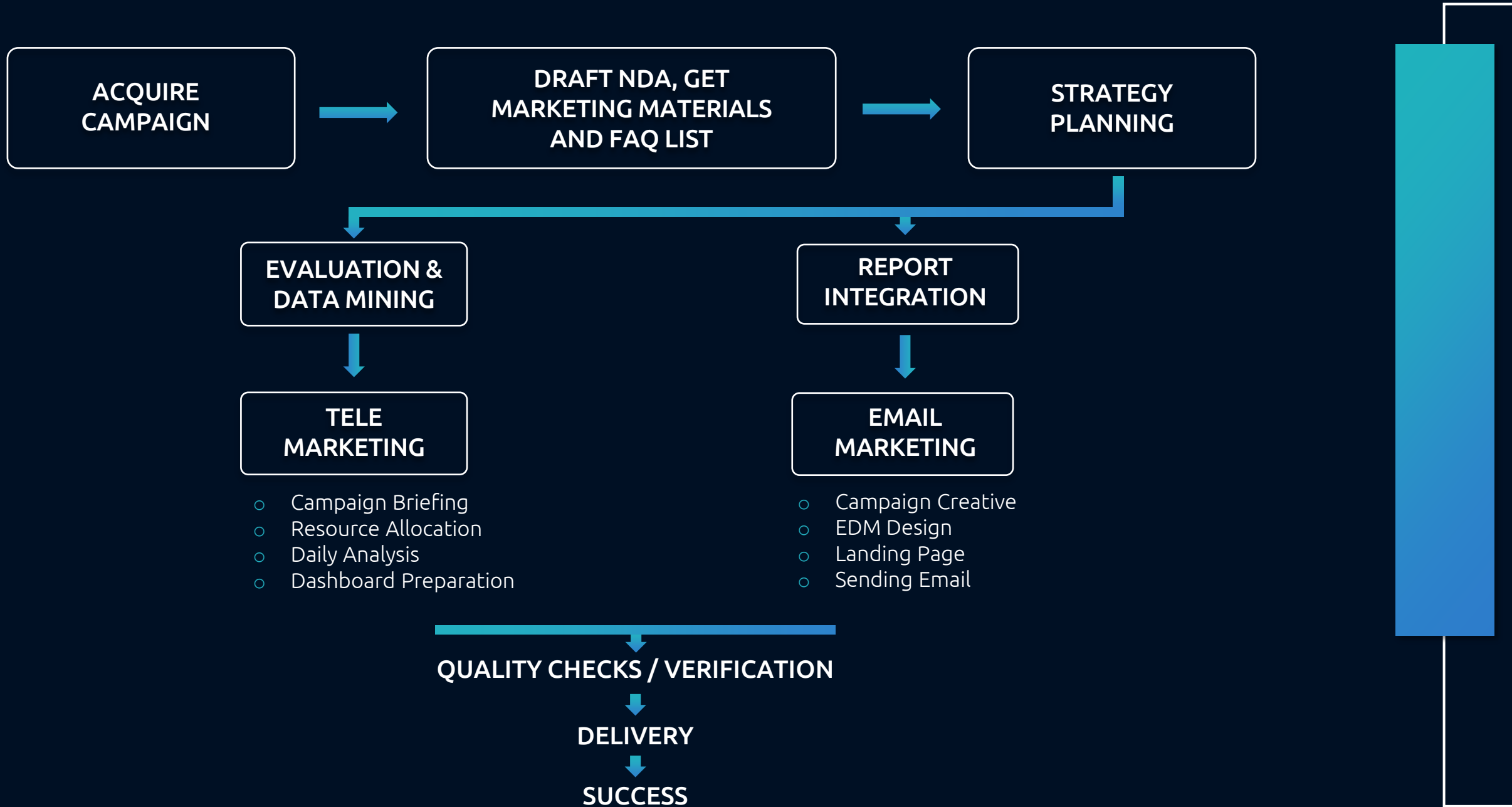
# Hybrid Marketing:

---

Hybrid marketing combines both Telemarketing and email marketing; it merges both approaches to create a more effective and extensive outreach plan to acquire the desired leads. We use this form of marketing to get the best results for our clients.

Therefore we created a strategy where we aligned our telemarketing and email marketing team to work together to generate the best possible results.





# Types of campaign:

---

Here is a list of campaigns Logichron runs for both Telemarketing and Email marketing.

1. **Customer Contact & Profile**
2. **Media & Content Syndication**
3. **Inside Sales & Amplification**
4. **Appointment Setting**
5. **Elite Lead Qualification**
6. **Content Syndication**
7. **Lead Nurturing**
8. **Lead Qualification**

9. **Contact Discovery**
10. **Data Enrichment**
11. **Audience Profiling**
12. **Event Promotions**
13. **Data Appending**
14. **Account Profiling**
15. **Lead Verification**



# Type of leads:

---

Here is a list of the types of leads Logichron provides.

1

**(HQL) Highly  
Qualified  
Lead**

2

**(SQL) Sales  
Qualified  
Lead**

3

**(MQL)  
Marketing  
Qualified Lead**

4

**(ICP) Ideal  
Customer  
Profile**

5

**Content  
Syndication**



+971 5563 24245 | +1 83157 42056



[Schedule a call](#)



[natalie.hill@logichron.com](mailto:natalie.hill@logichron.com)



**USA:** 1, Radisson Plaza, Ste #800, New Rochelle, New York – 10801



**India:** 409, IT Unit, Pride Icon , Kharadi Bypass Road, Pune – 411014



**UAE:** Dubai



[www.logichron.com](http://www.logichron.com)

