

7 Indicators That Your Mailing List Is Technologically Sound



Location **London, London**
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7 Indicators That Your Mailing List Is Technologically Sound! Techno Data Group | 07 April 2016 | | | |
 Technology keeps evolving! Those of us who are gadget freaks understand this aspect very well that the moment you think you are abreast with the latest technology, there appears a higher or a technologically superior of the same product/service/method. Look at the evolution of cloud based marketing and the wonders it has done to marketing process as a whole. Forbes reveals that cloud based marketing companies are one of the fastest growing in the world. With the advent of such technologies, it is natural for B2B marketing to also grow and become more professional than ever before. If B2B marketing is growing, then so is the technology mailing lists. If technology mailing lists are growing, then are you doing enough to engage the huge potential in terms of customers that are lying in these lists. If you are not sure about this figure, then read on to learn about the indicators that show that your technology list is indeed growing:

1. Your emails are being shared at a high rate You may be tracking your email subscription signups to get an idea of lead generation happening for your business. But, have you ever thought of evaluating the email sharing rate. This actually means that your leads are multiplying! Isn't it cool? More the number of shares, higher your reach. This also gives you an indication of whether your campaign is working or not, understanding your target group and all this have the possibility of translating into visitors on your website. 2. Your targeted segment is the one that is responding! Reaching your relevant customer is really a challenge when it comes to email marketing and if you subscriptions are pouring in from your desired target group, then it is obvious that your technology mailing list in on the upward. Work on this data to find more leads and to reach out to a larger audience. Also look at consolidating long term

relationships with these customers who are showing their loyalty towards your business. 3. Renewal rate of your subscription is more than 20% more than the running rate. This renewal rate for you is a good sign and you will see a response from your current subscribers at 20% more than that means that your emails are being opened and are being read by your customers showing interest in what you are doing. This means that you are converting more of your offers that the other offers that will probably turn to you. So, keep checking this as this also works as good method of inspiration for you and your partners/employees. 4. Offer links placed by you are getting clicked more than the CTAs in most common position of placing CTAs is either at the top of the page or at the bottom of the page. This is the most common place to generate favorable results. But, each website has something else also that makes it unique. So, if your CTAs are fetching you good results irrespective of the position at which you place it, that means that your emails are being read seriously. This is a great indicator of organic leads. 5. 'Vlogs' on your email are getting views. Almost all marketers in the B2B business put in a video link of the services



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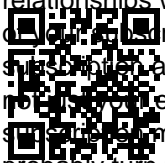
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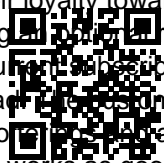
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