J Expeditions: Acquiring Qualified Leads Through a Mix of Automation and Human Factor

Industry

Cruises

Type of Campaign

Lead Acquisition and Email

Digital Marketing Partner

Coffeebot Solutions

www.caffeinerobot.com

THE RESULTS

29.19%

Open Rate

.28%

Unsubscribe Rate

COMPANY DESCRIPTION

After more than 30 years of operating Jewish land tours and the very first to begin operating large cruise programs, JExpeditions have created the perfect luxury vacation. JExpeditions achieve and maintain the highest standards of luxury, education and quality. No more sitting in a large hotel, moving from point to point, packing and unpacking, and going from restaurant to restaurant with an ever-changing level of quality. Now you will wake each morning, eager to explore a new city or town filled with history and heritage.

TARGET AUDIENCE

Location

United States

Demographic

Rabbi and Synagogue Directors

Industry Rate Comparison

Compared to the average rate within the Education industry we were able to achieve:

- Open Rate: 29.19%; approximately 5% higher than the average industry rate with 0.72% expressing strong interest
- Unsubscribe Rate: 0.28%; approximately 0.09% lower than the average industry rate

Metrics	Definition	Average Industry Rate	Client Rate
Open Rate	Percentage of emails opened	24.20%	29.19%
Unsubscribe Rate	Percentage of emails returned by a recipient mail server and did not reach the recipient	0.37%	0.28%

Our Lead Generation Strategy

The right lead targeting is one of the factor that plays a great role in the success of our email campaigns. This is done by thoroughly narrowing down our list of target audience. While lead targeting produces less leads, it yields a higher success rate because we're reaching the right audience who are more likely interested in our client's products and/or services.

As we progress with our campaign, we also provide additional lead insights to our clients. In some cases, we also suggest additional niche or a better set of audience to target that will make the campaign more successful.

We strategically pick our target leads based on the:

Niche

Location

Job Position

Any other particulars provided by our clients

Further customization is done based on the information obtained from the leads.

The use of personalized template greatly affects the way leads perceive our emails. We personalize our template by addressing leads in their first name and mentioning their company name in our message body. Through this, our target leads can feel that our message are really tailored for them and we're not just sending an email campaign to any anonymous person.

MULTI STAGE EMAIL SEQUENCING

One of the reasons for the success of our email campaigns is the manual multi-level strategy. A sequence used for this campaign is a set of three emails automatically set to be sent in a weekly interval from the initial email.

We utilized HubSpot Sales Starter's "Sequence" feature. This is done by setting up a series of automated emails that automatically stops when a response is received or when the last email is sent. In this campaign, we set up a series of three emails to be sent in a weekly interval from the initial email. Lead activities (replied, unsubscribed, no response) are also monitored in the sequence.

FIG 2. ORGANIC RESPONSE PER SEQUENCE STAGE

This strategy has proven to be effective as can be seen from the data. There have been several instances wherein leads were interested but were not able to respond to the initial email due to unforeseen circumstances. As long as the lead generation is efficient, a solid follow through will yield results.

Initial 19.0%

Follow-up 1 27.0%

Follow-up 2 54.0%
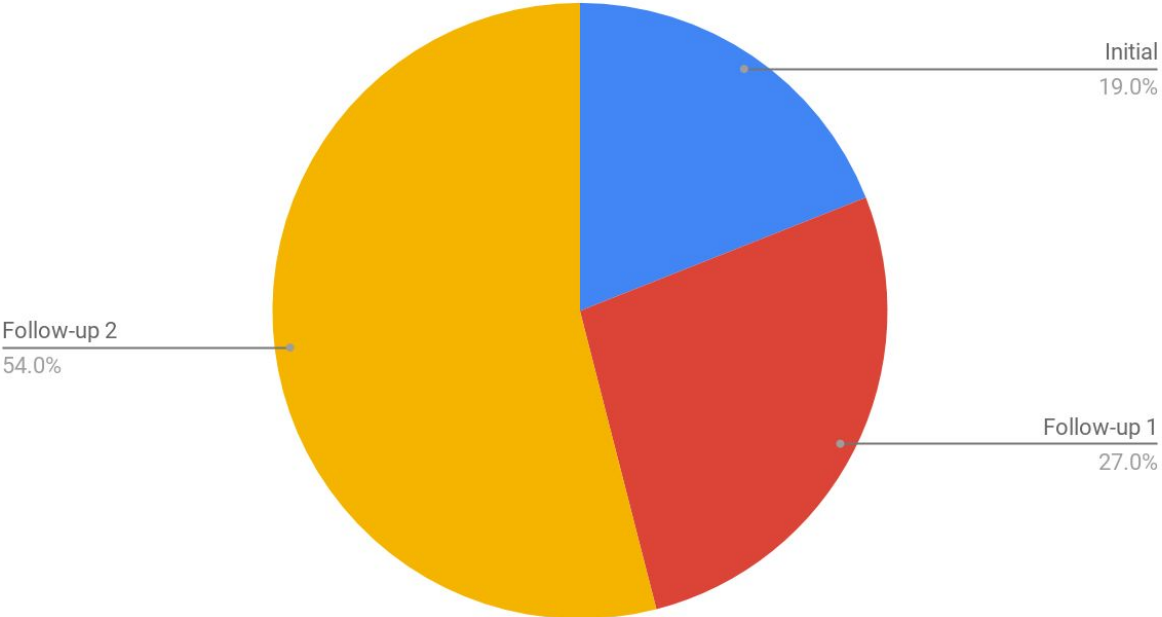
Personalization Factor

While we make use of some automated features such as sequence features, we still personalize to achieve maximum results. This is done by continuing to have some human factor.

Aside from the personalized emails, we manually check responses to make sure that they receive the appropriate responses and feel they are communicating with real people.

The campaign is extremely customized based on the recipient replies. We look into:

- Their availability
- The request of follow-up
- Their local calendar of holidays
- And any other personal information they have provided in the email.

FIG 3. INDUSTRY RATE

Legend:
- Industry Rate (red)
- Our Client (blue)

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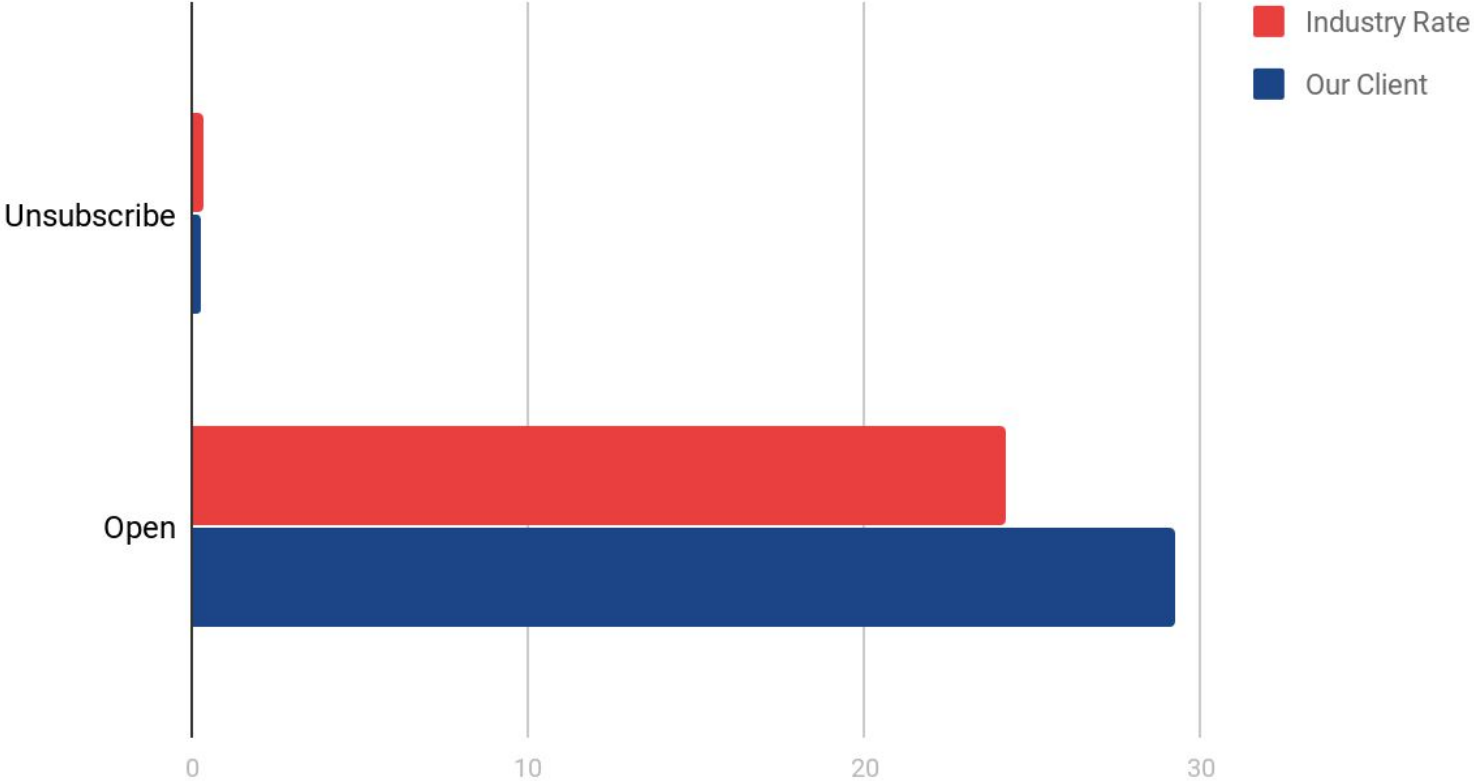
Lead Acquisition

The success of your marketing email campaign lies on having qualified leads. Smart Lead Generation is the act of identifying the Right and Active contacts that qualify in your target market.

**Contact us to
LEARN MORE ABOUT
LEAD ACQUISITION**

ABOUT US

Coffeebot Solutions is a digital marketing company that offers SEO services, social media optimization, lead generation, affordable web design and other general virtual assistant services.

We have helped businesses from different parts of the globe reach their goals through implementing the right strategies based on their needs.

OUR SERVICES

SOCIAL MEDIA MANAGEMENT

We create social media calendars and multimedia materials for clients, monitor their accounts, manage their social media interactions, and create measurable targets for reach and engagement.

PAID CAMPAIGN MANAGEMENT

We implement and manage Pay Per Click or Paid campaigns, whether it's on Facebook, Twitter or Google platforms, as one of the fastest way of getting results and conversion.

GRAPHIC DESIGN

We create graphic materials for clients, including but not limited to logos, posters, brochures, and advertising materials.

LEAD ACQUISITION

We identify the Right and Active contacts that qualify in your target market. We make sure that no marketing content gets wasted or ignored.

SEARCH ENGINE OPTIMIZATION

We strategize and implement SEO campaigns to help businesses boost their search rankings on Google and increase their website visibility.

WEB DEVELOPMENT

We create user-friendly, responsive, and SEO-ready websites for businesses through native coding and a competent Content Management System.

THANK YOU!
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