



Prospecting Guide

Selling to the Marketing and Advertising industry



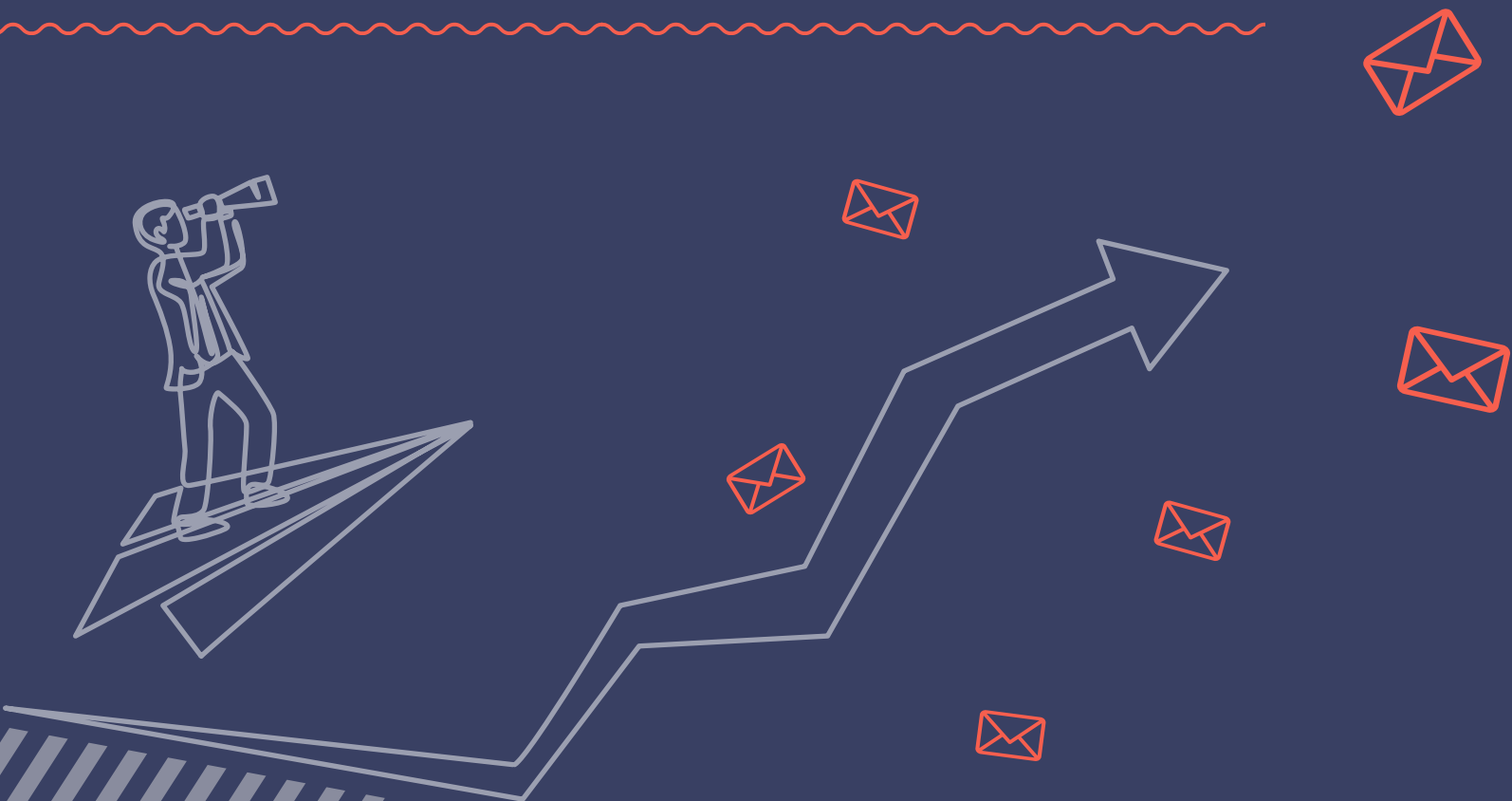
Introduction

Here at Sopro, we’re experts on professional, targeted prospecting.

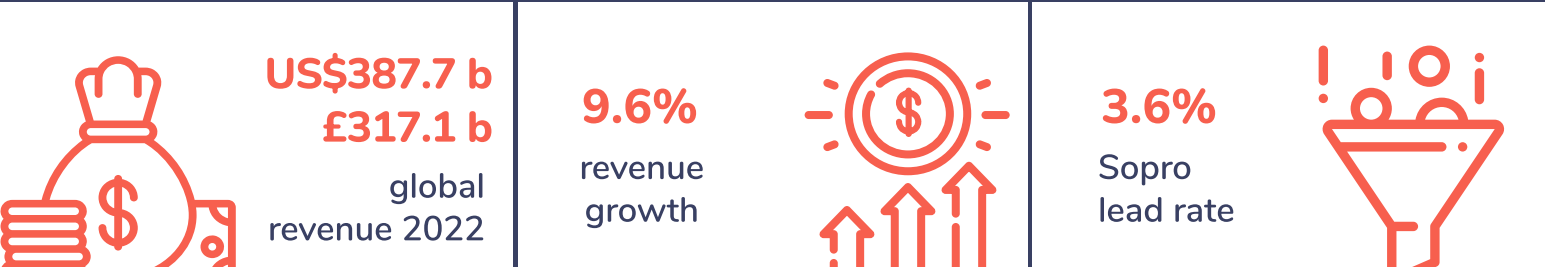
Prospecting is powerful but only when it’s done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won’t see the results we know you can achieve.

Every industry needs to be targeted in a different way – there’s no one size fits all. That’s why we’ve collated our data to develop this guide.

We’ve done the research so you don’t have to.



The headline stats



Five years of Sopro data shows how well prospecting works when targeting Marketing and Advertising businesses.



Despite being one of the most prospected of our 150 industries, Marketing and Advertising companies perform exceptionally: they have a **10.6% higher than average open rate**, and a higher lead rate than the average, which has remained steady over the past three years.

Prospecting and the Marketing and Advertising industry

Targeting the Marketing and Advertising industry using email prospecting is ideal as it's a direct, transparent route to reach your decision maker.

Compared to other B2B communication methods, such as social media, PPC, SEO, and cold calling, our research shows that email is the preferred choice for business. In fact, it's **3.8 times more effective than social media**.

For savvy advertisers and marketers, this is crucial. You're contacting prospects on **their time and on their terms**, which kicks off the relationship well.



The challenges

Marketing and Advertising is a massive industry, with many layers of creative services within TV and radio, print media, digital and mobile, so it's not straightforward to identify the right decision maker.

The industry is savvy about marketing so they know how it all works and the various tricks of the trade.

Marketing and Advertising trends

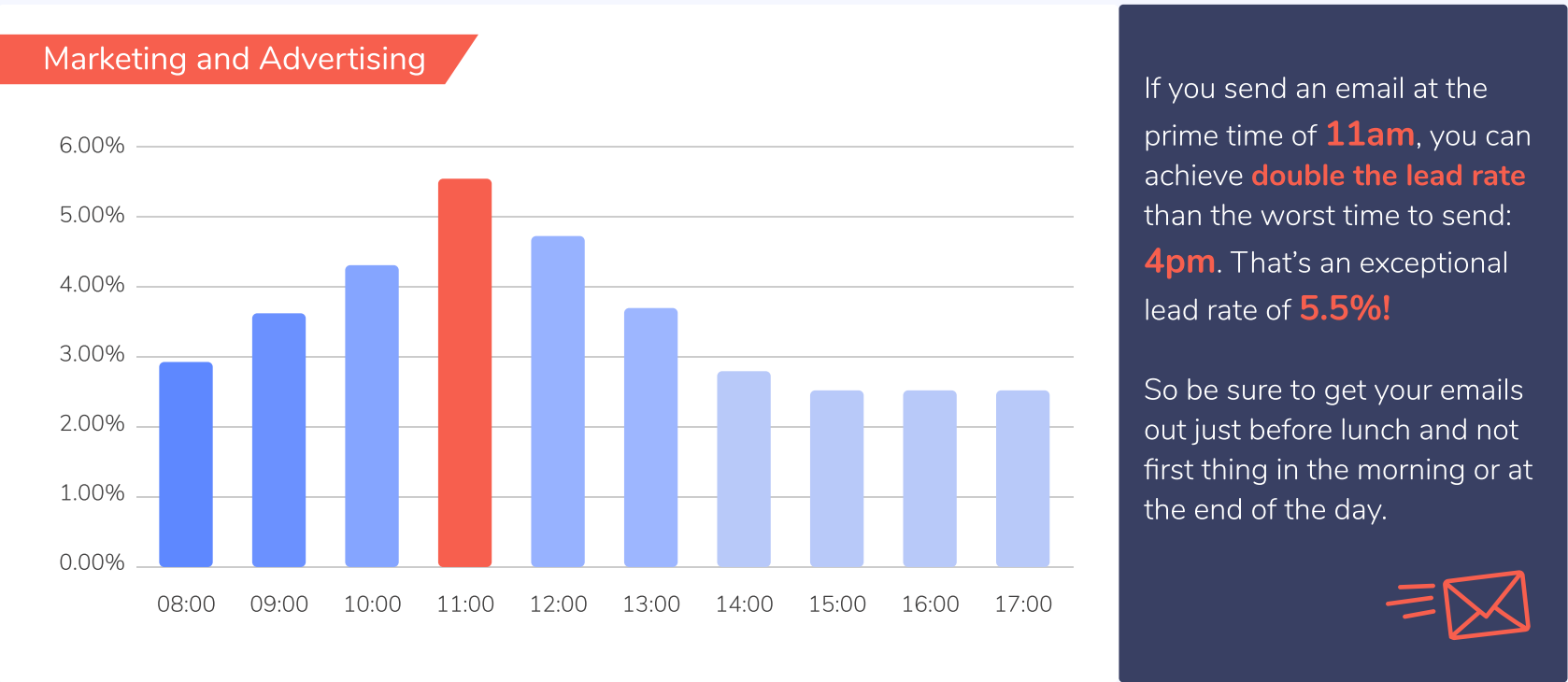
Marketing and Advertising is every changing, keeping up with tech, adblockers, the ever growing list of channels. and changing user behaviour. The key to success is navigating all that to stay relevant.

The long term online revenue boom trend continues, making digital the fastest growing sector of the Marketing and Advertising industry. Mobile internet advertising is proving to be the most popular medium of the sector. TV and radio advertising slowly but steadily grows. Print media continues to wane.



The best time to send emails

Timing matters when you send an email, as **five years of prospecting data shows**.



Source: <https://sopro.io/results/the-state-of-prospecting/>

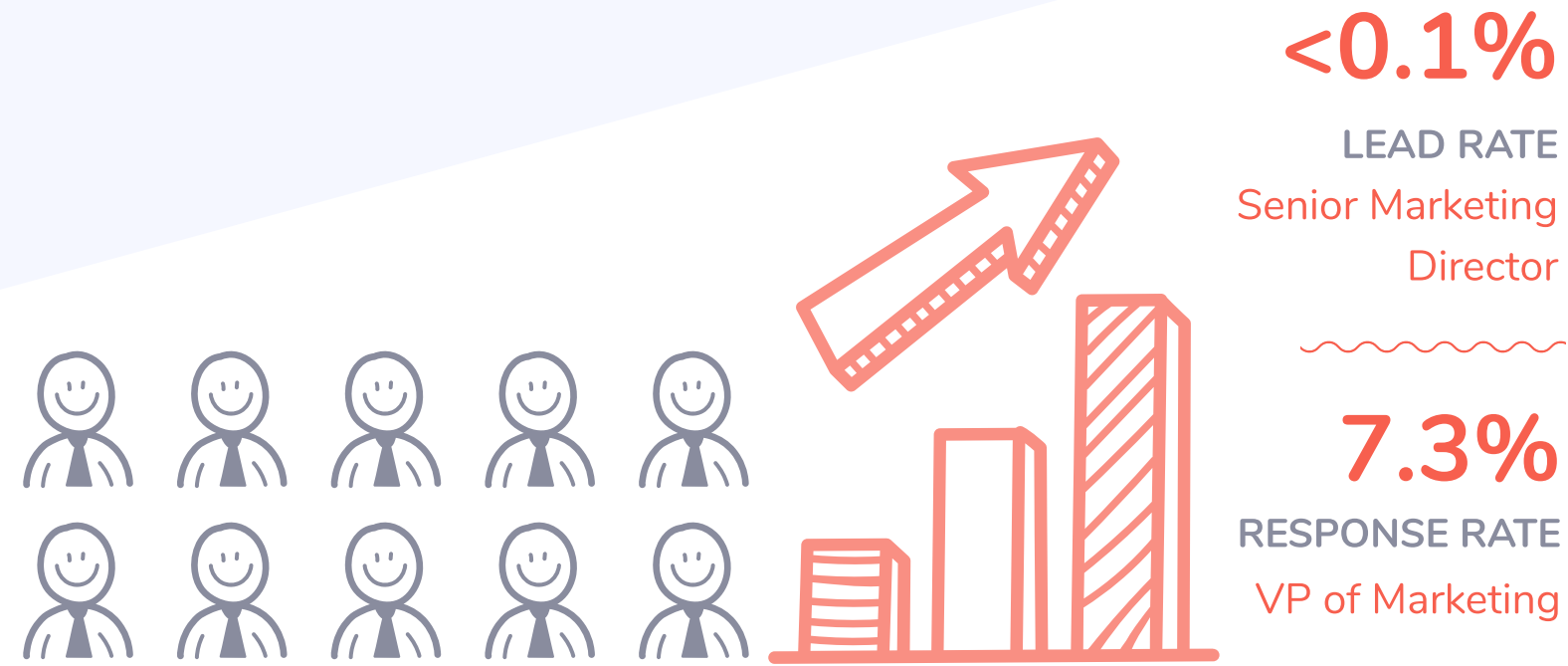
Job titles and company size

Job titles impact the likeliness of a positive response.

Job titles with “Founder” in consistently have the highest open rates? If you are targeting smaller companies, definitely aim for the top!

A warning for those prospecting bigger companies: “VP of Marketing” is in our top five least polite job titles list, with a response rate of just 2.0%.

Similarly, the title “Senior Marketing Director” has a lowly lead rate of less than 0.1%!



The perfect prospecting email

The secret to a prospecting email that converts? Make your first email punchy.

You have just a few minutes to win them over, and all you’re looking for is a phone call, so:

- ✔ Keep your subject line simple, with a touch of intrigue.
- ✔ Ban jargon and phrases that sound mass-sent - even ‘hello’ is no-no!
- ✔ Keep your email short and sweet. 150 words is ideal.
- ✔ Be human and personal: would you like to receive your email?

Opening	[Morning] Jane,
Softener	I hope you’ve been able to stay dry this week.
Introduction	A quick intro from me. I lead the client team at YourGuru.com, and I hoped to catch you for a quick chat later this week?
Reason for contacting	Based on my research, I think we would be an ideal fit for [insert company name] with our latest solution, which I can run through in a few mins.
Call to action	Would you be able to spare 10 or 15 minutes for a brief chat on [Friday].... Alternatively, I’ll be in your neck of the woods next week, so I can swing by for a coffee if that’s more convenient than a call. How’s your diary looking?
Signature	Warm regards, Signature with no sales title.

Map your market

It's easy to be bamboozled when talking about data. But when it comes down to it, there are just a few things you really need to know.

sopro: The world's best prospecting data

- ✓ Yes, we can reach millions upon millions of people
- ✓ But over 99% of them are irrelevant to you
- ✓ Our skill is finding the right people for your business
- ✓ 41 variables allow our experts to zero in on your target persona

Map your market →

Source: <https://sopro.io/added-value/market-mapper/>



No matter what industry you're trying to target – Marketing and Advertising industry or something completely different – **we can help.**

Sopro has over seven years of experience in acute targeted prospecting. Trust the experts and sell more.



Book a demo:
<https://sopro.io/demo/>



Call us on
020 3988 3940



Or chat with our experts
via the webchat:
<https://sopro.io/contact-us/>

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The ROI from the Sopro campaigns were so effective that it gave us confidence as a business to take on an additional member of staff. We're currently seeing a 7% lead rate – which is fantastic. Our sales team rock up to the office, open their inbox, and there are leads in there, ready to go.

Oliver Jenkin
Head of Marketing, moneyinfo



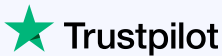
Client reviews



★★★★★ 4.8/5



★★★★★ 4.9/5



★★★★★ 4.6/5



★★★★★ 4.9/5



★★★★★ 4.9/5



Sell more.