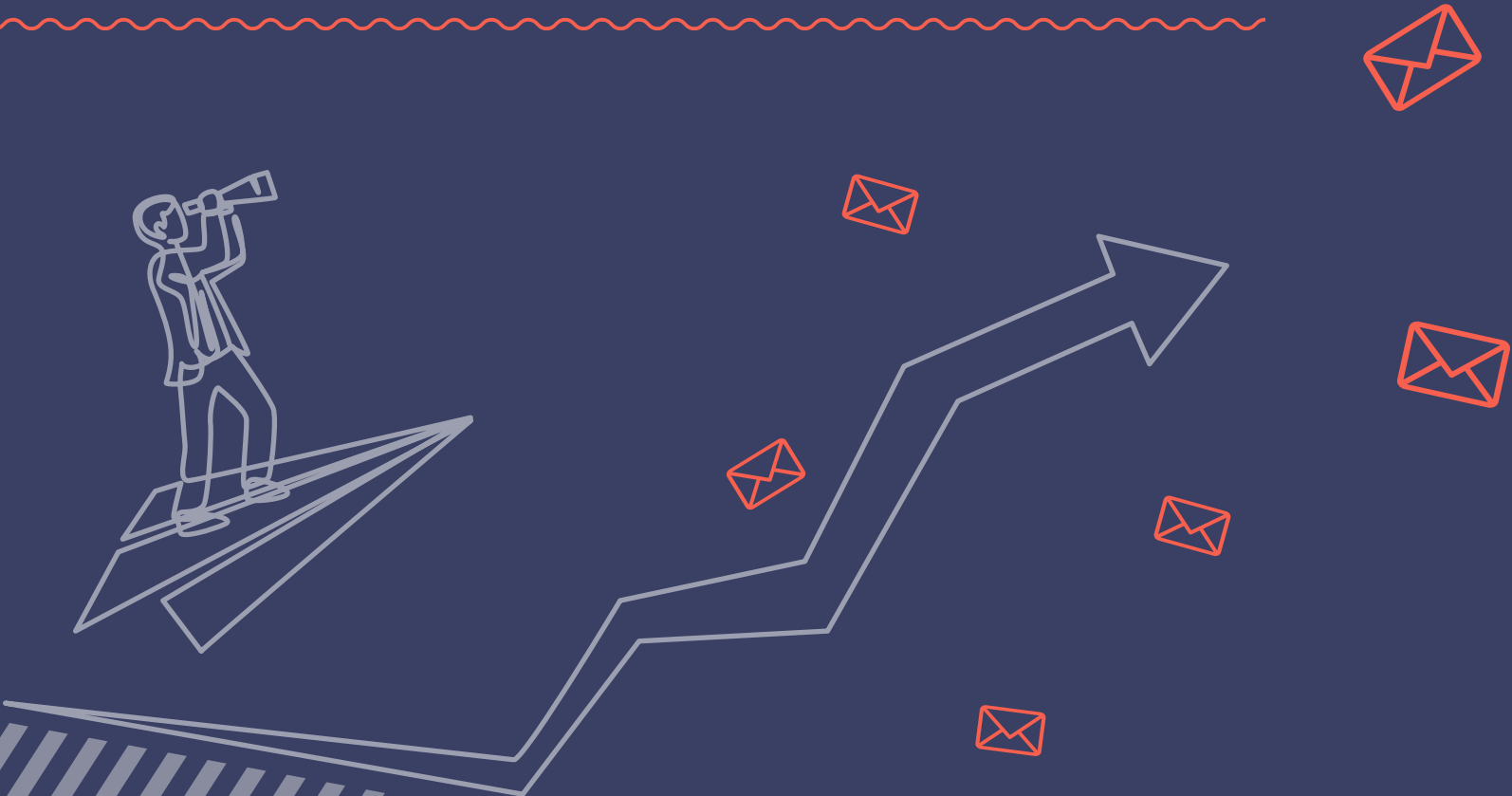# Selling to the Internet industry

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

US$450.1 b £379.6 b global revenue 2022	5% revenue growth	2.2% Sopro lead rate
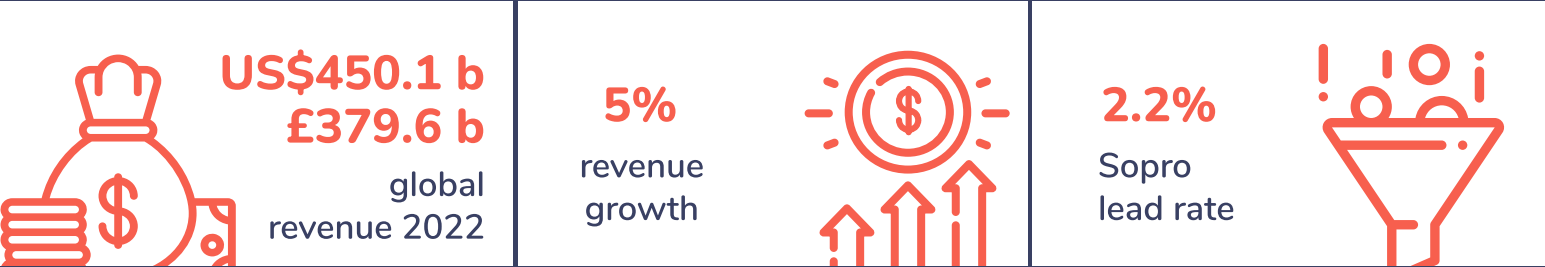
The usual methods of targeting Internet and Web Technology businesses - such as unwanted direct mail and nuisance cold calls - simply aren't effective.

Even modern inbound methods can't compare. According to our survey of B2B buyers, prospecting is:
- 2.7 x more effective than SEO
- 1.9 x more effective than PPC
- 3.8 x more effective than social media

96.1% deliverability rate	47.3% open rate	8.2% response rate	2.2% lead rate

The industry is in our top five 'least polite industries' list. But there's a few data-backed tactics you can use to encourage more positive responses.

Prospecting and the Internet industry

One thing about the Internet industry that's guaranteed - it's always online. This means that email is one of the most effective ways to communicate.

According to our research, B2B buyers prefer email over other methods of communication. It's friendly and your message can be read on the prospect's time, which is less intrusive than cold calling.

The challenges

The Internet and Web Technology industry includes a huge variety of online products and services, from search engines and e-retailers, to travel platforms and broadband access services.

The industry is spread across multiple teams and locations over different time zones, and some of these businesses don't always have an obvious physical address, meaning it can take several attempts to reach the decision maker.
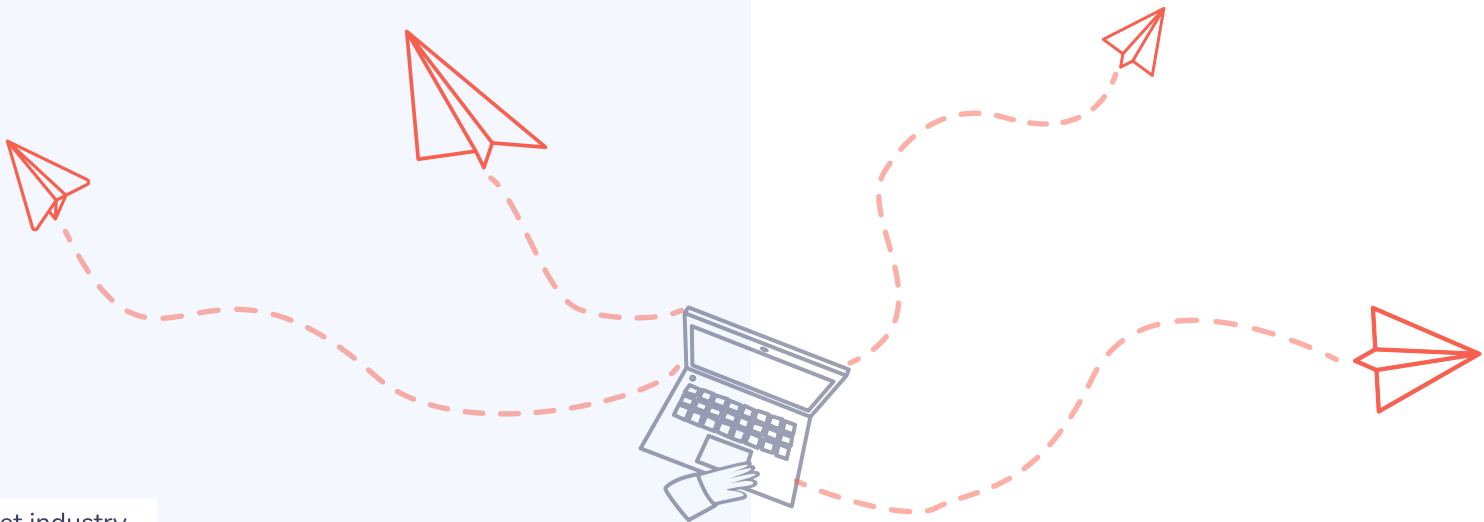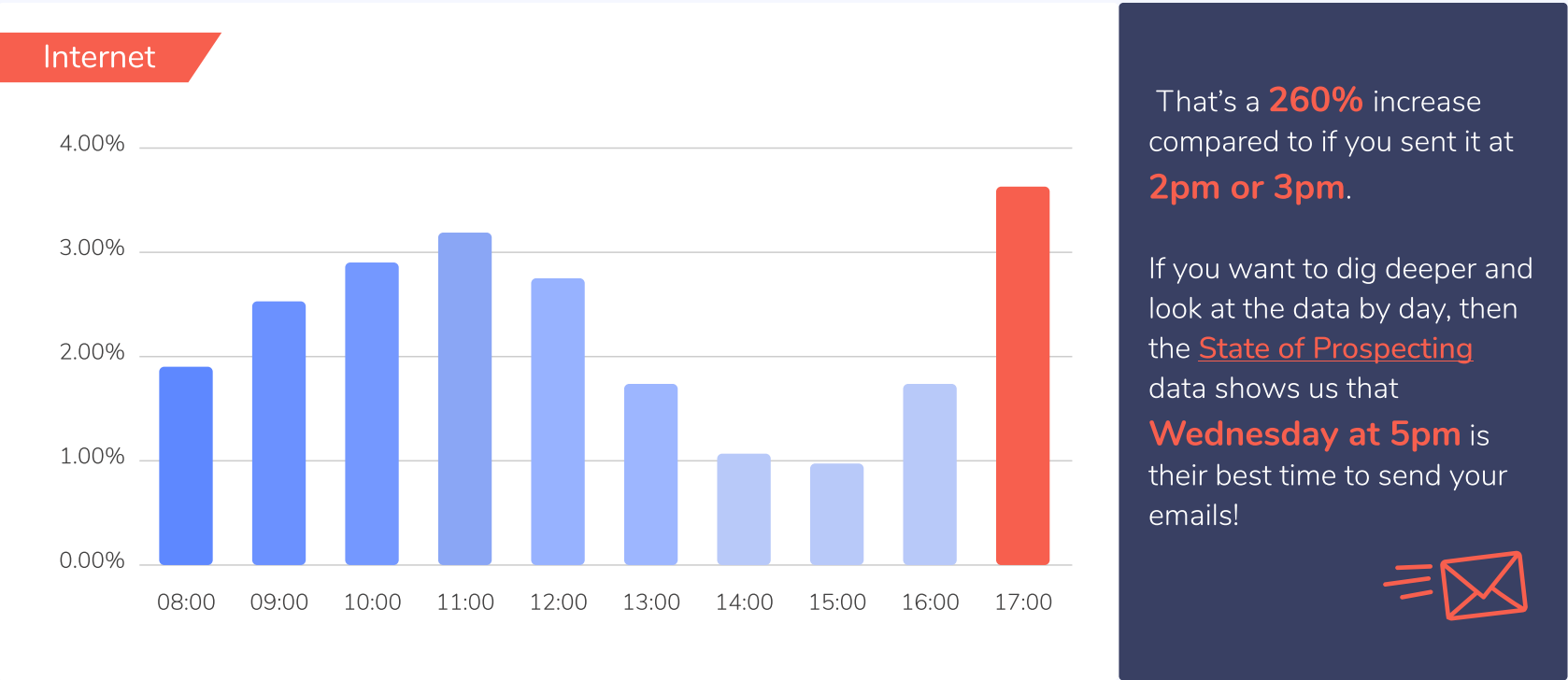
Internet trends

The huge spike in consumption of online media and business products and services continues to drive new content formats (such as video and images) and access patterns, such as with video conferencing and online team collaboration tools. The way users tap into Internet services is also changing, with data analytics and customer acquisition costs through online advertising becoming a dominant model.

The upwards trend in online shopping is expected to continue. E-commerce is a particularly growing opportunity in Asia Pacific regions.

The best time to send emails

Timing has a big impact when it comes to successful prospecting. Using in-depth Sopro data, you can turn the best time to send an email into an exact science. As the graph below shows, Internet companies surprisingly prefer to receive emails at the end of the day (5pm), which can secure a **3.6% lead rate**.

Internet

Time	Lead rate
08:00	~1.85%
09:00	~2.50%
10:00	~2.90%
11:00	~3.15%
12:00	~2.75%
13:00	~1.70%
14:00	~1.05%
15:00	~0.95%
16:00	~1.70%
17:00	~3.60%

That's a **260%** increase compared to if you sent it at **2pm or 3pm**.

If you want to dig deeper and look at the data by day, then the State of Prospecting data shows us that **Wednesday at 5pm** is their best time to send your emails!

Source: https://sopro.io/results/the-state-of-prospecting/email-timing/

Job titles and company size

Never be afraid to approach the head honcho. Our data shows that job titles with the word "Founder" in them have some of the highest open rates.

You can also get a higher than average lead rate from job titles such as Innovation Director, Commercial Operations Director, and Chief Technology Officer (CTO).

Another factor to consider while targeting the Internet industry is the size of the company. Larger companies tend to respond less than those with under ten employees. Prospecting to start-ups can be a fruitful tactic.

highest
OPEN RATE
Founder

average
LEAD RATE
Director
COD, CTO

Your email content is arguably the biggest influencer for campaign success. Our data-backed formula for writing the perfect email should help you succeed.

First, start with a subject line that's not only simple, but inspires curiosity. Keep the body of the email punchy: 150 words is ideal. Avoid using fluffy marketing language, technical jargon or going for the hard sell. Your goal is to get a call, so don't try to cover everything in the first contact.

Be polite, direct, and personal. Your email should sound like it's coming from a real human and not part of a mass-send campaign.

Opening	[Morning] Harry,
Softener	I hope you enjoyed the Bank holiday weekend.
Introduction	A quick intro from me. I'm head of partnerships at Whoknows.com, and I wondered if we could have a quick chat later this week or early next week?
Reason for contacting	I think we could help your company through our just released product, which I can run through in a few mins.
Call to action	Are you free for a brief chat on [Friday]... literally 15 mins.. I'm actually going to be right by your office next week, so I can swing by for a coffee if that's more convenient than a call. How's your diary?
Signature	Yours, 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/

103,343

75% 40% 34% 27% 18% 10%

No matter what industry you're trying to target – Internet 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/

> "
>
> *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

G2	Capterra	Trustpilot	GetApp	Software Advice.
★★★★★ 4.8/5	★★★★★ 4.9/5	★★★★★ 4.6/5	★★★★★ 4.9/5	★★★★★ 4.9/5

Sell more.