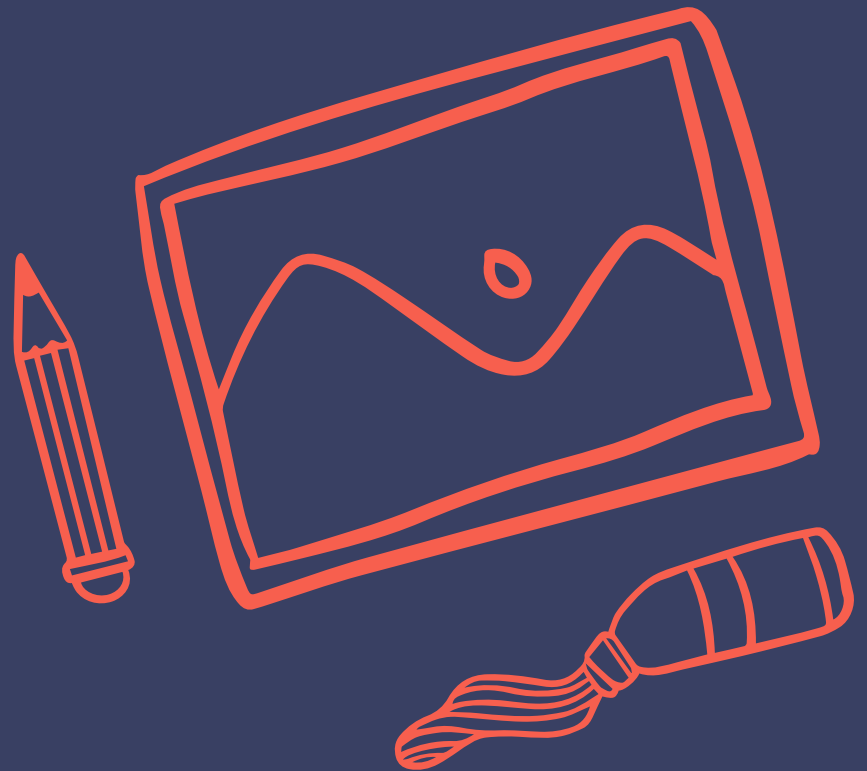




Prospecting Guide

Selling to the Design industry



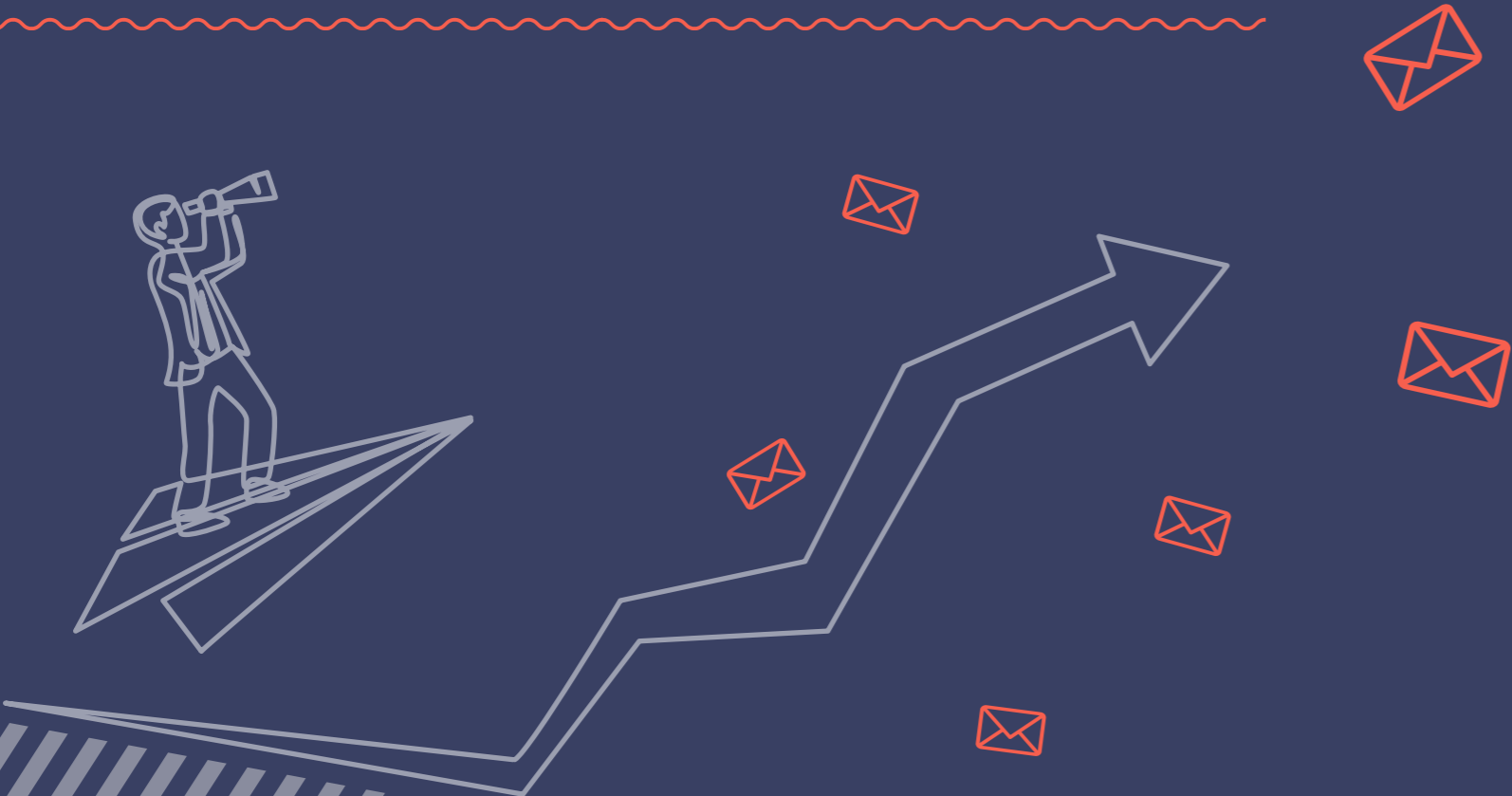
Introduction

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

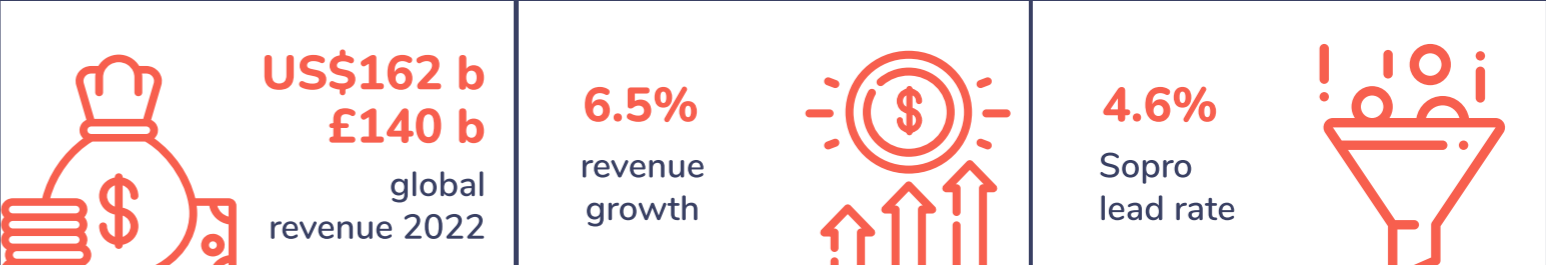
Prospecting is powerful but only when it’s done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won’t see the results we know you can achieve.

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



A survey of B2B buyers told us that email prospecting is:

- 2.7 times more effective than PPC
- 2.4 times more effective than cold calling
- 1.9 times more effective than SEO



Our data, collected over seven years across 150 industries, shows that the Design industry performs well above average for open and lead rates.

In fact, open and lead rates have slightly increased this past year, and we’ve seen the number of responses skyrocket by over 10% since 2021.

Prospecting and the Design industry

With an industry that’s mostly online, email is one of the easiest ways to reach prospective design clients.

Our research shows that email is B2B buyers’ number one communication method, because it’s less intrusive and friendlier than cold calling.

It saves a lot of time because when your sales team gets on a call, you can speak directly to a high quality, pre-qualified decision maker.

The challenges

The Design industry is massive and growing, with everything from animation and graphic design to industrial and fashion design. It’s mainly made up of sole traders and microbusinesses, many of whom predominantly operate locally, and even the larger agencies tend to outsource specialist design skills.

What this means is that it can be hard to reach the relevant decision maker, and you may need to make several attempts to identify the appropriate individual.



Design trends

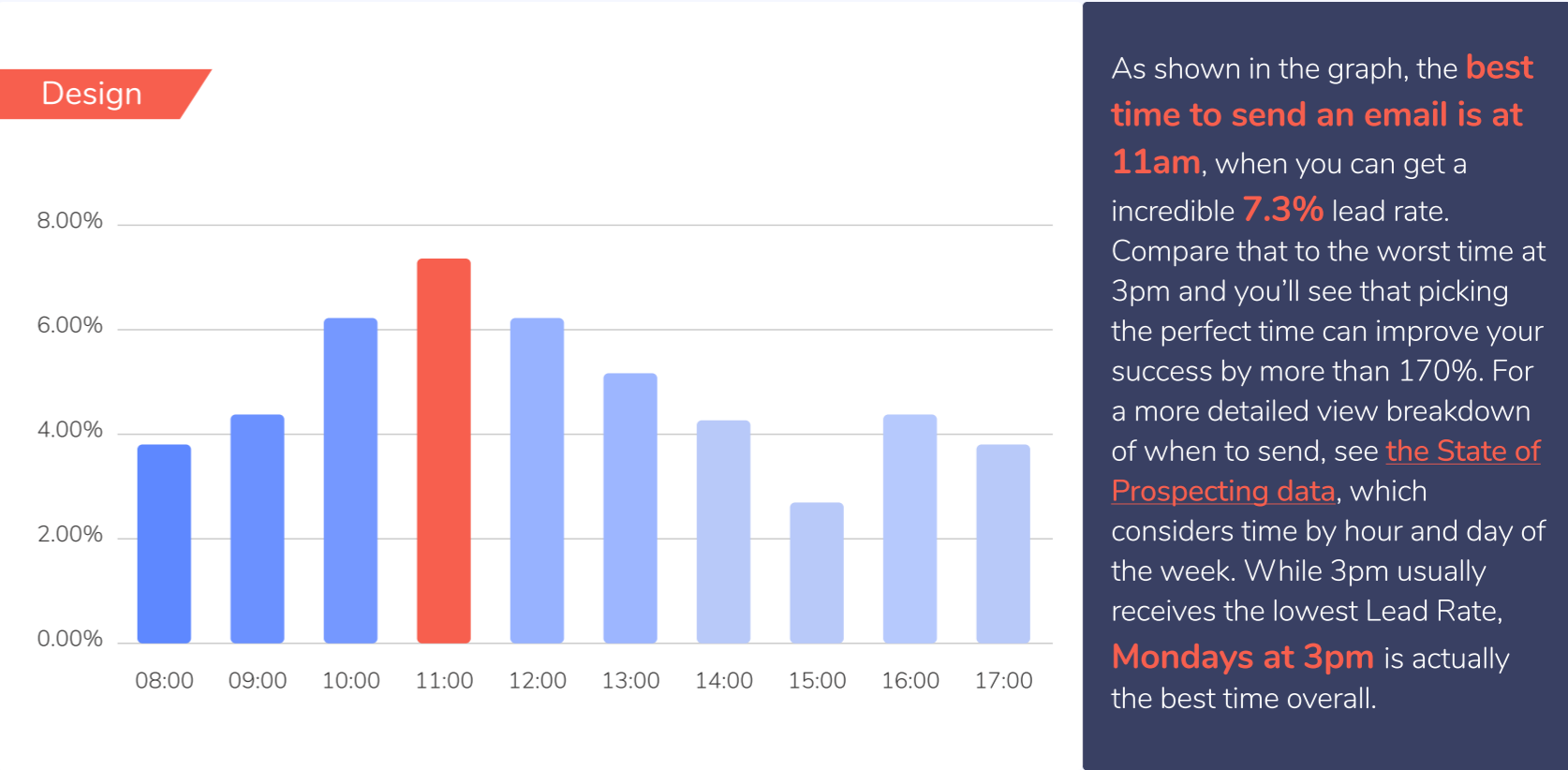
There’s so much opportunity to be found as the Design industry takes on an ever-increasing digital world. From new models of interactivity with Augmented Reality (AR) or motion graphics, and 3D computer-generated imagery and rendering, to digital painting that opens up design to a wider audience, there’s a lot you can tap into.

One of the newest trends is sensory design, thanks to advances in digital smell technology, which we expect will grow in the next decade.



The best time to send emails

Want to know another secret to getting your email noticed? Timing. Our hour-by-hour data shows when you choose to send your outreach email to the Design industry counts.



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

Job titles and company size

The job titles you target for your prospecting emails impact your response rate.

Based on our research, you shouldn't be afraid to reach out to job titles with the word "Founder" in them as these consistently achieve top open rates.

There are many sole traders in Design, but this too can work in your favour. Our data shows that companies with up to ten employees are often the most responsive to prospecting.



The perfect prospecting email

What you say in your email is just as important as when you send it. The below are just some of the lessons we've learned from sending millions of prosperdcting emails.

Your emails should:

- ✓ Sound human and personal
- ✓ Avoid all industry jargon or fancy marketing language
- ✓ Keep your email short and succinct
- ✓ Make your email subject catchy and personal
- ✓ Anything that sounds like a mass mail-out
- ✓ Read over what you've got before sending
- ✓ Never say "Hello"

With this email, all you want to do is get a reply. Don't give them the hard sell or be tempted to cover everything - piquing their curiosity works.

Opening	[Morning] Andrea,
Softener	I hope you're doing well this week.
Introduction	A really quick intro. I'm in charge of partnerships at Designfriend.com, and was hoping to catch you for a quick call later this week?
Reason for contacting	From my research, I think we'd be a fantastic fit for {insert company name}. We've just developed a new product that I can run through in just a few mins.
Call to action	I'm hoping you can spare 10 minutes for a quick 'phone chat? How are you fixed on Friday? I'm actually in your neighbourhood next week, so if it's more convenient I can swing by for a coffee on Monday/Tuesday instead. How's your diary?
Signature	Yours, Signature with no sales title.

Source: <https://sopro.io/added-value/blog/the-golden-rules-of-writing-a-prospecting-email/>

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 – Design industry or something completely different – **we can help.**

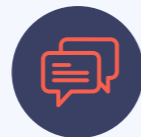
Sopro has over seven years of experience in acute targeted prospecting. Trust the experts and sell more.



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



★★★★★ 4.8/5



★★★★★ 4.9/5



★★★★★ 4.6/5



★★★★★ 4.9/5



★★★★★ 4.9/5



Sell more.