

Synchronized Email™

Follow-up voice contact with a closely timed email to boost responses and generate more results.

Overview

- **In a nutshell** – Synchronized Email is an add-on service that is paired to run in conjunction with live voice contact or guided voicemail. It's an easy way to make your campaign a multi-wave/touch outreach.
- **Individual delivery** – It's a closely timed email that is sent within a 2 hour window after live contact or voicemail has been left. Synchronized Email is not a batch email blast, it's an individual delivery method timed according to when voice contact was made.



Why it works

- **What the best sales reps do** – Synchronized email mimics the workflow employed by the best sales reps. For every voicemail or live contact made, we'll send an accompanying email within 2 business hours. The synergy between the voicemail message and the email has been shown to boost response rates by 145% or more.
- **Look and feel of personally crafted** – Provides you with the same typical statistics as your in-house "marketing" emails -- click-thrus, opens, bounce-backs -- but at the same time, maintaining the look and feel of a personally crafted conversational email.
- **Inbox visibility** – Synchronized contact is timed to maximize the connection and promote "inbox" visibility. Boxpilot developed the service based on learning about boosting response rates with media combinations, style and timing.
- **Pre-sell your offer** – Introducing your program with voice allows you to pre-sell the offer and drive your audience to your email. Email is an ideal follow-up vehicle because of the speed of delivery, the amount of information you can include and because with email, your targets can respond with only the touch of a button.

Benefits

- **Increases response rates** – Shown to boost +145%
- **More ways to respond** – (Call, email, web clicks)
- **Combines persuasive voice with written detail**
- **Easy to test/track different message combos**
- **Your address** – Still comes directly from your email address
- **No I.T.** – No need to deal with IT to setup
- **Synchronized** – Always sent in conjunction with call
- **Full tracking** – Opens, click-thrus, bounces all tracked for you
- **Personal feel** – Same feel as if you sent email personally
- **Supports Corporate** – Can support corp. campaigns also

Example

- **Mark Smith...** gets voice contact (voicemail or live) at 10AM on Tuesday, and he gets your synchronized email within a 2 hour window afterwards, sometime before Noon. The close timing gives your target a chance to reply multiple ways, by voice instructions or on the email. Voice contact can say "...and I'm sending you an email, look out for it, or call me at...."

Example Campaign Results

