

# WHAT SHOULD YOU DO WHEN YOUR STRATEGY OF MARKETING IS TOO RIGID?



Article by TECHNO DATA GROUP

# What Should You Do When Your Strategy Of Marketing Is Too Rigid?

It could at times get difficult for some kinds of people but if you have been a part of marketing you will understand at one point that perfectionism is not really a strong suit. I mean, think about it! There are marketers who have pivot with landscapes that are changing along with preferences of the buyers and some other forecasts of the industry as well. As such there are other marketers who must always adjust with you through the process of trial and error along with some of their strategies that could get gruelling for some of the perfectionists.

One of the best strategies might need you to make updates constantly along with testing and adjusting all your email marketing. Just when you think you have it all written down and when your audience is ready for something that is new. Therefore, there are marketers who come up with a strategy that is rigid and that can be done in a very creative manner. Ultimately, most marketers are trying to come up with strategies that are creative of the business. Therefore there should be strategies at the core that are not opposed to change of the future.

So in case you have always been blasting out those emails with the same kind of messages to the list that has the same leads on all the days of the week then it is time that you check the viability in your strategy for the year 2016.

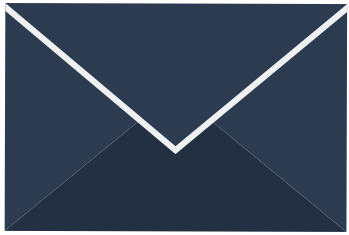


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# Emotional Messaging

There are times when it can get really hard to remember what are the leads that are trying to generate are real human beings and not some kind of business that need cash and some need for a product. In fact you will get shocked when you find how far at times marketing can go because people at times tend to buy with their feelings. For example email messages could strike an emotional chord that could get your buyers thinking such as “Wow! I am so scared of all competitors. I think they could actually nab the company’s partnership before I do” or “The product has got me all excited”. So you should actually go ahead and speak about the partnership of the company with some kind of local charity or it could get you some kind of social and economic issue that could plague all the prospects of your industry at this moment.



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# Scheduling

When the topic of sending out important emails comes into question, there are so many marketers such as myself who always live by the rule of sending emails on a few days of the week for a very important reason. These are some of the workdays when people are always involved with email. But you should always consider the fact that there could be a few buyers who are tired of this entire routine and are not interested in the schedule of sending. They also know when they should be expecting your message and they are not getting surprised or grabbing any kind of attention. So you should take a stab and send a couple of messages on other days of the week on other times of the day. It could take the audience by surprise and even pique their interest.



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# Subject Lines

It is also very interesting to see that there are a whole lot of people whose success in terms of email campaigning tends to hinge on the first 50 characters or even lesser than that just to make up the line of subject. And even though you will think this is the real reason why you should be playing it as safe as you can and even stick to the subject line formula, it could also be a good opportunity to experiment with the tactics of the game that are constantly changing. An example can be used to explain this. You could use a few superlatives that are positive in your subject lines that can avoid the controversy or even offend some of the recipients. But according to a study all the way from Outbrain told us that the average rate of clicking through the headlines with some negative superlatives is actually around sixty three percent higher than those counterparts that are positive when they have been compared with a A/B split test. So what you can do is experiment using different kinds of languages in the subject line by trying to write things like “the pitfalls of collaboration that could kill your productivity with time”. These are bold statements that need some kind of urgency among several individuals and in that way it will promote them to open up the message.



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# Resources

There are times when most marketers try to dump all the responsibilities on the shoulders of others. Whether it comes to creating new content or handling social media or even to running new campaigns, they are at times too thinly spread. As such, if you enlist another party expert can really help in getting the best results for the campaign. A person who is burnt out can help in creating lack luster or emails that are not effective. So you should know if there are other outsourcing options available at this point that help and enable you to take over complete control and allow in planning and creating a journey but also relieves you from all the responsibilities of management from handling the whole campaign.



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# ABOUT US

**Techno Data Group** is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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