Email Campaigns

1. The theme
2. Pitch angles
   a. Counter-intuitive – Wireless networks will replace wired, says Xirrus
   b. Against the current – ADS says tape is great, but it's not the future
   c. Riding the wave – Quantivo to go after its share of the $24B Big Data prize
   d. We have a better solution – Cloud-based WAN optimization beats box-based, says Aryaka
   e. White spaces (opportunities nobody is addressing) – Technologies beyond cloud
3. Components to good subject lines and pitches
   a. They capture attention quickly
   b. They address a real industry issue
   c. They say something unique
   d. They show how the client improves the life of a business or a consumer or a user
   e. There is a measurable benefit
   f. They show that the solution is better is better than the status quo
   g. They show that the value outweighs the cost
4. Audience participation: Rate the subject lines
   a. Which of these subject lines will lead an editor to open your email?
      i. Intelleflex introduces single-sweep freshness monitoring of fully loaded pallets
      ii. Aryaka takes WAN optimization to the cloud
      iii. Quantivo gears up to dominate Big Data
      iv. Nimble Storage combines primary storage and backup in one system
      v. Corticon reduces enterprise application development time by 50%
      vi. Foxit creates a better PDF
      vii. Druva solves a $2.1 billion vanishing-laptop-data problem
5. What to do
   a. State the problem immediately
   b. State the consequences of the problem
   c. State your solution to the problem (write this to the technical competence of your audience)
   d. State whether your solution is unique, or just better than others
   e. Quantify the solution
   f. Promise something
   g. Keep it factual
      i. Not this: Foxit will offer a better PDF solution
      ii. But this: Fox says it will offer a better PDF solution
   h. Use an analogy for complex topics, but only if needed
      i. Use analogies sparingly: if you're pitching the right audience, they would consider it "talking down" to them
6. What not to do
   a. State the obvious. It just wastes words and risks insulting the reader's intelligence. But…… it's not that easy
      i. Sometimes the obvious is the key to showing your client's differentiation. So………..

1. Not this: Storage costs are rising rapidly with the growth in video in the enterprise
2. But this: Because storage costs are rising rapidly with the growth in video in the enterprise, Nimble developed CASL, the only technology offered today that…………..
   b. "Create" the problem
   c. Use charged words: revolutionary, groundbreaking, monumental
   d. Use buzz words or terms: robust, comprehensive solution, lowers opex
   e. Blast a competitor
      i. Don't mention competitors by name
      ii. Mention "the competition" or "competitors"
      iii. Make claims about the competition only if they support your cause, are credible, and can be fully substantiated
   f. Use fluffy phrases
      i. Not this: Promotes efficiency, user productivity, maximum throughput
      ii. But this: Sustains peak IOPS of 20,000, even in a heavy multiuser environment
   g. Become an ad copywriter
      i. It's Revolutionary: No.
      ii. It's Evolutionary: Yes, but that's boring.
      iii. It's a quantum leap above competitors: Not likely, but good try.
      iv. It offers two critical features that competitors lack? OK, but……
         1. Maybe they're not *really* critical
         2. The 2-3 critical features it offers come at an unacceptable cost
         3. Sure, those are nice features, but are we getting close to "feature creep"?
   h. Ask: "Would you like…..?"
      i. Be presumptuous!
7. How to start the pitch
   a. Make it challenging, provocative, head-turning, jarring
8. When to introduce the solution [Handout: the Intelleflex launch pitch]
   a. When you're ready!
   b. Remember, if you're pitching the right audience, they may already know the problem
9. How to finish the pitch
   a. The call to action