

Innovative Management Consultants

The Story Behind a 6-Figure Email Campaign



C R E S T M A R K
TRANSCEND THE ORDINARY

About Innovative MC

IMC, based in Pune, India, delivers tailored training solutions for businesses in the MENA region, US, and UK. Specializing in employee development, leadership, and management training, IMC offers both in-house and online programs.



Campaign Goals

01

25%

Open Rate

02

2%

Reply Rate

03

3.5%

Click-Through-Rate
(CTR)

Dashboard

Data Finder

Prospects

Accounts

Campaigns

Campaigns

Lead Catcher

Templates

Dialer

Mail Accounts

Deliverability

Reports

Integrations

NOT RUNNING

Add Prospects

Settings

Actions

Stats

Sending Calendar

Sequence

Prospects

Lists

Reports



Invest in Your Healthcare Facility's Safety: Expert T

NOT RUNNING

EDIT

Hello {{first name}},

Over 350,000 out-of-hospital cardiac arrests occur annually in the US, with a survival rate of only 10%. Is your healthcare facility prepared to handle such emergencies?

Lack of proper training in life-saving techniques like CPR, AED, and First Aid can lead to costly legal liabilities and loss of lives. Ensure your team is equipped with the necessary skills to respond effectively in critical situations.

Innovative Management Consultant specializes in providing top-notch training programs for healthcare professionals. Our expert instructors deliver courses in BLS, ACLS, HEPA, CPR, AED, and First Aid Certification, ensuring your staff is confident and prepared.

Invest in our training programs to protect your patients, staff, and demonstrate your commitment to the highest standard of care. Our flexible scheduling and customizable packages make it easy to provide essential skills without disrupting daily operations.

Interested? Schedule a call with us [here](#).

+ A / B Testing

Shake Segment with AI

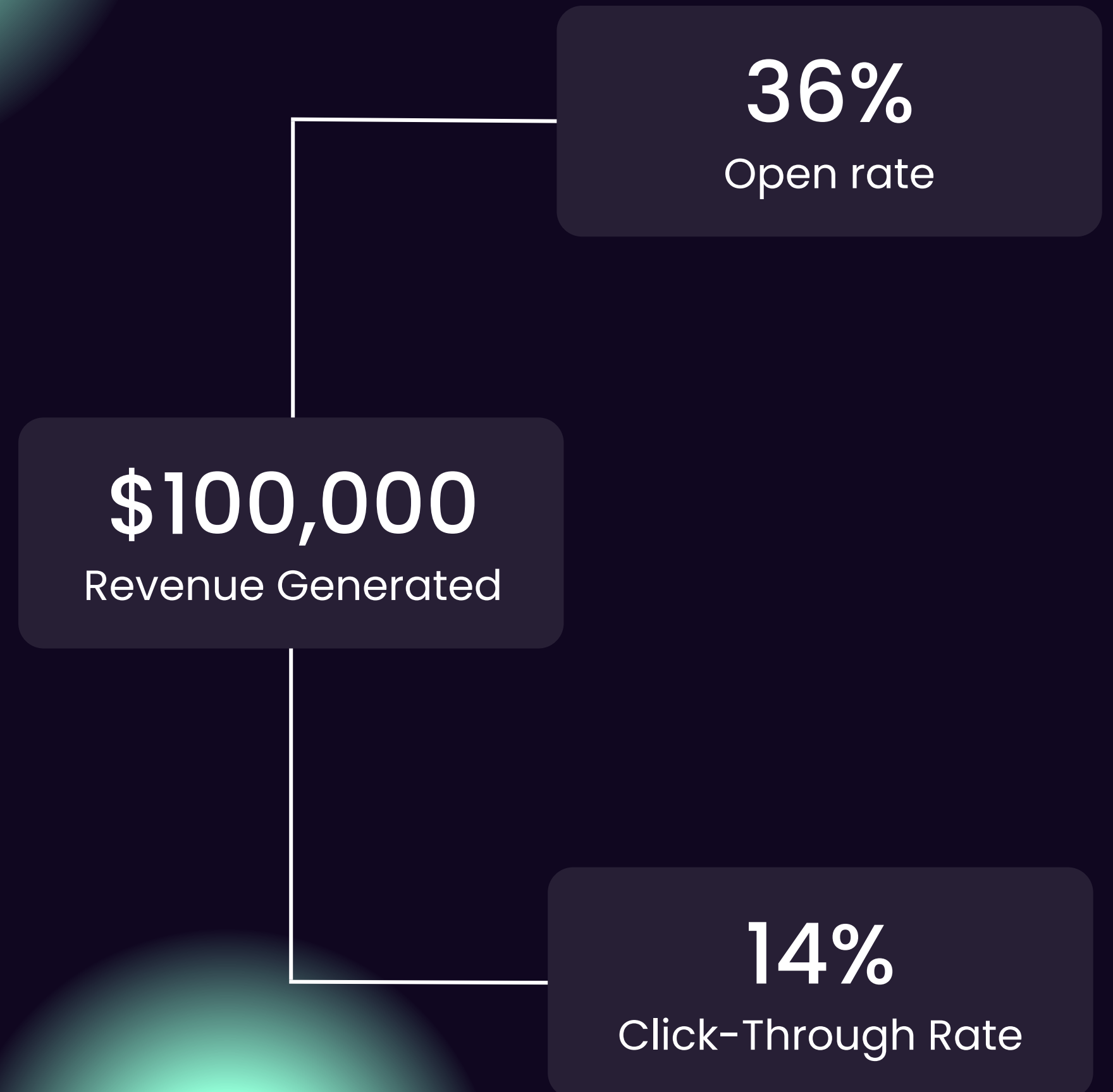


Results

Our email marketing campaign significantly outperformed our initial goals:

- Open rate: Targeted 25%, achieved 36% (11 % higher)
- Reply rate: Targeted 2%, achieved 4% (double the anticipated response)
- Click-through rate: Targeted 3.5%, achieved 5.2% (indicating high engagement)
- Conversion rate: Targeted 1%, achieved 2.5% (showcasing persuasive content and genuine demand)

These results demonstrate the effectiveness of our strategy and execution.





Stop paying per user

[Upgrade to Unlimited](#)

[Help](#)

Dashboard

Data Finder

Prospects

Accounts

Campaigns

Campaigns

Lead Catcher

Templates

Dialer

Mail Accounts

Deliverability

Reports

Integrations

NOT RUNNING

[Add Prospects](#)

[Settings](#)

[Actions](#)

Stats

[Sending Calendar](#)

[Sequence](#)

[Prospects](#)

[Lists](#)

[Reports](#)

Stats Grouping

All Prospects

All Sends

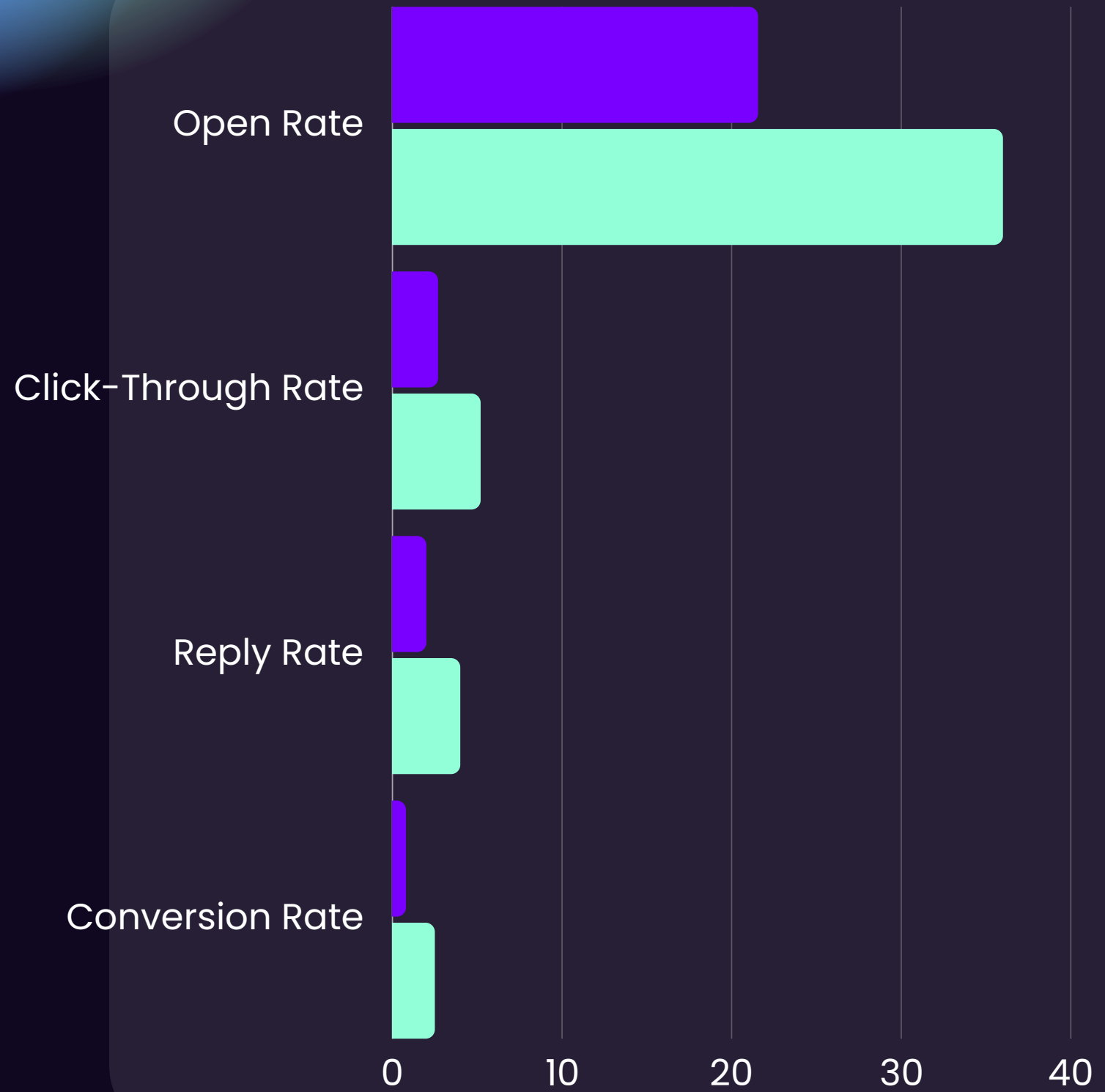
PROSPECTS 4200	SENT 4116 98%	OPENED 1512 36%	REPLIED 252 6%	CLICKED 588 14%	BOUNCED 84 2%	UNSUBSCRIBED 42 1%	TASKS COMPLETED 0	CALLS MADE 0
--------------------------	----------------------------	------------------------------	-----------------------------	------------------------------	----------------------------	---------------------------------	-----------------------------	------------------------

RECENT ENGAGEMENTS

Campaign performance over the last 14 days



Benchmarking Success



Our email marketing campaign not only surpassed our internal goals but also significantly outperformed industry benchmarks and our previous campaigns.



Strategy and Execution

AIDA Model

The strategy behind the cold email campaign was to employ the AIDA (Attention, Interest, Desire, Action) model to create a compelling and persuasive message.

Appeal to Logos

The email template was crafted to capture attention with a shocking statistic and personalized greeting, generate interest by highlighting the consequences of lack of proper training

Personalisation

To personalize the email, we used the recipient's first name in the greeting, which helps to establish a connection, increase engagement, and make the message feel more tailored to the individual reader.



What Worked

Email Body

Compelling email body, tailored to the buyer's psychology and kept within the optimal 150-word count, was a key factor in the campaign's success.

Subject

The email subject line, crafted within the recommended character limit, was concise and compelling, effectively enticing recipients to open the email and engage with the content.



Future Improvements

1. **Segment audience further:** While we segmented based on healthcare facility type, we went on to further segment based on the size of the facility, geographic location, or specific job roles to deliver even more targeted messaging.
2. **A/B test subject lines and CTAs:** Conducting A/B tests on subject lines and CTAs helped identify the most effective variations for future campaigns.
3. **Incorporate more visuals:** Adding relevant images, infographics, or videos to the email body helped make the content more engaging and memorable.

What could results like these look like for your business?

With the right strategy, the inbox is just the beginning.
Let's connect.



+91-825-244-5592 | +971-581-583-733



aida@crestmark.io | sudhansu@crestmark.io



Building A2, Dubai Digital Park, Dubai Silicon Oasis,
Dubai, United Arab Emirates