

How CRMs Can Improve Email Marketing

Wouldn't it be great if you could use your CRM data to power up your revenue and improve your return from email marketing campaigns? Well, you can!

Email marketing is exceptionally beneficial during the sales process, especially for companies with longer sales cycles. By accessing in-depth CRM data, you can effectively nurture high-value leads and turn them into sales.

So, the key question is — how can you leverage your CRM data for email marketing to drive more revenue for your business? That's exactly what we're answering in this guide — let's get started!

Benefits of using CRM data for email marketing

Here are just a few significant benefits of utilizing CRM data in your email marketing strategy!

Access a central location for all audience and lead data

When it comes to launching successful email marketing campaigns, you need access to the right audience data so you can send the right messages to the right people at the right time.

Your CRM platform provides the ultimate central location and source of truth for your audience and lead data. Want to send a consultation invite to qualified, high-value leads? You'll find those leads in your CRM. Want to send a welcome email to new leads? You guessed it, find them in your CRM.

Not only can you access contact details for your campaigns, but you can also store and view lead and customer notes, sales pipeline activity, interactions and touchpoints with your team, and more all in one place for easy access for your email messages.

Create more personalized and targeted email messages

Like we mentioned above, your CRM platform is the perfect place to access critical data about your audience and leads for your email marketing campaign. And this data is particularly useful for creating highly personalized and targeted email marketing messages.

For example, if you offer services in multiple cities or regions, you can use your CRM data to send personalized emails about your Dallas services to leads and customers who are located in Dallas.

When leads and customers receive emails that resonate with their unique needs and interests, they're more likely to convert or make repeat purchases from your company.

Expertly follow up with and nurture high-value leads

We mentioned before that using CRM data for your email marketing strategy is especially beneficial during your sales cycle. That's because your CRM platform gives you a window into the leads who are already in your pipeline.

That means you can easily send follow-up and welcome emails to new leads as you generate them, giving them an instant response from your business so you can start nurturing them toward conversion.

Plus, a CRM like Nutshell helps you easily identify your highest-value leads who are most likely to convert, allowing you to send them nurturing emails immediately so you don't have to worry about missing out on a high-value sale.

5 ways to use CRM data to level-up your email marketing

Now that you know the benefits of using your CRM data for your email marketing strategy, let's explore how you can actually use that data in your campaigns.

Here are five ways to use your CRM data to power up your email marketing strategy!

1 Personalize emails

Sending personalized messages is the key to unlocking email marketing success. And your CRM data can help with that.

Your CRM stores a ton of information about your leads and customers, like their:

Name

Company name

Industry

Or any custom field you set up in Nutshell

You can use these details to inform your email campaign and craft more personalized messages. For example, let's say your sales team has a field in your CRM to record pain points.

You can then use your CRM data to acquire a list of leads who all share common pain points and craft an email marketing message that highlights a new product or service you offer as a solution to those pain points.

Your CRM also stores information about your leads' and customers' interests, like products or services they previously showed interest in.

You can use this data from your CRM to send an email with a special offer or discount on that product or service specifically to the people who are interested in it to maximize your sales.

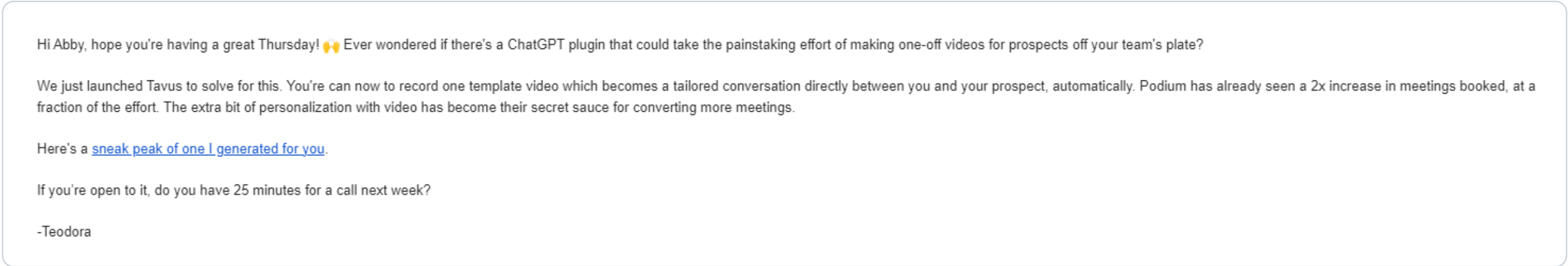
2

Send emails from a person, not a business

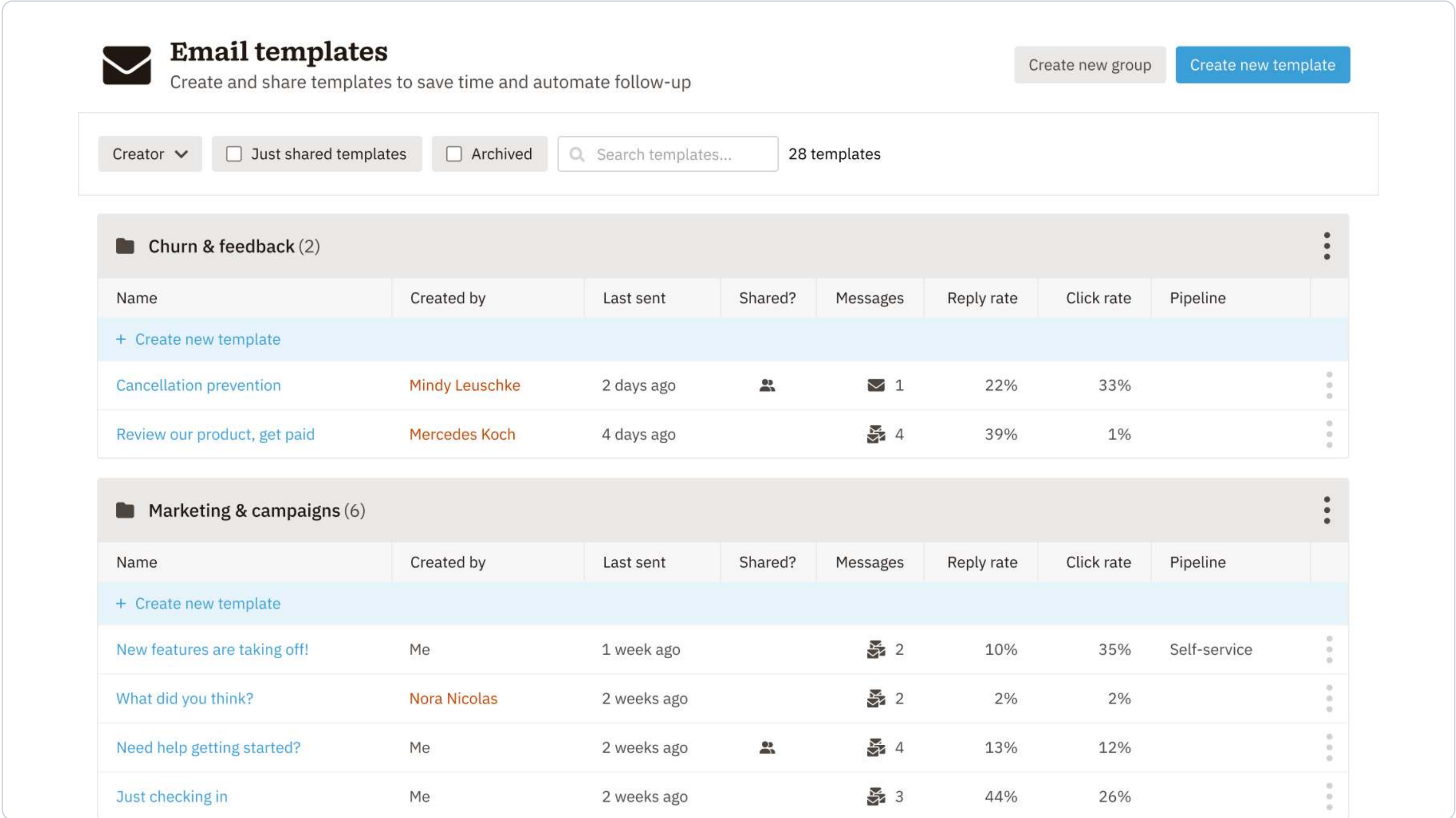
Which do you like better: a generic email from a business or a personal email directly from your rep at a company? If you are human, you'd likely prefer the personal email from another actual person.

Well, your leads and customers agree.

In fact, these 1:1 emails generate higher engagement rates because they feel more personal and tailored to the individual receiving them.



Nutshell's Personal Email Sequences is a unique feature that allows you to send emails that look more personal and 1:1 directly from a member of your team to your audience instead of a more generic, marketing email.



This type of email is perfect for showcasing new products to generate sales or asking leads to sign up for your latest webinar to nurture leads toward conversion.

3 Create better audiences

You can also use the data stored in your CRM to create better audiences and email lists for your email marketing strategy. You can essentially create email audiences based on any CRM data, like:

Location

Industry

Salesperson

Team size

Or any custom field you set up in Nutshell

From there, you can send hyper-relevant emails to these users. For example, if you're an HVAC business and you know there's a cold front about to hit a specific location, you might create an audience list for that location and do a quick promotional email about heating unit tune ups.

Speaking of cold fronts, you could create an audience of cold leads (leads that haven't opened or responded to emails in X number of days), and send out an enticing offer to heat them back up for your sales team.

4 Use pipeline stages to nurture leads

One of the biggest benefits of using a CRM platform is that you can track your leads as they progress through each stage in your sales pipeline. And you can use the data from your sales pipeline to nurture leads through email! Here are a few examples of how you can use pipeline stage data in your CRM to nurture leads:

New leads

Identify brand new leads in your CRM platform and send them a follow-up or welcome email to quickly engage them before a salesperson even reaches out.

Qualified Leads

Use your CRM to quickly identify leads who've recently been qualified by your sales team and send them an email drip campaign to nurture them with resources and advice about your company and products or services to encourage them to progress through your pipeline.

Pitched Leads

Identify leads who recently received a pitch from your sales team in your CRM platform and send them follow-up emails to answer their questions and provide relevant advice to nurture them to close.

Using the pipeline stage data in your CRM for your email marketing efforts is one of the best ways to nurture your leads all the way from initial awareness to closing the deal and returning as a loyal customer.

5 Double down with sales and marketing

Last on our list of ways to use your CRM data to level up your email marketing strategy is to double down with sales and marketing together.

Email marketing with CRM data benefits both your overall marketing strategy and sales processes. With the right tactics, you can launch an email marketing campaign with your CRM data to elevate both your marketing and sales results.

For example, let's say your company launches a new product, service, or feature. You can send out an email blast to everyone in your audience to announce the new update.

Then, you can build out email lists for specific sales reps and send out a more personal-appearing message to prospects that encourages them to reach out to talk more about how the new product can benefit their company.

Using your CRM data to inform your email marketing strategy in this way allows you to not only send email messages that drive leads but also new sales and conversions that fuel business growth.

WebFX can help you maximize your email marketing revenue with CRM data

If you're looking for help to level up your email marketing strategies, our digital marketing partner WebFX is award-winning, and backed by thousands of customer reviews.

The email marketing experts at WebFX specialize in helping businesses like yours maximize their email marketing return on investment (ROI) with CRM data along with tons more data points across your strategies and processes.

Contact them via your dashboard, or the Nutshell website under "Marketing Services" to get your free custom pricing quote today!

