ECPEMC-01 Appropriate Person Manual Email Campaign for BMA's Rev.0

This **eCom Process Appropriate Person Manual Email Campaign for BMA's Checklist** is designed as a simple to-do list to effectively reach out to a potential customer. This short guide will show you how to write an email in order to reach out to the decision makers of a particular Agency .

- Important Links
- Setup a Spreadsheet
- Fill out the required information
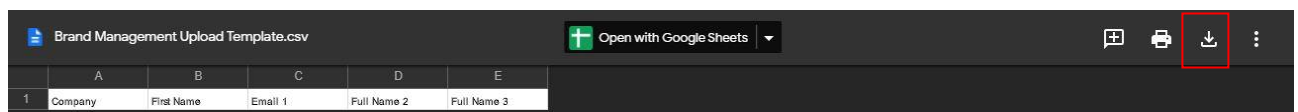- Email Writing

1. **IMPORTANT LINKS**

    Overview. Please go through the link and watch it.

    ☐   [Email Marketing Course](#)

2. **SETUP A SPREADSHEET**

    Overview. Creating a Spreadsheet will help you to put all of your data in one place.

    ☐   Go to [this link](#) and click on the download icon ... excel sheet will be download in your system make sure it's on .CSV format.
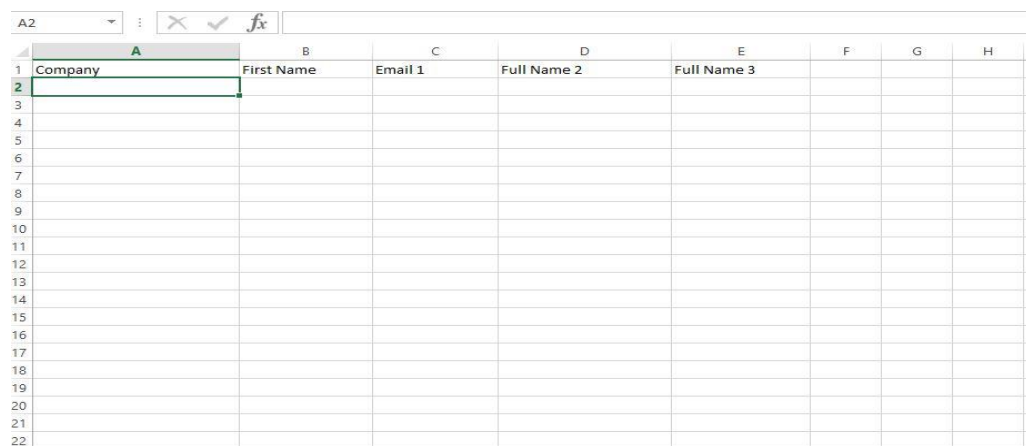

    ☐   Name the sheet "Brand Management Upload Template {Date}"

3. **FILL OUT THE REQUIRED INFORMATION**

    Overview. You will need to fill out all the required information to proceeding further. To do so you must follow the steps listed below.
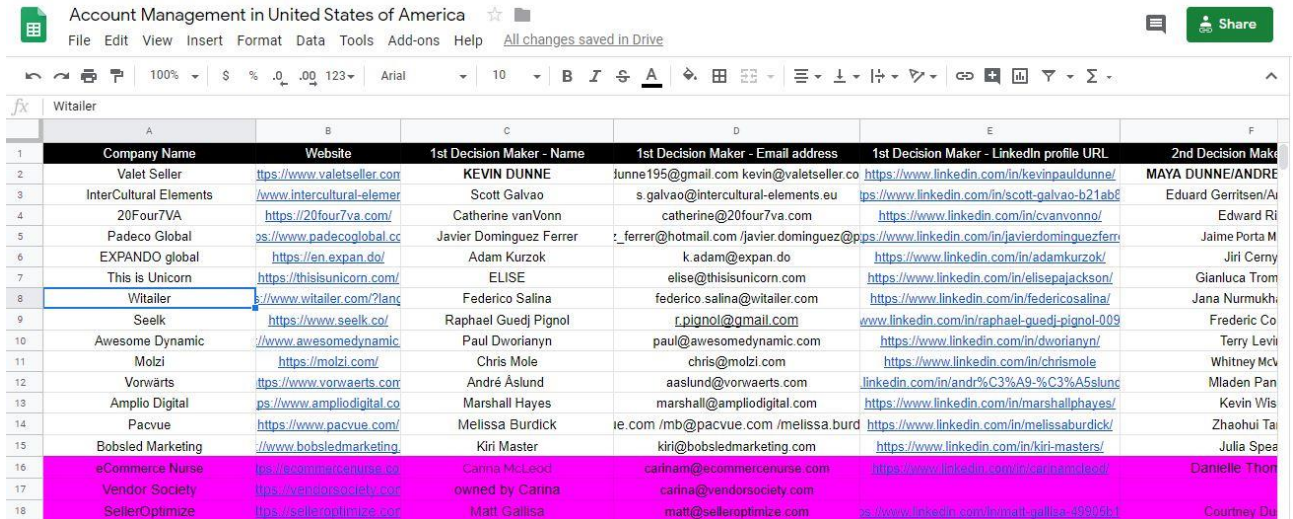
    ☐   At first your sheet will look something like this

☐ Now open the sheet of leads you have created by following **ECPLDA-01**
☐ Excel sheet containing Leads will look like this

☐ Copy the "Company Name" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's company column **3 times**

☐ Copy the "1st Decision Maker - Name" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's First Name column of row 3 and then paste it under Full name 2 column of Row 4 & 5. Now remove the last name from Row 3's "First Name"

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☐ Copy the "<u>1st Decision Maker - Email address</u>" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's <u>Email 1</u> column.

	A	B	C	D	E
	Company	First Name	Email 1	Full Name 2	Full Name 3
3	Valet Seller	Kevin	kevin@valetseller.com		
4	Valet Seller			Kevin Dunne	
5	Valet Seller			Kevin Dunne	

☐ Copy the "<u>2nd Decision Maker - Name</u>" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's <u>First Name</u> column of Row 3 and then paste it under Full name 2 column of Row 3 & Full name 3 column of Row 5. Now remove the last name from Row 4's "<u>First Name</u>"

	A	B	C	D	E
1	Company	First Name	Email 1	Full Name 2	Full Name 3
2					
3	Valet Seller	Kevin	kevin@valetseller.com	Maya Dunne	
4	Valet Seller	Maya		Kevin Dunne	
5	Valet Seller			Kevin Dunne	Maya Dunne
6					
7					

☐ Copy the "<u>2nd Decision Maker - Email address</u>" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's <u>Email 1</u> column.

	A	B	C	D	E
1	Company	First Name	Email 1	Full Name 2	Full Name 3
2					
3	Valet Seller	Kevin	kevin@valetseller.com	Maya Dunne	
4	Valet Seller	Maya	maya@valetseller.com	Kevin Dunne	
5	Valet Seller			Kevin Dunne	Maya Dunne
6					
7					

☐ Copy the "<u>3rd Decision Maker - Name</u>" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's <u>First Name</u> column of Row 5 and then paste it under Full name 3 column of Row 4 & Full name 3 column of Row 3. Now remove the last name from Row 4's "<u>First Name</u>"

	A	B	C	D	E
1	Company	First Name	Email 1	Full Name 2	Full Name 3
2					
3	Valet Seller	Kevin	kevin@valetseller.com	Maya Dunne	Andrew Michaud
4	Valet Seller	Maya	maya@valetseller.com	Kevin Dunne	Andrew Michaud
5	Valet Seller	Andrew		Kevin Dunne	Maya Dunne
6					
7					

☐ Copy the "<u>3rd Decision Maker - Email address</u>" from **Account Management Sheet** and paste it under **Brand Management Upload Template** sheet's <u>Email 1</u> column.

	A	B	C	D	E
1	Company	First Name	Email 1	Full Name 2	Full Name 3
2					
3	Valet Seller	Kevin	kevin@valetseller.com	Maya Dunne	Andrew Michaud
4	Valet Seller	Maya	maya@valetseller.com	Kevin Dunne	Andrew Michaud
5	Valet Seller	Andrew	andrew@valetseller.com	Kevin Dunne	Maya Dunne
6					
7					

☐ Repeat the same process for every company until you are finish with leads.

4. **EMAIL WRITING – APPROPRIATE PERSON - MANUALLY**

Overview. After compiling sheet in required template correctly, let's try to write up email in order to reach out to decision makers

☐ Compose a mail with email of column <u>Email 1</u> of row 3

☐ Copy & paste the following text in mail

Hi {first name},

I'm writing in hopes of finding the appropriate person who handles your Agency business operations department. In that pursuit, I also wrote to [full name 2], and [full name 3]. So if it makes sense to talk, let me know how your calendar looks.

eCom Process provides complete Amazon brand agency automation at scale. As you know, scaling your services without a firm system in place can be daunting and can lead to costly mistakes. To solve this, our platform provides Amazon process systems that are easy to use, fully integrated and ready to go. We not only provide over 1500 SOPs, but we also provide the task management system to put them together into a scalable format. You can automate your entire business with-in a couple hours. Typically our Agency clients scale 63% faster and lower their staffing costs substantially.

Brand Management Agencies that use our system include, Omniix, Zipient, Thrive and eVelociti.

If you are the appropriate person to speak with, what does your calendar look like?

If not, who do you recommend I talk to?

{Signature}

☐ To create a signature please follow this SOP **ECPSIG-01**

☐ After pasting the text replace first name by putting text from First Name column of Row 3 & replace [full name 2] and [full name 3] with Full Name 2 and Full Name 3 ccolumn's of Row 3.

☐ Now you email will look something like this

Hi Kevin,

I'm writing in hopes of finding the appropriate person who handles your Agency business operations department. In that pursuit, I also wrote to Maya Dunne and Andrew Michaud. So if it makes sense to talk, let me know how your calendar looks.

eCom Process provides complete Amazon brand agency automation at scale. As you know, scaling your services without a firm system in place can be daunting and can lead to costly mistakes. To solve this, our platform provides Amazon process systems that are easy to use, fully integrated and ready to go. We not only provide over 1500 SOPs, but we also provide the task management system to put them together into a scalable format. You can automate your entire business with-in a couple hours. Typically our Agency clients scale 63% faster and lower their staffing costs substantially.

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If you are the appropriate person to speak with, what does your calendar look like?

If not, who do you recommend I talk to?

{Signature}

☐ Send this email to the prospect 1 & repeat the procedure for prospect 2 & 3.