



YOUR PERSONAL WORKFORCE

PERFORMANCE BASED MARKETING



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Executive Summary

Linkedin automation, auto connections, lead harvesting, lead sourcing, email marketing, email cleaning, virtual assisting.

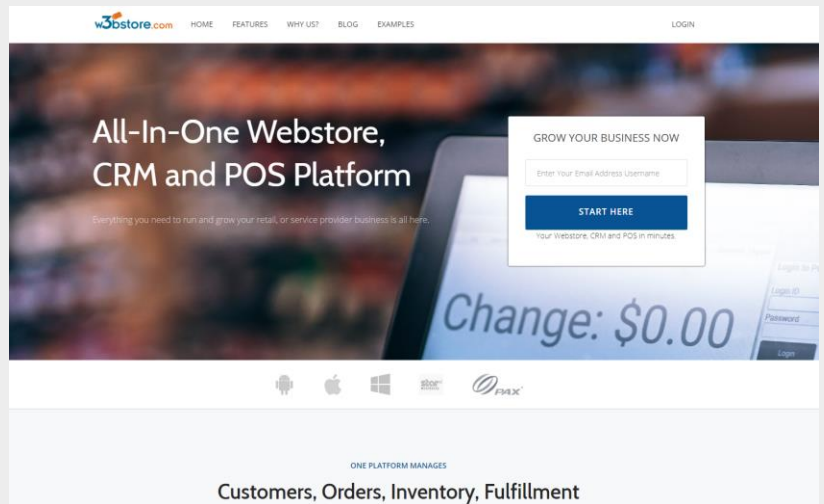
Challenges

With restaurant marketing comes a huge challenge of how do you get to the decision makers in such a busy industry. With right lead system, email marketing from a private servers and a seasonal telemarketer / virtual assistant, we are able to get to our goal.

How Product Helped

We increased website traffic, new restaurant sign ups and are currently leading a campaign where we are the main point of contact. LinkedIn automation is generating daily leads alongside our telemarketer. On top of that with email marketing server we have increased email lists for hot email sending, expanded client base and made a strong base for exponential growth.

Below is the screenshot from our private server, where with cold emailing we are getting 15% open rates, which is higher than most regular campaigns that others send.



Clicks rate	13.95%	Opens rate	15.56%	Bounce rate	0%
Unique clicks	294 / 13.947%	Unique opens	328 / 15.56%	Hard bounces	0 / 0%
Total clicks	3,179 / 100%	Total opens	433 / 20.541%	Soft bounces	0 / 0%
Clicks to opens rate	89.634%	Opens to clicks rate	111.565%	Internal bounces	0 / 0%
Click through rate	13.947%				
Unsubscribe rate	0.569%	Complaints rate	0%		
Unsubscribes	12	Complaints	0		

Results, Return on Investment and Future Plans

This is an ongoing campaign where we are running few marketing channels simultaneously and increasing website traffic, sign ups and lead base daily. We plan on increasing the calling volume to complement other working marketing channels.