Outbound Distributor Engagement (“Coffee”) Campaign

Pioneer Industries | August 2021

# Campaign Summary:

We will focus this plain-text campaign on prompting interactions with distributors inside the channel. The emails will be from the lead’s assigned owner within Salesforce/HubSpot. The objective of the campaign will be to set up a short meeting to discuss Pioneer’s core product lines to help them create high-quality projects that will be on trend long-term.

# KPIs:

* Delivery rate: 98% *(following list cleaning pre-launch)*
* Open rate: 25%
* Clicks of Opens: 6% *(when applicable as a CTA)*
* Conversion rate to project meetings: 2% *(of delivered list size)*

# Email Campaign Structure & CTAs:

1. Email 1 - Initial Connection
   1. *Re-introduction to lead*
   2. *Quick recap of Pioneer’s value propositions: costs rising but Pioneer brands have not increased in three years; you’ll earn 15-20% more margin with our high-quality brass faucets, warranty/availability/value engineering; breadth and availability of product offering*
   3. ***CTA: 10-15 minute phone call***
2. Email 2 - Did you know? (Part 1)
   1. *Products selling well for multi-family projects (highlight individual products/links)*
   2. *Availability of product and support*
   3. *Let us provide an upgrade product matrix with your pricing or a matrix specific to your contractors and their project needs*
   4. ***CTA: Set up a call to discuss an upgrade product matrix***
3. Email 3 - Did you know? (Part 2)
   1. *Trends in residential building*
   2. *We offer a product crossover as an added service*
   3. *Availability of product and support*
   4. *We can help you more easily move product with your counter sales*
   5. ***CTA: Call to discuss how we can help you move product faster***

4. Email 4 - Followup

* 1. *We will touch base with the lead after not hearing anything back from them*
  2. *Offer of a review of products carried to ensure the amenity matrices offered to customers are up-to-date with the latest trends*
  3. ***CTA: Set up a call to discuss their needs***

5.Email 5 - Last Chance

* 1. *Acknowledge that this will be the last email outreach*
  2. *Stronger push for a phone call/meeting*

# List:

We will leverage a list from Salesforce/HubSpot. Agency and Pioneer will collaborate on the list size and quantities based on the number of senders.

* Pioneer will be tasked with exporting the list or communicating the dynamic criteria to Agency for curating in HubSpot.

# Contact Sender(s):

* District(s):
  + Name: Sales Op manager
  + Job Title:
  + Email:
  + Reply-To:
  + Phone number:
  + Geographic Region(s): U.S.

# Internal Process:

1. Pioneer Industries reviews and approves this strategy document
2. Pioneer Industries confirms the senders
3. Agency and Pioneer will collaborate on the appropriate list
4. Agency write the email copy for Pioneer Industries’ approval
5. Agency to set up the emails within HubSpot and process test sends to Pioneer Industries
6. Following approval, we will share an exact sending schedule for final approval
7. Agency launches the campaign
8. Pioneer Industries will be responsible for suppressing the leads that respond within HubSpot/Salesforce prior to the next email being sent
9. Agency to report on the marketing and sales KPIs from the campaign
10. Following this initial sprint, we will optimize the campaign based on the results.

# Timing:

This campaign will last for approximately 3-4 weeks depending on the timing with roughly a week between emails.

# Email Copy:

## Email 1 –  Initial Connection

### Subject Line: Got time to talk, {First.Name}?

### Copy:

Hi {First.Name else:there},

We’ve heard from distributors like you who are having product shortages. With Pioneer, you’re getting a true partnership so you’re always up to speed on our available products. We know finding the right products when you need them is critical to increasing sales. Pioneer is here to help with high-quality faucets at the right value.

Could we help you find the in-demand products your customers need? Just email us with the products you’re looking for and we’ll respond quickly with our Pioneer offering.

Your Pioneer Team

Phone Number

Email

## Email 2 –

### Subject Line:

Looking for 15-20 percent more margin?

### Copy:

Hi {First.Name else:there},

While building material prices continue to rise, our commitment to distributors is clear - we hold quoted pricing for the entire life of the project. Need quality yet better value for your customers? Our [Olympia i2 single-handle bathroom faucet](https://pioneerind.com/product/single-handle-bathroom-faucet-44/#L-6050) is comparable to product options from many of the big-name brands, with more margin for you. If you have a competitor’s product in mind, let us know and we’ll gladly show you a side-by-side comparison with a similar Pioneer product - (and costs less).

**And Pioneer is more than just the basics.** If your customers want modern style without a designer price tag, check out our [Motegi Single Handle Bathroom Faucet](https://pioneerind.com/product/single-handle-bathroom-faucet-15/). The best part is, **regardless of the style, Pioneer has a quality solution for any type of project.**

For kitchens, try the [Motegi Pull-Down Kitchen Faucet](https://pioneerind.com/product/single-handle-pre-rinse-spring-pull-down-kitchen-faucet/#2MT270). It’s available in a variety of on-trend finishes, including Brushed Gold, and features 3/8" supply hose inlets along with a mounting kit for easier installation.

Pioneer can help you move more products and **increase margins by 15-20%** even at a time when costs are rising. Email us a few products in high demand and we’ll put together a product crossover for you.

Talk soon,

Your Pioneer Team

Phone Number

Email

## Email 3 –

### Subject Line: Tools to help you sell to contractors

### Copy:

Hi {First.Name else:there},

With building materials scarce, your contractors want ways to save money and keep their projects moving. Pioneer helps you give them a product that’s competitively priced and widely available - without sacrificing quality or service.

Our [Olympia i2 kitchen faucets](https://pioneerind.com/shop/?fwp_brand=olympia&fwp_collection=i2&fwp_product_type=kitchen) are low-maintenance, durable, and engineered for easy installation. These pull-down faucets feature sleek lines and unmatched durability along with a 10-year warranty.

We’re happy to brainstorm some ways to provide your customers upgrade options that won’t downgrade your margins. Need help selling to a specific customer? We can provide a matrix that’s tailored to your contractors and their project needs.

**How about looking at a Pioneer & Olympia upgrade matrix?** Just reply to this email and we’ll prepare one for you.

All the best,

Your Pioneer Team

Phone Number

Email

## Email 4 –

### Subject Line: Following up

### Copy:

Hi {First.Name else:there},

You’ve probably seen my previous emails, so I’ll get right to the point:

**With Pioneer, you get high-quality faucets and fixtures along with the best service and support in the industry.** I’m happy to give you a review of our products to ensure the matrices offered to your customers are up-to-date with the latest trends.

**With the partnership you get from Pioneer, you’ll be updated quickly with product stocking updates.** So, if you’re having trouble getting products from other manufacturers, know that we’re ready to help find what you need in a hurry.

Do you want to know how Pioneer’s product quality and availability compare to the other options out there? Hit reply to let us know what you’re looking for and we’ll go from there.

Your Pioneer Team

Phone Number

Email

## Email 5 –

### Subject Line: How can we help?

### Copy:

Hi {First.Name else:there},

Regardless of the project, if your customers are looking for faucets and fixtures for single-family homes, multi-family buildings, senior living facilities, student housing, or other institutions, Pioneer’s products and personalized service are the perfect solutions.

Our goal is to make your job easier and your customers happier. Because when you succeed, so do we. That’s why we work so hard to be your partner in the process. We provide you with resources and support that give you a competitive advantage, and we’re always here to answer questions or brainstorm innovative solutions for your customers.

Let us show you how Pioneer can become a lifetime partner for your business. We look forward to working together in 2022 and wish you all the best during this holiday season.

Sincerely,

Nick Eleftheriou

CEO and President

Pioneer Industries