

OM sales pitch email testing

07/07/2021

Martin Kerr

Katie Dickerson

What we tested

- The [sales pitch email](#) to pro-actively encourage people to apply for OM support
- Three different email subject headings:
 - Tailored specialist support to develop your business
 - Want to get specialist support for your business?
 - You may be eligible for specialist business support

Who we tested with

- 30 users on UserTesting.com
 - 15 in Scotland
 - 15 UK-wide
 - Job roles: Senior, Owner, Manager, Director or above

What we wanted to learn

- Which email subject header do they prefer?
- Do companies understand what it is that we're offering?
- Is there anything that is confusing or unclear in the pitch?
- Would they be motivated to apply after reading this pitch?

Results summary

- Most people who viewed the content would be motivated to click 'Apply'
- All three subject headings received similar scores
 - 'Tailored specialist support for your business' was voted the mostly likely to make you want to read the rest of the email
 - 'Want to get specialist support for your business?' was voted most engaging
- Most people find the content clear and easy to understand, but they could use some clarity around:
 - Eligibility criteria
 - What support is on offer
 - How we deliver support
 - What our qualifications are

Which of the headings would be most likely to make you read the rest of the email?

- Tailored specialist support for your business - 37%
- You may be eligible for specialist business support - 33%
- Want to get specialist support for your business? - 30%

Heading ratings

We asked users to rate the headings on a scale from 1 (not at all engaging) to 5 (very engaging)

- Want to get specialist support for your business? - 3.6
- Tailored specialist support for your business - 3.5
- You may be eligible for specialist business support – 3.2

Do people understand what we're offering them?

- 93% said yes
- 7% said no/weren't sure

Is there anything confusing or unclear?

Criteria

- When it says "You may be able to access a package of tailored specialist support" what would be the reason that you won't be able to access the package. What are the conditions of acceptance. Other than that I think that is the only confusing thing.
- Honestly I'm familiar with the terminology here so nothing feels unclear to me - it's more around how do I access this, i.e. do I have to pay or are there eligibility criteria? On the face of it I'm comfortable with the detail presented.
- You may be able to access a package of tailored specialist support. - what does this really mean? What are the prerequisites to get it? This phrase introduces a bit of confusion and is not too clear on whether this is something worthwhile spending time exploring.

More detail about support

- Which kind of support, this would be the most interesting part...
- Does not tell me what is on offer and why

How we deliver support

- I would've liked to see what/how the help comes in the form of. So maybe the middle two bullet points could be expanded to give examples of help.
- Maybe the manner in which the support is delivered. Is it face to face? over the phone? online? and how long for per month

Qualifications

- What/who the specialist teams are what qualifies the people making the offer
- Unclear what the site's credentials are how they are qualified to assist

Is there anything confusing or unclear?

Other comments

- How do I get in touch to discuss my idea with a specialist? There's only the Apply button, not a contact us link.
- vague opening statement. be more specific.
- What are your specialist teams, maybe list some or highlight areas clearer.
- Stating that 'we have already checked' makes it a little bit confusing if I have not submitted or applied yet. But I understand what the page is doing and trying to get clients to apply.

Would this text motivate you to click on "Apply"?

- 83% said yes
- 17% said no

Some people commented that they would like to get more information before applying, and in previous user research sessions most people said they would want to make an enquiry before completing the application form.

Quotes

- "I'd probably want to find out more any aspects of support I'm most interested in before applying. So a link to the website would be more likely to get a click than the Apply button. I like to do my research first."
- "I think it is clear. In my own words, it is you sharing your expertise and experience to help me grow my business, support in making the right decision on what needs done next, support in getting funding and help in networking."
- "The bullet points are very clear and simple to understand, it could be a bit more comprehensive and offer examples of what's on offer. For example, guidance and insights is quite subjective...just go one step further to tell me what's available."
- "It is clear on what the page is offering. Using bullet points makes it a lot easier to read and understand."
- "I think there is just enough info on the page to peak my interest, it's not information overload and it's all very positive, clear and well laid out!"

Fin