



Joel T.

Strategic Relationships

How **Joel's Team** Reached **Exceptional Open Rates** With **Automation Engine's Strategic Email Marketing**

The office has truly set a benchmark in the realm of email marketing with its **exceptional open rates** and strategic communication efforts.

Since initiating its campaigns in August 2021, the office has consistently outperformed industry averages, a testament to the office's approach and client-centric mindset.

Its most successful prospect engagement email campaign had an astounding **57%** open rate, the office's most successful newsletter reached a **51%** open rate and its best lead-generation emails received a **49%** open rate.

This far exceeds the industry standard of an open rate around 26.48% to 28.83%.

These statistics highlight its ability to engage and inform, consistently keeping clients in the loop with valuable content.

The results of its efforts are evident: enhanced interaction with scheduling links and a robust pipeline of engagement opportunities.

By prioritizing content and consistency, Joel and his team have helped foster enduring relationships, ensuring clients remain informed and connected.

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Most Successful Prospect Engagement:

Social Security

Audience **7**

Open Rate **57%**

Appt. Requests **2**

Conversion Rate **40%**

Most Successful Newsletter:

Creating Gratitude and Happiness

206 Audience

51% Open Rate

3% Conversion Rate

Most Successful Paid:

Tax Planning in Today's Economic Environment

Audience **233**

Open Rate **49%**

Appt. Request **1**

Conversion Rate **11.86%**