Corollary PR — Lead Generation & Email Marketing Campaign

Developed as part of graduate coursework in Digital Marketing, Western Governors University, 2025.

The following is a lead generation and email marketing campaign for Corollary PR, a B2B public relations software platform designed to help communications teams streamline media outreach, content creation, and campaign measurement. This project covers target audience strategy, product messaging, lead nurturing, email copywriting, objection handling, workflow logic, A/B testing, and campaign performance recommendations.

Lead Generation and Nurturing Campaign

A. Recommendations to Lift Conversion Rate

#	Recommendation	Why it will help
1	Personalize & benefit-load the subject + pre-header • Add the primary benefit ("free white paper") and a time cue ("2025") to the subject line. • Use the pre-header to finish the thought and preview the CTA.	Subject line and pre-header are the two biggest drivers of open rate; more opens at the top of funnel multiply every metric that follows.
2	Reduce form friction • Ask only for business e-mail on the first	Shorter forms raise completion rates 20-50 % in SaaS lead gens, lowering

	gate; move the remaining fields to a progressive second step after the click or during the nurture sequence.	the psychological cost of the click and lifting conversion to lead.
3	Add social proof & urgency on the landing page • One line of proof ("3,800 PR teams already use our AI writer") and a gentle countdown ("free download ends Friday, May 30") next to the CTA button.	Social proof counters uncertainty; a deadline combats procrastination—both proven CRO tactics that elevate click-to-lead rate.

Alternative Subject Line for A/B Test

Unlock 2025 PR Success – Free White Paper Inside

This line promises a concrete benefit, specifies the deliverable, adds a curiosity hook, and signals freshness with the year – all factors tied to higher opens and conversions.

B. Lead-Nurturing Campaign

Segment: Leads that downloaded The Future of PR white paper via the third-party list campaign and are medium-sized brands.

Segment explanation: These contacts map to the "Daily Grinders" persona— in-house PR teams that create content daily but lack scale. They fit the company's strategic focus on medium organizations and showed initial interest by trading data for the white paper.

SMART Goal: Within 30 days of entering the workflow, convert 20 % of this segment to a scheduled live demo of Corollary PR.

Email #	Feature / Benefit / Advantage	Objection / Resolution
1	Feature: AI press-release drafter Benefit: Draft in minutes, freeing senior staff time.	Objection: "We don't need help writing releases." Resolution: AI handles first

	Advantage: Trained on 1 M releases for best-practice language.	draft; senior pros retain full control for final polish.
2	Feature: 850 K-contact media database & 1-click distribution Benefit: Reach more outlets without manual list building. Advantage: Eliminates list-purchase costs & integrates send + reporting.	Objection: "We already have our own lists." Resolution: Import theirs for free plus optional access to Corollary's database to expand reach.
3	Feature: Real-time tracking & ROI dashboards Benefit: See who engages so you can follow up where it matters. Advantage: Industry-leading depth (opens, dwell time, clicks).	Objection: "Why do I need tracking?" Resolution: Shows which journalists care, justifies spend, and shortens your pitch cycle.

C. Workflow & Triggers

Lead captured → Email 1 "Draft faster" (immediate)

Trigger 1:
• If CTA clicked → route to sales rep for demo scheduling; exit workflow
• If no click after 3 days → Email 2 "Reach wider" (Day 3)

Trigger 2:
• If Email 2 CTA clicked → route to rep; exit
• If Email 2 opened but no click after 2 days → Email 3 "Prove ROI" (Day 5)
• If Email 2 unopened → resend Email 2 with new subject line 24 h later, then continue as above

Email 3 CTA click → sales hand-off
No activity by Day 10 → add to monthly newsletter list for long-term nurture

D. Email Copy

Email #1 – AI Draft in Minutes

From: Sarah Smith, Corollary PR

Subject: {{First Name}}, draft your next press release in 5 minutes

Hi {{First Name}},

Thanks for checking out *The Future of PR* white paper! Here's a quick win you can use today: our AI-powered drafter turns your bullet points into a press-release-ready first draft—trained on a million high-performing releases.

"What used to take a morning now takes me a coffee break." – Blue Pineapple Hotels

Ready to see it live?
👉 Book a 15-min demo and watch us draft a release from scratch.

Cheers,
Sarah

Email #2 – Reach 850 K Media Contacts

From: Sarah Smith, Corollary PR

Subject: {{First Name}}, reach 850 000 journalists with one click

Hi {{First Name}},

Imagine adding *CNN Tech* or *Ad Week* to your existing media list—without buying yet another database. Corollary PR lets you import your current contacts and tap into our vetted 850 K-contact directory, then distribute in the same workspace.

Clients see up to 50 % more pick-ups in the first three months.

See how many new outlets you could reach:
👉 Schedule your personalized walkthrough

Talk soon,
Sarah

Email #3 – Prove Your PR ROI

From: Sarah Smith, Corollary PR

Subject: Know exactly who read your last release 📈

Hi {{First Name}},

Ever wonder what happens after you hit “send”? Corollary PR’s real-time dashboard shows:
* who opened & for how long
* which links drew clicks
* trendlines you can share with leadership

Teams use these insights to follow up while interest is hot—and to justify budgets with hard numbers.

Ready to put data behind every release?
👉 Get a live look at the dashboard

Regards,
Sarah

Corollary PR Newsletter Program Review

Year-2 performance audit & recommendations

Why We're Here

- Year-2 newsletter results underperformed expectations
- Management requested data-driven decisions & an improvement plan

Decision #1 — Buying Third-Party Lists

- Year 1 cost / client: **$3,333**
- Year 2 cost / client: **$10,000**
- Lead-to-client conversion fell 20 % → 10 %
- Lower sender reputation hurt open & click rates
- **Recommendation:** Pause list purchases in Year 3

Decision # 2 – Append First Names

- Current coverage: **30 %** of records have a first name
- Vendor quote: $0.05 per match, 50 % match-rate
- ≈ $50 k to personalize half the database
- Industry uplift: +10–20 % CTR with first-name personalization
- **Recommendation:** 3-month pilot on 250 k engaged records

Year-over-Year Snapshot

- Open Rate:
  25.5 % → **22.5 %** (-3.0 pts)
- CTR:
  2.14 % → **1.28 %** (-0.86 pts)
- CTOR:
  8.3 % → **5.6 %** (-2.7 pts)
- Newsletter-attributed sales conversion down 10 % YoY

Reason # 1 – Content Mix Shift

- May Y2 added 3 promotional blocks (from 1)
- Educational content share fell from 80 % to 50 %
- Post-May CTOR dropped **25 %**

Reason #2 – List Quality & Deliverability

- Sept Y2: +100 k cold addresses (1 % lead rate)
- Bounces & low opens flagged by mailbox providers
- Inbox placement down 12 % Aug → Oct

Metric to Add – Pipeline Contribution

- Track qualified opportunities & ARR from newsletter clicks
- Aligns with VC narrative of scalable revenue
- Enables true ROI comparisons vs spend

Best-Practice Upgrades

- Persona-based segmentation
- Always-on A/B testing (10 % hold-out)
- Click-triggered nurture journeys

90-Day Action Plan

- Weeks 1-2: Purge/segment cold names; choose append pilot cohort
- Weeks 3-4: Restore thought-leadership mix; launch first A/B tests
- Month 2: Deploy name-append pilot; roll out nurture journey
- Month 3: Launch pipeline dashboard; decide on full append rollout