

SLF Investments: Boosting Investor Outreach with MassMailer

Explore how SLF Investments leveraged MassMailer to improve deliverability and streamline their campaign management from within Salesforce.

Overview

SLF Investments, a private investment company, focuses on senior housing products and offers accredited investors opportunities to invest in diverse funds across the US.

A major part of their business involves communicating with high-net-worth individuals, educating them about investment opportunities, industry insights, and fund performance.

As such, they need to manage and execute effective, impactful email campaigns that keep SLF at the top of investors' minds. SLF needs to send emails to a database of over 50,000 contacts of prospects and investors.

Let's see how MassMailer helped them achieve their objective.

The Challenges

SLF investments ran into several challenges with their previous email system and marketing solution, which stunted their ability to enhance engagement and efficiency:



Salesforce Email Limitations

SLF needed to run large-scale campaigns that enabled them to communicate regularly with over 50,000 contacts. Salesforce's native email limits restricted their volumes and hindered their outreach.

Furthermore, tools and third-party mailers could not help SLF scale to the tune they needed. They involved frequent data imports and exports, which slowed down the marketing process.



Difficult Segmentation and List Management

List management was a labor-intensive process, as the staff needed to create and re-import segmented and updated lists for targeted campaigns. It was challenging to view statistics or manage engagement segments effectively on the old system.



Deliverability and Tracking Issues

SLF's older systems had a complex user interface, making it challenging to view analytics. It was difficult to determine whether their emails were reaching the intended inboxes. Additionally, the high volume of sent emails posed the risk of spam and improper IP warmup, which threatened reputation and deliverability.



The MassMailer Solution

The switch to MassMailer helped SLF Investments solve its communication challenges in several key ways:



Native Integration and Email Volume

MassMailer is a Salesforce-native solution, which means it integrates seamlessly within Salesforce. For SLF, this eliminated the need for imports/exports and expanded their bulk email capacity to unlimited contacts, leads, and campaign members.



Better Deliverability and Reporting

MassMailer features a built-in process for IP warmup and email verification, ensuring that SLF's deliverability rates remain high, regardless of the contact volume. Real-time analytics enabled SLF to track email opens, click-through rates, bounces, complaints, and unsubscribes directly within the Salesforce interface.



Campaign Segmentation and Automation

MassMailer allowed for straightforward segmentation, enabling the targeting of both engaged and non-engaged contacts individually.

Additionally, SLF could easily create automated drip campaigns and audience-specific microsites using the drag-and-drop interface. This meant that the non-technical staff could also easily use MassMailer without the knowledge of HTML.



Marketing Efficiency

SLF's marketing team could send emails from any sender and schedule their campaigns easily. This saved them a significant amount of time while creating, scheduling, and sending emails.

MassMailer: Higher Email Volume, Better Control, Improved Emails

By adopting MassMailer as its email ecosystem, SLF Investments was able to overcome the previous limitations of Salesforce and the older marketing tool. They were able to enhance email deliverability, streamline their marketing operations, and improve campaign oversight.

This gave them the flexibility to adapt, scale, and personalize their approach according to their needs.

Try MassMailer for **FREE** → www.massmailer.io



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