

B2Prospect cost / time savings

B2Prospect

Item	Summary	Expense of doing this yourself	B2Prospect
Alias domain purchase	Purchasing a domain separate from your main company domain to ensure high deliverability and protect domain reputation	\$15	<input checked="" type="checkbox"/>
Domain warm up	Warming up your inbox for 2-3 weeks to ensure high deliverability and protect domain reputation	\$50	<input checked="" type="checkbox"/>
Email setup	Adding the appropriate DNS and DMARC settings to ensure deliverability	1 hour	<input checked="" type="checkbox"/>
Email hosting	Ongoing GMail Workspace email hosting costs	\$5 per month	<input checked="" type="checkbox"/>
Email copywriting and testing	Researching successful strategies, writing sequences for your product / service, testing to see what works	20 hours+	<input checked="" type="checkbox"/>
Targeting	Deciding exactly who you are going to reach out to	2 hours	<input checked="" type="checkbox"/>
Email list building	Building a list of target companies and prospects and finding contact information	\$1,500	<input checked="" type="checkbox"/>
Personalisation	Researching every recipient in order to be able something unique about them in every email	10 hours per week	<input checked="" type="checkbox"/>
Sending	Sending the campaigns to the target list every month'	\$50 per month	<input checked="" type="checkbox"/>
Results tracking	Keeping tabs on open rates, response rates etc, tweaking sending metrics where necessary	2 hours per month	<input checked="" type="checkbox"/>

Total expenses		
	Do it Yourself	B2Prospect
Setup	\$2,500	\$0
	30 hours	0.5 hours
Monthly	\$1,000	\$0
	40 hours	0 hours