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Cold Email Marketing Effectiveness and Localisation in Esports

Abstract

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Recently, Techsembly, an eCommerce and SaaS localisation solution company, has reached its second anniversary. Celebrating this anniversary, Techsembly has announced that they are looking into marketing their products and services into other industries. Unfortunately, Techsembly has not contacted or marketed its products and services to esports stakeholders. Furthermore, neither Techsembly staff members know much about esports or the market. Therefore, the author saw this as an opportunity to conduct his own research.

The author has narrowed and planned the research approach to examining cold sales email marketing strategy using a representative company, Techsembly, to reach out to esports stakeholders. A more scholarly and theoretical approach to the research was "Are esports stakeholders willing to localize with Techsembly's products and services when using cold email strategy?"

With the question being established, the purpose of this research question must be understood. The author has concluded that the research aims were to discover possibilities and theories of a new marketing plan converging between localisation and esports.

The thesis begins by encompassing the possibility of whether esports stakeholders would have a different outcome if they used a different marketing approach. The author then analyses the theory and background of Techsembly, esports stakeholders, Localisation, multi-store eCommerce, marketplace SaaS solution, and cold email marketing strategy. Later, there was discuss the methodology and the tools used in the research process. The tools discussed were Lusha, Esports Charts, LinkedIn, and Google Mail and how they are all linked together and operated.

As for the data collection, the data was measured by the number of responses we received from the contacted esports stakeholders. It was then organized and recorded in an excel worksheet. Finally, analyzing and converting the data into a pie chart provided more visual insight into the results.

However, the results the author were not as expected. None of the represented esports organizations have responded to the emails. This resulted in the cold email strategy being ineffective, and esports organizations were unwilling to localize with Techsembly's products and services.

Forward

To those reading this and are referencing my research, it is an honor and my pleasure. First, I would like to give my special thanks to Amy Read for allowing me to work for Techsembly. Amy, you inspired me to start my own entrepreneurship in the future. I would also like to give my special thanks to my thesis advisor and course lecturer, Jani Vattula. Apologies for chasing you for my procrastination habit. But you were very patient with me, and I am grateful that you are my advisor. Without your guidance and your reminders, I would not be writing this research paper.

This thesis was rather a bittersweet experience. The results collected were something I expected since, I have no experience in doing sales. But it was worth the research and analysis to explore localisation and esports. Time and planning play a huge role in developing a thesis. You cannot do in one week, but in 3-4 months just to have a decent assessment. The most challenging part of doing the thesis is motivating yourself to do it. To the future students who are reading this, please keep in mind that the only thing stopping you from doing your thesis is you. It is all about the effort and dedication that must be implemented in this thesis.

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List of Symbols

Esports: a form of sports where the primary aspects of the sports are facilitated by electronic systems; the input of players and teams as well as the output of esports system are mediated by human-computer interfaces (Hamari & Sjöblom 2017)

Techsembly: Techsembly specializes in eCommerce Software as a Service (SaaS) or cloud-based technology solution that allows businesses to build multi-shopfronts within one platform for global teams and third parties.

Localisation: Localisation is the linguistic and cultural adaptation of digital content to the requirements and the locale of a foreign market; it includes providing services and technologies to manage multilingualism across the digital global information flow. (Schäler 2003)

Globalisation: brings a product or service to the global market, involving sales and marketing

Cold Email Marketing: a legitimate, lucrative, and widely used business tool that is in danger of being overrun by unwanted commercial email (Pavlov, Melville, & Plice 2007).

1   Introduction

With the normalization and trends in esports (electronic sports), esports have become one of the most rapidly growing forms of new media driven by the growing provenance of competitive online video games and broadcasting technologies. It has been estimated that more than 70 million people watched esports during 2013 (Warr, 2014). Esports stakeholders have marketed their brand by merchandising, ticket sales, sponsorship, advertising, betting, and tournaments through their respective website (Lokhman, Karashchuk, & Olena 2018). Indeed, their website does have a modern, ecstatic, and "swagger-looking" webpage, but it has its flaws, which means that it does not have a local appeal.

In practice, most successful esports stakeholders use a process called globalisation. Globalisation allows eSport teams to expand their market in selling their merchandise and gear (Meltzer 2016). Globalisation is the strategy of bringing a product or service to the global market, involving sales and marketing (Anastasiou & Schäler 2010). The outcome would be different if esports stakeholders used a different marketing process rather than globalisation. The other approach would be localisation.

Localisation is the adaptation of products, services, and digital content to a cultural, linguistic market (Anastasiou Schäler 2010). The application and industry of localisation have existed for many years and emerged in the mid-1980s (Schäler 2003). A company that has perfected this process is McDonald's. McDonald's has achieved this global success through maximizing localisation techniques and appealing to local audiences (Afzal 2019). McDonald's offers a simple yet affordable menu. However, not all menus are the same around the world. McDonald's localized their products by incorporating culture and socially accepted norms to fit into local markets (Afzal 2019). This creates exclusivity and uniqueness of each McDonald's restaurant that is stationed all around the world.

The author needs to discover if esports stakeholders require localisation and how can esports stakeholders be contacted. Firstly, the author will be using a representative company, Techsembly. The person to represent Techsembly is the author. The author has worked for Techsembly for several months and will contact the esports stakeholders. To give more emphasis, Techsembly is a Singapore-based company that has helped many businesses localize with their services.

Secondly, the author will contact the esports stakeholders through cold email marketing. Cold email marketing or direct email marketing has been one of the most common strategies to reach out to potential clients. Cold email marketing is a way of communication with a list of prospects, by using email as the main way of communication (Rashidi 2020).

Lastly, the tools the author will be using to perform the cold email marketing are Lusha, Esports Charts, Google Mail, and LinkedIn. These tools will be used to search for prospects, create an email, and send the email to potential clients from esports stakeholders.

The research aims are to discover whether esports stakeholders are interested in localizing with Techsembly. This research will be considered successful if Techsembly has secured a deal with esports stakeholders and effective cold email marketing. This gives us more insights into how esports stakeholders can improve their business and marketing. On the other hand, if this research gets no responses, potential clients completely ignore and show no interest in the email. This means that esports stakeholders are not interested in collaborating with Techsembly, which results in research failure.

In a previous discussion, the author explained the process of contacting esports stakeholders and the aims of the research. The author has narrowed and simplified the theory question into ***"Are esports stakeholders willing to localize with Techsembly's services when using cold email strategy?"*** As mentioned, the thesis will cover the topic of cold sales email marketing strategy using a representative company, Techsembly, to reach out to esports stakeholders.

Chosen Research for Thesis

The research that the author has chosen to reference localisation for are Reinhard Schäler: Making a Business Case for Localisation and Reinhard Schäler & Dimitra Anastasiou: Translating Vital Information: Localisation, Internationalisation, and Globalisation. Reinhard Schäler's research showcases an insight into localisation and the benefits. Schäler also discusses why localisation is important and how it can benefit businesses. The research that the author has chosen to reference cold email marketing and development of email writing are Ryan P. M. Allis: Best Practices for Email Marketers and Dr. Vasanth Kiran and Dr. Krishna Kishore: Towards Sustainable Email Marketing Through Permission Marketing.

Purpose of Thesis Question

As mentioned before, the author has worked for Techsembly for five months for his practical training. Techsembly mainly has targeted hospitality and fashion industries as their partnered clients for the past two years. Techsembly aims expand and market its products and services into other industries. The author saw this as an opportunity and inspiration to research the correlation between Techsembly and Esports stakeholders. Another would be to expand the research of esports and eCommerce. Lastly, the author wanted to contribute for personal reasons and leave his mark in Techsembly.

2   Techsembly as a Representative

In the introduction, the author mentioned that Techsembly would be the representative to contact esports stakeholders. This section will talk about the brief background of Techsembly, Techsembly's mission, and its products and services.

2.1   Techsembly

Techsembly is a two-year-old Singaporean-based start-up company. Techsembly started small with four members and now grew to fifty plus members, representing and stationed in various countries. Techsembly specializes in eCommerce Software as a Service (SaaS) or cloud-based technology solution that allows businesses to build multi-shopfronts within one platform for global teams and third parties. Decentralizing management and fostering work collaboration create a unified experience with a holistic view – international, with a local touch. Techsembly mission is to connect the worldwide community and honor all languages, cultures, and lifestyles with a dynamic multi-shopfront platform.

2.2   Techsembly Products & Services

Now, it may seem unclear at first to comprehend what Techsembly specializes in. The specialty translates to multi-store eCommerce enabling to create and manage multiple brands and sites that serve unique audiences and channels. Marketplace SaaS solution is a distribution model in which a third-party provider hosts and makes them available to its customer via the internet.
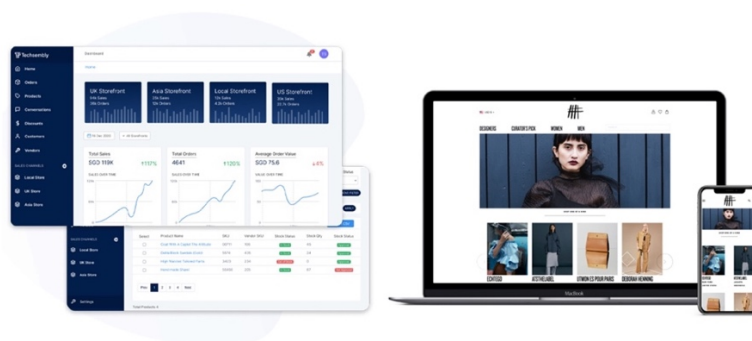

Figure 1 Product Showcase (Techsembly 2021)

Techsembly is a uniquely powerful and adaptable SaaS application that allows users to have a consolidated view across all regional stores/websites, keeping insights and controls all in one platform. In other words, it is a content management system (CMS). CMS is a software system that provides preservation, organization, and dissemination services for digital collections (Han 2004). Additionally, the platform enables clients to integrate products, gifts, experiences, events, and vouchers onto users existing domain websites. Finally, it allows clients to have multiple storefronts allowing each property to truly localize its strengths and offerings by providing a secondary revenue stream on a global footprint and maintaining 100% of the funds.

3   Theory & Background

In this section, the author will explain about the background of the theories that will be applied to the methodology. The author also gives insights into each category and identify what the thesis stands for. Firstly, we will talk about the theory and benefits of localisation. Then, there will be identified what classifies as an esports stakeholder. Finally, explaining the background and theory of cold email marketing will be explained.

3.1   Localisation

Techsembly believes that localisation increases a site's conversion rate by 70%. However, what is Localisation, and how does it differ from globalisation? According to Schäler (2003), Localisation is the linguistic and cultural adaptation of digital content to the requirements and the locale of a foreign market; it includes providing services and technologies to manage multilingualism across the digital global information flow. Thus, localisation activities include translation (of digital material as diverse as user assistance, website and videogames) and a wide range of additional activities. Let us compare it to globalisation and define the meaning of globalisation. There are many definitions when defining what globalisation is? There are various definitions of globalisation. According to Tallman and Fladmoe-Lindquist (2002), in economic terms, globalisation is often presented as the strategic effort to treat the world, or a significant part of it, as a single market to do business. On the other hand, globalisation brings a product or service to the global market, involving sales and marketing (Anastasiou & Schäler 2010).

	Internationalisation	Localisation	Globalisation
Definition	Functional in any language and content (linguistic and cultural data) separated from functionality	Adaptation of products, services, and digital content to a cultural-linguistic market	The strategy of bringing a product or service to the global market, involving sales and marketing
People	Software developers, producers and authors of digital content	Translators, proofreaders, software engineers, project managers, testers, publishers	Marketing and sales personnel
Stage	Development and design of a digital product (content) or service (pre-requisite for localisation)	Translation and adaptation of text, user interface, and cultural conventions	Bringing to the market the internationalised and localised product or service

Figure 2 Internationalisation, Localisation, and Globalisation (Anastasiou & Schäler 2010)

Figure 2 shows that Schäler gives a concise, in-depth look at the difference between internationalization, localisation, and globalisation. The author's understanding of globalisation is designed to work in any cultural market without being specific. Localisation and internationalization strategies not only rely on marketing and sales personnel but other areas of expertise as well.

How can esports stakeholders benefit from localisation?

The author puts into theory how esports stakeholders can benefit from localisation. According to Schäler (2003), the importance and need for localisation is immense from every aspect, as it brings benefits to industries, customers, and government, simply to everyone. The profit is much more when the product is adapted to the needs and preferences. Localisation helps enterprises increase their revenues by selling their products in more countries and to more customers by adapting these products linguistically and culturally (Anastasiou & Schäler 2010). In conclusion, if esports stakeholders were to localize successfully, the service of the product has been linguistically and culturally adapted to the point that users do not notice that they are using something that was originally developed in a different context for a different target group (Schäler 2003).

3.2   Esports and Esports Stakeholders: Organizations and Organizers

The author explained about the target group for the thesis question is esports stakeholders. However, before proceeding with the specificity of our target group in the esports stakeholders, the author needs to consider what esports is? Esports is a form of sports where the primary aspects of the sports are facilitated by electronic systems; the input of players and teams as well as the output of esports system are mediated by human-computer interfaces (Hamari & Sjöblom 2017). In simplified terms, esports is video gaming at a competitive level and is coordinated by different leagues, ladders, and tournaments.

Now that the author identified esports, lets focus on discussing what are esports stakeholders? Esports stakeholders categorises organizations and organizers. For example, Fnatic, G2 Esports, and 100 Thieves are esports organizations. Esports organisation is translated to esports teams that compete in tournaments and leagues. As for esports organizers, esports organizers host esports, sport, or music events. It can be companies, streamers, or common gamers (Esports Charts 2021). Organizers such as ESL, Riot Games, and BLAST Premier are esports organizers. They

provide entertainment for the esports community and exposure for esports organizations to showcase their talents and skilled gameplay.

3.3   Cold Email Marketing Strategy

Lastly, with the final topic to cover in the context of the thesis question, the author will discuss the cold email marketing strategy. The cold email marketing strategy or direct email marketing is equivalent to the cold calling marketing strategy. Instead of reaching out to potential clients through the phone, salesman use emails instead. It is a legitimate, lucrative, and widely used business tool that is in danger of being overrun by unwanted commercial email (Pavlov, Melville, & Plice 2007). In theory and practice cold email marketing strategy, a salesman or partner executive of a company sends an unsolicited email sent to a receiver without prior contact. Hoping to expect an outcome of a response for sales, collaborations, or even interest of the product/company.

Vriens et al Response Process Model

This section describes the takeaways customers or potential client find attractive when receiving a direct email. According to Vriens (1998, pg. 325), Vriens developed a theoretical framework for the response process in basic email marketing. The response process model gives a more vivid understanding of the model. In Figure 3, the model distinguishes between factors that affect the three stages: opening the email, paying attention to the email, and the clicking through URL link.
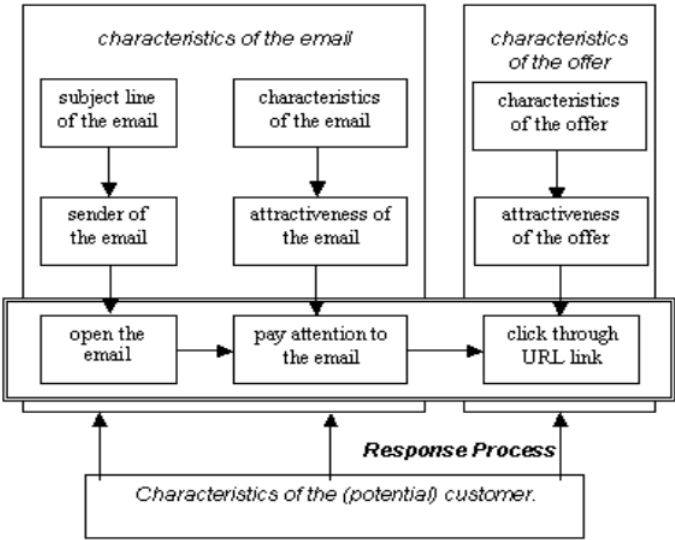
Figure 3 Basic Email Response (Vriens et al. 1998, Page 325)

According to the model, there are some takeaways that potential customers keep close attention to:

1. Opening of email, potential customers lookout for the subject line and the email sender.

2. Pay attention to the email; potential customers pay attention to the attractiveness and characteristics of the email.

3. Click through a URL link; relatively similar to the pay attention to the email factor, potential customers look out for characteristics and attractiveness of the offer.

Advantages and Disadvantages of Cold Email Marketing

With the explanation of the background of cold email marketing, the pros and cons of cold email marketing strategy can be discussed. Cold email marketing can be an excellent way for businesses to reach prospects when done effectively. Advantages of working in cold email marketing are high response rates, cost-efficient, less disruptive, and convenient to record data. However, despite these benefits, cold email marketing suffers from deficiencies. One of these problems is that online prospects can ignore the received emails and store them in the spam folder (Yurovskiy 2016). With this cold email marketing strategy claim, it is risky to implement it in this research. However, although it has its high risk and high reward factor, the author is still eager to implement the marketing strategy in the name of research purposes.

4   Methodology

Previously, the author gave insights and background about cold email marketing strategy. In this section, the author will put the marketing strategy into practice and described the two processes that are performed in the methodology. The two main processes are the email development process and the collection of prospects. But in a more detailed order, the processes that the author will be going through are the development of a sales email pitch, gathering contact information of prospects, compiling the results into a spreadsheet, and finally sending the emails to our potential clients.

4.1   Creating the Sales Email Pitch

This section will cover the timely journey of creating an email, starting from the foundation, and ending with the final draft. This section also includes a one-on-one interview with a representative that monitors the author's email creation.

Writing a winning email message requires attention to format and style. Each word makes a critical difference in whether your message is opened at all. Once it is opened, you only have seconds to capture the reader's imagination. Deliver value with every email, pay heed to layout, design, and personalization (Kiran & Krishna 2013). The author requested guidelines from the Sales & Marketing team in developing the email pitch. To learn about constructing a cold sales email pitch, the author discussed and interviewed the Head of Growth and Sales for Techsembly for guidance, Laurence Georgiou. Laurence explained the critical factors when creating a cold email. They are addressing our product and company, highlighting out the best features of the product, keeping the email short and brief, indicating the issues of each company website, and lastly, how can our Techsembly product & services improve their business. Laurence has also given a template (Refer to Appendix 1) as a foundation base to use when developing the email.

Rough Draft

The author experimented on incorporating and correlating the advice and template that Laurence Georgiou gave. The author also included the research reference about delivering value with every email, paying heed to layout, design, and personalization (Refer to Appendix 1).

Factors of developing the sales email pitch:

Addressing our product and company: "I'm reaching out to you because we help international businesses localise with our CMS product. Techsembly is a multi-Store eCommerce and Market SaaS solution based in Singapore."

Highlighting out the Features of the Product: "Our CMS product allows users to have a consolidated view across all regional stores/websites, keeping all insights, and controls in one platform. Our platform can sell personalised creations, gifting, products, vouchers, and a whole host of other experiences. Directly through a host website in a drop-shipping model bespoke to your clients' needs and wishes and uniquely localised to their local market."

Indicating the issues of each company website:

"Are you having trouble managing multiple sites, different URLS and separate logins for your business?

Or having trouble operating or finding a trustworthy CMS platform to new global regions?"

Keeping the email short and brief: Laurence mentioned to keep at least 150-250 words at least. The word count in the rough draft is 145 words.

Feedback of Rough Draft

With the rough draft submitted (Refer to Appendix 1), the author waited for a response and held another discussion with Laurence Georgiou. The feedback was relatively positive, but some things were missing. First, Laurence mentioned that the opening of the email was very sudden, which means that the email does not have a friendly introduction approach. Laurence Georgiou also added that it needs more details about the product. Lastly, the grammar mistakes need to be highlighted and corrected in the email.

Final Draft

The author made changes to the finalization of the email (Refer to Appendix 1). In addition, the author applied a small addition to the email, which is the imperative direct on-record politeness strategy. The concept of the imperative direct on-record politeness strategy is when writers used "please"' "please kindly" and "kindly" to reduce the imposition of the imperative forms (Al Afnan 2014). According to Treece (1994), the usage of "kindly" is conventional in business as it is formal

and polite, whereas the usage of "please" is less formal and mainly occurs in oral correspondence. (Angell & Heslop, 1999; Stubbs, 1983)

Improvements made for the email:

Friendly Introduction Approach: Your organization has been consistent in producing talented players and unforgettable moments in world-class tournaments. I took this opportunity to check out your website and noticed that you have an ecstatic home page and swagger-looking merchandise! But are there times where your organization is…

Needs more details about the product: Techsembly is a uniquely powerful and adaptable SaaS application that allows users to have a consolidated view across all regional stores/websites, keeping insights and controls all in one platform. Additionally, our platform enables you to integrate the sale of products, gifts, experiences, events, and vouchers onto your existing domain website and allows you to have multiple storefronts allowing each property to truly localise its strengths and offerings by providing a secondary revenue stream on a global footprint and maintaining 100% of the funds.

Imperative direct on-record politeness strategy: If you are interested would like to request a demo with us, please kindly drop us an enquiry form on our website.

4.2   Gathering Contact Information

With the email finalized and approved, the author is ready to send the emails to various esports businesses. As mentioned before, our target audience is strictly the esports stakeholders. Therefore, this section will cover the tools Techsembly provides to gather contact information for potential clients.

Finding Potential Clients

To find potential clients, the author ensures to find the right people to contact. For example, the author knows that Techsembly products and service deals with CMS and eCommerce, which revolves around digital marketing, eCommerce, and business development. Georgiou mentioned from an interview, that it is best to reach out to representatives that work in sales, marketing, digital, business development, and eCommerce.

The following section will discuss the process of collecting data of potential clients and using tools provided by Techsembly, which are Lusha, LinkedIn, and Esports Charts. These tools will be explained for their background, operations, and integration.

Lusha

Lusha Systems Incorporated is an American based company. *Lusha is a powerful data enrichment tool that allows business users to validate and verify contact details, such as email addresses and phone number information.* Extracting contact details through social media platforms.

Lusha Functionality

If business users were to use the platform, they would need to subscribe to a monthly fee, fixed or negotiable. Once subscribed, business users are given a certain number of "coins." "Coins" are a token system that can be used to verify a social media profile. Users would have to install the Lusha extension on their preferred web browser to use the coins once users are browsing and find their potential clients. Then, they will use the extension, and the extension will give the option to use the token to reveal the contact information. Another feature Lusha had recently installed is the Lusha Prospecting form.
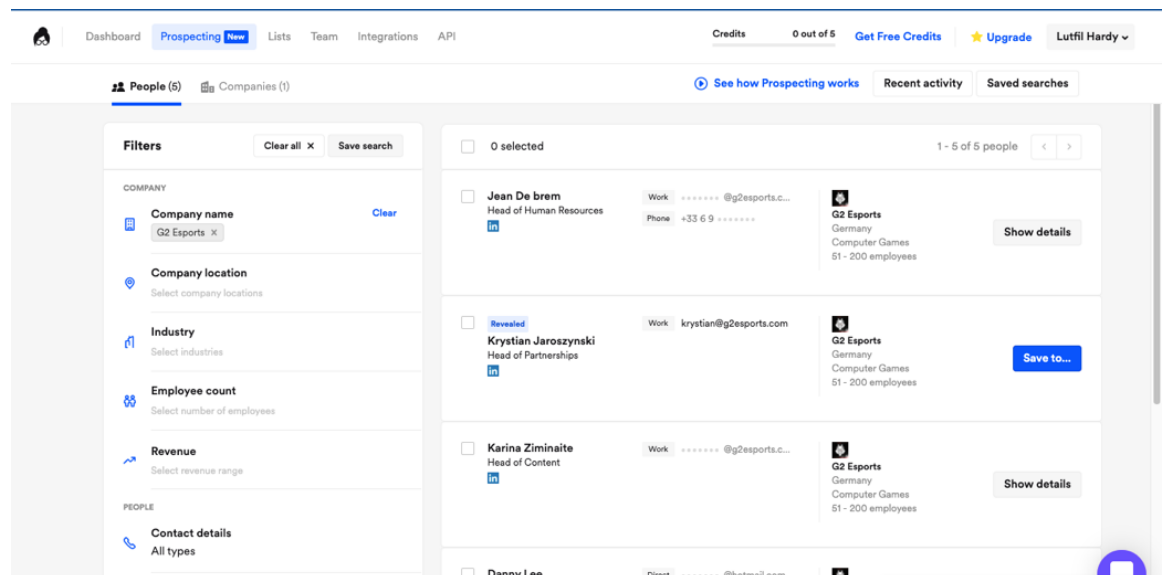
Figure 4 Prospecting Form (Lusha 2021)
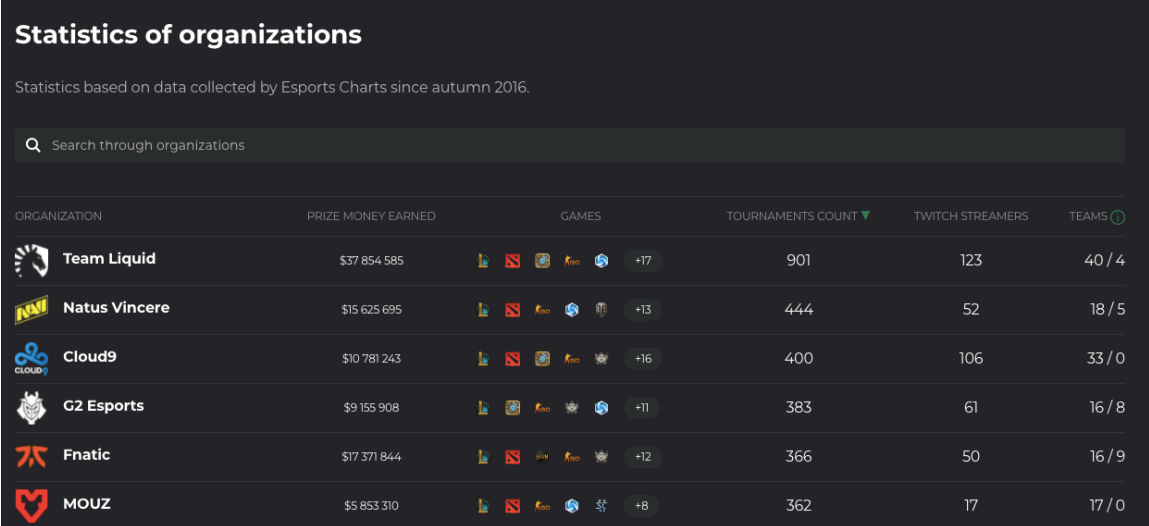
In Figure 4, a user could type in a specific company like G2 Esports in the "Filters" on the left of the user interface. The user can type in the company's name under the Company name search

bar. On the other hand, if the user was looking for specific details of potential clients, the user has a wide variety of options from the Lusha Prospecting Form application.

Esports Charts & LinkedIn

Esports Charts is a uniquely analytical agency collecting all information about esports, streaming and providing actual fact data. LinkedIn is the world's largest professional network on the internet (Esports Charts 2021). The platform can be used to find jobs, internships, connect and strengthen professional relationships (LinkedIn 2021). These two platform services will correlate by finding our potential clients.

Esports Charts List of Organizations and Organizers

Figure 5 Statistics of Organizations (Esports Charts 2021)

Esports Charts has a dedicated statistics webpage that displays a list of all the esports organizations and esports organizers. Figure 5 shows the earnings, games played, tournaments participated, Twitch streamers representatives, and the teams representing the esports organizations.

Figure 6 Statistics of Organizers

The Esports Charts Organizers statistic webpage, Figure 15, demonstrates the statistics of the total prize pool, games played, peak viewers, hours watched, airtime and the number of tournaments hosted.

4.3 Collection of Contact Information

The collection of contact information is relatively straightforward. First, the author extracts the contact information by finding esports organizations and organizers through Esports Charts data collection. The author then types the organizations' names inside the Lusha prospecting form to extract the contact information. In any situation where the author found trouble in not finding sufficient contact information in the Lusha Prospect form, the author can remedy this problem by searching through each profile working for the esports organization on LinkedIn.

4.4 Sending the Cold Email Pitch

The author must send an email of potential clients to potential clients' work emails instead of private emails due to the company policy. Techsembly believes sending direct marketing emails to private emails is considered unprofessional. Once the contact information has been collected, we will transfer the contact information to a Google Spreadsheet. After the process, the author started the cold email sales sequence using Google Email.

The author must determine the best timing to send the emails. Finding the right timing in email marketing can differentiate between an email being read and being trashed. According to Allis (2005), When mailing to business recipients it is best to send email Tuesday thru Thursday, between 9:30 AM and 3 PM. Studies found that Mondays are generally reserved for meetings, organizing, and catching up on all the tasks left over from the week prior and emails sent Friday afternoons are often ignored or show up at the bottom of the list when downloaded on Monday morning (Allis 2005). The author kept in mind that time zone plays a factor when sending a direct email to a potential client. For instance, if the author were to send direct mail from the Asia region to the North American region in the daytime, the North American region time would be at night.

5 Results & Findings

5.1 Results Collected for Email Prospecting

The collected data the author have managed to extract resulted to a total of 72 contact information, representing 37 organizations. The emails were sent after the collection of prospects list, respectively. The name of the contacts and position of their respective organization will not be shown due to the company policy and privacy reasons. Here are the results of the data collections.

5.2 Esports Organizations and Organizers Results

1	Male	Confidential	Gen.G Esports	No Response
2	Male	Confidential	Tempo Payments	Unreachable
3	Male	Confidential	Tempo Payments	Unreachable
4	Male	Confidential	Sk Gaming	No Response
5	Male	Confidential	Ence Esports	No Response
6	Female	Confidential	Team Vitality	No Response
7	Male	Confidential	Team Vitality	Unreachable
8	Male	Confidential	Evil Geniuses	Unreachable
9	Male	Confidential	Evil Geniuses	Unreachable
10	Male	Confidential	Evil Geniuses	Unreachable
11	Male	Confidential	Dignitas Detachering	Unreachable
12	Male	Confidential	Dignitas Detachering	Unreachable
13	Male	Confidential		Unreachable
14	Male	Confidential	Complexity Gaming	No Response
15	Female	Confidential	Complexity Gaming	No Response
16	Male	Confidential	G2 Esports	No Response
17	Male	Confidential	Fnatic	No Response
18	Male	Confidential	Fnatic	Others: Quit Job
19	Female	Confidential	Cloud9	No Response
20	Male	Confidential	Mousesports	No Response
21	Male	Confidential	Team Liquid	No Response
22	Male	Confidential	Team Liquid	No Response
23	Male	Confidential	Evil Geniuses	Unreachable
24	Male	Confidential	Complexity Gaming	No Response
25	Male	Confidential	Fnatic	No Response
26	Female	Confidential	Ninjas In Pyjamas	No Response
27	Male	Confidential	Gen.G Esports	Others: quit job
28	Male	Confidential	Evil Geniuses	Unreachable
29	Female	Confidential	Evil Geniuses	Unreachable
30	Male	Confidential	Evil Geniuses	Unreachable
31	Male	Confidential	Evil Geniuses	Unreachable
32	Female	Confidential	Service Management Group	Unreachable
33	Male	Confidential	Hotel Relais Saint Germain	No Response
34	Male	Confidential	Team Liquid	No Response
35	Male	Confidential	Team Liquid	No Response
36	Male	Confidential	Kothari Group	Unreachable
37	Male	Confidential	Stealth Mode Startup Company	Unreachable
38	Male	Confidential	Tribe Gaming	No Response
39	Male	Confidential	The Gathering	No Response
40	Male	Confidential	Obey Clothing	Others: Quit Job
41	Male	Confidential	Purple Panda Global	No Response
42	Male	Confidential	Oxygen Esports	No Response
43	Male	Confidential		No Response
44	Male	Confidential	Team Heretics	No Response
45	Male	Confidential	Beastcoast	No Response
46	Female	Confidential	Beastcoast	No Response
47	Male	Confidential	Gamersorigin	No Response
48	Female	Confidential	Gamersorigin	Others: Quit Job
49	Male	Confidential	Elevate Credit	Unreachable
50	Male	Confidential	Elevate Credit	Unreachable
51	Female	Confidential	100 Thieves	Unreachable

Figure 7 Potential Clients Lists for Esports Organizations
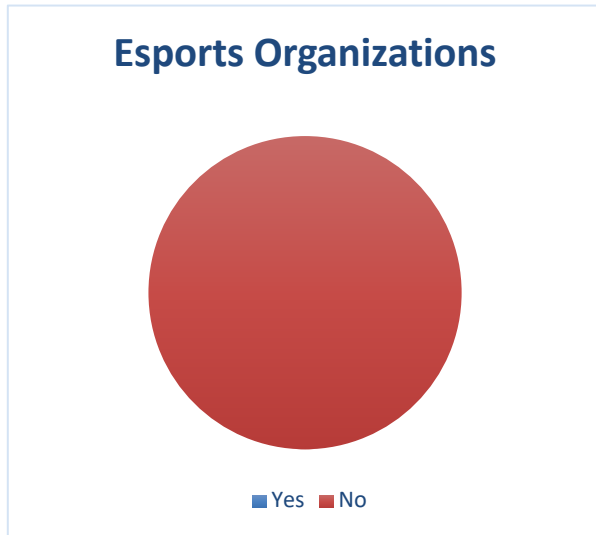
Figure 8 Esports Organizations Results

In Figure 8, the chart demonstrates the contacts collected for eSports organizations. The total number of emails sent to the potential clients are 51 pieces of contact information, representing 37 organizations. The response received resulted to 100% (Red) of no response and 0% (Blue) of responses.

	Gender	Position	Organizers	Results
1	Male	Confidential	CEO	No Response
2	Female	Confidential	Nerd Street Gamers	No Response
3	Male	Confidential	Nerd Street Gamers	No Response
4	Male	Confidential	Blast	No Response
5	Male	Confidential	Blast	No Response
6	Female	Confidential	Blast	No Response
7	Male	Confidential	Blast	No Response
8	Male	Confidential	Blast	No Response
9	Female	Confidential	Blast	No Response
10	Male	Confidential		No Response
11	Male	Confidential		No Response
12	Male	Confidential	Bitkraft Esports Ventures	No Response
13	Female	Confidential		No Response
14	Male	Confidential		No Response
15	Female	Confidential	Esl	Doesnt work at the facility. Bad data collection from Lusha.
16	Male	Confidential	Garena	No Response
17	Male	Confidential	Garena Online (Thailand) Co.	No Response
18	Male	Confidential	Garena	No Response
19	Female	Confidential	Garena	No Response
20	Male	Confidential	Garena	No Response
21	Male	Confidential	Garena	No Response

Figure 9 Potential Clients List for Esports Organizers

Figure 10 Esports Organizers Result

In Figure 10, the chart demonstrates the contacts collected for esports organizations. The total number amount of email sent to the potential clients are 21 pieces of contact information, representing 6 organizations. The response received resulted to 100% (Red) of no response and 0% (Blue) of responses.

5.3   Reason of No Responses
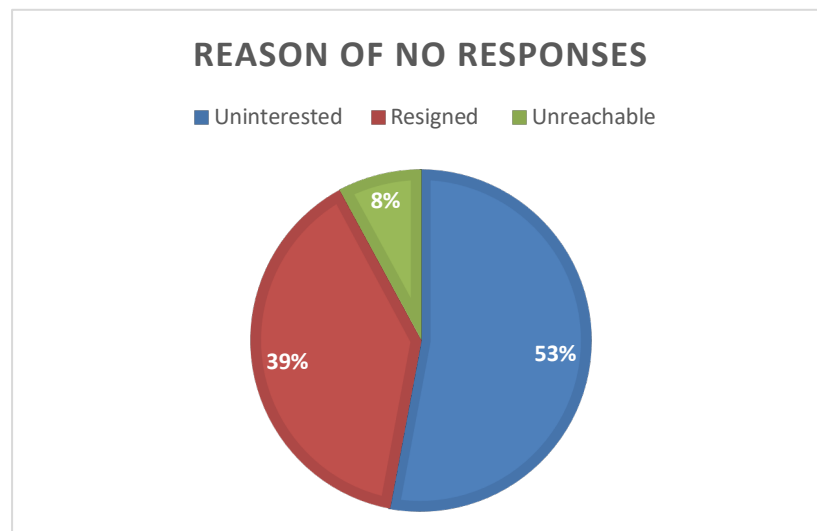
Figure 11 Reason of No Response Data

Figure 11 showcases the reasons of why the potential clients did not respond to the email. The chart is split into three categories: Uninterested (Blue), Resigned (Red), and Unreachable (Green). Starting with the Uninterested category, the Uninterested category covers 53% of the pie chart.

The Uninterested category means that the potential client read the email and is not interested, or the potential client labelled the email as spam and did not bother reading. The Resigned category covers 39% of the pie chart. Resigned means that the potential client has left the organization and their account is not available, refer to Figure 12 for better imagery. Lastly, the Unreachable category covers 8% of the pie chart. The Unreachable category is identified as potential clients labelling any non-organizational email as spam. Refer to Figure 13, for better imagery.
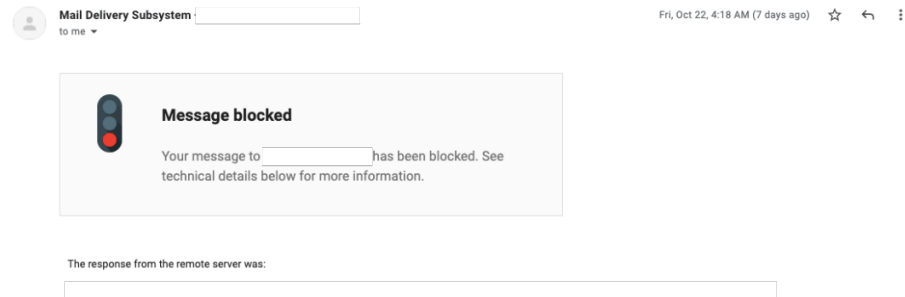
Figure 12 Message Blocked
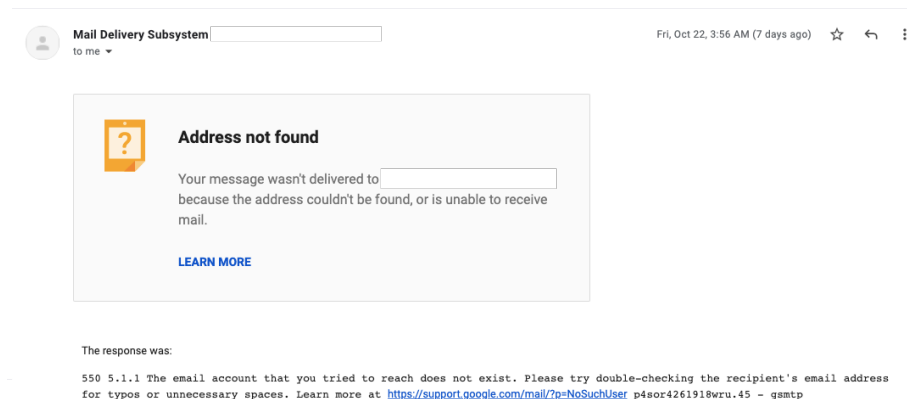
Figure 13 Address Not Found

In conclusion none of the esports organizations and organizers have responded to the email. In the next section the author discusses about the analysis of the results.

6   Conclusion

Reflecting on the theory, "Are esports stakeholders willing to localize with Techsembly's products and services when using cold email strategy?" The answer is no. It can be confirmed that the cold sales email strategy is ineffective when reaching out to prospects. This causes esports stakeholders to lose interest in localising with Techsembly. No potential client has responded because they are not interested in the product. Here are some factors that can be learned from this research. Cold emails do not give back immediate responses or feedback about the email. Cold emails can never be reached to potential clients due to spam filters and protection. Another finding is that cold emails must abide by anti-spam laws such as The General Data Protection Regulation (GDPR), which leads to why the emails cannot be reached. Another reason could be that the author's email is not attractive and has insufficient characteristics to intrigue the potential client.

6.1   Lusha is not 100% Effective

The tools that are provided from Techsembly are all suitable to use, but the tool that caused irregularities was Lusha. Lusha is a great reliable source to use when extracting contact information in bulks, but it is inconsistent and not 100% effective. Lusha extracts contact information that is inaccurate. Contact information collected is usually not in service and out of date. Finding results are not spread evenly for all regions; North America and European database is larger than the other regions. If Lusha had a refund token for unreliable and outdated contact information, the research could have been improved.

6.2   Alternatives in Improving Research

There are some improvements that can strengthen the research. One of the ways the author can improve the research is by sending a follow-up message to engage the potential client. Alternatively, maybe there could be a different marketing strategy to approach to esports organizations and organizers, for example, performing the cold call marketing strategy instead of the cold email strategy. Call the selected potential clients, introduce ourselves, and ask for feedback about the product, resulting in qualitative and quantitative data combined. Another strategy the author could have used is to message potential clients through LinkedIn directly. However, that would

be more direct since LinkedIn is a social media application. Another way to improve the research is to rewrite a new email if there are no responses. Ultimately, the best alternative method is to perform a pipeline sequence for combining all the marketing strategies, for example, starting with a direct email, a follow-up email, and ending with a call. This method can expand the research by comparing which marketing is effective, cold email strategy or cold call strategy.

6.3   Conclusion

To conclude the research, this research resulted in success. It proves that email marketing is not effective, and a change of sales approach is needed. The aim of this study was to record data to see if cold email strategy was effective and what kind of data can be collected from esports stakeholders if they were to localise. The author did not receive any responses or insights on how esports stakeholders' business improve through localisation and finalized that cold email strategy is not effective. The cold email marketing strategy can be a low-cost, fast, and simple method to reach prospects. However, the response rate of the strategy is low. Indeed, cold email marketing strategy can be used to follow-up an email or call the potential client, but the chance of receiving a response is low. The author showcased that the cold email marketing strategy is not practical. The author believes that some esports organizations are ready to localize, but it is just that they are not convinced with the email that was sent to them.

Research Implications

The importance of this study was rather significant and should be studied further. It was finalized that this research proves that email marketing is not effective. A different marketing strategy or approach to esports stakeholders is needed. The alternatives of contacting potential esports stakeholders is face-to-face. According to Byrnes & Mutjaba (2008), traditionally, face-to-face sales interaction between a client and a sales rep has been assumed to be a higher value to the client. The types of sales interactions that can be used in the future are outside sales. Outside salespeople meet with clients and conduct the primary aspects of the sales process face-to-face with the client (Chapman 2018). The locations outside salespeople usually meet clients are in traditional mediums and events. These can include industry events, conferences, trade shows, and seminars (Grey 2021). The data collected with this is qualitative and quantitative. This research method can definitely increase the chances of potential clients' of not avoiding the sales approach and hopefully give feedback about localisation.

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Appendices

"Techsembly is a multi-Store eCommerce and Market SaaS solution based in Singapore. Our CMS product lets you have a consolidated view across all stores, keeping all insights and controls in one place, yet each region will have their own tailored dashboards and be able to manage their storefront at a local level, yet the global CMS will have full control and access of all the multiple storefronts and multiple vendors, in which to mine all the data analytics, bringing about a strategic position in product or brand innovation."

"How does Techsembly compare to our competitors? In order to own other nation storefronts, you would have to setup individual URL domain names with multiple sites. What this means is that you would own multiple sites, different URLs and separate logins, which is not only time-intensive but difficult and costly to manage, as well as not being advantageous for SEO. This would give you little value as a global distributor, as it would offer you a fragmented view of the market, sales and analytics."

Rough Draft

"Hi Client,

Are you having trouble managing multiple sites, different URLS and separate logins for your business?

Or having trouble operating or finding a trustworthy CMS platform to new global regions?

I'm Lutfil, Head of Esports Growth for Techsembly. I'm reaching out to you because we help international businesses localise with our CMS product. Techsembly is a Multi-Store eCommerce and Market SaaS solution based in Singapore.

Our CMS product allows users to have a consolidated view across all regional stores/websites, keeping all insights, and controls in one platform. Our platform can sell personalised creations, gifting, products, vouchers, and a whole host of other experiences. Directly through a host website in a drop-shipping model bespoke to your clients' needs and wishes and uniquely localised to their local market.

Do you want to talk & learn more about Techsembly? We are looking forward to hear your response.

Thanks,

Lutfil

Final Draft

"Hi,

Your organization has been consistent in producing talented players and unforgettable moments in world-class tournaments. I took this opportunity to check out your website and noticed that you have an ecstatic home page and swagger-looking merchandise! But are there times where your organization is…

Having trouble managing multiple sites, different URLs, and separate logins for your business?

Having issues operating or finding a trustworthy CMS and eCommerce platform to new regional markets?

I'm Lutfil, Head of Esports Growth for Techsembly. I'm reaching out to you because we are helping international businesses to localise with our CMS product. Techsembly is a multi-Store eCommerce and Market SaaS solution based in Singapore.

Techsembly is a uniquely powerful and adaptable SaaS application that allows users to have a consolidated view across all regional stores/websites, keeping insights and controls all in one platform. Additionally, our platform enables you to integrate the sale of products, gifts, experiences, events, and vouchers onto your existing domain website and allows you to have multiple storefronts allowing each property to truly localise its strengths and offerings by providing a secondary revenue stream on a global footprint and maintaining 100% of the funds.

Would you give us an opportunity to share more about Techsembly? If you are interested would like to request a demo with us, please kindly drop us an enquiry form on our website. We are looking forward to hearing your response.

Thanks,

Lutfil"

Interview Laurence Georgiou: Head of Global Growth Techsembly

September 23rd, 2021:

Hardy: What are some important factors in writing an email?

Georgiou: The best way to write email is to make sure you keep the email short. When I write emails, I make sure to grab the audience attention. When reaching out to clients, and when they the email, they have a short amount of attention span. So, keep it short around 150 – 250 words at least. Make sure you address the company and product clearly in a short little description. Give our best features and who we are our partners is. I'll give you a template of what Techsembly wrote in a few sentence of our product and company. Next is to indicate the flaws or issues their website has and what they are lacking. Lastly, is how can our products and service improve their businesses. Come back to me when you have finished the email.

Hardy: Who do we usually reach out to for our product?

Georgiou: Well since our product deals with mostly CMS and we specialize in localisation. Most of our sales come from eCommerce and digital marketing. You can also try Sales and Marketing branch or the partnership branch.

Hardy: Can I send the emails to private emails as well instead of work emails?

Georgiou: NO! Please do not send any emails to private emails it is very unprofessional.

Hardy: What tools or applications do you use when finding prospects?

Georgiou: We usually use Lusha to find prospects. It is quite easy and quick to learn. (He then demonstrates and explains to me how to use Lusha). Yeah you can ask HR to see if they can cover the cost for you.

October 2nd, 2021

Hardy: What do you think of the rough draft? And what are some improvements I should focus on?

Georgiou: I mean not bad for a rough draft. You got everything done right, but there are somethings that needs addition and changes. For example, your email is too sudden, you need like a friendly approach when potential clients are reading your email. You only wrote like 3 sentences about our product and company. Just add a bit more detail and you are fine. Lastly, as always fix your grammar mistakes. Once you done show it to me and you can send your email later.