Email Marketing – The B2B Marketing Workhorse

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New Ventures BC

Previous Videos from this B2B Digital Marketing Series

Find recordings of all the previous sessions and handouts below:

- **New Ventures BC – Sales Accelerator Education Resources**

Previously in …
B2B Lead Generation Framework

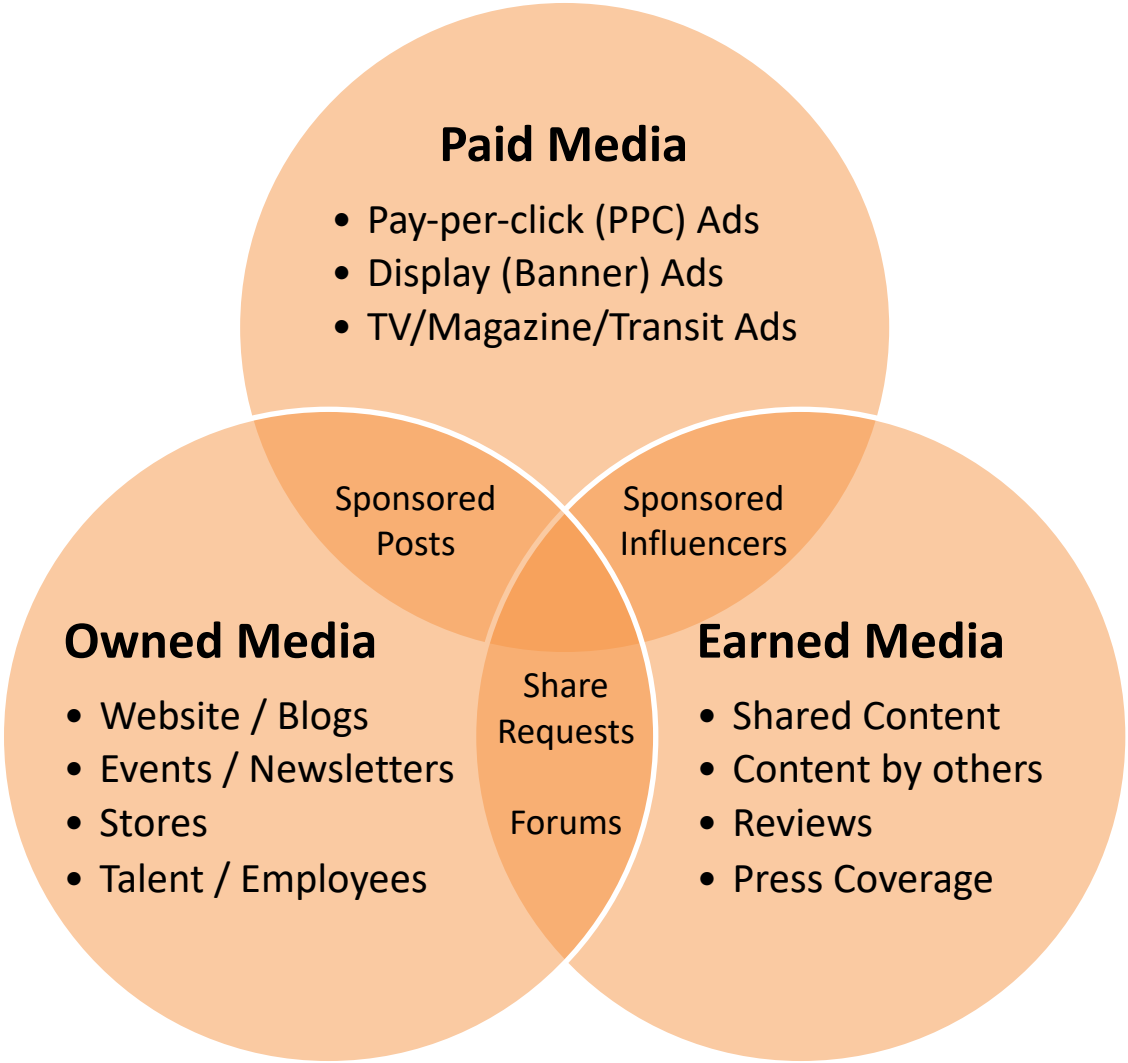
Develop Content / Lead Magnets

A "**lead magnet**" is a free item or service that is given away for the purpose of gathering contact details.

Types of Lead Magnets

- **Educational lead magnets**
  Teach your visitors something they don't already know
- **Useful lead magnets**
  Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**
  Create a way for your audience to build a community based on the things they have in common, e.g., direct challenges and group forums
- **Entertaining lead magnets**
  Inspire or entertain your audience, e.g., quizzes
- **Bottom of funnel lead magnets**
  "Push" the visitor from lead to customer, e.g., free trial, discount codes, free consultation

The P.O.E.M Framework



Other LinkedIn 3rd –Party Tools

- **Crystal** – This browser extension looks at someone's social media profile and gives you an idea of his or her personality. From there, Crystal gives you suggestions on how to communicate with that person.
- **Discover.ly** – With the Discoverly browser extension, you can see data from the other social media profiles about someone while viewing their LinkedIn page.
- **Dux Soup** – is another LinkedIn automation tool that helps you generate leads in many ways. With Dux-Soup, it's easy to find, attract, and engage with your prospects on LinkedIn.
- **Expandi** – Expandi can help you increase your list of contacts. It also automates responses, helps manage campaigns, and works with LinkedIn chat.
- **Leadfuze** - This lead generation tool helps you find leads from its over 200 million-strong database of professionals.
- **Linked Helper** - is a Chrome-based tool that helps find valuable leads without spending too much time and money. You can use it to automate your work within LinkedIn, Sales Navigator, and LinkedIn Recruiter (Full & Lite).
- **Meet Alfred (formerly Leonard)** – is one of the most sophisticated LinkedIn automation tools out there. Not only does it provide you with the best LinkedIn lead generation tools, but it also ensures that you do it cost-effectively.
- **Phantombuster** - is a content scraper that works with a wide variety of online platforms, including LinkedIn. You can also use it to automatically engage with social media posts, respond to messages, and accept connection requests, for instance.
- **Zopto** – is a LinkedIn outreach automation tool that mainly helps sales teams improve their lead generation efforts.

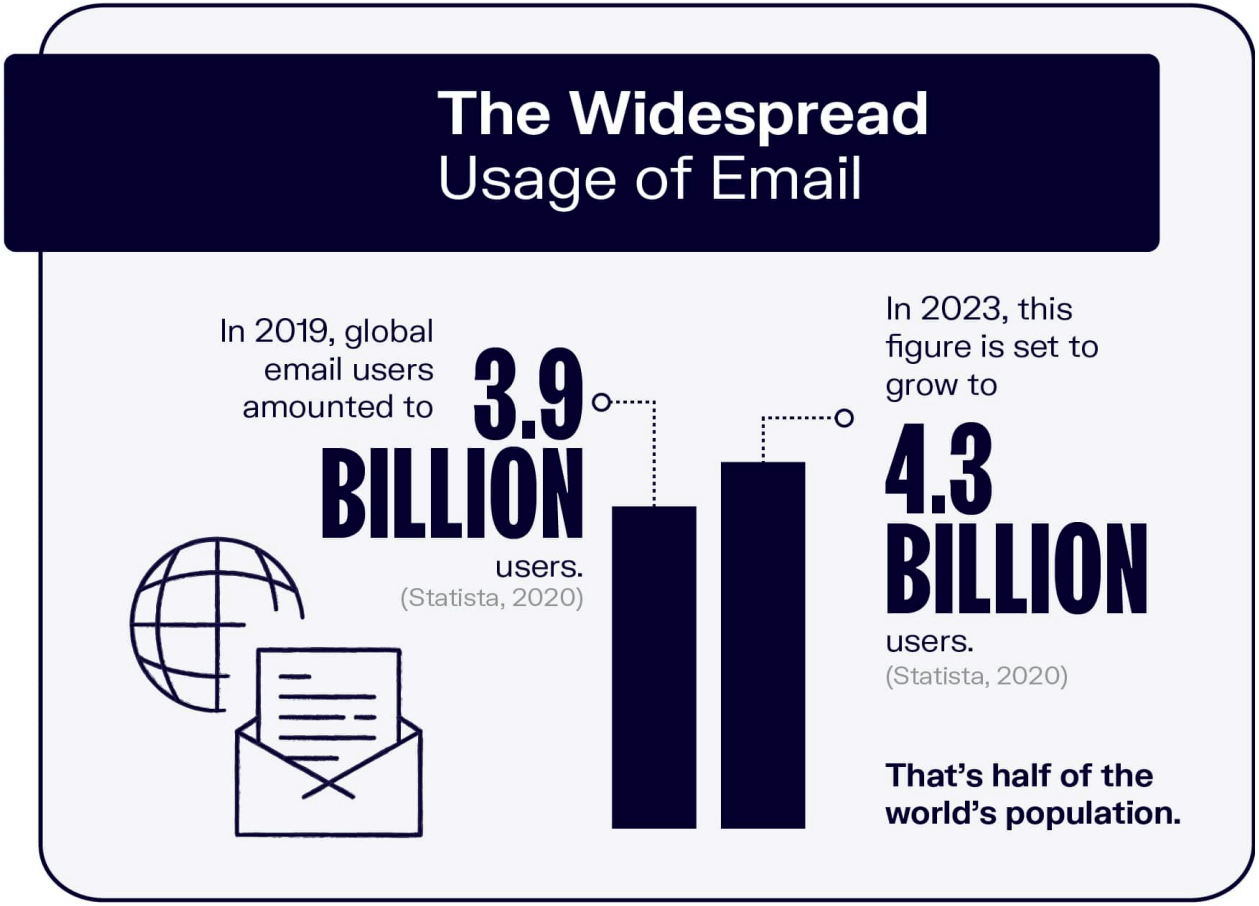
What We'll Learn

- By the end of today's session, you should be able to:
  - Describe best practices to prevent emails from being stopped by **spam filters**
  - Create effective content for **B2B email marketing**

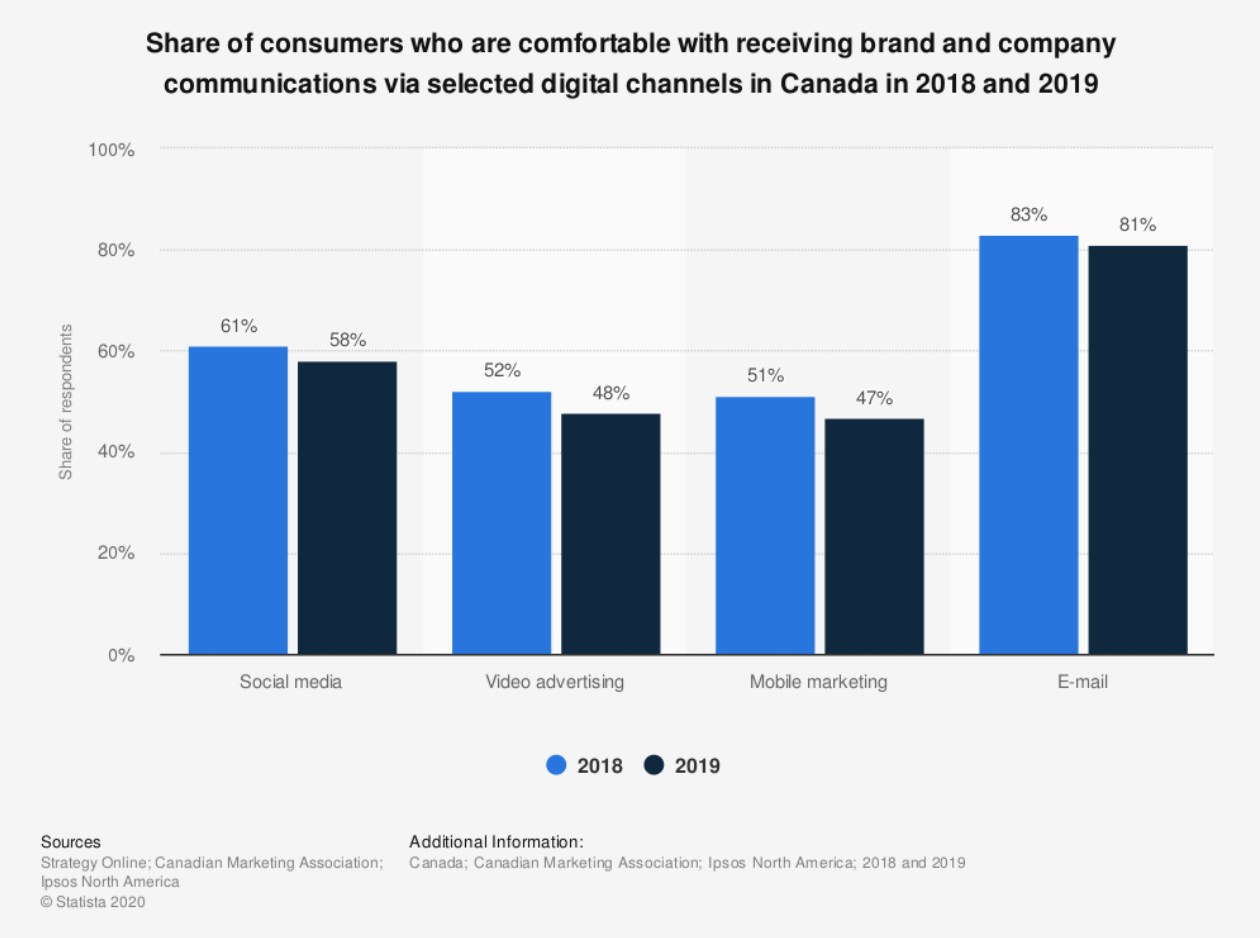
Agenda

- Email Statistics / Benchmarks
- Spam Issues & Triggers
- Email Best Practices
- Automated / Triggered Emails
- Action Items & Next Steps
- Additional Links & Resources

Global Email Audience



Commercial Communication



High ROI Marketing Activities

Marketing Tactics that Provide Strong* ROI According to In-House Marketers Worldwide, 2008, 2016 & 2017

% of respondents

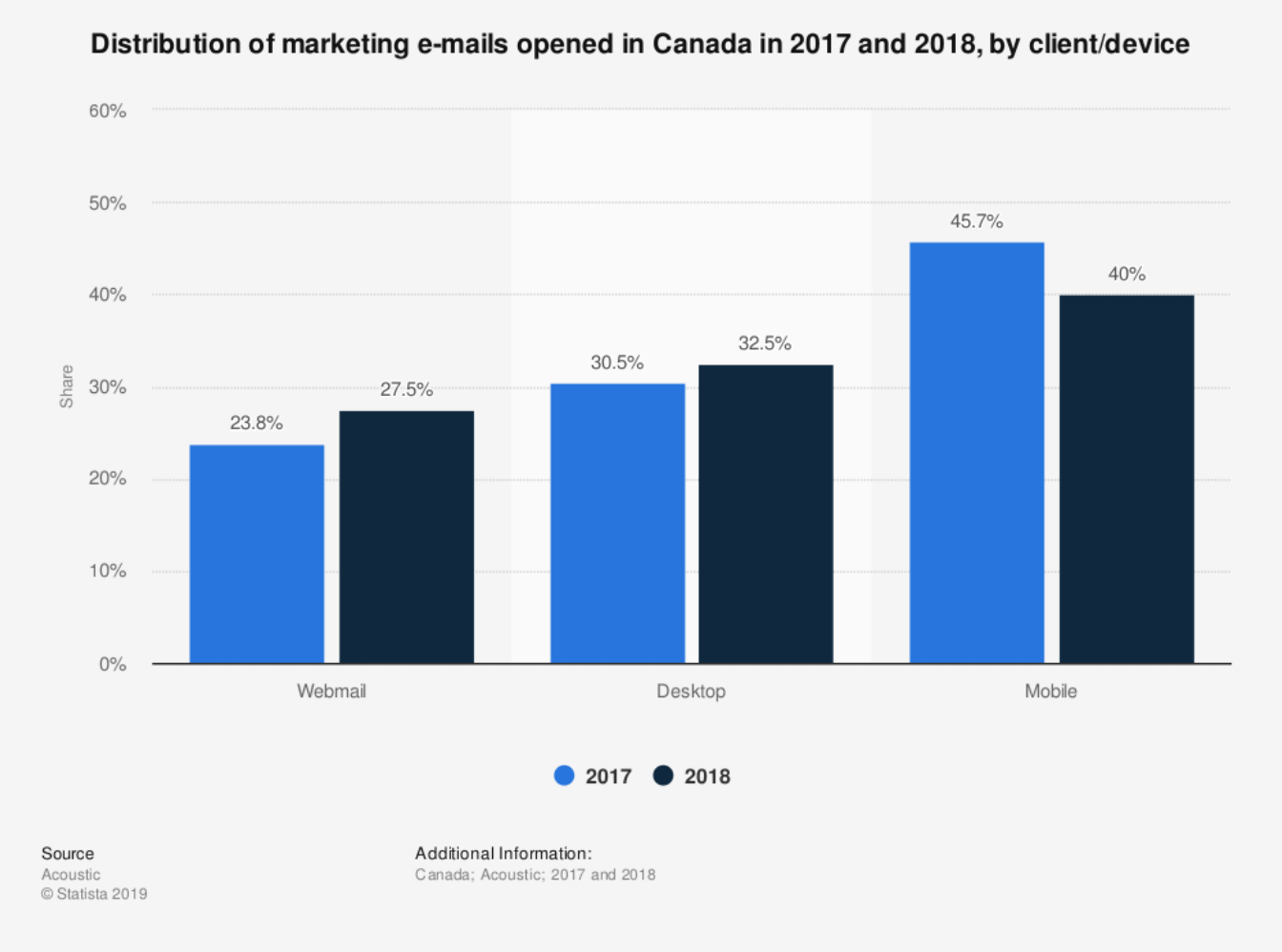
	2008	2016	2017
Email marketing	66%	73%	73%
SEO (organic search)	74%	67%	72%
Content marketing	-	62%	63%
Paid search (PPC)	57%	59%	60%
Mobile marketing	18%	38%	46%
Affiliate marketing	56%	47%	45%
Social media	-	39%	44%
Offline direct marketing	-	44%	41%
Online display advertising	25%	35%	35%

*Note: 2008 n=263; 2016 n=614; 2017 n=689; *top 2 box choices of "excellent" and "good"*

Source: Econsultancy, "Email Marketing Industry Census 2017" in association with Adestra, April 19, 2017

226379 www.eMarketer.com

Email Marketing Devices

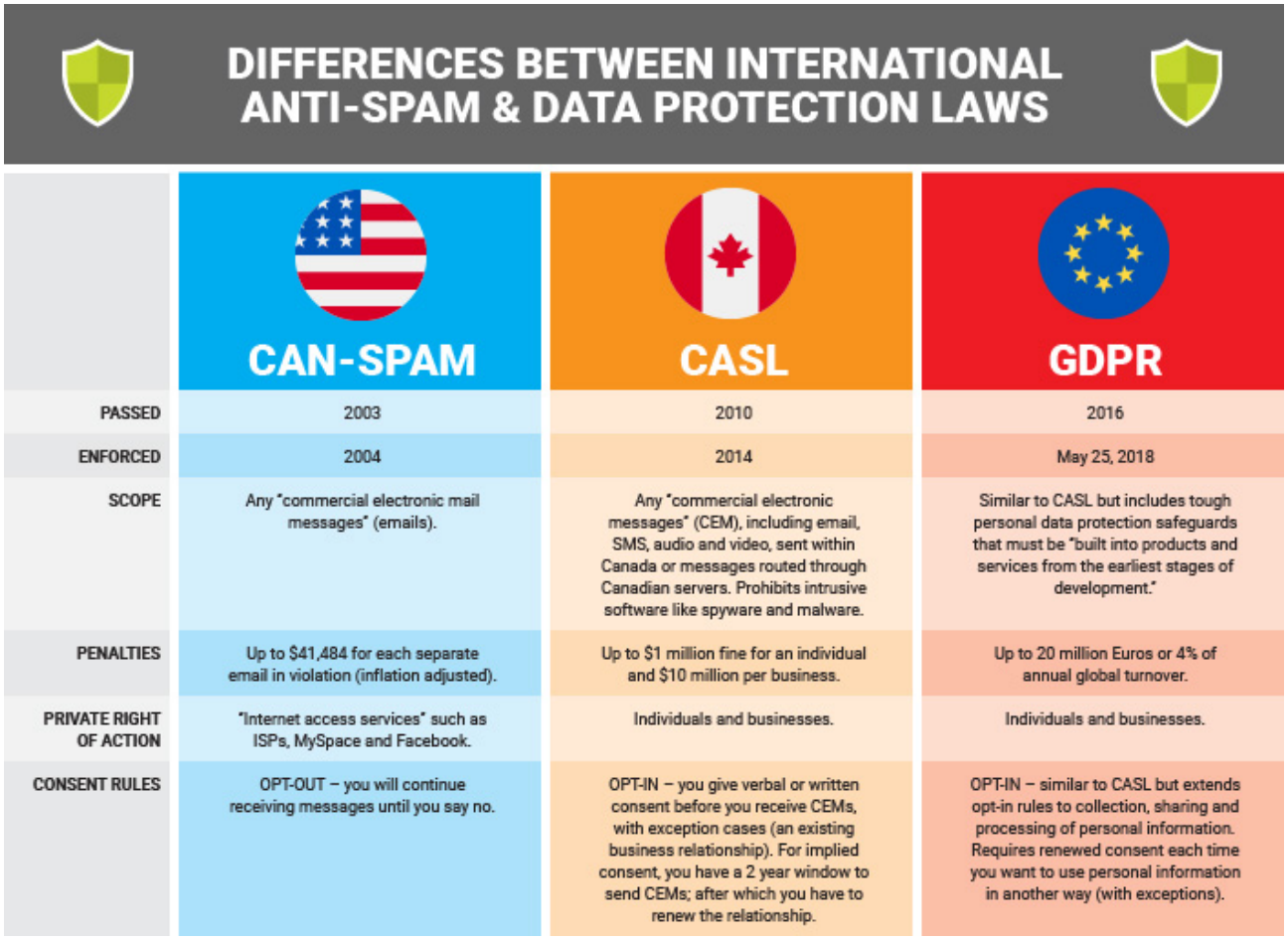


Average Email Stats by Country

Country	Open rate	Click-through rate	Click-to-open rate	Unsubscribe rate	Spam rate
Australia	27.27%	1.96%	7.19%	0.15%	0.01%
Belgium	38.16%	5.45%	14.27%	0.28%	0.01%
Brazil	20.39%	2.58%	12.63%	0.12%	0.01%
Canada	21.22%	5.92%	27.88%	0.10%	0.01%

https://www.getresponse.com/resources/reports/email-marketing-benchmarks

Anti-Spam Legislation



Spam Triggers

- Email Providers (ISP, Mailbox providers)
  - Analyze your usage (open rate, hovering, reporting)
- **Don’ts**
  - All caps
  - “Spammy” content
  - High image/content ratio
  - Poor HTML coding
  - Exclamation marks
  - Embedded forms
  - Keyword stuffing
  - Videos (+/-)
  - Attachments (+/-)

Email Marketing Do's

- Keep your list current and clean
  - Spam traps
    - **Non-pristine**
      A non-pristine spam trap is an email address that used to be valid but is no longer in use. A spam reporting agency will collect these defunct email addresses to determine which email senders continue to send emails months or years after the email has gone dark.

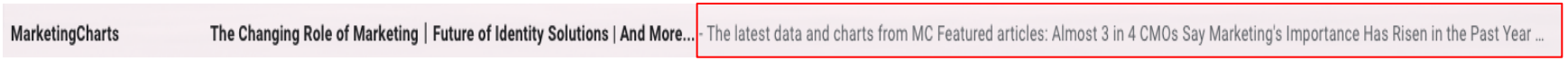
    - **Pristine**
      A pristine spam trap is an email address that was never used by anyone but is set up by a spam reporting agency to lure spam emails.

  - "Graymail" – low engagement rates
    ⇒ segment out and target using a re-engagement campaign

- Offer double opt-in
- Provide clear unsubscribe directions and a physical address
- Offer both HTML / plain text versions
- Give the option to view the email in a web browser

Email Marketing Do's

- Use a familiar sender name
- Personalize the "To" field
- Leverage the preview / preheader text to increase open rates



- Use Alt tags for your email images
- Keep emails short and focused
- Limit your calls-to-action *(remember the attention ratio?!)*
- **Focus B2B email content on value-based, informational, and profit-based topics**
- Test, test, and test
  *(check out the **Email Deliverability Test Tools**)*

Email Marketing Service Providers

- Many free options
- Need to spend money for higher volume
  - Mail transfer agent (MTA)
  - Database
  - Send speed
  - Automation

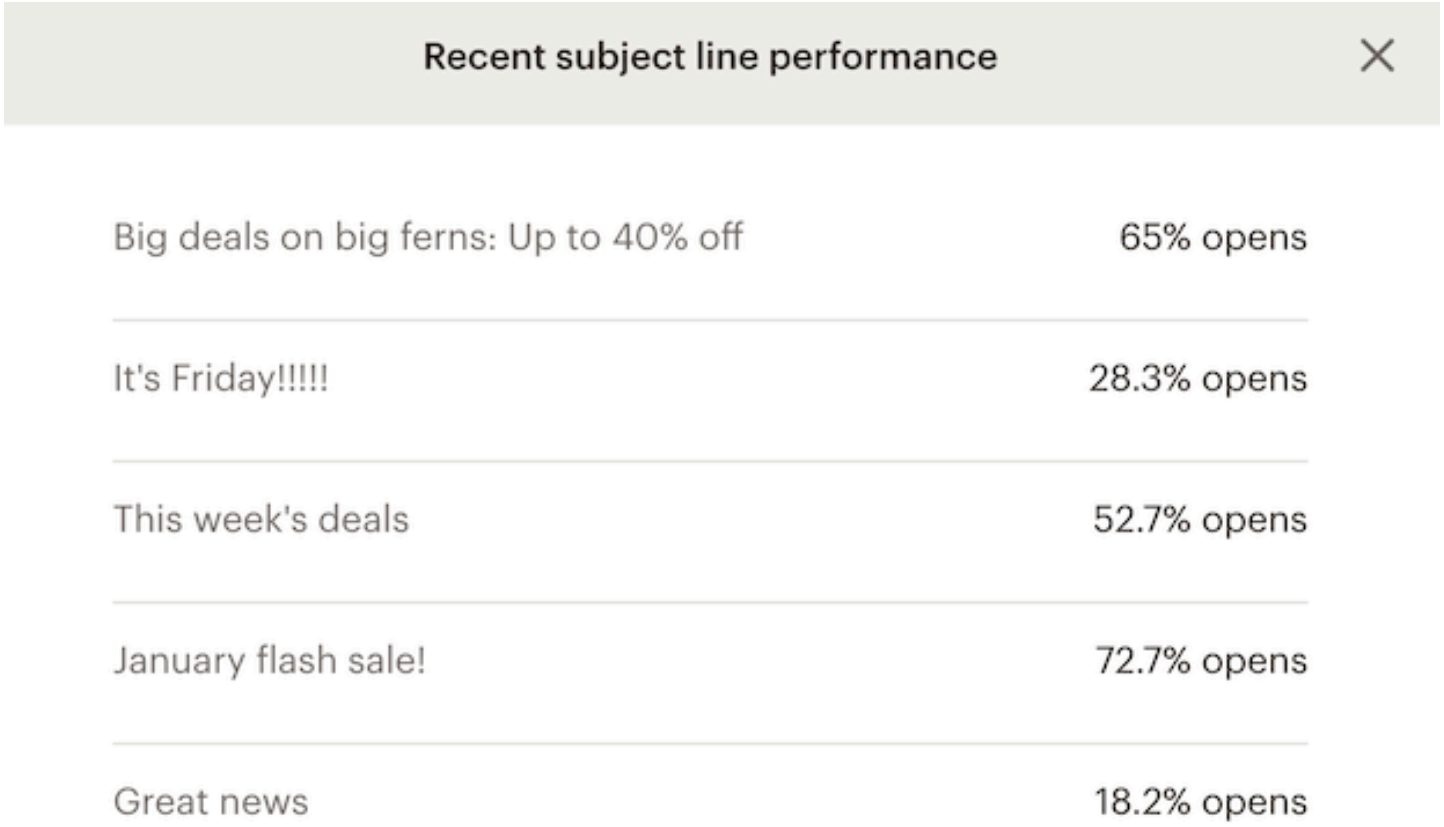
Email Parts

- **Subject line**
  - Straightforward, descriptive
  - Short or long? (both work, make sure it's compelling!)
  - Limit Punctuation (< 3 punctuation marks / subject line)
  - Use emojis carefully (no more than 1 and test!)
  - Avoid selling *(although test to make sure! ;-)*
- **Email Content**
  - Appropriate format (images / videos vs. text)
  - Test and link
- **Unsubscribe**
  - Easy to find
  - Collect additional information

Subject Line Length

https://www.getresponse.com/resources/reports/email-marketing-benchmarks#tactics

Test Your Subject Lines

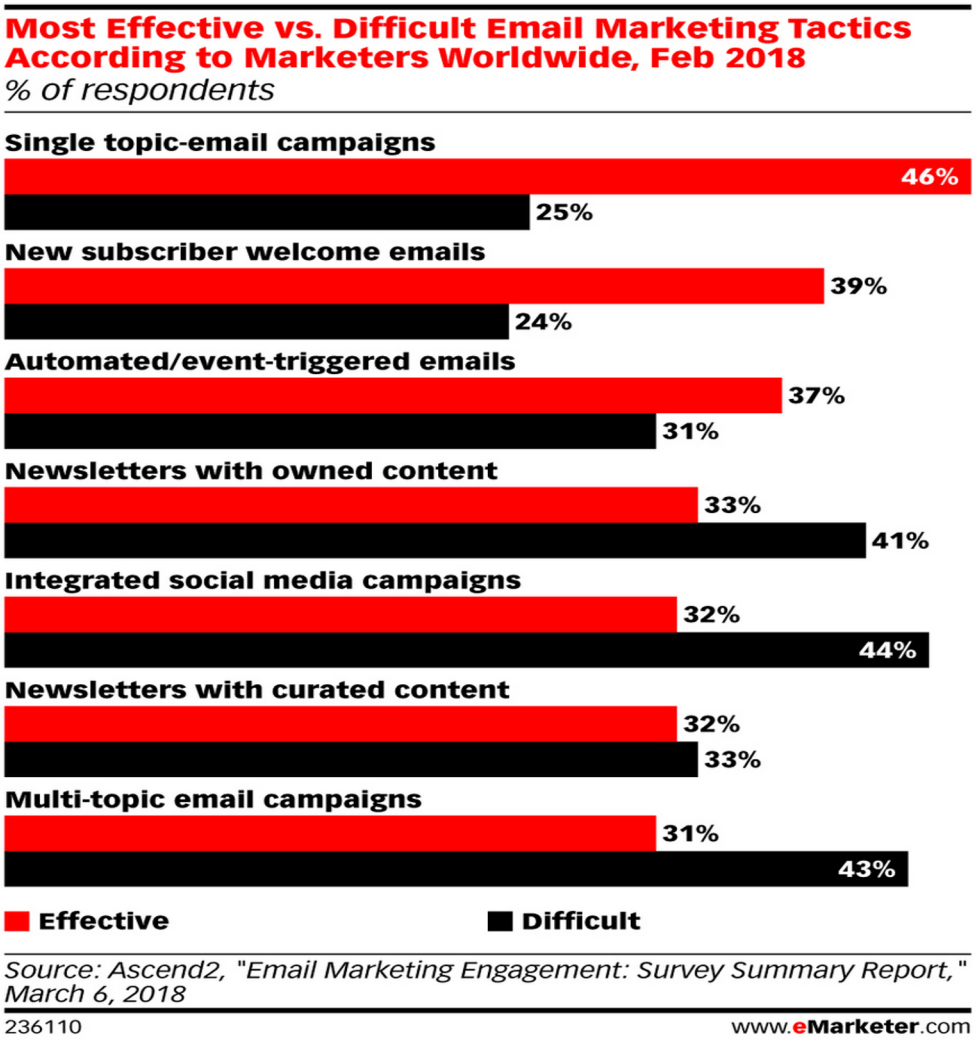


https://mailchimp.com/help/best-practices-for-email-subject-lines/

Top Categories for Subject Lines

1. Recipient's Self-Interest / Benefit
2. Curiosity
3. Offer
4. Urgency / Scarcity
5. Personal
6. News
7. Social Proof
8. Story

Effective Email Techniques



Triggered Emails (Lead Nurturing)

Triggered

Open rate
38.03%

Click–through rate
6.76%

Click–to–open rate
17.77%

Unsubscribe rate
0.43%

Spam rate
0.02%

Autoresponder

Open rate
26.47%

Click–through rate
3.60%

Click–to–open rate
13.59%

Unsubscribe rate
0.21%

Spam rate
0.01%

Newsletter

Open rate
18.76%

Click–through rate
2.14%

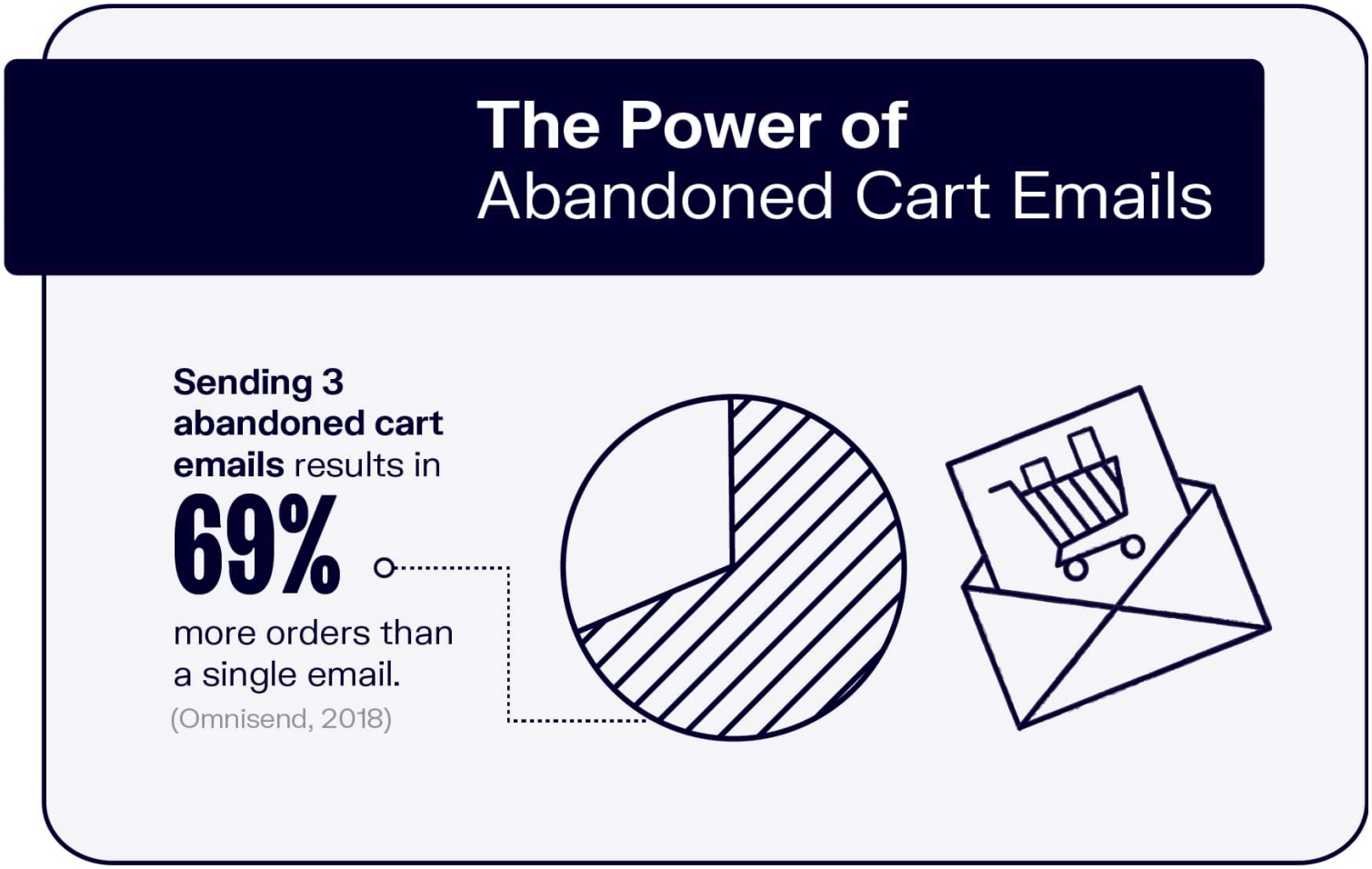
Click–to–open rate
11.40%

Unsubscribe rate
0.11%

Spam rate
0.01%

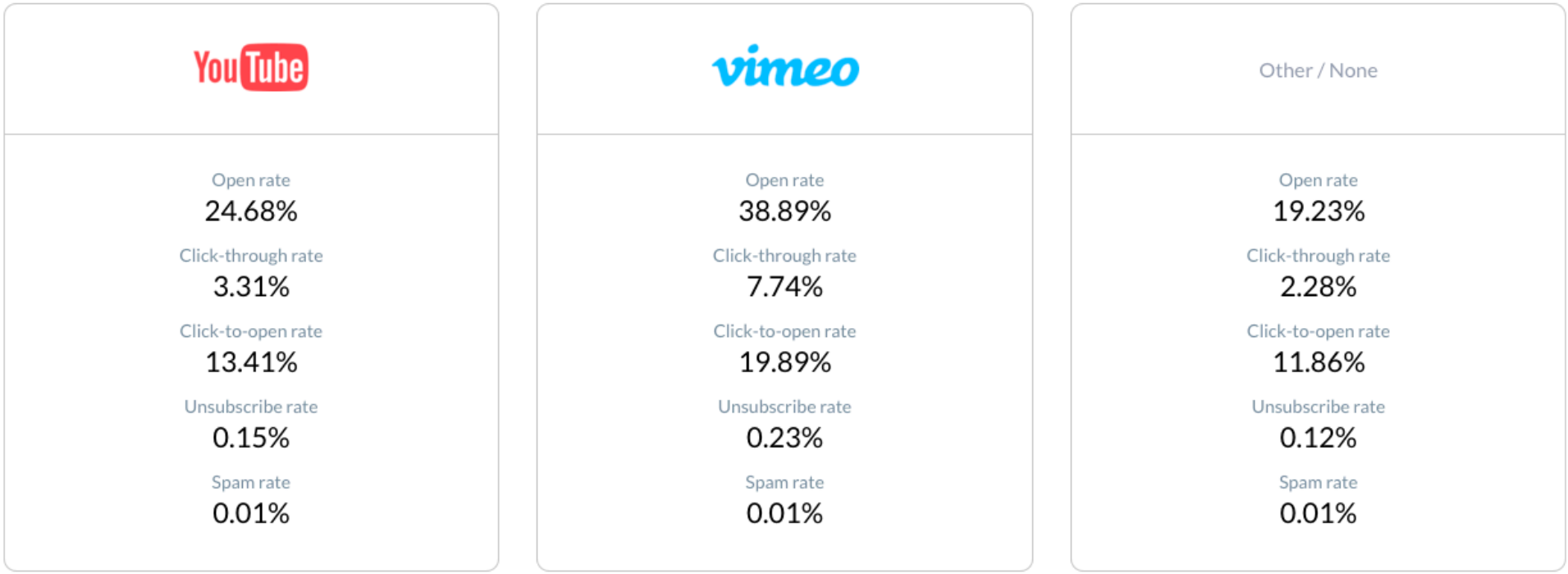
https://www.getresponse.com/resources/reports/email-marketing-benchmarks#tactics

Abandoned Cart Emails



Interactive Emails

Interactive Emails



https://www.getresponse.com/resources/reports/email-marketing-benchmarks#tactics

Onboarding Emails

Triggered Emails (Lead Nurturing)

- Onboarding
  - Login Details
  - Offer coupons? Pros / Cons?
  - Usage milestones
- Abandoned Cart
  - Remind customer of product
  - Coupons? Pros and cons?
- In-store purchase
  - Receipt
  - Complementary products
- Past “purchase” / conversion
  - Provide a review
  - Provide feedback on the experience / product

Triggered Emails - Considerations

- **Which triggered emails to include.**
  An automated drip campaign typically runs 3 to 5 emails. Depending on the nature of the orgranization, some email types are less recommended.
- **Email timing.**
  A welcome email should come very quickly, but timing of the remaining emails could be 1, 2, 5, 10 days apart. Earlier triggered emails may come in quicker succession than later emails.
- **Content dependencies.** A new sign-up who opens and clicks on every new email should be treated differently than a new sign-up who fails to open the onboarding emails. Similarly, the “exit survey” would only go to those who did not upgrade or respond to prior emails. These are examples of a dependency that would have to be built into the email system.
- **The content within each email.**

Action Items & Next Steps

- Incorporate your email marketing strategy into your content marketing strategy, content calendar, and lead nurturing strategies
- Use your customer personas' interests, motivations, goals, challenges, pain points, etc. *(from Workshop #1!)* to drive your original and curated email content topics *(from Workshop #2! ;-)*
- Craft compelling subject lines and email content for your target audience. Remember your keywords and key phrases *(from Workshop #3! ;-)*
- Review the email marketing articles and free email course on the **Additional Resources** slide for more details and review several **Email Marketing Examples**.

Additional Resources

- 9 Email Marketing Services for Small Business Websites, Blogs and eCommerce Sites *(incl. features & pricing plans)*
- 101 Top Email Subject Lines of 2020
- The Ultimate List of Email SPAM Trigger Words
- 29 Email Deliverability Tips for 2021
- 21 B2B Email Examples / Templates
- Email Marketing Benchmarks
- **Hubspot Email Marketing Course** *(Free 3 hrs.)*

Email Deliverability Test Tools

- **Mail-Tester**
  Every time someone visits Mail-Tester.com, they'll see a treehouse with a auto-generated email address listed on it that changes every time you visit the site. Simply send your email to the address listed, then click "**Check Your Score.**" Mail-Tester will give you a free email deliverability score based on the email that was sent to the unique email address. Free users can access the report for seven days. Paid subscribers get unlimited email tests and reports that last for 30 days.
- **Mailtrap.io**
  Each email captured into Mailtrap inbox gets a spam score with details of factors affecting the result. The higher the score, the more likely an email will reach the recipient's inbox. You can also check to see if your domain is featured on common blacklists and it can also help validate HTML and CSS properties that may impact rendering issues.
- **Spamcheck**
  Spamcheck is a simple and free tool that allows you to paste a plain text message into a text box and analyze it for any language that might trigger spam filtering. After placing the text and clicking "**Check your score**," the software will give you a score out of 10 based on what's included and not included in the email body.
- **MxToolBox**
  MxToolBox allows you to test your email deliverability by sending a test email to **ping@tools.mxtoolbox.com**. This email address will reply to the email with a linked call to action that says "View your full Deliverability Report." You can then click on the CTA to see a deliverability score and information about what might stopping your email from going into inboxes. If you want to see your result later on, but no longer have the reply email, you can search for the result using your email address on the MxToolBox site.

Thank You!

Any questions or further ideas? ☺

rochelle@rochelle.ca

Automated / Triggered Emails – Examples

- Welcome
- Informational/Explanatory
- Re-engagement/Next step
- Promo offer
- Promo reminder
- Friend invite
- Upsell
- Exit survey

Welcome

Hey there, I'm Minh!

Minh from Upscope Nov 17, 2017

Hey ↔ First name ,

Nice to meet you! I'm Minh and I'll be your account manager. I'm here to answer any questions and help you make the most out of Upscope.

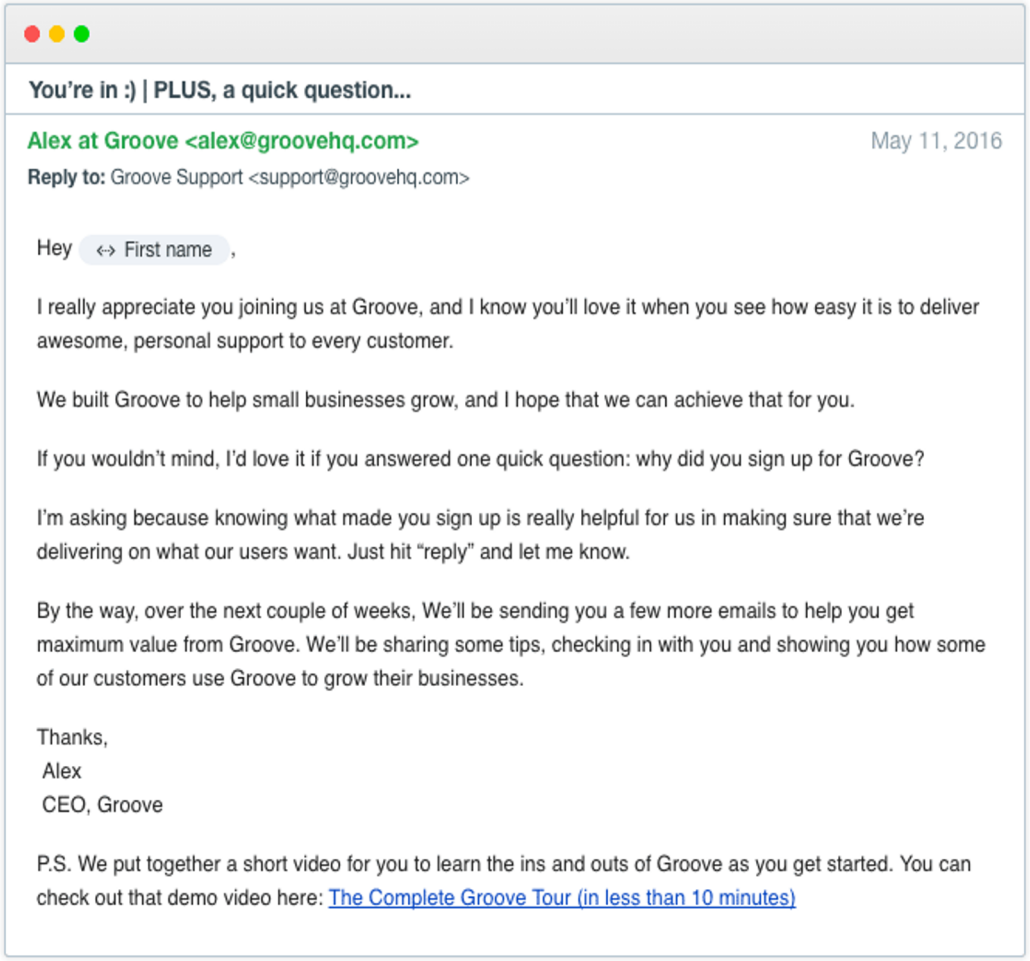
I'll check in on you in a few days to see how you're getting on. It'll be a 2 minute call focusing only on any problems you may have or feedback you can give. If you prefer that I email you instead, please let me know.

If you need anything before then, feel free to reach out by email or live chat! I'd be more than happy to help :)

Take care,

Minh

Welcome / Informational



You're in :) | PLUS, a quick question...

Alex at Groove <alex@groovehq.com> May 11, 2016

Reply to: Groove Support <support@groovehq.com>

Hey ↔ First name ,

I really appreciate you joining us at Groove, and I know you'll love it when you see how easy it is to deliver awesome, personal support to every customer.

We built Groove to help small businesses grow, and I hope that we can achieve that for you.

If you wouldn't mind, I'd love it if you answered one quick question: why did you sign up for Groove?

I'm asking because knowing what made you sign up is really helpful for us in making sure that we're delivering on what our users want. Just hit "reply" and let me know.

By the way, over the next couple of weeks, We'll be sending you a few more emails to help you get maximum value from Groove. We'll be sharing some tips, checking in with you and showing you how some of our customers use Groove to grow their businesses.

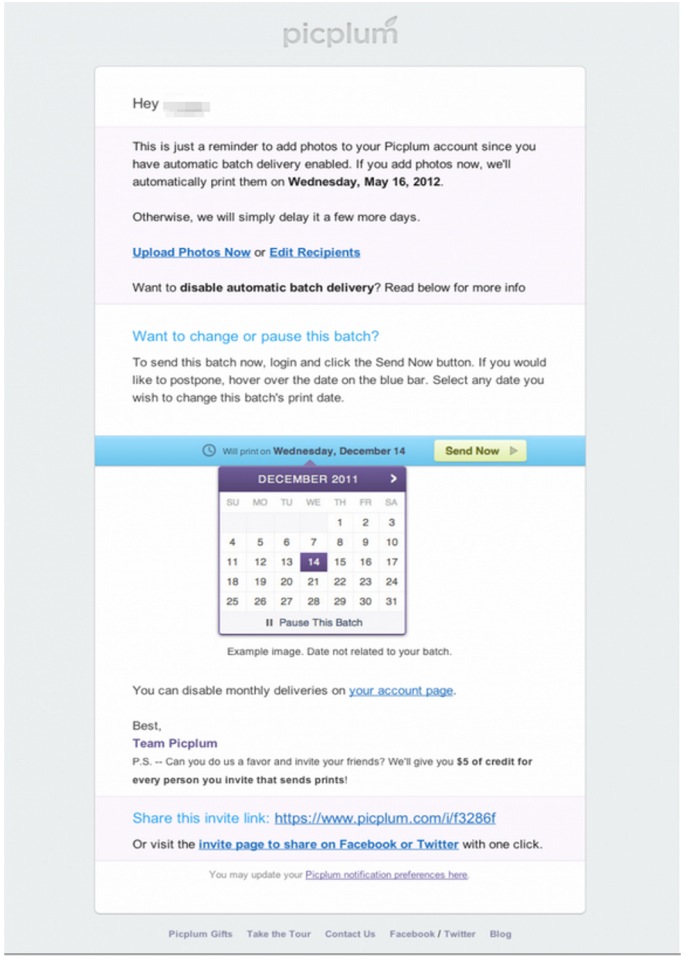
Thanks,
Alex
CEO, Groove

P.S. We put together a short video for you to learn the ins and outs of Groove as you get started. You can check out that demo video here: The Complete Groove Tour (in less than 10 minutes)

Informational/Explanatory

Email 4 of 5-part welcome series by Raven Tools

Re-engagement/Next Step



picplum

Hey [redacted]

This is just a reminder to add photos to your Picplum account since you have automatic batch delivery enabled. If you add photos now, we'll automatically print them on **Wednesday, May 16, 2012**.

Otherwise, we will simply delay it a few more days.

Upload Photos Now or Edit Recipients

Want to **disable automatic batch delivery**? Read below for more info

Want to change or pause this batch?

To send this batch now, login and click the Send Now button. If you would like to postpone, hover over the date on the blue bar. Select any date you wish to change this batch's print date.

Will print on **Wednesday, December 14** Send Now

DECEMBER 2011

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Pause This Batch

Example image. Date not related to your batch.

You can disable monthly deliveries on your account page.

Best,
Team Picplum
P.S. -- Can you do us a favor and invite your friends? We'll give you **$5 of credit for every person you invite that sends prints!**

Share this invite link: https://www.picplum.com/i/f3286f

Or visit the **invite page to share on Facebook or Twitter** with one click.

You may update your Picplum notification preferences here.

Picplum Gifts Take the Tour Contact Us Facebook / Twitter Blog

Re-engagement/Next step

Dropbox

Hi Leads,

We noticed that you signed up for Dropbox a while ago, but never installed the software. Installing Dropbox lets you:

- Easily save files to your Dropbox.
- Get to your files from any computer or phone.
- Share photos or docs straight from your desktop.

Download Dropbox here.

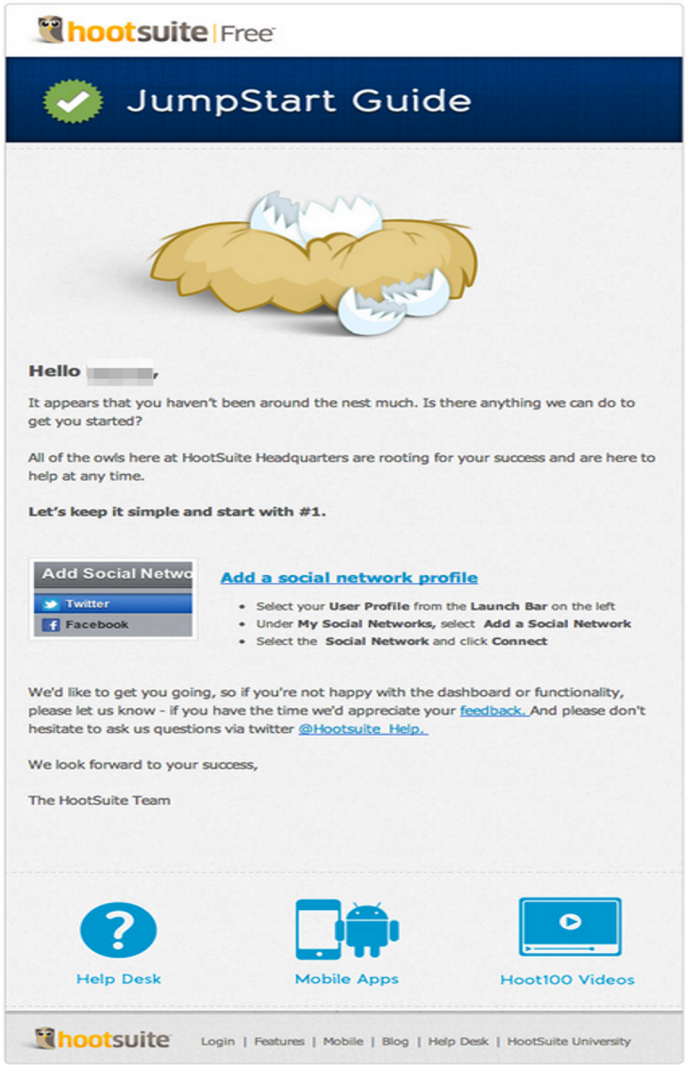
Enjoy!
– The Dropbox Team

If you need a refresher, check out our tour.

If you prefer not to receive these tips from Dropbox, please click here.

© 2012 Dropbox

Re-engagement/Next Step



Promo Offer

Start your free trial of x.ai

Brian Coulombe brian.coulombe@human.x.ai via bounce.s7.exacttarget.co Feb 24

to me

Hi Laura,

Thanks again for signing up for x.ai—we think you'll make a great boss for Amy + Andrew, our AI-powered personal assistants.

You know, you can get started TODAY with a 7-day free trial of our paid **Professional** edition.

START YOUR 7-DAY FREE TRIAL

Why hire Amy + Andrew? Here's our math:

Say you make $75,000 a year and schedule 8 meetings a week.
Our data shows that it takes on average 15 mins. to schedule a single meeting.

So you're spending 8 x 15 x 4.25 or about **9 hrs/month** scheduling meetings.
And you make **$58/hr** = $75,000 (+ 40% tax & overhead)/1,800 (work hours in a year)
Which means you're investing **$525** every month into meeting scheduling (yikes!)

At that rate, $39/month (or **1,200% ROI**) seems like a bargain. And yeah, we know we're biased ;-)

Keep in mind that, just like any new hire, it may take time for you and your AI assistant to get in sync. We've learned that 13 is the magic number. Have Amy + Andrew schedule 13 meetings for you, and we're pretty sure you won't be able to live without them.

Cheers!
Brian and the x.ai Team

P.S. If you'd rather wait it out for the free Personal edition (capped at 5 meetings per month) you can always check your position on the waitlist HERE.

Friend Invite

nimble

Follow us:

More team members. Higher engagement. More sales!

Dear [redacted]

Add a team member or two or a dozen to your Nimble account increases the number of people who have insight into customer histories, conversations, and social engagement.

The team at SociaLink, a social media agency, saw a huge boost in their team productivity and sales once they all started using Nimble.

Check out the case study and then add a team member or two to your Nimble account to see how it boosts productivity and sales for your team!

Download the SociaLink Case Study

Adding a new user is easy, just log into your account and go to **Settings** >> **Users** >> **Invite Users**.

Enjoy your increased productivity,
Todd Martin
Director of Sales
310.844.6775

Copyright © 2011 Nimble. All Rights Reserved.

Email us at info@nimble.com Visit us at www.nimble.com

Upsell

As you've noticed, CloudApp is the fastest way to capture screen grabs and share files.

Share even *faster* and *morerer* with a Pro plan:

- Increase your upload speed
- Upload files **up to 6GB** per drop — your current limit is a measly 25mb

Upgrade now to unlock the true power of CloudApp.

— Team CloudApp

Exit Survey

Hey,

It looks like you installed Drift on your website a few days ago.

Couldn't help but notice you haven't had many conversations with it yet.

Is something wrong? Anything we can help with?

Thanks!
Cara