



B2B Marketing & Communications

A decorative graphic consisting of two overlapping squares. The larger square on the left has a dark purple border, and the smaller square on the right has an orange border. They overlap in the middle-right area.

# Your Guide to Email Marketing

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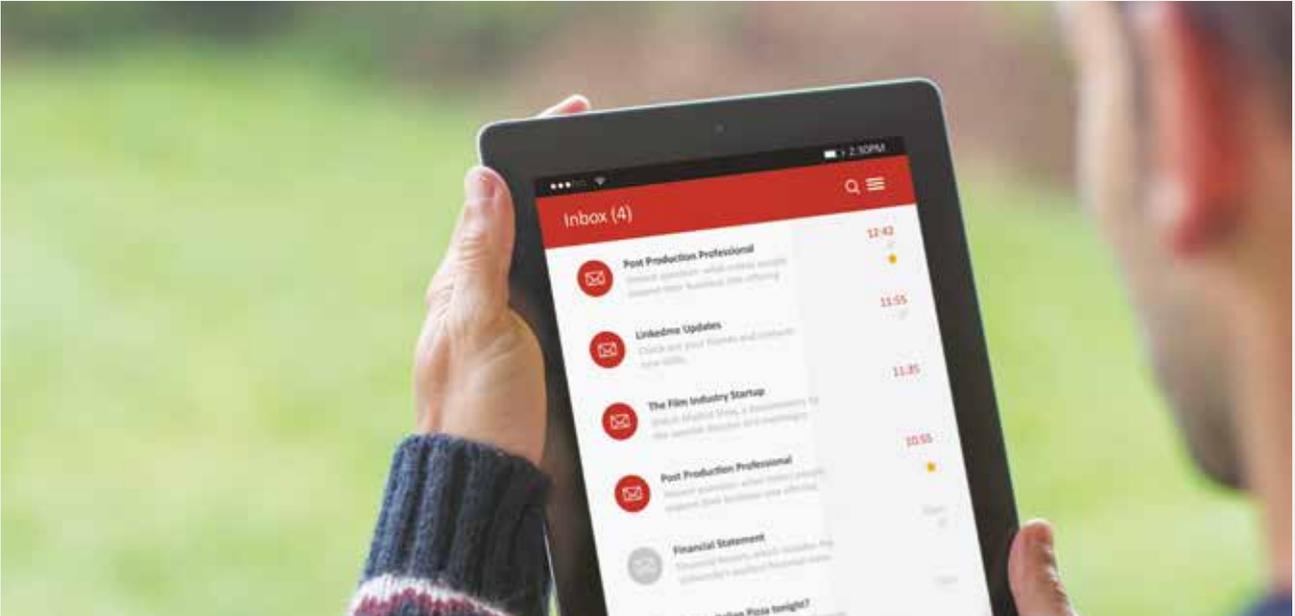
# Introduction

*“Email marketing is one of the most effective methods of communication between a brand and its customers. It is the leading generator of ROI over any other type of direct marketing and can be used for multiple use cases, including promotions, informational content, social sharing, relationship management and more”*

**Managing Director at Campaigner**

Smart email marketing not only drives revenue but can greatly enhance the customer experience. Despite a bad press in recent years and the threat of its demise with the introduction of GDPR\* in 2018, email marketing has seen a resurgence. GDPR helped to rid email marketing of the spam that was giving it a bad name and the use of much more targeted data and clean, opt-in lists, has seen the effectiveness of email marketing increase.

**In this guide, discover the benefits of email marketing, gain insights into how to use it successfully, and find out the current email marketing trends of 2020.**



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# The Benefits of Email Marketing

## It's measurable

In a way that direct mail or other forms of marketing cannot, email marketing allows you to determine a tangible return on investment for all of your efforts. Through email marketing, you can track who has opened your message, what mail client they use, when they engaged with your message, and what link they've clicked on. These measurable statistics allow you to assess, test and optimise your email marketing campaigns in the future to drive engagement, revenue and return on investment.

## It helps build relationships

Email marketing can help you build and nurture relationships. Keep your company and its products and services top of your customer's mind, helping to resolve their challenges and respond to offers and new products.

## It's good value

Marketing through email is good value compared to many other marketing channels. It is the best choice for small businesses with a low marketing budget. Intelligent email marketing platforms, like MailChimp are easy to use and enable you to make use of their design facilities and technical resources.



## You can personalise your messages

Email marketing is fantastic for delivering that personal touch and making customers feel valued. Email marketing systems allow you to customise your email campaigns in various different ways. You can use personalisation tools if targeting specific customers to include their name, location, order history and much more within your email.

## You can segment your audience

Email marketing solves all the inherent problems of non-targeted marketing. With email marketing, you have the ability to control exactly who sees an email by segmenting your contacts based on their market sector, demographics, location or any other data. Targeting emails ensures that your audience receives content suited specifically to their needs.



**760%**

**Marketers who use segmented campaigns note as much as a 760% increase in revenue.**

*Campaign Monitor.*

**59%**

**of marketers say email is their biggest source of ROI.**

*Business 2 Community.*

**93%**

**of B2B marketers use email to distribute content.**

*(Content Marketing Institute, 2017)*

**78%**

**of marketers have seen an increase in email engagement over the last 12 months**

*Not Another State of Marketing, 2020.*





# Top Tips for Successful Email Marketing

1.

## Build your own database

Every business has a database of contacts, of customers and prospects, but how clean is that data? The more effort you put into your data the more effective your email marketing will be. It's worth making sure you keep your contacts up to date, removing lapsed email addresses and adding new prospects and contacts regularly. The temptation to buy a list could be strong, but a bought-in list will never be as effective as your own. Far better to put the time and effort into building your own database than rely on someone else's.

2.

## Comply with GDPR

General Data Protection Regulation (GDPR) became law across Europe in May 2018 to protect internet users' personal data. In essence you can only send emails to people who have opted in to receive your communications. Make sure you follow the rules and stay compliant.

3.

## Set goals and objectives

Like any marketing, it is essential to set your goals and objectives for your email marketing. What do you want to achieve? This will dictate the type of campaigns you send, who you target, the content you include and how you measure the success. Don't just send an email because you haven't sent one for a while.



4.

## Send emails from a real person

Rather than sending your emails from the company or a generic email address, send from a real person. Reports show that people are more likely to trust an email that comes from a person, especially if it is from someone known to them.

5.

## Your subject line is very important

With 33% of email recipients deciding whether or not to open an email based on the subject line, it's worth spending time and effort on your subject line content. Getting this right can increase the open rate of your email marketing dramatically. Short and to the point is best. Long subject lines will get cut off on mobile devices. Think about your audience and what is going to engage them. Actionable subject lines will inspire people to click on your email by instilling urgency and a sense of excitement. Asking a question can draw readers in, especially if you know it is relevant to your audience. It's worth split testing your emailshot with different subject lines to see what works best.

***“Brands that are using emojis have seen a 56% increase in their unique open rates.”***

Kim Courvoisier (formerly from Campaign Monitor)



6.

## Keep your email clear and concise

If you have enticed your recipient to open an email, don't waste that effort in a long winded newsletter that will lose attention. Make sure it is engaging, clear and concise. Don't overload your contacts with information. It is more effective to send out a few emails with one key message than one email with lots of key messages.

Focus on the benefits of your products and service offerings for the customer and include a clear call to action. As we take in less than 50% of the content on screen and often briefly skim read over the content in an email, have a short opening paragraph which explains the message you want to get across.

7.

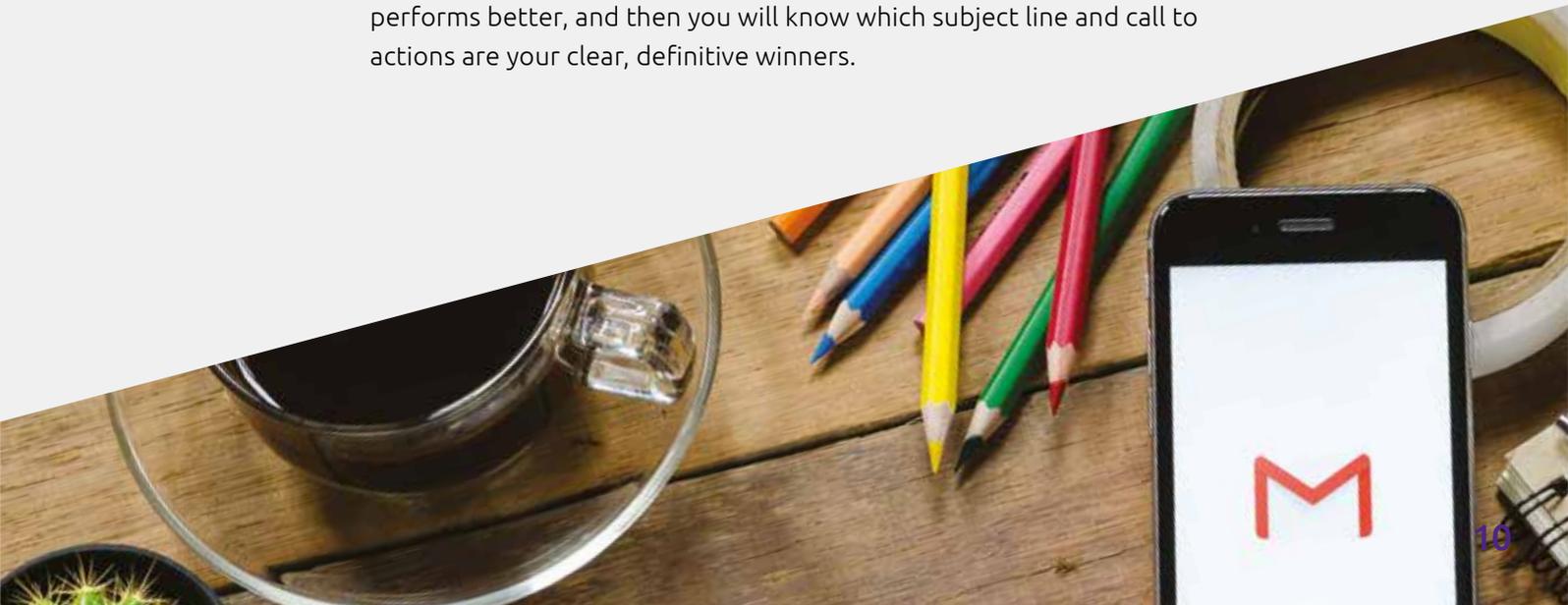
## Provide value content

Good email marketing provides people with valuable content that they find useful and interesting. Think about your audience and what is going to be useful and valuable to them, otherwise your message could just end up being deleted.

8.

## Use split testing

When used strategically and consistently, A/B testing will ultimately drive traffic to your website, increase your email signups and make your business more profitable through targeted conversions. Before you send out a large email campaign, try it out first. Take two concepts you think will be successful and send it out to small groups of 50-100. After a few days, look at the metrics to see which one performs better, and then you will know which subject line and call to actions are your clear, definitive winners.



9.

## Segment your contact list

In order to keep your emails targeted, segment your contact list into groups of people with similar needs and how you can offer a solution to that need. Then organise your groups by need priority to plan out which email campaigns should be sent out first.

10.

## Clear call to actions

Think hard about your call to actions. Too many and your email could be seen as spam. However if you have to go all the way to the bottom of your email to find the call to action, it's probably not going to work either. Getting a balance is worth the effort. Consider three call to actions, one high up in the email, one within the middle and one in the conclusion.

Don't forget to link images too, many people will click on images rather than a link, so it's worth linking them to your intended content too.

11.

## Insert appropriate links

Don't waste valuable click throughs by linking to generic web pages or the wrong information. If a customer has clicked one of your links they are very interested in that product or information so make sure you link through to the right product or an appropriate landing page that will provide them with the right information and not a website homepage!

12.

## Test your emails before sending

After all the hard work building the best emailshot make sure you preview and test send it before finally sending out to your database. Very often things don't look the same as they did in the editing tool so you may need to tweak things. And most importantly, check your links are working.

13.

## Review your email's performance

Most email marketing systems will show you reports of who has opened your emails, what links they clicked on and who has opted out. It's worth spending time to review these reports. From a sales point of view, these reports are a valuable source of warm leads and should be followed up. But you can also learn a great deal to make your next emailshot more effective. It's also the time to cleanse your database.



Spam (372)



# Email Marketing Trends of 2020

**Email marketing is a mainstay in the marketing toolbox but marketers need to continuously evolve their email tactics to cater to a changing landscape and changing audience needs. So what are the most interesting trends that could play a part in email marketing strategies in 2020?**



### **Think mobile first**

Most of your emails are going to be read on mobile devices so you need to make your emailshots responsive. Think about how you read content on a mobile. You skim read and scroll quickly so think how your content is going to view on mobile. Will it work? Keep content short and punchy. Watch your image sizes and put call to actions early on to catch attention. Test your emailshots in all email clients to make sure it's going to work on all devices.



### **Automation**

Email marketing automation is now a crucial part of the marketing toolkit and more and more brands are using it throughout a customer lifecycle. The reason is it works right across the marketing landscape, integrating your marketing content, social media, direct mail as well as email marketing. Smarter automated email segmentation improves personalisation and performance and will see an increase throughout 2020.



## Personalisation

With the growth of Account Based Marketing emailshots need to use personalisation to greater effect. It's not good enough to just personalise an email with the recipient's name, the content needs to be relevant and personalised to them. A human, more personalised touch is more trusted and more effective.



## Animation and video

Video content is becoming more popular, just look at the growing trend for video on LinkedIn. Embedding video content into an email design is not easy. Animated gifs are achieving similar effects to get people to click through. GIFs and animation help to get people's attention and can create a fun experience. The future of email is predicted to become more chat-like, with humour and short video messages.



## User-Generated Content

User-generated content is the big thing in B2C email marketing as this sort of content is seen as legitimate and engaging. B2B marketers can also use it to great advantage by using things like positive reviews, social media posts, customer photos, and testimonials.

01457 857111 • hello@fig.agency  
172-174 High Street West, Glossop, Derbyshire SK13 8ER

**www.fig.agency**