

Deconstructing the Perfect B2B Email

AN EBOOK FROM SAGEFROG MARKETING GROUP



THE ELEMENTS: **AT A GLANCE**

1 THE LIST

2 THE MESSAGE

3 THE OFFER

4 THE DESIGN

5 THE STRATEGY



1 THE LIST

The first step to any successful B2B email marketing campaign is to cultivate a targeted list of contacts. While the sheer size of the list is significant, keeping track of each contact's persona is even more crucial. Try compartmentalizing each contact into a specified silo such as decision-makers and managers. By segmenting your contact list, you can easily tweak your email subject lines and messages to appeal to the specific pain points and needs of each persona.



2 THE MESSAGE

The adage ‘content is king’ may have been popularized by SEO experts, but its impact far exceeds the world of organic search. Email marketers have found that the most effective way to maximize click-through and open-rates is to produce and promote interesting content that speaks to the specific needs of each persona in your contact list (hence the need to segment by persona). For example, your decision-makers will likely respond best to a message about cost-savings, versus managers who may relate to a message about how your company can help with everyday tasks.





3 THE OFFER

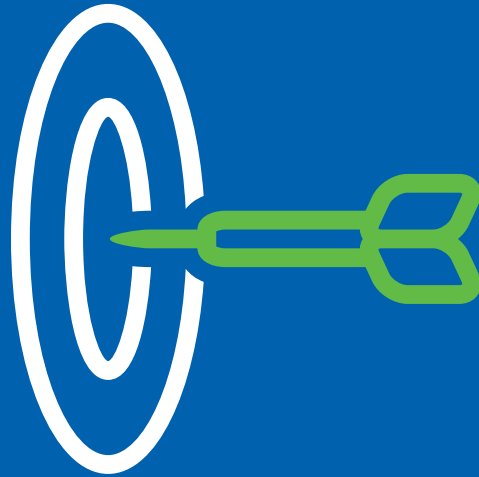
An enticing call-to-action is one of the most important elements of an email and will ultimately determine the success or failure of the campaign offering. Good CTAs are direct and create urgency, such as “Download the eBook Today” or “Click Here to View the Press Release.” Another way to ensure success is to not give away all of your information in the body of your email. Use this space to tease the offer and reserve the most important material for a corresponding landing page.



4 THE DESIGN

The design of an email is arguably just as important as the message itself. It is an opportunity to drive brand awareness and draw the recipient closer to taking the desired action. To obtain an on-brand look and feel, be sure to include your company logo, graphic elements and the exact tones from your color palette. Use the boldest colors from your palette to draw the reader's eye to the CTA buttons and other important information. Moreover, be sure to design and code your email for mobile devices, as today more than 55% of emails are opened on smart phones and tablets.





5 THE STRATEGY

Every aspect of your email campaign should have a defined purpose. This includes the subject line, timing of when the email is sent and how you track its success. Subject lines tend to get cut off in the inbox, so keep them between 4 to 7 words and try to include the recipient's name when appropriate. The timing will vary based on the industry and quality of the information you have. Finally, close the loop. Test and track all of your email campaigns and tweak as necessary to help yield a better response. Analyzing results is what will make you even more successful in the future.

Do you need help building your brand?

Sagefrog Marketing Group, LLC is a full-service B2B marketing agency that specializes in healthcare, technology and business services. Founded in 2002, with offices in Doylestown, PA and Princeton, NJ, our capabilities include branding, digital, public relations & social, traditional and integrated marketing.

Contact us and we will leap into action!

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