

THE BUSINESS OF B2B EMAIL

▶ How Best Practices Increase Engagement

B2C OR B2B: THAT IS THE QUESTION

When a marketing agency launched a new video tour service, they produced a "look at our possibilities" email campaign targeting regional businesses. The email had the look and feel of a generalized promotional B2C campaign: heavy on graphics with multiple calls to action, and it didn't seem to resonate with prospects who received it.

The agency brought in Distribion's email marketing experts to redesign the campaign to better suit the B2B audience the client wanted to reach.

B2B EMAIL BEST PRACTICES

Know your audience

It is understanding as much as possible about your target audience that gives you insight into how to craft a relevant useful message that they will engage with.

Personalization

By customizing the email for each recipient and adding a signature, the message became more personal and relatable.

Clear call to action

A singular "Request a Meeting" CTA made the email's intent clear and actionable for the reader.

Benefits-focused message

By answering the inevitable, "What's in it for me?" question, the client was able to show business owners the value of their service.

Subject lines

A clear, benefits-driven subject line sparked reader interest and increased open rates.

More text, less graphics

Messaging that is concise, value-based and to the point took precedence, and images were moved toward the bottom of the email.

A business owner's time is limited, and their inboxes are becoming increasingly crowded with offers. Distribion's email marketing specialists understand that business owners will only respond positively to emails for services that add value to their brand. **By following B2B best practices, this client's campaign resonated with readers and resulted in new customers.**

RESULTS

