

# VIMI.

Email marketing for B2B

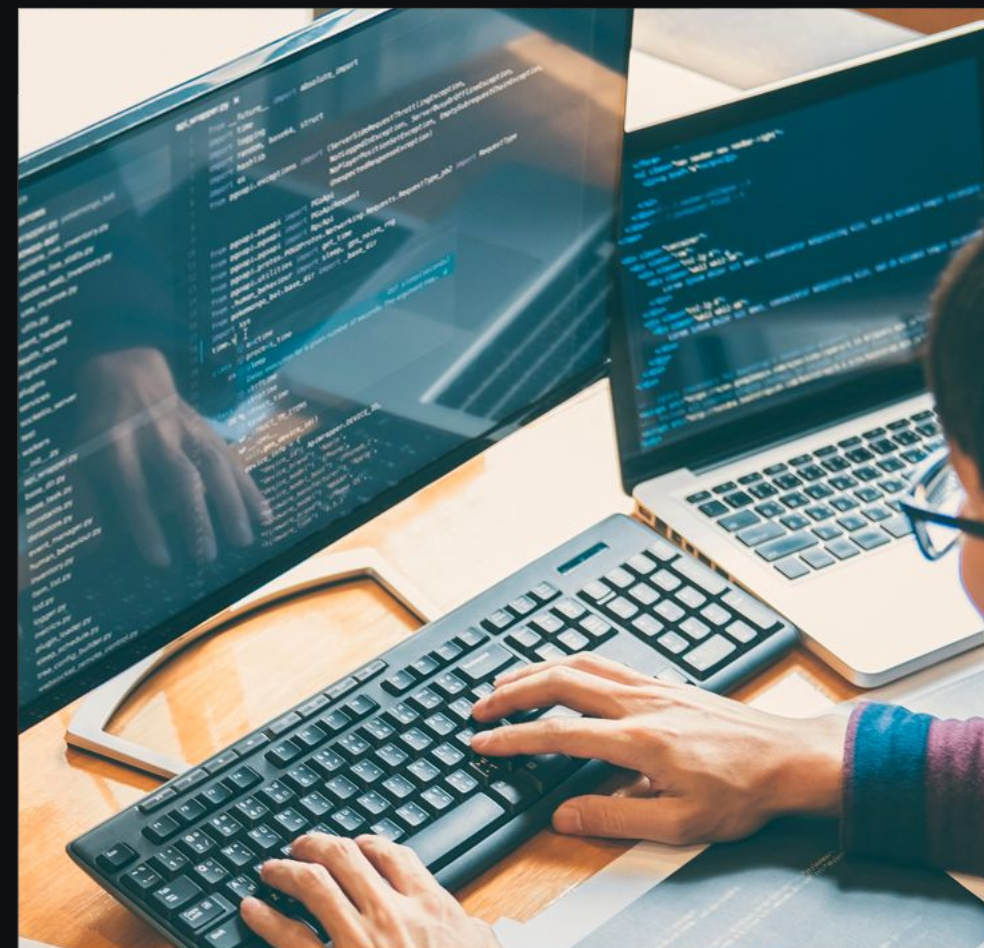
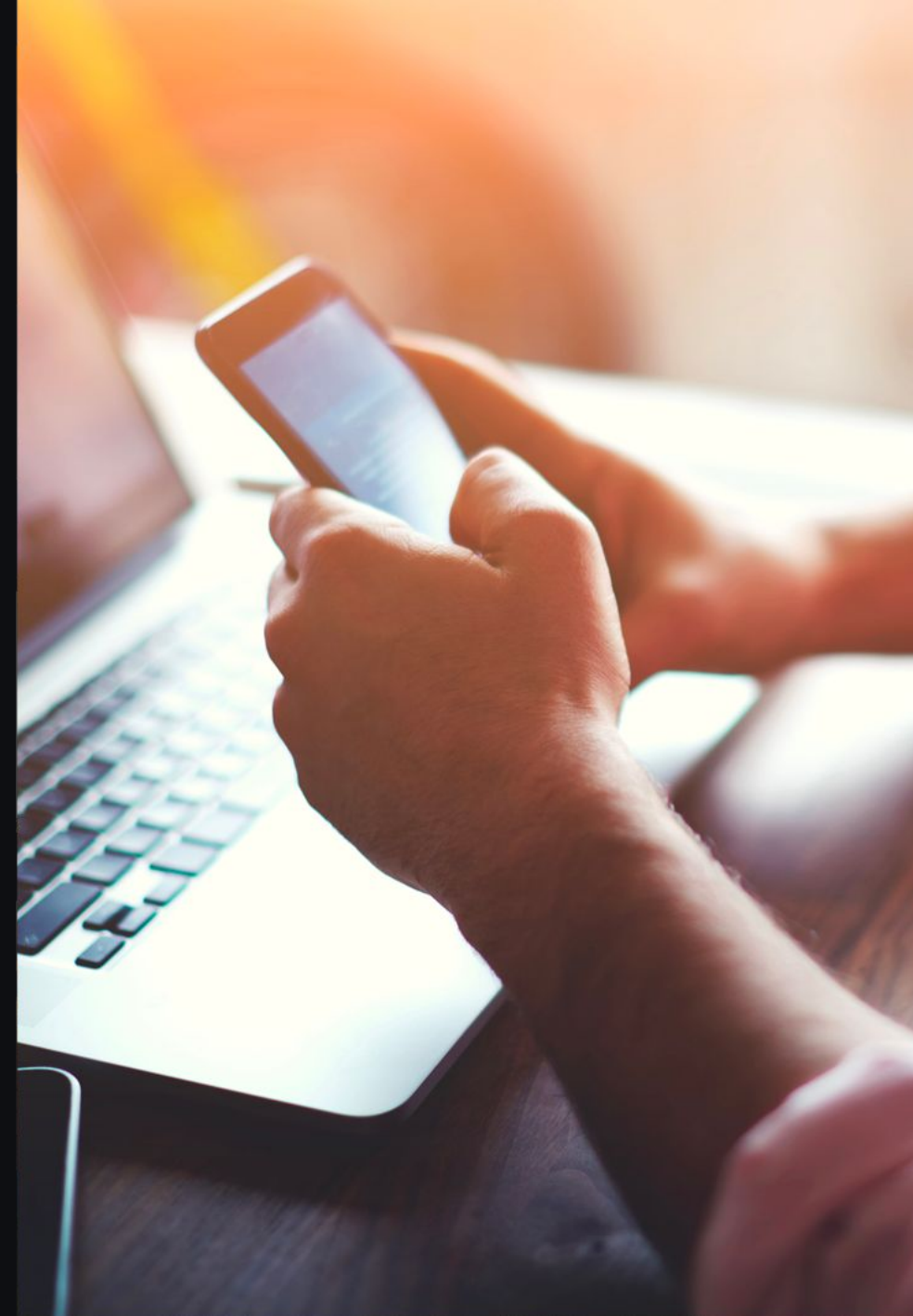


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## Email marketing for B2B

### Agenda:

- ★ Introduction
- ★ Planning your email strategy
- ★ Why are you sending?  
Email marketing goals
- ★ Who are you sending to?
- ★ What are you sending?
- ★ When to send?
- ★ How to send and measure success?





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## Introduction:

The most popular form of professional communication since 1971



- ★ Culturally appropriate for business communication



- ★ Direct contact with decision makers
- ★ Supported by legal frameworks



- ★ Best reliability and effect
- ★ Simple cheap to run at scale
- ★ Easy to manage, measure and monitor



## Planning your email strategy:

5 steps to success

1

Why are you sending?

What are the goals for your email marketing?

2

Who are you sending to?

Define your target audience and plan how to build your email address list

3

What are you sending?

Define your strategy for content and design

4

When to send?

Decide how to schedule your emails

5

How to send & evaluate?

Decide how you to send your emails, measure success, and improve your campaigns

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## Sample email strategy: Awareness



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Why are you emailing?

What are your S.M.A.R.T goals?

S	Specific	<ul style="list-style-type: none"><li>★ Drive sales</li><li>★ Generate leads</li><li>★ Create awareness</li></ul>
M	Measurable	<ul style="list-style-type: none"><li>★ What's your target open rate?</li><li>★ What's your target click rate?</li><li>★ What's your target response?</li></ul>
A	Achievable	Are the expectations realistic? 20% Open rate 2% Click rate
R	Relevant	How does email fit in your marketing strategy?
T	Time/cost	How much time & money do you plan to invest? Plan \$4.5k per email



## Who are you sending to?

### How to grow your contact list

- ★ Collect all the contacts from everyone in your company
- ★ Set a process for collecting all new contacts:
  - Online: emails, website, social, etc.
  - Offline: meetings, networking, trade-shows, etc.
- ★ Offer opportunities for online registration:
  - Free downloadable content
  - Webinars
  - Events
- ★ Buy leads – Demand a sample and test it







## What are you sending?

### Creating effective emails #1

#### Sales

**Goal:** Sell your products and services

**Audience:** Contacts that engaged with your company

- Focus on one product
- Include image
- Highlight benefits more than features
- Link to product service page

#### Leads

**Goal:** Meet a decision maker

**Audience:** Contacts from your target industries, roles, geos, etc.

- Introduce yourself briefly
- Explain why the meeting is beneficial for them
- Suggest a specific time for a call

#### Awareness

**Goal:** Introduction / Reminder

**Audience:** Contacts from your target audiences, and their contacts

- Interesting and valuable = Your topic is relevant, timely, and useful to the audience



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What are you sending?

Creating effective emails #2





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## When to send?

When will you get a response?

Select your sending time to match a time when your audience is at work but not too busy.

Best days for email are normally Tuesday to Thursday, and best times for sending are normally in the morning. Consider their timezone.

Some tools allow you to optimize the send time per contact.





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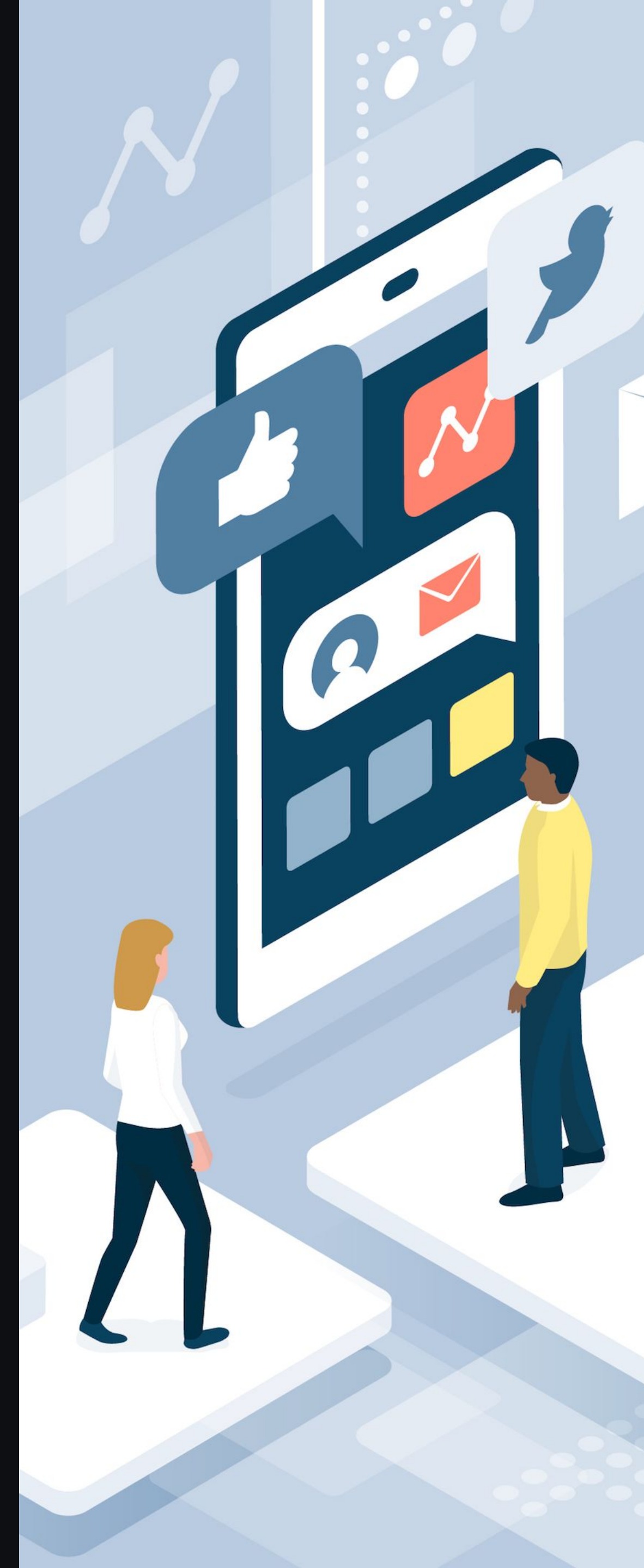
## How to send & evaluate?

### What to measure?

These are metrics to review for email performance:

- ★ **Deliverability:** indicator for list quality
- ★ **Opens:** Interest indicator for the subject line
- ★ **Click-throughs:** Interest indicator for the email content
- ★ **Unsubscribes:** Interest indicator for the email content

Note: Sales can't be a metric because they depend on more than just the email







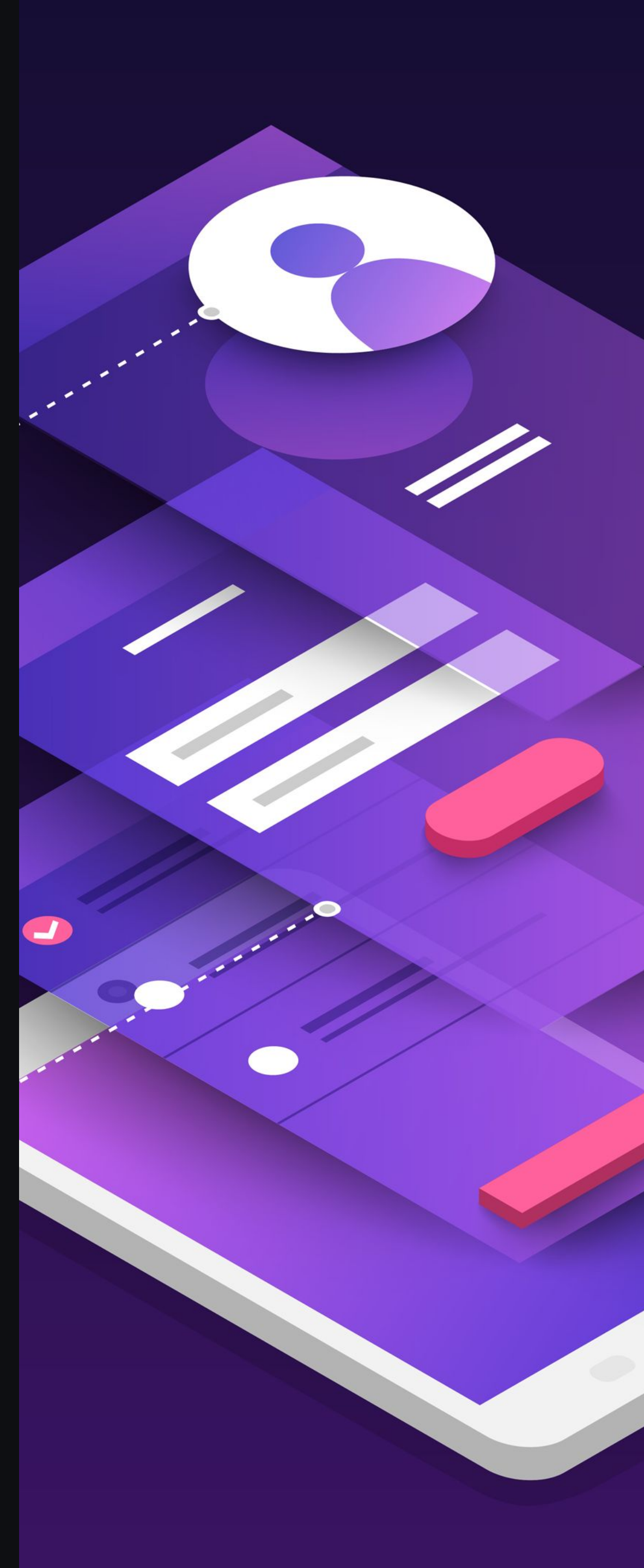
## How to send & evaluate?

What tools should you look at

Sending email at scale must be done through specialized service providers to ensure deliverability and protect your domain from being black-listed for spamming.

Most vendors offer very similar features. We have swapped vendors a few times over the past 10 years. This is our experience:

- ★ **Mailchimp:** Good feature set and usability but very expensive
- ★ **Mailjet:** Reports are hard to share. Strict spam reviews. Poor service
- ★ **Sendinblue:** – Fair pricing. Good service. Allow setup of dedicated sending IPs





## Lead Generation:

Are you selling enough?

We help build your business development pipeline by identifying & engaging key decision makers & procurement officers in your target markets.

Most B2B companies still rely on offline activities like word-of-mouth & trade shows to generate most of their leads. We use proven digital marketing techniques to grow your funnel & generate new qualified leads for your sales team to work with.



### DIGITAL MARKETING SETUPS

- Social media accounts
- Landing pages
- Marketing automation
- Analytics & reports

### CAMPAIGN SETUP AND MANAGEMENT

- Google
- Facebook
- Linkedin
- Newsletters
- PR Services

### MARKETING CONTENT

- Copywriting
- Social Media posts
- Videos
- Presentations

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Thank you

**CONTACT US**

Mike Darnell / Director

Mobile/Whatsapp: +66-9-1003-7545

Line/Skype: mikedarnell

mi@vimi.co