



10 WAYS TO IMPROVE YOUR B2B EMAIL METRICS:

Best Practices for Awesome Inbound Marketing

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B2B EMAIL IS DEAD. LONG LIVE B2B EMAIL!

The value of email has been hotly debated for at least a decade, but there are some inarguable truths:



99%

of people check
their email daily¹



78%

of marketers report
increased email
engagement occurring
over the past year²



73%

of marketers
consider email
crucial to their
business growth
initiatives²

The numbers suggest B2B email is, indeed, alive and well. They also demonstrate just what an essential component it is for effective inbound marketing, provided it's not allowed to stagnate.

Technology and tech-savvy audiences demand dynamism. B2B marketers are tasked with supplying it. When the two halves sync up, marketing magic can happen — like:

ROI ranging anywhere from \$40-53 for every one dollar spent on email

*marketing.*² Conversely, a glitch in email deliverability or a low sender reputation score can mean your message misses inboxes and your business misses opportunities.



Use these best practices to improve your B2B email effectiveness, energize your inbound marketing program, and tackle growth initiatives.

B2B EMAIL



ONLY SEND TO CONTACTS WHO HAVE SPECIFICALLY OPTED IN to [grow your email list organically](#). This is far more desirable than purchasing lists, and gives you an opportunity to create a double opt-in process that offers extra confirmation and better deliverability health.



SEGMENT YOUR LISTS to ensure recipients receive information that resonates with them. [Segmentation](#) could occur based on persona, buyer's journey stage, actions they've taken on your site, or several other factors. *Never lump all recipients together under one general email blast — you may save time, but you'll lose customers and credibility.*



REGULARLY CONDUCT RE-ENGAGEMENT CAMPAIGNS to tap inactive recipients in order to either draw them back in or remove them from your database based on continued unresponsiveness.



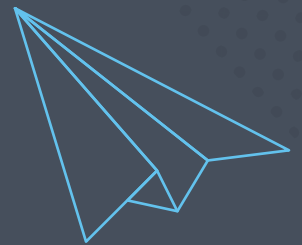
KNOW — AND AVOID — SPAM FILTER TRIGGER WORDS (like the nearly 200 listed [here](#)) that put your email at substantial risk of getting caught in a filter instead of landing in primary inboxes.

EMAIL DELIVERY OR DELIVERABILITY?

It's tempting to use "delivery" and "deliverability" interchangeably in relation to emails, but the terms are decidedly different.

- » **Email Delivery** refers to the "decision" a receiving mail server makes to either accept or reject (aka "bounce") an email message.
- » **Email Deliverability** refers to where accepted email messages are routed — either the primary inbox or spam folder.

These two components combine to ensure your email gets in front of your intended recipients.





INCLUDE A HIGHLY VISIBLE “UNSUBSCRIBE” LINK so recipients feel empowered to make decisions about continuing or stopping communication.



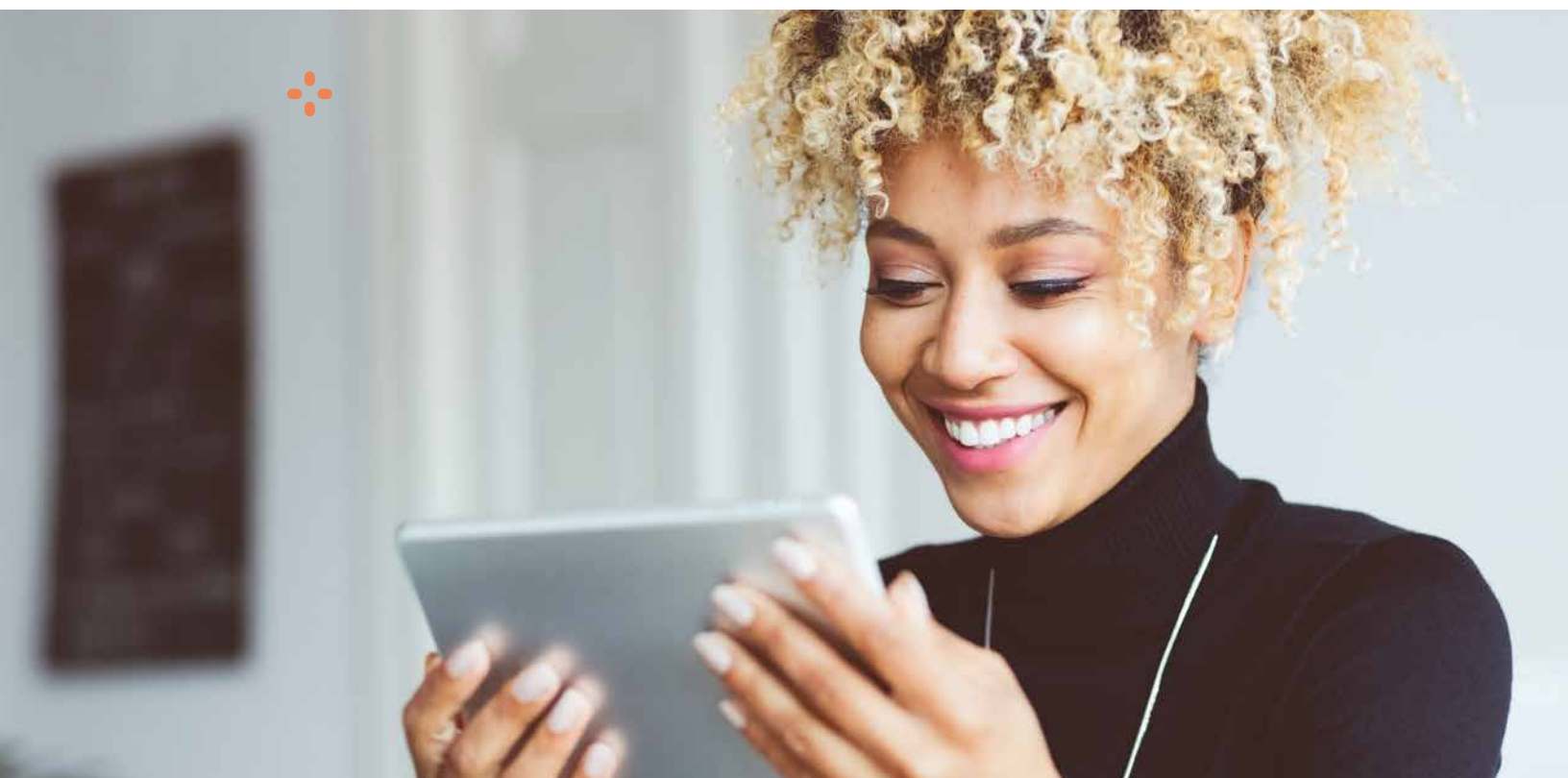
USE PERSONALIZATION but don't narrowly define it as using first names in subject lines or greetings. Use smart content to reference job titles and company names, region-specific information, past content engagement and present relevant CTAs. *Personalization can improve click-through rates by as much as 14% and open rates by up to 26%.³*



KEEP YOUR MESSAGING SIMPLE AND ACTIONABLE so recipients aren't confused or overwhelmed. Use images and CTAs sparingly.



OPTIMIZE FOR ALL DEVICES since people routinely use smartphones and tablets to engage with email. Also, take the extra step to test your emails before sending. Ensuring a consistent, positive customer experience demonstrates your commitment to service and relationship-building.





SEND EMAILS FROM A PERSON because people want to interact with people, not a generic sales or marketing address.



THE IMPORTANCE OF EMAIL SENDER REPUTATION



In a nutshell, “sender reputation” refers to the numeric score businesses are assigned by an Internet Service Provider (ISP) based on their sending behaviors.

ISPs determine sender reputation scores based on:

- » The amount of email sent
- » The number of recipients that flag messages as spam (below .01% is excellent)
- » The action recipients take like opening, forwarding, or clicking on links
- » Bounce rates (an ideal bounce rate is below 1%)
- » How frequently a business appears on blacklists
- » Unsubscribe rates (aim for a rate below 0.5%)

The higher the composite score, the higher the email sender reputation — and greater likelihood of deliverability.



EVALUATE, TEST, AND SHARE RESULTS to improve performance of other inbound marketing components. *For example, repurposing subject lines to paid ad text or conducting A/B testing in your email subject and body copy could net efficiencies — and results.*

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inbound marketing for complex industries

Following these best practices will help you refine email deliverability, protect your sender reputation, and improve your B2B email effectiveness. Ultimately, you'll convert more leads and delight customers throughout their journey with you!

SOURCES

¹HubSpot, *Is Email Marketing Dead? No, But These Practices Are*, Undated

²HubSpot, *Email Marketing Strategy in 2020*, Undated

³Lead Generation Institute, *The How-to Guide of B2B Email Marketing for 2020*, Undated



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