

IMPACTFUL EMAIL MARKETING STRATEGIES FOR **B2B** COMPANIES



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B2B marketing is frequently mentioned when the subject is digital marketing and has become a different discipline in the marketing field. B2B and B2C are terms coined for describing the business model and marketing methods of companies, short for respectively B2B and B2C. As expected, they both have different target audiences for marketing. And this leads to their marketing strategies and processes differing too.

The B2B companies, that want to reach out to potential customers to offer their services and promote their brand as best as they can, should be utilizing the digital marketing channels and tools in the most effective way possible.



Differences Between B²B and B²C Marketing

The main difference between B2B and B2C marketing is their target audiences. B2C marketing is aimed at the end users, but in certain cases, the target audience can be the ones who would actually purchase the product rather than the end user. Parents who make the purchase decisions for their children or people who'd buy Valentine's Day gifts for their partners are perfect examples of that.

In B2B marketing, the customer base consists of brands and the end user – this requires more thorough market research and the set up of a target audience. The target audience of B2C marketing campaigns can be more general and rough, like “Men and women with children, between the ages of 25-40” while B2B target audiences have more in-depth info such as “high-level executives of HR departments of mid-scale companies in the real estate.”



The Decision Process

Making a decision about the purchase of B2B products or services can take a longer time compared to B2C products. There are certain procedures required for companies to engage in investing in products or services. After the completion of processes like comparing products and analyzing prices, there are routine procedures of receiving the approval of necessary departments and executives.

How much time the decision process takes is a factor that holds an incredible effect on the marketing strategy. Every touchpoint between your clients and should be taken into consideration in your marketing efforts. As the decision process strings out, you will have more touchpoints to consider.



Basics of B²B Marketing

Marketing professionals usually form an emotional base for B2C marketing and address the feelings of the potential buyers or the end users. The most well-known example of this is detergent ads that address women's motherhood alongside the cleaning features of the product.

There is very little space for these kinds of emotional messages in B2B marketing, and you need to be addressing the logical side of the buyer directly. The same detergent brand should be promoted through its spectacular cleaning features or economical prices when being sold to hotels or laundry services.

Building your message on your product's or service's benefits is not enough of a promoting effort when it comes to B2B marketing. You need to utilize different persuading tricks, such as showing off references and testimonials from previous clients and case studies to prove your success.



B²B Email Marketing

B2B companies can use nearly every tool of digital marketing as long as they follow the right strategy. But without a doubt, the most effective tool among them is email marketing.

Email marketing is perfect for reaching out to the correct audiences, building direct communication between your business and them, and introducing your brand. Unlike social media platforms, emails don't limit your content length, which would be great, especially if your product or service is complex and difficult to explain.



Email Marketing Tips & Tricks to Carry Your B²B Company to Success

1. Be More Careful with Your Email List

Building an email list is a different process for B2B companies compared to the B2C ones. For B2C companies, there is no requirement for need, you can create a need for your product with your campaigns and marketing efforts. For B2B, the marketing strategy should be built upon the needs of the buyers and end users.

To do this, you need to be able to use certain methods to attract potential customers. We can list these methods as follows:



• Content Marketing

Offering gated content is a great way to build your email list. Create helpful and informative written or visual content about your industry and upload them on your website so that your customers and visitors can download them by filling out a form about their personal info, including their email addresses. Don't forget to ask for permission to get in contact with them through email.



• Social Media

While social media is mostly seen as a tool not appropriate for B2B marketing, platforms like LinkedIn and Twitter can become ideal marketing spaces for B2B companies. Especially on LinkedIn, you can share helpful bits of information and news for the employees in your industry and build strong connections for your email list.



• Create a Sense of Curiosity

If your brand is constantly coming up with new products or developments, don't forget to announce them to your customer base and let them know that these kinds of news are always in your newsletters.

2. Find the Right Tone for Your Emails

It's always a confusing process to find the right tone and voice for your emails when it comes to B2B marketing. The points to focus on here is the tone your brand adopted to use on other platforms and your client base.

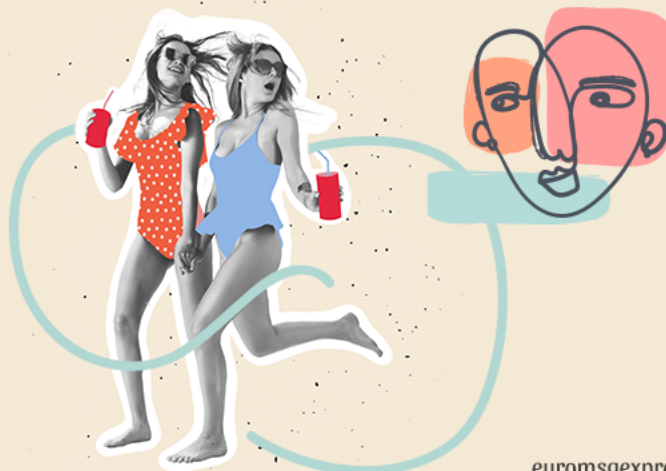
In the past, B2B companies always had a more serious tone compared to B2C companies, but now you can be more flexible depending on your brand identity and the industry your business is in. While the customer is a business, actual people are going to read your emails - you can always try to be warm moderately.

Whatever tone you adopt, the most important thing you should do is to be clear. Don't crowd your words and explain your brand, products, and services as best as you can. This sometimes takes extra time with technical or digital products.

3. Segment Your Recipients

For more successful results, use the information (demographic or other kinds) of your subscribers to segment them and reach out to them with personalized messages. The emails that need to be sent to people who subscribed to your list but have not yet bought your product and to customers who regularly buy your products are completely different.

Segmentation can help you to group your subscribers so that you can prepare personalized messages to encourage them to take action, thus, increasing your conversion rate.



4. Save Time and Money with Email Marketing Automation

Unlike the general opinion, small and medium-scale businesses too can lighten their workload by using marketing automation programs. You might think that there is no need to automate your email marketing actions since your contact list is quite short in the beginning and that anything can be done manually but in no time at all, the list will grow, and it will become even more difficult to automate.

Saving time is not the only benefit of automation tools. Email marketing automation tools eliminate nearly all of the human -made errors so that you can be sure your emails are being sent to the right people while emails like welcome emails and transactional emails are delivered.





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