




Unlocking the
Full Potential of
**B2B Email
Marketing
Automation**



Magento Presents:
Community Insights

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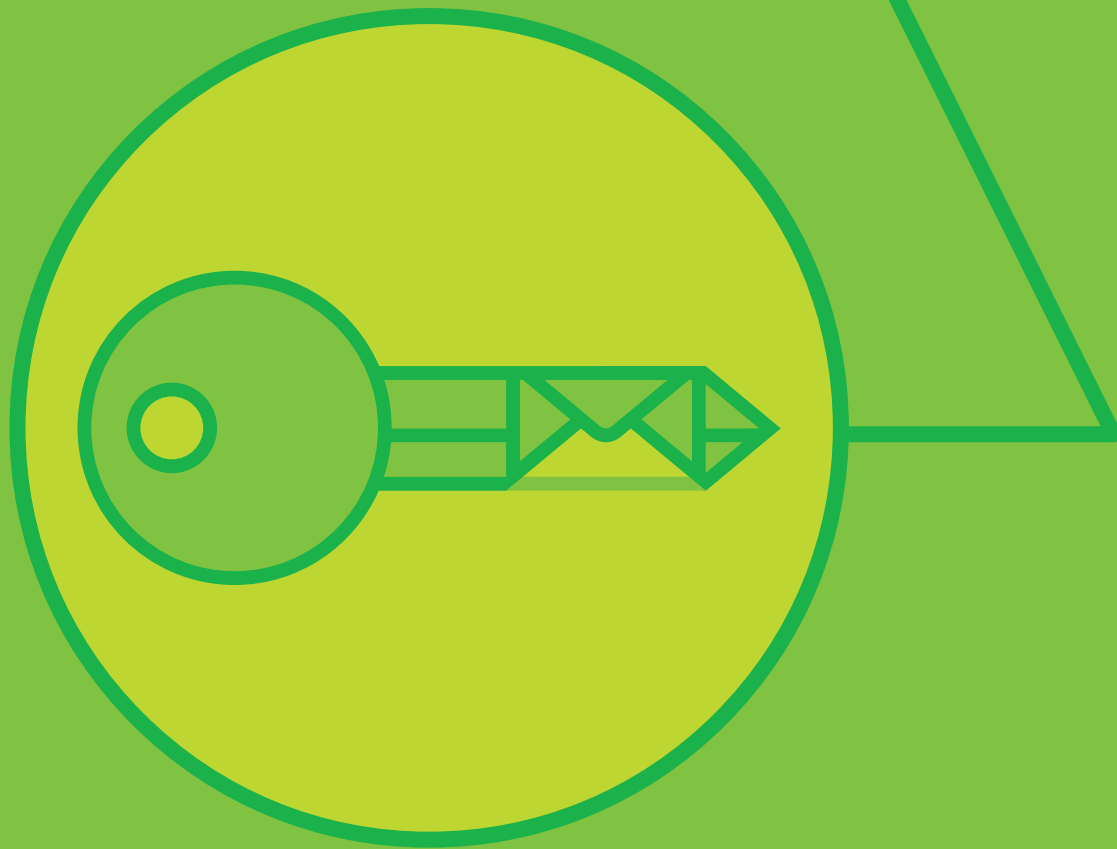
Magento is proud to present 'Community Insights' to help merchants develop strategies and tactics to better serve their customers.

The Magento Partner Community is a trusted network of consulting and technology companies that help merchants grow their business, and create engaging customer experiences with the Magento Platform. These organizations provide valuable insights and practical takeaways from their real world experiences with merchants like you.



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EMPOWERING MARKETERS



Unlocking the full
potential of B2B email
marketing automation

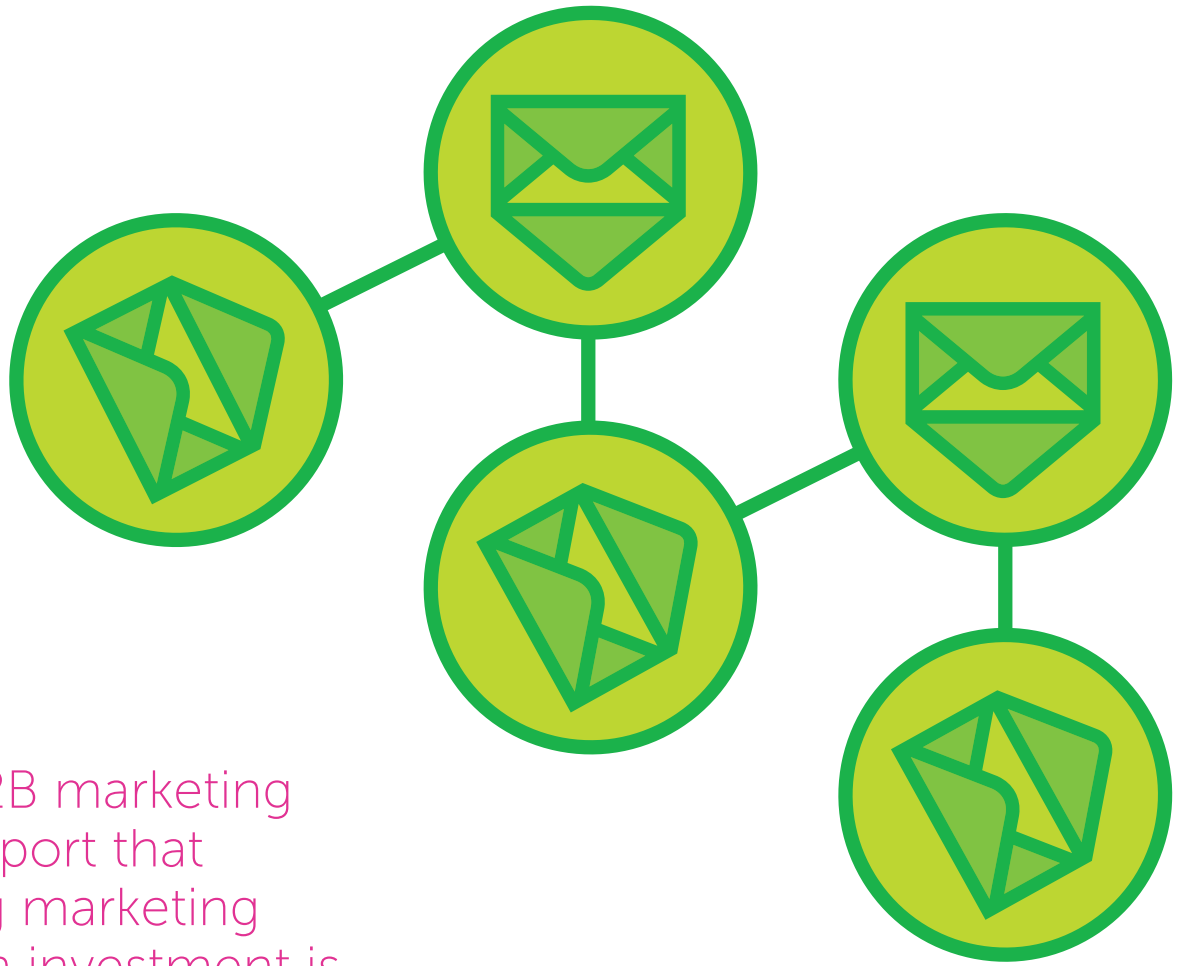
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62% of B2B marketing leaders report that improving marketing returns on investment is a critical priority for 2018.

Email marketing automation was made for B2B. A top-notch ESP offers a scalable, cost-effective method to guide customers through every stage of the complex buying process, provides a data-driven aid to capturing, scoring and nurturing leads, and helps businesses retain customers with timely, relevant messaging. The combination of large sales pipelines and limited people power requires a robust strategy for facilitating human conversations at mass scale. With email pulling in £39/\$39 for every £1/\$1 spent, it's a smart investment for businesses looking to drive a deeper, frequent and profitable level of contact with their customers.

B2B businesses are ahead of the game when it comes to marketing automation adoption; 58% have the technology in the plans for their stack, compared to just 51% of B2C brands. The challenge for the B2B marketer now is to find innovative and engaging methods to communicate with their contacts, and this is where adopting a B2C approach to engagement pays dividends. Prioritizing customer experience, empowering contacts to interact with your brand across multiple channels, and providing a seamless digital experience are all areas in which B2C brands are using automation to excel. In this guide, you'll find ideas for automation programs you may not have considered, along with examples of highly effective campaigns from B2B brands that are using email marketing automation to the max.



Product Based Program

53% of marketers report consumer satisfaction and loyalty to be their biggest marketing challenge of 2017. Finding ways to motivate customers to get excited about your product can be tricky, especially if the product in question is a little lacking in glamour – but this is an area worth taking the time to develop if you want to beat your competitors; according to B2B International, only 32% of marketers deliver compelling Customer Value Propositions to their lists.

Whether you're looking to entice new business or retain current customers, sending regular and timely emails that trumpet your product's unique selling points is a crucial facet of your digital marketing strategy. Build excitement around your brand, provide crucial info on product benefits, and help every customer make the most out of your relationship, no matter where they are in the journey stream. Taking time to develop the content of these product campaigns is important; think carefully about the kind of narratives that your customer would care about most. Context-driven marketing automation uses data to present your content in a channel and time that your target audience would find most useful and noteworthy, and this will be different for every brand. Here are some things to think about when creating a context-driven product campaign:

Timing

When would your customer be able to get the most out of your product email? Sending product promotions at 3pm on a Friday will likely mean that recipients won't be able to heed your call-to-action.

Device optimization

Customers who spend most of their days in an office environment may well wait until they're away from their desk to review any promotional content that comes their way, so you need to make sure your emails are mobile-ready. Keep images text-free to avoid any loss of information, and keep copy concise.

Relevance

You can use the data you hold on customers to personalize your product story via segmentation. For example, a customer who works for an environmental charity would respond well to information on your product's own positive Earth impact. Providing customers with the chance to engage emotionally with your brand is a great B2C tactic that drives dramatic results


Building a product automation program based on your customer's own challenges can help them envisage how their lives could be improved with you on board. Check out this product email from Ellisons. The company use automation to deliver timely communications based.

Inbox, preview text here View in browser | Forward to a friend

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We've put together some top tips to help you introduce St. Tropez, the ultimate tan, to your treatment menu.

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Promoting your new treatment

Hints and tips to help entice both new and existing customers.



Costs and pricing

Retail potential



Nurture Program

B2B buyers report that just 20% of meetings with sales pros focus on their specific needs. Tapping into this industry-wide opportunity can provide your business with the competitive edge, but finding the time and resources to devote to guiding each and every conversion can be difficult. Automating nurture programs is a thorough and cost-effective way to surprise and delight every – at mass scale. Show your customer that you’re attuned to their decision-making process, keep crucial leads warm and provide a better engagement experience to more complex purchase journeys.

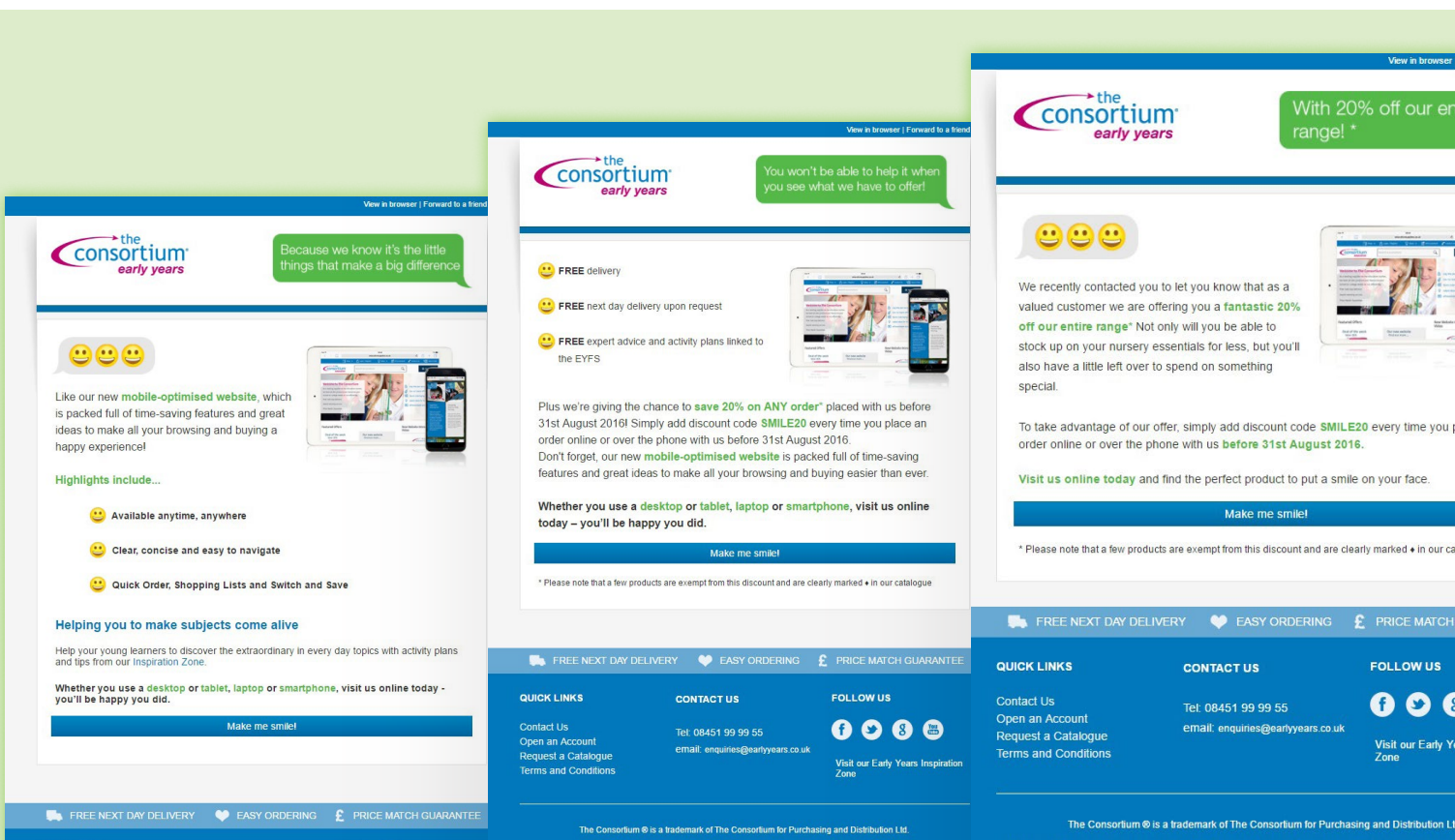
Tailor your nurture program to your customer’s buying cycle. If your company offers a free trial, your welcome email could be followed with a gentle nudge to customers to get started with your software right away. Rich media elements like how-to and product demo videos can add value to your proposition. However, building your nurture program doesn’t have to be a drain on your resources; you can use existing content to better target customers at appropriate stages of their journey. For example, repurpose blogs into handy infographic content for customers to digest on the go, and create an FAQ-focused campaign from user-generated content on your website.

Keeping your nurture program on track

Nurture programs can take time to strategize, so make sure you’re getting the best ROI by employing effective measuring. Plan your reporting before your program goes live; are you looking to measure the uptake in warm leads or completed self-service purchases? Track the engagement with your nurture program over a period of months to get a strong idea of what’s working and what needs refining. dotmailer’s real-time reporting tools let you analyze the performance of your campaigns with speed and ease. Our graphical reports help you access crucial information on everything from open rates to link clicks.

Check out this customer nurture series from The Consortium Education. The supplier to schools and colleges has developed a robust, eight-week program to transform inactive contacts into sales-ready customers. We like the benefit-driven content and SMS style creative.

‘Show your customer that you’re attuned to their decision-making process, keep crucial leads warm and provide a better engagement experience to more complex purchase journeys.’



The image shows three overlapping email newsletters from 'the consortium early years'. The newsletters feature a blue and green color scheme and include various promotional offers and service highlights.

- Newsletter 1 (Left):**
 - Subject: Because we know it's the little things that make a big difference.
 - Offer: Like our new mobile-optimised website, which is packed full of time-saving features and great ideas to make all your browsing and buying a happy experience!
 - Highlights include:
 - Available anytime, anywhere
 - Clear, concise and easy to navigate
 - Quick Order, Shopping Lists and Switch and Save
 - Call to Action: Make me smile!
- Newsletter 2 (Middle):**
 - Subject: You won't be able to help it when you see what we have to offer!
 - Offers:
 - FREE delivery
 - FREE next day delivery upon request
 - FREE expert advice and activity plans linked to the EYFS
 - Special Offer: Plus we're giving the chance to **save 20% on ANY order** placed with us before 31st August 2016! Simply add discount code **SMILE20** every time you place an order online or over the phone with us before 31st August 2016.
 - Call to Action: Make me smile!
- Newsletter 3 (Right):**
 - Subject: With 20% off our entire range! *
 - Offer: We recently contacted you to let you know that as a valued customer we are offering you a **fantastic 20% off our entire range*** Not only will you be able to stock up on your nursery essentials for less, but you'll also have a little left over to spend on something special.
 - Call to Action: Make me smile!

At the bottom of the newsletters, there are navigation and contact sections:

- Navigation:** FREE NEXT DAY DELIVERY, EASY ORDERING, PRICE MATCH GUARANTEE.
- Quick Links:** Contact Us, Open an Account, Request a Catalogue, Terms and Conditions.
- Contact Us:** Tel: 08451 99 99 55, email: enquiries@earlyyears.co.uk
- Follow Us:** Facebook, Twitter, YouTube, LinkedIn.
- Footer:** The Consortium © is a trademark of The Consortium for Purchasing and Distribution Ltd.



Retention Program

Today's empowered consumer is ready to move for a better experience, and the loyalty lag that has long plagued the B2C industry has now hit the B2B sector. According to a report from Gallup, 71 percent of B2B customers are ready and willing to take their business elsewhere.

A blinkered focus on acquisition can very quickly leave existing customers cold and will, ultimately, stunt long-term growth. A robust retention program is crucial if you want to provide great CX and guarantee ROI for your business. Plus, it's crucial best practice for companies who require contract renewal, and for cycles with infrequent touch opportunities. And we're not the only ones who think so, a recent survey of B2B CMOs reveals that customer retention outstripped revenue growth as the number one strategic focus for 2017.

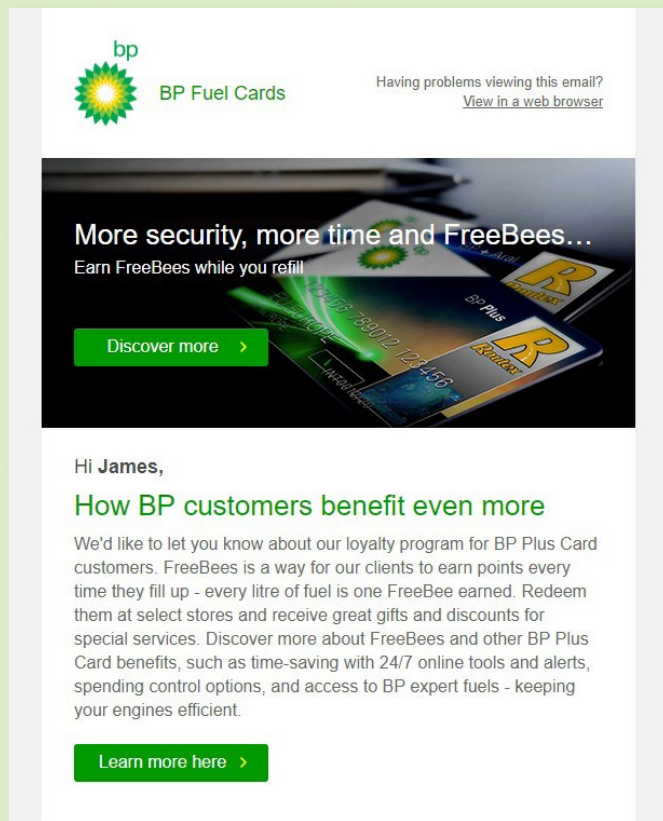
Your retention program should begin with a thorough onboarding series. Automate timely emails that educate the customer on how best to interact with your product or service now that it's all theirs. Video tutorials, invitations to connect across your various channels and advice on how to best access your customer service materials are all important things to include. Content-focused campaigns that give customers exclusive access to resources adds extra value to your relationship; boost relevancy by segmenting customers by their specific challenges and then targeting them with content that addresses their needs.

Check out this benefit-driven email from BP's retention program. The campaign champions customer engagement, offering experiences of learning and discovery. Nice one!

What if customers are lapsing?

Keep track of your engagement rates; if a customer isn't opening the emails in your retention program, it's best to take preemptive action to preserve your reputation, both as a brand and as a sender. Segment disengaged customers and enroll these contacts into a win-back program consisting of a series of campaigns focusing on rebuilding the relationship. Whether you opt for offer-led content or a heartfelt appeal, it's crucial these campaigns are focused solely on delighting the customer. Happily, the effectiveness of win-back programs drives 45% of lapsed customers to read subsequent communications!

'Automate timely emails that educate the customer on how best to interact with your product or service now that it's all theirs.'





Event Program

Events provide B2B businesses with a unique opportunity to provide a physical touchpoint for prospective and existing customers. Communicating with attendees before, during and after an event keeps people fully informed and 'warm' after they've engaged with your brand.

The B2B event cycle is much shorter and faster than the usual B2B journey, so your event program should be relatively short and incredibly concentrated. Ensure that attendees are enrolled as soon as they've accepted your invitation.

Segmentation is key

Your B2B event program requires a different approach to personalization. There are three segments you should build in the run up to an event:

Geographical location

Whether you're hosting an international conference or a localized seminar, the whereabouts of your customers will determine the kind of logistical content they'll be interested in. Automate relevant travel information to different geographical segments to keep no-shows to a minimum.

Attendee status

An event partner is not going to be pleased if they receive content aimed at your hottest prospect, so make sure attendees are segmented effectively by their relationship to your brand.

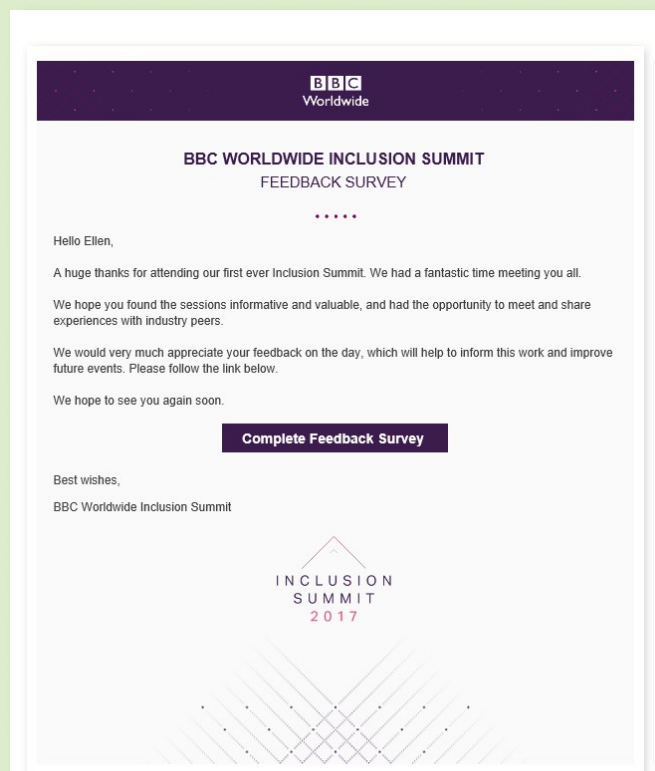
Lead score

Events are great for nurturing customers in the middle of your sales funnel – those who're keen to engage but haven't yet converted. The kind of follow-up content you trigger to customers should vary depending on their lead score; for example, you might want to invite mid-level attendees to a follow-up meeting or product demo, something that those just starting out with your brand might not be ready for.

Mobile-first = an absolute must

Mobile can account for up to 75% of your event email opens, so mobile-ready design and content is paramount if you want to maximize attendance and ROI. We love this slick follow-up email from BBC Worldwide. The copy is concise and action-led, the CTA tappable, and no information is lost if images fail to load.

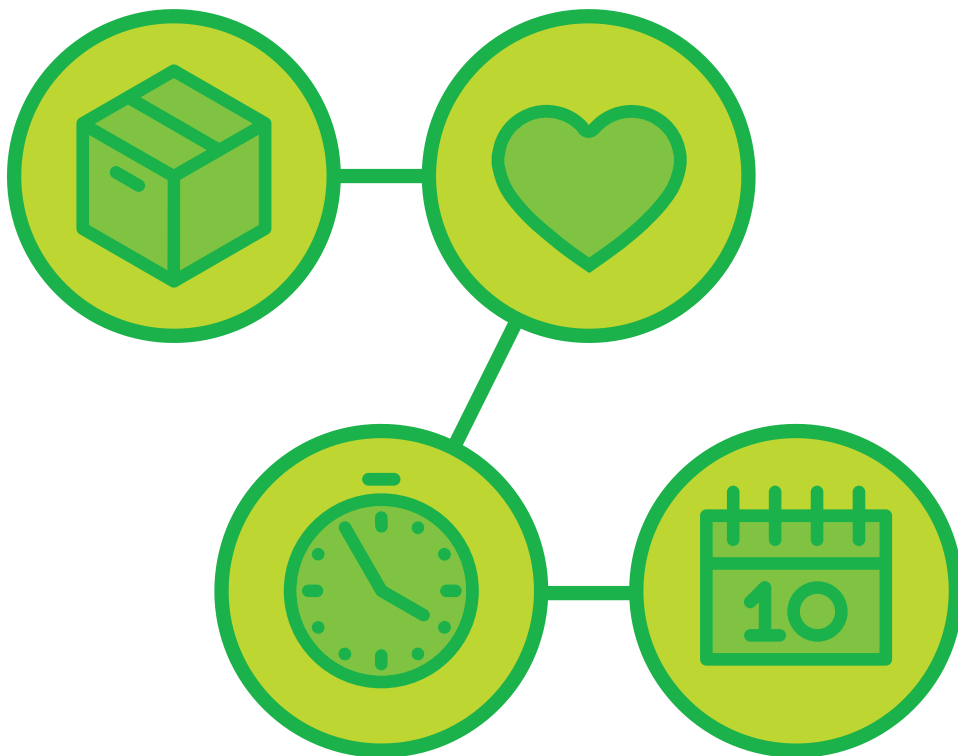
'Events are great for nurturing customers in the middle of your sales funnel – those who're keen to engage but haven't yet converted.'



Conclusion

B2B marketers are gearing up to maximize on their ROI for email marketing automation. With traditional programs like the welcome series becoming a routine facet of every digital marketing team's strategy, it's important that brands strive for customers' attention with relevant, contextual communication that surprises and delights the customer.

In this guide, we've given you some inspiration for automations that break from the status quo, but there's no limit to the possibilities for building programs that promote your business. Keep the customer in the forefront of your mind and enjoy experimenting with innovative ways to surprise and delight; your ESP's reporting functionality will always be on hand to guide you through the process.



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