

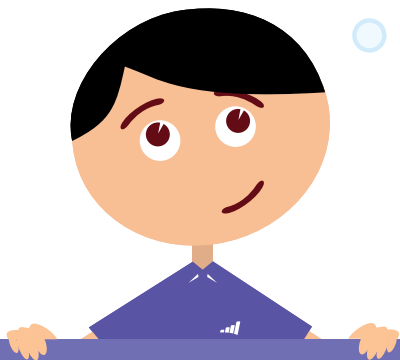
10 TIPS FOR SUCCESSFUL EMAIL MARKETING CAMPAIGNS



Email marketing campaigns are essential elements of any marketing strategy. They communicate and build relationships with prospects, gather important data, and help boost marketing ROI. As important as these campaigns are for marketers, many miss the mark and continue to fall short on the campaign's return.

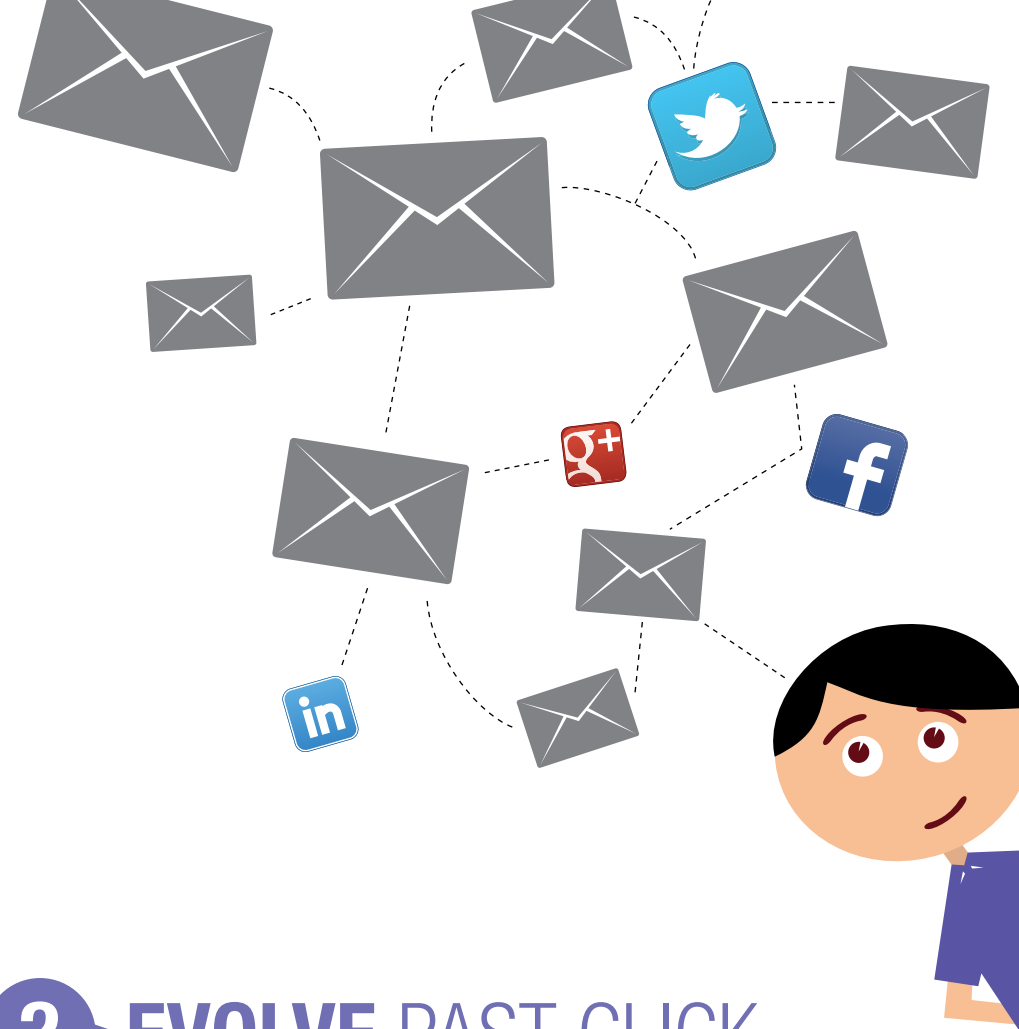
To build, execute, and maintain effective email marketing campaigns, you must pay close attention to your audience, the message, and avoid the common trap of simply blasting out self-promotional messages. This only leads to recipients hitting the delete button more than opening your message.

To get you on the right path for campaigns that boost lead nurturing and returns, here are 10 tips for successful B2B email marketing campaigns:



1 USE EMAIL CAMPAIGNS AS A DIALOGUE

Many marketers follow the “batch and blast” method of email campaigns. This achieves the objective of sending out email, but it often does not begin a dialogue with your audience. Look to extend the conversation by listening, adding relevant value, and engaging prospects with meaningful communication via email marketing campaigns. Ask for their participation and always include social share buttons to encourage your audience to continue the conversation on social channels.



2 EVOLVE PAST CLICK THROUGH RATES

Standard metrics are important, but evolve beyond just statistics by exploring all the information available. Pay attention to things like where prospects went on the web site, number of visits, visit frequency, social sharing, and how you can segment them based on their behaviors. You want to make sure you are measuring engagement in addition to traditional metrics.

3 SEGMENTATION

Consider combining the standard segmentation criteria with behavioral data to create more complex segmentation strategies. Look at data including: who opened the email, whether they downloaded the offer, the length of time they spent on the web site, and what they downloaded while they were on the site. Once you have a better idea of what your different segments find interesting, you can make sure your offers are more customized to fit their needs.



4 FOCUS ON THE MESSAGE

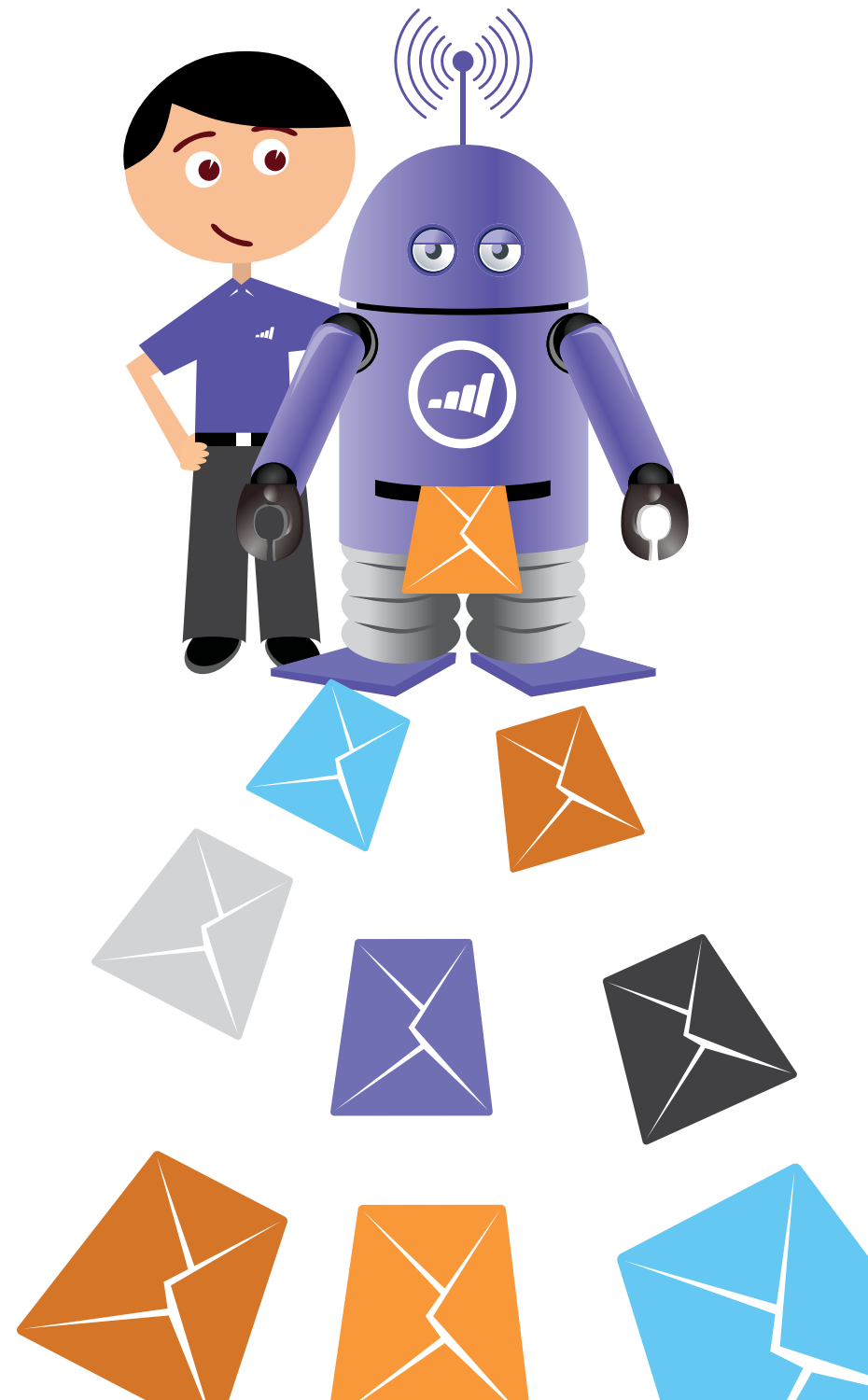
Remember email campaigns send out more than communication – they send out a message. Use these campaigns to tailor your messages according to the prospect's profiles, interests and actions. Consider sending different emails/messages to the different segments of your list when appropriate. Additionally, by making sure you are including value added content, your readers are more apt to engage with your emails.

5 **AUTOMATE** WHERE NEEDED

By automating your email marketing campaigns, you have more time to spend on developing strategy and being creative. Use your marketing automation solution to automate campaigns based on event and behavioral triggers, and have more time to build relationships with prospects.

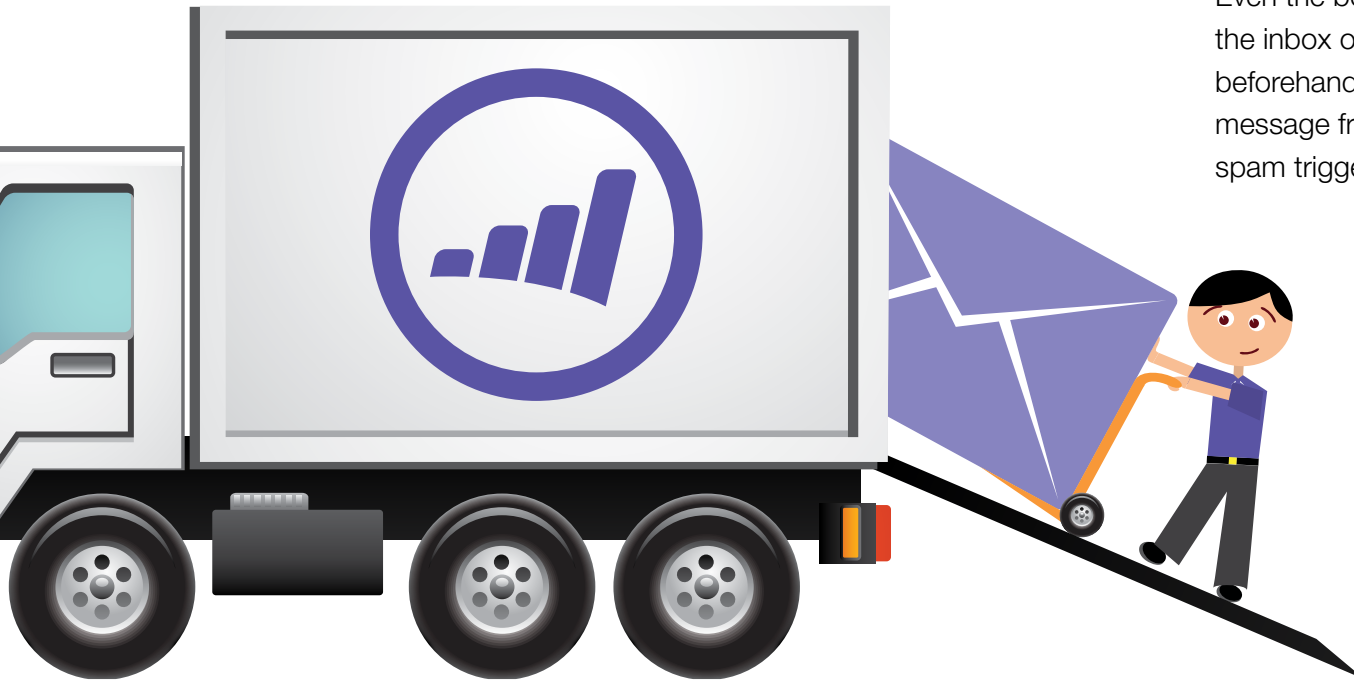
6 **CREATE A MIX OF STYLES** AND METHODS

To avoid having your email campaigns underperform, consider mixing up campaign styles and methods. As you test different email components such as delivery days, content angles, surveys, and fulfillment pieces, you will start to learn what your customers are responding to. By always keeping your content and methodology fresh, you will have a better chance of keeping your readers engaged.



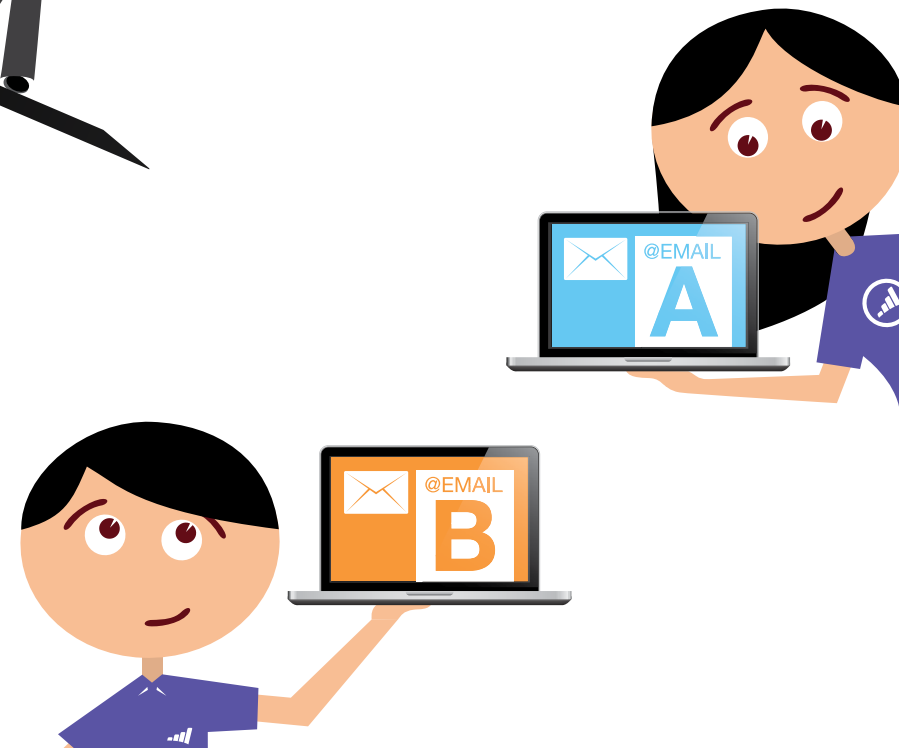
7 DELIVERABILITY

Even the best plan will fail if your message doesn't reach the inbox of your intended recipient. Proof your messages beforehand and identify any issues that may prevent your message from getting to your prospect's inbox. Avoid common spam trigger words like free, opportunity, offer and click here.



8 TESTING

To achieve optimal results from your email marketing campaigns, testing is a requirement. Consider testing subject lines along with standard A/B testing to ensure the right message goes to your prospects' inbox. You can also test other elements including: images, change in copy or other small revisions. Also be sure to test the deliverability of your email with a small in-house group prior to delivery and make sure that all your links go to the right pages.



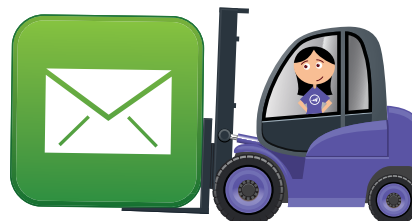
9 ANALYZE YOUR RESULTS

Email marketing campaign reports don't all require large data dumps into Excel or hours of number crunching. Leverage the reporting dashboards in your marketing automation solution to get the details out in a format legible for all. Use these details to understand prospect interaction and improve future campaigns while boosting marketing ROI.



10 ALWAYS USE SOCIAL SHARES

By including social share buttons on your emails, you are encouraging your readers to continue the conversation with their peers. Whether it is a content piece or an event invite, you will have more opportunities to spread your word if you include easy functionality for your readers to evangelize your message.





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Marketo uniquely provides easy-to-use, powerful and complete marketing software that propels fastgrowing small companies and global enterprises alike. Marketo's marketing automation and sales

effectiveness software – including the world's first integrated solution for social marketing automation – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

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