



Increasing Response to your B2B Email Marketing Programs

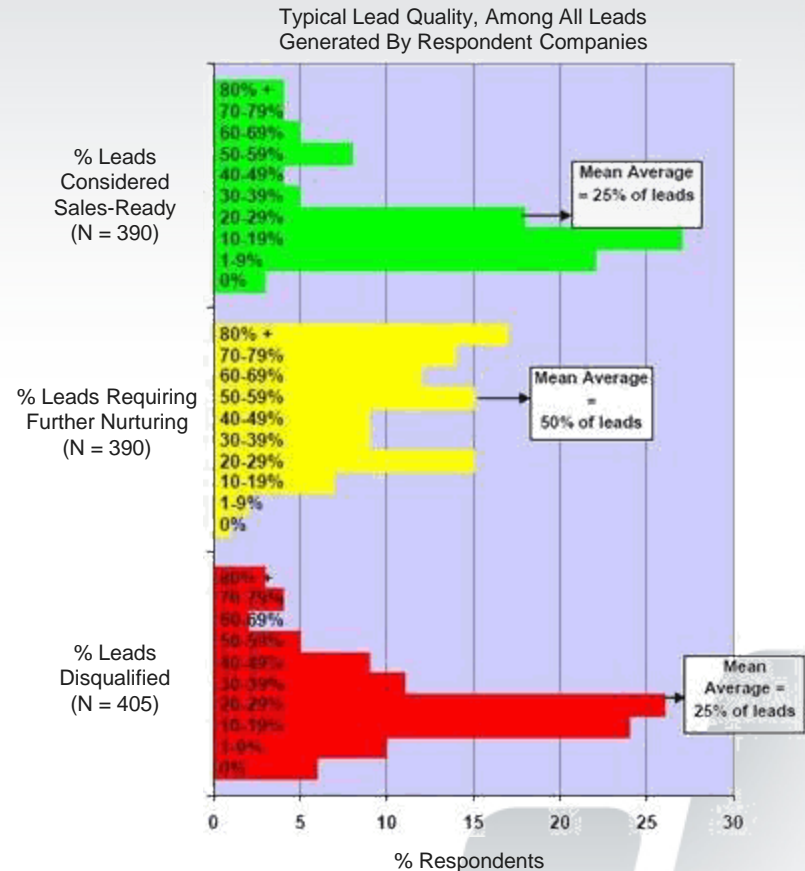
A Marketo Best Practices eBook



The Problem with Lead Generation

As B2B marketers, we spend a lot of time and money generating leads to create a pipeline for sales. But as you know, sales isn't always enamored of the leads passed to them. Why?

- ▶ Only 25% of new leads are sales-ready.
- ▶ 25% are immediately disqualified.
- ▶ The remaining 50% needs to be nurtured.



Source: "What's Working in Lead Generation," RainToday

Lead Nurturing

The most common – and most effective – way to nurture these leads is through email marketing. Most companies, if they nurture at all, do it by sending newsletters to their entire database.

Newsletters have a place in your marketing program, but they're not sufficient by themselves. To effectively nurture leads, marketers need to follow **email marketing** best practices and take advantage of other types of email campaigns that may be more relevant.



8 Tips for B2B Email Marketing Success

For a nurturing program to be effective, you need your email marketing skills to be top-notch. Some need a refresher, while others need basic information. To that end, here are

8 Tips for B2B Email Marketing Success:

1. Content is King
2. Consider Email Clients
3. Best Content to Use
4. Subject Lines and Titles
5. The Right Target
6. The Right Time
7. Start a Dialog
8. Automate

1. Content is King

Content is king, but only if you know what works. Studies by MarketingSherpa have shown that having fewer calls to action works better than multiple options.

Other content tips:

- ✦ Focus on your top call to action to increase click through.
- ✦ Bullets are heavily read. Use them.

Source: MarketingSherpa Email Marketing Benchmark 2008 & NextStage Evolution, February 2008. Decrease of 32% clickthrough from 1 to 2 calls to action; 90% decrease with 3.



The screenshot shows a Marketo webinar registration page. At the top left is the Marketo logo. The main heading is "New Webinar — Optimizing B2B Email Marketing for Lead Generation". Below this is a paragraph of introductory text. To the right, under "Live Webinar", are the details: Time (2:00pm Eastern/11:00am Pacific), Date (Wednesday, April 9, 2008), Access (Online Webcast), and a "Register Now" link. Below this is a "Presenters:" section with two photos and names: Stefan Fornquist, Research Director at MarketingSherpa, and Jon Miller, VP of Marketing at Marketo. At the bottom of the main content area is another "Register Now" button. A list of bullet points is located at the bottom of the page, detailing the topics to be discussed.

Marketo

New Webinar — Optimizing B2B Email Marketing for Lead Generation

When it comes to email marketing, B2B companies have unique needs that are not served by traditional email providers. The days of batch email marketing campaigns with low response rates are over. To convert raw inquiries into sales ready leads, modern marketers need 1:1 dialogue marketing capabilities.

These include drip campaigns with automated lead nurturing and the ability to trigger follow-up activities based on specific consumer behaviors such as whether the prospect opened a prior email or visited a specific webpage. By augmenting prospect profiles with targeted information like this, marketers can improve lead scoring and better measure prospect interest and engagement.

[Live Webinar — Register Now](#)

Join us as we discuss **Optimizing B2B Email Marketing for Lead Generation**, including:

- Improving the odds of your emails being noticed and read, and your offers converted
- Allocating and justifying your budget for email marketing
- Developing creative that will improve your click through and conversion rates
- Increasing sales-ready leads with segmentation, automated nurturing and follow-up activities

[Register Now](#)

Live Webinar
Optimizing B2B Email Marketing for Lead Generation

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Presenters:



Stefan Fornquist
Research Director
MarketingSherpa

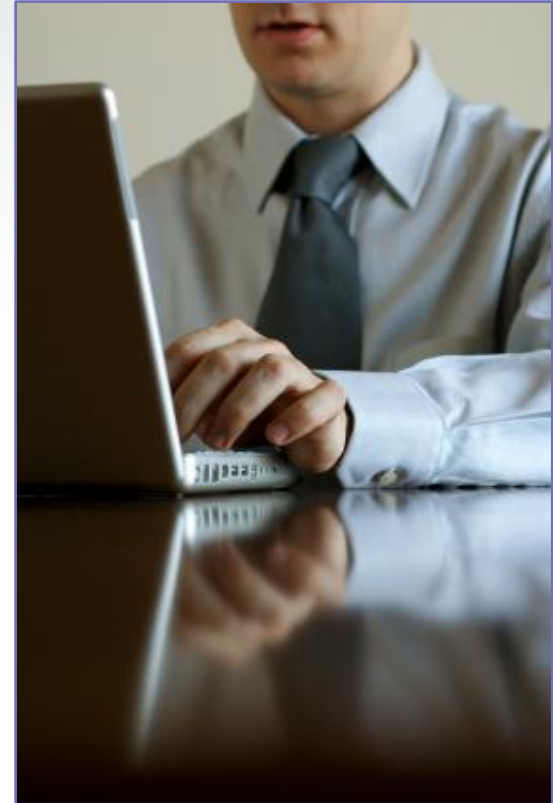


Jon Miller
VP of Marketing
Marketo

2. Consider Email Clients

Email clients render HTML differently, so keep that in mind. Test in Outlook, Google, and others. And make your email top-heavy, content-wise. Many readers use the viewers in their email clients, and they use the top portion of the email to decide whether to read further.

And 64% of decision makers view email on **mobile devices**, so optimize for Blackberry, Treo, iPhone, etc.



Source: MarketingSherpa Email Marketing
Benchmark Guide 2008

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3. Best Content to Use

Content that helps your targets do their jobs or shows them how your customers are using your product tend to be popular. These include:

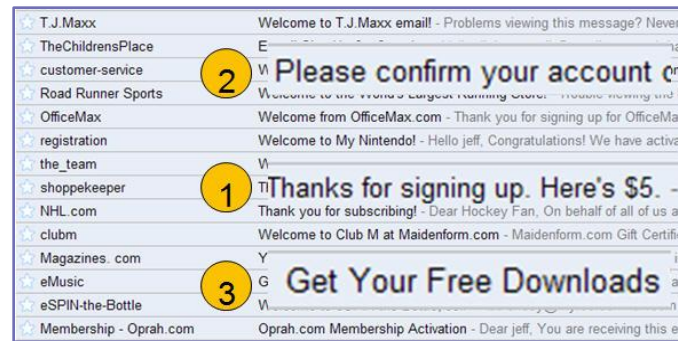
- ✦ Tactical “how to” articles
- ✦ Customer case studies
- ✦ Best practice lists, such as “Top 10 Ways...”
- ✦ Strategic articles and interviews with analysts and business leaders



4. Subject Lines & Titles

The subject line of your email, along with the title inside the email, determines whether your email will be opened. Some tips:

- ✦ Use **four to six words** in your subject. Absolute max: nine words
- ✦ The “from” line tells them who it’s from, so don’t waste space saying it again
- ✦ You only have two seconds to get their attention, so use action words such as “Download” or “Watch”
- ✦ Test to learn what types of subject lines work for you



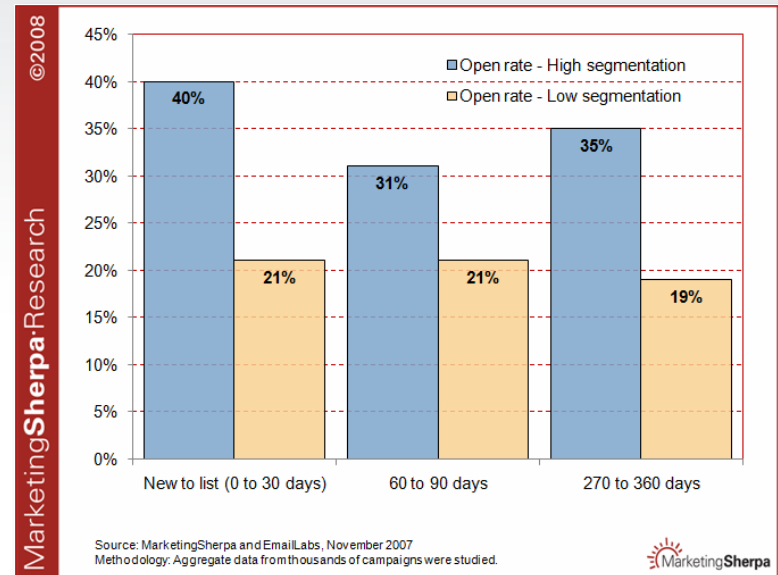
T.J.Maxx	Welcome to T.J.Maxx email! - Problems viewing this message? Never .
TheChildrensPlace	E
customer-service	2 Please confirm your account on
Road Runner Sports	Welcome to the Road Runner Sports
OfficeMax	Welcome from OfficeMax.com - Thank you for signing up for OfficeMax
registration	Welcome to My Nintendo! - Hello jeff, Congratulations! We have activat
the_team	W
shoppekeeper	1 Thanks for signing up. Here's \$5. -
NHL.com	Thank you for subscribing! - Dear Hockey Fan, On behalf of all of us at
clubm	Welcome to Club M at Maidenform.com - Maidenform.com Gift Certific.
Magazines.com	Y
eMusic	3 Get Your Free Downloads
eSPIN-the-Bottle	V
Membership - Oprah.com	Oprah.com Membership Activation - Dear jeff, You are receiving this e-

Source: MarketingSherpa Email Marketing Benchmark Guide 2008

5. The Right Target

Targeting the message by segmenting your existing database into specific email marketing targets can **increase your opens by 200% or more.**

Send targeted messages according to job title, geography, industry, and stage in your marketing and sales process.



Source: MarketingSherpa Email Marketing Benchmark Guide 2008

6. The Right Time

Use behaviors to determine which links are clicked or what web actions are taken, then automatically deliver the right message to move your target through the funnel. A **3-5x improvement** is possible with even a simple campaign.



Source: David Daniels, Jupiter Research, Dec 2006. Conversion rate increased from 1.1% to 3.9% for emails targeted using web click data.

7. Start a Dialog

The goal of an email marketing program is to start a dialog with your leads. B2B buying is a complex decision, so you need to build the relationship over time rather than just popping the question.



Starting a dialog with your leads through sophisticated, planned nurturing paths builds trust and helps them self-identify as prospects through **demographics** and behaviors.

8. Automate

Following these email marketing best practices – especially using segmentation and triggered campaigns – can quickly overwhelm marketers without the right tools. Most email marketing solutions don't solve the problem since they don't **automate the dialog marketing functionality** that B2B marketers need to build relationships.

Fortunately, there are now **on-demand marketing automation** solutions that are optimized for B2B marketers. Unlike the prior generation of marketing solutions, today's tools are easy to buy, easy to own, and easy to use.

Marketo Lead Management

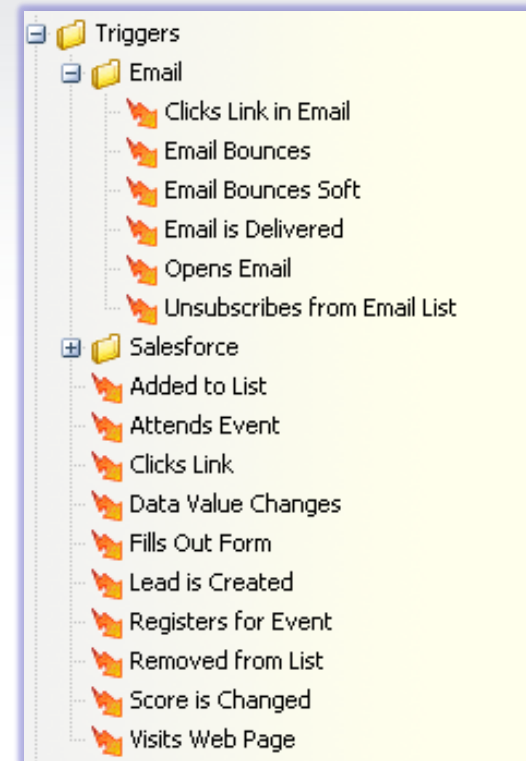
Marketo Lead Management automates lead generation campaigns and lead management activities to help marketers generate and qualify sales leads, shorten sales cycles, and improve conversion rates. Unlike any other solution, it has an **insanely easy to use interface** and an on-demand model that gets customers **up and running in just days**, with no charges for set-up, integration and training.



“Without a great knowledge of HTML, I can sit down, design my landing page, I can design the email, and I can launch the whole thing within an hour – including the time it would take for people to look at and approve it! So, I’ve gone from possibly a two and a half week turnaround time from start to launch for an email campaign to just about two and a half hours.”
— Joyce Feltham, Trimble MRM

Marketo Email Marketing

- Create triggered and multi-step email campaigns that automatically deepen prospect relationships over time
- Design emails using templates, our WYSIWYG editor, or by importing your own HTML
- Get email to the inbox using the latest deliverability technology
- Send personalized emails on behalf of sales reps; track who opens and clicks on each email
- Learn what works with robust reporting and A/B testing

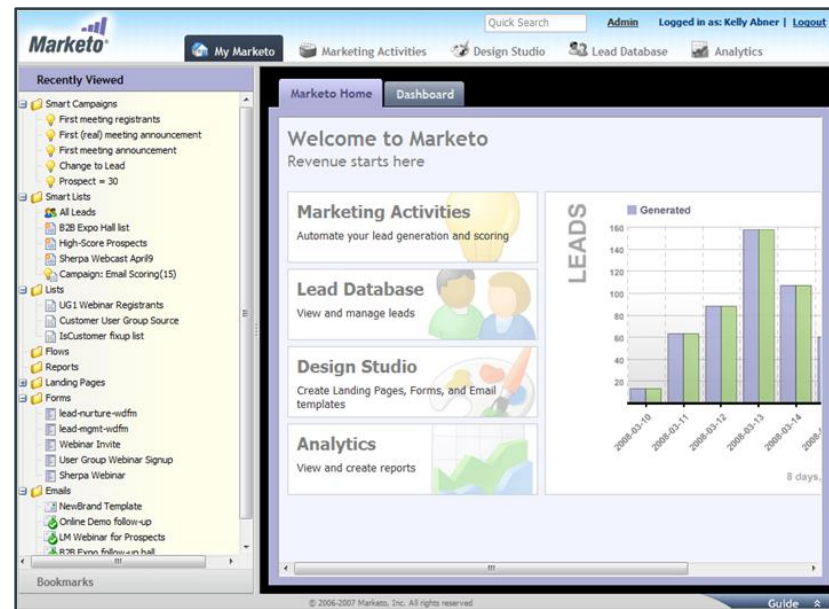


About Marketo

Marketo provides sophisticated yet easy **on-demand marketing software** that helps mid-market and enterprise B2B marketing professionals drive revenue and **improve marketing accountability**.

Marketo Lead Management includes:

- ✦ email marketing
- ✦ lead nurturing
- ✦ lead scoring
- ✦ landing page optimization
- ✦ marketing analytics



Learn More

Learn more about Marketo Lead Management

- Call 650-655-4830
- Email sales@marketo.com
- Visit www.marketo.com



Resources

Learn more about email marketing:

- ✦ MarketingSherpa: www.marketingsherpa.com
- ✦ Modern B2B Marketing: blog.marketo.com
- ✦ Email Marketing Reports: www.email-marketing-reports.com
- ✦ Jupiter Research: www.jupiterresearch.com
- ✦ StrongMail: www.strongmail.com