

## 5 Platinum Rules for B2B Email Marketing

As email marketing has become even more popular among B2C marketers, B2B marketers have caught on to this channel's numerous benefits. That's the good news. The bad news is with this recent influx of B2B messaging hitting prospects' inboxes, it has become increasingly difficult to cut through the digital clutter and get your communication noticed.

If you follow these 5 platinum rules of B2B email marketing, you'll be able to generate more leads and close more sales.

### **Give Email its Due Respect (Oh, and leverage it)**

Too many marketers think about emailing as merely contacting a list of subscribers. But this is not looking at the bigger picture of this marketing tactic. Instead, consider all of the data and intelligence that can be mined from your email campaigns and leveraged for future ones. With this data you can create contact and response histories to identify definite trends. By collecting and leveraging this data, you can improve the timeliness and relevance of all your communications.

### **Let Prospects and Customers Hold the Power**

You may achieve good results if you send out monthly or even weekly messages, providing the content meets your audience's expectations. But you'll achieve great results if you instead give your subscribers all the power and let them decide how often they'd like to receive emails from you and which topics are of interest to them. You'll most likely find your unsubscribe rates drop and your conversions increase.

### **Focus on Behavior Not Demographics**

Marketers who focus on who a prospect is will never be as successful as those who focus on what a prospect *does*. When you focus on behavior, you begin to understand how your prospects and customers interact with your emails, what products interest them, what pages they click-through to, and how often they visit your website. When you focus on what your audience is *doing*, you can come up with better promotions and offers for future campaigns.

### **Don't Just Email Your Leads – Nurture Your Leads**

Obviously your leads will not all be at the same point in your buying cycle so you need to be sure you have relevant content for each stage. For instance, have content that promotes your special offers for prospects who are ready to buy, but also create white papers and blog posts to nurture your leads and guide them through your funnel.

A study by [Gleanster Research](#) found that 50% of leads are qualified but aren't ready to buy. And [Forrester Research](#) suggests that B2B companies that nurture their leads typically generate 50% more sales-ready leads than other companies. So, don't just email your B2B leads, take the time to develop a strategic campaign that nurtures them no matter where they are in your buying cycle.

### **Make Sure All of Your Emails Deliver a Benefit to the User**

Never waste your prospect's time with irrelevant and useless messaging. All content that you deliver must offer an excellent benefit to the user. Remember up top we spoke of mining that data and paying close attention to prospect behavior? This is where it pays off because you can use that information to tailor your communication accordingly. Beyond using your data to develop highly relevant content, make sure to test so you can discover which content proves most effective.

Email marketing continues to be a highly-effective communication channel and should be part of the overall B2B marketing mix. To be truly successful with it, marketers must be sure they create a good data management system, let prospects choose topics and frequency, focus on what a prospect does not is, develop content for every stage of the buying cycle, and deliver relevant and beneficial messaging. Following these 5 platinum B2B email marketing rules will help marketers generate more leads and close more sales.