

# B2B Email Marketing

## The essential checklist

We love email marketing. By 2020, over 3 billion email addresses will be in active use – so an outdated email marketing strategy is not going to generate the leads you need. Bring your email marketing into the 21st century – here's how:



### Check your data

Go back to basics. All email marketing campaigns start with data – check yours is high quality; email addresses are valid and extra details such as name and company are useable.



### Segment your data

Whether it's by job title, seniority or industry, segment your data into lists that allow campaigns to be targeted and reader-specific.



### Use your assets

You have customer success stories, blogs and webinars on hand – use them!

Take a leaf out of content marketing's book and give them something back.



### Update your copy

Don't be "sales-y" all the time. Plan a prospect journey across multiple campaigns and evolve your copy.



### Get automated

This can double your leads! Get your head around workflows and automate emails responding to the prospects behaviour after a campaign is sent out.



### Mobile first approach

80.8% of B2B buyers use their mobile to access emails alongside their PC. Email template, landing pages and attachments – make them all mobile friendly.



### Analyze and plan

Get your KPIs in place and gather rich data analysis from every campaign. Use this to plan and improve your next one.



### Don't expect it all at once

B2B purchases take longer than B2C, so prepare for the waiting game. It will be worth it – we promise!

B2B marketers that have employed the above tactics see leads generated from email marketing bring in 58% of their overall revenue, so why wait? Update your email marketing strategy and appeal to the modern B2B buyer.

**LEAD FORENSICS**

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Why not see how Lead Forensics can help the success of your B2B email marketing? We can tell you which businesses are visiting your website, where they came from and what they looked at. With the contact details provided, you can have your hot, sales-ready leads on the phone within seconds! Get started today, and check out our free demo.

**GET STARTED**