



INDUSTRIAL EMAIL MARKETING GUIDE

Learn how to develop winning email marketing communications and campaigns.



STARTING YOUR INDUSTRIAL EMAIL MARKETING JOURNEY

In this guide, we'll help you develop winning email marketing communications and campaigns - by:

- **Planning for your email marketing approach**
- **Tactics for winning with your email marketing**
- **Continuous testing and improvement**
- **Identifying the right metrics**

THE IMPORTANCE OF EMAIL MARKETING

According to Campaign Monitor, email marketing is a revenue-driving machine. It reigns supreme as the most powerful marketing channel in terms of ROI, returning \$38 for every \$1 you spend. What's more: It converts 40 times as many customers as social media.

By following this Guide, you will be well on your way to re-inventing the way email marketing works for your department and organisation. Stay sharp, disciplined and creative – you've got this!

PLANNING FOR YOUR EMAIL MARKETING APPROACH

Industrial companies need to carefully plan their email marketing approach. The following questions may help:

- **Who are you sending your emails to?**
- **What is the reason for sending your emails?**
- **What types of emails will you send?**
- **What do you want the emails to look like?**
- **How often will you send the emails?**

After deciding how you want to build your email marketing strategy, follow the tactics on the next page to make your campaign a winner.



8 TACTICS TO ENSURE EMAIL MARKETING SUCCESS

1 Personalise For Rentention

Personalisation is a must for customer retention. We all know it's cheaper to keep an existing customer than to acquire a new one. Personalisation nurtures your customers, keeping them engaged and interested by staying relevant and specific to their needs, preferences and requirements.

So how do you deploy personalisation? You can:

- Personalise your content to leverages the customer data you've collected
- Utilise location-specific images/offers
- Leverage industry data, insights and information by segmenting your customers

Please Note: personalisation must be "personal". Make sure your content reads like it was written by a human for a human, not just an inbox.

2 The Power Of Subject Lines

According to **Campaign Monitor**, subject lines featuring a first name have a 26% higher open rate. Just like traditional headlines in news articles, you want to draw your audience in and get them to open the email. Be aware of the length of your subject line, considering many emails are opened on devices. Keep your subject line to the point and hard hitting aim for subject lines in the 24-35 character range. And try to keep it to 5-8 words.

3 Segmentation Triggered Automation

Segmentation involves grouping your customers into categories based on their behaviour, interests, and where they are in the buyer's journey. Segments and behavioural data can be used to trigger automated emails to further engage and even promote a call to action, such as downloading a white paper, registering for a webinar, etc.

4 Be Consistent

There is no magic number for how often to send your marketing emails. Depending on your offerings and how you prefer to engage with your customer contacts build a schedule and stick to it. Ask your audience how often they prefer to hear from you. Give them a voice and take note of their requests in your marketing approach. Promoting their work is always a great idea – case studies and featured projects.

5 Update & Build Your Customer Contact List

Constantly refresh you customer contact list and build your data for greater effectiveness. Don't get lazy, set reminders and ensure your sales team and other departments are on board. It is critical you get this right.

6 Test, Test, Test

A/B testing is so powerful and can be leveraged to gauge relevance. If you're torn between two subject lines or ideas for content; run both of them and compare their performance. This is the beauty of A/B testing. You can easily uncover what works best and then execute accordingly.

Be sure to keep both email communications consistent, except for the subject line, and/or a small piece of content to see which one gets more opens. Make note of which approach works best for your audience, and then deploy what you learn into future email communications and campaigns.

7 Identify The Right Metrics

Ask the following key questions:

- How did we perform in the past? Backwards looking metrics will provide trends of performance and evidence of worth.
- How are we performing now? Real time metrics will provide insight into current performance.
- How will we perform in the future? Leading indicators or metrics can provide forward looking ideas and strategies. Do this well and you'll be able to predict the right time to execute the right activity for the best outcome.

8 Promote Your Socials

Always look for opportunities to promote your socials. Always look for ways to integrate your social media and email marketing strategy to improve your overall campaign effectiveness. Encourage your customer contacts to follow you on social media with all your emails - include social icons in the footer that will allow customers to see your social channels.

You should also design your email communications so your customers can share a version of your message on their social channels, with their audience. This will definitely help you gain exposure and increase engagement with your customer contacts.

YOUR ULTIMATE EMAIL MARKETING TEMPLATE

1

Personalise

- What customer contact data can you access to personalise? Think of contact details, location, industry, product/service use, interests, behaviours, etc.
- What content could you tailor and make more personal? Think of tailored sections in your email - specific to your audience to increase engagement levels.
- What's your subject line? Think of personalising for greater impact.

2

Segmentation

- Can you segment your total database into meaningful clusters or groups? Think of your customer's scale of operations, size, location, target industry, product/service use, interests, behaviours, challenges, etc.
- Can you trigger automation? Create powerful follow up emails based on their clicks, opens and downloads.

3

Promote Your Socials

- What social channels are you on? Can you leverage / promote these channels into your email communications and campaigns?
- Can you point to a piece of content to help promote your social channel?

YOUR MARKETING MEASUREMENT TEMPLATE

4

Customer Contact Database

- How often will update your customer contact data?
- What steps will you take?
- What functions / departments are involved?
- How will you keep this consistent to ensure data integrity?

5

Metrics

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- How will we perform in the future? Leading indicators or metrics can provide forward looking ideas and strategies. Do this well and you'll be able to predict the right time to execute the right activity for the best outcome.
- Email marketing software will provide you with open rates, click through rates and export lists of customer contact data.

SPECIALIST MARKETING FOR INDUSTRIALS

Industrial Ideas is a B2B marketing consulting agency. We exist to help industrial companies plan, design, execute, and measure marketing programs that produce real, bottom-line results. Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts.

OUR CLIENTS INCLUDE

BLUESCOPE

TOYOTA TSUSHO

TOLL GROUP

CMTF

A&L WINDOWS

PREMIER CRANES

SCHÜTZ AUSTRALIA

DRASOL

ENIRGI

GENIS STEEL

ADVANCED FUEL TANKS

CLUTCH

MITSUI

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- **innovate and achieve business transformation**
- **activate and build brands**
- **increase sales force capability and effectiveness**
- **generate sales leads and acquire new customers**
- **increase share of wallet from existing customers**
- **improve customer experience and build on customer loyalty**

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hard-hitting marketing communications.



OUR CORE MARKETING SERVICES

Market, Competitor and Customer Research

Quantitative and Qualitative
Research Studies

Survey Design and
Methodology

Focus Group Facilitation

One on One Interviews

Competitor / Industry Reviews

Market Share Analysis

State of Market Reports

Marketing Strategy and Planning

Go-To-Market Strategies and
Marketing Plans

Strategic Support and Sales
Development Coaching

Tailored Marketing Content Plans

Value Proposition Work Development
and Delivery System Work

Customer Experience Execution
Strategies

Sales Enablement

Brand and Campaign Development

Brand Development, Identity and
Style Guides

Lead Generation Campaigns and
EDM Communications

Telemarketing, Graphic Design,
Photography, Video Production,
Copywriting and Content work

Industrial Case Studies,
Brochures, Data Sheets, Product
Catalogues, Web Development,
Trade Shows Industry Events,
Print Advertising, Advertorial
Support

“ the cost of
being wrong is
less than the
cost of doing
nothing ”

- Seth Godin

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR CORE CAPABILITIES

INDUSTRY EXPERIENCE

Led by Peter Zafiris, with over 20 years experience in industrial sales and marketing. Peter personally manages all client projects to develop winning marketing solutions to deliver the desired results.

MARKETING SUPPORT TEAM

Surrounded by a talented team of researchers, graphic designers, photographers, videographers, telemarketers and copywriters – Industrial Ideas can help you improve your bottom line with our distinct approach to marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands. That's what we stand for as a marketing consulting agency dedicated to industrials.



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