

A Crash Course in B2B Email Creative



Howard J. Sewell
Spear Marketing Group

Agenda

- Introduction
- Key Principles of B2B Email Creative
- 12 Emails in 12 Minutes
- Key Takeaways
- Additional Resources
- Q&A

Introduction

- 30+ years in B2B marketing and demand generation
- President, Spear Marketing Group
- Full-service B2B demand generation agency
- 50+ staff with clients nationwide
- 90% B2B tech clients
- Named to list of Top US agencies: 2015-1019



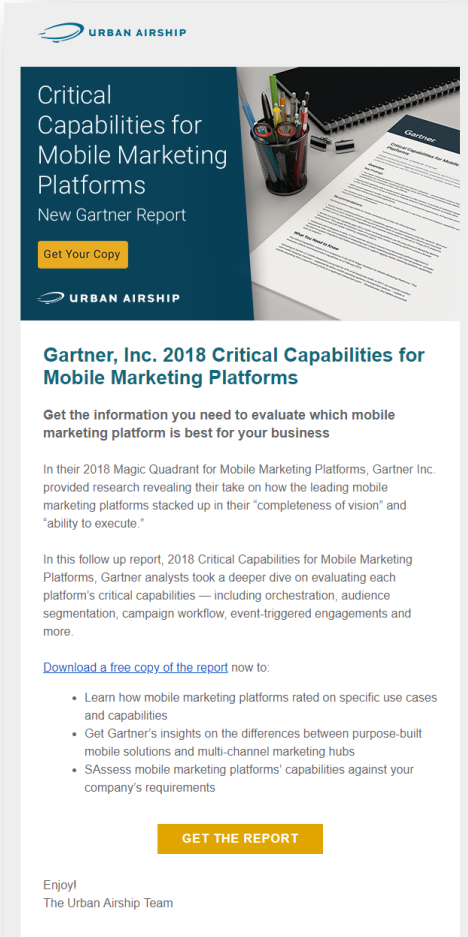
Key Principles of B2B Email Creative

- What, Why, How
- Sell the Offer, Not the Product
- FOCUS: 1 Offer, 1 Message, 1 Call to Action
- Drive Action, Don't Just Relate Facts
- Grab the Reader Early (Visuals, Benefits, No Long “Set Ups”)
- Call to Action: Early & Often (Buttons + Text Links)
- Make Copy Count (Are These Words Contributing?)

12 Emails in 12 Minutes

Urban Airship

- Offer front and center, including photo
- Headline is a topic, not a benefit
- Logo appears twice
- Paragraph about last year's report?
- 2 CTA buttons, 1 text link
- Enjoy!



The image shows a promotional email layout for Urban Airship. The top section has a dark blue background with the Urban Airship logo in the top left. The main headline is "Critical Capabilities for Mobile Marketing Platforms" in white, followed by "New Gartner Report". A yellow "Get Your Copy" button is positioned below the headline. To the right of the text is a photograph of a desk with a spiral notebook, a pen holder, and a Gartner report. The bottom section has a white background with the Urban Airship logo in the top left. The headline is "Gartner, Inc. 2018 Critical Capabilities for Mobile Marketing Platforms". Below it is a sub-headline "Get the information you need to evaluate which mobile marketing platform is best for your business". The main body text discusses the 2018 Magic Quadrant for Mobile Marketing Platforms. A link "Download a free copy of the report now to:" is followed by a bulleted list of benefits. A yellow "GET THE REPORT" button is at the bottom, followed by the text "Enjoy! The Urban Airship Team".

URBAN AIRSHIP

Critical Capabilities for Mobile Marketing Platforms

New Gartner Report

[Get Your Copy](#)

URBAN AIRSHIP

Gartner, Inc. 2018 Critical Capabilities for Mobile Marketing Platforms

Get the information you need to evaluate which mobile marketing platform is best for your business

In their 2018 Magic Quadrant for Mobile Marketing Platforms, Gartner Inc. provided research revealing their take on how the leading mobile marketing platforms stacked up in their "completeness of vision" and "ability to execute."

In this follow up report, 2018 Critical Capabilities for Mobile Marketing Platforms, Gartner analysts took a deeper dive on evaluating each platform's critical capabilities — including orchestration, audience segmentation, campaign workflow, event-triggered engagements and more.

[Download a free copy of the report](#) now to:

- Learn how mobile marketing platforms rated on specific use cases and capabilities
- Get Gartner's insights on the differences between purpose-built mobile solutions and multi-channel marketing hubs
- Assess mobile marketing platforms' capabilities against your company's requirements

[GET THE REPORT](#)

Enjoy!
The Urban Airship Team

Urban Airship

- No visual consistency
- No image of the offer
- Form above the fold
- Repeats email copy



Gartner, Inc. 2018 Critical Capabilities for Mobile Marketing Platforms

Get the information you need to evaluate which mobile marketing platform is best for your business

In their 2018 Magic Quadrant for Mobile Marketing Platforms, Gartner Inc. provided research revealing their take on how the leading mobile marketing platforms stacked up in their "completeness of vision" and "ability to execute."

In this follow up report, 2018 Critical Capabilities for Mobile Marketing Platforms, Gartner analysts took a deeper dive on evaluating each platform's critical capabilities -- including orchestration, audience segmentation, campaign workflow, event-triggered engagements and more.

Download a free copy of the report now to:

- Learn how mobile marketing platforms rated on specific use cases and capabilities
- Get Gartner's insights on the differences between purpose-built mobile solutions and multi-channel marketing hubs
- Assess mobile marketing platforms' capabilities against your company's requirements

Gartner Disclosure

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Get the Report

Email *

First Name *

Last Name *

Company *

☐ I'd like to speak with someone today
☐ Receive updates and newsletters

[Download Now »](#)



© Copyright 2018 Urban Airship. All rights reserved.

[Terms and Conditions](#) [Privacy Policy](#)

Cision

- Needs hard-hitting headline
- Sub-head (“As of 2017 ...”) and the next two paragraphs are just relating facts. Why do I need to know this?
- Competing CTAs



Complimentary Cision White Paper:

Leverage the Impact of Social Insights to Inform Content and Messaging Strategy

**As of 2017, 81% of the world population had a
social media profile.**

Though people are sharing selfies and brunch pictures, they are also increasingly engaging in intelligent, meaningful conversations that brands can harness for strategic social media monitoring. If a brand isn't analyzing social, there is a strong chance they are going to miss a majority of the conversation now and in the future.

The volume of conversation that is taking place may seem intimidating to track, but with the right strategies and proper media monitoring tools, you can build audience personas, track influencers along the path to purchase and leverage social data for a more targeted business strategy that hits your bottom line.


To help you along the way, Cision published a white paper on [how to leverage social monitoring](#), with step-by-step expert tips.

READ THE WHITE PAPER

DEMO CISION MONITORING

Localytics

- Header: Why, What, How
- First 2 paragraphs just relate facts; they're disposable
- Header says "ebook," body copy says "guide"



eBook

How to Optimize Your Mobile Marketing Strategy For Omnichannel Success

The Future Is Here. The Future Is Omnichannel.

Get it now

Localytics

90% of the world's data has been generated over the last 24 months. Enterprise brands have collected **more data than they know what to do with**. Many brands are struggling to provide a consistent brand experience across their digital and physical channels.

The **top challenges facing brands building a true omnichannel experience** are: lack of customer analytics across channels (67%), siloed organization (48%), poor data quality (45%), and inability to identify consumers across brand touchpoints (45%). *Source: Periscope™, a McKinsey Solution.*

Our new guide explains [how to optimize your mobile marketing strategy for omnichannel success](#). In this free guide, we'll cover:

- How innovative brands are delivering **true omnichannel experiences**
- Advice on how to take advantage of **1:1 advertising**
- Why enterprise brands should **integrate mobile and email channels**
- Why **location-based marketing** is essential for customer engagement
- Tips on how to use technology to **transform your in-store experience**

[Download this guide](#) to access practical advice that will help you build a truly customer-centric marketing strategy that delivers highly personalized experiences at every touchpoint.

Get Your Copy

Localytics

- Visual consistency
- Short form front and center
- Content preview: great idea, makes the offer “real”
- Logos are a distraction

How to Optimize Your Mobile Marketing Strategy For Omnichannel Success

The Future is Here. The Future is Omnichannel.

GET YOUR COPY

☒ Subscribe to our Mobile Engagement Blog.

22 PGS

In today's always-on economy, consumers are demanding more from brands than ever before. They expect a seamless, fluid experiences at every touchpoint.

So how do you compete in this brave new world? ***Deliver a true, omnichannel experience.***

In our new guide, we analyzed the **trends and data behind customer-centric marketing**. It covers how to connect each brand touchpoint to deliver highly personalized experiences that add indisputable value to customer lives.

Inside, you'll find out how:

- **Capital One and HSN** are delivering **true omnichannel experiences**
- **Adidas** is using **t-1 advertising** to boost discoverability and fuel in-app conversions
- **Location-based marketing** can influence in-store purchases
- **Macy's** is **breathing new life** into its department stores with **cutting-edge technology**

Get your free copy, and get ready to build a truly customer-centric marketing strategy.

The Best Marketers Succeed With Us

Media & Entertainment

Commerce & Travel

Finance & Technology

Certify

- Pre-header copy
- Header: What, Why, How
- Creative button copy
- Salutation: is it needed?
- Mike – do I know you?

How to build a truly customer-centric marketing strategy - "eMarketer FYI" is part of

Mike Lamberti

Here's what you need to know about corporate travel in 2019 [1 CPE Credit]

Join Ernie Humphrey & Certify to stay on top of the latest trends for expense

12/6/2018

eMarketer FYI

Join Ernie Humphrey & Certify to stay on top of the latest trends for expense management in 2018. This is a promotional email from Certify.

Register now: [Click Here](#)

WEBINAR INVITE

Essential Elements for Better Corporate Travel in 2019

December 13, 2018 at 2:00pm ET / 11:00am PT

Webinar attendees will earn 1 CPE credit

save my spot



certify ✓

Dear Howard,

If you want to get the best out of your employees, you must meet their needs no matter where in the world they work. This includes looking ahead to develop policies that protect the company, while enriching the traveling employee's life on the road.

Join Ernie Humphrey, CEO of 360 Thought Leadership Consulting, for a presentation on the biggest trends in corporate travel and how finance leaders can build future-proofed travel policies that help manage spend and cuts costs—without sacrificing employee happiness.


In this webinar, you'll learn:

- The most popular vendors in North American business travel and expense in Q3 2018—and the technology brands transforming the T&E landscape
- How to craft a corporate travel policy for 2019
- Budgeting, controlling costs, and the role of data analysis in travel spend
- Duty of care, ease-of-use, and traveler happiness as a business metric
- How the right technology will help you manage compliance and improve policy adoption

save my spot

Equinix

- “Watch Replay” (of what?)
- First paragraph is just a lecture
- “Watch now and learn” (watch what?)
- Full contact information: distraction
- Competing CTA (download)

EQUINIX


Get digital ready or get left behind

Learn How Digital-Ready Companies Drive Competitive Advantage


[WATCH REPLAY](#)

Drive Competitive Advantage with Interconnection

Digital transformation is accelerating for every company in every industry, everywhere around the world. As a part of this necessary transition, people, software and machines are creating and consuming data faster and in more distributed locations than ever before. Delivering valuable insights to drive digital business advantage, the second annual [Global Interconnection Index \(GXI\)](#) analyzes traffic exchange globally. According to this market study published by Equinix, Interconnection—direct and private traffic exchange between businesses—is becoming the de facto operational method for companies in today's digital world. We've broken down the key findings into a webinar presented by:



Ernie Hammetts
451 Research Chief Analyst




Steve Madden
Equinix Senior Director
Solution Marketing

Watch now and learn:


- How converging industry trends are driving the demand for interconnection bandwidth.
- How global interconnection bandwidth is outpacing internet growth by 10x.
- The regionally specific trends that are expanding interconnection bandwidth volume.
- The four classes of interconnection use cases that businesses must adopt for optimizing distributed infrastructure to achieve a digital-ready environment.

You'll gain essential insights on why you need to get digital ready or get left behind.


Regards,
Tony Bishop
Vice President, Global Vertical Strategy and Marketing
[866-393-8447](tel:866-393-8447)
tony.bishop@equinix.com
in 

Read the Global Interconnection Index Volume 2

[GET THE GXI](#)





GET DIGITAL
READY OR GET
LEFT BEHIND
Drive Competitive Advantage
with Interconnection
to Stay Ahead



© 2019 Equinix, Inc. All rights reserved | [Equinix.com](#)

ZoomInfo

- Header: What, Why, How
- Swap headline & sub-head?
- Salutation: not needed
- No text link in body copy
- “how three organizations used ZoomInfo ...”



Three case studies for the price of one eBook - on us.
Discover how leading organizations banked on data quality and won

[Access eBook](#)

Hi Howard,

Too many of today's marketers have neither the time nor the resources to implement an effective data quality management process. *Not good.*

At the same time, organizations that do bank on data quality experience an increase in productivity, effectiveness, and ROI. *All good outcomes.*


So, if you're into doing some good, it's time to give your budget another serious look. Oh, and read this latest eBook to uncover how three organization used ZoomInfo to continuously update, confirm, and append contact and account data to drive omni-channel success.

Get it? Got it. *Good.*

[Access eBook](#)

Oath

- What's the offer?
- Body copy is a long lecture; no CTA until the very end
- “Tell me more” – what happens?



Oath:

4 ways machine learning can elevate your brand

Our devices are getting smarter, making people expect more and demand relevance. In a world where personalization is the key to capturing attention, effective marketing has to understand and adapt to human behavior in real time.

Brands that are able to target the right person, with the right message, at the moment of intent create more meaningful connections with real people, and this is where machine learning comes into its own.

Machine learning can empower brands to make smarter ad buys that drive better results. As a result, DSPs are raising it in every conversation. But how can marketers really distinguish unique value from the buzz surrounding machine learning and use data to deliver exceptional personalized experiences?

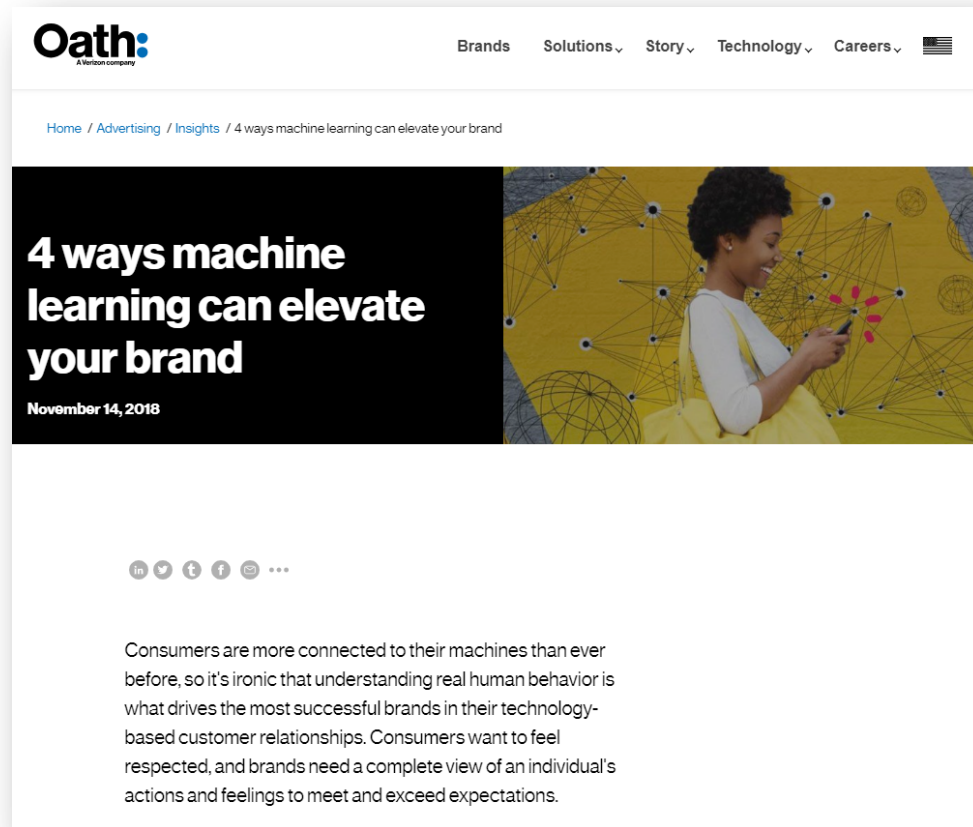
Here are four questions to ask yourself about machine learning as you look to maximize the impact of your performance advertising solutions.

[Tell me more](#)

Oath:

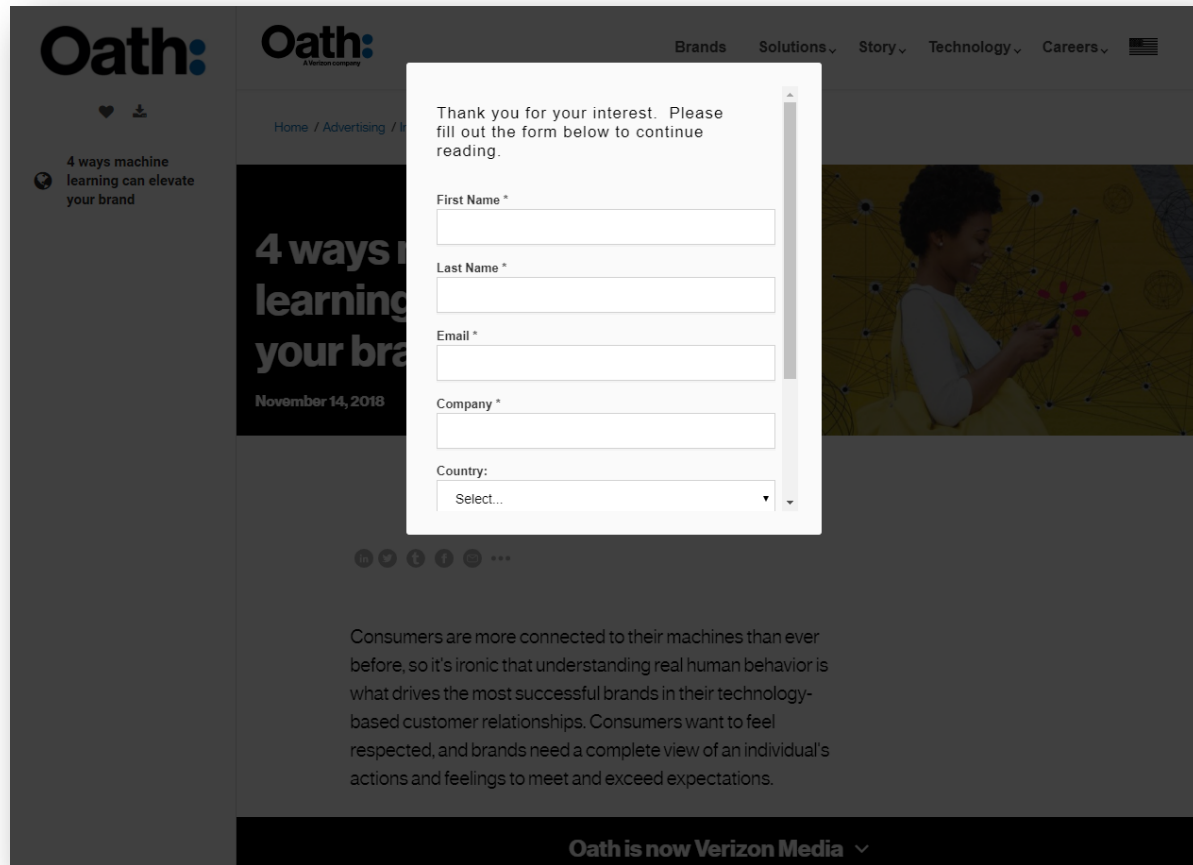
Oath

- Turns out the offer is a blog post!




Oath


- But no ...
- If you're going to offer ungated content, don't trick people



Vibes

- Competing CTA above the header (demo)
- Headline delivers a concrete learning benefit in quantitative terms
- Body copy drives action immediately (“Join us ...”)
- 3 strong bulleted benefits (“... you’ll learn”)
- Footer links compete with primary CTA

[SCHEDULE A DEMO](#)



Kwik Trip's Top 3 Mobile Engagement Strategies

Webinar | November 29th, 2018

Join us for a fireside chat this Thursday so you can get insights into [Kwik Trip's Top 3 Mobile Engagement Strategies](#) that have created significant ROI for the brand.





During this conversation on **November 29th at 1pm CT** you'll learn:

- How the company moved from a SMS only approach, to include a multichannel approach with Mobile Wallet and Push messaging
- Why SMS is by far out-performing email conversions
- The types of in-market programs that have been the most successful and what opportunities Kwik Trip has identified

[SAVE MY SEAT](#)

Not able to join us live? [Register anyway](#) and we'll send you a copy of the recording.


WEBINARS GUIDES BLOG PRESS



Don't want to receive future emails? [Unsubscribe here](#).
300 W. Adams Street - 7th Floor, Chicago, IL, 60606

Workato

- If you're offering a demo, sell it!
- Bullets are simply a list of features
- Sell demos like Webinars: who's speaking? What's the format?
- Salutation and "We look forward to speaking with you ..." are just taking up space



PRODUCT HOUR

Demos, how-to's & best practices

Back to Basics: Recipes for Work Automation II

11 AM PST | September 20, 2018

Hello Howard,

In this Product Hour you will learn about:

- Handling errors/exceptions
- Troubleshooting and Job Reports
- Data types, mapping, and formulas
- Using lookup tables for cross-referencing


We look forward to speaking with you soon!


Workato Product Team

[SAVE MY SPOT](#)

Campaign Monitor

- Headline is a topic, not a benefit
- “As a marketer ...” = telling me something I already know
- “In this guide ...” – what guide?
- Eliminate social buttons





Email Marketing Strategy Challenges of the Modern Marketer




As marketers, it's easy to fall into a state of constant execution—always focusing on the daily to-do list and moving quickly from one campaign to the next. But because marketers are so often in execution mode, they face several challenges when it comes to making the most of their long-term email strategy.

In this guide, you will learn:


- How to tackle the top challenges facing email marketers.
- The best ways to increase subscriber engagement.
- Quick tips for making the most of your customer data.

[GET THE GUIDE](#)

Follow Us:



9 Lea Ave
Nashville, TN 37210 United States
[888.533.8098](tel:888.533.8098)





Glassdoor

- Headline adds visual interest and delivers is a clear learning benefit
- Needs to identify the offer
- Salutation!
- Quick set-up; lost opportunity for a text link



Engagio

- Header: What, Why, How
- Who is this person?
- Body copy starts with immediate benefit: “Add some sizzle ...”
- Everything in this email offers a benefit or drives action
- “Keep engaging”



WEBINAR

3 Tips to Ignite Your ABM Initiatives

Thurs, Feb 7 | 10am PT

[Register Now](#)

Hi Howard,

Add some sizzle to your ABM programs! Join us on [Thursday, February 7 for a webinar](#) on how to fire up your ABM initiatives. We'll review three essential tips to ensure ABM success and effective collaboration between Sales, Marketing and Customer Success teams. You'll also get an inside look at real-world ABM programs and meeting-to-conversion rates.




[REGISTER TODAY](#)

[Attend to learn how to:](#)

- Align Sales and Marketing teams using a simple checklist
- Penetrate target accounts with personalized Plays
- Report on ABM success with the right metrics

Join us to turn up the heat!


Keep Engaging,
The Engagio Team




© Copyright 2019 Engagio Inc. All rights reserved.
Engagio Inc. 181 2nd Ave, Suite 200, San Mateo, CA 94401

Engagio

- Form front and center (pre-populated)
- Re-state the offer
- Quick summary/re-statement of benefits
- Speaker photos always make event more “real”





Webinar

Email Marketing Best Practices for Account Based Marketing


Tuesday, February 26 at 10am PT


Email is one of the most popular marketing channels because it works! It is still a very effective tactic to create engagement and reach your buyers. **Join Engagio and LeadGnome for a webinar on Tuesday, February 26 at 10am PT** to learn how to combine email marketing with an account-based strategy to increase results and accelerate the buyer's journey. We'll share top tips to penetrate and expand into accounts to generate revenue.

Attend to learn:

- How to prepare your data for effective campaigns
- Best practices for connecting with buyers within target accounts
- Follow up strategies including timing and data mining

Register to save your spot!


Charm Blanchini
Head of Global Demand
Engagio


Matt Benati
CEO at LeadGnome
LEADGNOME

Register Today




☐ I'm interested in checking out Engagio - Please have someone reach out!

Register

By filling out this form, you agree to our privacy policy.

© 2019 Engagio Inc. All rights reserved. System Description · Status · Terms of Service · Privacy Policy

Made with ❤️ in San Mateo.



Key Takeaways

- Mention the offer immediately & include an image if you can
- Grab the reader early: What, Why, How
- Think benefits, not topics or facts: what's in it for the reader?
- Repeat CTA multiple times in button and text (link) form
- Don't take too much time to "set up" the offer
- Don't lecture!
- Avoid "alternative" CTAs and other distractions: focus!
- Landing pages: short and sweet! (visual consistency, form front and center, quickly re-state benefits)

Additional Resources

- Slide deck or questions: howard@spearmarketing.com
- Spear blog (The Point): www.spearmarketing.com/blog
- Spear resource center: www.spearmarketing.com
- Come by the Spear booth

Q&A

howard@spearmarketing.com