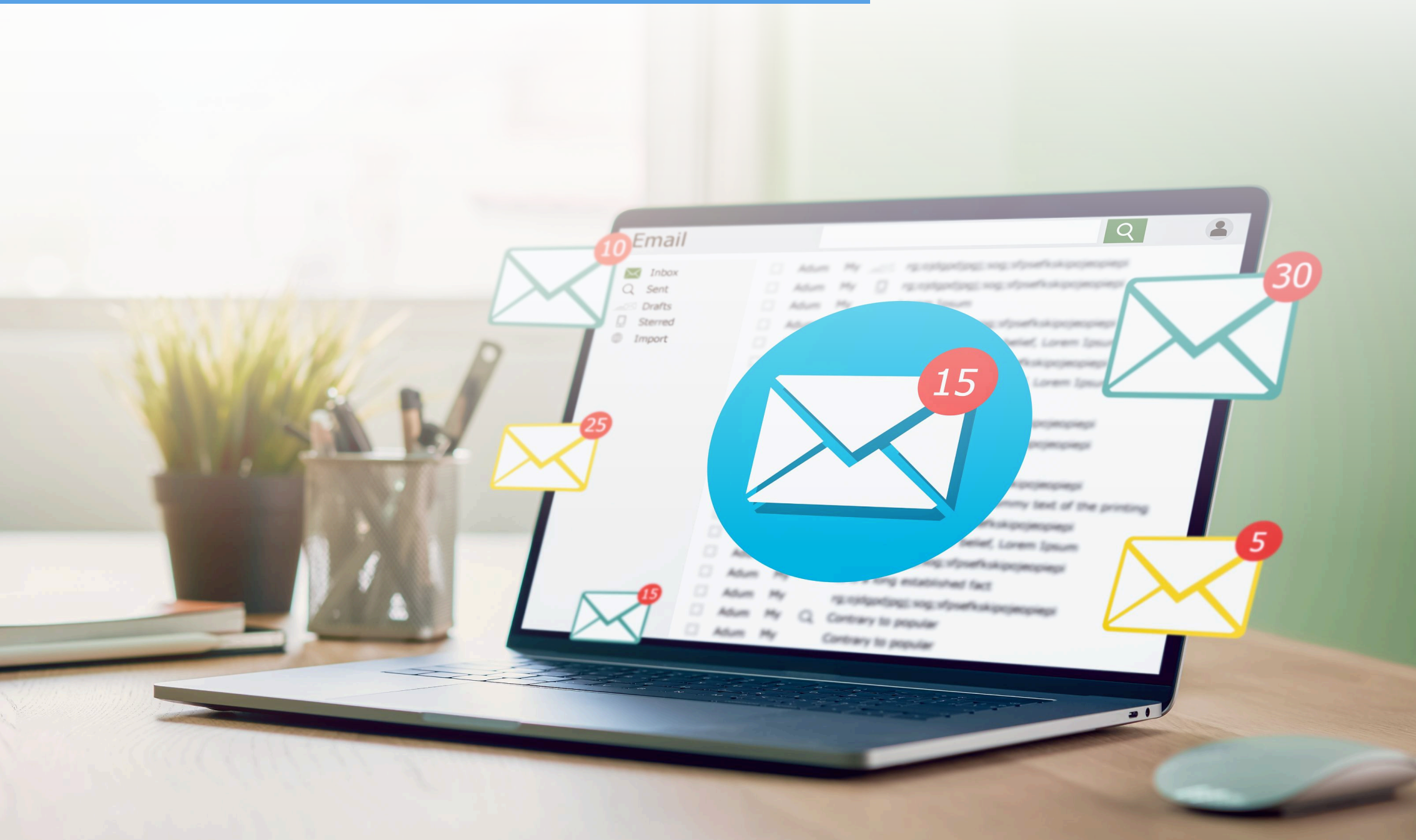




THE 4-MINUTE EMAIL TEST

for large senders



INTRODUCTION

what's the most effective digital channel in your b2b marketing program?

If you didn't say "Email Marketing," maybe it's because you're doing it wrong.

No offense, folks – but if you still use email like it's 1999, or even 2019, you should know the email universe has evolved way beyond just sending one message to every email address on your list.

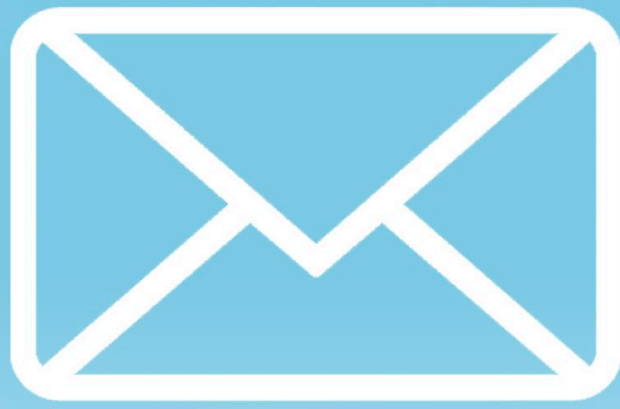
Today's email marketers have to manage their programs from end to end – from acquisition to content, retention and reactivation, all the way through to conversion and loyalty. Instead of relying on the old marketing-funnel formula, today's successful email marketers practice a focused and strategy-driven approach, one that incorporates these elements:

you can understand where your customers and prospects are in their buying journey with your brand

you have a plan to reach each subscriber with the right messaging

you have a plan to reach each subscriber with the right messaging

THAT MIGHT SOUND LIKE A TALL ORDER. BUT THIS GUIDE IS DESIGNED TO HELP YOU UNDERSTAND WHERE YOUR EMAIL MARKETING PROGRAM IS NOW AND WHERE YOU WILL NEED TO GROW SO YOU CAN USE EMAIL TO REACH THE BUSINESS OBJECTIVES THAT KEEP YOUR COMPANY MOVING FORWARD.



WHAT YOU'LL LEARN

email marketing is more than sending messages to a list of email addresses.

You need much more to deliver all of the benefits that email can provide. Here's what you'll learn in this guide:

1. Where your company stands in the race to create email marketing programs that serve your customers and your company. Our assessment covers 10 essential data capabilities, from the insights you draw on your customers to the percentage of customer data your email uses to drive interest and engagement.

2. What you can do now to close the gap between your present email marketing program and where you need to be. You don't have to blow up your entire email program and start over! You'll discover building blocks you didn't know you had and find out where you could build cooperative efforts with other teams.

3. Why email marketing still matters - and why it's more important than ever. Despite all the dire predictions of email's impending death, it's better than ever at engaging customers and driving revenue and results for your brand.

4. How we can help you and your marketing team achieve greater results. We're not embarrassed to say we at RPE Origin know email, and our experience has helped us map out success for clients across the entire email spectrum. If you want more details about anything you read in this guide and how they relate to your specific program, give us a call, no obligation.



YOUR 4-MINUTE ^(top) EMAIL MARKETING

SELF-ASSESSMENT

Today's successful email marketers have developed a whole new mindset that looks at email for not just what it can do for the company but how it can serve customers better.

Is your company up for the challenge?

Take our 10-question self-assessment to discover whether your company is ready to compete in this new world of higher performance and greater customer expectations and what you might need to work on . . .



1

do you know who your best customers are?

WHY IT MATTERS

All customers aren't created equal. So, you need email strategies and tactics to market effectively to different categories of customers, like these:

regular shoppers who buy on impulse or at full price

bargain-hunters who won't even click without an incentive

customers who buy occasionally but rack up large orders when they do

customers who buy only one of your product lines or who buy across several lines

loyalty program members who haven't converted for a while

How clearly does your customer data reveal these and other variations among your customers? Successful email marketers call on their data to understand their customers better and to adjust their messaging to fit those profiles.

PANDEMIC ALERT!

What you know about your customers likely has changed over the last two years. If you haven't updated your customer profiles, buyer personas or other categorizations, take time now or as part of your email marketing re-evaluation to understand where your customers are now, in their lives, in the way they use your products or services and how they interact with your brand within and even beyond email.

2

can you use revenue-based metrics to measure marketing success?

WHY IT MATTERS

Many marketers measure campaign success by how many opens and clicks they generate. But those don't measure business success (and they're notoriously inaccurate, too).

Both B2C (business to consumer) and B2B (business to business) brands use outcome-based metrics that measure progress to goals or objectives. These usually are tied to revenue or business gained or lost.

For B2C brands that sell directly to customers, these metrics can include revenue or order value per email, total revenue or sales, total number of sales or other conversions and other outcome metrics, both unique to the campaign and in comparison to past campaigns.

B2B brands use similar metrics if they sell directly to their customers or to individual accounts as part of account-based marketing. B2B email marketing also measures prospects' progress through nurture campaigns, tracking metrics such as information requests, sign-ups for webinars or demonstrations or even requests for sales calls.

In both cases, you must be able to track outcomes directly to individuals or accounts. Aggregate or campaign level reporting doesn't give you the precise metrics you need to measure email success accurately.



3

do you have full access to customer data?

WHY IT MATTERS

What percentage of your customer data do your email programs use? Are you using just contact information or basic segmentation? Or can you call on a full view of data for customer engagement?

If you have to request access to data for your messaging platforms, you won't have the flexibility or agility you need to send the right messages at the right time in the right channels to the right people. Work with your data gatekeepers to give you that access or look at platforms that can integrate that data automatically, such as a customer data platform.



4



do you use progressive profiling to increase your data knowledge about each customer or prospect on your list?

WHY IT MATTERS

Data is the foundation of any marketing program, whether B2C or B2B. In today's email environment, it's an absolute requirement to be able to collect and tag data to specific email addresses and to build on that data to send more personalized messages to individual customers.

Progressive profiling helps you build complete data profiles over a longer time. Long customer surveys or detailed preference center forms might be easy for you to manage, but they can turn off customers, especially if you ask a lot of questions on sensitive topics early in the relationship.

With progressive profiling, you ask one or two relevant questions at a time and then follow up with one or two more questions that build on those answers. Rinse and repeat – and you'll be able to collect the kind of first-party data you need to understand your customers better and send messages that are more meaningful.



5

do you have a marketing automation platform that can drive your messaging plans?

WHY IT MATTERS

Today there's almost no excuse for a company to use an email platform that relies on manual sending. Even the most basic platforms, like Mailchimp, offer basic triggered journeys like a welcome email or abandoned-cart reminders.

But today's customers expect to see their data – preference, behavior and more – reflected in the messages your brand sends, and it's nearly impossible to do that on a large scale. For that, you need a marketing automation platform that can integrate customers data with messaging to select which messages to send when and to whom.



6

can your automation platform distinguish between high-intent and low-intent prospects?

WHY IT MATTERS

Email marketing succeeds when it can detect what customers will do before they do it. In other words, your email program should be able to pick up on **intent signals**.

Many B2C or ecommerce email marketing programs have a browse-abandonment email journey, which triggers one or more email messages when the system spots a customer who browses a web page but leaves before converting.

A browse-abandonment journey is easy to set up if your marketing automation platform and CRM engine are compatible. But browse abandonment often can't tell the difference between customers who are idly visiting product pages and customers who are on the hunt for a specific product or service with credit cards in hand.

A successful email marketing program can detect and decode different intent signals using tactics like high-value search keywords and send messages that speak directly to the customer's needs.

7

can you figure out when prospects are in silent periods?

WHY IT MATTERS

A “silent period” is the stage in the B2B sales process when the marketing team stops sending messages (email, social, remarketing, advertising) to targeted customers to allow the sales team to do the work needed to close a sale.

Your message strategy should build in these silent periods, and your marketing platform should automatically start and stop messages during them. A corollary need: Being able to figure out when a prospect goes quiet and when to begin reactivation.



can your email programs nurture prospects when they engage?

WHY IT MATTERS

Email is an efficient channel to keep prospective buyers interested and involved with your brand until they're ready to purchase. This is a major concern in B2B, where email can nurture leads through the marketing process until they're qualified to hand over to sales for closing.

But marketing and sales need to work closely together to be sure the messages and other content served up to prospects in these nurturing programs will help them continue through the process.

This is essential, both to retain qualified prospects and to sift out those who aren't ready for a sales call or aren't a good fit for the brand.

Many advanced email marketing efforts fail because there's no leadership or buy-in on one side or the other. Both sales and marketing need access to each other's data to understand what's happening in the process, what works and what doesn't and what's trending.





9

have you set up reply handling on your automated emails?

WHY IT MATTERS

Most companies use **automated reply handling** because the sheer volume of email replies is overwhelming, especially on the B2C side. On the B2B side the volume should be lower. So, take some time to scroll through the replies and look for anything that requires personal attention.

PS: If “no-reply” shows up in your sender address, **change it right now**. That’s a guaranteed turn-off to anybody, even regular customers.



10

do you wait for customer permission to begin messaging?

WHY IT MATTERS

Getting the email address – the one customers check most often and value highest – is **Job One** for permission. It's the opening gambit. Without it, you might not only violate the law but also endanger your continued ability to reach your customers' inboxes.

The United States is one of the few countries that allows opt-out messaging, but even strict email laws like Canada's Anti-Spam Law and the EU's General Data Protection Regulation allow businesses a little latitude around the opt-in.

That doesn't matter to your prospects, though. If you message relentlessly without an explicit opt-in, you'll turn off your prospects at best and end up on blocklists or get slapped with violations and high penalties at worst. Get the opt-in!



ASSESSING YOUR ANSWERS

IF YOU SAID “NO” TO EVEN ONE DATA-RELATED QUESTION, YOU’VE IMMEDIATELY IDENTIFIED AN AREA WHERE YOU NEED TO STEP UP YOUR USE OF DATA FOR EMAIL.

But it’s not as hard as you think to get the ball rolling! An email-marketing expert can show you what you need to start improving now and what could wait until you fix the fundamentals.

In the next section, you’ll find out why these questions are so timely right now and how they relate to your email success.

WHY EMAIL MARKETING MATTERS

more than ever

EMAIL IS STILL A COST-EFFECTIVE WAY OF REACHING AUDIENCES AND DRIVING OUTCOMES.

First they said social media would kill off email. Then Facebook messaging. Then video marketing. The Millennials hate email. Their younger brothers and sisters in Generation Z hate email.

They're all wrong.

Email marketing helps organizations acquire and retain customers, build businesses and make more money. That's why your company must invest in effective email marketing. However, you'll make more money and use email more effectively if you use a strategic approach that both harnesses and respects the channel's power.

Email continues to dominate among marketing channels.

B2B and B2C marketers agree email is essential.

More than 90% of respondents to a Litmus survey said email is at least "somewhat critical" to their companies' overall success, and 41% said it's "very critical." That's 30% higher than pre-pandemic sentiment in 2019.

Email serves up first-party data.

The email address is the epitome of data given by the consumer instead of inferred from a third-party cookie. Both B2B and B2C marketers use preferences and email campaigns to collect this first-party data so they can understand their customers better, and target and personalize messages better, whether in email or other marketing channels.

EMAIL ISN'T GOING AWAY

Customers prefer email. Email is the number 1 channel for consumer communications from brands, with social media a distant second.

Here are recent forecasts through 2025 for email markets and use from research firm **Radicati**:

THE NUMBER OF EMAIL USERS WILL INCREASE FROM MORE THAN 4.1 BILLION USERS IN 2021 TO 4.5 BILLION.

DAILY EMAIL VOLUME, BOTH INDIVIDUAL AND COMMERCIAL, WILL GROW AN ESTIMATED 4% A YEAR.

EMAIL REVENUE WILL GROW 15% - 17% YEAR TO YEAR, FROM \$54.8 BILLION IN 2021 TO \$97.1 BILLION IN 2025.



RPE ORIGIN CAN HELP YOU TUNE UP YOUR EMAIL MARKETING TO MAKE IT MORE EFFECTIVE

we know email

Communications evolve, shouldn't the agency model evolve as well? RPEOrigin pushes the art of marketing evolution by rethinking how an agency partner can best serve the modern marketer. We are built from an exclusive set of email SME's that connect digital and data-driven communications together in service to the individual customer and provide the perfect mix of expertise and action for today's agile, results-driven companies. Over the last 17 years, it's a approach that's worked for some of the best-known organizations in the world.

As the only vendor agnostic, end-to-end email agency in the space, our foundation was focused on migrations of enterprise companies. Over the years, we've evolved into much more than that into strategy, design, data-sciences, and program management.

WE WOULD LOVE TO TALK TO YOU ABOUT HOW WE CAN BRING INDUSTRY LEADING STRATEGIES & TACTICS TO YOUR PROGRAM:

HELLO@RPEORIGIN.COM

US: 833-FOR-RPEO

UK: +44 1865 58 9541

