7 Steps to Jump-Start Your Email Marketing Strategy

A Step-by-Step Guide to Email Marketing for Lead Generation

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Introduction

Email marketing is a crucial component of any comprehensive B2B marketing plan (See on next page: MarketingSherpa chart on effective marketing tactics from its 2011 B2B Benchmark Report).

When implemented correctly, a strategic email marketing initiative can expand your sales conversation to a broader audience while building loyalty with your existing client base.

The trick is knowing how and when to communicate with your contacts so your email marketing efforts work in your favor, garnering more leads and opening more lines of communication between you and your target market.

What You Will Learn

This eBook lays out the basics for starting an email marketing plan that will energize your lead generation efforts, build more buzz around your business, and strengthen your relationships with clients and prospects.

Learn how to:

- Build and segment your contact list for better results
- Craft strategic content and offers that increase your response rates
- Choose the right email service provider
- Measure your email marketing success
- Leverage your email content across multiple marketing channels

Companies that have yet to launch an email marketing initiative or want to keep their current email marketing efforts consistent will have the tools to begin and maintain a successful email marketing strategy.
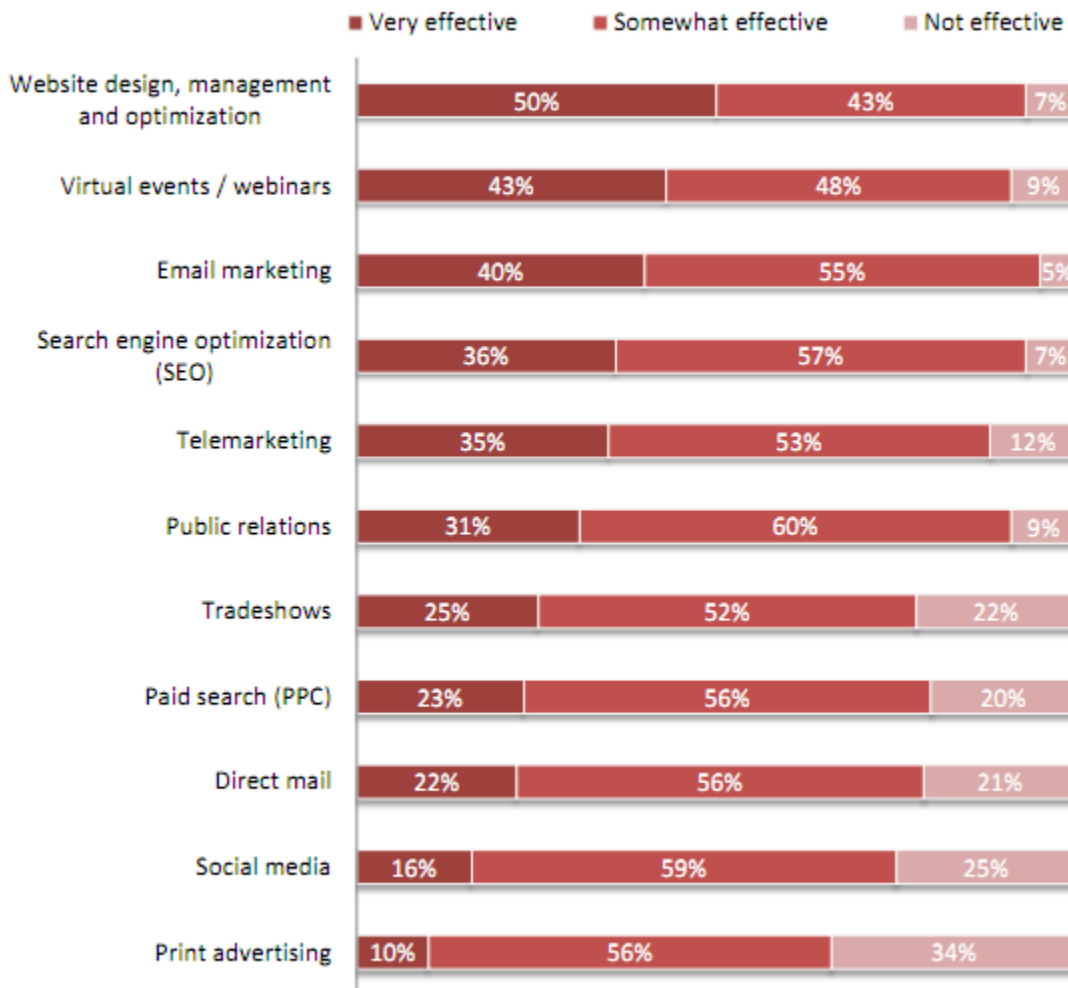
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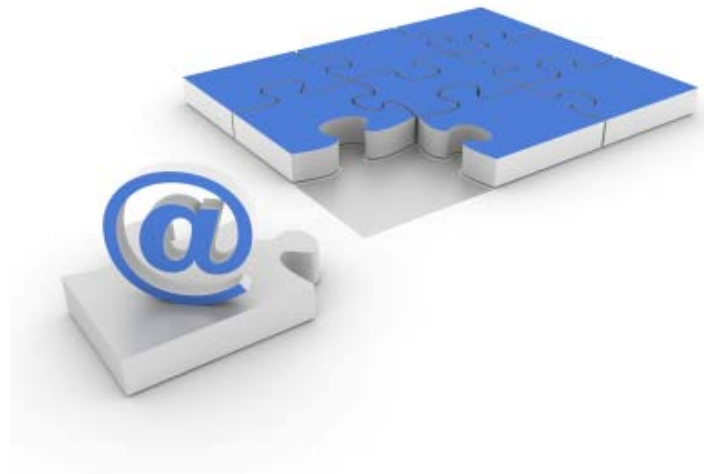
Why Email Needs to Be Part of Your Marketing Mix

While blogs and social media are winning larger and larger portions of B2B marketing budgets, email marketing remains an important and cost-effective solution to drive lead generation efforts and build long-lasting relationships with clients. An expertly crafted marketing email can initiate the sales conversation with valuable leads and help you stay connected to your most profitable clients.

CHART: THE EFFECTIVENESS OF MARKETING TACTICS
Q. Please indicate the effectiveness of the following marketing tactics for your organization.

Marketing tactic	Very effective	Somewhat effective	Not effective
Website design, management and optimization	50%	43%	7%
Virtual events / webinars	43%	48%	9%
Email marketing	40%	55%	5%
Search engine optimization (SEO)	36%	57%	7%
Telemarketing	35%	53%	12%
Public relations	31%	60%	9%
Tradeshows	25%	52%	22%
Paid search (PPC)	23%	56%	20%
Direct mail	22%	56%	21%
Social media	16%	59%	25%
Print advertising	10%	56%	34%

marketing sherpa © 2010

Source: MarketingSherpa B2B Marketing Benchmark Survey
Methodology: Fielded Aug 2010, N=935

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Step One: Define Your Objectives

Before you can create an email marketing campaign that delivers real results, you have to know what you want to accomplish. If you are just beginning to leverage email marketing, it is best to start with a primary objective and build from there. Trying to do too much with a limited number of contacts runs the risk of abusing your list and turning off prospects before you even have a chance to win them over.

With the right email marketing tools in place, you can build a comprehensive email marketing strategy capable of achieving a variety of objectives. The first step is defining your initial goal:

- Do you want more leads?
- Do you want to inform and educate your audience?
- Do you want to renew relationships with existing clients?
- Do you want to introduce your offerings or enhance your brand and reputation?
- Do you want more sales?

Each of these objectives can be met using the right type of email marketing. Once you have your primary objective determined, you can easily select which email marketing message will best fit your needs.

Different Types of Email Marketing Messages and When to Use Them

Product or Service Announcement

The primary goal of an email announcing a new product or service is to introduce your product or company. If you are savvy, an announcement email can help generate more leads. Keep your email succinct, and get to the point quickly. Craft a message that focuses on members of your target audience and their needs.

You will receive better response rates when your message emphasizes how your product or service will make their life easier.

To generate a lead from a product or service announcement email, include a call-to-action attached to an offer that goes beyond the usual "Call me if you're interested" request.

Your call-to-action should offer access to valuable content on your website. Do you have a product demo or whitepaper on your site? Let's say you sell security software and are announcing a new update to your solution. In your announcement email, offer access to a whitepaper that proves the need for your updated solution (e.g. "Top Top Ten Vulnerable Areas in Your Network" or "The Five Most Costly Security Risks"). Place the content behind a simple registration landing page with a form to generate leads.

eNewsletters

The easiest and most effective way to build loyalty with and gain trust from members of your audience is to prove you know what you're talking about. A newsletter distributed via email—an eNewsletter—offers the opportunity to establish yourself as a thought leader in your industry by publishing regular articles on topics and trends in your area of expertise.

An eNewsletter is the perfect email marketing tool to inform and educate your audience while building credibility around your brand.

When executed correctly, eNewsletters provide the content your target market wants. In essence, you're giving your audience something they need to enhance their skills and/or grow their business, and they respond by giving you their attention. It's a mutually beneficial exchange that serves both parties.

The size and amount of content in your eNewsletter depends on your resources. It can be as concise as a single 500 to 1,000-word article on a single topic of interest written by you, or as complex as a collection of articles culled from different online content sites. (*Important:* If you choose to include multiple articles from different resources, make sure you have the rights to publish their material.)

You can also re-purpose other marketing content for your eNewsletter. Case studies, an article in a local or trade publication that highlights your company or an employee, a popular blog post, or an upcoming industry event announcement can all be crafted into eNewsletter content.

Remember, your eNewsletter is still a marketing tool. Always include links to different sections of your website that are relevant to the content within your email and archive your eNewsletters on your website so your readers can reference them later.

Besides your primary eNewsletter content, include links to your company blog and social media pages to make it easy for contacts to connect with and follow your organization. Include calls-to-action like "Schedule a call" links for prospects to get in touch easily with your sales team. Share icons (e.g. "Email this article," "Like this article on Facebook," "Retweet this article") should be strategically placed within your eNewsletter so readers can easily spread and evangelize your content across their social media networks.

Offer Emails

Offer emails help you increase sales and maximize exposure by offering discount pricing on products or services and bonus incentives. Even though you are using the offer email to increase sales, it should still be of value to the recipient. Product and service offers are not as valuable to your readers as informative content, but they can generate sales if used sparingly and with care.

Too many "Buy now" emails can negatively affect your response rates. If your audience knows you send discounted pricing offers every day, they won't consider your offer to be valuable. (Also, stay away from the term "Buy now" to avoid spam filters.)

Event Invites

Event invite emails are email marketing campaigns used to drive traffic to a specific event your organization is hosting or participating in, including:

- Exhibiting at a trade show
- Attending a conference
- Hosting a webinar
- Keynote addresses and speaking engagements

These emails are straightforward and should include your company's branding along with the event's details. If it is an event your organization is hosting, ask readers to register for the event beforehand; this way, you'll generate leads with their contact information and have a record for attendance.

Once they register, send a reminder email the day before or the morning of the event. As your attendee lists grow, you can leverage contact information for upcoming event invites as well. To help grow your event invite lists, make it easy for contacts to share invite registration forms with others by adding social media sharing links that can be used on Facebook, LinkedIn, Twitter, etc.

The various types of emails you craft can all be used to build a comprehensive email marketing strategy. As you build out these different types of emails, create templates that can be re-used to keep a consistent look and feel throughout your email marketing efforts.

Step Two: Manage Your Lists

As your business grows, so should your email marketing contact lists. Whatever CRM application you leverage, make the most of it by keeping your contact information up to date. Most any CRM application has an export tool that allows you to nurture your leads and pull lists organized by contact information.

Contact details like name, email address, title, company, market type, and zip code are specifications you can use within your email marketing to better personalize and segment your lists. These lists can then be uploaded to email service applications like HubSpot's Email Manager to send a single email to just a handful of contacts or a personalized email offer to a large portion of your database.

How to Build Strong Contact Lists

Your organization's database of contacts is your most valuable marketing resource. A well managed, clean database that is updated often and regularly scrubbed is worth its weight in marketing gold. Choosing how to build your email marketing lists is an important detail of your overall email marketing strategy.

Should you buy a list?

Without any background information on the list-provider or the list itself, the common answer to this question, from a majority of marketing experts is, "No!" Purchasing a list to dump into your database can be detrimental to your email marketing initiatives. First, you won't know the validity of the emails you are purchasing until you send an email. Second, if you purchase your list from a company without knowing how the emails were collected or exercising any opt-in practices before using the list, you are taking a risk. Not only will your email

efforts be more likely tagged as spam, but your company could be identified as a spammer for sending unsolicited emails.

Co-Sponsored Email Marketing Opportunities

If a company has a list that you know would be beneficial to your marketing efforts, request they send an email on your behalf. It could be an introduction to your company with a call-to-action to subscribe to your eNewsletter or download content. Most online content sites and trade associations have email sponsorship opportunities so you can purchase space in their email marketing programs. This is a safe and valuable method to leveraging third-party email lists.

Pulling Leads From Lead Directories and Databases

As your sales force uses sites like LinkedIn, JigSaw, Lead411 and other lead directories to find leads, these same contact lists can be used to grow your email marketing list. Provide your sales team members with a template email that they can use to send to contacts found in lead directories. The email could have an opt-in registration to your eNewsletter, a link to a whitepaper posted on your site, or other valuable content placed behind a registration page. As these leads are entered into your CRM, make sure they are marked accordingly as prospects and that their information is valid. The best way to maintain a clean list is to enter the correct information from the start.

As your database grows with new contacts, you will be able to customize your email marketing efforts by segmenting your lists and personalizing your messaging for specific contact groups. There are several ways to segment your lists as you begin taking more advantage of them. Keep in mind that better segmented lists drive higher response rates.

Different Ways to Segment Your Lists

By Market

If you sell to various industries, segmenting your email marketing list by market is an effective way to personalize your message and craft content and offers that appeal to your reader. For example, if you sell work uniforms and serve both hospitals and food service organizations, then your message for these two groups should apply to their needs. The email that is sent to hospitals would be customized to discuss scrubs, while your food service contacts would receive information on the best outfits for restaurant employees.

By Business Size

In the same way that a B2C company knows its customer demographics, a B2B organization must have an in-depth understanding of the businesses it is targeting. Using demographics like number of employees or average revenue can help you craft content based on the size of the company so you are promoting the right offer to the right organization.

If you have a subscription service with three different price levels—one for startups, one aimed at mid-sized businesses, and a deluxe service for Fortune 500 corporations—then send each group specific messaging that applies to the subscription level that best fits its needs.

By Location

Is your product or service tailored to a meet the needs of a specific geographic location? If so, then your email marketing should be segmented geographically.

Different Messaging for Clients and Prospects

Even if you choose not to segment your list by any discerning demographics like market, size, or location, dividing your list between clients and prospects is recommended. In the same way that presupposing a prospect already knows about your offering, sending messaging to a client and trying to sell them something they already have is poor email etiquette. It's an easy issue to resolve; simply mark contacts in your database as clients or leads so you can export email lists according to their client or prospect status and utilize relevant messaging for each group.

Your content to these two groups does not have to be significantly different. The purpose is to let clients know you are aware that they are clients, while letting prospects know you understand their needs. Sometimes it's as simple as adding a short greeting to eNewsletter content. The primary content can be the same, but the greeting addresses contacts per their individual status.

You can drill further down into your prospect list by dividing them into two more lists: hot prospects that are further into your sales cycle and cold prospects that have fallen out of the sales process. This way, you can craft messages that convince hot prospects to take next steps toward the completing the sale, while offering less aggressive messaging to cold prospects who need to be eased back into the buying cycle. **The more thoroughly you can segment your lists and personalize your message, the better your response rates will be.**

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Step Three: Craft Compelling Content and Offers

Getting people to read your emails isn't as complicated as you think. Provide strong content combined with valuable offers that benefit your contact's role in their company or their company's position within their industry. Your prospects are just like you; they want to be ahead of the game. The key to successful email marketing content is providing your readers with knowledge and insight and then teaching them how to apply whatever information you have to share.

How to Create Valuable Content

Have you learned something about your industry that would benefit your prospects and customers? Do you have any customer surveys with information about buying trends or industry-related topics? What expertise do you have that could be easily leveraged into content?

There are several ways to pull content from your experience, industry insight, and business practices and package it into valuable marketing collateral. Examples include:

- Case studies
- Surveys
- Industry reports
- Webinars
- Whitepapers
- eBooks

These are all worthwhile resources that your prospects would be willing to give their contact information to receive. A free eBook download, an invite to a webinar discussing topical market trends with a panel of experts, or a case study that

shows how a company in its market achieved a specific objective or overcame a hurdle can all be used to generate leads via your email marketing campaigns.

How to Craft Calls-to-Action That Generate Responses

Once you have content available, build an email campaign around a compelling call-to-action that grabs your readers' attention.

Your call-to-action should be the leading graphic in the email and the first thing they see. For example, position a "Download eBook on Email Marketing" graphic beside bullet points that list what your readers will learn and how they will benefit from the eBook's content. In addition, don't make your reader scroll down to read your offer.

Use your call-to-action as a link to a landing page with content kept behind a simple registration form. Above your form, include an excerpt or summary of the content you are offering. On your registration form, only ask for the information you need: name, email, company, title, department, and phone number. If you want to gauge where the prospect is within your sales cycle, include a drop-down box asking about their timeline for purchasing.

The Ever-Important Subject Line

We all get email and understand how quickly we make the decision to read or delete what appears in our inbox. If you can't get your reader past your subject line, then nothing else matters. How you segment your list, how you personalize your message, the content you create, and the offer you craft is irrelevant if your subject line doesn't work.

To increase your chances of getting your email read:

- Include your company's name in your subject line.
- Don't let your subject line go on forever (45 to 55 characters maximum).
- Include your email offer in the subject line (e.g. "Download whitepaper"; "Read case study"; "Attend webinar")
- Help readers feel like they know you by keeping your subject line format consistent.
- Send emails from the same person, so prospects recognize the sender's name.
- Avoid spam filters by omitting punctuation or words in all caps.

- Avoid words like "free," "credit," "offer" and "act now," as they also trigger spam filters.

While there are words to avoid so your email is not blocked by spam filters, there are also words that can help increase your email's clickthrough rate. Studies show that the words "posts," "jobs," "survey," "week's" and "eNewsletter" receive higher clickthrough rates than "monthly," "headlines," "latest," and "updates."

Chart from HubSpot's Science of Email Marketing

Most Clicked Subject Line Words
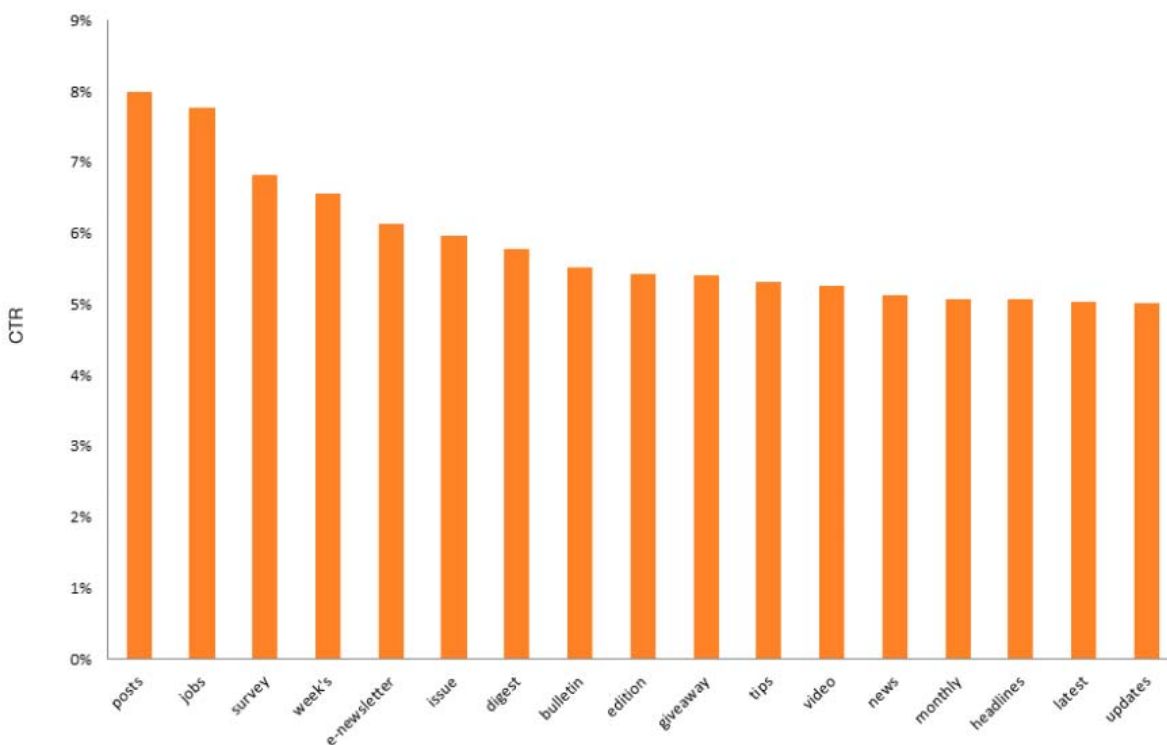
Should you use content from other resources?

Leveraging reports, articles, whitepapers and other content from outside resources can be an effective tool for pulling new leads, but before you use third-party reference material, be sure you have the right to publish and distribute that content.

An even more effective way to leverage external content is to re-purpose what you purchase so it is part of something you have created. Charts, graphs, and

survey reports from credible resources that support your content are valuable tools to use within your collateral.

Another option is to partner with a vendor to create an industry report or ask a client to participate in a case study. Webinars are also valuable, especially when they include a panel of experts from different organizations. (Be sure to list your panel and their area of expertise in your event invite emails.)

Keeping a Consistent Voice Throughout Your Email Marketing Content

Your company's "voice" should reflect the tone and culture of your organization. If you lead a startup where the average age of an employee is younger than 40, then your company voice is most likely personable and friendly without heavy jargon or business-like formality. If your organization has been around for decades and serves institutions like the financial industry or healthcare agencies, your company voice is probably more straight-edged with language that is specific to your business.

Whatever your voice, use it to lead all of your marketing content. Keeping a consistent voice throughout your marketing messaging is especially important when it comes to your emails. People are more likely to engage with someone they know or feel a familiarity toward. Using a consistent voice helps create a connection and level of comfort that makes readers more likely to open your email.

Optimizing Your Email's Design and Layout for Maximum Results

The majority of your email marketing campaigns should be created in HTML to present your company in the best light possible. A professional HTML template that leverages your website's look and feel builds credibility and increases your clickthrough rates. Most likely, your contacts have a sophisticated email-client server so receiving HTML emails does not present an issue (*Note:* You always have the option to include a link at the top of your email that directs readers to a text version).

Even emails that are created to look like text emails sent to single contacts (but, in reality, are sent to multiple email addresses) should be created in HTML so you can be savvy with how you display links and arrange content.

Keep your email content brief and put your offer on top. For eNewsletters with multiple headlines, include a summary of the article with a link to the full news item. Sales emails, event invites, and product announcements should be clear and concise. Break copy into easy-to-read blocks and use bullet points. Make sure the colors you choose for backgrounds and fonts and the size of your fonts offer optimal readability. Light backgrounds with dark-colored fonts work best.

Make sure your emails can be viewed on mobile devices. There is a good chance that your email will be read on a Blackberry, iPhone, or Android smart phone. Take the time to guarantee that your email marketing efforts are mobile-friendly.

Creating an Editorial Calendar for Email Marketing Campaigns

Depending on how often you choose to send emails, keeping a consistent flow to your frequency can be difficult if you don't plan ahead. Using an editorial calendar for your email marketing campaigns makes it easy to organize content and schedule accordingly. Include topics that are relevant to time-specific events happening in your industry, and offer teasers for what's coming in the next email.

Chart from HubSpot's Science of Email Marketing

Most Abuse Reported Subject Line Words
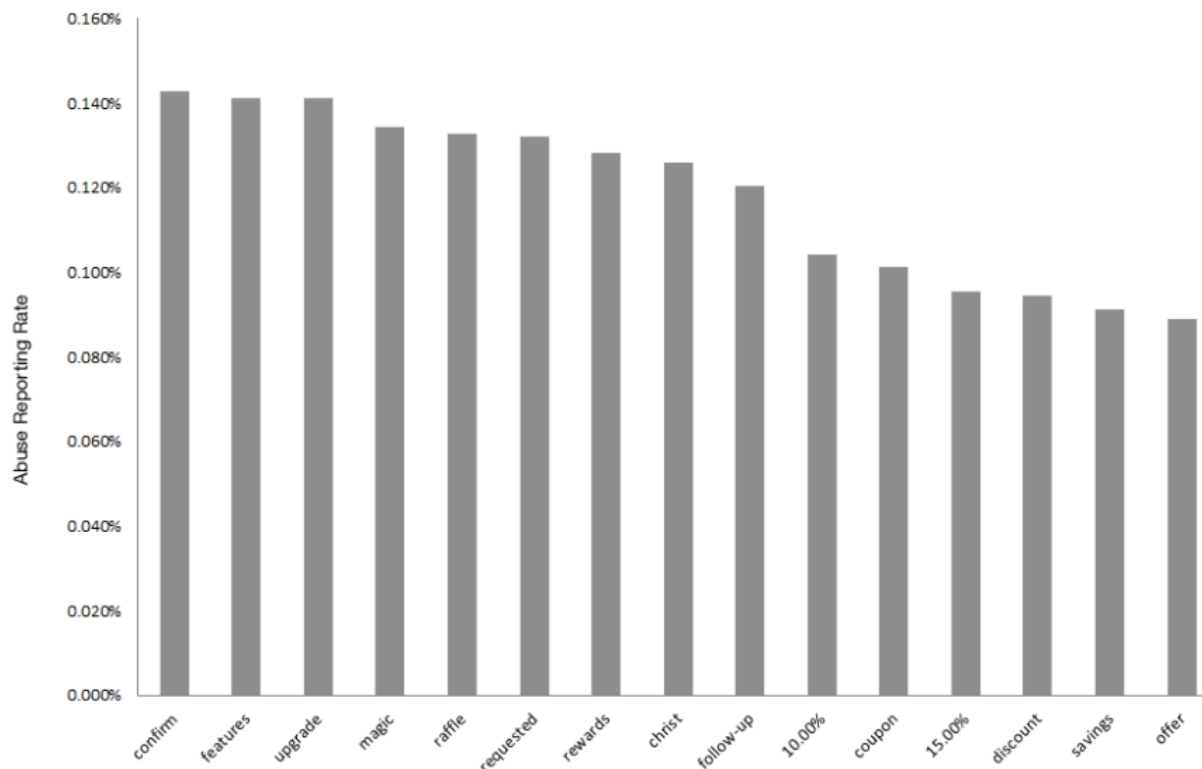
Step Four: Follow Email Marketing Best Practices

Your email marketing success will hinge on your ability to follow best practices. Fortunately, using proper email marketing etiquette and following the rules isn't difficult.

How do you keep your email out of spam folders?

There are several different details to keep your email from being blocked by spam filters, but the quickest fix is to use a spam-checker on your email before you send it. A simple Google search for "spam checker" will give you a list of online tools you can use.

Remember to avoid:

- Suspect subject lines: words in all caps, punctuation, more than 55 characters.
- Messy HTML code and large attachments. (It's usually best not to send attachments at all in marketing emails that go to a substantial number of contacts.)
- Words and phrases that trigger spam filters: "Act now" "Free" "New" and "Credit."
- An uneven ratio of text to images.
- Cheap email marketing software that is commonly used by spammers.

Following the CAN-SPAM Act is another simple way to make sure your email does not get blocked by a firewall and end up in the bottomless pit of a spam folder.

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What is the CAN-SPAM Act?

The CAN-SPAM Act was signed into law in 2003 and is enforced by the Federal Trade Commission (FTC) to limit the outrageous number of unsolicited emails sent every day. As long as you follow these rules, your email marketing strategy will comply:

- Avoid untrue or misleading content in all areas of your email, including the "From" field, "To" field, subject line, and message.
- Make sure your subject line accurately represents the message of the email.
- Tell recipients who you are and where you are located (your location can be a small part of copy in the footer of the email).
- Use valid opt-in measures.
- Define opt-out procedures and make it easy for recipients to unsubscribe. Once a contact has opted out, follow through on their request promptly. (Credible email service providers offer automatic unsubscribe features within their email templates and help you track who is opting out. They will also manage your unsubscribes to ensure opt-outs do not receive future emails.)
- Even if you use an email service provider, make sure you are tracking your email marketing efforts. It's your company that is on the line if your email breaks the rules.

What does opt-in mean?

A credible email marketing list is made up of contacts that have opted in to receive your emails. Your opt-in policy can be automated through many CRM programs so contacts are added to your email lists as they register for your eNewsletter or sign up to receive various content. A credible email service provider will enforce that you comply with their opt-in policy and offer a registration form you can use on your site and in emails.

How often should you send emails?

Marketers are forever searching for the magical number of how many emails are too many when creating their email marketing strategy. The rule is there is no rule. The frequency of your email efforts depend on your market and the content you are offering.

If you are sending valuable content that your contacts want to read, then there is no limit to the number of emails you send in a week or month. The catch is making sure your emails consistently offer valuable content. As soon as your contacts feel like you are taking advantage of their inbox, they will unsubscribe. Or worse, they will continue to receive your emails, but delete them as soon as they show up without ever letting you know they're no longer interested.

Effect of Sending Frequency on Clickthrough Rate
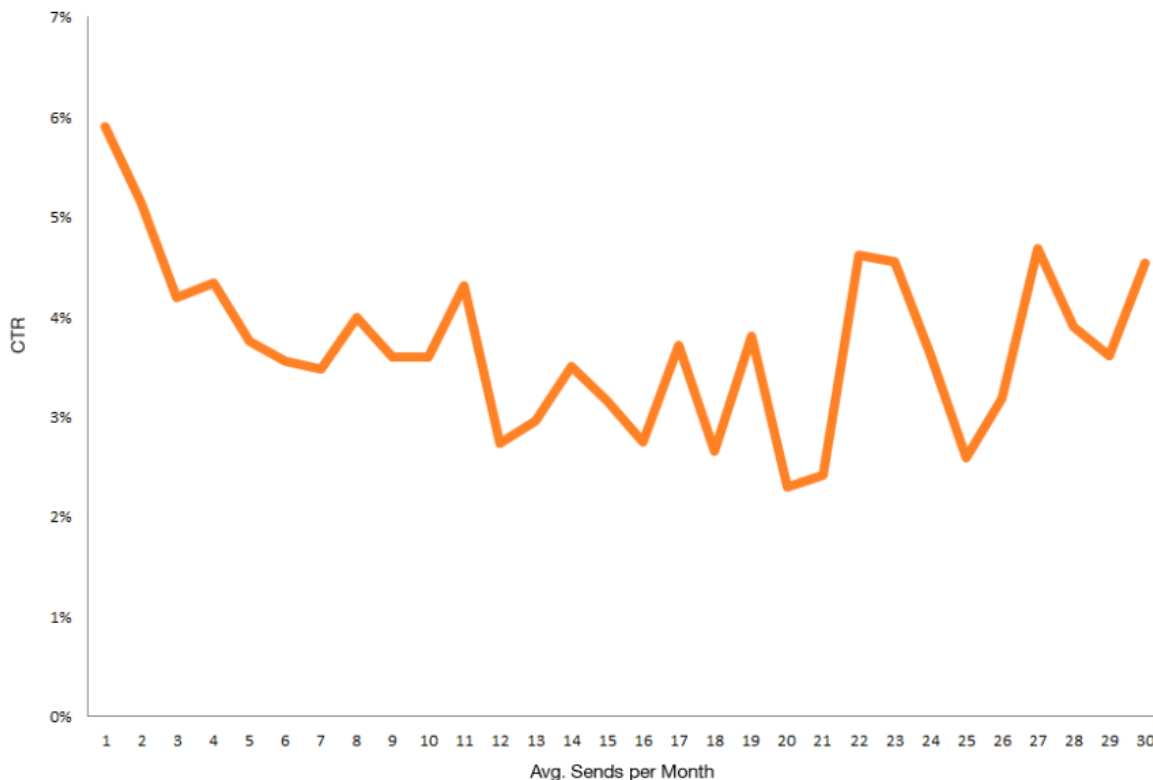
When is the best time and day of the week to send an email?

Most B2B marketers will tell you to send your emails on Tuesday, Wednesday, or Thursday during the early morning or late afternoon. They are wrong. They may also say that B2B emails should be treated differently than B2C; they would be wrong on that note as well.

HubSpot's own Dan Zarrella worked with MailChimp to dig deep into data based on more than 9.5 billion sent emails. His findings were surprising.

Effect of Time-of-Day on Clickthrough Rate
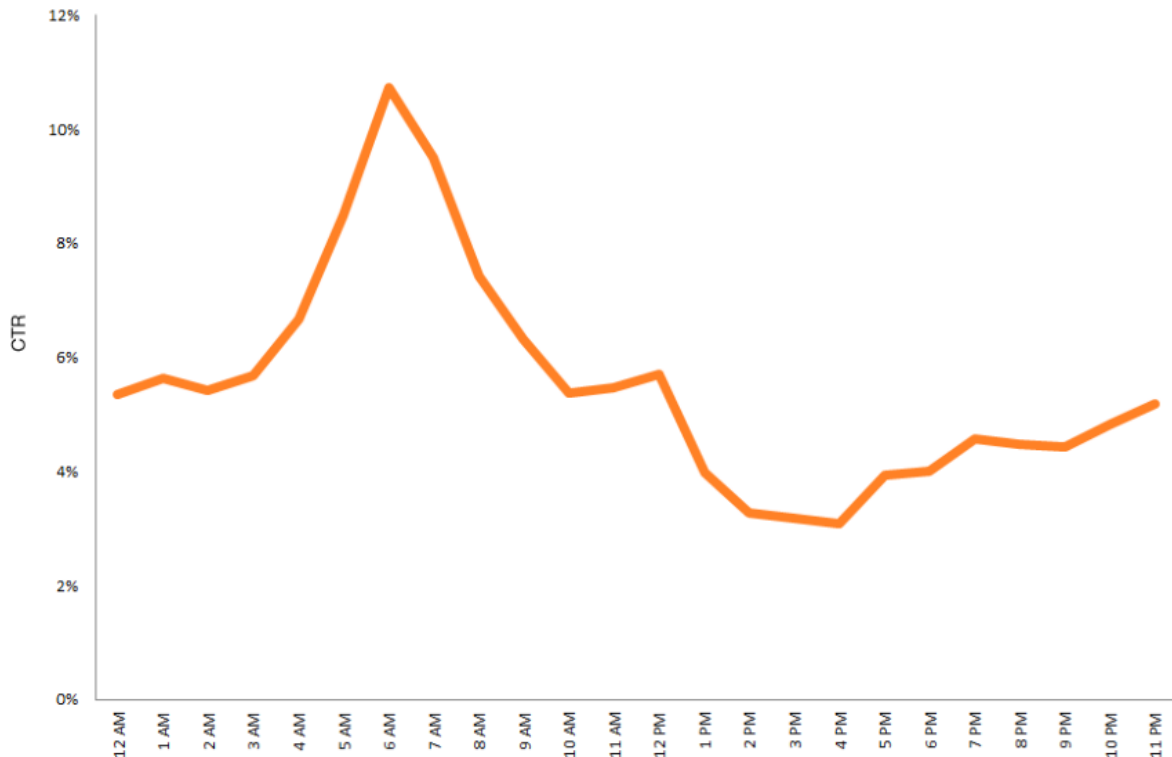
Chart from HubSpot's Science of Email Marketing

Dan learned that B2B email clickthrough rates do not differ from B2C. (When it comes to being on the receiving end of marketing emails, everyone is a consumer.) Most shocking was that the data showed email clickthrough rates skyrocketed on Saturdays and Sundays.

That's right: higher response rates were achieved when emails were sent on the weekend.

While you should test different days of the week and track your results to determine which time and day works best for your audience, it is worth including Saturdays and Sundays when you test send dates and times.

Step Five: Choose a Professional Email Service Provider

Email service providers offer complete tool sets to send professional emails with high deliverability rates. From uploading lists to tracking response rates, a credible email service provider assists with every detail to ensure your email marketing is a success.

Since there is not a lot of variation between pricing, feature list options, and capabilities among the leading email service providers, your best bet is to decide what's important to you and choose the email service provider that best meets your needs.

How can an email service provider help with your email marketing strategy?

- Even with limited or no design experience, you can create custom, professional HTML templates that leverage your company's logo and branding.
- Quickly and easily send as many or as few personalized emails as you want, using contact lists that you upload.
- Comprehensive reports allow you to track each email campaign's success so you can continue to improve your efforts and increase response rates.
- Credible email service providers make it easy to comply with best practices and increase your deliverability rates.

Things to Consider When Choosing an Email Service Provider

- Make sure the provider's application is intuitive and easy to use.
- Prices are generally determined by the number of emails you send; know your numbers beforehand so you can accurately estimate your costs.
- Can you keep your send lists organized and maintained through your account?
- Will they manage responses, remove opt-outs from future lists, and provide tracking reports?
- Do they have tools to make it easy to integrate your email marketing efforts with your CRM solution?
- What type of lead nurturing software do they offer so that you can manage contacts as they move through your email marketing and into your sales cycle?

HubSpot's Email Marketing Tool

HubSpot has recently added email marketing to its online inbound marketing software to give marketers a one-stop solution to increase lead generation and conversion.

HubSpot's email marketing feature allows marketers to quickly and easily send emails and newsletters to individual leads or entire segments of their database, extending their relationship and drawing prospects back to their site. Email integration into the unified HubSpot software suite that also builds landing pages and captures leads gives marketers the tools to manage all their marketing activities with agility and ease.

Also included are capabilities for lead nurturing. This gives B2B marketers the ability to send a series of automated emails tailored to specific segments of leads to continue engaging them over time. This allows companies to continue a dialogue with prospects until they are truly sales-ready, ensuring that sales people only call the most qualified leads to ultimately increase sales and marketing effectiveness.

Step Six: Measure Your Results

Email marketing offers the unique opportunity to track your efforts throughout the entire arc of your campaign. From tracking who clicked on which links to seeing who unsubscribed and which emails bounced, you can discern an abundant amount of information that can be leveraged throughout your marketing efforts. Knowing which metrics to track and how to use those metrics can vastly improve all areas of your marketing.
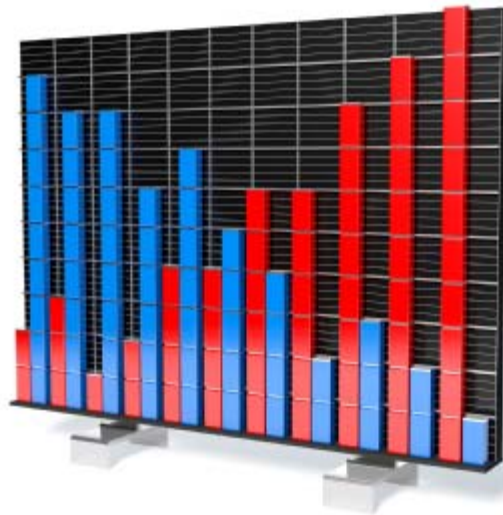
Important Email Marketing Metrics

Open rates measure the number of recipients who opened your email. The clickthrough rate (CTR) measures the number of contacts that responded to your email by following your call-to-action or clicking on various links within your email. Response rates include CTRs but also measure contacts that simply reply to your email.

While these straightforward numbers give you a clear view of your email campaign's success, metrics that demonstrate failed emails are just as important.

Your bounce rate measures the number of emails that did not make it into an inbox. There are two types of bounce rates: a hard bounce is when the email address you are using does not exist; a soft bounce is when the receiving server is having technical difficulty delivering your email.

Most email service providers will help decrease your bounce rates over time by assisting with your list management, but ongoing high bounce rates are a red flag that you need to revisit your send lists. Unclean lists slow down your delivery times and can damage your company's email marketing reputation.

Not only does leveraging a clean list improve your delivery times and email reputation, but it also provides clean reports that better track your results and can be used to guide other marketing initiatives.

Leveraging Your Email Metrics Across Other Marketing Initiatives

As you launch more and more email marketing campaigns, you will be able to track the success rates of subject lines, content, and calls-to-action.

Use these metrics to improve other areas of your marketing strategy.

Successful Subject Lines

If you notice a spike of activity with a specific subject line, consider using key words from the subject line to craft paid search ad headlines and ad copy.

Popular Downloads

Pay attention to whitepapers, case studies and eBooks that get downloaded more often than others. Topics that result in increased activity levels can help you craft stronger website content and create marketing materials based on what your audience is more likely to respond to.

Effective Calls-to-Action

Calls-to-action that generate high response rates should be leveraged in traditional marketing tools such as print ads, direct mailers, and trade show offers.

By paying attention and getting a better handle on what your audience wants to read, you can refine your email marketing strategy for higher response rates and improve your overall marketing efforts.

Step Seven: Maximize Your Content

Just because you hit send doesn't mean there's nothing left to do. Take full advantage of your email marketing content by leveraging it throughout your marketing initiatives and maximizing your SEO efforts.

In the same way that you can utilize various marketing materials to create email content, your emails can be repurposed for other marketing initiatives.

On Your Website

Archiving your eNewsletters on your website will benefit your online objectives in a number of ways. You will improve your SEO by building a repository of online content relevant to your company products and services. As your archive grows, your sales force will have immediate access to a library of content that can be used throughout the sales process to inform prospects and encourage leads to move further through the sales cycle.

On Your Company Blog and Social Media Sites

Post your email marketing content to your company blog and share it on your company's Facebook and LinkedIn pages. Use well-received content as material for guest posts on other blogs that cover your industry. Posting valuable content on leading industry blogs is an effective way to increase your exposure and spread your reach.

As you publish eNewsletters and send other marketing emails, send the content to employees so they can share the information on their LinkedIn pages and within appropriate social media networks. Tweets, status updates, and various LinkedIn applications make it easy to spread your content to new contacts and untapped leads.

In Trade Magazines and Industry News Sites

If an eNewsletter generates a generous amount of activity, use the topic to pitch articles to trade magazines and industry news site. Editors want articles that are of interest to the audiences they serve. Such pieces give you the chance to position yourself or your CEO as a thought leader and help promote your company in reputable resources without the cost of advertising.

For Webinar Content

Whitepapers and eBooks that receive healthy response rates should be reconsidered for webinar topics. Because most of the content has already been created, the time and effort needed to rework it into a webinar format is minimal compared to the number of leads it could garner. Webinars are effective tools to engage your audience by offering compelling information in a dynamic way.

The more ways you can intersperse your content—not only on your website, but throughout the web—the higher your search results, the better your marketing reach, and the more exposure you will receive.

Conclusion

Professionals of all levels want your expertise. By packaging what you know into valuable email marketing content, you extend an invitation to begin a mutually beneficial relationship that can result in more leads, more exposure, and more sales.

A successful email marketing strategy will help you gain the trust and loyalty of your audience, opening the door to move contacts into your sales cycle, convert them into strong leads, and eventually, win their business.

Starting a comprehensive email marketing strategy may seem overwhelming, but it doesn't have to be as long as you have the right tools in place:

- Know your objective
- Manage your lists
- Focus on compelling content and strategic offers
- Use best practices
- Find the right email service provider that best fits your marketing needs
- Measure your results
- Maximize your content

As your business grows, so will the amount of valuable content you have to offer. Your email marketing strategy has the potential to dramatically enhance your lead generation efforts and impact your overall sales success. Prospects will come to you, not only for your products and services but also because they know you are the experts.
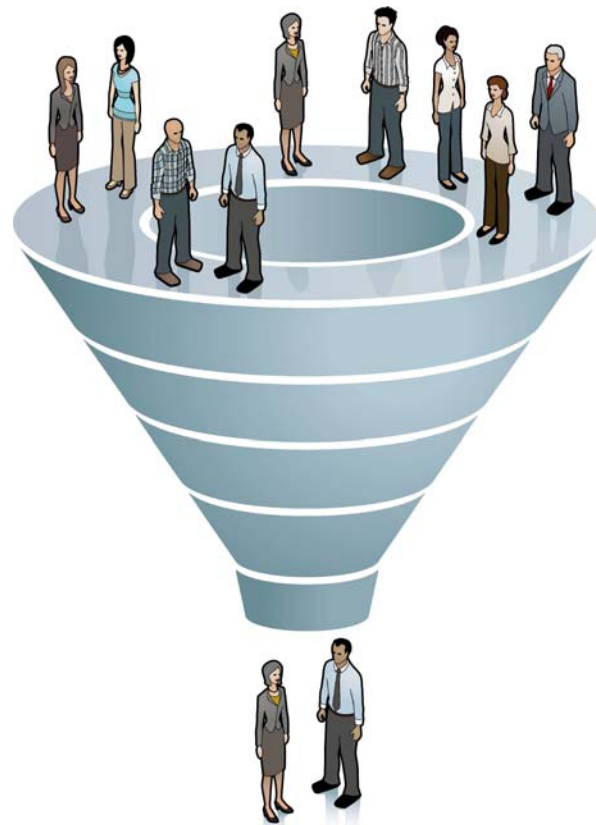
Next Steps

If you are a B2B company interested in finding out how to tweak your email messaging to generate more leads, be sure to take an hour to view our on-demand webinar, "The Science of Email Marketing."

If you are a company interested in finding out how you can easily integrate your social marketing, SEO, PPC, and lead generation for better results, sign up for a HubSpot demo.

If you are a B2B marketer who ever wonders what the best time is to publish blog posts, update your Facebook status, post tweets, and send emails, wonder no more! Check out our research-based, on-demand webinar, "The Science of Timing."

If you are a company that wants to know how to optimize your website to get found by more prospects and convert more of them into leads and paying customers, be sure to sign up for a free Inbound Marketing Assessment.

If you are a company that is interested in growing your business and generating leads, use HubSpot's free 30-day trial to learn how HubSpot's software can help you.