



FROM SUBJECT LINE TO BOTTOM LINE

**Your Essential Guide to B2B Email Marketing
that Actually Works**

B2B EMAIL MARKETING. LOVE IT OR LEAVE IT?

Email has long been a staple of B2B marketing and the bane of marketing departments. Around 81% of B2B marketers include email as part of their marketing strategy. What's more, 73% of them say that email is the most effective way of contacting prospects.¹ Yet many companies are wondering whether email marketing still has impact in today's complicated B2B landscape.

They have good reason to wonder. Faced with more aggressive spam filters, low engagement and next-to-zero conversions, B2B companies are asking themselves: Is email really worth the time and trouble?

Bottom line: B2B email marketing is still one of the most effective tools in your marketing arsenal.

Maximizing the advantages of email requires knowing what works, and avoiding what doesn't. Let's start by taking a closer look at some of the key pain points in today's B2B email marketing, along with solutions to relieve them.



The average open rate for emails¹

Emails generate

\$44

for every dollar spent²



of users check inboxes daily³

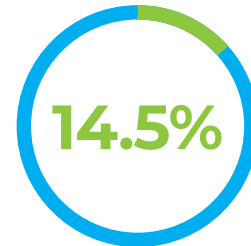
PAIN POINT: SPAM BE DAMNED

The last place you want your emails to wind up is floundering in a spam folder. But getting into prospects' inboxes has become increasingly complicated in recent months.

Starting in 2024, a major focus has been placed on email authentication. In response to massive volumes of spam and malicious activity, companies are implementing more aggressive email security protocols that keep legitimate emails out of inboxes or — even worse — blocked altogether. If your email looks remotely spammy, it's likely to be labeled junk or get caught up in spam filters. What's a B2B marketer to do?

SOLUTION: STAY OUT OF SPAM FOLDERS

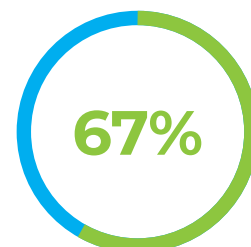
- 1 Start with your list.** Conduct regular list hygiene and maintenance to make sure your contacts are current, accurate and relevant, and haven't opted out of receiving your emails.
- 2 Build an intent-based list.** Identify prospects who are actively looking for products or services you offer. If they want what you're selling, they're less likely to label you as spam.
- 3 Create quality content.** Make sure your emails have concise, well-written content that's relevant and useful to your recipients. If it reads like spam, it'll be treated like spam.
- 4 Fix any technical issues.** Check the setup and configuration of your send infrastructure, and make sure all your SPF (Sender Policy Framework), DKIM (DomainKeys Identified Mail) and DMARC (Domain-based Message Authentication, Reporting and Conformance) authentications are in place. Confirm that any links in your email are working correctly.
- 5 Warm up the inbox.** Gradually build your reputation with email and internet service providers by sending out multiple warm-up emails — again, using quality content. Warm-up tools are available to help with this process.
- 6 Include an unsubscribe button.** In addition to being required by law, unsubscribe links give your recipients an alternative to reporting you as spam.



of all emails go missing or get caught in spam filters⁴



of email recipients report email as spam based on the subject line alone⁵



of B2B buyers set up junk email accounts to avoid unwanted emails⁶

SPF, DKIM, DMARC—HUH?

These three email authentication methods work together to help keep malicious entities from sending emails using someone else's domain. Designed to demonstrate the legitimacy of the sender, they can help prevent your emails from getting blocked.

PAIN POINT: NOT GREAT OPEN RATES

The average open rate for emails is 36.5%¹ Not bad, right? But many businesses are falling well under the average. If your open rates are lower than you'd like, there may be a few culprits.

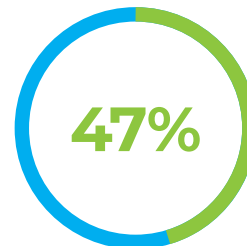
Poor subject lines: Recipients are less likely to open emails with subject lines that are too long, use spammy techniques (i.e., words in ALL CAPS, exclamation points, and phrases like "Act Now!"), are irrelevant or are too generic.

Unfamiliar sender: Recipients may be less inclined to open an email from a sender they don't recognize or trust — which is why it's especially important to avoid reading like spam.

Email overload: The average business user gets around 121 emails a day, and many employees say they feel overwhelmed by the sheer volume.⁷ If your emails aren't grabbing attention, they're likely to be ignored or accidentally overlooked.

Sending frequency: Sending too many emails too often can be off-putting and annoying for recipients, who will start to immediately delete incoming emails from a repeat offender.

List quality: Your list may be cluttered with inactive subscribers as well as outdated and inaccurate email addresses that can skew your open rates.



of email recipients decide whether to open an email or not based on the subject line⁵

Personalized email subject lines increase open rates by

50%⁵

Subject lines that create a sense of urgency can lead to a higher open rate by

25%⁵

SOLUTION: OPEN FOR BUSINESS

- 1 Use opt-in strategies.** Build a quality list of prospects who are genuinely interested in receiving and reading your emails with proven opt-in tactics. Those might include lead magnets, contact forms, welcome and verification emails, privacy statements, feedback surveys, exit intent pop-ups, and more.
- 2 Create click-worthy subject lines.** Use best practices to create short, compelling, personalized subject lines that grab attention without coming across as spammy.
- 3 Do A/B testing.** Try out different subject lines for your email campaigns to see which one performs best. Testing emails can result in up to a 28% higher open rate.⁸
- 4 Customize preheaders.** Customizing the preheader content — that small blurb that appears under the subject line in most email programs — can dispel concerns about spam and entice your recipient to open and read the email.

A Look at Lead Magnets

A lead magnet is a digital asset offered to site visitors when they share their email address with you.

Exit Intent Pop-Ups Explained

Appearing on-screen when someone is about to leave a website, exit intent pop-ups typically offer the visitor an enticement to draw them back into the site.

PAIN POINT: THE BOUNCE EFFECT

Once recipients open your email, you have just a few scant seconds to entice them to read it and — even better — take the desired action, whether that's to visit a webpage, schedule a meeting, download an asset, watch a video or purchase a product. There's a reason engagement and conversion rates are typically much lower than open rates. Actually, there are several reasons.

Email length: Who has time to read long emails? Certainly not your prospects. Overly verbose, text-heavy emails tend to have low engagement and high bounce rates.

Mobile-unfriendliness: Considering that 55% of emails are opened on mobile devices, if your email isn't responsive, chances are that it's not getting read³

Unprofessional design: Emails that look spammy, or that have an unbalanced text-to-image layout or images that don't load, can instantly turn recipients off and prompt them to bounce.

Confusing CTAs: Emails with too many and/or unclear calls to action experience lower conversions. Recipients don't know what action to take, so they simply do nothing.

SOLUTION: ENGAGE, CONVERT, REPEAT

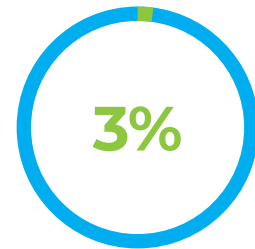
- 1 Create relevant content.** Create compelling, succinct email content that is relevant to the recipient. Experiment with personalization, and segment your emails by audience category, so you can develop targeted email content for each audience.
- 2 Generate clear CTAs.** Limit your email to one strong call to action, and make sure you're clear on what you want your recipient to do — click, call, schedule, meet, download, etc.
- 3 Insist on great design.** Up the professionalism of your email design with a branded layout, a good balance of text and images, a clear hierarchy of content, and at-a-glance information. Make sure the email is mobile-friendly as well by testing it on a mobile device before sending.
- 4 Deliver value.** Don't just sell yourself. Share content your recipient will find insightful, helpful and worth reading. Link to a landing page where your recipient can access value-added assets like a white paper, case studio or video, and move them deeper into your sales funnel.



average click-through rate for email marketing¹

10.4%

average bounce rate for email marketing¹



average conversion rate for email marketing¹

23.5%

of emails are looked at for 2-8 seconds¹

Mobile-responsive email design can increase unique mobile clicks by

15%¹

IT'S A LOT, WE KNOW

The good news is, B2B email marketing still works — if you know how to work it. We do. At Chrysalis, we've been helping our clients build, launch and maximize effective email marketing campaigns for over 30 years. Let us do the same for you.

We have more best practices to solve your email pain points, so you can finally start seeing results from your efforts.



Segmented emails drive

30% more opens
and

50% more
click-throughs¹⁰

Emails with images drive
a nearly

10% boost in
engagement¹⁰

Personalizing emails can
increase open rates by

26%¹

FREE EMAIL TEMPLATE ON US

Share your email marketing list, campaign and strategy to date, and we'll give you a no-cost assessment. **We will provide you with one free email, including copy and design delivered electronically to blast.** Then we'll help you put together a plan for getting the results you want.

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Sources

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