



DATA-INSPIRED GUIDES TO SALES & MARKETING

# EMAIL MARKETING

dun & bradstreet

## Introduction

Our customers often ask us to share our thoughts on marketing best practices. We may be a little biased, but we believe great marketing starts with great data, which is why we created the *Data-Inspired Guides to Sales & Marketing* series.

Through this series, we'll share sales and marketing tips and tricks to help you optimize your efforts with a foundation rooted in quality data. After all, we have been helping organizations improve their business performance for over 175 years.

No matter what marketing role you play within your organization, it's important to have a deep understanding of today's modern marketing landscape and how data management impacts your objectives.

We hope you find this series helpful and look forward to learning from each other. Let's get data-inspired!

# Data-Inspired B2B Email Marketing

According to our primary research, 85% of B2B marketers cite email marketing as their top tactic used to drive account-based marketing (ABM) efforts. So you may think it is a perfected practice, but we receive daily requests from customers asking for email marketing best practices and ways to improve their results. The email game continues to change and new findings are always being revealed. Follow these tips to ensure your campaigns garner strong results and generate the optimal amount of leads for your marketing and sales teams.

## Segment Your Audience

Sending a generic email out to a large list of random prospects will only get you marked as junk and result in a ton of opt-outs. Email segmentation and targeting are among the most difficult marketing tasks but they can yield the greatest rewards when done properly.

Knowing exactly who your ideal audience is will also help you create targeted messaging that can help drive conversion.

## Use Quality Data

You can spend hours creating engaging content and eye-catching images for your campaigns, but if you don't leverage the most clean, accurate data to build your B2B email lists, you will be left with a high bounce rate, low deliverability, and a reduced ROI. That being said, you do have to set realistic expectations when it comes to increasing email marketing deliverability.

Yes, it can be discouraging to receive a large number of bouncebacks, but it's important to note that according to Constant Contact, the average bounce rate can be anywhere between 6% and 13% depending on the industry. That's why the data and messaging you use is so vital.

## Watch Your Image-to-Text Ratio

In order to increase higher open rates and your campaign's effectiveness, try to use a ratio of 80% text to 20% image. Sure, image and design elements can make an email look modern and sleek, but they should be used sparingly if you want to keep your deliverability rates high.

## Check Those Links

Avoid using shortened links (such as Bitly) in the body of your email. You can always hyperlink text, but make sure the hyperlink you use is the full URL. Spam filters check your URLs, so be sure to link to reputable, safe sites.



### Quick Email Tip

Don't forget the unsubscribe link! Giving recipients the ability to opt out of your emails is a requirement of the CAN-SPAM Act. Plus, weeding out those who aren't interested allows you to spend your time, and money, on the audiences who have the highest propensity to buy.

## Did you know

you can use **D&B Hoovers™** to help you find new leads, build email marketing lists, research sales prospects, and target more effectively?

Visit [dnb.com/dnbhoovers](https://dnb.com/dnbhoovers) to learn more!





## Don't Let Poor Email List Quality Negatively Impact Your Revenue

Undeliverable emails can result in both hard and soft costs for a business including wasted marketing spend, poor resource allocation, missed campaign goals, damaged sender reputation, and negative brand perception. With data management services like the ones provided by Dun & Bradstreet, there's no excuse for ignoring the accuracy and health of your marketing database.

### Get to the Point

As marketers, we know better than anyone what it's like to be inundated with emails and offers. That's why it's so critical to create targeted, concise messages that speak directly to your audience. Don't waste their time with overly florid language and empty promises. Tell them exactly what you want them to know. Are you entering them into an email nurture campaign with the hope of selling them a tool or service? Tell them.

Make sure you entice readers to stay with relevant content, honest messaging, and a way to contact you if they're interested in learning more information than your email copy provides. It's also tempting to include a copious amount of calls to action (CTAs), but sticking to one primary ask of your audience will likely result in higher click-through rates and better conversions.

### Skip the Aggressive Email Subject Lines

One of our team members recently received an email from a retail brand that said "DO NOT DELETE" in the subject line. Not only did that make her distrust its origins, but she also felt it was quite off-putting and not very descriptive.

Sending emails with overly aggressive subject lines and phrases (such as, "Act Now!") can severely compromise your email deliverability and your brand's reputation. Instead, focus on copy that will catch your buyer's eye in a positive way. Be forthcoming about what's in the email, and skip the excessive exclamation points.

### Ditch the Extra Code

Did you know that typing up your email copy in Word and then pasting it into your email builder can result in additional characters and excess code on the back end of your email campaign? If you do draft your email in a separate program, copy and paste it into Notepad (Windows) or TextEdit (Mac) to strip it of any excess code or display issues.

### Don't Forget the Basics

By basics, we're referring to "plain text." While plain text may sound like a thing of the past, including a plain text version of your email is critical to success when sending an HTML-based email with images and stylized fonts. The reason it's so important is that people who block images, or have technical issues downloading them, will still be able to read your message and engage with your CTA if there is a plain text version available to them.



### Quick Email Tip

Test your email to make sure it displays properly in a variety of email clients. With mobile traffic on the rise, you should strongly consider using a responsive template, meaning one that displays well on a variety of monitors, cellphones, and tablets. The better the reader's experience, the better your chances are of achieving higher conversion rates.

### Opt for a Company-Hosted Email Address

Avoid email addresses that end in @gmail.com and @yahoo.com for marketing communications being sent by your organization. Using an email address that is hosted by your company (i.e. @dnb.com) is ideal.

Not only will it reassure potential readers that they are opening an email from a reputable sender, but it can also improve your overall deliverability and brand recognition.

### Measure Your Campaign Performance

It's time to hit the all powerful "send" button, but your job doesn't end there. Track your email campaign's performance to determine the true results of your efforts and what you can do to improve your next initiative.

Using marketing automation platforms like Eloqua and Marketo allows you to track your campaign's progress, from email clicks and open rates to content downloads and website visits.



#### Quick Email Tip

We can help! D&B Optimizer offers solutions that seamlessly connect Eloqua and Marketo to a continuous source of cleansed and enriched data, which can improve email marketing segmentation, conversion rates, and growth for your business. Learn more [here](#).

### Maintain Your Sales and Marketing Data

Data management shouldn't just occur before you hit send. You have to regularly maintain your database to achieve an optimal ROI. This will allow you to fuel your efforts with reliable marketing data. Did you know that in the next 60 minutes, 767 CEO or ownership changes will occur, 673 new businesses will open their doors, and 271 businesses will move? You can do the math on how important it is to keep your data updated.

Where do you begin? A [free Data HealthScan](#) from Dun & Bradstreet will help you identify the good, the bad, and the ugly when it comes to your current data.

### Create a Comprehensive B2B Marketing Strategy

Email is most effective as part of an integrated contact strategy. You need to find the right communication cadence for your audience and then surround them with content in other channels, such as display re-targeting and social. Creating multiple email nurture campaigns for different audiences is another key component, as not every customer is going to fit into the same bucket. Establishing a strong partnership between marketing and sales is also crucial. Making sure your sales team is enabled, prepared, and on top of follow-up activities can be the difference between converting a lead and losing it.

## Is Data Driving or Derailing Your Sales and Marketing Strategy?

For the sixth consecutive year, we surveyed hundreds of B2B sales and marketing professionals to understand how data is being used to guide their go-to-market strategy, what tactics they are leveraging, and the state of data quality overall. See how you stack up!

[Read the Report](#)

## About Dun & Bradstreet

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

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