

WHAT REALLY MATTERS
WHEN IT COMES TO

EMAIL MARKETING?

LOYALTY

EMPATHY

ENGAGING

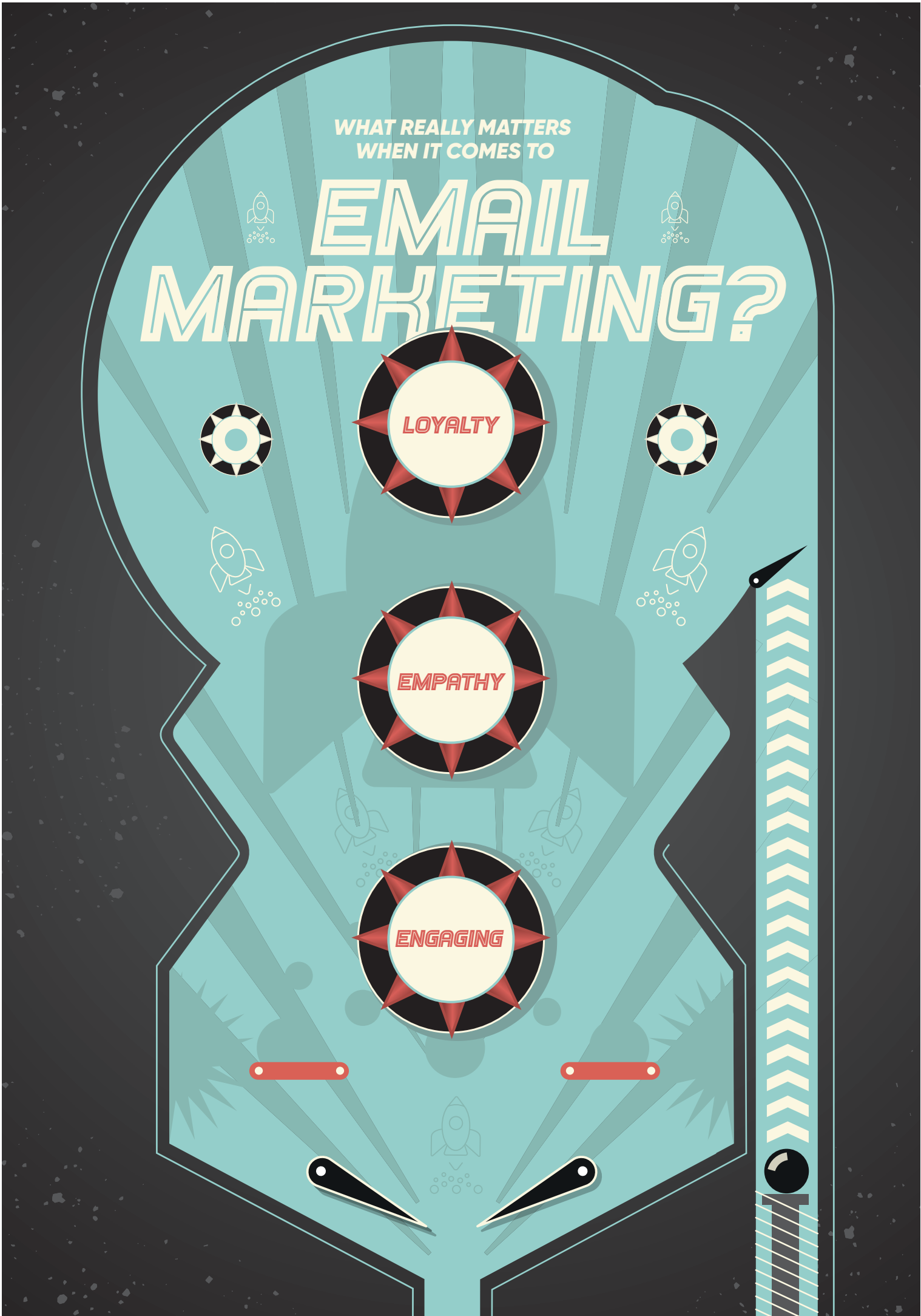


Table of contents

- 1. Introduction**
- 2. How to get the most out of your emails**
- 3. How email marketing for B2B and B2C differ**
 - 3.1 B2B**
 - 3.2 B2C**
- 4. Conclusion**



1. Introduction >>>

Why email marketing

Email marketing is an essential tool for B2B (enterprise) and B2C (consumer) companies. Today, it's almost always used in each step of the sales funnel for both B2B and B2C.

If they're not already, marketers need to get confident with email. The number of email users will grow to 4.4 billion in 2023, which is up from 3.7 billion users measured in 2017.

The volume of emails is increasing exponentially. 281 billion emails were sent and received each day last year. This is projected to increase to 347 billion emails sent and received each day by 2022.

Email marketing has an incredibly high ROI, especially when it's done thoughtfully. In fact, email marketing has the highest ROI of all marketing channels. If we consider the pure volume of emails sent, it makes sense that marketers need to be focused on executing the best email strategy they can.

Personalization matters

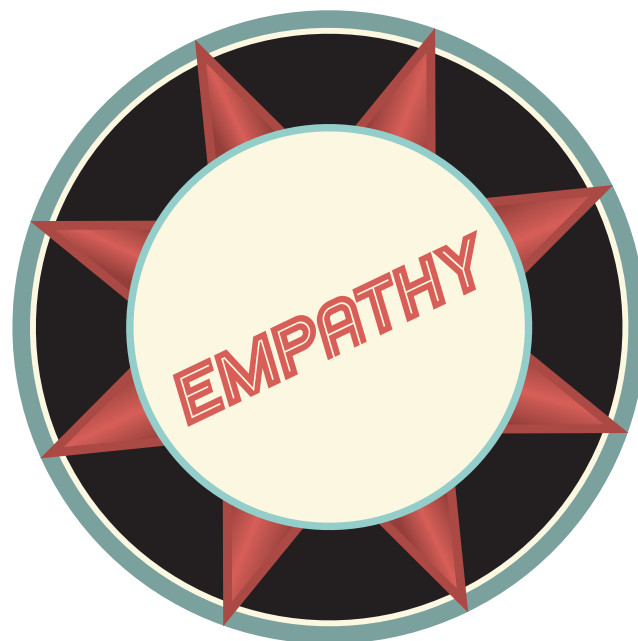
One aspect of effective email marketing is personalization. In marketing terms, personalization is a strategy that uses data and analytics to deliver individualized content to a business's audience. By creating an email experience that includes only relevant topics and offers, the business's audience is more likely to be receptive to the services or products. It makes for a more personal and respectful experience for clients, both for B2B and B2C industries.

According to McKinsey & Company, personalized marketing can increase sales by 10% and deliver an ROI (return on investment) 8x of marketing spend. Personalization can begin as early as the welcome email that B2B and B2C marketers send to their respective audiences.

There's good reason to do this — welcome emails are likely to be some of the most opened emails you'll send. According to [GetResponse](#), the average open rate of a welcome email is 82%. This is compared to an average open rate of 22% (GetResponse's average). In their [2018 Email Marketing Benchmark](#), Mailchimp's average open rate was found to be 20%. While the average open rate may vary a small amount, this shows that the welcome email is a huge opportunity to set the tone of this new relationship.

Use this chance to share more about your company (keep it relevant!), or take the opportunity to find out more about your subscribers. This second option can help you better segment your database. McKinsey & Company also found that targeted communication that is relevant and useful can create lasting customer loyalty while driving revenue growth of 10-30%.

While B2B and B2C brands both require customized communication, the journey for these two audiences is unique. There is some crossover like good timing, empathy, and positive experience that always count.



2. How to get the most out of your emails



Start by creating an impactful experience from the very first email: the welcome email.

With such a high open rate, it's also a great chance to start gathering insights on your audience, according to [Campaign Monitor](#). Or, if you want to focus solely on engagement, the welcome email is a great place to share what they can expect, or a story that is important for them to know.

If you focus on segmentation, it's a win-win. You learn more about your audience, and in turn, they receive better targeted emails. In fact, marketers have noted a 760% increase (!) in email revenue from segmented email marketing campaigns. We think this is every marketer's dream.

It's also essential to start building loyalty from the first email. Marketers can inspire loyalty by beginning with empathy. We suggest you start here by organizing an email marketing brainstorm. Put yourself in your audiences' position and discuss these questions:

- _____ **What do they [our audience] care about?**
- _____ **What stories or updates can I share that can help them?**
- _____ **How often would they like to hear from our company?**

Creating engagement starts with delivering content your audience cares about. In the process of continually doing this, you'll also be able to identify your superfans on the customers contributing the most back to your business.

LeadFamily's rules for email marketing:

EMAIL
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- 1. Emails always come from someone on our team**
- 2. One CTA per email**
- 3. We want each visitor or reader to learn something new from each interaction**
- 4. We aim for a friendly tone and we <3 emojis**
- 5. We want to be helpful**

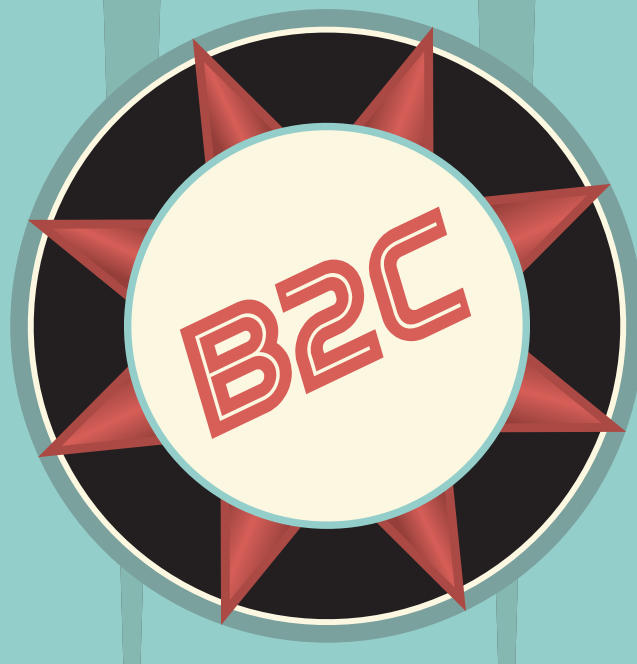
A sporting goods client of ours used a gamification campaign to gather customer data. They created a personality quiz and asked about sport preference and favorite sneaker brand. They already knew the gender of customers, and now they could send emails targeted by preferred sport.

There is research to back this up: Smarter HQ's recent Privacy and Personalization Report found that 90% of consumers are willing to share their behavioral data if additional benefits are provided that make shopping cheaper or easier. So, if you provide benefits like vouchers or fun interactions with gamification, then you also have the chance to learn more about your audience. We say this is also a win-win.



3.

How email marketing for B2B and B2C differ



While they do differ, B2B and B2C buyers do also have common behaviors, so let's start with what they have in common. They both look for companies that have values that align with theirs. As consumers, we care more and more about what a company stands for, and this matters for B2B businesses too. In fact, 30% of B2B buyers will disengage from a brand whose values don't match their own.

Yet, these two types of consumers differ in their customer journey. Let's take a look at this now.

3.1 B2B

The journey that B2B customers take is likely to be more time consuming and labor intensive than a customer of a B2C business. Your B2B audience has to consider stakeholders, might have to go through a procurement process, and likely has a scorecard of features they require.

So one of the questions marketers need to ask is, what tools can I use to help my potential customers?

Hubspot found that 86% of professionals prefer email when communicating for business purposes. Knowing this, B2B marketers need to look at whether their email marketing strategy is helping the business collect leads and close sales.

Six journeys that truly matter in B2B

The following six journeys characterize the B2B customer experience.



"Identify products & services I need"

The customer translates a latent need for a product into an explicit one through technical sales conversations or research. The buyer's need is for enough technical support to evaluate a solution.



"I select a supplier and buy"

The customer compares different suppliers and their offerings, weighing price, total costs of ownership, performance value, and "soft" factors. The need is to get multiple stakeholders aligned on a choice.



"I codevelop or customize with my supplier"

The buyer works with the supplier to have the product or service customized to meet the buyer's needs. The intensity of the process ranges from choosing among preconfigured options to a multiyear joint R&D effort. The primary need is to manage return on investment.



"I deal with unexpected events"

The buyer encounters problems such as equipment breakdowns, missed deliveries, missed payments, and other mishaps that can make or break close relationships with suppliers. The need is to minimize disruptions to the business.



"I use the product and get the service"

As the customer uses the product and performs or obtains regular (scheduled) maintenance, this journey should involve ease of use and performance optimization. The customer also may encounter innovative offerings, such as hourly pricing. The customer's primary need now is to maximize efficiency.



"I reorder"

This final journey involves reordering a well-known product or service. The need now is for an efficient transaction, coupled with confidence in getting a good deal from the supplier.

Source: [McKinsey & Company](#)

B2B marketers should also align their email marketing strategy to the different journeys. It's important to send the right email at the right time. The wrong email at the wrong time can be harmful. In fact, businesses see a 20% increase in revenue when they send emails based on lifecycle stages.

How do B2B customers differ from B2C? Hubspot found that B2B customers look for logic and positive ROI (return on investment). Keep this in mind when planning your marketing strategy, especially the email component.

3.2 B2C

While B2B customers look for positive ROI and logic (ticking the boxes off their scorecard), B2C customers respond best to emotions and entertainment. Again, personalization matters. Over 70% of shoppers respond to marketing only when it's customized to their interests. This means that email marketing for B2C consumers really needs to be aligned to their interests.

Content marketing is also important for B2C consumers. The Content Marketing Institute found that after email marketing (#1 in importance), content marketing was #2 was in terms of B2C businesses nurturing their audience. A good place to put content marketing is in your emails to customers.

B2C marketers need to consider the different personas. Create email and content that aligns to each of the unique personas, and loyalty is sure to follow.

4

Conclusion

Email marketing is an integral part of marketing throughout the lifecycle for B2B and B2C companies. While B2B and B2C may go on different customer journeys, it is surprising to see that their agendas align in areas like working with companies that have similar values and filtering out irrelevant messaging.

Two things that can help build engagement and loyalty with your customers, whether they are B2B or B2C:

1. Content marketing

Creating content that you know your audience cares about is a no brainer. When done well, it gives you authority in your field, can attract new clients, and creates loyalty. The Content Marketing Institute found that more and more marketers (81%) are focusing on building loyalty with their existing audiences through their content.

2. Gamification

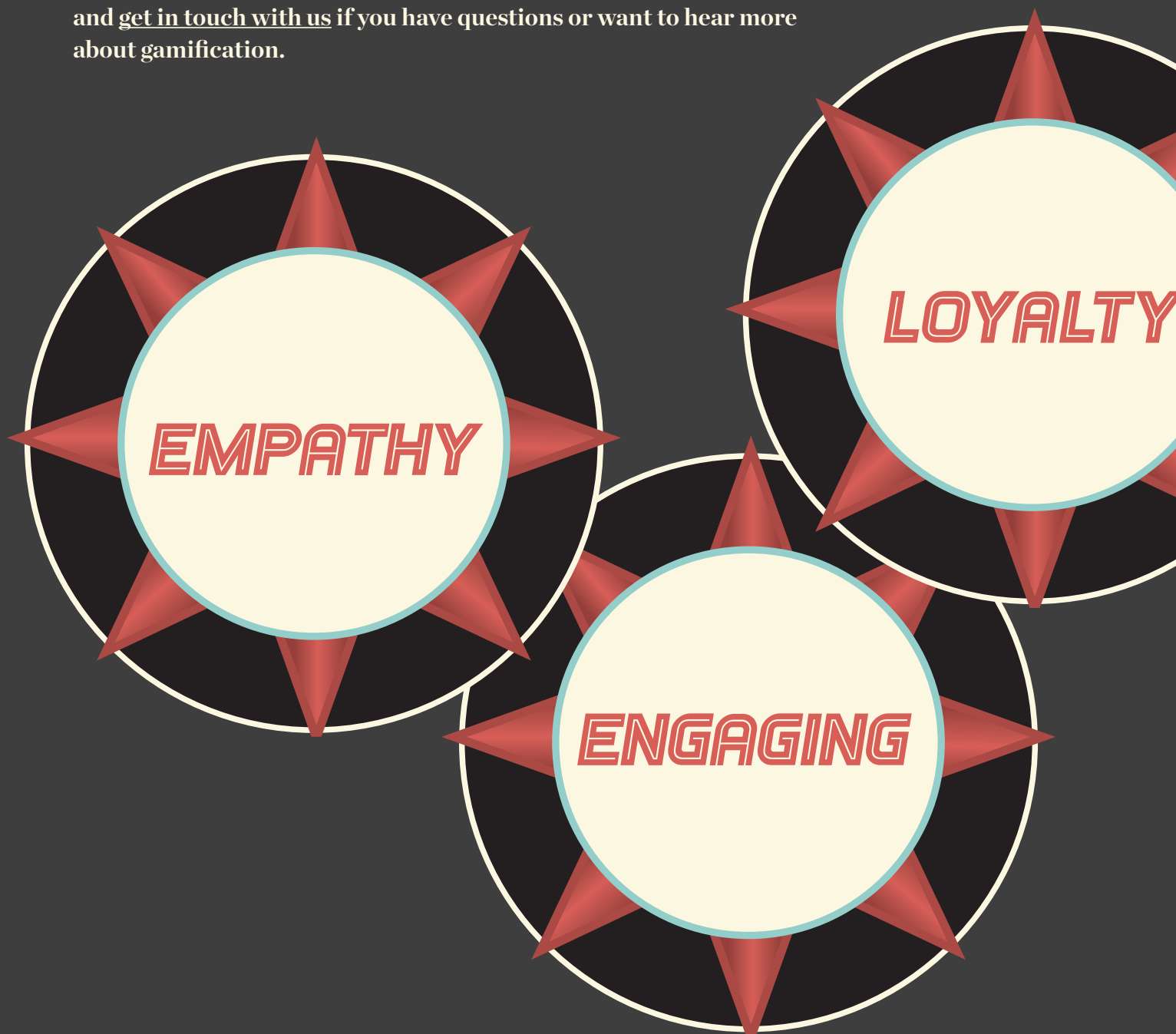
Companies that use gamification to engage with their B2B or B2C clients are able to cut through the marketing noise. Gamification positively impacts a player's brain, literally. When a person interacts with a game, their brain releases DOSE (Dopamine, Oxytocin, Serotonin, Endorphins).

These chemicals influence happiness, and our brains crave these chemicals. These are each triggered by gamified experiences.

Gamification also enables businesses to interact with their audience for a longer amount of time. Last year, our clients saw an average engagement time of 70 seconds with their audience. Compare this to the often-cited example from Chartbeat CEO, Tony Haile: most people spend an average of just 15 seconds visiting a website. If we consider this, gamification is a no-brainer.

Email marketing can help businesses engage with their audience, build brand loyalty, and delight their customers. Both B2B and B2C businesses need to empathetic and use analytics to inform their next decisions.

We hope this e-guide helps you refine your email marketing strategy, and get in touch with us if you have questions or want to hear more about gamification.



**Want to
know
more?**

Visit the LeadFamly Library to understand more about marketing gamification or view an on-demand webinar.

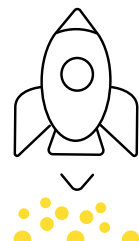
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About LeadFamily

LeadFamily empowers you to connect with and activate your target audience with marketing gamification. Our software platform is easy to use, and it allows you to design and promote your own online marketing games. With more than 20 different game concepts to choose from, you can find just the right concept to reach your marketing goals.