



**ezee prospects**

*Quality leads delivered to your inbox*

## 2023 Ultimate Guide to B2B Email Marketing

With advances in AI and big data, it can often feel overwhelming when planning your marketing strategy or when seeking new long term clients for your business.

From social media marketing, online ads and content creation, to outbound sales calls, demos and email marketing. What really is the answer to effectively getting more B2B clients in 2023?

In this guide we'll specifically look into what we believe is the most effective way to secure high value clients and a good return on investment.

Email marketing really is one of the most cost-effective and risk averse channels you could find. It is proved to work better than a phone call because it's less intrusive. It is a way to get directly into the inboxes of the people that want to hear more from you, at a time that suits them best.

Based on SoPro Prospecting Report, 2023 it is proven that 77% of B2B buyers prefer to be contacted via email over any other channel, whilst 72% of B2B professionals say that email marketing delivers a good return on investment.

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## **So, what really makes email marketing successful?**

### **The perfect length**

Now that you've got your target audience ready, it can be exciting offering your product/service to them and trying to give all the relevant information in the first go. However, the truth is, nobody wants to read a long waffly email.

It's about finding the sweet spot for the perfect length, giving your prospect enough information to know what you are offering but always leaving space for wanting to find out more.

### **Personalisation**

Personalisation has been a proven and popular marketing tactic for some time now, and it continues to play a big part in marketing success. Including variables in marketing emails such as name, job title and industry makes a big positive impact to open rates and conversions.

### **Subject line**

Now this can really make or break the marketing campaign success. A subject line determines whether a prospect wants to open the email or whether it is ticked as spam after a quick skim read.

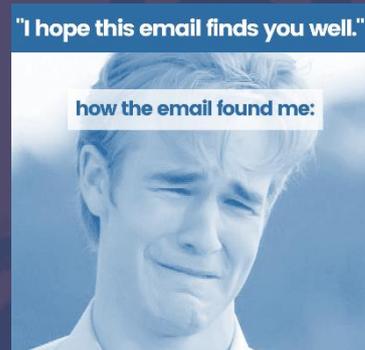
Common mistakes in B2B email marketing include things like coming across too salesy, making the subject lines too long, simple grammatical errors or irrelevant content.

It's about knowing which subject lines do the magic and ensuring it goes straight to the inbox of your ideal recipient – the key decision maker.

### **Opening phrases that work**

Despite 'I hope this email finds you well' phrase becoming quite a famous meme online, it is proved to be the best warming up phrase that could be used in a cold outreach email.

It's always important to remember that manners count, and a simple good-willing opening sentence does a lot.



### **Don't sound too salesy**

Mentioning things like return on investment or sales in an initial cold email can really damage your lead rates. We don't want to sound too salesy. It's always best to avoid those terms until you actually have a chance to speak to the potential client and mention how your product/service can be of great benefit to them.

### **Don't take silence as a no when it comes to email marketing**

Most marketing email leads actually come from follow up emails. It can feel intrusive following up a cold outreach campaign when you don't receive an initial response. However, it is about knowing how many follow up emails to send, in what time sequence, that can determine email marketing success. More importantly, a response isn't always a lead – it is often the crucial data that you will not get from anywhere else like knowing who the competitors are, when is good timing for your audience and what are the key indicators that grab the audience attention.

Want to find out more and take your marketing efforts to the next level?

Book your free demo: <https://calendly.com/marija-33>

Contact us via email [hi@ezeeproprospects.co.uk](mailto:hi@ezeeproprospects.co.uk) or call us **07548927231**

