

B2B eMarketing Program



Planting the seeds of awareness can be difficult for B2B companies. Websites tend to be static, and draw little repeat traffic. So how do you keep in front of your contact base for awareness, and continue to drive them back to your site? With a CASL-compliant eMarketing program.

All recommendations below are for B2B businesses.

Metrics and Analytics

Monitoring *open rates* let's you know the value your contacts place on receiving e-mail from you.

Click-thru rates measure the value of your subject – as they follow the trail to your website.

Unsubscribe and *bounce-back* lists give you actionable follow-up – to determine what's changed, and who your new contact may be.

Your eMarketing is benchmarked against similar industry results – to allow you to join the best.

Constant, Relevant Content

Unlike consumers, businesses have low tolerance thresholds for casual contact. Reach out too frequently, and they will unsubscribe and eliminate the channel of communication.

We've established and tested a B2B program which maximizes awareness and contact levels, while minimizing "noise". Research driven determination of best months, days – even time of day for release.



Quarterly Newsletters

A main article which exposes your expertise – and opinion – on a subject of concern. This is complemented by a sidebar "factoid" – relevant supporting research or metrics. And at the bottom of the page, we tell them what's new for your company. The key throughout, is to inform, not sell.

Monthly eBlasts

The months in between don't need to be dark. We send out a short (usually 4-line) e-mail. It's a teaser, with a link to a longer article or news story on your website. Short enough to see it all in a mail preview window, and designed to drive traffic to your site.

We ensure that your eMarketing program complies with CASL - Canadian Anti-Spam Legislation

We've designed an effective program of regular eMarketing.

- ✓ Aligned this with B2B response patterns & psychology.
- ✓ Maintain the contact database to ensure you stay CASL-compliant.
- ✓ Include monitoring and metrics to ensure we stay on track.

Editorial Calendar

The greatest difficulty in refreshing content is usually in deciding focus. We will establish a dynamic editorial calendar for the year, with modifications as needed based on market changes, critical events, etc. This includes selecting subject matter for newsletters and articles, and regular areas of focus for news features.

Quarterly Newsletters

Selection of release dates, based on best practices for your industry. Ghost-written articles, based on scheduled conversations with your experts. Full management of the release campaign from writing, formatting, deployment & metric analysis.



Off month eBlasts

Relying on the editorial calendar, we follow the same start-to-finish process to keep your company top-of-mind

Monthly Metrics, Analytics & Fine-Tuning

What interests your audience, and what stimulates them to read more on your site. Automatic management of unsubscribe and sign-up requests. Monthly actionable bounce-back lists which indicate where your contact status may have changed. We use all this data in our quarterly editorial calendar review – as a way of staying on top of trends and current interests.

Price: \$750/month, based on a 1-year contract.

Modifications available on an a la carte basis.

Ask about associated web maintenance, video and social media programs.