WHAT'S WORKING IN EMAIL MARKETING?

The Power Of Aligning Strategies, Data & Content

INTRODUCTION

It's no mystery why marketers are drawn to the cost-effective and time-tested strategy of email marketing: The **average ROI** for email campaigns is 4002% — or $42 for every $1 spent. With **more than 306 billion emails** sent and received each day, practitioners must ensure their email marketing tactics are highly targeted to capitalize on the lucrative strategy.

With billions of emails flying across the web daily, marketers can't just maintain the status quo and expect the same results from their email campaigns. Today's buyers are more discerning as they crave hyper-relevant, personalized interactions that speak directly to their pain points or problems.

When coupled with the influx of software and solutions that automate the more mundane aspects of this demand gen staple, modern email marketers are shifting their focus to harnessing intent data and leveraging new metrics to nurture leads.

"For email marketing to be effective in reaching the customer, each version needs to follow a cohesive, consistent content experience," said Brian Kavanaugh, Director, Global Field and Customer Marketing at **Bynder**, a digital asset management platform. "Content should encompass all of the marketing interactions a customer has with a brand through education, information and inspiration."

This special report highlights the changing email marketing landscape, with a focus on:

- The most effective strategies for email marketing campaigns, such as subscriber segmentation and personalization;

- How organizations can refine and enhance their databases while adhering to the seemingly ever-changing privacy landscape;

- The tools and technologies powering email campaigns to aid with targeting and relevance; and

- The content strategies successful B2B companies are leveraging to create standout campaigns that promote further brand interaction.

UNDERSTANDING THE MOST SUCCESSFUL STRATEGIES:
PERSONALIZATION, SEGMENTATION & MORE

HubSpot research found that the most effective strategies for email marketing campaigns are subscriber segmentation (78%) and message personalization (72%). These two elements align to create 1:1 content tailored for each contact and/or each company.

"Segmentation and personalization strategies are, of course, not very scalable, so whether you're able to implement it in your email campaigns depends on your marketing resources and how large your target audience is," said Claire Hellar, Campaign Manager at **Khronos**, a demand gen marketing agency. The tactic she uses? Finding the most highly engaged segment within Khronos's audience and running a 1:1 campaign solely to that smaller subscriber or contact group.

Additionally, the experts noted that personalization must go beyond putting the recipient's name in the copy.

"Few companies have 100% clean data or anywhere close to it, so any attempt at personalization is likely to be rife with errors," said Howard Sewell, President of **Spear Marketing Group**, a full service B2B marketing agency. "Even a salutation — 'Dear [First Name]' — is largely a waste of space and simply pushes more valuable selling copy down the page."

Personalizing content for audience segments is important to deliver the experience and feeling of being a part of a brand's community, Kavanaugh noted. "Email marketing content should deliver relevant and personalized content that's delivered to the right people at the right time. Content should also be consistent with the brand and distributed quickly and efficiently to fuel commerce and drive engagement."

Segmenting messages and campaigns by two or three key personas can be more fruitful than personalization, Sewell noted. "Email communication doesn't have to be 1:1 to be successful, but the more relevant your message, and the more you can connect with the pain points specific to a particular role, the better."

Hellar noted that the device preferences of the audience are also a key consideration. "In the average email campaign, anywhere from 40% to 70% of subscribers will view the emails on mobile, and that percentage will only increase in the coming years. The statistics change dramatically depending on your demographics: If you're targeting 18- to 20-year-olds, their email activity is likely to be 90% mobile; if you're targeting the 56 to 67 age bracket, 50% to 55% of the audience self-reports as opening emails only on desktop."

Proof Point:

OneAffiniti, a platform-enabled marketing solutions provider, relied on an email campaign to distribute its animated infographic, "Innovation Overdrive: Two Decades of Digital Accelerants That Will Radically Evolve the Workforce," which featured informational content served up in an engaging manner. The campaign was distributed via email on behalf of IT resellers/channel partners to customers and prospects to generate leads.

Since its launch in 2021, OneAffiniti generated almost 300,000 leads, saw a click through and open rate of nearly 5% and had a 30% conversion rate.

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HOWARD SEWELL, SPEAR MARKETING GROUP

HOW VIDEO HELPED 1HUDDLE ACHIEVE
A 68% EMAIL OPEN RATE

1Huddle created a platform to help companies drive employee engagement and training in a more competitive way. The tech start-up converts training material (PowerPoint, manuals, videos and more) into science-backed, quick-burst mobile games built for sales and service teams.

The Challenge

Over the last few years, 1Huddle has grown from a one-day workshop into an enterprise SaaS platform that helps companies onboard, upskill and engage employees faster using games — and the company was on an aggressive growth path. For instance, its team grew 1,800% in just three years. With that growth, 1Huddle wanted to better engage customers and prospects in a world growing stagnant with static content.

The Solution

1Huddle's CEO and Founder, Sam Caucci, received an email from a Vidyard sales rep that caught his eye. The salesperson had embedded a personal video mentioning Caucci by name. He was intrigued and wanted to know more. After following up with the rep to learn more about the platform and personal video, he decided he'd give **Vidyard** a try at 1Huddle — and the company now uses Vidyard to create personal videos for marketing and **sales prospecting**.

"Everyone these days is using more and more technology," explained Roger Bernardino, 1Huddle's VP of Business Development. "Life is becoming more automated and impersonal — especially in the sales world. Personal video allows us to showcase our personality and create that important human connection. Unlike a phone call or an email, a personal video is memorable and puts a face to a name. So even if you do end up on a phone call with a prospect, the call is just that much better."

1Huddle's sales team quickly adopted and embraced **Vidyard**, and its members have become prolific video creators. Sales folks at 1Huddle always add their own personal flair to the videos they're sending, whether it's wearing the jersey of their prospect's favorite team or flying the flag of their college alma mater.

Video has become a standard component of 1Huddle's marketing campaigns, as well. The marketing team embeds videos into its email campaigns and will often use Vidyard to highlight recent media coverage featuring Caucci or showcase 1Huddle's industry expertise.

The Results

Through its partnership with Vidyard, the results 1Huddle has seen include:

- 45,455 videos emailed to prospects;

- 68% open rate; and

- 12% reply rate.

SHARING ENGAGING CONTENT
TO PROMOTE OPENS & CLICKS

Even with squeaky clean data, advanced targeting and segmentation strategies and the right technology investments, email campaigns are easily derailed with lackluster content. Email campaigns should succinctly capsulize why the recipient should invest the time in reading or watching a brand's content.

"More than ever, marketers need to think of themselves as publishers," said Sewell. "Industry studies, perhaps co-authored with a research or analyst firm, about a topic or business challenge that speaks to the pain your solution solves are highly effective."

Hellar's approach to content: Produce content that has immediate, clear value — bullet points, data, a guide — and stay away from the high-level, generalized marketing speak. "Provide specifics. What percentage of cost will be cut? Produce two sets of content — one focused on saving time, one focused on saving money — and A/B test them against each other."

Successful B2B companies know that content has the power to tell the brand's story and build a community among consumers, but the message must be authentic. "The brands that get content right are the ones that are in tune with evolving consumer expectations and desires," Kavanaugh noted.

Proof Point

Identiv, a provider of seamless authentication and security solutions, leveraged email as a distribution component for its "Not Tom Cruise: Mission Possible" campaign, which featured nine YouTube episodes starring a Tom Cruise impersonator who acted as a spokesperson for the company's video management system product, Velocity Vision. Identiv reinforced the social campaign with an ongoing email sequencing campaign to engage current Identiv customers while hyper-targeting prospects in various industries.

Through its efforts, Identiv generated 313 unique email clicks.

WHY DATA HYGIENE & ENHANCEMENT ARE CRITICAL

Personalization and segmentation are destined to fail without clean data. Organizations are challenged to refine and enhance their databases while adhering to the seemingly ever-changing privacy landscape.

Hellar stressed the importance of keeping someone on staff who is well-versed on the essentials of CCPA and GDPR and monitors the landscape to implement legal changes that arise. "Ultimately, every contact has the right to consent, data protection, receive notifications and data portability, in addition to the right to be forgotten and deleted. So, any unsubscribe and compliance practices you have need to protect and guarantee those rights. Tell people what you're going to do with their data, and then do what you said you would do with it."

To avoid costly fines and a damaged reputation, marketers need to understand the guidelines around collecting customer contact information, Kavanaugh said. "Customers also need a way to easily unsubscribe from email marketing communications."

According to Sewell, one of the implications of data privacy laws — and the hurdles they present for email marketers — is a growing reliance on other channels, particularly social media. "Having a customer, user or prospect follow you or your company on LinkedIn, for example, and the ongoing communication and brand awareness that permits, can be just as effective as opt-in email. Plus, you don't have to worry about bad data when someone changes jobs."

What tools do you need to get your data, targeting and relevance just right? Our experts weighed in.

A digital asset manager (DAM) can help marketers create, collaborate and deliver content. "With DAM, marketers can integrate their email marketing software to ensure that content is on-brand, personalized to stay relevant," Kavanaugh said. "Data-driven insights from customer engagement can help marketers optimize their content, creative workflows and customer experience. Based on analytics, brands can understand content performance and identify areas of improvement."

Proof Point

WynnPharm, a manufacturer and distributor of vitamins and supplements, wanted to drive more sales of a particular brand of joint health products, so it turned to an automation-powered email nurture campaign. The company determined that cultivating better business relationships with doctors and physicians was key, so it created landing pages that discussed the benefits of their client's supplements succinctly. Each landing page was tailored to nurture doctors with varying levels of maturity in their relationship to the client and the email campaign directed recipients to the most relevant landing page.

Through its efforts, WynnPharm saw a sharp increase in the number of doctors requesting free samples from its client, as well as high open, click-through and conversion rates.

CONCLUSION: **THE FUTURE OF DIGITAL EXPERIENCES**

Email remains the workhorse of demand gen. While marketers rely on email for results, it is critical to always refine the processes and test different strategies for personalization and segmentation. But a well-oiled email campaign is only as good as the content behind it — be sure to emphasize a solution's value with engaging, snackable content that moves prospects down the funnel.

Vidyard is the video platform that helps businesses drive revenue through the strategic use of online video. Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.

1.800.530.3878
INFO@VIDYARD.COM

Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

201.257.8528
INFO@DEMANDGENREPORT.COM

BY KIM ZIMMERMANN, CONTRIBUTING WRITER