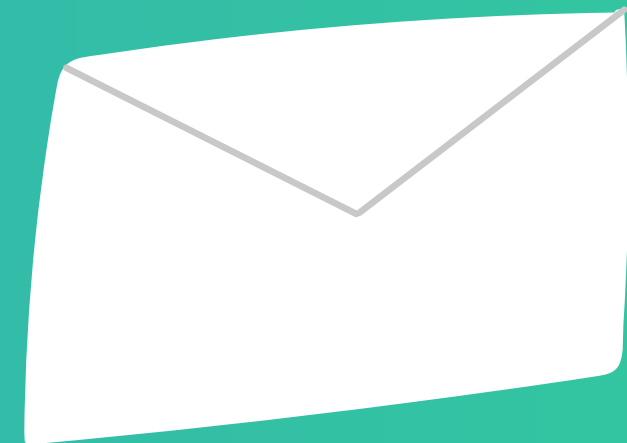# 10 B2B Marketing emails you should be sending

rixxo®

About this guide

Email marketing has the highest return on investment (ROI) of any marketing communications channel:

44x ROI.

So it's essential you use it to your best advantage.

Here are 10 emails you should be selling to your B2B prospects and customers to get the highest return on time spent.

Let's get stuck in.

Want us to sort it for you?
Get in touch - 0117 2077504

rixxo®

So what are these emails?

For each email we'll explain what it is,
go through a good example and why it works,
and then give you some tips for applying it to your
own campaigns.

We know you can't implement all of these
within the week, so keep this guide to
refer back to when you can.

Here are the 10 B2B marketing emails
you should be sending...

1. Welcome emails
2. Promotional emails
3. Order confirmations
4. Shipping notifications
5. Abandoned cart emails
6. Reactivation emails
7. Surveys via email
8. Apology email
9. Dynamic content emails
10. The thoughtful email

rixxo®

1. Welcome emails

First impressions last a lifetime.

This will often be your first communication with a new customer or subscriber, so it's important to set the tone - you want to communicate your key brand messages in a way that sticks.

CRM Sales and Marketing platform Hubspot states that welcome emails receive around 50% open rate – 86% higher than newsletters!

Example Welcome email: Charles Tyrwhitt

This is a great welcome email for a clothing retailer. The design perfectly matches the website, the hero image is *quintessentially British* like the brand and catches the eye. They clearly state their mission and USPs.

The content of the email marketing reinforces the brand messages, and is full of useful links to encourage you to engage with the email regardless of your stage in the buyer cycle.

1. Welcome emails

What to include in your welcome email...

Firstly, it is important to offer a "thank you", after all, manners don't cost a thing. It's polite and helps the customer feel valued. Customers will also be expecting to see branding that matches that of the source they have come from i.e. your website or micro experience.

The main image of your email should create "a moment of delight" whilst the rest of the email should be packed full of information and links to help a user improve their experience with your brand. This could include loyalty programs, social media links, email settings, and the latest offers.

2. Promotional emails

Promo emails tend to be the email marketing that get the most attention from marketers, but they are also being sent by to billions around the world, so let's look at some best practices to make yours stand out.

Catchy subject lines

This needs to stand out in an inbox and drive the user to open yours from a sea of other emails. Using emojis can be effective if it fits your brand identity.

Don't forget the preview

Most email clients will show users a line or two of text, make sure this supports the subject line and doesn't just contain some default text like "open in a web browser."

Detail, detail, detail

Make your discount or offer details very clear. You increase your chance of losing loyalty if your customer finds a catch after spending.

Make it emotive

Make sure you use imagery you know appeals to the emotions of the customer, which will drive engagements. Use powerful words and interactive content to tempt a user to click through.

Perfectly personalise

Use personalisation in both subject lines and content to make a user feel recognised and show that you understand who they are and what they want.

Create a series

Use a teaser, or a few, to build excitement and to prime your users for an upcoming promo. Maybe they'll skip buying something elsewhere in preparation to part with some cash in your store.

rixxo®

2. Promotional emails

This example from Bose for its Black Friday sales is beautifully designed with emotive images and words, whilst staying simple and clear to understand.

When a user clicks through, a discount is already applied and displayed on their website removing any friction from the checkout process.

Want some personal advice tailored to your business?

Get in touch.

rixxo

3. Order confirmations

Order confirmation emails have a 70% open rate, according to Hubspot.

Users want to know they've purchased the right product, they've been charged the right price, and when they'll receive it.

Importantly, order confirmation emails should be sent immediately. They should give your customer the option to change items or order more. Order confirmation emails are also a great place to upsell or cross-sell items, or even for adding a referral offer to save them money off their next order.

Example order confirmation email: Chewy.com

This email includes a big thank you and clear details about where to contact them if there's an issue - which helps demonstrate their good customer service.

They then have clear information, details on savings highlighted, images of the products and shipping information, as well as a call to action to get back on the site.

3. Order confirmations

Order confirmation checklist

It's easy to forget something when you're planning your emails, so here's a thorough checklist of everything to include on an order confirmation emails.

While you may not use any explicit USP or promotional messaging, a prompt and professional order confirmation email reinforces your business as a reliable company and reassures the customer.

- Order reference number
- Shipping address
- List of ordered products
- Photos of ordered items
- Prices of each item
- Savings made (if applicable)
- Delivery cost/method
- Total of order
- Delivery date
- Delivery method
- Delivery tracking ref (or state this will be sent separately)
- Contact information
- Loyalty points info – how many points earned or how many points a user could have earned with instructions and a link on how to join

Want us to sort it for you?
Get in touch – hello@rixxo.com

rixxo®

4. Shipping notifications

Once again, your user will look out for these emails and be more inclined to open them. We are all interested to know when our latest purchase will arrive, especially if we want or need it urgently. The same principle as order confirmation emails applies; take the opportunity to promote something, but make sure the important elements are all present - like in this example from Apple.

Here's everything to include in a fantastic shipping email:

- Make sure the email marketing template is on-brand
- Repeat the order information as before
- Inform the customer about shipping details
- Provide a tracking number and instructions on how to use
- Link users to delivery FAQs
- Make sure contact details can be found easily
- Highlight the process for returns or damages
- Say thank you

 Apple Store   Order Number A1234567890 | Ordered on February 16, 2015

Your shipment is on its way.
Here are your shipment details and tracking information.

Shipped: Delivers Feb 18, 2015 by 2 Business Days

[Track Shipment] [Pre-Sign for Delivery]   Signature required.

Refurbished 15.4-inch MacBook Pro 2.2GHz Quad-core Intel i7 with Retina Display

Shipping Address   MATTHEW SMITH   **Carrier Name**   UPS
(123)456-7899   **Tracking Number** A1234567890B12357120124

The Fathom & Draft
XXXX X XXXXXX St
XXXXXX XXX 12345-1234

Shipment Notifications   xxxx@xxxxxxxxxxxxxxx

To see all the items in this order, visit online Order Status ›

Questions

How do I track my shipment?

Visit online Order Status to view the most up-to-date status of your order. Some carriers, including the U.S. Postal Service, may not provide tracking information. If you ordered multiple items, you may receive separate shipments with no additional shipping charges. For more information about shipping or returns, please visit online Help.

You can also call Apple Store Customer Service at 1–800–MY–APPLE, Mon-Fri 5 a.m.– 8 p.m., Sat-Sun 7 a.m.–4 p.m. Pacific. Please have your order number available.

Do I need to sign for my shipment?

Check the shipped items section to determine whether your shipment requires a signature. If a signature is required, the carrier will make three delivery attempts before returning your items to Apple.

If you're unavailable to sign for your items, we offer alternate delivery options. Visit Delivery Options for more information.
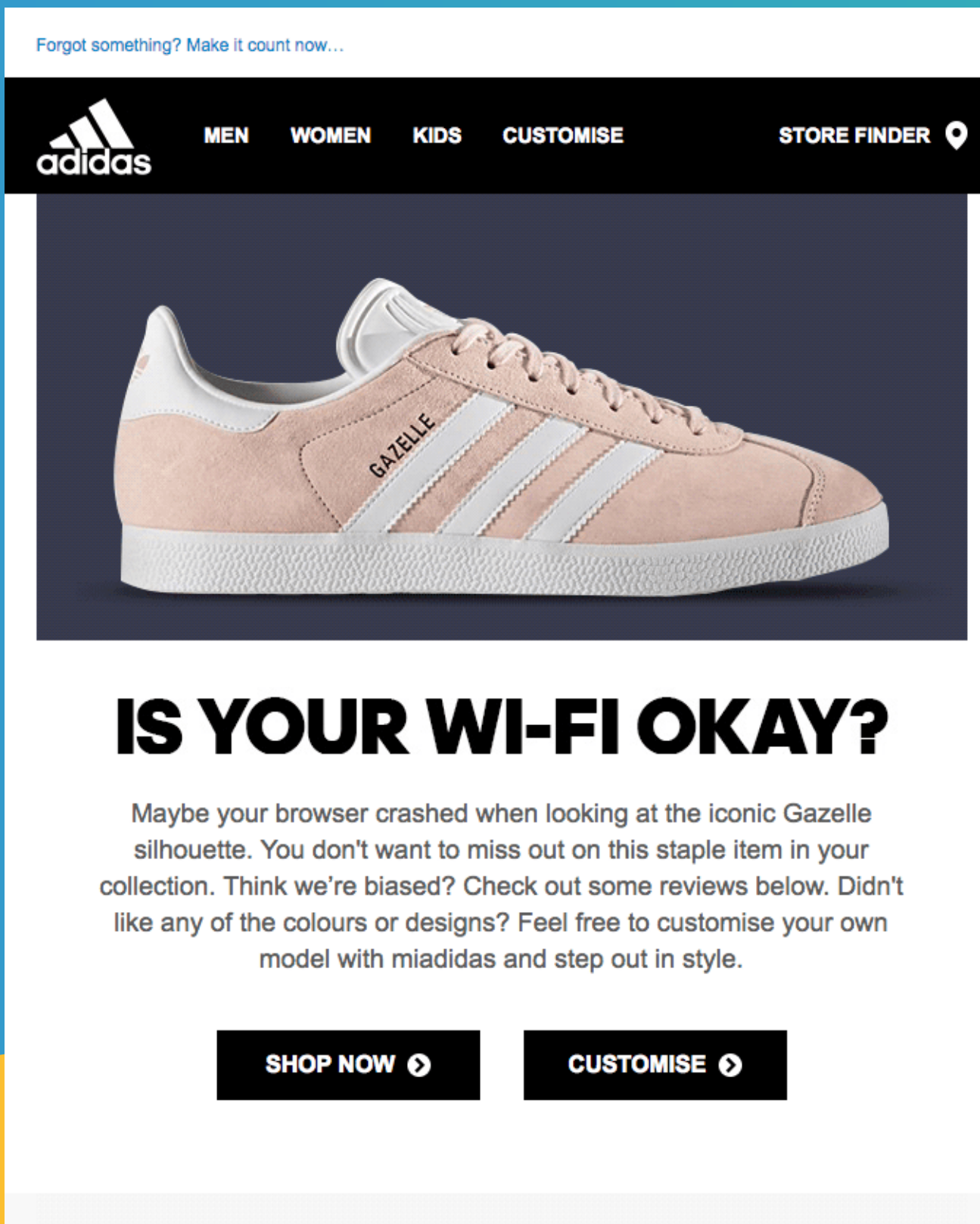
5. Abandoned cart emails

Cart abandonment email marketing is one of the most important B2B eCommerce marketing weapons in your arsenal. On average 67% of all carts are abandoned, so giving yourself an extra chance to land that sale could be very lucrative.

B2B and B2C regulations on data and data usage are different, as is the customer journey. You are more likely to need to login to a website on a B2B website, especially to see custom pricing and credit facilities.

With this in mind, you know who the user is when they are putting items into their basket, and your privacy policy and subscriptions have hopefully been set up to allow you to remind customers they forgot to complete their purchase.

We need to be aware that a user has abandoned their cart for a reason, so be sensitive and tactful in your approach.

Forgot something? Make it count now...

adidas — MEN WOMEN KIDS CUSTOMISE STORE FINDER

IS YOUR WI-FI OKAY?

Maybe your browser crashed when looking at the iconic Gazelle silhouette. You don't want to miss out on this staple item in your collection. Think we're biased? Check out some reviews below. Didn't like any of the colours or designs? Feel free to customise your own model with miadidas and step out in style.

SHOP NOW CUSTOMISE

rixxo

WHAT'S THE WORD?

★★★★★

Excellent, well made and comfy. Can't go wrong with Gazelles.

supdoc

★★★★☆

Timeless classic.

Mattyc

★★★★★

Retro inspired genius. Style personified.

Gb072

5. Abandoned cart emails

Here are some tops tips for getting users back to your store and finishing the purchase:

- Links should navigate back to their carts with products and discounts all present
- Discounts should be applied
- Send short sequences, not just a single email
- Personalise the emails
- Write clear and compelling subject lines
- Include pictures
- Make it easy to opt-out of further Cart Abandonment emails (we don't want them to block you totally!)
- Ask for a reason – why did they leave?
- Follow up appropriately based on their response
- Include customer reviews to encourage them to buy

Want more B2B eCommerce advice?
Get in touch – 0117 2077504

rixxo

6. Reactivation emails

Hubspot research suggests that the average mailing list degrades by around 22.5% every year.

We can use several tactics to try and reactivate an email, many of which happen outside of email itself. In your reactivation emails, you can try:

- Appealing to their humorous side (if it's suitable for your brand)
- Tell clients what has changed or what they are missing
- Offer an alternative like Facebook Messenger
- Show them advance preference settings so they only get what they want
- Try something fun, rewarding and exciting - like our Mobile Scratchcard Instant Win tool

Example reactivation email: Blue Apron

Blue Apron focus on its USPs including; a beautiful appealing photo; use some short copy that reaches our senses, and then a discount as a call to action.
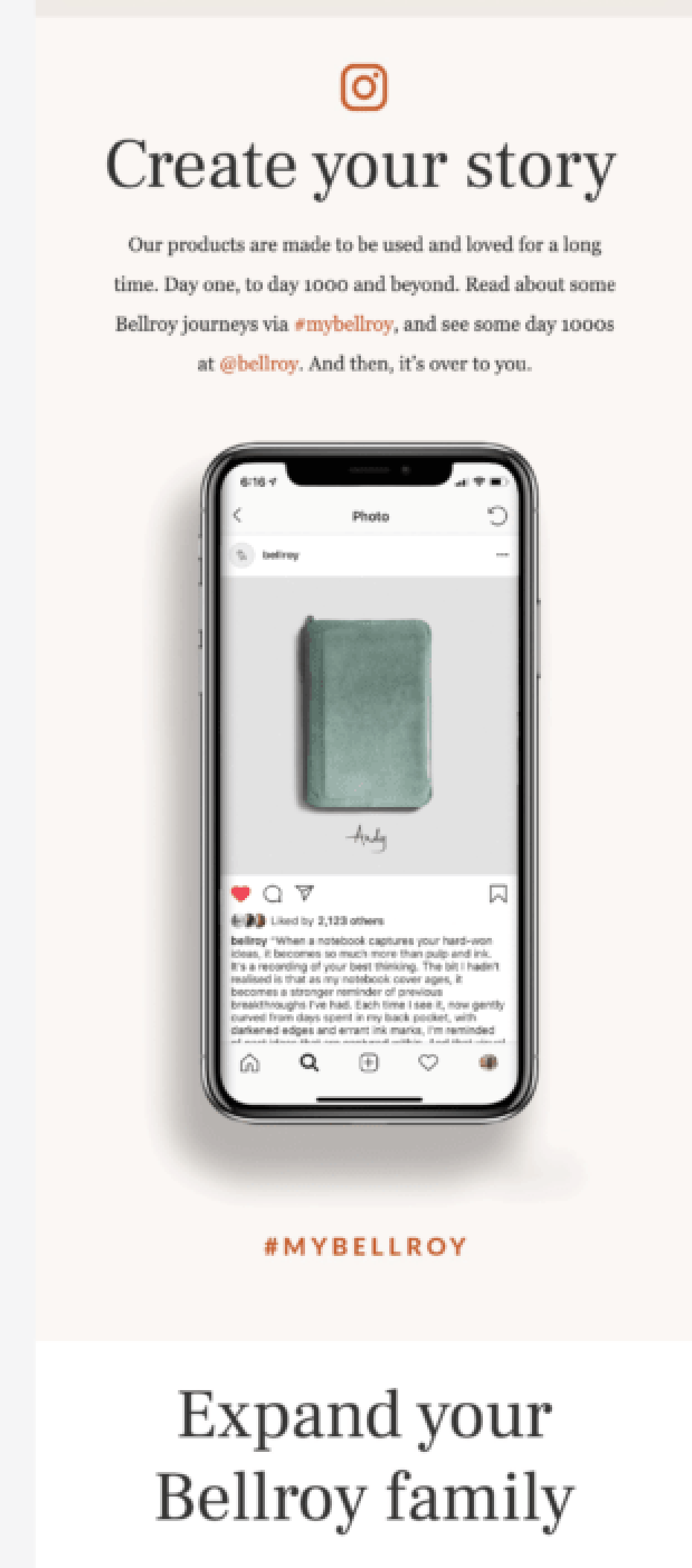
7. Surveys via email

Surveys are hugely important to gain feedback from your audience. Even if your users are like the other 75-85% of people who do not respond, they'll be reassured you are listening and are giving them a voice. Plus, the data you do get can be really helpful.

We love to use Google Survey Forms or SurveyMonkey as they are quick to build and have a simple UX.

Example survey email: Bellroy

By opening with 'Settled in yet?', Bellroy make this survey email sound colloquial and personal. They also use 'your' throughout the email.

'Tell us how much you like it' is a very leading question. This create bias - a problem in scientific data, but not so much in marketing!
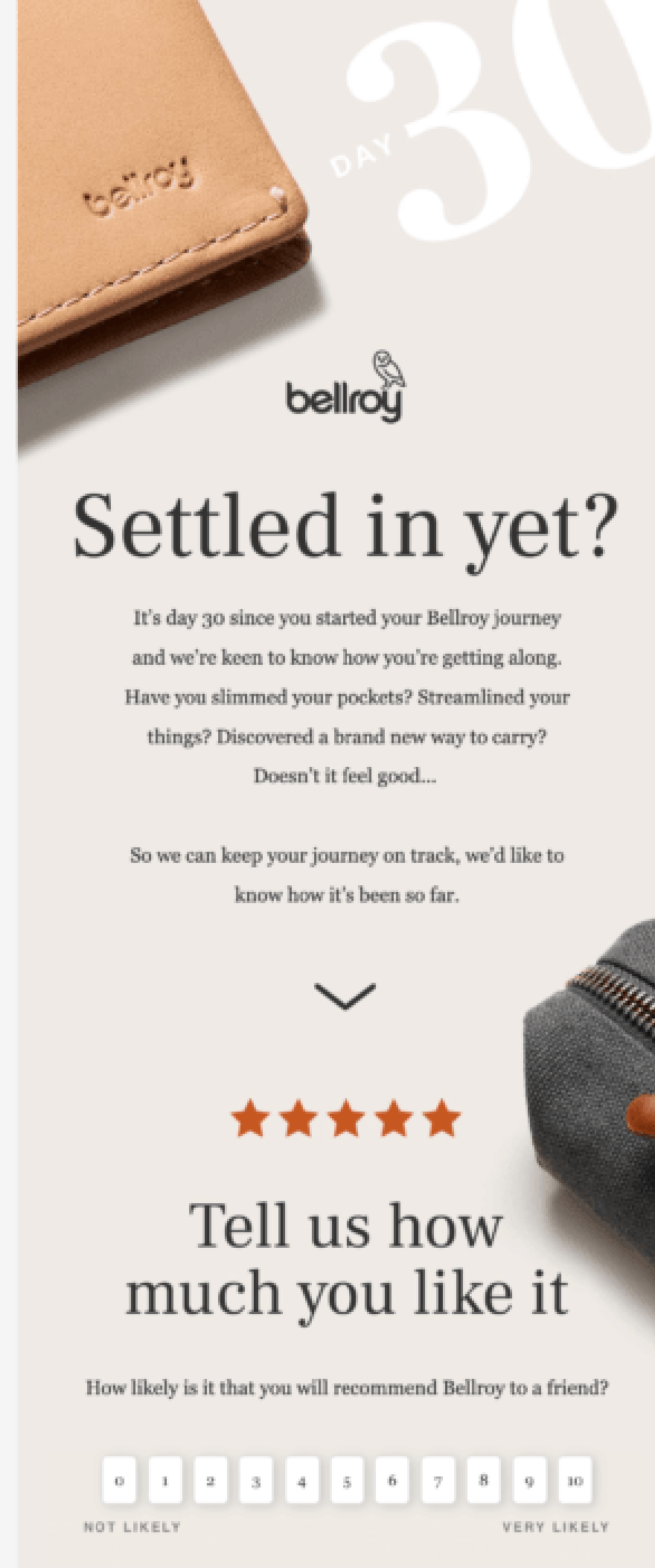
7. Surveys via email

Some principles apply regardless of your approach:

Incentivise

If the data that you're gathering is valuable to you, offer a reward for completing your survey. You'll likely see twice the response rate. If the data gathered is valuable to the user, share the results with them as an incentive to answer.

Keep surveys short

Keeping them short and sweet is always best. Offer a follow-on survey if you have lots of information to gather - We love giving the customers a "one-click option", like in the Bellroy email above.

Share the outcomes

If people feel like they are part of your business, you will forge stronger relationships and create brand advocates.

Fab.
Smiles. Guaranteed.™

Unable to see this message? Click here to view.
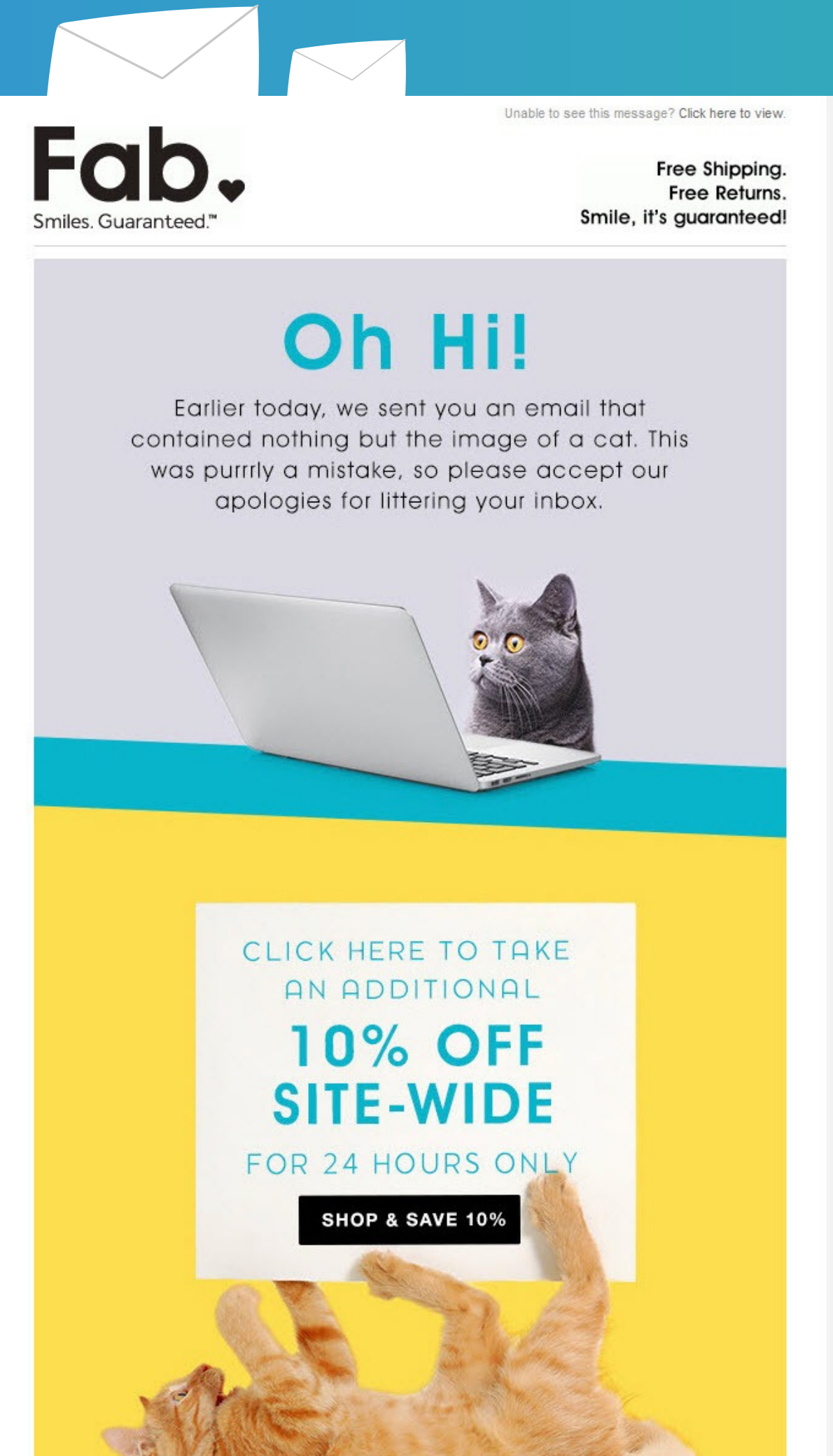
Free Shipping.
Free Returns.
Smile, it's guaranteed!

Oh Hi!

Earlier today, we sent you an email that contained nothing but the image of a cat. This was purrrly a mistake, so please accept our apologies for littering your inbox.

CLICK HERE TO TAKE
AN ADDITIONAL
10% OFF
SITE-WIDE
FOR 24 HOURS ONLY
SHOP & SAVE 10%
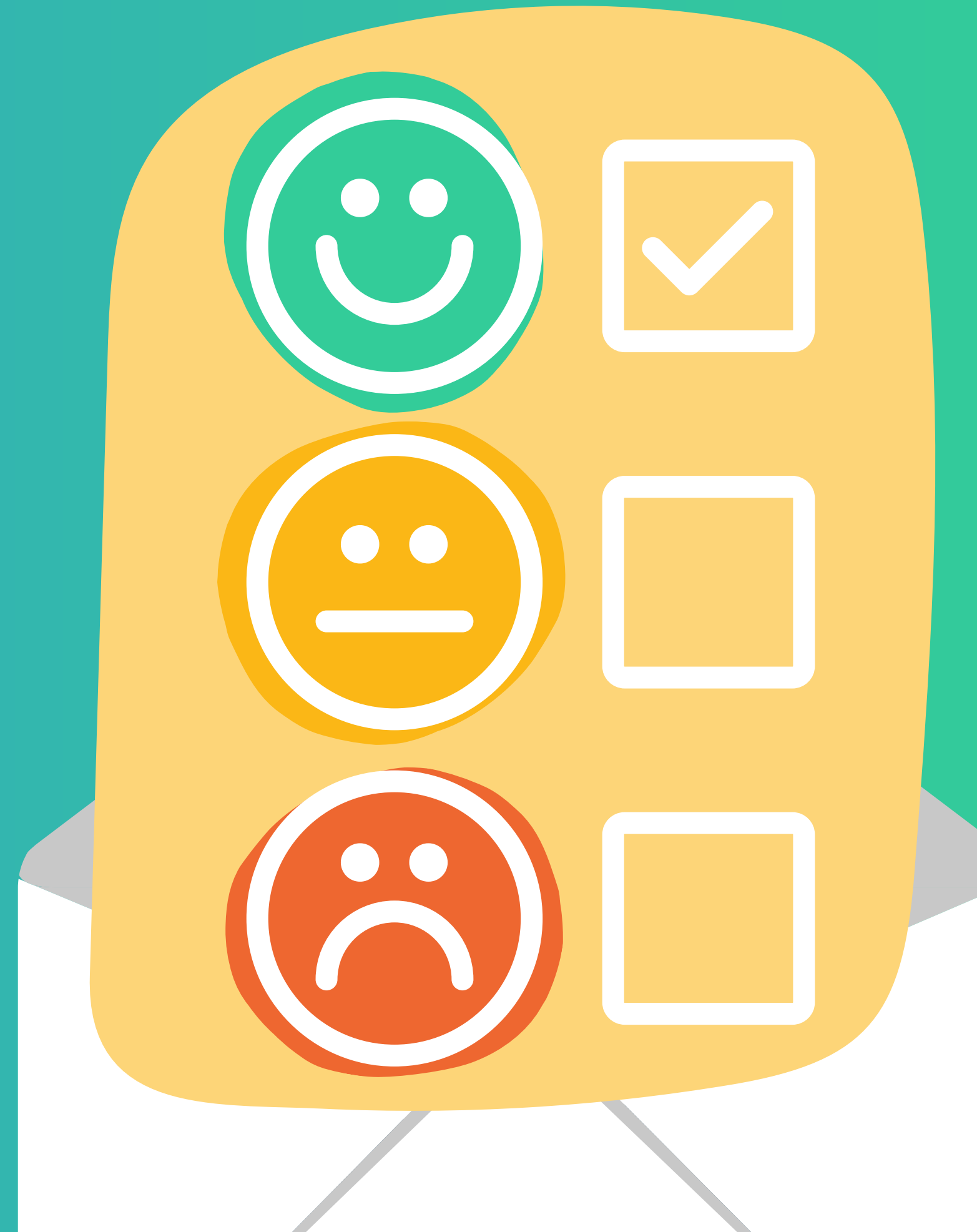
8. Apology emails

Research suggests that it is 6 –7 times more expensive to win a new client as it is to keep a current one.

It may be a mistake you have made on a large scale like a technical issue, or something wrong in your newsletter. Perhaps it's a one-to-one issue like a missing item or late delivery. Either way, being prepared with an email ready to go in case something goes wrong will allow you to react quickly and reassure your customers.

It is critical the content, tone, and imagery are suitable for the situation, but some useful rules to follow are:

- React quickly
- Make design clear and concise
- Make sure the email is perfectly on-brand
- Be honest and polite
- Only use humour if your brand is good at it (and the situation isn't too grave)

Wrong price or link in an email marketing newsletter? Yeah – let's make light of it! But, if a large scale data breach strikes… please don't joke.

rixxo

9. Dynamic content emails

Dynamic content email marketing uses automation tools to populate and personalise the content based on sets of predetermined rules. This means you can personalise mailings at scale. This is a more complex email marketing tactic and relies on a CRM system and a good set of data. We like Hubspot, DotMailer, SendinBlue, and Mailchimp as they all enable you to create these.

If you have a custom CRM or CMS you may need an integration built directly between them to ensure high-quality data.

Some common types of dynamic emails you should consider:

- Best selling products
- Recently added products
- Recently viewed or suggestions based on website activity
- Most viewed / most popular
- Biggest savings

rixxo®
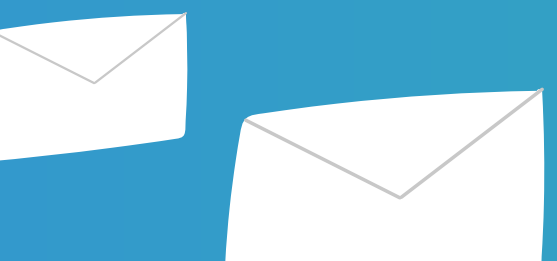
10. The Thoughtful Email

Lastly, think about how you can go the extra mile.

Online gadget and gift retailer Firebox sends out quick emails to its customer base before they start seasonal emails. It is a great example of being sensitive to your audience's needs.

They show great compassion asking if people would like to opt-out of Mothers/Fathers Day promo emails. This kind of activity will help keep people subscribed to other emails and build brand loyalty. Kudos to them.

More promotional examples of thoughtful emails include exclusive discounts on user's birthdays and rewards for long-term customer anniversaries.

FIREBOX

Hey Richard

Mother's Day is on the horizon and we know it's not everyone's favourite day of the year.
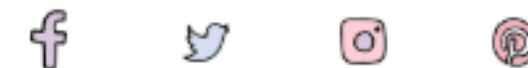
If you'd rather not be reminded of it, click **here to opt-out** of receiving future Mother's Day emails.

No need to explain anything. You'll continue to receive our other newsletters as usual.

All the best,

Team **Firebox**
X

Firebox.com Ltd
Dragoon House, 37 Artillery Lane, London E1 7LP
VAT Reg. No.: 798 6593 41 Registered in England & Wales, No. 3874477

info@firebox.com | www.firebox.com

Unsubscribe | Newsletter Feedback

rixxo®

The biggest take-aways?

Be personal, be clear and precise, and never miss an opportunity to mention your USPs.

You might not get all of these right all the time, but the main thing is not to underestimate the power of email in finding and keeping business.

If you want some help with your B2B or eCommerce email marketing, just get in touch.

Rixxo also develop Magento 2 websites, create custom integrations, find solutions to complex project problems, improve SEO and much more...

rixxo

rixxo®

Want to join in?

0117 2077504   hello@rixxo.com   @rixxohq