



ATTRACT & ENGAGE
Smarter Growth Marketing

Online Event

Construction Emails that Get Results

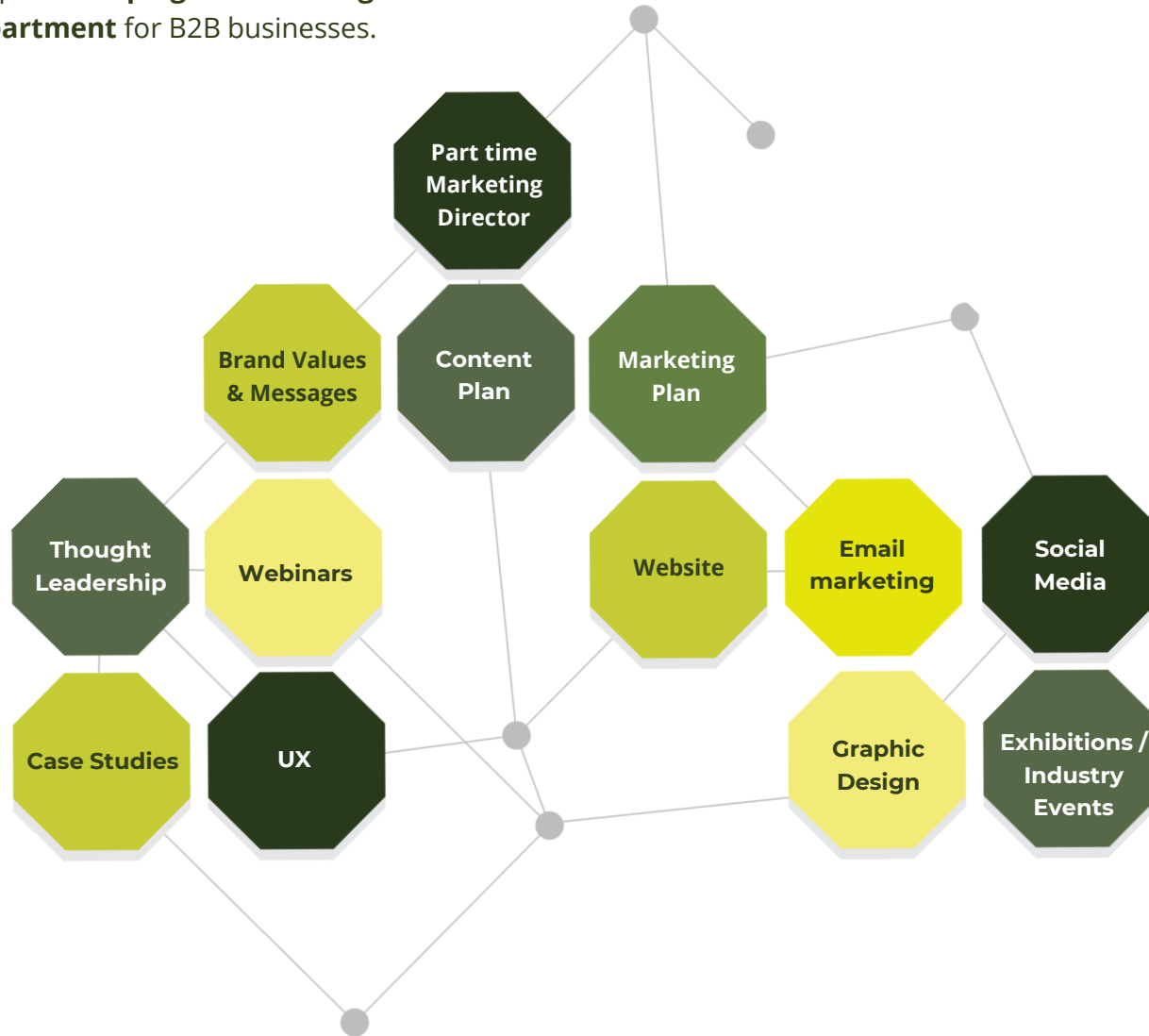
15th October, 1.15 - 1.45



EXPERTISE

What we do

We provide a **plug-in marketing department** for B2B businesses.





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What our customers say

We have a proven track record of delivering excellent results for B2B firms.

From construction contractors to maintenance firms, professional service business to manufacturing and everyone in-between.

Here's a selection of some recent client testimonials.



"The A&E team are a joy to work with and have consistently produced excellent work in support of our brand & performance initiatives."

**Sam Roberts,
Marketing Director**



"I'm thrilled we found Attract & Engage as early as we did in our planning process. They skilfully supported us with strategic communications advice and helped shape our thinking."

Steffan Battle, MD



"After deciding to outsource our marketing to A&E, their delivery has been truly excellent."

Roland Archer, Sales Director



"A&E has made a huge difference to our online presence. We now have several new clients due to their work."

Charlie Butler, Director



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AGENDA

What's in store?

1. Why email marketing is far from 'dead'
2. B2B Email Strategy Framework
3. Email Copy
4. 3 Top Tips





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#1 FUNNEL

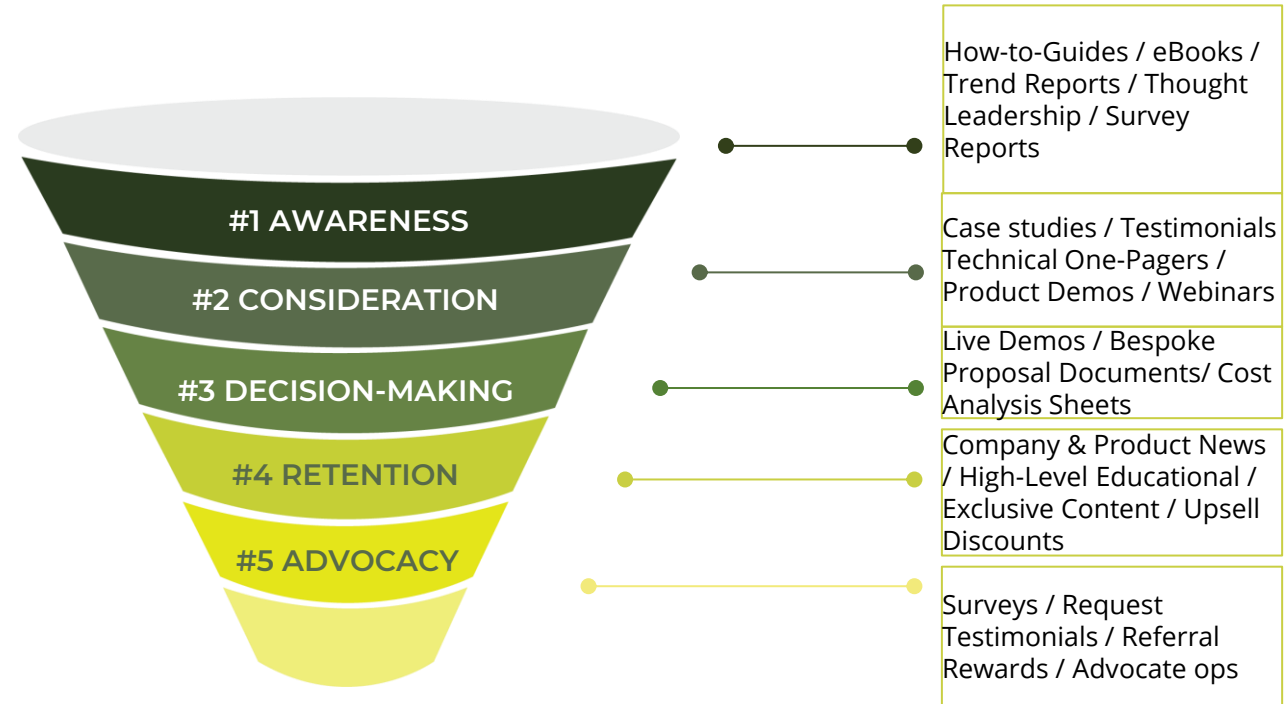
B2B Buyer Journey

The B2B sales process is long and complex.

Your decision-making unit often includes multiple buyers, users, gatekeepers and influencers.

The goal with B2B email marketing is to nurture relationships with this group of potential customers, build brand awareness, and generate sales.

B2B email marketing in the UK has an average return on investment (ROI) of £42 for every £1 spent



77% of marketers have seen an increase in email engagement over the last 12 months





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Framework

Steps to create a B2B email marketing strategy

1 Establish goals

Build brand awareness? Re engage lapsed clients? Drive website traffic? Increase cross-sell & upsell?

2 Define audience

Understand your targets based on Decision Maker Unit, stage of buyer journey, pain points & perceived value

3 Decide email type

Select appropriate email types, considering a combination of bulk brand and personalised outreach sequences

4 'Cut thru' content

Define best layout, branding, formatting & UX. Keep subject lines at around 4-5 words. Focus on the value 'hook'



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#2 Email Copy

The language has to sell the click!

DO ...	DON'T ...
Write to gain trust	Write to sell
Focus on the reader	Focus on yourself
Tell intentional stories	Tell irrelevant stories
Be clear and concise	Let subject line and preheader copy be an afterthought
Clear call to action	Forget company values

#3 TOP TIPS



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TurboTax Newsletter | October 2020 Issue



TurboTax answers your COVID-related questions with expert advice and up-to-date resources.

We know that COVID impacted millions of people and brought about many uncertainties. TurboTax has you covered in this time of need. Our resource centers provide expert information, calculators, and other tools to help understand what COVID relief means to you and your finances, now and during tax season, so you can keep more money in your pocket. Know you are not in this alone.



Hi Steven,

Marketing automation isn't new. Millions of emails are automated every day. But that's the problem. Automation has simply made spamming "smarter" and more efficient, and thus, less effective.

It's time to change that.

Register for [The Science of Marketing Automation](#) to uncover groundbreaking research to building a world-class marketing engine.

[Reserve Your Seat Now >>](#)

From this webinar you will learn:

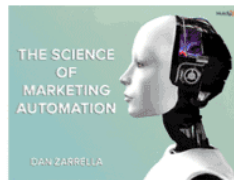
- How to measure the ROI of your automation efforts
- Data on timing your automated messages
- Marketing automation data beyond just email



Access Pro features from your mobile device

Since launching MailChimp Pro in September, our mobile team has been working to carry over those features from desktop to mobile devices. With this latest update, you'll be able to view your Multivariate Campaign reports and get delivery insights right from your mobile phone. Plus, iOS users will also be able to stop delivery on a campaign.

[Read The Blog Post](#)



Thanks for requesting our content just now,

I hope it's exactly what you were looking for, and helps give your marketing a boost. You can expect to receive updates from us about Unbounce ebooks and webinars. I'd like to share more great content with you in the future, but you can [unsubscribe](#) at any time if you'd rather not receive anything further.

In the meantime, if you'd like to check out more of our (free) ebooks, webinars and infographics, please swing by our [Resources page](#).

Cheers,

Ol Gardner
Co-Founder & Creative Director
[Unbounce.com](#)

PS. Interested in building and testing landing pages quicker than you ever thought you could? [Find out more about Unbounce.](#)

4 Tips to Turn Customer Feedback into Action

We're celebrating 10 years of innovating with the IdeaExchange – it's how we connect to our customers and turn their ideas into action and innovation.

[READ THE POST →](#)



How AI is Changing the Day-to-Day Work of Sales Teams

Artificial Intelligence is changing sales for the better in a few key areas - taking much of the guesswork out of the selling process.



Service Industry, Meet LiveMessage – The Next Generation of Conversational Service

The future of customer service is conversational, where customers communicate with businesses in the same ways they communicate with their friends.



The 10 Editing Stages a Content Marketing Manager Needs to Plan For

Editing – a necessary step that often feels like a necessary evil. Plan for all steps of the editorial process so you can execute content with ease.

[Take me to the blog →](#)



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QUESTIONS PLEASE?

FREE GUIDE

More you'd like to understand?
Our 10-point marketing checklist
for built environment businesses
is available to download.

Visit www.attractandengage.co.uk
for your copy.





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Thank you



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