

 inSegment



10 FORMULAS

FOR WRITING EFFECTIVE EMAIL COPY

Every B2B Marketer
Should Know and Use



Although you may hear some people claiming that email as we know it is dead, in the world of B2B marketing, email is here to stay. After all, [59 percent of B2B marketers see email as the best channel](#) for generating revenue, and for good reason.

The importance of email marketing is definitely not overrated—U.S. businesses alone get a [whopping 4,300 percent return on investment](#) from email campaigns, while [70 percent of email recipients](#) say they pay attention to emails sent by brands they like and admire.

The power of email is enormous, but it needs to be harnessed to encourage readers to open and take the desired action. This is especially crucial since B2B marketers have [only three-to-four seconds to catch readers' attention](#).

That's why every word counts. Each detail in an email campaign needs to be thoroughly thought out, monitored, and A/B tested for continuous improvement. The email content should tie together seamlessly, telling a compelling story and guiding the reader to the desired call-to-action. Ultimately, you need to make an offer that people can't refuse.

Although trial and error is a useful method for finding what works best for a specific audience, there are several more clear-cut practices to spark interest in readers and get them to absorb your message. They all boil down to incorporating powerful persuasion into your writing, using as much personalization as possible.

Here are the top 10 best practices to craft effective email copy that will boost your B2B company's email marketing results and make your customers convert.

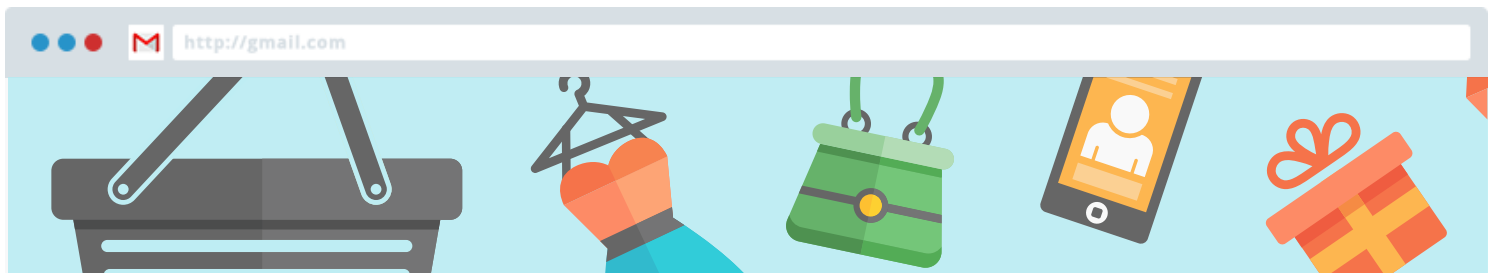


#1 Before and After

Chances are your target audience members might not yet be aware they have a problem that your company can provide a solution for. This is a good opportunity to use a proven email approach known as the “before and after” tactic.

Shedding light on something that might be reducing their productivity or satisfaction, as well as inviting them to imagine how much better off they would be without this problem, are the key incentives used in this approach.

Pleasure and pain are major motives for marketing professionals’ actions. A successful marketer identifies the pain of a target audience and promises to relieve it, which entails explaining how the solution will make the “after” state so much better.



Hey Marta,

Shopping cart abandonment is one of the biggest problems of online businesses today. Up to 70% of all your sales might be going down the drain because of it.

OnlineBiz’s online metrics tool gives companies the power to monitor where customers drop out, so they can interact with people at the right time to prevent this.

Do you have 15 minutes to spare? I can quickly illustrate how our tool can help you decrease your online store’s churn rates by more than 50%.

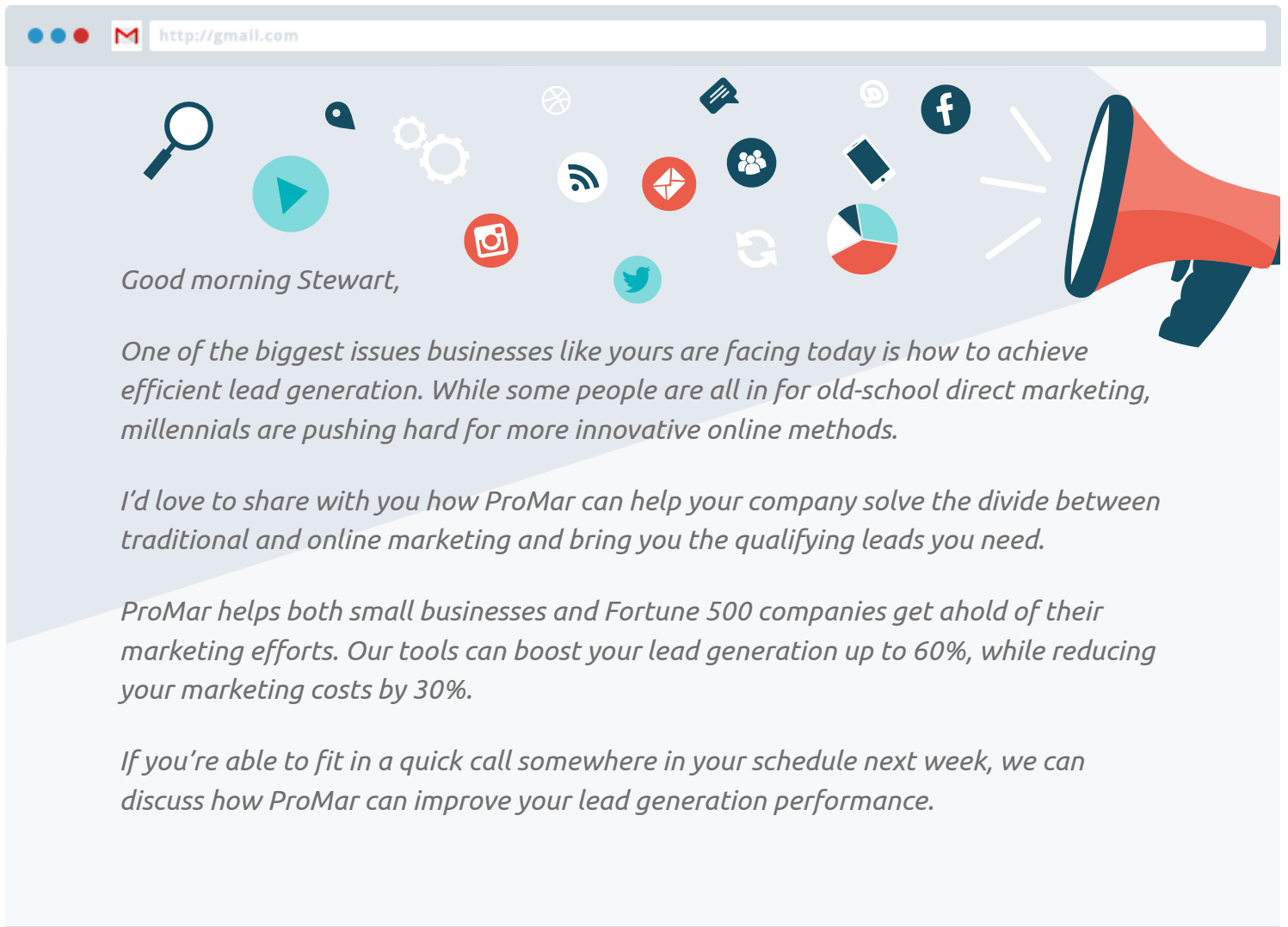
When is the best time for you to chat about how you can improve your sales numbers?

#2 Feel Like Talking About Your Problem?

On the other hand, your potential customers might already be aware their problem exists. But it could be they don't realize the extent to which it is affecting them.

Composing an email that elaborates on the difficulties the problem is causing them—and prompting a discussion or simply offering your sincere concern—is bound to get them thinking about what they can do to overcome it. No one likes to experience difficulties, so when a problem is seen as acute, people will take action.

In contrast to the “before and after” approach, you don't need to go into detail about the after-effects of using your product or service. Instead, make your readers realize just how big their problem is. Then you can move on to highlighting the powerful benefits of your product and how it can help them achieve their goals.

A graphic of an email client window. The browser address bar shows 'http://gmail.com'. The email content is displayed in a light blue background. At the top right of the email content, there is a large red and blue megaphone icon. The email text is as follows:

Good morning Stewart,

One of the biggest issues businesses like yours are facing today is how to achieve efficient lead generation. While some people are all in for old-school direct marketing, millennials are pushing hard for more innovative online methods.

I'd love to share with you how ProMar can help your company solve the divide between traditional and online marketing and bring you the qualifying leads you need.

ProMar helps both small businesses and Fortune 500 companies get ahold of their marketing efforts. Our tools can boost your lead generation up to 60%, while reducing your marketing costs by 30%.

If you're able to fit in a quick call somewhere in your schedule next week, we can discuss how ProMar can improve your lead generation performance.

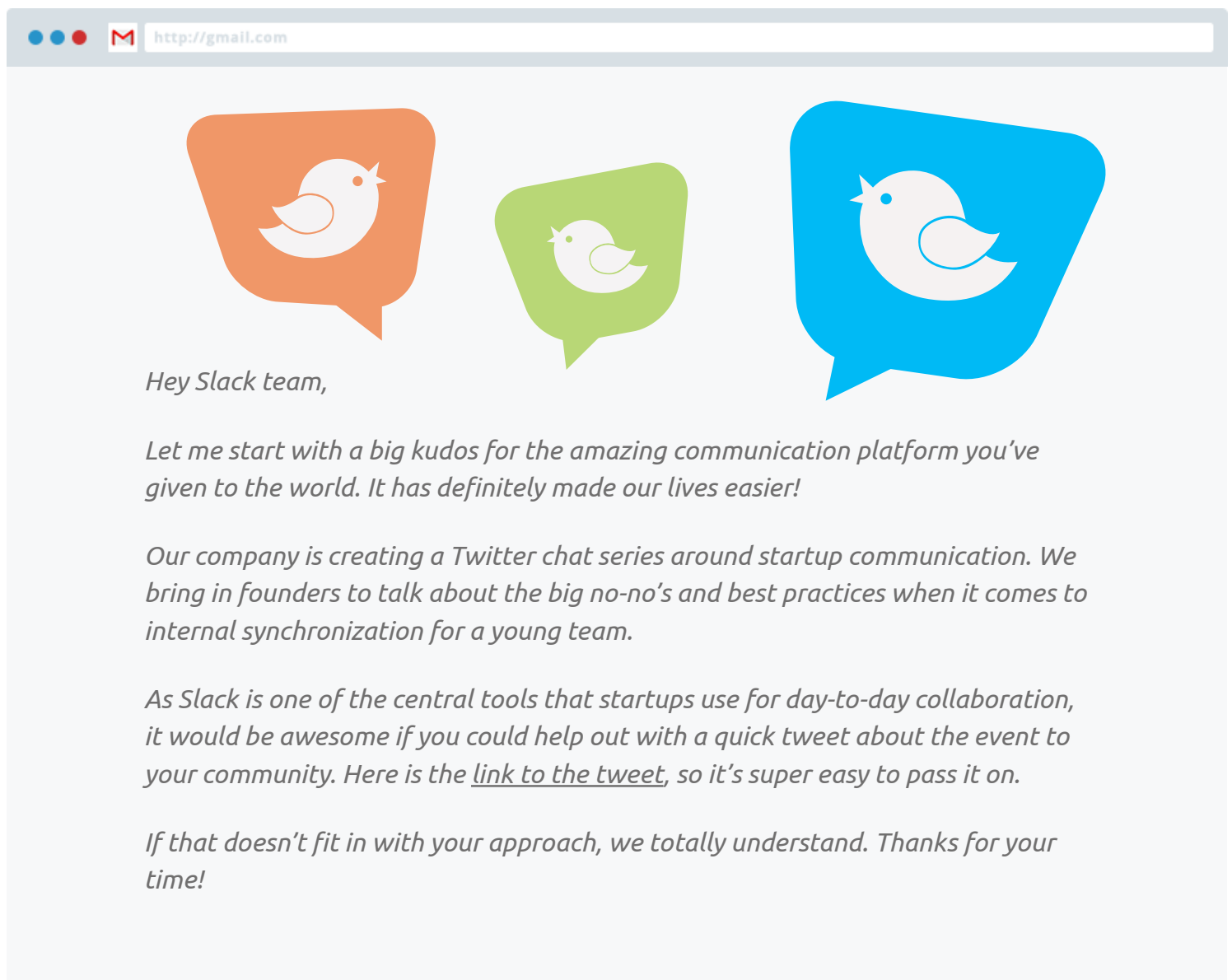
The background of the email content is decorated with various marketing icons: a magnifying glass, a play button, a location pin, gears, a Wi-Fi symbol, a speech bubble, a smartphone, a Facebook 'f' logo, a pie chart, a refresh symbol, a Twitter bird, and a camera icon.

#3 The Freedom Option

When asking something of your customers (such as filling in a survey or retweeting your blog post) in return for what you offer, take a different approach with your persuasive skills.

The best way to get your readers to take you up on your request is to explicitly give them that option. [Psychological studies](#) have shown that when given the opportunity to decline, most recipients will feel at ease to opt in.

It's a win-win: you get what you want, and people leave with a positive impression of your brand.




#4 Facts, Facts, and More Facts

Now we dive into the deep waters of persuasion. When you need to present your case rationally to your audience, especially when it comes to large purchases or other high-value decisions, it's best to use a chain of arguments. Depending on your field, you also might want to use statistics.

Start with a sentence that frames the situation by detailing the problem at hand. Then support your point with as much credible evidence as possible, leaving no place for hesitation among your audience.

The call-to-action at the end then becomes a convenient and logical gateway to get the reader to try out or purchase your product.



Hello Michael,

Whether you're running a 10-person team or an enterprise, using the right time tracking software is crucial for your company—and your peace of mind.

That's why StatBooks is here to make the lives of millions of managers and HR teams easier.

Wondering how StatBooks can help you better manage your team's time? We've answered this question in our most recent case study. Make sure to check out these whitepapers, too:

- *A Quick Guide to Time Management for Teams of Any Size*
- *How to Use Time Tracking to Cut Out Projects that Drag You Down*

Ready to give it a go? Your 15-day free trial is only a click away. Contact our service team to learn more about our subscription plans, too—but only after you've seen the difference with StatBooks!

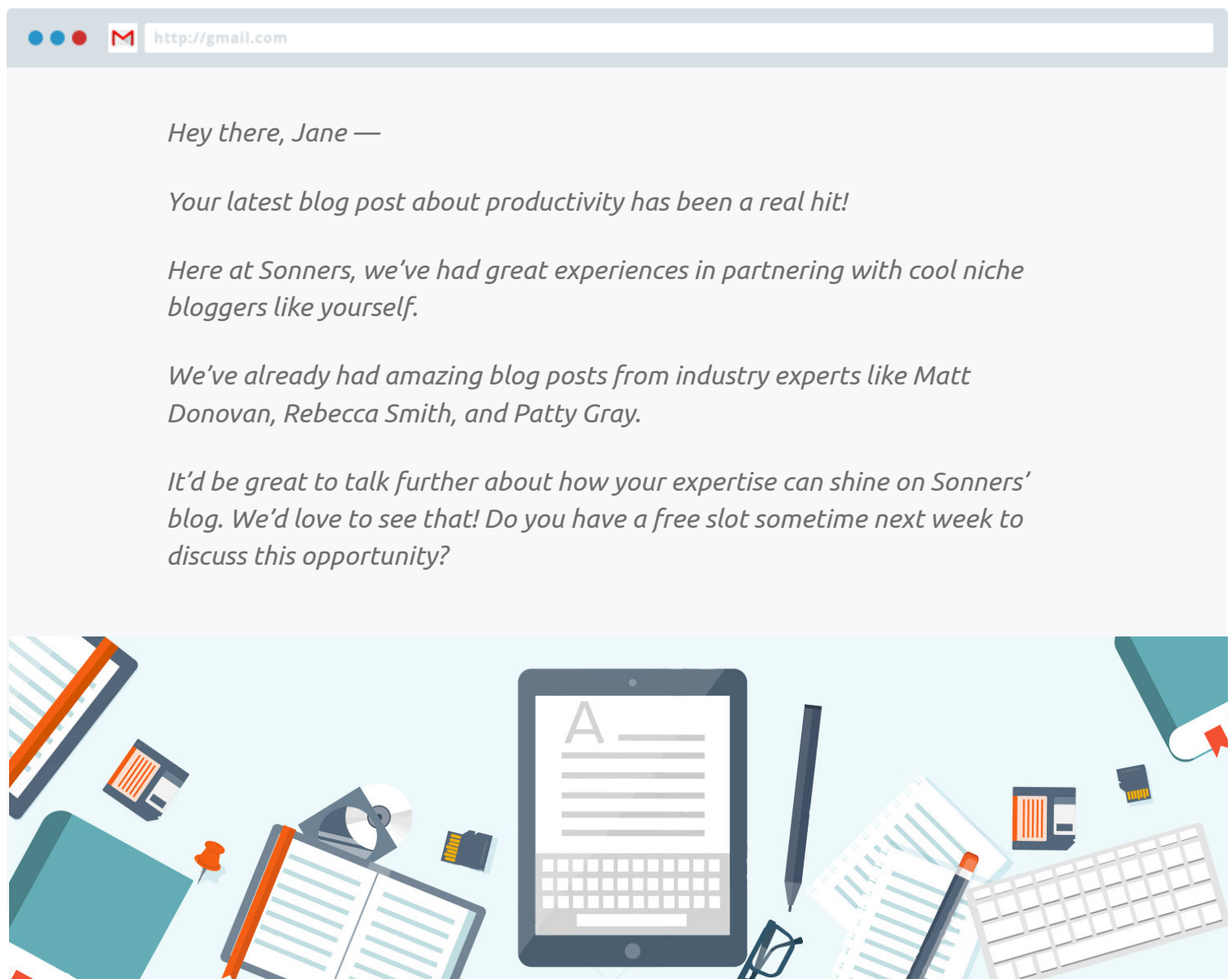
Any questions? Give us a shout.

#5 The Classic FOMO in Action

Yet another approach to crafting emails is to rely on your audience's fear of missing out (FOMO).

Start with a personal greeting to catch the reader's attention, then describe the perks of your offering.

Once you've sparked sufficient engagement, it is time to point out the notable people or companies you've worked with, or perhaps highlight the limited amount of time the product is available. This will give your offer an air of exclusivity that will encourage readers to take the next step and follow your call-to-action.

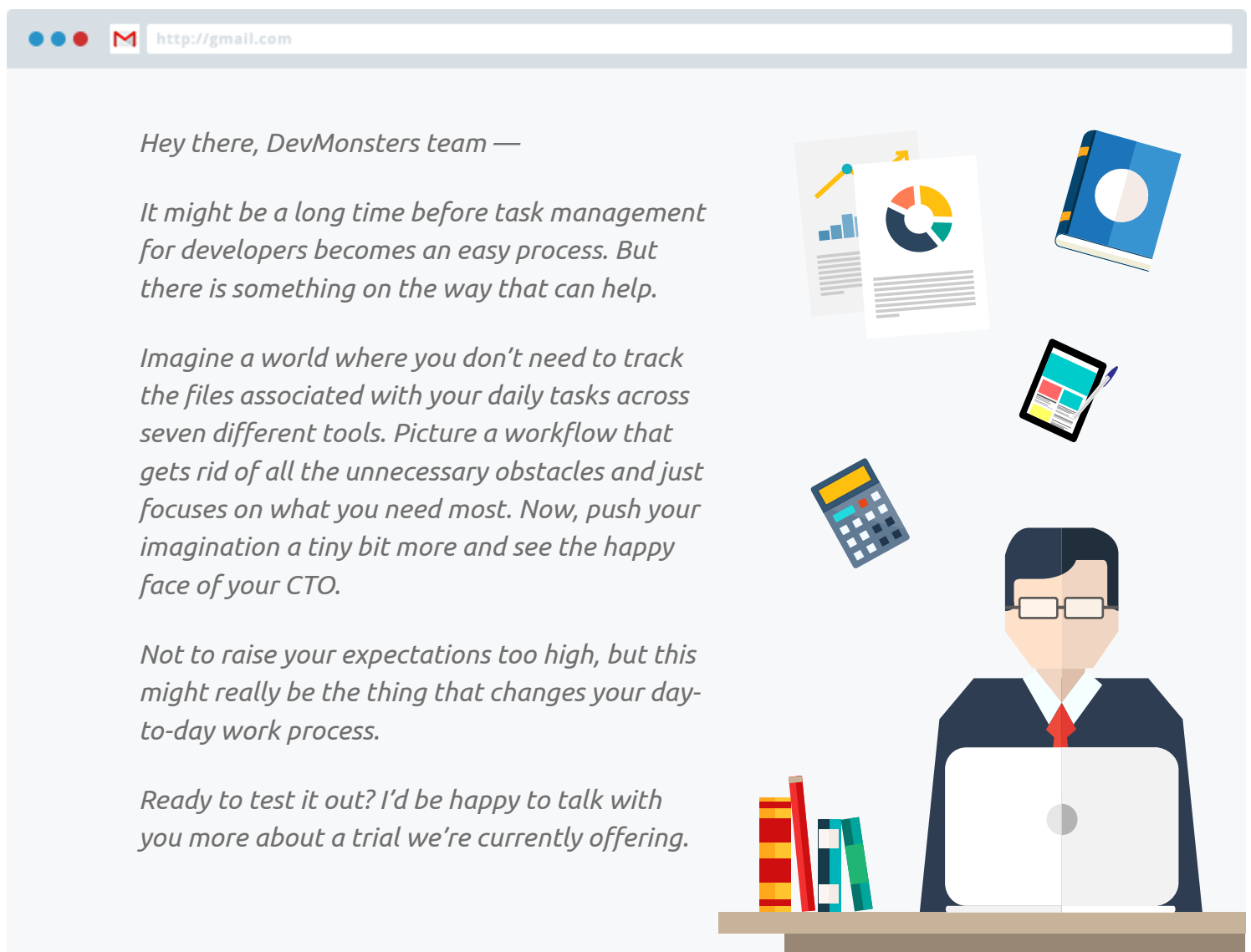


#6 Stories Make the World Go Round

Almost all good emails tell a captivating story, whether it's short or more elaborate. But to really win the heart of your audience, you need to write a compelling narrative that immediately triggers emotion.

Storytelling is a great marketing method that has become increasingly popular in recent years. As with any content your B2B brand delivers, using storytelling techniques to devise a powerful email is a good idea. Why? [Because stories stimulate our brains](#), stir our imaginations, and keep us interested.

The overall narrative your email takes is up to you. But the important thing is to showcase how a change has been experienced—and a challenge overcome— thanks to your solution.



Hey there, DevMonsters team —

It might be a long time before task management for developers becomes an easy process. But there is something on the way that can help.

Imagine a world where you don't need to track the files associated with your daily tasks across seven different tools. Picture a workflow that gets rid of all the unnecessary obstacles and just focuses on what you need most. Now, push your imagination a tiny bit more and see the happy face of your CTO.

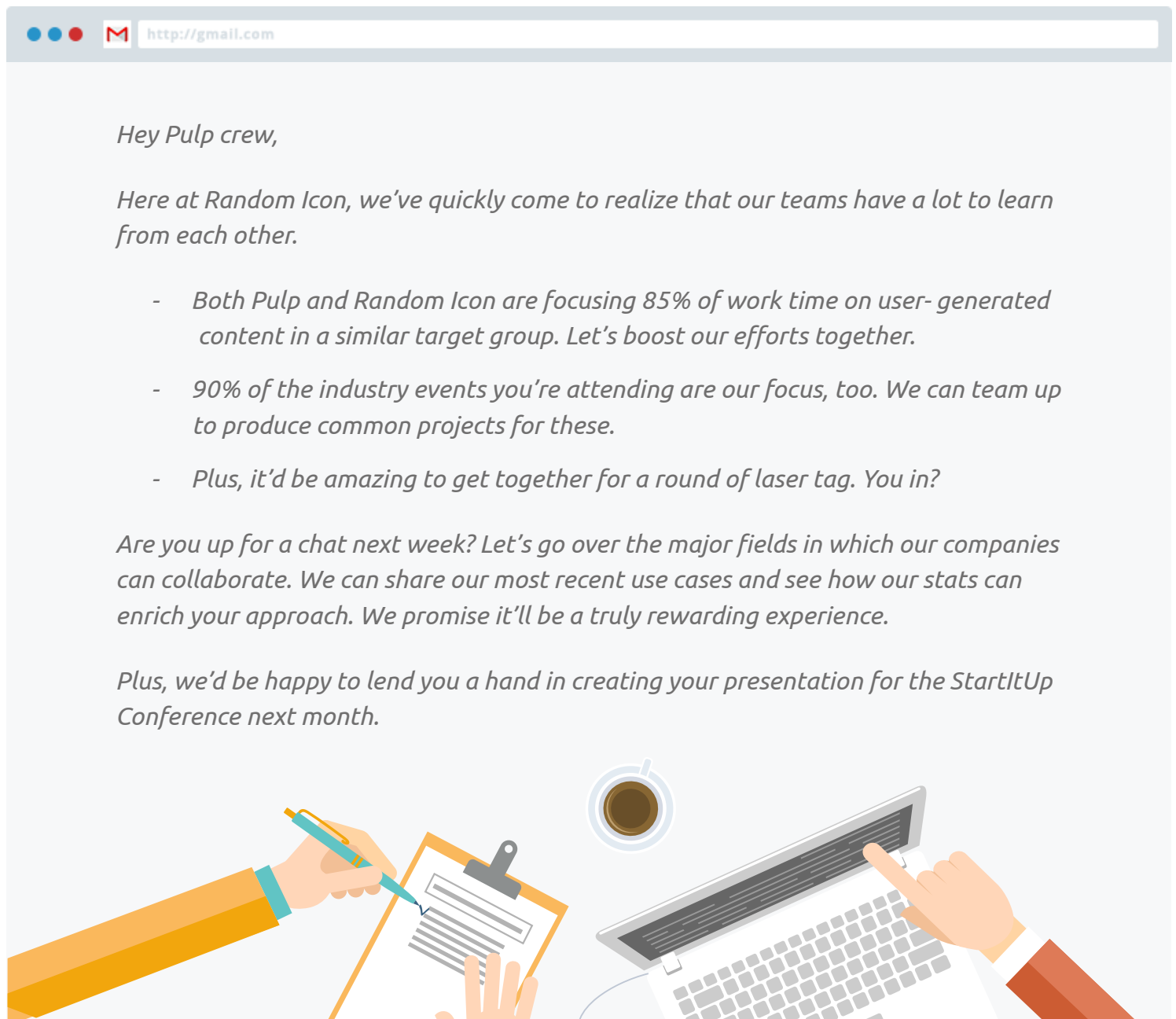
Not to raise your expectations too high, but this might really be the thing that changes your day-to-day work process.

Ready to test it out? I'd be happy to talk with you more about a trial we're currently offering.

#7 TWhat Reader's Digest Can Teach Us

Reader's Digest, a publication that has hooked millions of readers, can inspire successful email copywriting. So what's the essential technique to take away from the magazine's style? Write succinct and direct messages that are full of facts, meaning fewer adjectives and more numbers.

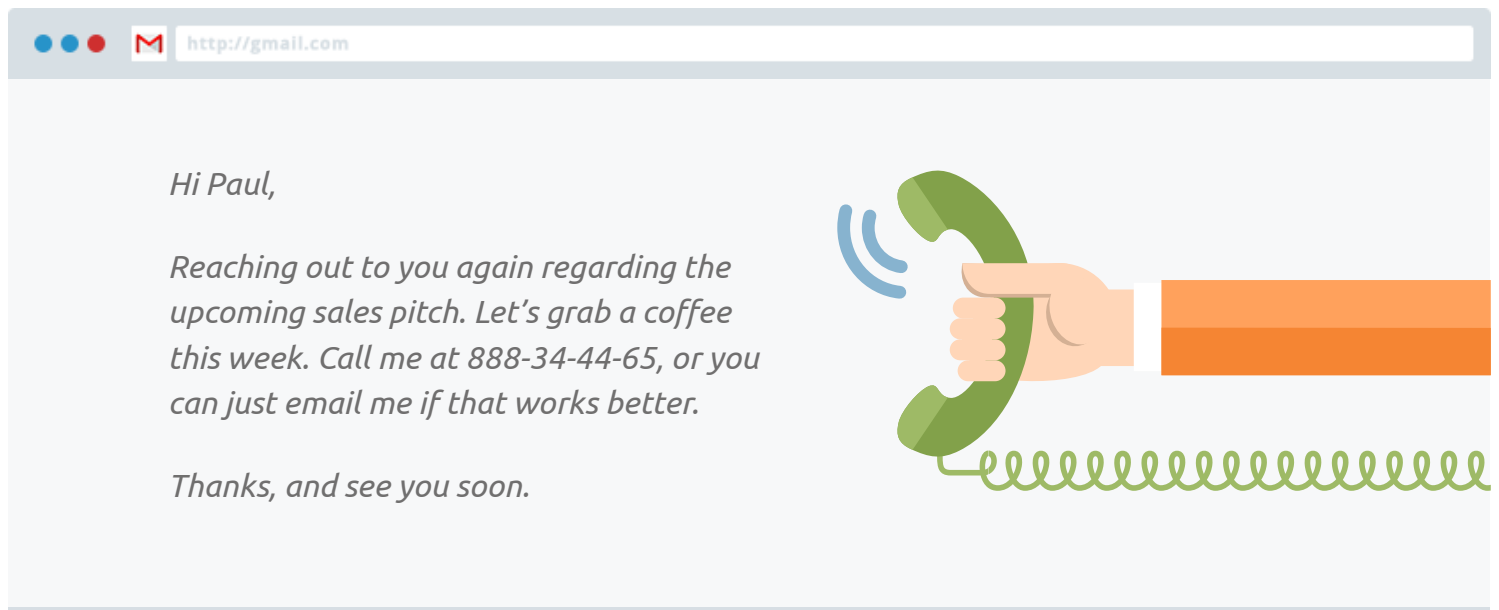
Of course, the beginning of the email still needs to be catchy and personal and should ignite curiosity in the recipient. Then come the facts and statistics, which help to make your case and lead the reader to the call-to-action.



#8 Keeping It Short and Sweet (and Honest)

This approach to writing email copy is similar to the Reader's Digest method, as it focuses on creating short and simple messages. The additional element here? Honesty.

Although sharing a good story or anecdote might be suitable for some emails, others require openness and concision. This will improve the breadth of your readership because [shorter emails are more likely to be read in full](#). Plus, being completely clear about your request or expectation makes it easier for the person on the other end to take action.

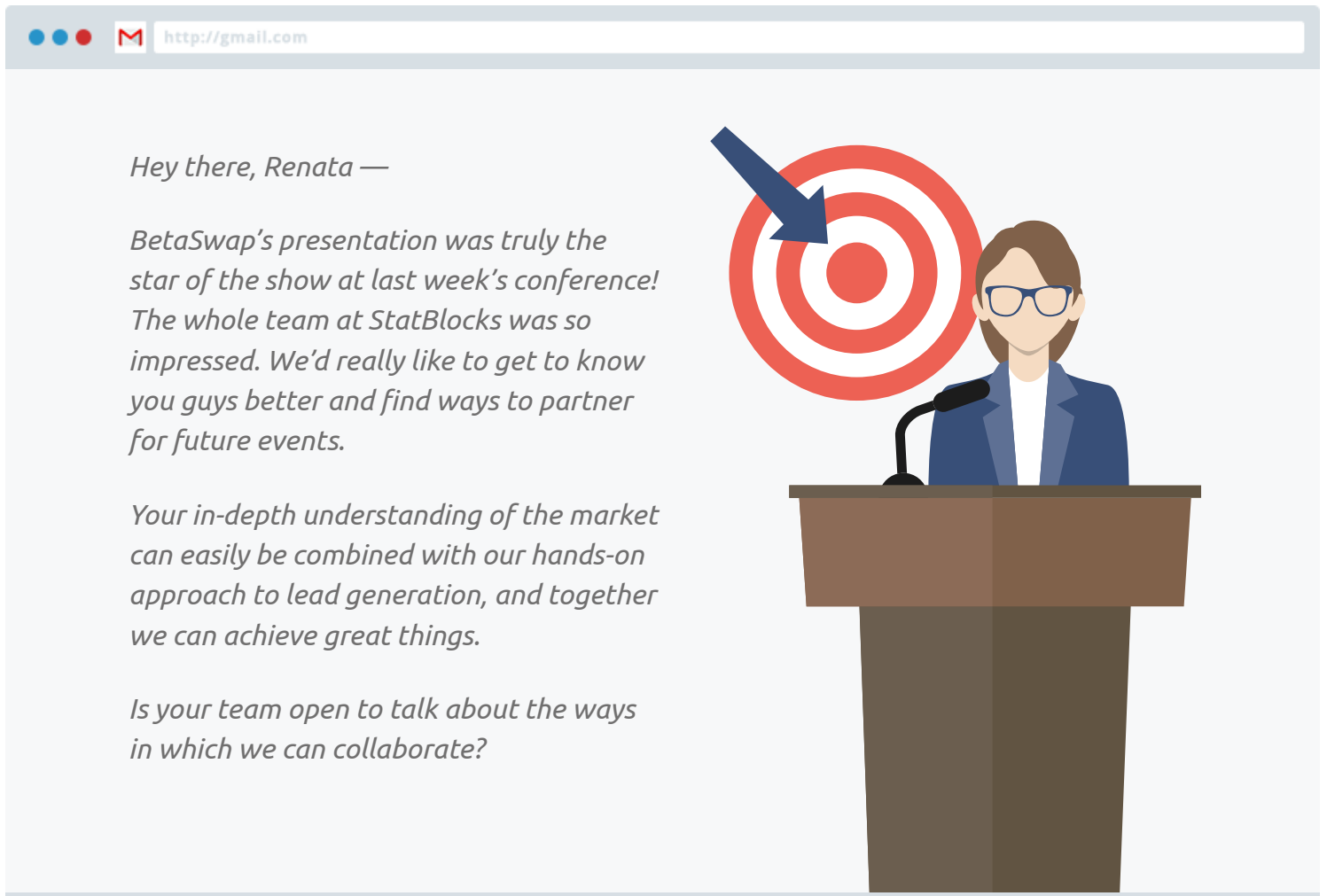


#9 Keeping It Short and Sweet (and Honest)

Who doesn't like being praised? Another proven method to stir up interest in email recipients is to start off by recognizing their work or paying them a compliment.

But you shouldn't leave it at that. After the commendations, get down to business and persuade the reader to imagine their world with (or without) your solution in it. Use convincing cause and effect examples that engage the logical side of the brain.

After invoking both emotion and rationale, present your offer to the recipient—but always leave something to their imagination.



Hey there, Renata —

BetaSwap's presentation was truly the star of the show at last week's conference! The whole team at StatBlocks was so impressed. We'd really like to get to know you guys better and find ways to partner for future events.

Your in-depth understanding of the market can easily be combined with our hands-on approach to lead generation, and together we can achieve great things.

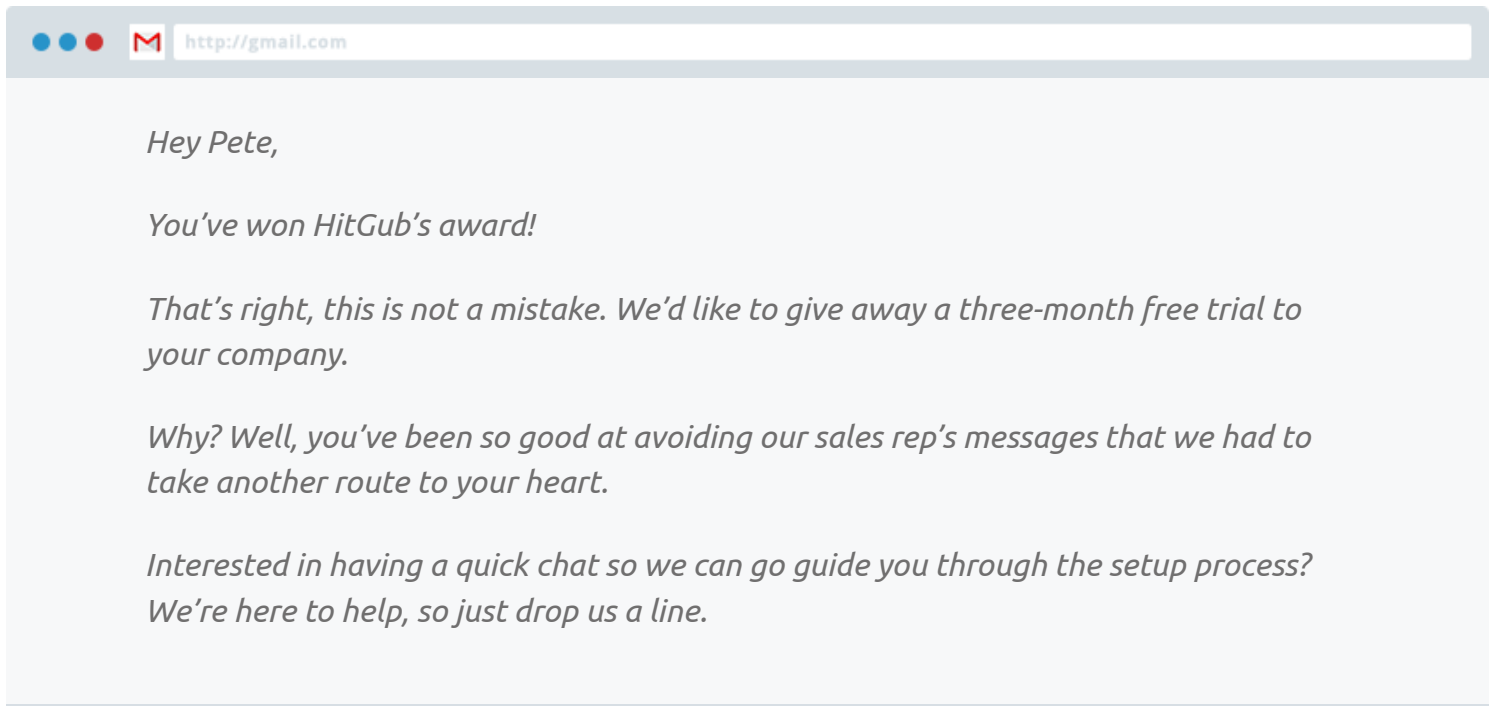
Is your team open to talk about the ways in which we can collaborate?

#10 The Thrill

The last best practice for crafting effective email copy is a tiny bit unorthodox, but that's where its beauty comes from. One of the most powerful ways to get your readers' attention is to use the [psychology of surprise](#).

In practical terms, this means introducing novel ideas or news in your emails that your audience isn't expecting. In a way, your message should break people's preconceived notions and shock them—in a good way.

Our brains love unexpected positive surprises that cause us to respond with excitement and engagement. Consciously or not, many of us [seek daily thrills because we get small dopamine rushes](#) out of them.



When it comes to creating successful emails, the power of the written word is unlimited. By combining the right words with the most suitable psychological approach, you'll create a winning message for your email marketing campaign that will lead your readers to convert.

The next time you're working on an important newsletter or cold email, make sure to employ one of the 10 proven methods explained here. Even if your first attempt is a bit rough, rest assured that you'll get better with time. Effective email copy is an art—and one that can bring lasting benefits to your B2B business.



Alexander Kesler Bio:

Alexander Kesler is a visionary B2B digital marketer and has been practicing in the fields of technology, software, education and digital security, among others, for over 15 years. As the Founder and President of inSegment, Alexander leads a team of digital marketing experts and specializes in the areas of B2B Lead Generation, Content Marketing & Syndication, SEO & Paid Search, Conversion Oriented Web Development, Programmatic Media Buying and Direct Response Marketing.

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