

# B2B EMAIL MARKETING

# THE PROOF

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When we started our database and mailing list business 14 years ago, we were often explaining what mailing lists were and how to use them!

Today our industry has been changed forever by the advent of the Internet and more importantly – email.

We undertook our first email campaign over four years ago – a simple HTML message sent to Building Specifiers, that had an extremely high response rate.

Since then we have undertaken many Email Marketing Campaigns and have been an integral part of the rapid rise in the use of targeted Business to Business email messages.

One of the most exciting aspects of email marketing is the ability to track and monitor the success of a campaign. There is nothing ambiguous about it – you instantly know how many people received it, how many people unsubscribed, how many clicked through to a website, and how many people requested more information. You also know exactly who has looked at what, which in turn generates qualified leads.

We have selected a cross section of recent email campaigns we have undertaken for our clients, and asked them to rate the success of using this medium.

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## Case Studies

### Client: Jacobsen Creative Surfaces

**Campaign:** DecoVision – Design Carpet Tiles Product Launch  
**Industry:** Flooring  
**Target:** Specifiers – Top 300 NZ Architects & Interior Designers  
**Aim:** To introduce a new range of commercial carpet tiles and promote a Design CD-ROM



**Results:**

- Number of emails sent 300
- Unsubscribed 3 - 0.86 %
- Requests for follow up by a Rep to deliver and install the Design CD 46 - 14.3%

**Client Comments:**

“It was a very cost-effective way to showcase a new product and gauge instant interest from architects who would be likely to specify that type of product into the future. The level of response surprised us. It does show that by putting the right message in front of a defined audience you can achieve quick feedback and generate some interest for sales reps to follow up”. – John Tolhurst, Marketing Manager

**Martin’s Comments:** This email was both informative and great to look at. We took images from the CD showing an office interior, with samples of different textures underneath. It showed the specifiers exactly what the product was for, and gave a few examples of the many choices available in the range. The call to action was a free copy of the CD, and as you can see from the results, there was a big uptake.

**Client: Shears & Mak**

- Industry:** Shop-fitting
- Target:** Architects, Interior Designers, Architectural Designers, Property Managers
- Aim:** To drive people to their newly re-designed website, and to reinforce their brand.



**Results:**

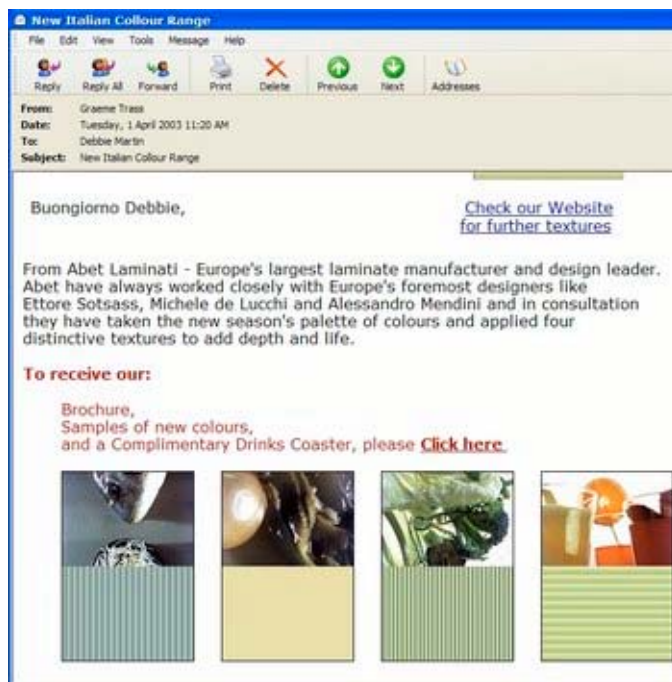
- Number of emails sent 1410
- Unsubscribed 45 - 3.10%
- Click through to Website 65 - 4.26%
- Requests for Free Website CD 22 - 3.10%

**Client Comments:** “Our target market is high spending and you don’t expect to have any instant results. We got good feedback – it was a branding exercise, people commented we are still in the market. I can’t attribute any direct sales to it yet, but I think it was far more cost effective than magazine advertising. You know who reads it, magazines can’t tell you that.” – John Mak, Director.

**Martin’s Comments:** This was a particularly satisfying campaign for us, as John Mak genuinely enjoyed getting so much immediate feedback. He also received some favourable comments from some recipients complimenting him on the email and his initiative.

**Client: Design Laminates**

**Industry:** Laminates from Italy  
**Target:** Architects, Interior Designers, Kitchen & Bathroom Designers  
**Aim:** To reinforce a direct mail campaign launching a new range of laminates. Also to encourage Specifiers to request a set of coloured samples with a brochure and complimentary drinks coasters.



**Results:**

<input type="checkbox"/> Number of emails sent	1,046
<input type="checkbox"/> Unsubscribed	28 - 2.68%
<input type="checkbox"/> Click through to Website	48 - 4.56%
<input type="checkbox"/> Requests for Coasters & Brochure	131 - 12.5%

**Client Comments:** “I was pleasantly surprised by the response, and also found that we had a higher than expected response rate from certain specifiers, giving us some new knowledge about our market.” – Graeme Trass, Managing Director

**Martin’s Comments:** Because this is an Italian range, we personalised the email with Buongiorno (Hello) ..... The brochure had some fabulous images, which we were able to scan and reduce in size, making the email attractive to look at. As this is an instant medium, our client couriered the samples, brochure & coaster within 48 hours to those who requested them.

**Client: Carter Holt Harvey - CHH Futurebuild**

**Industry:** Building Materials Manufacturer  
**Target:** Architects, Architectural Designers, Quantity Surveyors, Building Inspectors, Building Companies, and Consulting Engineers  
**Aim:** To send out an electronic technical news bulletin, 'futurefocus' that includes the latest quarterly newsletter and links to download technical literature. To encourage specifiers to return to the website for new product and technical information. To offer an incentive by entering a simple online competition to win a BBQ pack.



**Results:**

- Number of emails sent 2369
- Unsubscribed 28 - 1.18%
- Click through to Website 188 - 7.90%
- Entries to competition 75 - 3.16%

**Client Comments:**

“Email marketing is another way to effectively get in touch with our key and potential users of futurebuild's products. Part of our CHH - futurebuild strategy is to be "innovative & technically superior" and this campaign certainly offers this and encourages specifiers and builders to regularly visit our website for latest on-line information.” – Susie Barrett – Manager – Marketing Services

**Martin's Comments:**

CHH futurebuild regularly corresponds with this target market by mail and it was most encouraging to see a very positive result when providing electronic information.

**Client: Tongariro Lodge**

**Campaign:** Exclusive Winter Retreat  
**Industry:** Luxury Accommodation  
**Target:** CEO's and Managing Directors of large North Island Companies and Corporates  
**Aim:** Raise awareness of the Lodge, drive people to the Website and invite requests for Information Packs



**Results:**

- |  |            |
|--|------------|
| <input type="checkbox"/> Number of emails sent         | 913        |
| <input type="checkbox"/> Unsubscribed                  | 26 - 2.95% |
| <input type="checkbox"/> Click through to Website      | 78 - 8.87% |
| <input type="checkbox"/> Requests for Information Pack | 6 - 0.65%  |

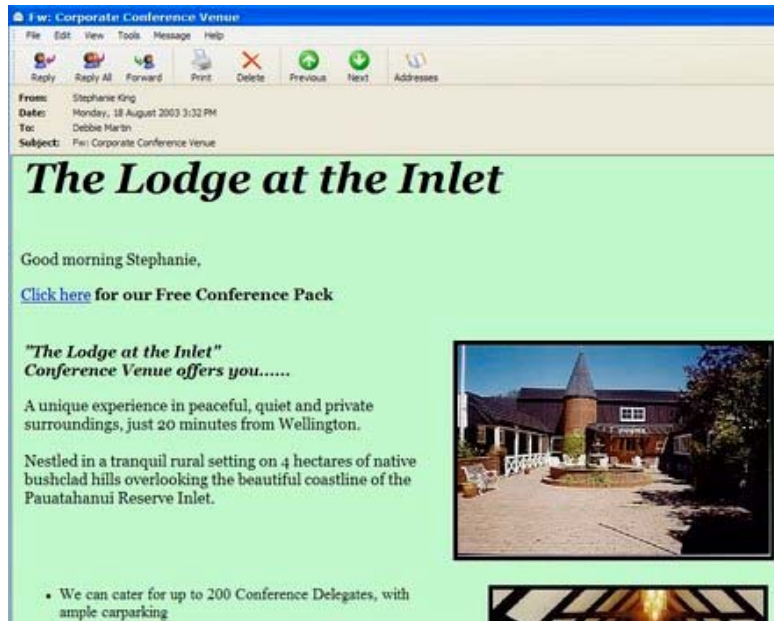
**Client Comments:** "Saved us important sales time and enabled us to target a very specific market. Clients have the option to respond in their own time – no obtrusive cold calls. We also found the reporting with all the client details listed very useful. Very impressed with the accuracy of the email addresses and data provided by Martins." Sue Kerins, General Manager

**Martin's Comments:**

Tongariro Lodge was able to profile itself to a specific market, which is often hard to reach by conventional mail. The interest in the Lodge's website reflects accessibility to this market and the very real possibility of conversion to sales at a later date.

**Client: The Lodge at the Inlet**

**Industry:** Conference & Accommodation Venue  
**Target:** Wellington Corporate's  
**Aim:** Raise awareness, drive people to the Website and prospect for new business



**Results:**

- |   |             |
|---|-------------|
| <input type="checkbox"/> Number of emails sent    | 468         |
| <input type="checkbox"/> Unsubscribed             | 11 - 2.35%  |
| <input type="checkbox"/> Click through to Website | 51 - 10.80% |

**Client Comments:** "Great idea. Created awareness of who and what we are. Can attribute probably 6 conference bookings to the campaign. A lot of people have kept us on file. It has created more business short term and the prospect of future business as well. Reinforces that email is definitely the way to communicate to your clients." - Brendon Spencer - Owner.

**Martin's Comments:**

This campaign was among our first for a venue and it was exciting to see immediate results from a market that traditionally has a long lead-time in organising conferences.

**Client: Ullrich Aluminium**

**Campaign:** Weatherboards that Breathe - Ultraclad  
**Industry:** Building Materials Manufacturer  
**Target:** Architects and Architectural Designers  
**Aim:** Introduce a new product range and drive people to their Website



**Results:**

- Number of emails sent 1018
- Unsubscribed 13 - 1.28%
- Click through to Website 90 - 8.80%

**Client Comments:** “Thrilled with the success of it. Staggered with the results. Had a short-term quick impact. Have attributed at least 2 large orders and several follow up calls to the campaign. Our Website has been peppered with enquires since the email was sent.” - Brian Kendrick, National Sales Manager

**Martin’s Comments:**

The immediate results for a new product launch, demonstrate the power of email marketing.

**In Summary:**

The emails we have sent have typically had a life of one week. The aim of these emails has been to drive the recipient to the client’s website, or to request further information. Most of our clients have found emailing a very valuable brand awareness tool, keeping their brand top of mind. We have sent out email messages for our clients to announce new products, to increase website traffic, to send regular eNewsletters and to survey existing customers.

Because the emails are not typically kept long term, we have not used them to send large amounts of technical information, The aim is to have links within the email to appropriate technical information residing on the client’s website.

Email marketing is immediate, effective and when sent to the relevant audience, another vital tool in the advertising mix for any company wanting to keep their brand in front of their target market.