



“Hacemos fácil el Marketing Directo”

Partner de



HOW TO MAKE A "SMART" DEM B2B

PROCEDURE

- a) Define the Target, the company positions, the lists to choose. Also be advised by the department of the company for which you are organizing the email marketing campaign.
- b) It is important to build the message in HTML format and the "landing page" or simply the "from". In this phase the TITLE of the email is defined, the NAME of the sender, the DAY and the TIME of the sending.
- c) Give FIVE days to the owner of the list to prepare the test, then verify the links, images, margins, the text that reads well and if the test messages go to the spam tray.
- d) After the FIFTH day of sending the campaign it is possible to have a REPORT of the results.

OBJECT

- a) It must be synthetic, clear and with less than 40/50 characters, with a strong motivation to follow the reading (which motivates to open the email).
- b) Avoid words that send spam such as: free, money, win, gift, survey, offer, etc.

DELIVERY

- a) The IDONEOUS DAY for company shipments is WEDNESDAY. But each country has its own rules.
- b) Do not indicate an event or a date as the only possibility. The most appropriate is to issue two weeks before the event and then a reminder with 5 days to go. Whoever registers goes further still.
- c) To the email are added postal/telemarketing mailing actions addressed to the one who has opened/clicked the message.

“LANDING PAGE”

Preferably build short forms. For example to request only the email, then the owner of the list will know how to get more information. Requesting too much information discourages the user from going ahead with the campaign.

HTML FORMAT

- a) The message must be attractive as well as showing the reasons and advantages for the user, who must go to the landing page.
- b) The message must be tested in different browsers.