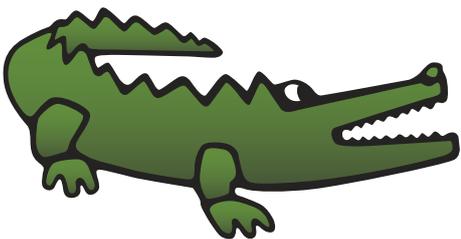


PMGUIDE

2016 PERFORMANCE MARKETING GUIDE

Email & Marketing Automation

IN ASSOCIATION WITH



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Here at CommuniGator, we believe that you should be able to manage your marketing all in one place.

THAT'S WHY WE OFFER:



ACCURATE LEAD GENERATION

Identifying the individuals from the companies on your website



ENABLED EMAIL MARKETING SOFTWARE

Create automated, targeted & personalised email campaigns



A COMPLETE MARKETING AUTOMATION SUITE

Identify leads, auto nurture and deliver revenue



SERVICE WITH THE SOFTWARE

Find out what leading B2B marketers are doing

LET US HELP YOU SEND THE RIGHT CONTENT AT THE RIGHT TIME TO THE RIGHT PEOPLE

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CommuniGator

With the GDPR coming into effect, we work with you to make sure your B2B marketing complies with the new regulations.

[Download our GDPR compliance checklist to get started!](#)

Email marketing gains a place in the Performance Marketing Guide for 2016, and rightly so.

Were you aware that almost 4,000 companies operate in the marketing technology landscape? Do you know what that number was in 2011? 150. This spike in population has had major repercussions we, as marketers, hadn't really given much thought to.

And here are some hard truths.

Our digital output has had a direct effect on email's reputation. The channel is now labeled as a mechanism for serving spam, and as a result, there is a growing assumption that email marketing doesn't work.

With click rates struggling to get above single digits, it's not surprising that spam is one of the words that springs to mind when email crops up in discussion.

Email marketing has been declining in popularity with the end user. It's time we faced that reality. As digital continues to evolve, it's only getting easier and cheaper to use an online medium for marketing. We've taken one of the oldest digital channels and flogged it like a workhorse; it's tired, ignored, under-resourced and declared uncool, as new platforms like social media come to take its place.

Yet, that doesn't deter the fact that email marketing is a core part of the marketing mix.

As content marketing continues to grow, email is still a more powerful driving force behind content than social media, and especially when it comes to reaching smartphone users.

The year is 2016 and it's time email marketing got clever. Marketers need to change their tactics if they want to succeed, playing on the right emotions of their audiences to get responses. They need to find the triggers that get reactions and these need to be implemented automatically so our people aren't spending hours sending manual, personalised emails.

It's time we changed the common preconception of email marketing to preserve its future for good, and here's how we do it.

Common uses

Despite the doom and gloom of our introduction, email marketing can – and has – been successful in the following areas.

Lead generation with content as the engine

As consumers and businesses become more proactive, your email marketing needs to show you as thought leaders in your industry. This is where content marketing comes into play.

Like we said before, email is the driving force behind your content. With content production costing the average company thousands of pounds a year, making the most of it is essential.



The most successful companies are doing this by creating “big” content and breaking it down into bite-sized, digestible formats. It’s allowed them to create multi-tiered email campaigns and promote each piece of content across the inbound and outbound channels that work best.

This allows email marketing to work alongside marketing channels and measure its lead generation performance accurately, hence why we know that email marketing is still alive and well.

Retargeting: increasing inbound leads

Email has also become the port of call for retargeting opportunities. The immediate chase approach has accounted for a conversion rate increase anywhere from 35% to 3000% with some of [CommuniGator's own customers](#).

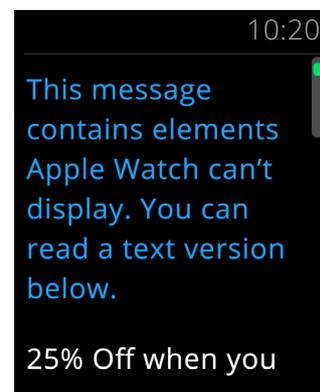
This can be attributed to email design and, in particular, its readability. Using a plain text template that mimics a personal Outlook email not only renders well across platforms, but improves email open and conversion rates.



There is particular emphasis on using killer subject lines and relevant material as plain text thrives in the mobile environment. You just have to see how the digital and fashion worlds are colliding with products like the iWatch to see there is no room for design-heavy emails in the future.

Personally, we’ve seen the following start to perform particularly well:

- Using the word ‘Re:’ in subject lines
- ‘How to’ and similar approaches to educate readers on the knowhow of topics
- Creating urgency by focusing on time
- Using emojis to entice the social media generation
- The use of the word “you” to focus on the reader



Audience engagement

Of course, in this day and age it's easy to be forgotten between one moment and the next, even with email chasers. Automated email marketing allows you to respond to your audience's needs and keep them engaged as and when they interact with your marketing. The key to successful engagement, from what we've seen, stems from the mobile influence of the 21st century.

Capitalising on the email design and readability, it has become apparent that we need to stop thinking about rendering the same email for different clients. Instead, it is imperative we start adapting our email message and design to the environment in which it sits.

By doing this, [CommuniGator](#) has seen our own click-through rates grow to over 30% in some instances.

Automated lead nurturing

Combining the three aspects above, email marketing and lead nurturing are clearly working hand in hand in 2016.

With additional aspects available on email marketing platforms such as lead scoring, data segmentation and dynamic content, it's clear that the sheer amount of work that goes into creating effective emails requires some level of automation.

Future trends

Automation is the underlying trend across all of the emerging best practices in email. Marketers are now blessed with systems that react to website visitors and sales activities within CRM; both triggering entire campaigns. That moves prospects through individual content channels based on their reactions and alerts sales executives at the other end.



Here are four functions this kind of automation can achieve:

Trend 1: Mega personalisation

Using data to its full potential, email marketing will need to work in such a way that people will come to expect to hear about things relevant to their profile. This is currently in action with dynamic content, but needs refinement. Linking email with personalised web experiences will create personalised email campaigns, more replies and higher engagement.

Trend 2: Hyper targeted emails

Unique and personalised, these emails can trigger the right message at the right time by basing the automation on user activity patterns. [CommuniGator's](#) prediction is that email campaigns will be able to predict what you want to see, as a number of leading marketing experts are currently suggesting.

Trend 3: Integrations

Email marketing systems will become more like fully functional business solutions as they roll CRM, e-commerce, content management and messaging into one. This isn't only to make it easier for marketers to manage their marketing data in one place, but it also, once again, relates to personalisation. You want to know your 'killer data values' from your data after all, and to target these personally within your email campaigns.

Data considerations

There is one crucial aspect to email marketing that we need to consider in order to be successful.

The new [General Data Protection Rules](#) that are coming into place on May 25, 2018 mean that businesses will have to change the way they market. Within the next two years, it will become essential to use permission-based marketing to safeguard the interests of the user.

A single unchecked box will no longer be enough. Marketers will have to work harder to find stronger reasons to use email in order for their email marketing to survive. That is why we must tighten our opt-in processes or risk being left with fines and no one to market to.

Conclusion

It's clear that the more personal we make our email marketing, the more effective it will be. But marketers can't afford to put in the sheer amount of time that personalisation requires, so there has to be an element of automation.

We're not just talking marketing automation; we're talking smart integration and intuitive emailing.

Survey readings from [Econsultancy](#) show that...

- 76% of marketers believe email communication will become completely personalised within the next five years
- 74% think email marketing will be the highest performing ROI channel
- Only 9% believe email marketing will become redundant

To pull off the level of email personalisation we've suggested, automation is key. With that in mind, we believe that email marketing will go beyond the tools that pull through your CRM and website data.

Like now, where you can see third-party adverts thanks to cookie-based technology, email campaigns will become as individualised as possible. Marketing departments could become marketing automation assembly lines.

For this, we must first develop the technology and the robotic rules we want to follow. Then everything will fall into place.

Case study

Driving marketing performance to new heights: CommuniGator and Equinix Telecity

Background

Before we begin, we should tell you a little bit about Equinix Telecity and their marketing manager, Shaun O'Keefe. The business Shaun works for provides securely connected environments for IT and telecoms equipment. The company is the interconnector for the world's leading businesses. For them, it's more important than ever to connect and power the digital economy to even more success and reach.

For their marketing manager, Shaun, it's a slightly different story. He juggled multiple marketing agencies, wrestling lead generation tools and email marketing software, along with a CRM that didn't integrate neatly with both. Navigating between these three systems was time-consuming and confusing, which caused sales and marketing to be at a constant war with each other.

The lead generation activity did not link into their email marketing campaigns. The email campaign information wasn't fed into their CRM either. Each system had different information.

Equinix Telecity's performance in both sales and marketing was average at best, and that's where CommuniGator came in.

The solution

With a heavy focus on our email marketing integration, we provided Equinix Telecity with an entire solution. Our GatorMail worked in synch with GatorLeads to provide a lead generation and nurturing strategy that would improve Shaun's conversion rate.

There were many features that Shaun was able to take advantage of within GatorMail. The ability to segment leads by their lead score and create tiered campaigns was a favourite, while at close second was the ability to create targeted campaigns based on interactions with the company's website.

For us, it was the fact that we improved their conversion rate from a one in five to three in five with our combined email marketing and lead generation approach. It was the first sign that we were on the path to success with Equinix Telecity. The fact that they were using our technology to create segmented target audiences and deliver the relevant content to them, to improve their sales readiness, was even better.

Even when it came to sales and marketing working together, Equinix Telecity's performance was improving. Using our personalised URL tool (PURL), sales were contacting individuals Shaun and his team had driven to the website. Event marketing alone saw a 60% increase in its conversion rate thanks to this tool.

This relationship has been further improved by Shaun's team being able to report on all their marketing channels, including previously untraceable channels such as PPC and social media. Shaun himself noted a 35% improvement in their lead engagement rates because of it.

What's more, our email marketing platform allowed Shaun and his team to set up multiple campaigns in a matter of minutes, rather than hours. It allowed him to move the cost of his email marketing in-house, saving Equinix Telecity an average of £10,000 a year in agency fees.

The present

Shaun's team have now started expanding their reach within the CommuniGator platform. The workflow app we recently launched allowed Shaun to construct different campaign journeys that would automatically flow throughout each quarter. Each campaign complemented another, covering every target audience they were trying to reach. The ability to compartmentalise each campaign effectively allowed Shaun and his team to improve and optimise their performance across the board. Shaun said:

“CommuniGator has changed the way I work. It's the ultimate choice for B2B marketers for three simple reasons. It engages, nurtures and converts your leads. Our ROI, both at individual marketing level and as a whole, has never been better.”

Even as the data grew old and engaged, new data from GatorLeads ensured a never-ending, automated marketing process. There was no longer any need to deal with many different systems and suppliers. Time spent on improving their sales processes was shortened and costs cut. Our marketing automation suite encompassed everything Equinix Teleticity had required.

“In my opinion, CommuniGator should be everyone's first choice for performance marketing.”
– Shaun O'Keeffe, Marketing Campaigns Manager.

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