

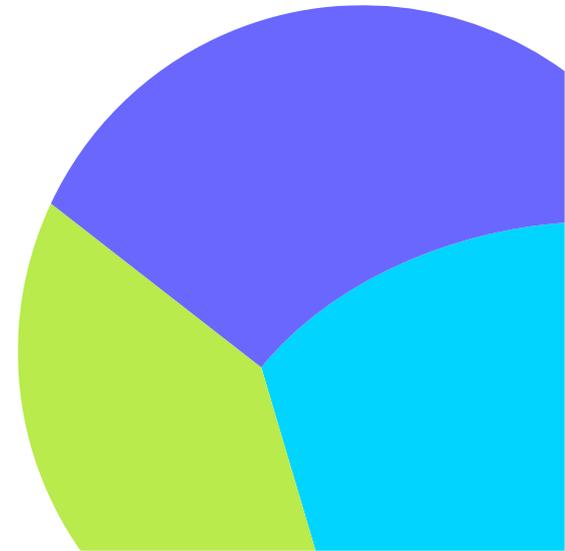
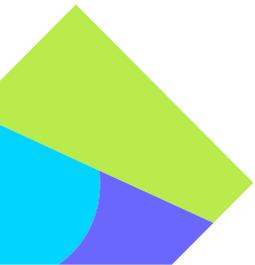


Newsletter and email

Lesson 2

In this lesson?

- Why we use a newsletter and email nurtures
- What is the strategy with our newsletter?
- What are we measuring with our newsletter?
- What is our strategy with email nurtures?
- What are we measuring with email nurtures?



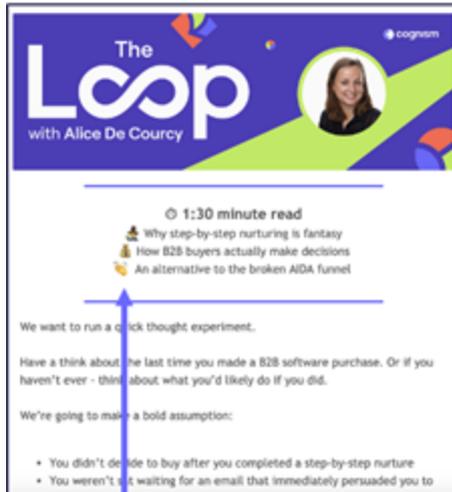
Why use newsletters and email nurtures?

- Some might say that newsletters and email are dead - we disagree!
- Think back to the 'value loop' approach. These channels offer a mechanism to get your brand in front of potential customers repeatedly. This is particularly relevant for smaller brands, as a brand play.
- It's about mindset. For high ACV B2B companies, the value of your newsletters and your email nurtures are not in immediate purchase.
- The focus needs to be on providing valuable content, that builds the right associations. They are a tool to keep your brand front of mind when customers are not in-market for a product like yours.

What is our newsletter strategy?

- We use our newsletter to help distribute our overarching narrative “B2B buying behaviour has changed” and the POVs we have around this shift
- We offer these POVs in the form of valuable content that readers can use to improve / be better in their role.
- The idea is to get our buyers bought into this narrative and to form a more emotional connection to our brand as we share the same outlook/values
- We do NOT use the newsletter to drive clicks to our website. We give them the value upfront, within the email. With the primary aim to get the message consumed
- We send bi-weekly as a regular touchpoint for our brand to reach buyers with our message and stay front of mind

Newsletter tactics we use



The Loop
with Alice De Courcy

© 1:30 minute read

- Why step-by-step nurturing is fantasy
- How B2B buyers actually make decisions
- An alternative to the broken AIDA funnel

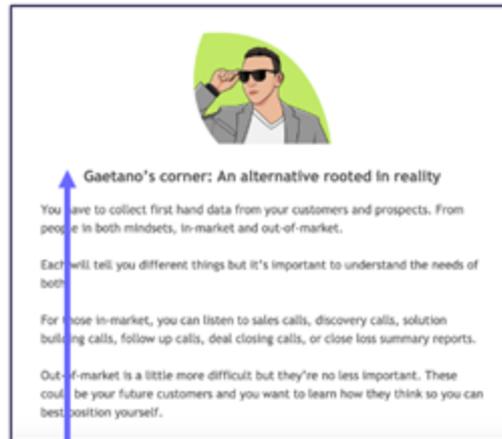
We want to run a quick thought experiment.

Have a think about the last time you made a B2B software purchase. Or if you haven't ever - think about what you'd likely do if you did.

We're going to make a bold assumption:

- You didn't decide to buy after you completed a step-by-step nurture
- You weren't just waiting for an email that immediately persuaded you to

Tell the reader how long it will likely take to read and tease what the newsletter includes.



Gaetano's corner: An alternative rooted in reality

You have to collect first hand data from your customers and prospects. From people in both mindsets, in-market and out-of-market.

Each will tell you different things but it's important to understand the needs of both.

For those in-market, you can listen to sales calls, discovery calls, solution building calls, follow up calls, deal closing calls, or close loss summary reports.

Out-of-market is a little more difficult but they're no less important. These could be your future customers and you want to learn how they think so you can best position yourself.

Include insights from a subject matter expert to ensure value in-feed.

Also making sure we have CTAs to subscribe to the newsletter in places that make sense on our website.

Stay 'looped in' on how to reach modern B2B buyers

- [Stop building fantasy funnels](#)
Our guide to NOT nurturing through a 'funnel'.
- [POD: The new B2B buying journey w/ PwC CMO](#)
Antonia Wade (PwC) talks an alternative to the funnel.
- [Paid ads masterclass](#)
On-demand webinar (Cognism's full ad system).
- [Easymode content framework](#)
Cognism's new content strategy - unpacked.

How are you getting an objective view of your buyer in 2023? Hit reply and let us know!

See you next time 🙌

Alice deCourcy

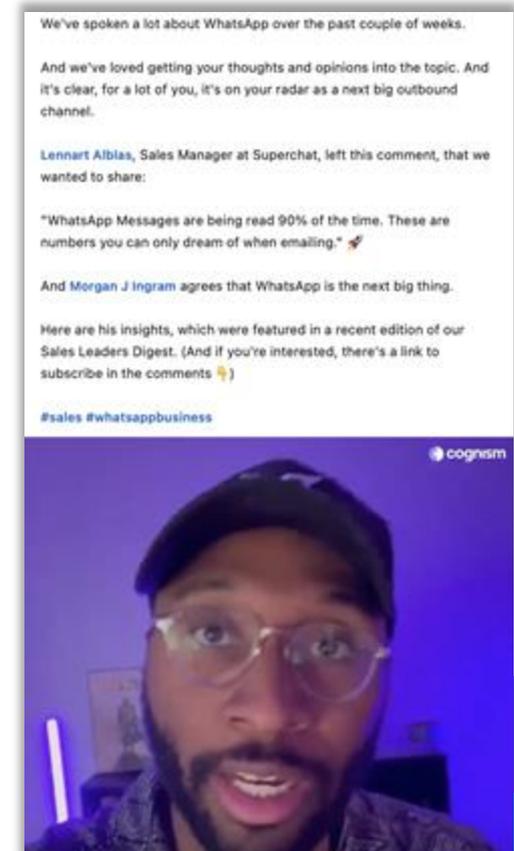
If you want to include links to other content, make sure they're relevant to the newsletter topic and are **after** you've delivered the value in-feed.

Newsletter content formats

Top tip: Newsletters don't have to just be text based.

You can play around with content formats. For example, sending a video in place of your text-based newsletter.

Or alternatively using video to promote your newsletter on socials to tease the value.



What are we measuring on newsletters?

The primary aim for our emails are to be consumed, so we typically look at Read Rate as a KPI.

But we are also looking at engagement metrics as an indicator that the email is resonating:

- Forwards
- CTR
- Open rate
- Subscriber count



But measuring performance doesn't end there.

It's important to look at subscriber personas - who is signing up and at what level of seniority?

It's important to know who you are targeting and who it is resonating with.

Because you might have 1000's of people subscribed, but if they're not in your target audience then that newsletter won't achieve your desired objectives.

What is our email nurture strategy?

- Similar to our newsletters, we don't use email nurtures as a mechanism to convert immediate purchases
- Instead, we look to accomplish two things.
 1. Create a positive experience between our brand and buyers
 2. Funnel buyers into our value loops so we continually serve them value
- The difference between our nurtures and our emails is that our nurtures are triggered by specific actions or events that buyers take, so they are tailored based on that trigger
- The key here is to try and match their intent where possible. Did they sign up for a webinar to learn about demand generation? If so, what other resources would be relevant that perhaps you could offer them?

Email nurtures on demand

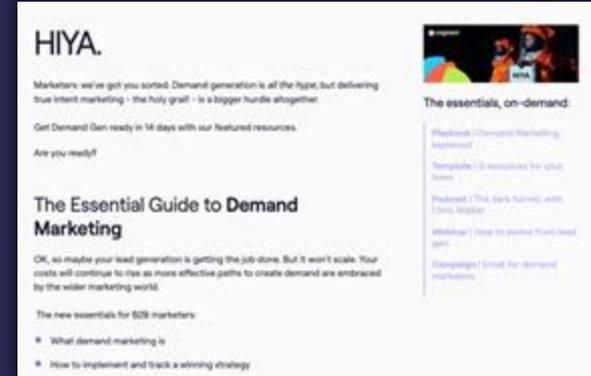
Is it time for Netflix style email nurtures?

Un-gating content means your focus switches to be 100% about delivering it in a way that is best consumed.

Can any of us judge when someone is ready to see the next bit of content?

Email nurtures on demand send every email to a dedicated landing page that houses the whole nurture.

So that readers are not forced to consume at one specific time, but at a pace that suits them. So they can self-serve.



HIYA.

Marketers: we've got you sorted. Demand generation is all the rage, but delivering true intent marketing - the holy grail - is a bigger hurdle altogether.

Get Demand Gen ready in 14 days with our featured resources.

Are you ready?

The Essential Guide to Demand Marketing

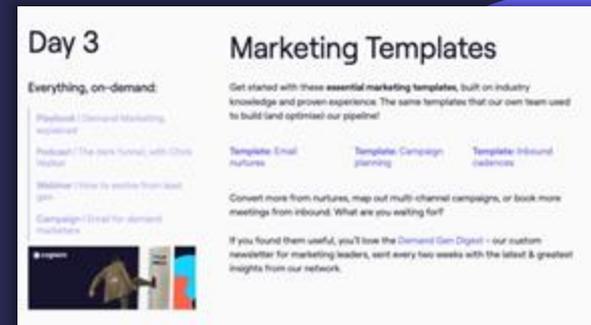
OK, so maybe your lead generation is getting the job done. But it won't scale. Your costs will continue to rise as more effective paths to create demand are embraced by the wider marketing world.

The new essentials for B2B marketers:

- What demand marketing is
- How to implement and track a winning strategy

The essentials, on-demand:

- Facebook | Demand Marketing, explained
- Template | 8 resources for your team
- Podcast | The dark funnel, with Chris Heppner
- Webinar | How to evolve from lead gen
- Campaign | Email for demand marketers



Day 3

Marketing Templates

Everything, on-demand:

Get started with these **essential marketing templates**, built on industry knowledge and proven experience. The same templates that our own team used to build (and optimize) our pipeline!

- Facebook | Demand Marketing, explained
- Podcast | The dark funnel, with Chris Heppner
- Webinar | How to evolve from lead gen
- Campaign | Email for demand marketers
- Template | Email nurtures
- Template | Campaign planning
- Template | Inbound cadences

Convert more from nurtures, map out multi-channel campaigns, or book more meetings from inbound. What are you waiting for?

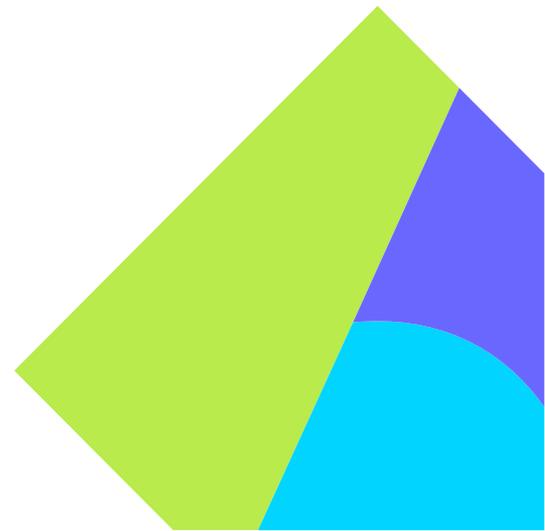
If you found them useful, you'll love the Demand Gen Digest - our custom newsletter for marketing leaders, sent every two weeks with the latest & greatest insights from our network.

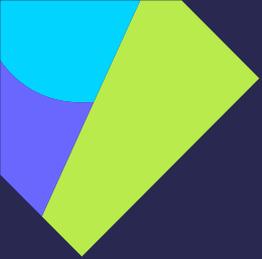
What are we measuring on email nurtures?

The primary aim for our emails are to be engaged with and drive more buyers into our value loops.

We typically look at:

- CTR
- Open rate
- New subscribers to our newsletter, webinars and LinkedIn Company page





Your next lesson: webinars and in-person events

