

Email Marketing

A B2B Perspective

2019 Research Report
Conducted in Partnership with Ascend2



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Introduction

B2B marketers believe email marketing an effective channel to *reach* prospects and customers. But, is it the most effective method to engage your target audience? How do the types of email marketing campaigns deployed measure up to your email marketing strategy?

To help you answer these questions, GetResponse in partnership with Ascend2 fielded the Email Marketing Survey.

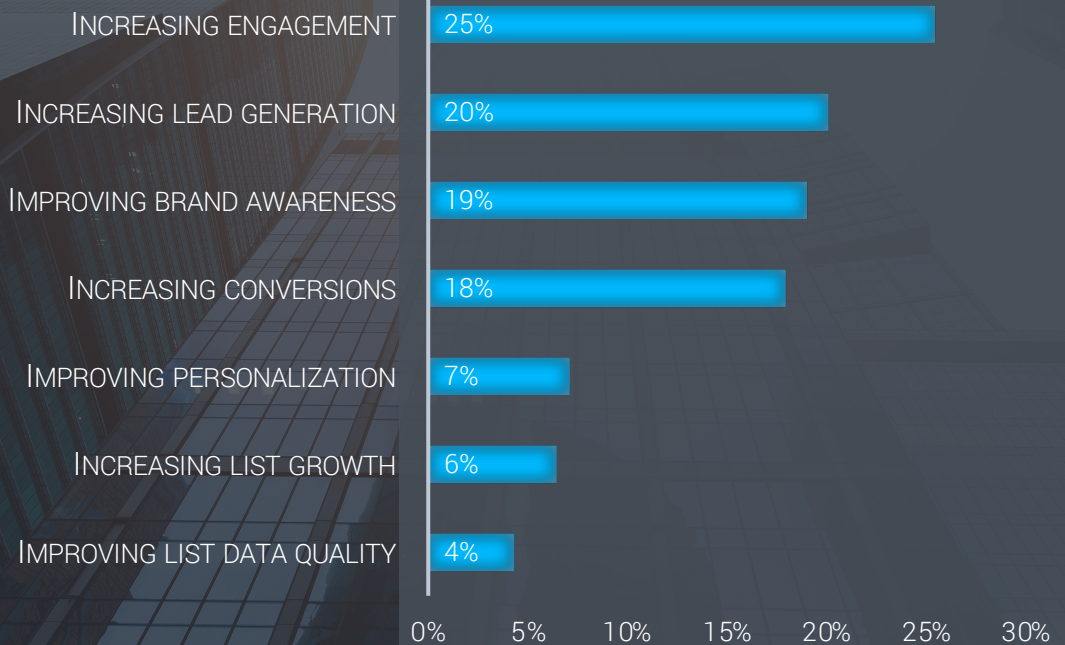
This report, titled *A Business-to-Business Perspective on Email Marketing*, exclusively represents the opinions of marketers responding to the survey who are focused on the business-to-business (B2B) channel.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts, write about them in your blog or post them on social media. Please share this research credited as published.

Primary Objectives

According to 25% of B2B marketing influencers, “increasing engagement” is a top primary objective for their email marketing strategy, with approximately 40% of the respondents listing increasing lead generation and improving brand awareness as primary objects of their email marketing campaigns. Since email has traditionally been credited as the most effective distribution channel for demand gen efforts, it’s not surprising that email marketing would be a top channel for engagement efforts.

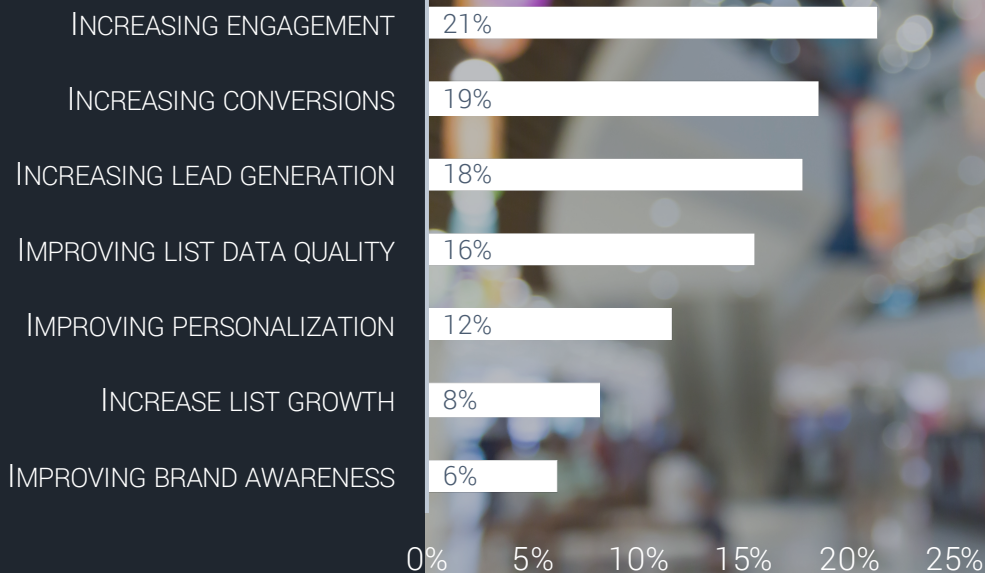
WHAT ARE THE PRIMARY OBJECTIVES FOR AN EMAIL MARKETING STRATEGY TO ACHIEVE?



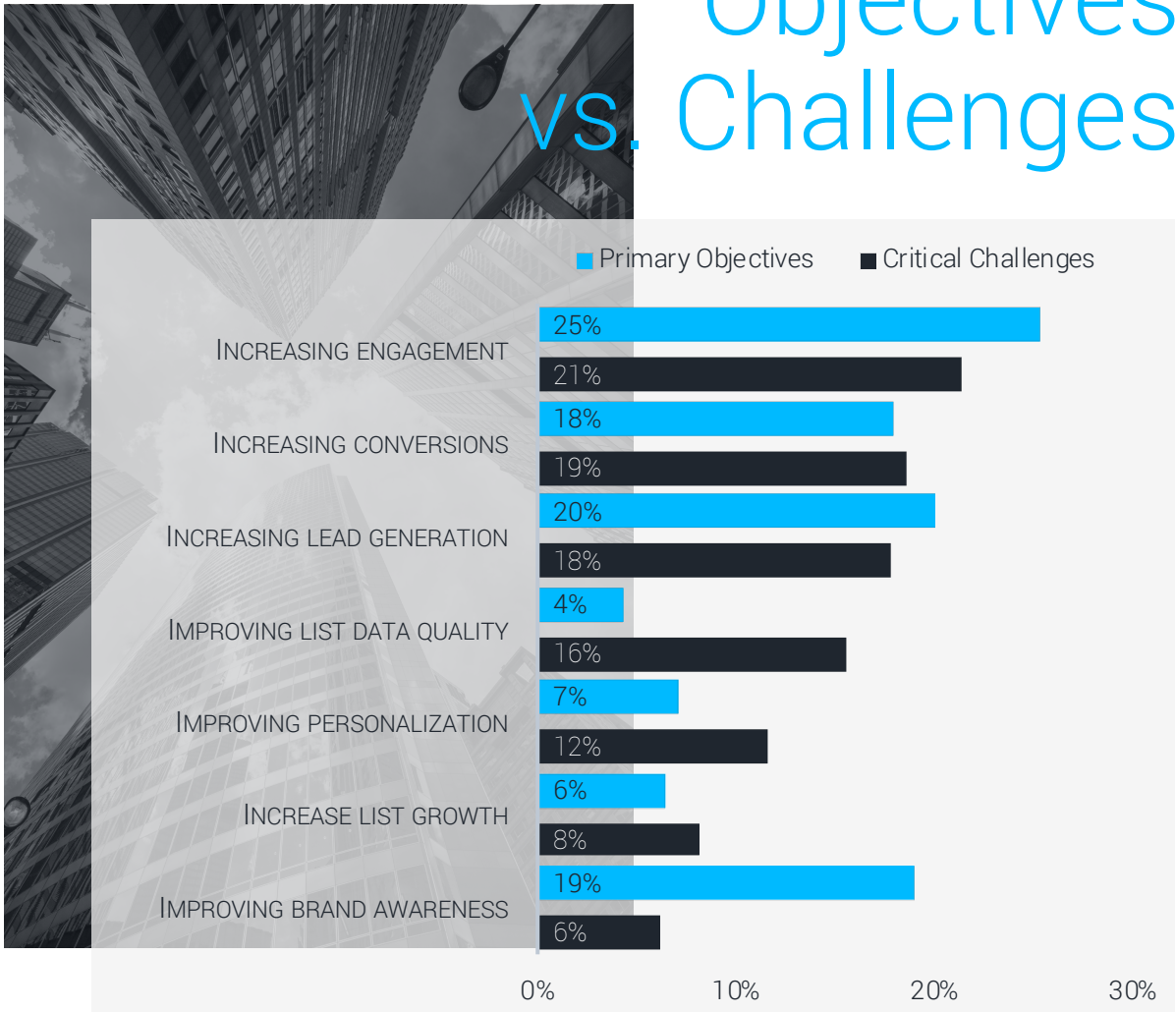
Critical Challenges

What's interesting is two of the top three objectives are also critical challenges. Over one fifth (21%) of B2B marketers list increasing engagement as the top challenge, followed by 18% looking to capture more leads. Brand awareness is listed as the least challenging objective yet it is an objective for 1 in 5 marketers surveyed.

WHAT ARE THE MOST CRITICAL CHALLENGES TO THE SUCCESS OF AN EMAIL MARKETING STRATEGY?



Objectives vs. Challenges



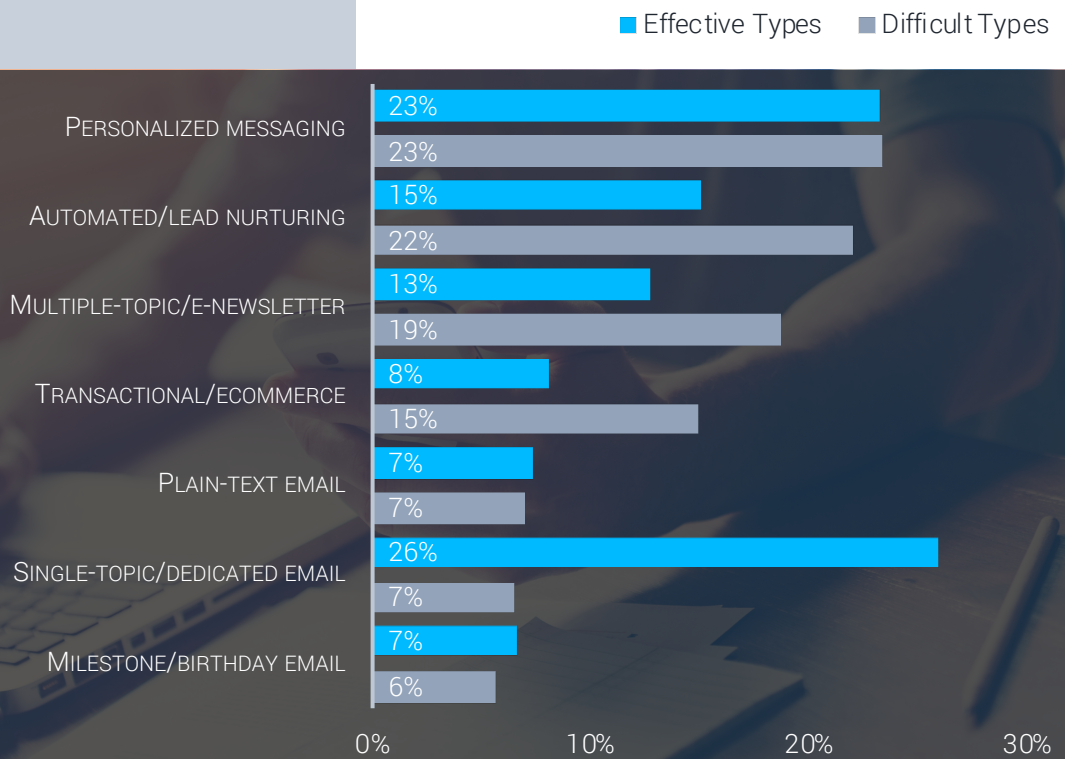
Nearly 20% of marketers listed “increasing conversions” as both a primary objective and challenge. One could argue that “conversions” are an element of engagement, making “increasing engagement” a top priority and challenge for nearly 50% of B2B marketers. Engagement - of both prospects and customers is currently a frequent topic of conversation as marketers are looking past traditional sales funnels to include customer engagement, conversion and retention. It appears that marketers are still struggling to effectively use email marketing outside of initial lead generation efforts, whether it be converting prospects to customers or cross-sell/upselling existing customers.

Strategic Success



Only 18% of B2B marketing influencers are confident in their email marketing performance at achieving their primary objective (Top 3: Increasing Engagement, Increasing Lead Generation and Improving Brand Awareness). An overwhelming 72% of marketers are only “somewhat successful,” leaving much room for improvement in collecting and analyzing data from not only individual email marketing campaigns but also the impact of email marketing within integrated marketing strategies and the business as a whole.

Effectiveness of Email Marketing

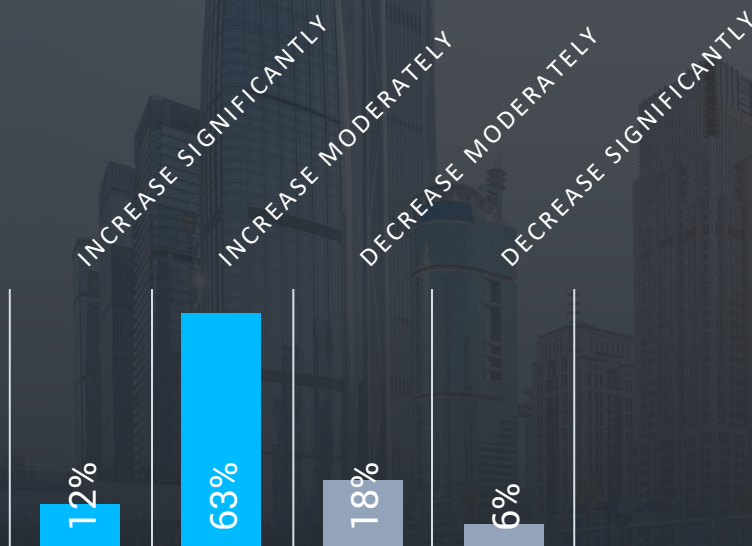


Marketers were asked two questions regarding types of emails deployed for marketing purposes: What are the most effective types? What are the most difficult types?

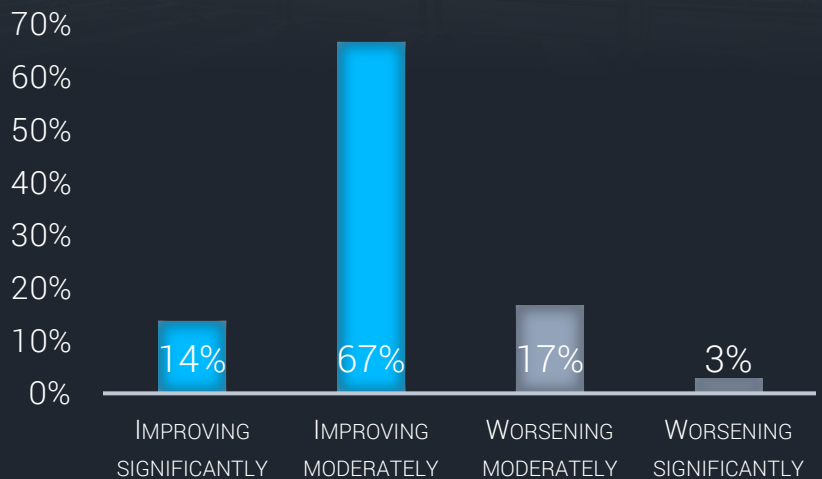
Over one quarter (26%) of B2B Marketers list single-topic/dedicated emails as the most effective type of email and one of the least difficult to execute. Over half of marketers list “personalized messaging” and “automated/lead nurture” as the most difficult types of email marketing campaigns to execute yet nearly a quarter (23%) state “personalized messaging” as one of the most effective types.

Budget & Resources

WHICH BEST DESCRIBES HOW THE TOTAL BUDGET IS CHANGING (TIME, RESOURCES, EXPENSES) FOR AN EMAIL MARKETING STRATEGY?



WHICH BEST DESCRIBES HOW EFFECTIVENESS IS CHANGING FOR THE TYPES OF EMAIL USED?



Nearly two thirds (63%) of marketers are moderately increasing their budget (time, resources, expenses) to change their email marketing strategy. Interestingly over two-thirds of marketers state that email marketing effectiveness is improving moderately. Meanwhile, at the same time 18% of marketers are decreasing their budget and resources -- 17% have stated their effectiveness is worsening

It seems that B2B marketers are at a tipping point when it comes to email marketing.

Their objective to use email marketing to achieve increase engagement and improve personalization is ultimately their largest challenge. While the survey results highlight this struggle, successful marketers know “there is nothing permanent except change”.

METHODOLOGY

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

RESPONDENT SEGMENTS

NUMBER OF EMPLOYEES

More than 500	18%
50 to 500	26%
Fewer than 50	56%

ROLE IN THE COMPANY

Owner / Partner / CXO	47%
VP / Director / Manager	31%
Non-Mgmt Professional	22%



ABOUT THE RESEARCH PARTNERS



GetResponse is an all-in-one online marketing platform that enables enterprises and SMBs to grow their businesses through email marketing, marketing automation, landing pages, webinars, and CRM.

More than 350,000 customers across 182 countries rely on GetResponse to easily create targeted marketing campaigns that deliver strong ROI.

Learn more at [GetResponse.com](https://www.getresponse.com).



Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel.

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