

EUROPAGES

B2B MARKETING SOLUTIONS



CUSTOM EMAIL SOLUTION SHEET

Personalised e-mailing, a customised international B2B service

Of all the e-marketing tools used in B2B, e-mailing can be one of the best ways to create traffic to your website. Although e-mailing has clear objectives - attract attention, generate interest, call to action – a few precautions need to be taken to optimise an e-mailing campaign’s impact. A well thought-out e-mailing campaign represents an effective and measurable component of actions to grow your business internationally.

Capitalise on the EUROPAGES member database

The EUROPAGES member database lists B2B professionals who have indicated that they will accept information from EUROPAGES and its partners (opt-in). Based mostly in Europe (78%), this database of contacts comprises managers from small- and medium-sized businesses and manufacturers that trade internationally.

The teams at EUROPAGES work with you to define your objectives and targets, as

well as to formulate your message in the languages of your choice. Your message will be sent from an @europages email address that the recipient recognises, ensuring an optimum open rate. At the end of the campaign, your EUROPAGES consultant will provide you with statistical feedback: number of messages sent, number and rate of messages opened, number and rate of clicks: the information you need to properly assess the return on your investment.

Best practices

Personalise the email Subject line: the EUROPAGES e-mailing solution can link the recipient company name to the email subject line, which boost the open rate for messages.

Text before visuals: recipients need to grasp the benefit of reading your message before being asked to download any images contained in the email.

A single proposition: one call-to-action. Don’t use your e-mail to showcase a mass of offers and services as readers will lose interest.

Key points

- Make the most of the quality of the EUROPAGES database for your own messages
- Promote your activities and generate qualified traffic to your site
- Measure your results

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Clickable links:

Strategically placed in the text, close to the main message

Announcement or awareness-boosting:

Announce an event, piece of news, invitation to an exhibition or special offer, or simply boost awareness of a brand or company

Be specific and concise:

Get straight to the point. Click-through rates can be improved with a visual

Clickable links at the bottom:

This tells you the proportion of readers who read all the way to the end of your message

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