E-mailing, the ideal B2B marketing tool

European studies all come to the same conclusion: marketing emails are a core tool when it comes to informing target groups and attracting potential clients to your website.

But the emails need to meet three criteria:
• Content has to be relevant to the recipient, which means it must be targeted.
• Emails have to come from a recognised partner. The sheer volume of unsolicited messages means that the overwhelming majority of messages from unknown senders are never read.
• Message must be written in the recipient’s mother tongue if they are to have maximum impact.

Targeting with the EUROPAGES Newsletter

EUROPAGES provides its registered members with statistical information about their visibility. Every month we send a newsletter to over one million B2B professionals. Written in their mother tongue, this newsletter looks at issues of interest to them.

Buying a banner, advertisement or skyscraper in a EUROPAGES newsletter is a sure way to reach out to a precise target of B2B professionals, selecting from 49 countries and 4,000 business headings.

This is a particularly effective way of communicating if your objectives are to:
• grow awareness of your brand, products or services to thus support growth of your international business;
• trigger a reaction from recipients and encourage them to visit your website, for example, during a product launch, promotion, when you have a stand at a trade fair, etc.

The EUROPAGES newsletter has one of the best open rates in the B2B market, a guarantee of its effectiveness as a measurable tool for conveying your message.

Best practices

A short message: space is limited, so don’t pack too much information into a banner.

Call-to-action: clearly state what you are asking the reader to do; ‘Contact us now’, ‘Download our brochure’, etc.

Simple visuals: use a photo only if it is relevant, for example, an image showing somebody using your product, if possible. Otherwise, use an attractive block colour.

The EUROPAGES graphic design team can create your visuals for you.
Key points

• An effective format because it is targeted and comes from a partner the recipient knows

• For boosting international awareness and visitor numbers to your website

• EUROPAGES can create your visuals for you.

The message from EUROPAGES:
Visibility statistics are sent to over one million B2B professionals

Sponsor:
A message encouraging the recipient to take action

Put your company right at the top of visitors’ search results

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