

EUROPAGES

B2B MARKETING SOLUTIONS



SPONSORED NEWSLETTER SOLUTION SHEET

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.



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

*Sponsor:
A message encouraging the recipient
to take action*

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.

EUROPAGES

NEWSLETTER STATISTICS YELLOW BLUE

Your business sector: **Design publicitaire**

Hello,
We're delighted to bring you your E*Page statistics for the month of **November 2014**.

<small>DISPLAY OF YOUR E*CARD</small> 7845	<small>DISPLAY OF YOUR E*PAGE</small> 754	<small>CLICKS TO YOUR WEBSITE</small> 74
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Your visitors

TOP 3 COUNTRIES

Add more information!

[Log on to myEUROPAGES](#)

Looking for distributors or customers?

Potential business customers use digital channels to form their opinions about major purchases and define their shortlist of potential suppliers. EUROPAGES' B2B marketing solutions allow you to put together your own digital catalogue, either by creating it from scratch or by importing existing product descriptions. Catalogues are a great tool for increasing the number of leads you receive!

[Contact us >](#)



The tradition of the brands represented and its long experience make MCM Emballages a reference for the supply and the use of equipment for food preserve at various levels: for a domestic use, semi-industrial or artisanal use, or for the professional restoration.

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