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

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

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.

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.
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.
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 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
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.
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