

INSYNTH MARKETING'S

THE CONSTRUCTION MARKETING MANAGER'S GUIDE TO **EMAIL MARKETING**



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“Email gives you the power to be constantly engaged with specifiers, installers, and other key decision-makers, opening up lines of communication to help them do their job easier.

Used well, email is one of the most potent tools in your marketing arsenal.”

Leigh Simpson, CEO, Insynth Marketing

Introduction

In the world of digital marketing, email is one of the oldest marketing channels, with the first email being sent way back in 1971.

Since its primitive beginnings, email has evolved, with over [269 billion emails](#) sent and received on a daily basis.

From a business perspective, email has become a key tool for organisations to communicate with their customers and prospects, and it is said to be one of the driving factors that influences customer retention.

The popularity of email marketing is down to several key factors: It's quick, it's affordable and it generates return on investment. For these reasons, email should be one of the cornerstones of your construction business' marketing strategy.

From our experience at Insynth, we see that email marketing is largely underutilised within the building products and construction industry, with many industry professionals choosing to use more traditional prospecting methods to build and retain customer relationships.

In this guide, we will provide you with the right tools and techniques to elevate your email marketing efforts, driving warm leads to your site who are engaged in your product/solution offering. Yes, effective email marketing takes time, effort, and strategy, but it's something you can learn and implement quickly.

This eBook is brought to you by **Rich Newsome**, Digital Content Marketing Strategist at Insynth Marketing. Managing the accounts of several Insynth clients, Rich brings with him a variety of tried and tested tips and techniques to improve your email marketing efforts, ensuring you get the most out of your campaigns.

What is **Effective** Email Marketing?

Before we begin with our practical tips, it's important to understand what effective email marketing actually means. What does it look like? What key characteristics drive success?

Successful email marketing involves:



A healthy database which is GDPR compliant



A segmented database



A stand-out subject line



A powerful content offer



A clear message and;



A relevant landing page from which the email is linked to

In this guide, we will cover each element (and more) in detail, explaining how each core aim can be achieved.

The Beginning: Your CRM

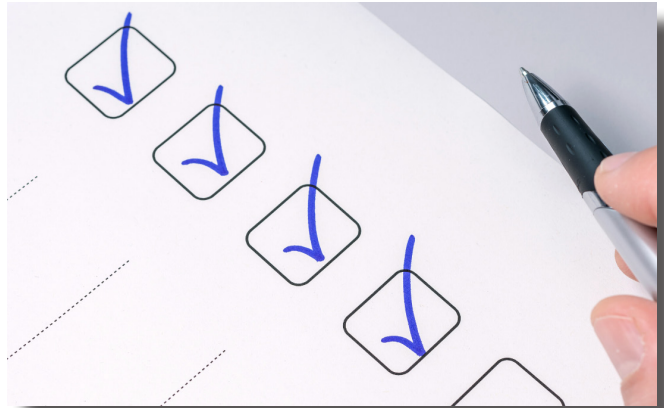
We begin this guide with the first step in ensuring email marketing success: Your CRM.

Customer relationship management (CRM) software houses all the contact and prospect data that you keep stored.

It is the 'single source of truth' for driving prospect conversions and customer satisfaction.

But a messy database with data integrity issues can do more harm than good, which runs counter to the purpose of having a CRM in the first place.

We begin every email marketing campaign by closely monitoring our CRM. A clean, healthy database is at the heart of any interaction you have.



What Does A Clean Database Look Like?

A clean database is one that holds up-to-date information on each contact. It is segmented (more on this later) and it is free of duplicates.

Here, we have highlighted five 'best practice' tips to maintain a healthy database:

- Make sure your data is in the correct format before bulk importing contacts
- Keep a close eye on 'partial contact records'
- With website forms, make the 'First Name' and 'Email Address' fields mandatory
- Routinely check for duplicates
- Purge unresponsive contacts



The Art of Segmentation

The 'best practice tips' highlighted above are highly important and should be treated as such. It's therefore everyone's responsibility to maintain the health of your CRM.

That means ensuring that contact records are as complete as they can be, with accurate and up-to-date information.

If you see a typo, correct it. If a contact has a blank space next to their 'job title' and you know that they are a Project Manager, fill it in.

As you're probably aware, CRMs can become very messy, very quickly.

Taking your CRM to the next level, however, involves segmentation.



But, what is email segmentation?

To take the definition from [campaign monitor](#):

“Segmentation is the division of email subscribers into smaller segments based on set criteria”.

In other words, you ‘group’ people based on commonalities. Some businesses choose to segment based on age, interests or geographical location.

Within the building products and construction industry, you may choose to segment by business type, for example:

- Architects
- Building contractors
- Surveyors



You may also segment by job role, seniority, or the types of project they’re involved in.

Are they a customer? Prospect? Lead? Are they MQL or SQL? Have they specified you before? Have they specified your competitor before?

With this key information, you can start targeting your email marketing based on where your contacts are in the Buyer’s Journey, and what your current relationship with them looks like.

As your level of ‘segmentation sophistication’ grows, so too will your ability to create unique segments. Your overall email marketing goals and objectives will also influence how you segment your contacts.

Why Segment?

Ever received a marketing email from a company and thought, *"How is this relevant to me?"*

We've all been there. And there's nothing more annoying. Why would I want to know about Rightmove property alerts, or the latest pet products? I'm not looking for a pet and moving house is not on my agenda right now.

How did I even get on the pet products database in the first place? That's still a mystery to me...

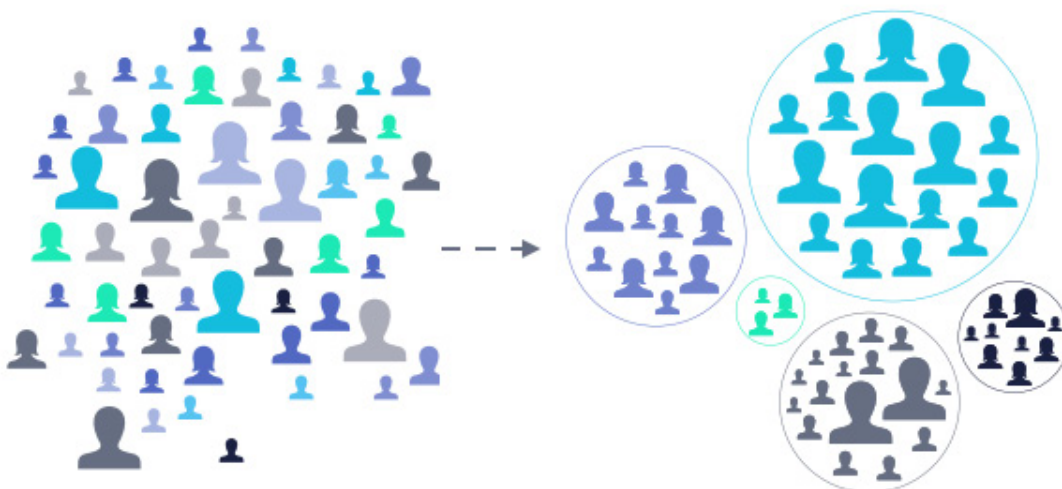
The reason why 'marketing emails' get such a bad reputation is because of bad segmentation. It happens all the time in marketing. If you're sending 'junk' to the wrong person, I'll do nothing but damage your reputation as a business. Annoyance and irritation are not emotions you want people to associate with your brand.

That's why segmentation is so important.

So, next time you want to release a product launch via email, ask yourself, *"Will both architects and surveyors be interested in X message about Y product?"*

Or next time you send out a monthly newsletter, ask yourself, *"Is this month's content relevant to XX industry subsector?"*

Not only will this help to deliver the right message at the right time, it will also **improve your open rate, click through rate and your overall email performance...** not to mention **drive down your unsubscribe rate.**



**“Email has an ability
many channels don’t-
it can create valuable,
personal touches
at scale”**

David Newman

Growing Your List

Email marketing is a numbers game. The bigger your list, the more chances you've got at generating leads for your sales team

For example, say you sent your email out to 1000 contacts. If you get a 20% email open-rate and a further 20% click-through to your landing page -which is converting at 10% - you may get 4 conversions*.

Whereas, if you sent this email to 10,000 people, you could get 40 conversions. That's 40 leads for your sales team to follow-up.

**A conversion may be an eBook download.*

Quite often, a small-sized database may be the reason why you're not generating enough leads through your email marketing efforts. It's therefore crucial that you set your expectations accordingly.

So how can you effectively grow your database?

Capturing contact details isn't easy, but we've got a few tips and tricks to help you obtain a strong database that will keep growing over time.

Tip #1 A Free Opt-In Offer



If a visitor to your site is presented with the option of downloading a free eBook or whitepaper, you're much more likely to capture an email address.

These freebies aren't just limited to eBooks and whitepapers, however. Digital CPDs, product samples and 'exclusive offers' mean that there are ample opportunities to capture contact details.

Tip #2 Play Host



We mentioned digital CPDs above, but it certainly deserves its own mention.

By hosting an event, CPD or webinar, you're not only building your CRM, but also establishing yourself as a trusted thought-leader in your space.

Tip #3 Make It Easy for Prospects to Subscribe to your List



Many building products websites hide their 'subscribe' boxes right down at the bottom of their homepage. Place multiple opportunities for people to give you their email address throughout the page.

At this stage, you'll want to pay close attention to your most visited pages and make sure you place email sign-up forms on those pages.

Tip #4 Promote Webinars/Events Via Social Media



Social Media is an effective promotional tool for B2B. LinkedIn has developed a reputation for being the top B2B social media platform for companies like yours, and it makes sense.

[Content Marketing Institute](#) found that 63% of marketers rated LinkedIn as the most effective B2B social media platform.

My promoting your offers via social media, you're encouraging viewers to click through to your landing page to download, giving you a great opportunity to capture those all-important contact details.

Tip #5 Trade Shows



Whether you are attending a virtual or traditional trade show, they are a great opportunity to network and build up your contacts.

Tip #6 Sales Rep's Contacts



Quite often, your Sales Reps will have their own set of contacts through previous interactions. Ensure that these contacts are stored on your CRM, too.

Tip #7 Third-Party Emails



Third party emails are a great way to reach out to a wider audience. Learn more about third party emails on page 14.

Your Tech Stack

Let's dial it back to what we've learnt so far. In order to develop an effective email marketing strategy:

- It's crucial to have a clean CRM
- Segmentation is essential if you want to deliver personalised messages
- Your marketing strategy should include ways to grow your database

Assuming you are an established brand within the building products and construction industry, with years and years of tardy habits, cleaning up your database may feel like a daunting task. On the flipside, if you're a start-up, you'll want to ensure that you get off to the right start.

This is where your technology stack comes in. An effective tech stack will make the laborious and daunting tasks highlighted above a lot easier, saving you time...and tons of stress!

What Can A Tech Stack Do For Your Email Marketing?

A tech stack will serve different functions based on,

- a) what software you choose, and
- b) how much you're willing to spend.

A clever tech stack, like HubSpot, will allow you to carry out multiple functions, housed under one 'roof', as it were. And there's a lot to be said for this.

Choosing to use a variety of different platforms and apps to create your tech stack can make your processes overly complex, fragmented, difficult to integrate and can take up more of your time, whilst driving up your costs.



So, what can a CRM tech stack, like **HubSpot**, do for your email marketing?



You can easily manage your contacts database, creating unique lists and truly facilitating the art of segmentation.



Gives you the ability to place forms on your website in order to obtain contact details.



There are several automation functions that can be accessed when a visitor performs a specific function. We will explore automation further.



Allows you to build and craft professional looking emails without having to be a graphic design whizz.



Gives you reports on email performance.



Can alert you when users respond to an email, giving your sales and marketing teams the ability to engage with people who show an interest in your offer.

There are many more functions than a tech stack, like HubSpot, can perform, but for the sake of email marketing, these are some of the key features.

Getting the Message Right

As we alluded to at the beginning of this guide, an effective email isn't just a case of drafting up some copy and hitting 'send'. It requires a complex array of skills, including copywriting, graphic design and data analysis.

The success of your email campaigns will largely be down to the message you send out. We have identified that segmentation is a great way to ensure the right message reaches the right person, but it's also important to consider how you convey your message.

Subject Lines

The average open rate for an email is only 17.92% so it's crucial that you pay close attention to your subject line.

Subject lines create the initial first impression of your email. If your subject line doesn't capture the reader's attention, it could significantly reduce your open rate.

With that in mind, you may craft an excellent email, but with a less-than-impressive subject line, no one will want to open your email in the first place!

Research from Worldata tells us that the following subject line words will increase open rates:

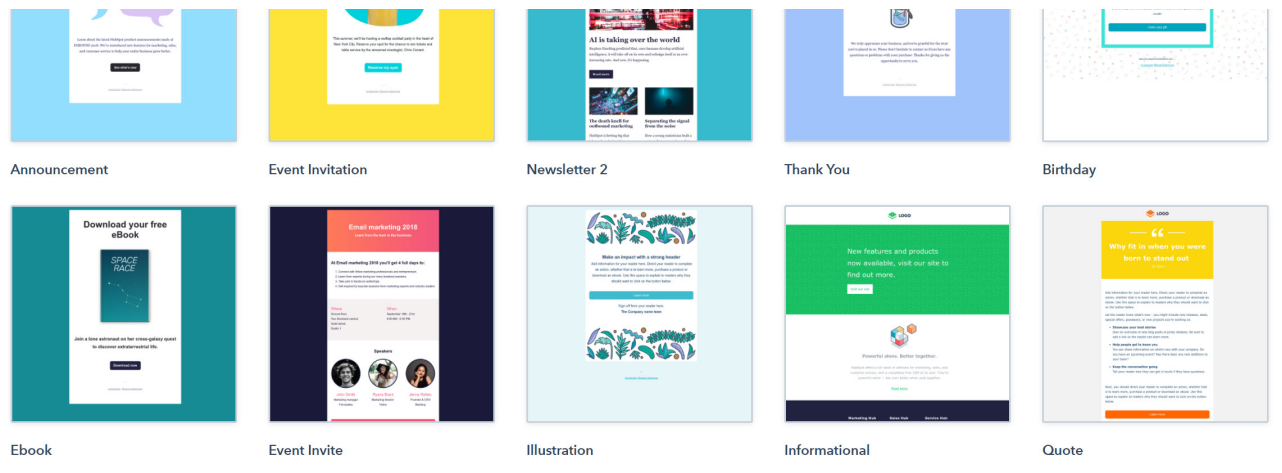
- Free
- Limited
- Exclusive
- Tomorrow
- Today
- Last Chance
- Expires
- Days Left
- Don't Miss
- Hurry
- For You
- Shhh/Psst
- Invitation
- Secret
- Wow/Woah

Getting The Structure Of Your Email Right

There are certain characteristics, tools and techniques that you should incorporate into your email to improve the visual appeal, as well as ease-of-use for the recipient.

Strategically placed buttons and calls-to-action can greatly improve click-through rates, so should be a key component of every email.

Similarly, there are tried and tested templates out there that you can use to simply drag and drop your content inside. There's no need to re-invent the wheel here.



Example of email templates that can be accessed inside the HubSpot email creation tool.

Craft Your Offer

When reaching out via email, you should try to identify how you can help an individual solve a pain-point they may have.

What value can you provide?

Here is a list of ways you can be useful to your audience via email:

- Free guides
- Whitepapers
- Webinar invites
- CPDs
- Discounts
- Blog articles
- Newsworthy content
- Industry insights
- Community involvement

Different Email Types

Of course, email can be used for different purposes. In these instances, a good understanding of different email types is crucial to ensure you get the most out of your campaign efforts.

The Plain Text Email

A plain text email is just how it sounds— plain, simple text, without any enhancements. It is text without additional fonts, designs, or colours added.

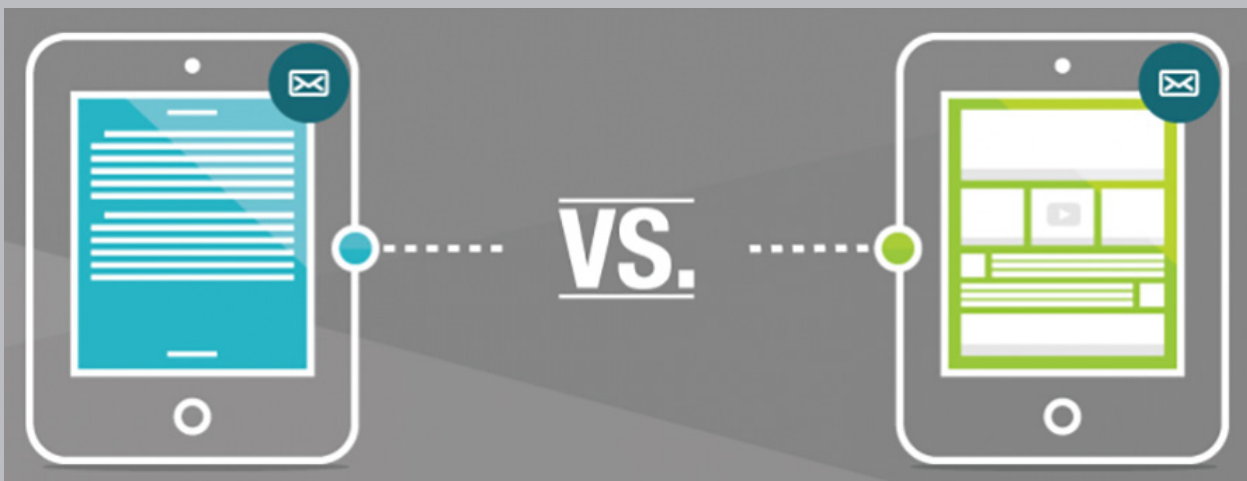
For those who are more creatively minded, you'd be forgiven for discounting the plain text email.

However, there are many merits to this type of approach.

Firstly, plain text emails are much more personal. As your email may be sent out to hundreds (even thousands) of people, a plain text will appear as though the sender is personally addressing the recipient. This is ideal for when you want to craft a message that appears to be from the Managing Director.

An example of when the plain text was effectively used was during the COVID-19 pandemic when business owners wanted to send out updates in a simple and efficient way.

Furthermore, without the colourful images and video, plain text emails are much more likely to end up on the recipient's inbox, rather than their 'others' folder – or worse – their junk.



The HTML Email

In contrast, HTML emails contain graphics, colours, table columns and links. They're designed to be visually appealing, whilst providing users with enough information to entice them to click through to your offer.

The good thing about HTML emails is that you don't have to be a programmer or graphic whizz to create bold and eye-catching designs.

Many email technology stacks allow you the option to choose from a range of pre-made templates that are relatively easy to manipulate and put your own stamp on-in terms of branding

When might you use an HTML email for your building product company's email marketing?

- Product launches – to show off your latest product/solution
- Newsletters – to update your database with latest news, offers, content, updates.

A/B Testing Your Emails

It can be difficult to know what works for your specific audience, and that's where A/B testing comes into its own.

[A/B testing](#), in the context of email, is the process of sending one variation of your campaign to a subset of your subscribers and a different variation to another subset of subscribers, with the ultimate goal of working out which variation of the campaign garners the best results.

So, what things should I test?

Since subject lines are so prominent in a recipient's inbox, it should be a key area of focus your A/B testing. You may choose to vary the language used in your subject line, the length of your subject line or even the word order of your subject line.

You may also A/B test different visuals, for example, images, CTAs and buttons.

What's Next?

Planning the Recipient's Journey

When planning your email marketing campaign, you should always consider your 'call-to-action'. In other words, what do you want your recipient to do, and where do you want them to go?

Let's put this into context:

You receive a beautifully crafted email and as a result, you decide to click on a link within the email to find out more. However, when you click on the link, it takes you to a 'contact us' page, or another page that provides very little value to you.

How does this affect your perception of the brand?

The chances are, very negatively.

It's therefore crucial that you factor in time to ensure that the content you send people to helps them along the Buyer's Journey.

Your Landing Page

In this context, a landing page represents where a visitor "lands" after they click on a link in your email. An effective landing page grabs the attention of visitors and compels them to complete a conversion.

Depending on your in-house capabilities, a landing page can be designed by a marketer or anyone responsible for the website improvements within your organisation.

Landing page building software, such as HubSpot and Unbounce will allow you to craft attractive landing pages fairly efficiently and with minimal graphic design credentials.



Top Tips for an Effective Landing Page



A clean, organised design.

The primary goal of your landing page should be to make it as easy as possible for a visitor to convert. Therefore, keep your design clean and organised.



Minimalism is key.

Avoid distractions such as pop ups and only provide the essential information needed.



Use a clear header to broadcast your offer.

The landing page headline and subheadings provide a key opportunity to promote the value of your offer



Trust signals.

Trust signals can take a number of different forms – testimonials are a classic form of trust signal, capitalising on word-of-mouth to reassure visitors with endorsements from past clients or customers.



Make it mobile friendly.

These days, it's essential that your landing page can easily be navigated on mobile devices, as nearly 30% of all web activity comes from mobile.



Keep forms short.

The more fields you ask a visitor to enter, the less chance you have of them filling out the form and completing the desired conversion. If your conversion requires a form, only ask the essentials of what you need.

Your email should facilitate the Buyer's Journey and as such, should not end when someone just opens said email. Your email campaigns should always provide an opportunity to provide high-quality content at every step.

Email Automation

The use of predefined rules to trigger email messages based on specific actions customers take - or don't take.

Email automation takes repetitive tasks off your to-do list to free up your time for other valuable tasks, such as responding to customer questions.

It can help customers learn more about your brand, encourage them to keep coming back, or remind them of why they bought/specified your product in the first place.

Key Examples of Automated Emails

- A welcome email when someone signs up to your mailing list
- A thank you email when someone has downloaded an eBook/Whitepaper or other resource
- A 'drip campaign' email a few days after a visitor has completed a desired action

The Benefits of Email Automation

Email automation helps you:

- Personalise your customer's experience
- Make the most out of your marketing team
- Improve your customer retention rate
- Makes your marketing strategy scalable

Email automation shouldn't take place of your manual campaigns. Rather, it should run in the background whilst you tend to other important tasks.

When utilised correctly (and with the correct technology stack) you can combine email automation with customer analytics.

This will help you refine your targeting every time you send a message – allowing you to grow your business without losing that 'personal touch'.



Email continues to be one of the most important and effective marketing tactics for generating substantial growth for B2B businesses.

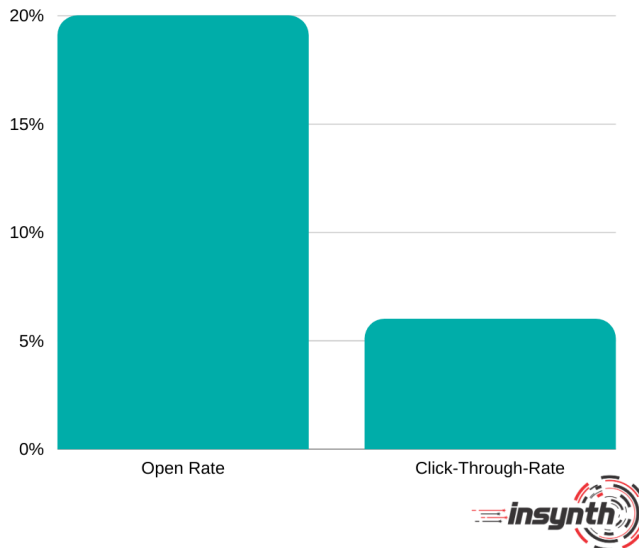
Benchmarking Your Email Marketing Performance

As with every aspect of digital marketing, you need a process for tracking and measuring important metrics, and this is most definitely the case for your email marketing.

After all, email continues to be one of the most important and effective marketing tactics, generating substantial growth for B2B businesses.

What does good look like?

Bench-marking Your Email Marketing



We'll aim to cover some of the key email metrics you should consider measuring. Bear in mind, however, that you'll be measuring different metrics based on your individual goals.

And, of course, your goals will vary with your building products company over time.

Benchmarking Your Performance

#1 Open Rate



An email's open rate is the percentage of contacts who opened your email compared to how many contacts were sent the email.

Here's how you calculate open rate:
[# of unique opens ÷ total number of emails sent].

#2 Click Through Rate (CTR)



CTR is normally expressed as a percentage. It represents the ratio of people who clicked on one or more of your links to the total number of people who opened your email.

CTR is great because it gives you instant insight as to how engaging your content is.

Here's how you measure CTR: [(# of users who clicked a link) ÷ (# of email opens)] x 100

#3 Conversion Rate



A reader follows a link in your email: this is a conversion. Similar to CTR, it's represented as a percentage.

So if the goal is to get readers to download your free e-book (in exchange for their email address), and 20 readers out of 100 fill out the form, your conversion rate would be 20%.

Here's how you measure conversion rate: (# of people who took a desired action) ÷ (# of emails opened)

#4 List Growth Rate



Keeping on top of this metric is crucial as your marketing database will naturally degrade each year. This is common as people switch jobs, abandon old email addresses and unsubscribe.

Here's how you measure list growth rate: $([\text{\# of new subscribers} - \text{\# of unsubscribers} + \text{email/spam complaints}] \div \text{Total \# of email addresses on your list}) \times 100$

#5 Deliverability



If an email cannot be delivered, this is known as a bounce and can be distinguished as 'hard' or 'soft', depending on the circumstances.

A hard bounce is when an email has been returned to the sender because the recipient's address is invalid. This could occur because the domain name doesn't exist, or the recipient is unknown.

It's a common problem with purchased lists. There's a whole world of pain waiting for you if you have a high bounce rate: you may get your email account blocked, suspended and even closed.

A soft bounce typically indicates a temporary delivery issue. It means that the email address was valid, and the email message reached the recipient's mail server.

However, there are some common reasons why it could have bounced back:

- The recipient's mailbox was full
- The server was down
- The message was too large for the recipient's inbox

Depending on your chosen email system, they may continue to attempt to send the messages for a period of time until the message is delivered.

#6 ROI (Return On Investment)



Firstly, you'll need to calculate how much you spend on your email marketing. The most obvious expense is your email service provider/tech stack. You also need to consider other expenses, like time spent on email marketing.

How much time does your team spend on email marketing? Convert that figure into an hourly rate.

Benchmarking Your Performance

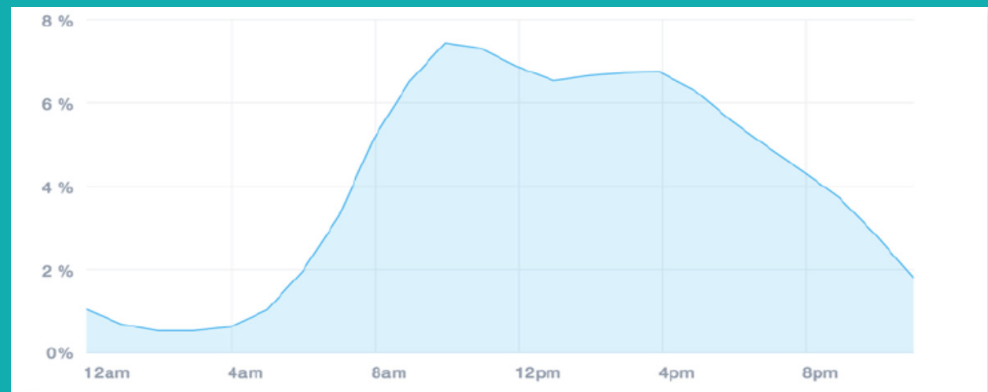
To find out how much your company has earned through email marketing, you can integrate with Google Analytics to track how many purchases have been made from a single email.

#7 Email Frequency/Timing



An often-overlooked metric is the day and time of day that you should be sending out your emails.

There's much debate around this - and whether it translates from industry-to-industry - but research from [Campaign Monitor](#) tells us that the weekday mornings between 9-11am is the best time to send an email.



However, we suggest carrying out your own research to explore which emails perform better and at what time of the day (or day of the week).

Some email software providers have the functionality to track this information for you, meaning that you can get your emails sent out to the right people at the right time.

Email marketing software does all the maths for you, often presenting you with different charts and graphs to demonstrate each metric mentioned above.

How you interpret this data and the conclusions you draw from them will be down to your level of understanding. This will improve over time - once you start drawing comparisons on a month-by-month basis.

Email Mistakes to Avoid

Sending an email to thousands of recipients is a stressful task. There's nothing worse than pressing the 'send' button and realising afterwards that you've made a mistake. So, before you press 'send', make sure you've avoided these fatal errors.



Forgetting To Proofread

Run your copy through an editing tool prior to sending such as Grammarly.



Choosing A Lazy Greeting

Personalisation tokens will ensure that you address people by their first name. However, the internet has made it virtually impossible not to be able to find the name, email address and professional title of the person you're emailing. Spend a minute on LinkedIn to find out who you're addressing.



Overlooking The Subject Line

As previously mentioned, your subject line will determine whether someone opens your email or not, so never overlook the subject line.



Not Formatting Correctly

Think how architects might be opening their emails. It's highly likely that they'll be accessing them via their mobile device. Emails that contain eight-sentence long paragraphs will put people off from reading it.



Sending Emails Late At Night

Emailing outside of work hours will give the perception that you're understaffed, you're not great with time management, or you're desperate for business.



Not Including A Signature

Signatures provide important contact information without cluttering up the body of the email.



Not Having A Call To Action

Think about the purpose of your email. Is it to showcase your products? Is it to take you to a landing page to retrieve an offer? Every email you send should have a purpose and a request.



Having A Poor 'Destination'

There's nothing worse than a call-to-action that sends users to a 'contact us' page. A landing page with an attractive content offer is the best way to convert visitors into leads.



Using A Creative Font

You're a building products business. Architects and specifiers want something that is clear and to the point. Simple fonts such as Times New Roman or Arial are proven to be easier to read.



Trying to do too much

It's better to write four emails about four different things than one email about four different things. Keep the message clear and concise.

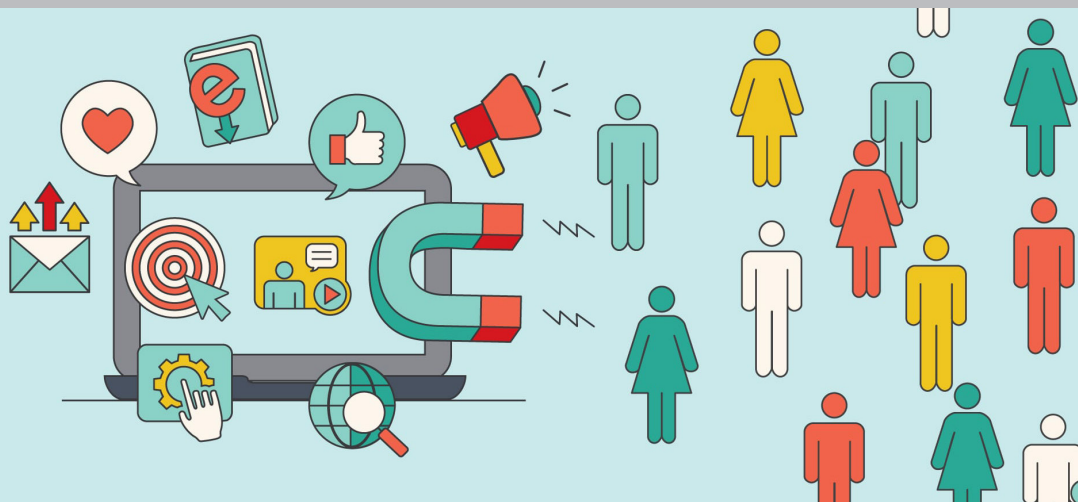


Always Be Closing (ABC)

Our approach is more about 'ABH', which stands for 'Always Be Helping'.

Unless you're an ecommerce business, it's crucial that you position yourself as a trusted advisor (or subject matter expert), rather than a pushy salesperson.

The 'sale' is the result of the added value you provide.



Third-Party Emails

If you want raise brand awareness, third-party publications can be an effective way to reach out to a wider audience of decision-makers within your space.

Normally, third party emails come in two forms: Solus e-shots and newsletters. It's important to understand the difference between the two – to best align your budget.

Solus E-Shots

A solus email will not contain content from any other advertiser (i.e another building product manufacturer), hence you do not need to compete with other offers in the same space.

As Solus e-shots are dedicated to your brand and your brand only, understandably, they are the more expensive option. This makes sense as you are not competing with others.

With a Solus e-shot, you are less constrained with word limits and you can include a variety of images to help clarify your message.

Newsletters

The less costly option with a third-party email is a newsletter. With a newsletter, you are normally required to send over one image and 50-100 words of copy.

Your space will be shared with other building product manufacturers, so it's important that your advertisement/message stands out.



Calculating & Monitoring the Effectiveness of your Third-Party Investment

As with any investment, it's important that you approach it strategically. When communicating with publications, you will need stats on previous campaigns' open-rates and click-through rates. This will give you an indication on cost per lead, and whether you believe it to be a worthwhile investment.

How do you calculate cost per lead?

To calculate cost per lead, I will give you an example:

XX publishing company have quoted £1,100 for a Solus E-shot. The e-shot is due to be sent out to a total of 7,659 people. On average, their solus emails receive a 26% open rate and a 10% click-through-rate.

At this point you should closely consider the landing page that your links within the Solus E-shot will go to and identify your landing page conversion rate (how many times do people actually fill out a form when they land on your page?)

You have identified that your landing page conversion rate is 18%. When you consider the click-through-rate as highlighted above, you will have calculated approximately 35 converted leads. Dividing this by the total spend, you get a cost-per-lead of around £31.

Based on your budget, you should consider whether an estimated £31 per lead is worth your investment.

How do I calculate my landing page conversion rate? I hear you ask...

If you build your landing page via HubSpot, you can easily check the conversion rate of your landing page by clicking on the 'performance' tab.

Otherwise, you can use your analytics data to view how many people have visited your landing page compared with how many people filled out a form. This will give you a landing page conversion rate.

VIEWS	TOTAL SUBMISSIONS	NEW CONTACTS	CUSTOMERS	BOUNCE RATE	TIME PER PAGEVIEW
4,407	371	148	0	80.23%	3 minutes
EXITS PER PAGEVIEW	ENTRANCES				
80.49%	3,722				

Link Tracking in Third-Party Emails

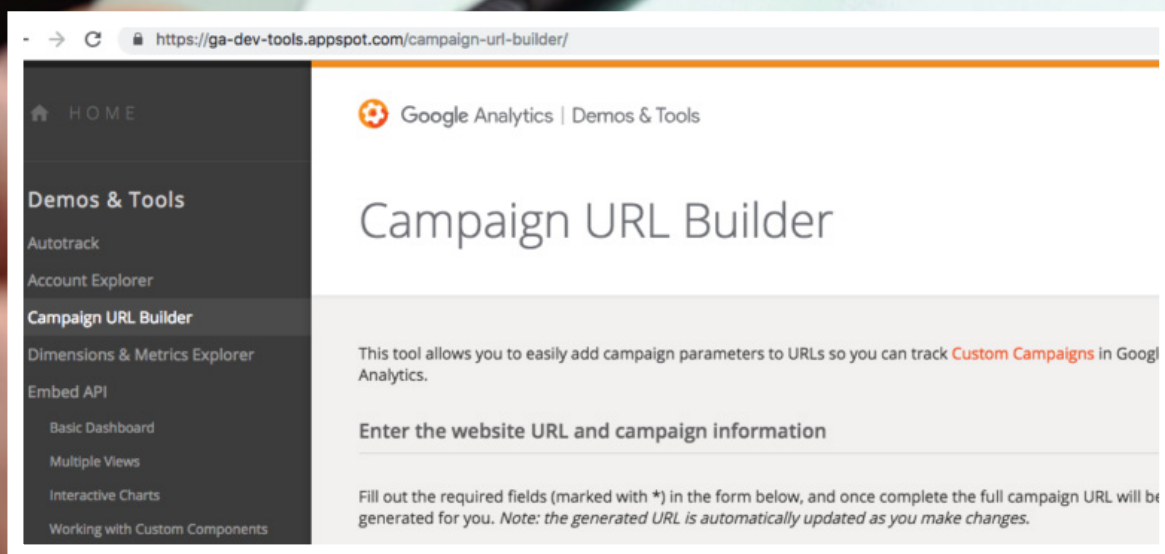
The calculation above will only provide you with an estimate; of course, it's impossible to predict the performance of your Solus or newsletter prior to it being sent.

So, how can we monitor your third-party email performance after it's been sent?

The best way to do this is via a [Campaign URL Builder](#).

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics. In other words, you will be able to see exactly how many people have clicked the various links within your solus e-shot.

Tracking your links in this way will give you great insight into how effective your e-shot was, and whether it's a worthwhile investment in the future.



The screenshot shows the 'Campaign URL Builder' tool interface. The browser address bar displays 'https://ga-dev-tools.appspot.com/campaign-url-builder/'. The page title is 'Campaign URL Builder' under the 'Google Analytics | Demos & Tools' header. A sidebar on the left lists navigation options: HOME, Demos & Tools, Autotrack, Account Explorer, Campaign URL Builder (highlighted), Dimensions & Metrics Explorer, and Embed API. The main content area includes a description: 'This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.' Below this is a section titled 'Enter the website URL and campaign information' with instructions: 'Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.'

Email Marketing: In House or Outsource?

As with any marketing strategy, you want to maximise the value of your campaigns.

However, many organisations within the building products and construction industry lack the budget, resources and expertise to achieve the results they desire.

Instead, they grind away at their email marketing in-house, or worse: they don't attempt it at all.

If you've ever been in this situation, you don't need me to tell you that the end-result will inevitably be a campaign that underperforms.

And this is where outsources email services may help.

In this chapter, we will explore the positives and negatives of internal or external email marketing.

Email Marketing In-House

Advantages:



You have ultimate control every aspect



You can establish a process best suited to your company's schedule, goals and objectives

Disadvantages:



Can be costly, especially if hiring a dedicated employee becomes necessary



Efficiency could be lacking as the employees may not be very well acquainted with email marketing.



Time-consuming and difficult to maintain consistency with your email marketing efforts

Outsourcing Email Marketing

Advantages:



You are confident that the email marketing is in the hands of a professional. This frees you up to focus on other things.



The email marketing will get the attention it deserves, which it may not get if handled in-house.



You get the very best out of the campaign as the experts involved will keep an eye on performance metrics to tweak campaigns over time, delivering better results.

Disadvantages:



You would just have to trust that the experts know what they are doing; you are not entirely in control.

Making this difficult decision will come down to a variety of unique factors within your company.

If you do choose to outsource, make sure your agency/professional has appropriate experience in crafting email campaigns, assisting you with list growth, recurring campaigns, landing pages, and anything else you may need.



Case Study:

Email Marketing Delivers 306 Leads for Fire-Rated External Flooring Specialists

Experts in Class-A Fire Rated external flooring solutions, Alfresco Floors, commissioned Insynth to deliver a new content strategy to increase brand awareness and thought-leadership within their space.

This involved the creation of a series of blog posts and an eBook based around Fire Regulations: a key talking point within the industry.

To help promote their content offer, we send out a carefully crafted email, using some of the tried and tested methods highlighted in this guide.

Dedicated landing page

We designed an attractive landing page with a form that enabled users to fill out their details in order to obtain their content offer.



Following up

We utilised email automation to send a follow up email to say 'thanks' for downloading. This email also prompted recipients to share their thoughts on the eBook.

Repurposing the Email With Fresh Testimonials

With the fresh testimonials in place, we re-sent the email campaign. This caused a further surge of 83 downloads.

Architects say... "I found the eBook a really useful guide to the wealth of legislation that has come out from the government following Grenfell and it certainly alerted me to a couple of items I wasn't aware of previously - also, top marks for being concise and pertinent without having to push your product at every point."

"The information was helpful. Any information that helps improve the fire safety of buildings and helps our understanding of how fire spreads and how to prevent this is a plus."

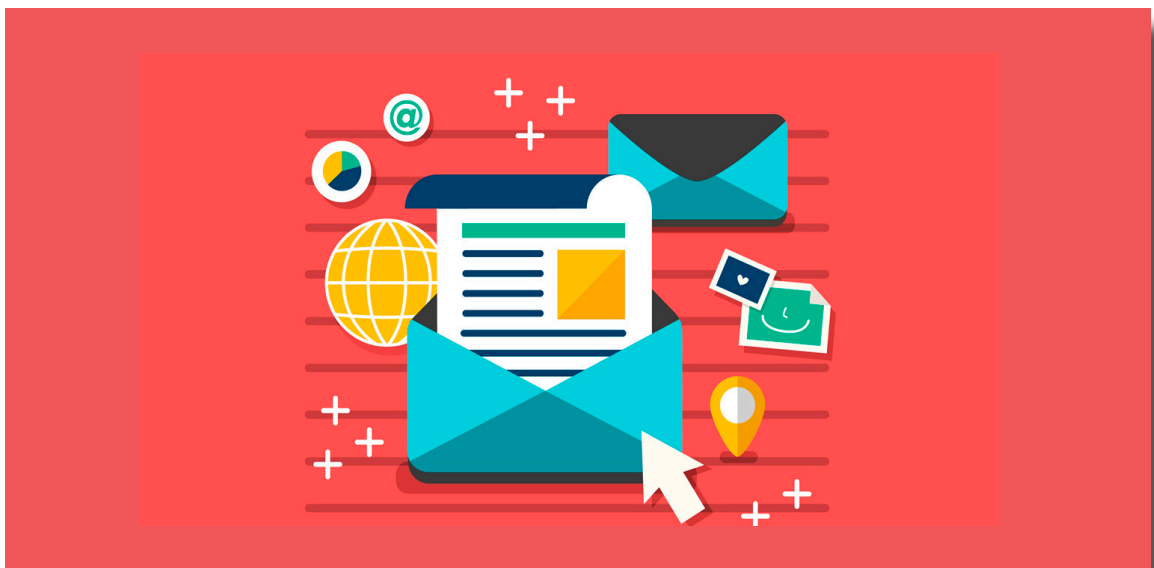
Email and Content Alignment

At the heart of this campaign was the content offer. Without it, we would not have achieved such positive results.

This case study represents the results that you can achieve with:

- High-quality content
- A high-conversion landing page
- Email automation
- The ability to 'amend' your campaign with fresh testimonials

Insynth's continuing relationship with Alfresco Floors is testament to the results that we have achieved for them so far. Email continues to be a key tool of lead generation for Alfresco Floors.



Conclusion

Email is one of the most important components of your marketing plan, and whilst it's not difficult to get right, it certainly isn't easy.

Yet, an effective email strategy is key to building trusting relationships and gaining repeat business.

With the basics of email marketing under your belt, it's now time to start taking full advantage of email: one of your brand's most powerful marketing tools.

To get off to a good start, we recommend that you spend time building your email list. This will give you the leverage to nurture and develop an audience that is truly interested in your offering.

Once a list is obtained, segment it as soon as possible to ensure that you're delivering the right message to the right people.

And, of course, experiment with the time-saving delights of email automation.

Email marketing takes time, skill, knowledge and resources. If you are under-resourced or tight for time, perhaps external help would be useful to help drive your efforts.

As digital marketing specialists for the building products and construction industry, Insynth is here to help set the blueprint for all digital marketing campaigns, so feel free to reach out any time and book a meeting with one of our experts.

About Insynth



Insynth Marketing is a leading UK construction marketing consultancy based in Shifnal in the West Midlands.

Insynth employ the latest inbound marketing techniques to help building product manufacturers grow their businesses by aggressively driving sales lead generation activity.



As the only HubSpot certified agency to major on construction marketing, we bring together construction marketing strategy, digital strategy, website design, SEO, content marketing, email marketing, sales automation, marketing automation and HubSpot CRM implementation to produce successful campaigns and great results for our clients.





The Mansions,
43 Broadway Shifnal,
Shropshire
TF11 8AQ

United Kingdom

+44 (0) 1952 897 097

Email: hello@insynth.co.uk
Web: www.insynth.co.uk

