

B2B EMAIL MARKETING SERVICES FOR SMALL BUSINESS



When participating in the world of B2B (Business to Business) sales and marketing, there are many elements that must be considered beyond that of B2C (Business to Consumer). If you've considered adding B2B email marketing services to your marketing mix, there are plenty of services to suit each need and budget.

What to look for in a B2B email marketing service

Typically, you are dealing with an 'educated buyer', that is not to say that your B2C customers are not educated, but the B2B buyer typically understands what the good, service, technology or other item you are marketing does, the solution you are selling and why.

In many cases, the buyers are dealing with high volumes of competitors, the average sale value is much higher, not to mention many B2B buyers are loathed to change suppliers when they have a digital marketing solution that 'works fine'.

However, when operating as a small business, especially in the B2B space, database management and email marketing is the lifeblood. Especially in times such as that of 2020 in which lead generation in Melbourne was next to near impossible unless it was done online, thanks to Covid-19 restrictions imposed on the general population and businesses alike.

Lead generation for companies through digital and email marketing

When it comes to the most effective ROI on marketing services for small business, there is one that outshines all others – EDM or Electronic Direct Mail. Depending on the size of the database, you have a limited monthly fee for use of the system such as Klaviyo, Active Campaign or Mail Chimp, but this allows users to send out communications to individual, specific groups or segments or to your whole database.

This can be done by you, or a B2B email marketing services provider – with instant results. Sending electronic campaigns to subscribed users, who have an interest in your product offering, offers a unique marketing opportunity for business to provide information to an audience that will give you the time to listen.

“Depending on which study you believe, and what industry you’re in, acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one.” So, why not engage effectively through email marketing, then costing out a new customer acquisition? Before we get too excited, there is a catch, you need to have a database to begin with, so it all starts with lead generation for your SME or small business. Your database must be comprised of qualified leads, leads that have also opted into your service – as privacy, especially in the B2B space, is taken very seriously.

Utilising the skills of a Melbourne based [lead generation company](#) with the expertise to work with you and your team in building the strategy, content, branding, elements, database and activation is the best course of action for small businesses looking for an effective B2B email marketing solution.

The services of full suite [digital marketing services](#) companies have increased astronomically over the past years, as not only large corporates, and SMEs, but small businesses and start-ups are benefiting from the expert lead generation and ROI capabilities.

How to get started with B2B marketing for small business?

Firstly, you need a seamless integration between your website, EDM system and your database. There are many systems available, with some of the more popular systems being Mailchimp, HubSpot, Active Campaign and more. It really comes down to several key elements when you are starting out.

For this reason, Mail Chimp for many small businesses is loved and used to great effect thanks to its drag & drop, simply integrations with Facebook, WooCommerce and Shopify, not to mention that until you exceed 2000 members in your database, you are not charged a thing! B2B email marketing services are imperative to the success of your business, in the new way that the world has been forced to do business post Covid-19.

The key decision for your small business is, are you willing to spend nights and days working through and learning new systems, when a digital marketing services company such as Roemin can provide expert advice, create cutting edge templates, set a strategy and rollout plan for your B2B campaigns, set, monitor and iterate as required – leaving you to work on growing your small business in other areas?

Why not call the team at Roemin and get an understanding of what a powerful tool B2B email marketing services for small business really is! **Contact us** today and book a free meeting with us to get an obligation free marketing strategy and a quote.

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