



Five Tips for Creating Email Campaigns that Don't Suck

The Spiceworks scoop on engaging IT buyers.



Let's get to know your target audience...

When shopping for a solution, IT buyers abide by a strict code of no BS and no fluff. Because they're so busy, they'll quickly delete or unsubscribe from any emails they don't consider immediately helpful. As a tech vendor, this can be challenging. How can you captivate IT buyers and convince them to engage with your messages so you can provide value?

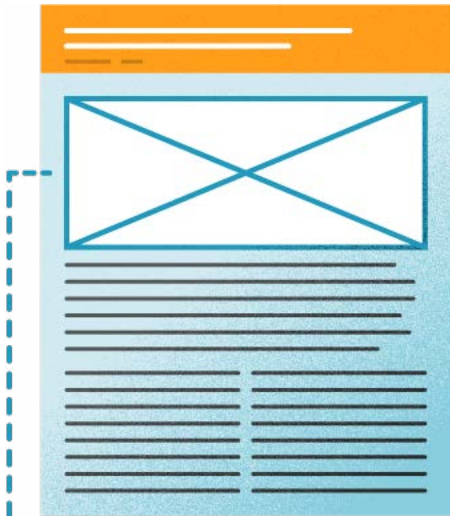
Here's the good news: This no-nonsense crowd also has a great sense of humor, and they're open to a conversation with any brand that addresses their challenges.

In other words, if you deliver the right message the right way, it can pay off big time in the form of increased engagement.

Spiceworks is the world's largest and fastest growing social business network for IT buyers and tech vendors. We deliver helpful info in the Spiceworks app and Community through multiple channels including email.

Thanks to newsletters and dedicated third-party messages, we connect millions of IT buyers with thousands of tech vendors who advertise in Spiceworks. And we've learned what it takes to craft a compelling email campaign that engages this tough-to-reach crowd.

To help you win over IT buyers, we're sharing five tips that'll transform your emails from deletion-doomed to inbox gold.



Many IT buyers like to disable images

TIP 01

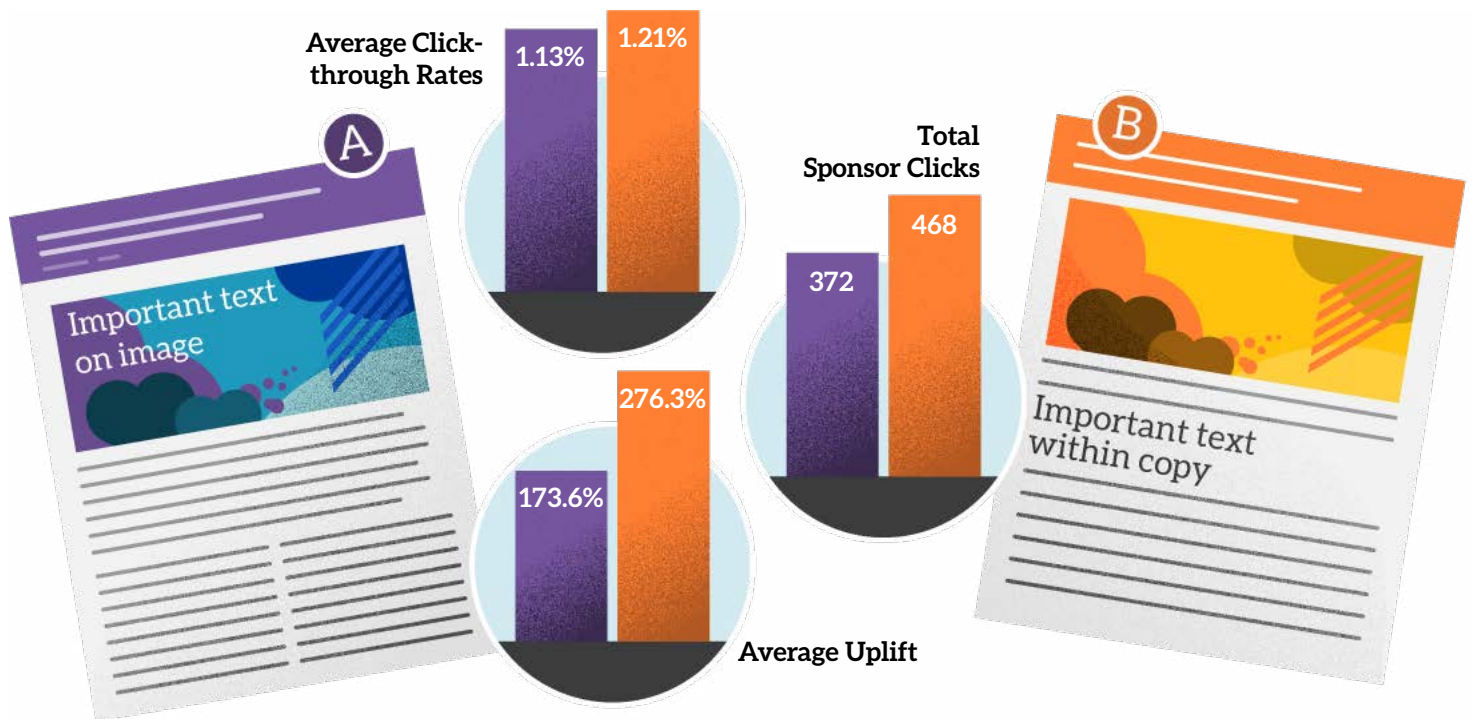
Email layout: Avoid text on images

We constantly test email layouts to achieve “gotta-click-through” results for our customers. After hundreds of campaigns, we’ve discovered one thing you should never do: rely on the text you place on an image to get your message across.

Why? Because many IT buyers disable images. If you rely on imagery to tell your story and decide to put the “hook” in your image, then it’s critical you use it in your alt-text too.

Be sure to address all the most crucial pieces of your message within the copy of your email. The imagery should support your email. This way even if your images don’t display, readers can still comprehend your message well.

We put this to the test to see how copy within an image would affect overall email performance. After running a total of 19 A/B tests we found: Email B (no text within image) consistently performed better than email A (included copy within image).





TIP 02

Send your emails at the right time

Email send timing is a hot topic for email marketers. After all the effort you put into your email campaigns, it makes sense you'd want to send it when your recipients are most likely to click 'open.'

So when is the best day to press 'send'?

Drum roll... for the B2B IT buyer, every weekday is game! No matter what weekday we send out our campaigns, there's a maximum .23% variation in open rate.

Contrary to popular belief, we found engagement is actually slightly better on Fridays than other weekdays. Does this mean you should only send emails on Friday? Nope. It just implies that day of the week shouldn't be your sole focus.

However, the time of day does matter. We found the most optimal time for an email send is between 10 a.m. and 3 p.m. local time.





TIP 03

Ditch the fluffy CTAs

Have you ever spent hours carefully crafting the perfect call-to-action, hoping your cleverness will earn a barrage of clicks from your audience? You're not alone. CTAs are a tricky beast to tame. To determine which types of CTAs resonate with IT buyers the most, we ran 20 A/B tests with third-party assets and 10 A/B tests within our newsletter.

Which CTA do you think performed better: The generic CTA copy (i.e., "Learn more," "Download Now," "Read More," "View Deal") or the more personalized CTA copy (i.e., "Tell Me More" or "I Want My Deal")?

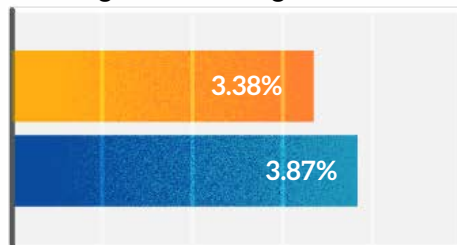
Considering this is a no-BS audience, you may have already guessed the outcome: IT buyers prefer you shoot it to them straight. Non-personalized CTAs routinely out-performed personalized CTAs.

A

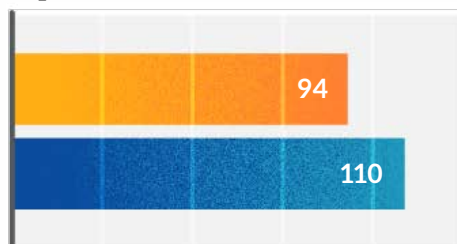
PERSONALIZED



Average Click-through Rates

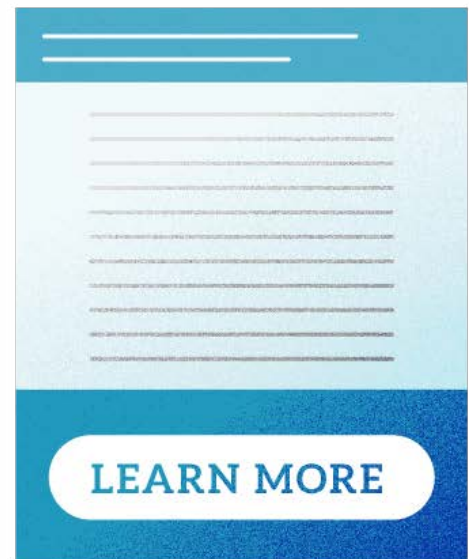


Sponsor Clicks



B

NON-PERSONALIZED





TIP 04

If you love them, set them free

We've noticed a trend: Marketers attempting to make the unsubscribe process more challenging than attempting a Rubik's Cube blindfolded. While this may reduce unsubscribe rates, it also damages overall email performance – and, most importantly, your brand equity (a.k.a. it really ticks people off). Don't be that brand!

If you love your customer, you've got to be willing to let them go.

Make your unsubscribe link highly visible and make unsubscribing easy. While there may be an initial wave

of unsubscribes, the number should quickly decrease. At this point, you'll have a community that's genuinely interested in you and your products. If the unsub rate doesn't quickly taper off, then it may be worth taking a harder look at your content to ensure it's relevant, personalized, and creates a good user experience.

Deliver real value, and they're sure to stick around.



TIP 05

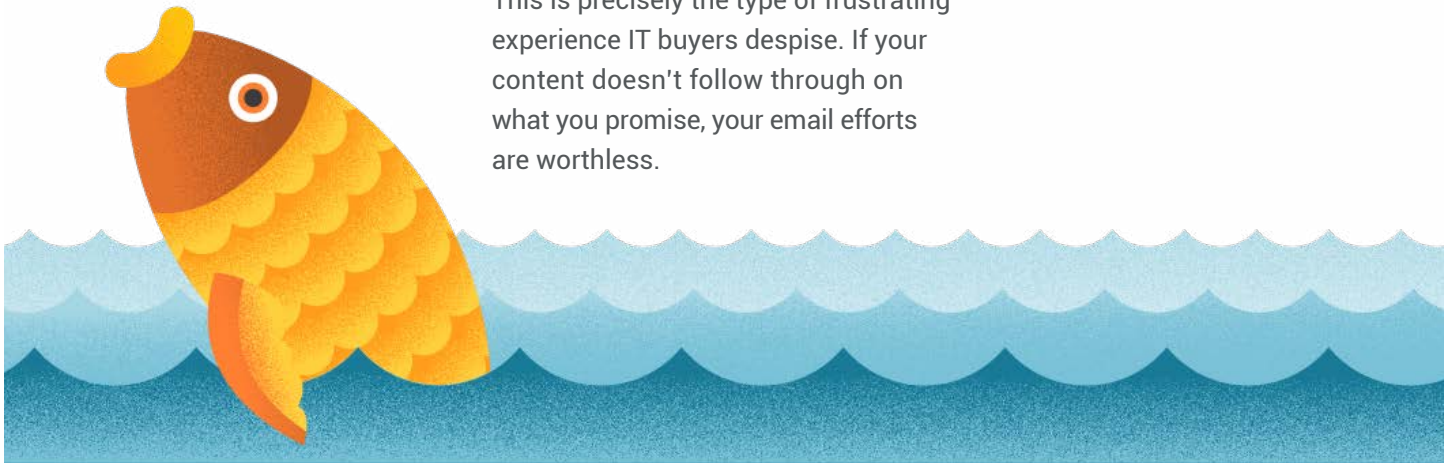
Provide value – not clickbait



Picture this: You receive the perfect email – a masterpiece of beautiful imagery and captivating copy. You expectantly click the CTA, only to find the piece of content you've landed upon is not what you expected.

At the end of the day, it's your content that matters most. Consistently providing valuable content to your audience will drive more and more conversions and build trust amongst your audience over time.

This is precisely the type of frustrating experience IT buyers despise. If your content doesn't follow through on what you promise, your email efforts are worthless.



Go forth and email

Now that you have a better understanding of what drives IT buyers to engage with email, you're prepared to create your next email masterpiece.

By using these tips, you can develop lasting relationships and show IT buyers you've got their backs.

[Contact one of our experts to learn more about Spiceworks Targeted Email Solutions ›](#)

