

# SIMPLIFIED MARKETING

## **FROM FIRST OPEN TO FULL FUNNEL: HOW STRATEGIC EMAIL MARKETING DRIVES B2B MANUFACTURING SUCCESS**

In B2B, decisions take time. Buyers research, evaluate, and loop in multiple stakeholders before reaching out or scheduling a call. That's where email plays a long-term role. It's not just there to inform, but to stay present during every phase of the decision-making process. It builds trust, maintains relevance, and helps move conversations forward in a consistent, scalable way.



When sales and marketing are aligned, **email becomes more than a follow-up tool**, it becomes a reliable system that:

- ✓ Supports lead nurturing
- ✓ Keeps your brand at the forefront
- ✓ Strengthens the sales cycle
- ✓ Strengthen relationships

## Fueling Growth Through Sales and Marketing Alignment

**You can't rely on just one side of the coin.**

Sales and marketing have to move together. When both teams share insights, align on who they're targeting, and work toward the same goals, **marketing doesn't just generate interest, it builds real momentum that sales can act on.**

At Simplified Marketing, we make sure your email strategy supports the full sales cycle: keeping leads warm, surfacing the most engaged prospects, and delivering them at the right time. It's not about handing things off.

**It's about working in sync, from the first touch to the final conversation.**

# Realistic B2B Email Benchmarks: What Good Looks Like

You can't rely on just one side of the coin.

You need a reliable picture of what's considered strong performance, and where there's room to improve. Here's what industry data shows for B2B email campaigns:



## **OPEN RATE: 15%–25%**

This is a healthy range across most B2B sectors. Cold or purchased lists typically trend on the lower end, while segmented or permission-based lists with warm contacts



## **CLICK-THROUGH RATE (CTR): 2%–5%**

A strong CTR means your content and CTA are resonating. Anything above 5% suggests your message is highly relevant.



## **CLICK-TO-OPEN RATE (CTOR): 10%–25%**

This metric reveals whether your email content delivers on the promise of your subject line.

## **CONVERSION RATE: VARIABLE (TRACK WHAT MATTERS)**

There is no single benchmark for conversion rates. Results depend on what action you are asking for, whether it's a demo request, form fill-out, download, or purchase. Focus on tracking performance against your own goals and work toward improving consistency over time.

Campaign ▾	Subject	Number of sent emails	Number of unique openings for the campaign	Open Rate
1		697	108	18.15%
2		697	117	19.15%
3		698	212	35.45%
4		699	201	32.52%
5		714	159	26.32%
6		737	95	14.87%
7		841	49	7.32%
8		2,925	1,604	55.29%

**Disclaimer:** The image above displays a screenshot of campaign metrics for one of our clients in the medical device industry. Despite the challenges inherent in this sector (such as security firewall), the campaign achieved above-average open rates.

- Other metrics were not monitored at the client's request.
- The email list has been provided too.

## Comparing Email Marketing Approaches

1

### COMPANY NEWSLETTERS

Monthly or quarterly newsletters are a great way to stay top of mind with both current and prospective customers.

2

### ONE-TIME 6-SERIES EMAIL TOUCHPOINT

It's a set sequence of six emails sent over a defined period, designed to create quick awareness and action.

3

### FULL AUTOMATED NURTURE CAMPAIGN

This is a longer-term strategy designed to connect with prospects over time, based on their behavior and interests.

# Email Marketing Service Option #1: Company Newsletters

Even if they're not ready to act today, a consistent, brand-aligned email keeps your business in the conversation. So when they are ready, you're already a step ahead.



We design newsletters to reflect your brand's voice and style, and deliver them in formats that prioritize both appearance and deliverability.

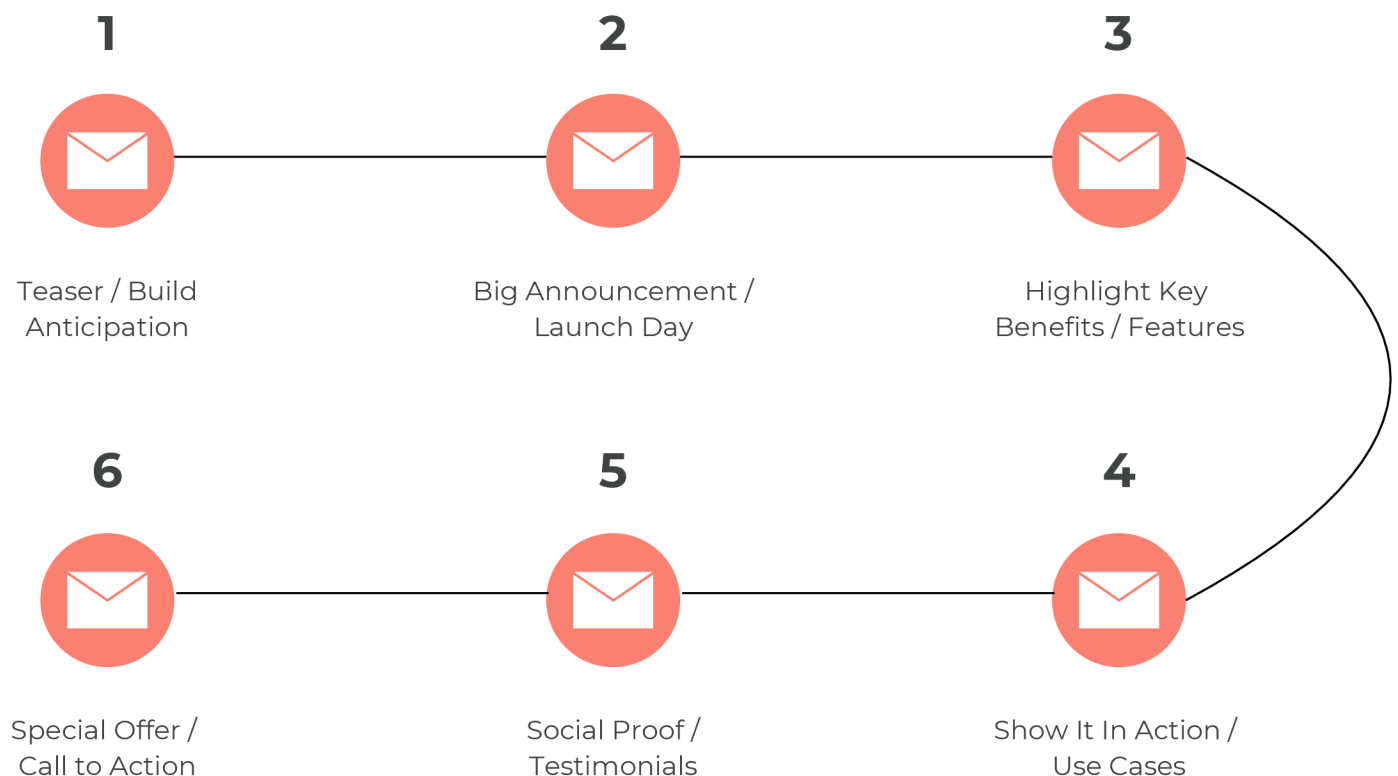
## What's included:

- ✓ Custom design aligned with your brand
- ✓ Digital-only or branded PDF options
- ✓ Clean, lightweight delivery to help avoid spam filters
- ✓ A low-pressure way to deliver value and stay engaged
- ✓ Keeps your business visible without being intrusive

# Email Marketing Service Option #2: One-Time 6-Series Email Touchpoint

This format works well for short, targeted campaigns—like following up with trade show attendees, announcing a new product, or promoting a limited-time offer.

## SAMPLE SEQUENCE FOR A NEW PRODUCT EMAIL CAMPAIGN



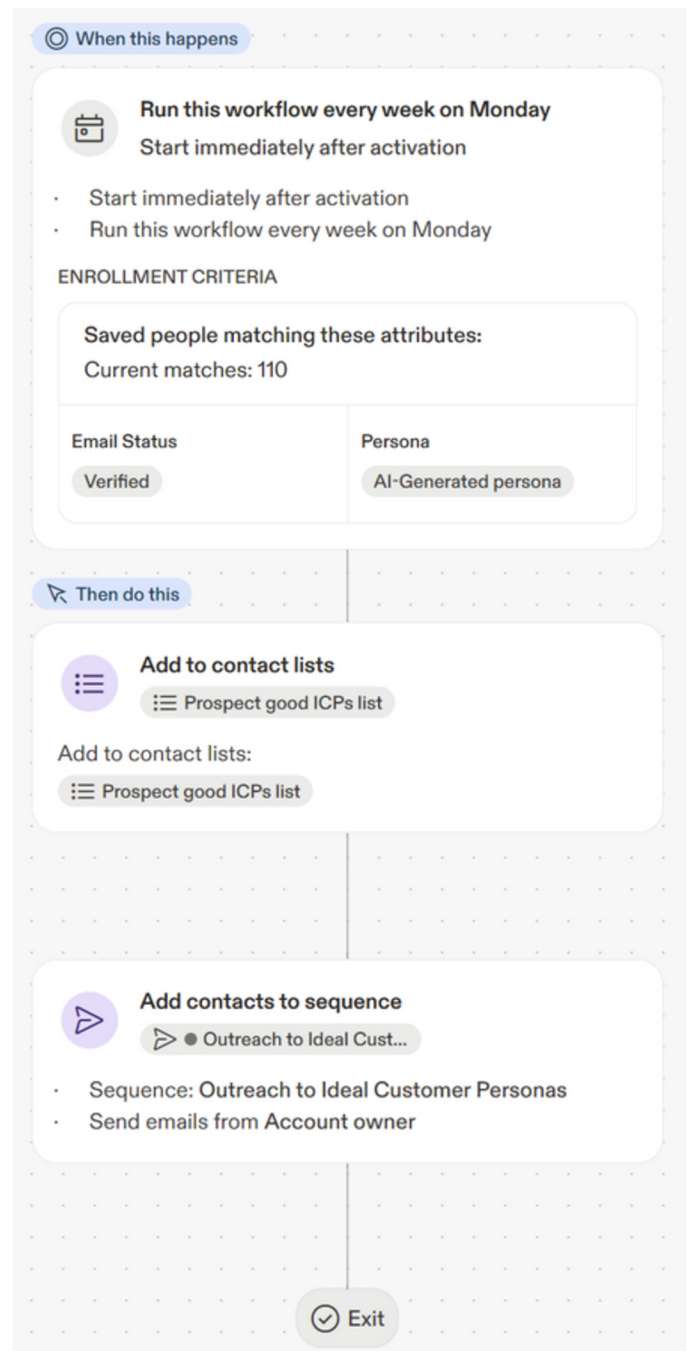
It's best suited for **smaller, focused email lists** where the timing is clear and the message is specific. While it's not meant for long-term nurturing, it's a great way to stay top of mind and drive timely responses.

# Email Marketing Service Option #3: Full Automated Nurture Campaign

We start by identifying your ideal customer segments and build a campaign that adjusts based on how people engage:











- ✓ **12+ emails**, each addressing a different stage of the buyer journey (cold, warm and hot leads)
- ✓ **Alternate versions** sent to contacts who don't engage, offering a second chance to connect
- ✓ **Behavior-based triggers**—opens, clicks, and page visits all guide what's sent next
- ✓ **Lead scoring** built-in to prioritize who's most engaged and ready for sales follow-up
- ✓ **Continuous optimization** based on performance insights

*Screenshot of an automatic workflow, decreasing the time needed to manage the campaign*




# And if you're also running SEO and PPC paid advertising campaigns, we go even further:

- ✓ **Track who's visiting your site, even without filling out a form**
- ✓ When the **same company visits repeatedly**, we can add the decision makers from that company into your email sequence
- ✓ **Sales gets notified when engagement crosses a threshold**, so they're not cold-calling, they're calling with context

NAME	ACTIONS	LINKS	NUMBER OF EMPLOYEES	INDUSTRIES
 Cargill	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	155,000	N/A 0 Food Production
 Philips	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	73,000	N/A 0 Hospital & Health Care +2
 Halliburton	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	59,000	N/A 0 Oil & Energy
 ExxonMobil	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	70,000	N/A 0 Oil & Energy
 Baker Hughes	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	66,000	N/A 0 Oil & Energy
 DHL	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	586,000	N/A 0 Logistics & Supply Chain
 Merck	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	72,000	N/A 0 Pharmaceuticals
 Bain & Company	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	23,000	N/A 0 Management Consulting
 Novo Nordisk	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	77,000	N/A 0 Pharmaceuticals +1
 Hilton	<a href="#">+ Save</a>	<a href="#">Link</a> <a href="#">Brief</a> <a href="#">f</a> <a href="#">X</a>	181,000	N/A 0 Hospitality +2

High Buying Intent

International Marketing



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# Email Works Better When Everything Works Together

Email is powerful, but it's even more effective when it's connected to the rest of your marketing strategy. **When aligned with SEO, PPC, content, and sales**, it doesn't just drive more engagement, it drives smarter, more targeted outcomes.

Email isn't a standalone tool. It's part of a system that keeps working long after the initial outreach.



- ✓ **Use search data to match** what your audience is already looking for
- ✓ **Retarget website visitors** who didn't convert and bring them back into the conversation
- ✓ **Continue nurturing leads** well beyond the first click
- ✓ **Test, refine, and improve** campaign performance with every send

# Simplified Marketing is Built on Results. Backed by Experience.

Our founder led the marketing for multiple subsidiaries of a Fortune 100 company, driving a **40% increase in ROI over three years for one brand** and **generating over \$1 million in purchase orders for a newly acquired startup**. The results spoke for themselves, and was later brought back as a trusted vendor due to the measurable impact.

Today, that same approach powers our work for B2B companies across North America:

- ✓ We don't guess. We build based on data
- ✓ We don't blast emails and hope for results. We create email systems that adapt
- ✓ We don't run isolated campaigns. We connect everything to sales goals

It's time to put a real strategy behind your emails and connect every send to your bottom line.



**40%**  
Increase in ROI

