TRIPLE YOUR EMAIL ENGAGEMENT RATES

5 TACTICS TO SUPERCHARGE DEMAND GENERATION
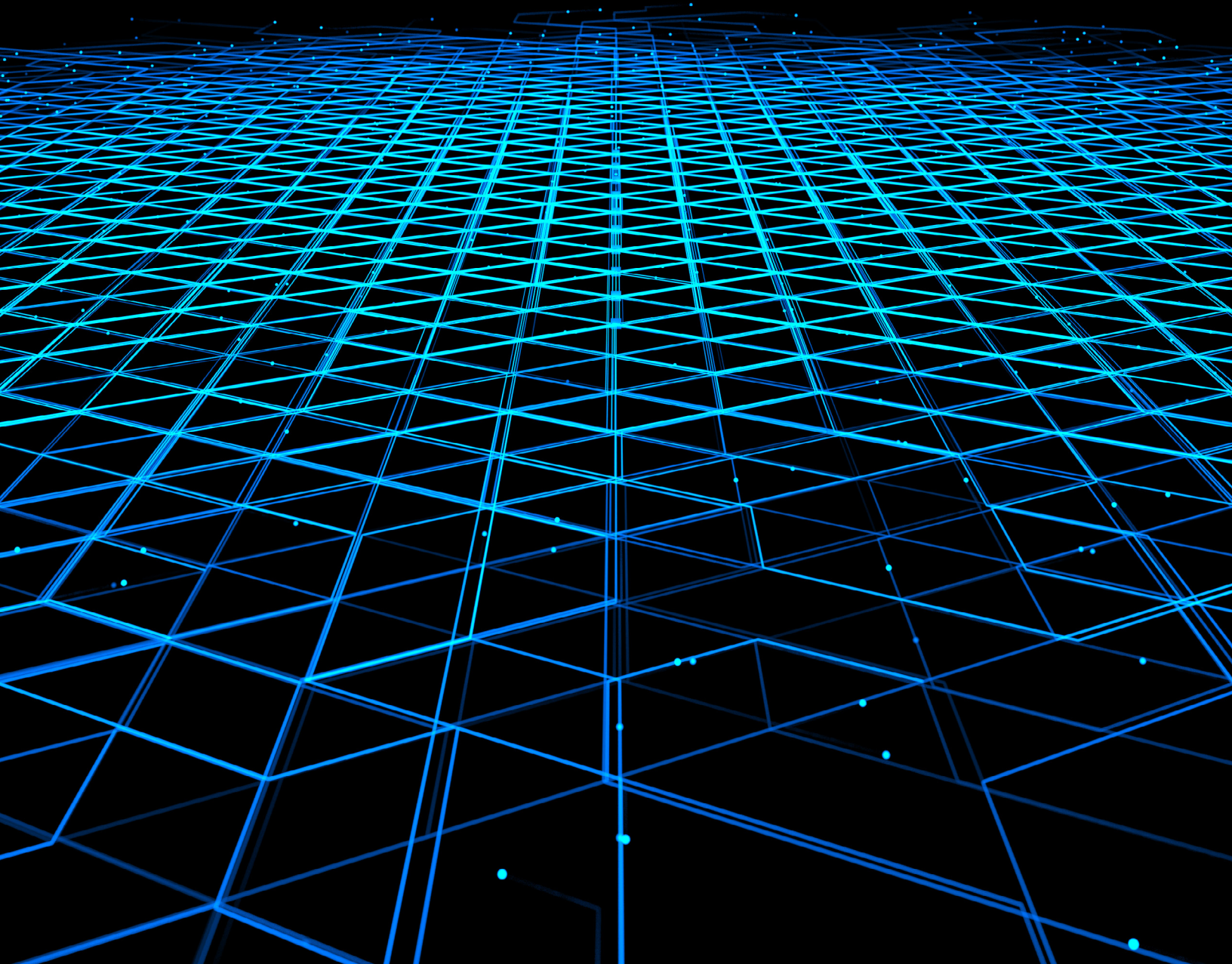
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It's time to put your email marketing to the *test*.

Email is the cornerstone of demand generation. Whether you feel like you're slogging through your email marketing with diminishing results or hitting every single goal, there's always room for improvement. In this guide, we share how you can supercharge your email engagement to make this channel work harder for you.

Yours in influence,

**Zee Jeremic
CEO + Founder
MASS Engines**

MASS ENGINES

Measure Marketing ROI

Run demand generation

Increase lead conversions

MINDSET MATTERS

Increasing email engagement begins with the right mindset: think big. Setting clear goals and key performance indicators (KPIs) is essential, but don't stop there. KPIs are just the first juncture you need to hit. With a data-driven approach and continuous learning, you can achieve unthought-of levels of engagement.

Goals should act as milestones—not finish lines.

3 steps to kickstart your email process

By focusing on data, you can make informed decisions that lead to meaningful improvements. You'll not only be able to refine your strategies but also build confidence in the outcomes, making each campaign more effective than the last.

① Set initial goals and KPIs

First, establish the overall objectives for your email campaigns. What are you trying to achieve? Define each goal clearly, whether it's increased open rates, click-through rates, conversions, or all of the above.

② Get granular

Next, break down your goals into segments—audiences, geographies, products, etc. Note: this is where many marketing teams miss a step. For meaningful engagement, you must tailor your expectations to each unique target audience, understanding that different groups may (and most likely will) engage differently.

③ Refine your process and expectations

Meeting your KPIs is only the tip of the iceberg. Now, your mindset of continuous improvement comes in. Once you've hit your targets, the work really begins. Continuously test new ideas, explore different approaches, and refine your strategies. Your data (up next) will show you the way.

The most important mindset is one of continuous learning and improvement. If you see positive results and respond with, "That's great, what can we do better?" you're on the right track.

MASS ENGINES

FOUNDATIONS: UNDERSTANDING YOUR DATA

Improving email engagement commences with your data. Every marketing team has data challenges, whether it's insufficient data, inconsistent processes, inadequate systems, or something else entirely. The good news is that you can make improvements from wherever you are right now.

Simply begin with what you have and focus on gradual improvements. So, where to start?

1. Centralize

You must gather all of your data into a single, unified system. Consolidation will give you a more precise understanding of your audience so you can make more informed decisions.

2. Segment, x2

First, segment your audience based on their position in the funnel and separate them by their level of engagement: hot, warm, cold, or frozen. Understanding your engagement levels helps you tailor your messaging more effectively.

Hot: Your most engaged contacts who regularly open and click through your emails

Warm: Contacts who engage occasionally but not consistently

Cold: Individuals who rarely interact with your emails

Frozen: Contacts who haven't engaged in a long time (or ever)

Second, segment again. Yes, again. This time, break out your different audiences. How granular you want to be depends on your goals, but at a minimum, each audience that requires different messages should be separated. Many companies have product lines, sales channels, markets, or personas they delineate to understand engagement.

3. Calibrate

Overlaying engagement data with audience segments will help you understand which groups are most responsive and align your strategies accordingly. Is the most engaged audience segment the ones you want as customers? If not, then you already know where you'll need to focus your efforts.

Once foundational work is completed, you'll better understand your history to begin improving.

HOW TO SEGMENT BASED ON FUNNEL ENGAGEMENT

- **If you're starting with a brand new database or a dormant audience, send a three-part email series over two to three weeks. If you've been sending emails for months or years, pull some reports.**

- **Determine what level of activity you want to identify as your various levels: hot, warm, etc.**
  - By looking at engagement across the past few months or a recent campaign, you can identify high-to-low engagement and set your levels.
  - You may consider the average open rate across all emails per person plus the average click rate.
  - Additionally, if you have the tools to support it, you can consider other activities, such as website visits and webinar attendance.

- **Keep in mind that your "hot" prospects will likely be already talking with your sales team.**

MAXIMIZE YOUR MESSAGES

Increasing email engagement is a formula of right information + right approach. Audiences must feel connected and intrigued to willingly move through the funnel toward purchase. Tailor your messaging to resonate with readers on a personal level.

What to send

Remember all that segmenting we just did? The best way to connect is to tailor your messaging to their level of engagement and audience type.

FUNNEL ENGAGEMENT LEVEL	What to Send
HOT	This group receives all emails, especially ones that are more personalized. Your audience is into what you are putting out. This is your chance to focus on communications that offer specific product information, such as feature and pricing sheets, to nudge them toward purchase.
WARM	These contacts get more attention-grabbing, less sales-focused emails. You can choose what to send based on performance with the hot group. For your middle-of-the-funnel prospects, your goal is to get them to "hot." Try different messages, but we find some of the following tactics have been the most effective: • Promotions • Interest pieces (i.e., recipes or human impact stories) • Case studies • Event invites (i.e., conferences or special promotions) The key is to keep their journey going and get them back to your website to learn more.
COLD	Send your top-performing campaigns, usually once a month, to this group. It's tempting to email these people as much as possible to try to warm them up; however, this often results in regression rather than forward progress. Try these tactics instead: • Slow down communications. If you usually send emails once per week, slow down to once a month • Provide something of interest, like the article in this example. • Make your subject lines and copy extra attention-grabbing • Your goal is engagement and taking that next step
FROZEN	Since these are your contacts who have never engaged, we recommend making one last effort and then removing them from your database if they don't engage (especially if your email provider charges by number of contacts stored). Run a final "win-back" two-part email series that is very direct and lets the prospect know that you are going to unsubscribe them. This instigates a little FOMO that could unthaw them. These campaigns typically get less than 1% response, but then you'll be sure before you say goodbye.

Examples

🔥 HOT

This is the first block of text the reader sees when they open the email and has attention-grabbing text that will incentivize them to act quickly.

2024 5-10-20 OFFER

Your dream renovation is closer than you think – save up to 25%

Spend $5,000+ & Get 5% Back
Spend $10,000+ & Get 10% Back
Spend $20,000+ & Get 20% Back (up to $5,500)

OFFER ENDS DECEMBER 31, 2024

Promotion Details   Find a Contractor

Grill to Perfection

Summer may be winding down but grilling is still on the menu. This month's recipe is ideal for your recently renovated patio.

Whatever the weather, food cooked outside just tastes better. **Here are our two favorite grilling recipes this summer:**

Grilled Vegetables   Grilled Chicken

♨️ WARM

This is also the first block a reader sees, but the messaging is tailored to complement a recent purchase and deliver additional value.

❄️ COLD

In this email, a human interest piece is used to inspire a reaction from the contact, adding value without necessarily eliciting a purchase.

Mastering the Art of Home Cooking

There is no shortage of accolades when it comes to a particular celebrity chef. A Top Chef alumnus was also a contestant in one of the Food Network's many highly-watched programs before opening their own restaurant in 2021.

One of the chef's most cherished rooms is, naturally, their recently renovated kitchen by the CONSTRUCTION PROFESSIONALS.

Our chef makes two simple recommendations for anyone looking to get restaurant-quality results at home.

Click below to read the full article.

Read More

Available Promotions

5-10-20 Offer
Save up to 20% on countertop installation.

Enhance Your Reno Offer
Schedule a kitchen, dining room, or bathroom renovation and receive a FREE flooring upgrade credit

View All Promotions

❄ FROZEN

In a final attempt to engage the reader, this email focuses on enticing promotions. If the contact doesn't interact they can be removed from the mailing list.

Copy that clicks

You have determined what type of campaigns you should be running for each of your segments. Now, it's time to focus on crafting emails that get results. In B2B especially, boring emails can get buried in an inbox. Turn up the creativity for best results.

These elements make the magic happen:

Your subject line is your first impression—make it count.

They must be attention-grabbing and tease what the reader will get in the email. In the example below, we changed a client's subject line from "Q2 Partner News" to "New instant rebates, see what offers are available this month" and increased the open rate from 8% to 28%. Test different subject lines, and analyze what's working across your segments and audiences. Subject lines should always be improving.

SUBJECT LINES THAT MOVE THE NEEDLE

Original	Revised
✉ MAIL **Elevate the Art of Doing Business**	✉ MAIL **Elevate your organization with these options**
5.80% OPEN RATE	**21.50%** OPEN RATE
✉ MAIL **The solution designed for modern business**	✉ MAIL **Thought leader Laura Pearson's Modern Business Recommendations**
22.79% OPEN RATE	**31.16%** OPEN RATE

MASS ENGINES

Patio furniture

Reimagine your outdoor space

Discover the ideal blend of design, function, and waterproofing with stylish outdoor furniture that fits your taste.

Shop now

With modern furniture for your home, comfort meets style to create a beautiful and livable space. Explore a range of furniture designs and sizes, be sure to find pieces that fit perfectly with your living room's aesthetic.

View sale

Contact us

Building Name, Building Number 01,
Location Name, State Name
Country Name, Country Pin

Please follow us

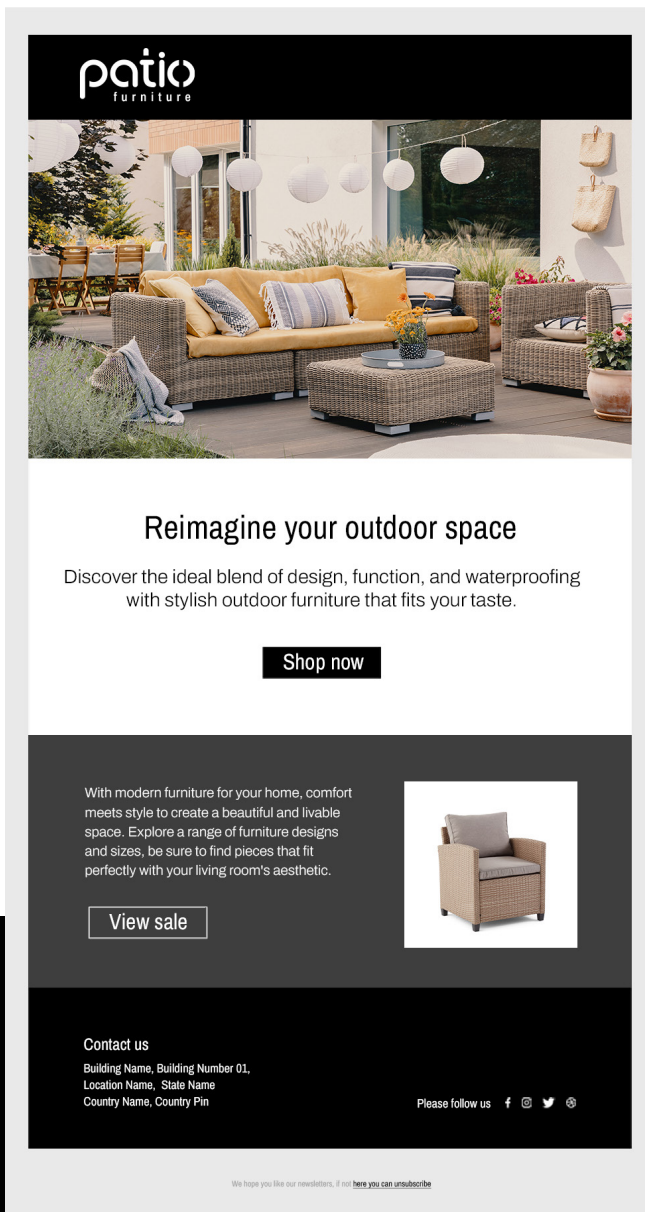We hope you like our newsletters, if not here you can unsubscribe

BEFORE

Avoid sterile, generic copy.

Basic, one-size-fits-all messaging won't capture anyone's attention. Instead, speak directly to each of your audiences' needs and pain points and pair with copy that drives them to be curious and learn more.

Patio furniture

Boho front porch rocker

Save up to 50%
$567
Buy now

All new outdoor sofas
Find something for you
See more

Cozy living
Find your inspiration
See more

FREE
Free Delivery
Free home delivery
for our all products

Discounts
See all the ways
you can save

Gift Cards
Excellent for every
occasion

Contact us

Building Name, Building Number 01,
Location Name, State Name
Country Name, Country Pin

Please follow us

We hope you like our newsletters, if not here you can unsubscribe

AFTER

Increase the visual appeal of your emails.

People are less likely to read a block of plain text than a designed email with icons separating sections and an attractive template.

By refining your messaging and focusing on personalization, you can create emails that truly connect with your audience to achieve those higher engagement rates.
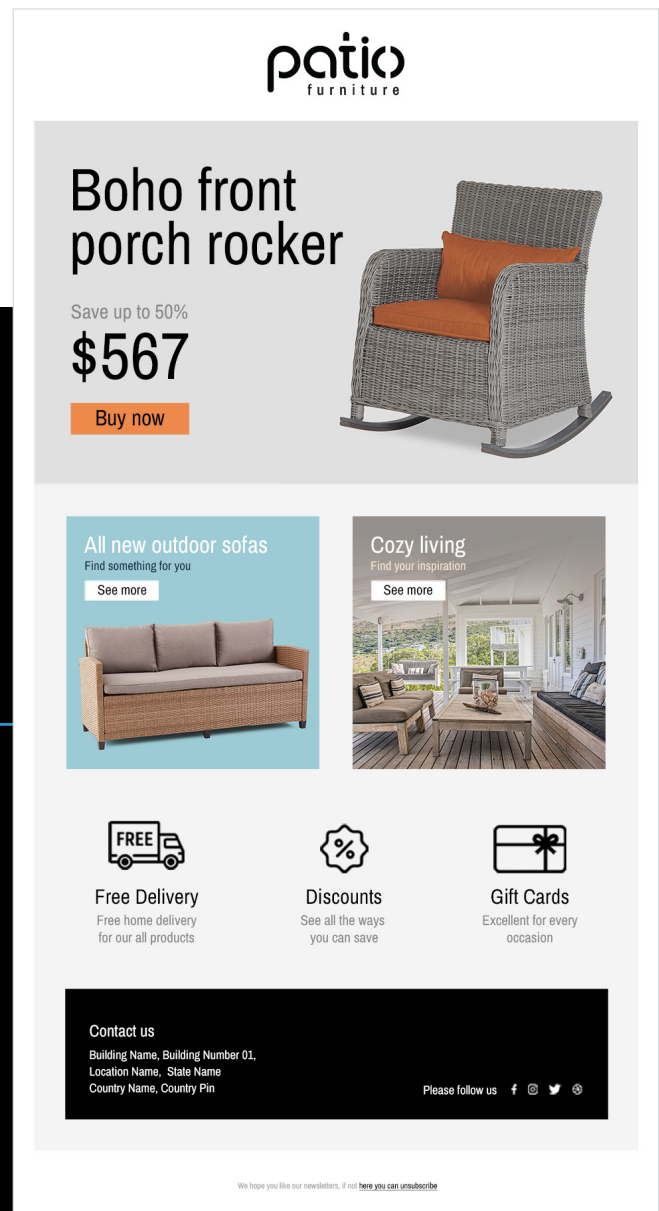
TIMING IS EVERYTHING

When you hit send can make or break your email engagement. In email marketing, even the most compelling message can fall flat if it reaches your audience at the wrong time. Identify the moments when your prospects are most interested—and use them to your advantage.

Capitalize on prospect actions

By carefully timing your communications, your message will arrive when your prospects are most receptive, increasing the likelihood of engagement and conversion. Keep your audiences engaged, and give them more of what they're looking for by using:

Trigger emails

Use data from your website to trigger emails that capture prospects who didn't convert. For example, if someone visits a product page but doesn't make a purchase, send a follow-up email after a day or two, offering additional information or a special promotion for that product.

Resends

You can't expect even your most engaged prospects to read every email. Consider resending emails with a different subject line a week later to catch those who may have missed it the first time.

Nurture programs

Develop nurture programs that are triggered by email engagement so prospects receive relevant content based on their actions.

FLOW OF EMAIL ENGAGEMENT

COLD EMAIL
Bi-weekly Send

| WK1 | WK2 | WK3 | WK4 |

When a contact meets your engagement threshold, they automatically drop into the **WARM** campaign.

WARM EMAIL
Weekly Send

| WK1 | WK2 | WK3 | WK4 |

When a contact meets your engagement threshold, they automatically drop into the **HOT** campaign.

HOT EMAIL
Weekly Send

| WK1 | WK2 | WK3 | WK4 |

DRIP VS. NURTURE: BREAK FREE OF GENERIC TO MAXIMIZE ENGAGEMENT

Understanding the difference between drip and nurture campaigns can help improve your email marketing strategy. While both aim to engage and convert prospects, they differ significantly in approach and effectiveness.

Drip Campaigns

Drips consist of a series of pre-written emails sent out at specific intervals regardless of recipient behavior and feature:

- Time-based delivery
- Generic content
- The same sequence of emails for all recipients, regardless of engagement levels or interactions
- Minimal customization beyond basic information (i.e., recipient's name)

USE CASES ✓

- Introducing new customers to your company or services
- Delivering a standard onboarding process
- Sharing consistent information that applies broadly to all recipients

PROS ⊕

- Easy to set up and manage
- Ensures consistent communication over time
- Useful for simple, straightforward messaging needs

CONS ⊗

- May not address specific recipient needs or behaviors
- Lower engagement rates due to lack of personalization
- Risk of emails becoming irrelevant or annoying over time

Nurture Campaigns

Nurtures are strategic email sequences that adapt based on recipient behavior, engagement, and engagement level. Characteristics include:

- Behavior-based triggers
- Personalized content
- Sequences that adjust based on how recipients interact with each message
- A focus on relationship building; these educate, inform, and build trust over time

USE CASES ✓

- Moving leads through the sales funnel
- Re-engaging inactive customers or prospects
- Providing personalized recommendations or content
- Supporting complex buying decisions requiring education and trust-building

PROS ⊕

- Higher engagement and conversion rates due to relevance
- Builds stronger relationships with prospects and customers
- Efficient use of resources by focusing efforts where they are most effective
- Provides valuable insights through tracking and analytics

CONS ⊗

- More complex to set up and manage
- Requires a thorough understanding of audience behavior and needs
- Depends on quality and depth of available data and software tools

TAKEAWAY ❗

Transitioning from generic drip campaigns to personalized nurture programs can dramatically improve your email engagement by delivering the right message to the right person at the right time.

MASS ENGINES

TESTING, TESTING, TESTING

Testing is a vital part of improving your email engagement—it's how you make data-driven decisions and optimize every element of your campaigns. Without consistent testing, you're left guessing what works... and what doesn't. Testing should be a regular part of your process. Every email is an opportunity to learn something about how your audience engages. This is the key to your always-improving mindset.

Why does A/B testing matter so much?

By comparing two variations of an email element, you can identify which modification resonates better with your audience. Whether it's a tweak in the subject line, a change in the CTA, or the time of day an email is sent, A/B testing provides valuable insights you'd miss if you only sent one version.
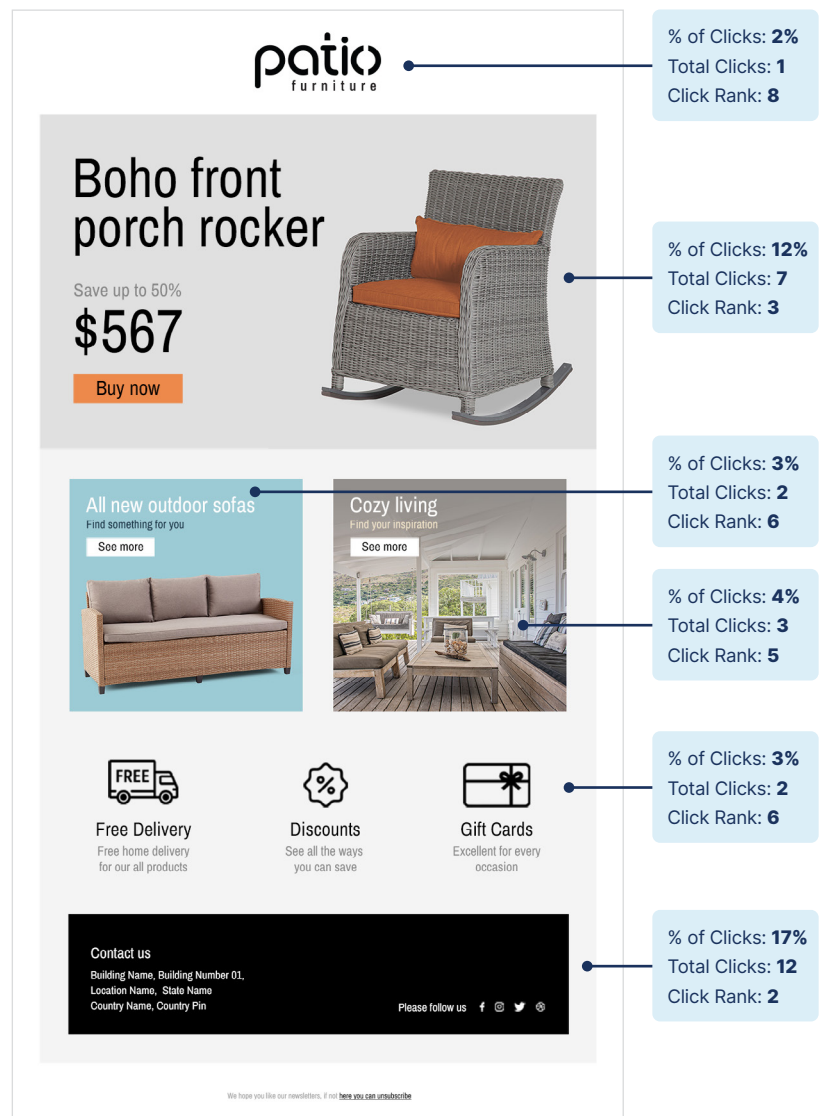
What should I test?

Every element in an email can be tested. If you have a longer email, like a newsletter, test the ordering of different sections. Keep a log of results by section placement, and you'll start to understand which topics perform better in various arrangements.

Other elements to test:

- Subject line
- Email format
- Call-to-action format (CTA) or message
- Placement of CTA
- Personalization
- Frequency of your sending
- Time of day of sending

Your email software or marketing automation platform may also give you a heatmap view of your email body so you can see broadly where your clicks are happening. This is a useful tool for comparing testing versions.

% of Clicks: **2%**
Total Clicks: **1**
Click Rank: **8**

% of Clicks: **12%**
Total Clicks: **7**
Click Rank: **3**

% of Clicks: **3%**
Total Clicks: **2**
Click Rank: **6**

% of Clicks: **4%**
Total Clicks: **3**
Click Rank: **5**

% of Clicks: **3%**
Total Clicks: **2**
Click Rank: **6**

% of Clicks: **17%**
Total Clicks: **12**
Click Rank: **2**

But is it all worth it?

Yes! The more you test, the more you'll understand your audience—and what drives them to interact. Document your results and use them to inform future campaigns. It's important to keep track of what works and what doesn't so you can iterate and build on your successes. Over time, these small improvements will add up to significant gains in engagement.

ABC'S OF A/B TESTING

		DESCRIPTION	EXAMPLES OF WHAT TO TEST
A	**Always start with a hypothesis**	Before testing, have a clear idea of what you expect to happen.	Hypothesis: "A personalized subject line will increase open rates by 10%."
B	**Be methodical**	Test one variable at a time to better understand what caused the change in results.	Variable: Subject line, CTA button color, email format, image vs. no image.
C	**Compare versions**	Use A/B testing to compare two variations of an email element.	Version A: "Exclusive Offer Just for You" vs. Version B: "Don't Miss Out on This Deal"
D	**Document results**	Keep a record of all tests, results, and key learnings to inform future campaigns.	Record the increase/decrease in open, click-through, and conversion rates. Be sure to note how each audience responded
E	**Evaluate and iterate**	Analyze the data to determine what works better, then apply those learnings.	After determining the winning subject line, use similar language in future campaigns. But don't stop there; keep testing against the winner.
F	**Frequency matters**	Test regularly to keep your strategy fresh and responsive to audience behavior.	Every email is a learning opportunity. Don't miss out.

SIGNIFICANT GROWTH STARTS WITH SMALL CHANGES

Like the path you want your prospects to take toward purchase, improving email engagement is a journey. This channel requires continuous effort, strategic thinking, and a deep—and growing—understanding of your audience. You can significantly elevate your email marketing efforts by focusing on the essential areas outlined in this eBook: developing the right mindset, building a solid data foundation, crafting personalized messaging, optimizing timing, and continuously testing your campaigns.

Remember, email marketing is always evolving. Stay proactive by regularly revisiting and refining your strategies. Keep your audience at the center of every decision, and let data guide your path to success.

The incremental changes you make today will set the stage for continued growth and success in your email marketing campaigns. With these strategies, you'll be on your way to tripling email engagement.