EMAIL IN A POST GDPR WORLD

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INTRODUCTION: IS EMAIL DYING?

Absolutely not. Email remains king of lead generation for many B2B businesses.

If you think about it; every social channel, every product you buy, and any action you take online is done through an email address. That means there is a massive number of users utilising email every day.

Added to that, email is pretty much a free platform to use. Once you've invested in email platforms such as Google or Microsoft Office 365 and marketing automation systems, moving forward there is next to no cost.

The stats are pretty impressive too. If we think about Facebook and how successful that is as a platform, it's then that we can understand that email is almost an unsung hero working in the background.

For example:

- **There are 3.7 billion email users vs 2.2 billion Facebook users**

- **91% of people use email at least daily vs 57% for Facebook**

- **Email produces 58% of 'first place visited' vs 11% Facebook or 20% search**

- **79% organic reach**

- **7X customer acquired vs social media**

- **45% most frequently used channel vs 12% for Facebook**

But, GDPR has shaken up a lot of people.

However, it doesn't need to be the end of email as many people seem to think. Instead, we should see it as a wakeup call to do email better. We should all be using GDPR as a springboard to be more relevant and less intrusive.

GDPR AND B2B EMAIL

GDPR came into play on the 25th May 2018.

The EU GDPR website states that:

"The aim of the GDPR is to protect all EU citizens from privacy and data breaches in an increasingly data-driven world."

That means tighter laws and more restrictions on who you can and cannot contact. Ultimately, it's about giving the power back to the consumer. The results of GDPR differ when it comes to B2B and B2C communications.

Businesses have had many responses to GDPR including some people wracked with indecision and therefore not daring to send any emails because they aren't 100% sure of the rules. There is an increasing pattern of people afraid of breaking the rules and the big fines that come as a result.
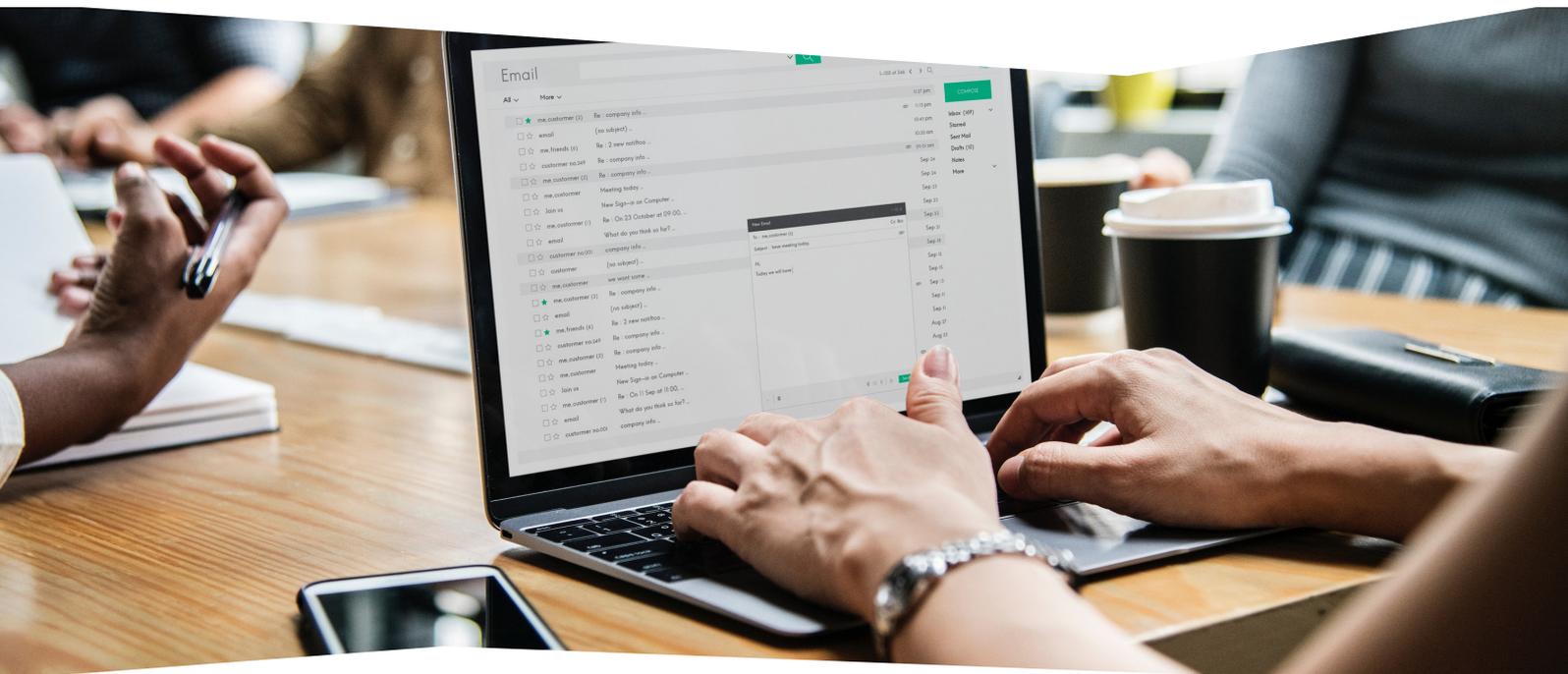
There's also businesses who have cleared out their CRMs completely because they don't have appropriate consent, and moving forward they're going to use appropriate consent as the lawful basis. This can be used as a technique to clean the whole system, but it must be remembered that GDPR wasn't set up to stop communications; it was set up to change the way in which businesses communicate.

Therefore, it isn't necessary to take such literal interpretations of GDPR. As long as you have one of the 4 lawful basis for processing data and communicating, you are able to contact someone.

Lawful basis:

PERFORMANCE OF A CONTRACT

- E.g. Email correspondence in relation to invoicing or fulfilment of a product or service that someone has bought from you.

FREELY GIVEN CONSENT

- E.g. People have opted in and are consenting to being contacted.

LEGITIMATE INTEREST (EXISTING CUSTOMER)

- E.g. Contacting an existing customer with special offers or upselling options.

LEGITIMATE INTEREST (PROSPECT/LEAD)

- E.g. Prospecting to cold or semi-cold leads.

- B2B businesses have an interest to commercial interest to contact people about your products and services

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Again, remember that GDPR was never intended to shut down businesses. It's about a much bigger issue of privacy and data control – as long as you have a lawful basis in which to contact someone then that is okay.

You have to have a lawful basis for processing data and communicating that data with people and have to be able to explain that.

Freely given consent:

- Can prove where consent was given

- If you ask for consent and they don't give it then this = no consent

- Applies across email, forms, live chat, social, web, cookies, CRM etc

- Single source of truth

Legitimate interest:

- Your commercial interests vs interests of the individual

- Do a legitimate interest assessment (LIA):

  o Purpose

  o Necessity

  o Balance

- Exception is sole trader or individual

In order to adhere to the rules effectively, you need a process:

- A clear GDPR compliance statement

- Tag all data appropriately

- Consistent opt-in for inbound (where appropriate)

- Process for deletion

- Communicate policy internally

Remember, we are living in a multichannel world. If you're doing a live chat with people, you have to have consent, as you do with social media, web cookies and also CRM.

Added to this, one of the main causes of indecision when it comes to GDPR is the single source of truth. For example, if you're using a marketing automation system such as Marketo or HubSpot and then using a CRM like Salesforce – if someone opts out on one, then you need to ensure that the integrations exist so that the other channels mirror this. It's about making sure everything is working together.

One thing you need to be careful of contacting sole traders. Some people may be using Gmail and Hotmail accounts in your CRM but you need to be able to ensure that they're in an appropriate corporate business role. Think about if you need to opt them out.

Just ensure you have a clear process of everything from a clear GDPR statement to consistent opting in processes and technology. Will be hard for any business to grow if they do not build a process around legitimate interests.

Remember: A step-by-step process for implementing GDPR for inbound plus legitimate interest assessment.

4 PILLARS OF KILLER B2B EMAIL MARKETING

Email is critical in managing relationships. But it's also still a push communication tool in an inbound world.

What changed and what went wrong when it comes to email? Well, first of all, do you remember when we used to be excited about getting an email? That doesn't happen anymore.

This is because:

- Email volume has changed – each month we get more emails than the month before and it's become a never-ending stream of communications. It's not just emails we get anymore either, think about the social notifications, texts etc.

- Deliverability has changed – Google, Microsoft and other email providers are waging a war on marketers spamming.

- People have changed

- GDPR

Before GDPR you would:

- Acquire an email address

- Enrich with 3rd party data

- Content creation

- Segment on industry, location, job title

- Blast, 'nurture' and sales outreach

Now, you can only contact someone if you have a lawful basis, so this process needs to be streamlined to adhere to the rules.

PILLAR 1: DELIVERABILITY

Delivery point 1:
Google, Microsoft, corporate email system

Delivery point 2:
Did it make it into the actual inbox or spam folder?

Your deliverability may be reporting high, but once the systems such as Google and Microsoft receive it, they then decide whether to deliver it further to the person. It decides whether to put it in the inbox or the promotions folder or the clutter folder – you don't know if it's being delivered directly. So just because your email was delivered, it doesn't actually mean it made it into the inbox. Currently, hundreds of millions of dollars are being invested in AI to understand if the email is legitimate that the recipient is going to care about.

Scenario: Blacklisted email, top tips:

   - Authentication

   - From address, subject lines and preview text

   - Email metrics and signals

   - List cleaning

Sender reputation is evaluated on a monthly basis to understand if people are engaging on email. If they're not, or you have high bounce rates, high spam complaints, high unsubscribes etc then your sender reputation starts to decline. If your sender reputation declines, eventually there's no point sending the email because it's not even going to make it close to the inbox.

A top tip is to remove the noreply from an email – if you have a legitimate interest and they want to see your product then turn it off. A noreply@business.com is telling recipients that you're using email as a communication tool but only as push communication, so even though you're invading their inbox, they don't have the right to reply because you are too busy/lazy.

Subject lines can also have a huge impact and it's worth bearing in mind that now, more people are reading on mobile and in preview text and so it needs to succinct and interesting for the recipient. 150 characters or less to tell the recipient what the email was about.

PILLAR 2:
DATA QUALITY AND SEGMENTATION

77% of email marketing ROI came from segmented, targeted and triggered campaigns. (HubSpot).

By streamlining your data and segmenting it effectively, you will achieve better results, and in the process can ensure you aren't blasting communications out without a lawful basis.
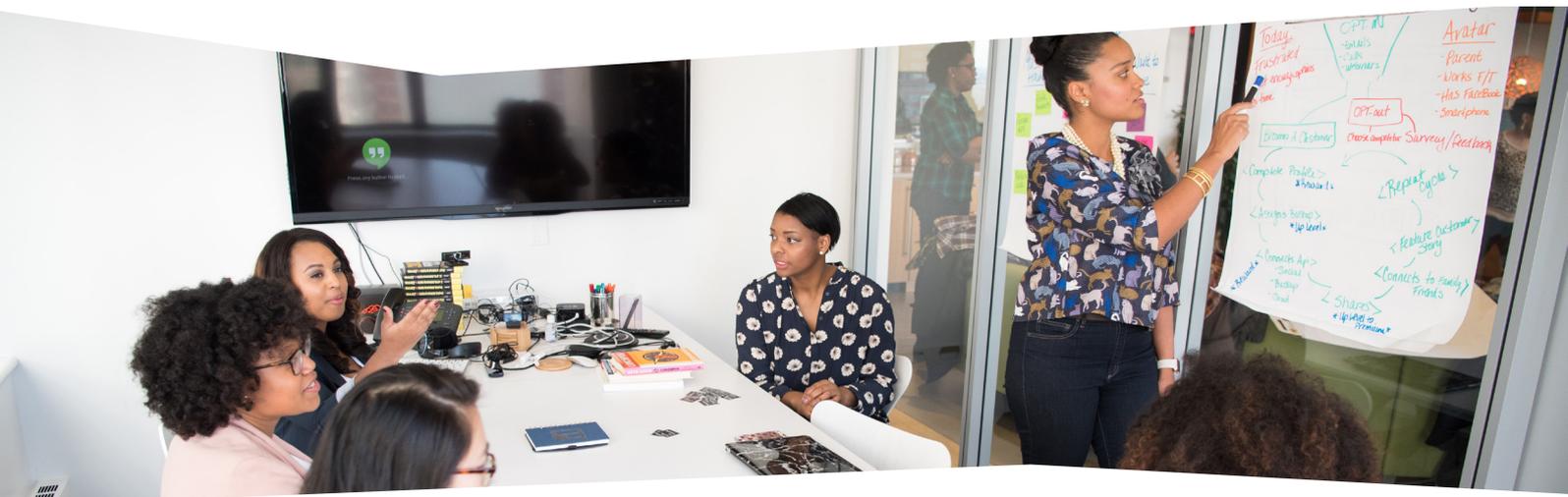
Scenario: Better performing newsletters and nurture campaigns, top tips:

When you're sending out newsletters or you set up a nurture campaign, persona segmentation is a lot of upfront work, but it can really have massive gains for your email program. You need to ensure that you are speaking to each persona's pain point.

- Persona segmentation
  o For example, the CMO is going to have a different pain point to the sales director. You need to segment and speak to them directly.

- Throttle or accelerate based on engagement of:
  o Website visits
  o Email opens
  o Clicks
  o Social shares

- Clear out the non-engagers over the last 12 months – marketing automation systems charge by the number of contacts within a database.

PILLAR 3: TIMING

When's the best time to send an email?

There's so much research about, with lots of them pointing to 9am on a Tuesday as the most effective time to send. But if everyone is then sending at 9am on a Tuesday, everyone's inboxes are flooded and it's really not a great way to get in front of someone.

Every person is different and everyone has their own habits – we have our own times and our own ways of how and when we want to engage.

Use AI and marketing automation to analyse when your data responds best on an individual level and go from there.

LONDON　　**NEW YORK**　　**TOKYO**　　**MOSCOW**

PILLAR 4: FREQUENCY

Frequency can have a massive impact on keeping users engaged or recipients engaged as well as ensuring that you have a very healthy email program. Each prospect is different.

Preferred frequency varies between individuals and over time.

86% of consumers would like to receive promotional emails from companies they do business with at least monthly, and 15% would like to get them daily. (Statista 2015)

78% of consumers have unsubscribed from emails because a brand was sending too many emails. (HubSpot 2016)

Scenario: Personalised frequency

Get some AI tools!

- Phrasee – subject lines

- Leadgnome – email reply mining

- Sigstr – Signature line marketing

- Databox – Reporting

- Seventh Sense – Email engagement optimization

Utilising tools will save you time and in automating your processes will also streamline your GDPR process, putting the rules into practice.

AND WE'RE HERE TO HELP YOU

We set up BBD Boom to help businesses, like yours, grow faster.

The sales and marketing playbook has changed and businesses need help to adapt.

We believe passionately in the power of inbound marketing and marketing automation to attract and nurture better quality prospects for your business.

Inbound marketing makes so much sense. Why waste time chasing and harassing your prospects with outbound marketing. It's expensive, exhausting and when you switch it off - your sales dry up. Inbound marketing brings lead to your door, it's always on and closing deals is often quicker

Automation isn't scary. It provides an opportunity for a more personalised experience for prospects. That's good for them and good for you. It also provides a more efficient and measurable way to nurture prospects - saving you time and resource.

WHAT MAKES US DIFFERENT?

- We're built from the ground up to focus only on inbound marketing and marketing automation. We haven't just bolted it on.

- We aren't an agency. We are a managed service that blends the best technology with brilliant people to develop the strategy, content and creative to make it work.

- We provide fixed pricing - based on deliverables not hours.

WHO WE WORK WITH.

IF YOUR BUSINESS HAS THE FOLLOWING CHARACTERISTICS, THEN WE WOULD BE A GOOD MATCH TO HELP YOU:

- Your product is a considered purchase - so you understand the need to nurture leads
- Your website is an important (possibly underutilised) source of leads
- You have a sales team

That said, please get in contact and if we can't help, we know lots of other people that can.

Recent projects include: consult a marketing company or agency that specialises in this field to help you find the right
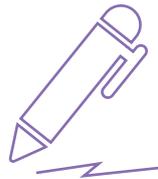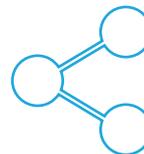
BOOSTING WEBSITE VISITORS BY 80% USING SOCIAL MEDIA

INCREASING LEADS FOR A B2B BUSINESS BY 300%

USING CONTENT TO DRIVE LEADS UP BY 180% FOR A GLOBAL TECH BUSINESS

HELPING A FASHION INCREASE SALES BY 75% USING CONTENT AND SOCIAL CHANNELS

LET'S DO THIS TOGETHER

Has this wet your appetite to find out more?

We would love to take you through how we can help you and your organisation increase good quality sales leads by analysing your current inbound and top of the funnel activity.

We offer 4 different pricing packages that have been expertly sculpted to make sure there is a package for every size of organisation budget. Each package delivers various levels of content and engagement, allowing a full nurturing journey to take place. All activity is recorded and monitored along the way, always ensuring the very best results and ROI.

INTERESTED? WE'D REALLY LOVE TO HEAR FROM YOU.

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