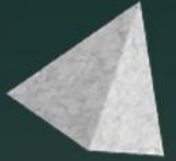


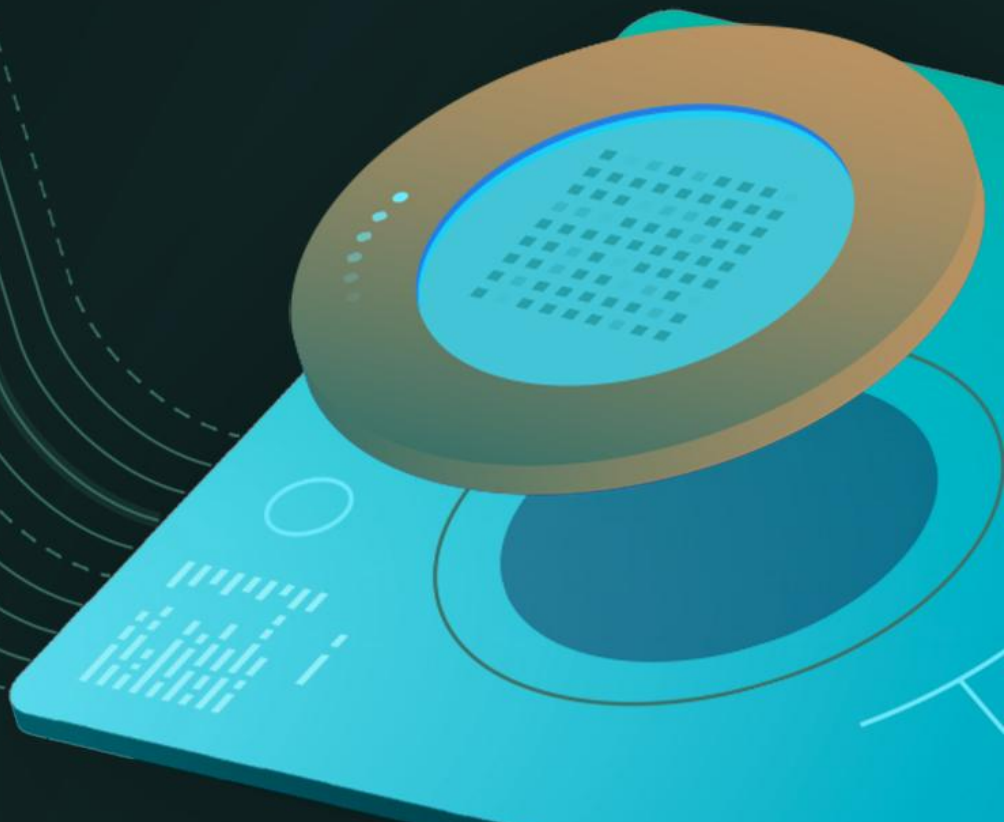
sendinblue

ENTERPRISE BY SENDINBLUE



The power of Email Marketing for Software Companies

Communicating with your
audiences effectively to boost
conversions and loyalty





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INTRODUCTION



Dear reader,

Some have dared say email is a thing from the past, but **the results from this channel confirm that email is not going anywhere.** With the highest return on investment in the marketing mix, email marketing is without a doubt your best ally and one of the most powerful tools if you use it correctly.

This is also a fact for the software industry, especially at a time where SaaS and digital solutions are growing exponentially. According to our [2020 Industry Benchmark](#), **the software industry has an email open rate of almost 27% which is above the median.** This means that when it comes to exploring new solutions, **potential customers value and want your information.**

From driving customer acquisition and increasing brand awareness to building loyalty, **email marketing can provide companies in the software industry with a unique competitive advantage** to target audiences finely, personalize and vulgarize the customer experience, as well as allow marketing professionals to understand engagement and conversion, which helps them optimize the sales funnel.

We have created this ebook to help software companies **unlock the potential of email marketing** for brand-building, to drive conversions, and to create a solid relationship with their customers to support their retention efforts.



Enjoy the reading!

Mickael Arias,

Chief Revenue Officer at Sendinblue



Our clients





PART ONE

Optimizing your channels and
content to build your
audiences





Optimizing your website to build a solid contact list

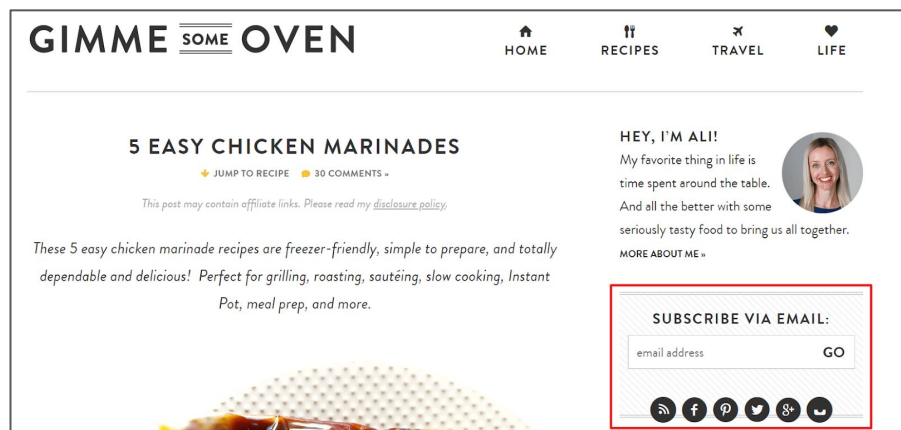
If you are succeeding in attracting new visitors to your website, but nothing happens after they stop by, chances are you're not giving them enough information or options to stay in touch with you. For this reason, **it is key to have an optimized website not only to provide enough information about your solution, but to capture your visitors' information** to help you build a solid subscriber list to later nurture your leads with the right content.

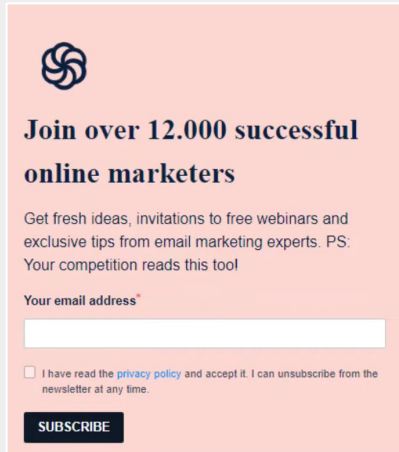
Any lead visiting your website and subscribing to your newsletter will only do so because **there is something valuable to be obtained from that action**. Whether this is additional information, a free trial, a demo, signing up for beta testing, or getting news on product releases, **you have to make sure that the value is clearly stated on your subscription box at all times and across your channels**. Let's review some of the most important placements that you should keep in mind to quickly grow your subscriber list.

1. Try different placements of a subscriber box on your website

An email signup form visible in different places on your website is ideal since it will let your potential subscribers spot it and let them know about the benefits of subscribing to your list, plus a way to sign up immediately.

Use various placements across your site, for example, the sidebar, a thin banner on the top of the page, and a field in the footer to maximize subscriptions.



Join over 12.000 successful online marketers

Get fresh ideas, invitations to free webinars and exclusive tips from email marketing experts. PS: Your competition reads this too!

Your email address*

I have read the [privacy policy](#) and accept it. I can unsubscribe from the newsletter at any time.

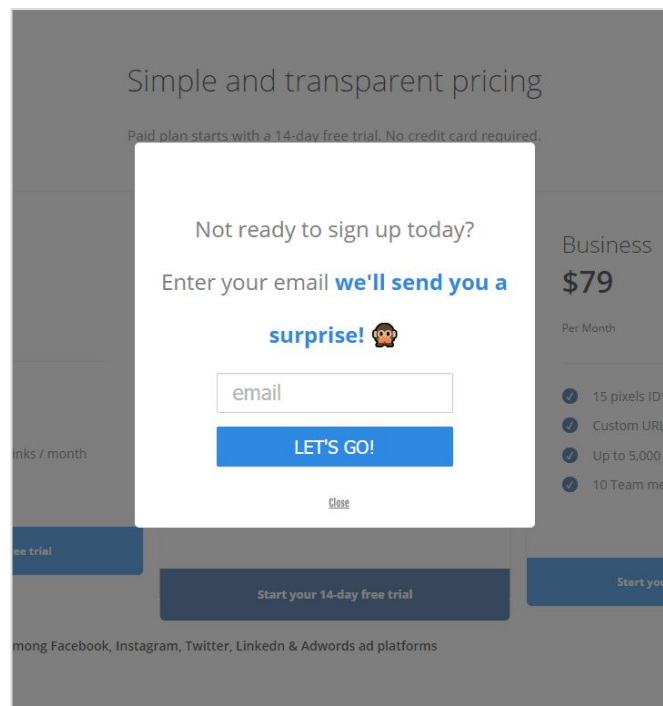
SUBSCRIBE

With Sendinblue, you can easily create a form for the process of adding new subscribers to your lists in the platform and add it directly on your website or landing page. To set it up, start by navigating to the “Contacts” tab on the left menu, then click on “Forms”. We recommend selecting the double opt-in confirmation process and keeping the number of fields as low as possible.

2. Use pop ups on your website

Pop-ups are an ideal resource to build a solid contact list since they’re highly visible and catch a visitor’s attention. Additionally, **you can set them up so that they only display for a specific segment of your audience**, for example, returning visitors or visitors in certain locations (whatever represents the hottest leads for your business).

Sendinblue partners with **WisePops**, a leading pop up provider in the market, which allows you to very easily add a pop up form to the web pages of your choice. Even if they are very effective, **be careful when using them, and make sure the user experience is optimally tested when including them on your site**. An exit pop-up is an excellent choice, since it won't be interrupting the navigation, and, in the case of the e-commerce sector, for example, this element can salvage up to 35% of otherwise lost visitors.



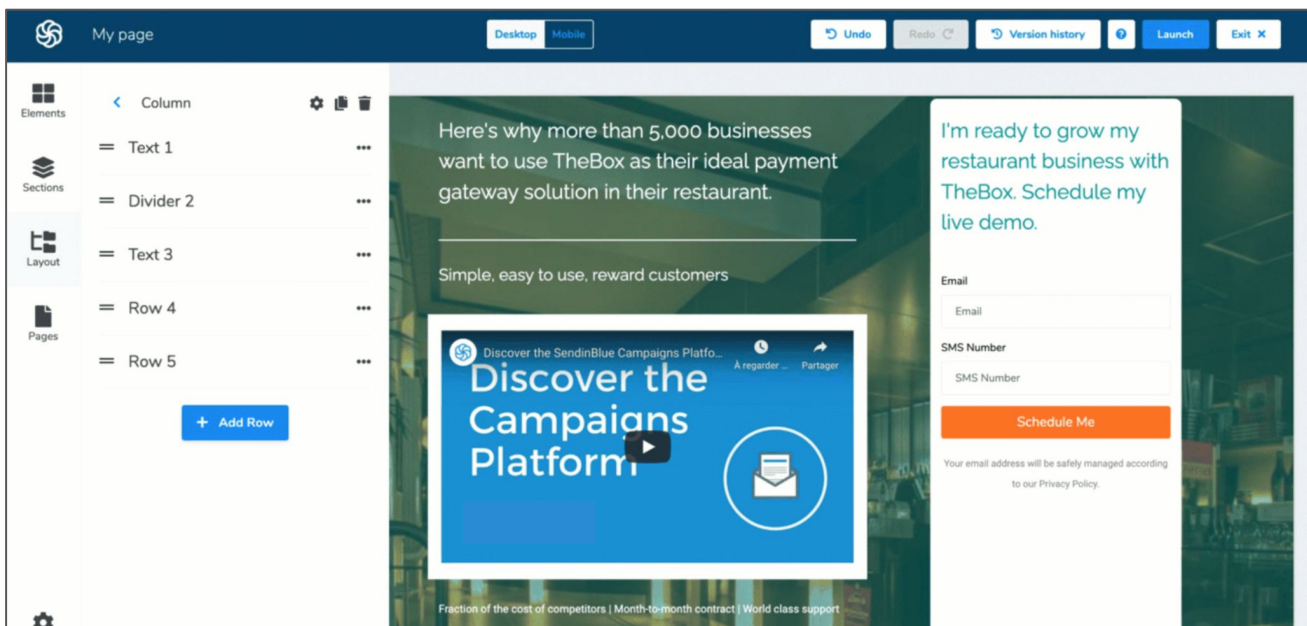
An example of an exit pop-up displayed after visiting the pricing page



3. Direct visitors to focused landing pages

Creating a dedicated landing page to get new subscribers can be a great resource, since **they will be designed for the very specific purpose of growing your list**, increasing the chance of your visitors completing this action. These pages usually consist of a quick description of the offering, followed by form fields to collect information for the signup process.

With Sendinblue, you can create easily customizable and responsive landing pages with our drag & drop builder. You can also choose from a selection of high-converting predefined templates and stock photos, in-app and ready to use on your site. **With Sendinblue landing pages, you can capture unique information with custom form fields and sync them immediately to your contact lists on the platform.**



[Check out the full guides to creating Forms and Landing Pages with Sendinblue available on our Help Center](#)

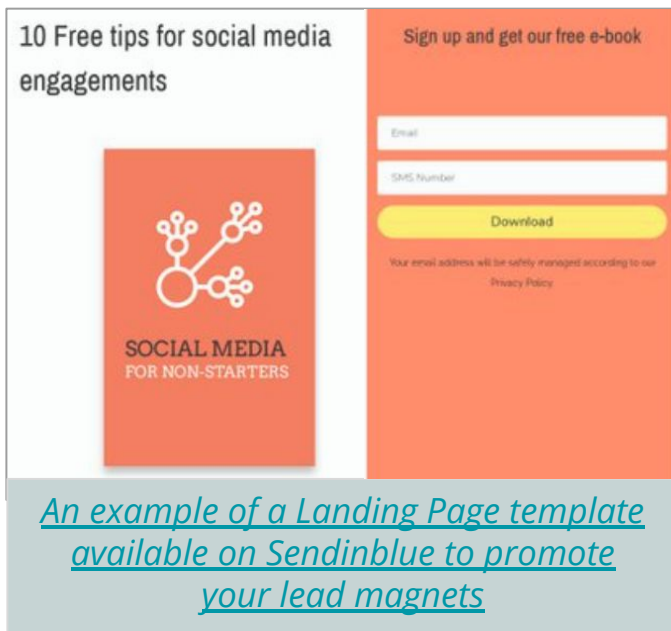
Do you want to know the 16 Email List-Building Tactics That Work in 2021? Don't miss our complete guide!



Lead generation tactics for acquiring high-quality contacts

Consolidating a good contact list from day one is important, since **a high amount of good-quality leads will determine the amount of sales opportunities for your business.** During this stage, it is imperative to collect all relevant information from the potential clients, such as name, name, email, company name, and job title, since **it will help you segment your list, personalize, and tailor your content better for driving conversions.** Let's take a look at the different techniques that software and technologies companies can use for lead generation.

1. Offer creative and high-value resources as your lead magnets



A lead magnet is a resource that a website visitor receives in exchange for their information. This lead magnet could be an ebook, email course, cheat sheet, or infographic, etc. But as free as a lead magnet might sound, **unless these visitors believe it's valuable enough to provide their information they won't budge.** Lead magnets are important if you want to build your email list. And email marketing, as you know, has an unbeatable ROI.

According to Smart Insights, it's one of the reasons why 84% of B2B marketers have admitted to implementing it as a marketing tactic. Add to that, 31% of email marketers consider it as the best way to nurture leads. As such, lead magnets and email marketing make a great tag team. **So be sure you are creating top-quality lead magnets as well as sending personalized emails to these contacts** since personalized attention is what will connect you with your audience at a human level and results in more sales opportunities.





2. Share original research and reports that enhance your authority on a topic

Following on from the previous point of the most effective lead magnets, research or marketing reports that you have created and developed with your company information deserve a special mention in this list.

Whether in the form of an ebook, a market research article, an industry report, or a presentation, **this content is some of the most effective for generating high-quality leads, since B2B buyers take their research seriously.**

Not only you can provide potential clients with valuable and useful information for their business, but **you can show them how your product meets the criteria of what they are looking for in a solution.** Don't hesitate to use business data, anonymized and non-confidential results, and leverage the expertise from your team and partners to develop a piece that can become **a go-to source of information**, like it's the case for our Email Marketing Industry Benchmark.



[Get our 2020 Email Marketing Industry Benchmark Report](#)

3. Amplify your blog content

A blog is a big part of any B2B or SaaS marketing ecosystem. They are crucial for SEO, website reputation, inbound links, and of course, they represent a big part of a business content creation. **Great-perming blog articles are a lead magnet on their own since chances are website visitors are finding them organically on search engines if they are well-positioned.** Identify these articles and offer your visitors an “upgrade” on this content for exchange of their information, in the form of an additional checklist, a PDF version, or an additional section. You can use a dedicated Sendinblue form to have these leads in a separate list from your regular blog newsletter subscription.





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An example of an article “upgrade” found on the blog of BigCommerce

4. Create and co-host webinars to connect with your audiences

In this saturated online world, webinars help you connect with your customers and they are proven to be a great lead-gen technique.

Webinars are the perfect medium if you have a high ticket product, a complicated sales pitch, or a new feature that your customer must know about. But for their success, it is important to do proper webinar marketing using your resources such as your email lists, social networking profiles, blog, and website.

When it comes to webinars, **we find that it’s best to ask your contact list to sign up at least five times before going live.** Also, make sure to send an email reminder the day of and even a few hours before to ensure a high turnout rate. You must activate your email list if you’re going to run a well-attended webinar.



Watch now: Our Marketing automation webinar on-demand



The case for B2B cold emailing as a lead-gen and nurturing tactic

Some might find the topic of cold emailing complicated and controversial when it comes to increasing your B2B sales. The reality is, for this tactic to work it has to be done right and carefully. **Cold emailing implies messaging a group of people with whom you have no prior relationship.** So be aware of the rules to follow to prevent damages to your brand reputation:



Keep it strictly B2B. According to GDPR, besides having explicit consent, **a further five circumstances allow you to process a prospect's data**, two of them having a legitimate public interest at stake or when there is a clear benefit for both parties. In any case, **it is mandatory to include the reason why you are contacting them and have solid proof that there is a legitimate interest to do so.** For example, your product or content would support your prospect's goals, this can count as a legitimate interest to reach out. It is also important to **include a visible unsubscribe link** in the email, just as you would do for regular marketing campaigns.



Be strategic when choosing your segment. As pointed in the last paragraph, you can't just send a massive email blast to a huge group of people. We insist that **you must NOT buy email lists**, since these won't give you expected results (they are outdated and not targeted) and are against GDPR (and most likely they'll get your address banned). Instead, opt for professional B2B solutions that allow you to **enrich your lists, and give you the contact information of people you truly want to target.** For example, you can use a platform that helps you identify the companies in which your website visitors work, and enrich your lists to send targeted emails to prospects in those companies.



Take the time to plan it. If your regular promotional campaigns to your blog subscribers take time and planning, apply the same rule to your cold emailing efforts. **Build your list carefully (as explained in the last point), create an inspiring email template, and have a follow-up drip campaign plan ready.**



Approach the contacts with value! Remember there must be mutual interest in this messaging to make it successful. If you are reaching out to them you are obviously interested in having them in your funnel. So **state what the gain is for them. Either if this is valuable and useful content, a special offer, or the opportunity to be part of beta testing,** include it and communicate it in this email.



Make it short but interesting enough. Get creative with your subject line to maximize your chances of openings. Work on email content that is straight to the point, has a clear CTA (that again highlights the gain for them), and uses personalization to connect with these leads. Remember this is your first impression, so make it count.



Run tests. Prepare different templates, subject lines, and body content and **see how different groups from your list react to these elements.** Use the report capabilities that a tool like Sendinblue provides to adapt your cold email campaigns and improve them.



Use a dedicated account. Even if you have a legitimate interest that you can prove, you might still be worried about your sender's reputation when sending cold emails. If you rely heavily on your email marketing campaign for retention and communication activities with your clients and subscribers, **you may want to use a dedicated account specifically for cold emailing.**



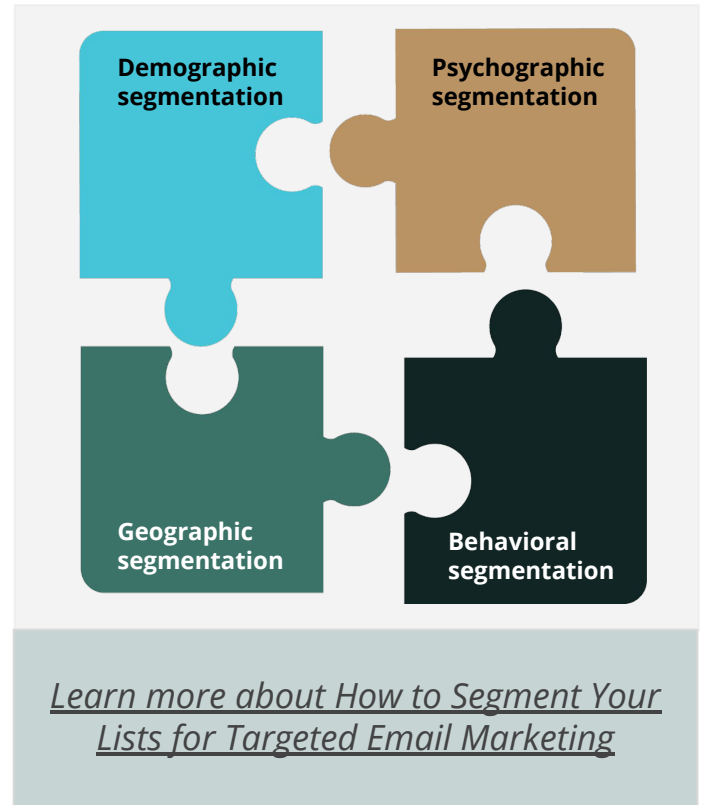
Invest time in your follow-up campaign. Just as important as the first email, you need to **follow up on these leads to ensure you start a proper nurturing process.** Send follow-up emails that also offer something valuable to them and **avoid sending a pure sales email too soon.** Slowly start introducing your value proposition and coordinate with your sales team on reaching out to them directly to obtain feedback. In the following section, we will deepen on how to create effective nurturing campaigns.





Segmenting your contacts

Similar to your team **creating personas for your software solution**, you should have a basic understanding of who your subscribers are. This is valuable information for your **audience segmentation**. For software companies, there might be different reasons why a contact decides to subscribe to their communications, so this is an important criteria to understand: did they subscribe to access a special offer on your product? did they want to be informed on a future release? Or did they subscribe to get first access to a feature?



The more relevant information you have about your subscribers and how you obtained them, the more chances you'll understand their needs and be able to **offer the perfect solution from your product catalog**.

To maintain regular contact with your subscribers in an efficient way, you'll need to do list segmentation. This process consists of dividing an email contact list into smaller "segments" according to certain shared characteristics. List segmentation will allow you to **create and send tailored campaigns to different groups'** according to their preferences.

The benefits of using segmentation are :

- ✓ Increased engagement and conversion rate
- ✓ Increased loyalty
- ✓ Better campaign deliverability



Getting started with segmentation

- ✓ **Demographics** is one of the easiest and most common ways to start targeting. **Country location, age, gender, language** preference are some of the criteria you could use to personalise your content.
- ✓ **Acquisition channels** can tell you a lot about a contact's preferences. This information will allow you to **send them tailored campaigns and relevant messages to connect with them.** Nurturing campaigns should vary from a customer who subscribed to your blog newsletter, from one that attended your event or demo, or downloaded a particular resource, for example.
- ✓ **Engagement data comes particularly handy to segment contacts.** Can you identify who's opening and clicking through and prioritize these subscribers or hot leads to target them with your sales activities.
- ✓ In addition, **the Sendinblue contact management function** allows you to create lists of subscribers that you will then easily be able to search through. This **is powerful as it's completely unlimited**, your contacts can of course be included in multiple lists. You can create folders to place certain lists together, for example, from forms created for particular purposes (a product release, a downloadable file, or accessing a demo).

Tip: It's a good idea to layer different segmentation criteria to increase performance, enabling you to create an even narrower audience that is easier to address in your campaigns. For example, **combining acquisition channels and engagement can lead to a very finely targeted email** where your subscriber will be more compelled to donate as they'll feel more connected to your campaign.



PART TWO

Creating effective
nurturing campaigns
to drive conversions



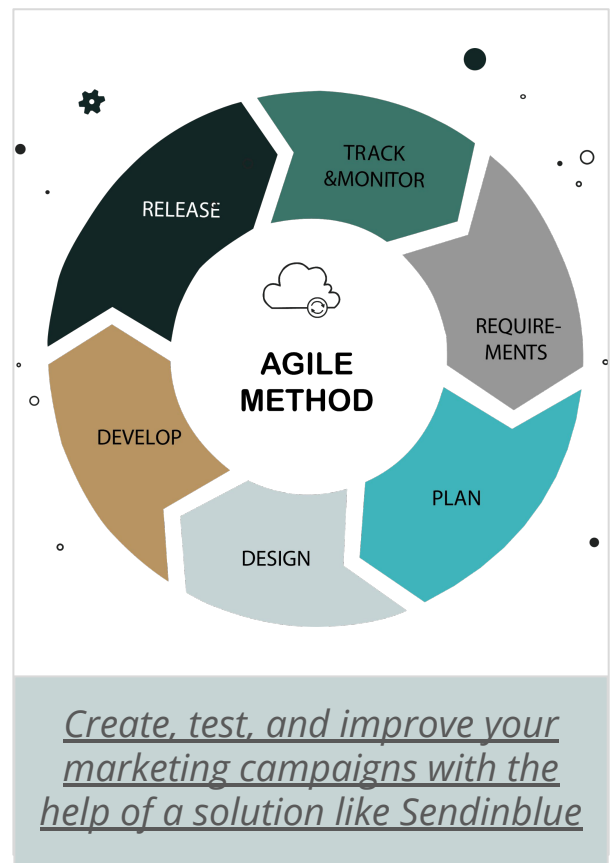
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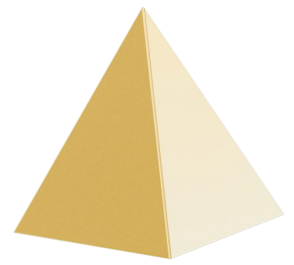


The agile approach: Adapting your activities and testing new content throughout the lead journey

As software companies implement an agile approach to developing products and solutions, their **marketing departments need to adapt in a similar way when it comes to nurturing campaigns**. This means the focus will be planned on rapid iterations, over big campaigns that require too much time in both planning and execution. **Software companies can benefit from this approach since they can develop, release, and test campaigns in the span of a few months, gather data for analysis, and adapt the actions to improve results**. This approach can also help marketing teams keep up with the fast-paced environment of the software sector, where new features and developments are released quickly.

Sendinblue provides marketing professionals with the **flexibility to adapt and test different activities to promote their software products**. The platform is ideal if you are adopting an agile approach since it provides you with a wide set of powerful features to support your actions. Particularly for email marketing, key functions like **A/B testing, personalization, conditional display, and solid reporting capabilities**, are gold since they will give you accurate data to analyze and iterate your campaigns, especially the lead generation and nurturing activities based on your lead or customer journey.





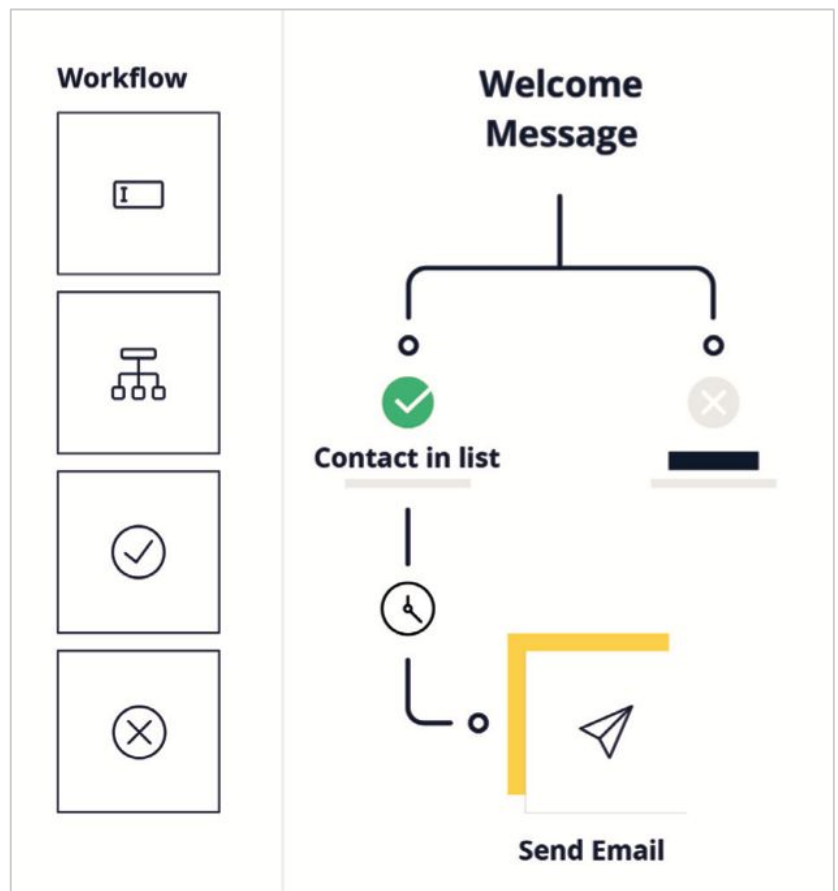
1. Welcoming new leads

The first contact that you make with a potential new client is **essential to convert them into an actual paying customer**, and even better, a loyal one, further down the road. If a new member signs up directly on your website, creates a free account or starts a free trial period, this is a **great opportunity to forge a strong connection at a time when they're most interested** in your solution and value proposition.

With marketing automation, you can easily set up this welcome message and have it sent to any new client immediately after they sign up. **Welcome emails lay the foundation for your client relationships.** They give you the chance to introduce yourself and learn your leads' needs and preferences.

Your welcome message should:

- ✓ Make readers want to **explore more** about your solution
- ✓ Guide them on the **next steps they should take** to make getting started as easy as possible
- ✓ Help the reader **understand the value of your product**
- ✓ **Encourage engagement** with future email campaigns



Leverage the power of marketing automation to take your nurturing campaigns to the next level



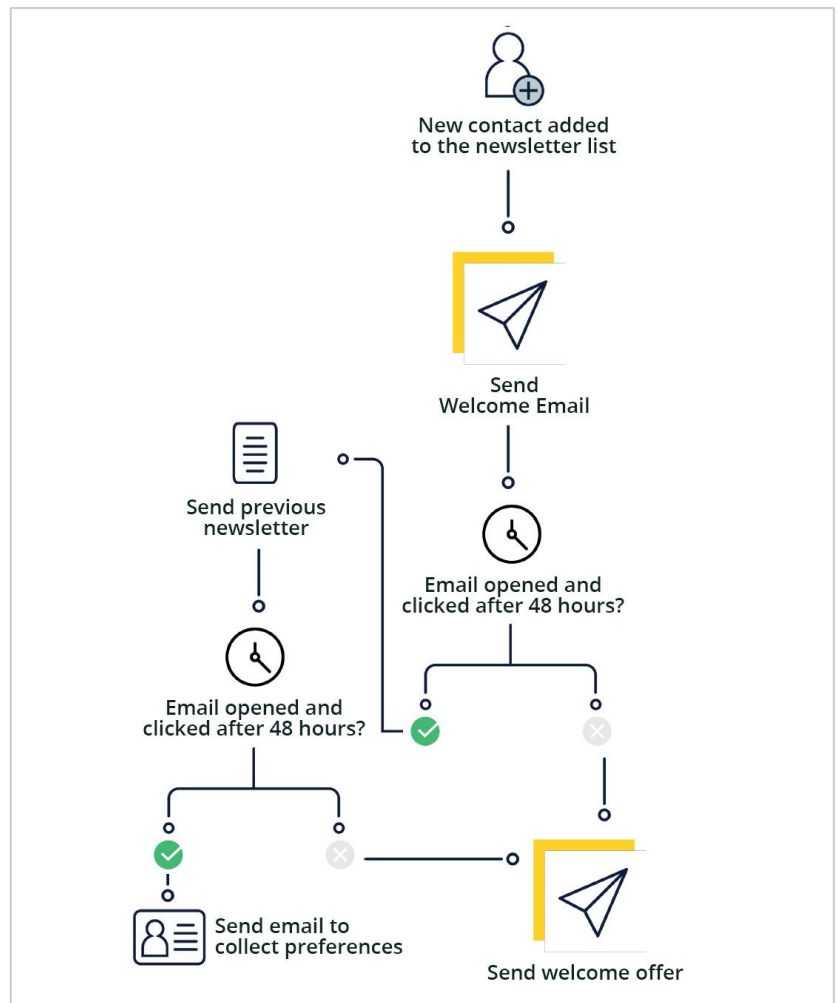


Depending on your business model and solution, there are multiple options available to onboard your customer:

- ✓ **Demo** on product use
- ✓ A reminder of your **free product offer or free trial period**
- ✓ A reminder of your solution or company **value proposition**
- ✓ **Collect data to personalize future offers.** Ecommerce platform Shopify ask their users simple questions, such as the reasons for creating their account, and their company's revenue. This allows them to send them tailored content.
- ✓ Send relevant content for the onboarding stage (**blog or help articles, or FAQs**)
- ✓ An introduction of **the team** who is willing to offer support.
- ✓ A welcome offer



You can also combine some of the past examples in a workflow. On the right, there is a **welcome message scenario**, which can be automated in a marketing platform such as Sendinblue. It combines sending relevant content, a welcome offer, and user preferences collection.



Template of an automated welcome email automation workflow

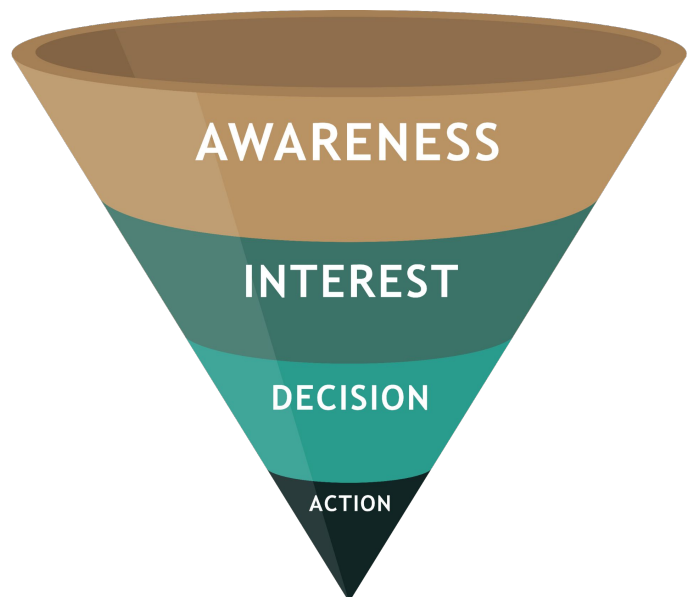


1. Nurturing and converting leads to paying clients with effective drip campaigns

The main point of the nurturing stage is to **guide and educate your leads on how they can make the most of your solution and get value from it so you can get to win the opportunity**. You need to make them fall in love with your product to convert them. At this point, it's key to show them and remind them the reasons why they should buy from you, and **how they can achieve specific goals with your solution**. You want to remove all friction or pain points as well and make it as easy as possible for these new leads to choose your product.

Your nurturing campaigns should:

- ✓ **Educate your leads further** in what they can achieve with your platform and the value it can create for them.
- ✓ **Inform about your features, products or specific solutions**, and ways to get in touch, so leads won't have to proactively look for this information.
- ✓ **Provide reassurance** on common concerns your leads might have about your product at this stage of their journey.



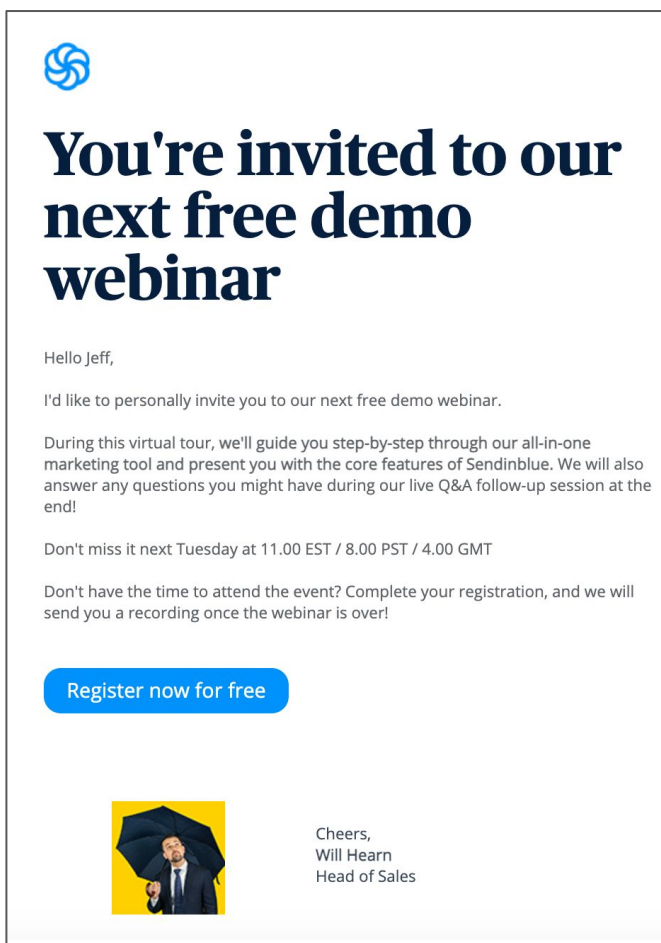
Besides the content we saw in section one (blog posts, ebooks, webinars, and how-to guides) that can be useful during the nurturing phase as well, **there are more specific actions to communicate with your leads during the nurturing stage** to increase their interest. Let's review them!





✓ Offer a personalized demonstration of your solution

If you have identified hot leads, or they have proactively reached out to you expressing interest in your platform, **an excellent way to remove friction in the decision process** is to offer a personalized demo of your product. Even if you offer a free plan or a free trial period, most likely some features are reserved for paying clients. By showing the lead what your product offers in full, you can increase their knowledge and interest in your solution by **clarifying the benefits for paying customers, and the type of goals this potential client will be able to achieve** for their own business.



The image shows an email invitation template. At the top left is a blue swirl logo. The main heading reads "You're invited to our next free demo webinar". Below this, the text says "Hello Jeff," followed by "I'd like to personally invite you to our next free demo webinar." The next paragraph describes the virtual tour: "During this virtual tour, we'll guide you step-by-step through our all-in-one marketing tool and present you with the core features of Sendinblue. We will also answer any questions you might have during our live Q&A follow-up session at the end!" The date and time are listed as "Don't miss it next Tuesday at 11.00 EST / 8.00 PST / 4.00 GMT". A note says "Don't have the time to attend the event? Complete your registration, and we will send you a recording once the webinar is over!". A blue button with white text says "Register now for free". At the bottom left is a small photo of a man in a suit holding a black umbrella. To the right of the photo, the text reads "Cheers, Will Hearn Head of Sales".

Best practices to communicate your demo:




1. **Be accommodating.** Offer your leads the chance to select the most convenient date and time for them. If you promote it via email, make sure to include a CTA to book a meeting that allows the lead to pick a slot from your sales team calendar.
2. **Pitch it the right way.** People are busy. So make the leads know the demo process will be easy, efficient, they will get the answers to their questions and you will be mindful of their time.

3. **Make the best of the follow-up.** After a demonstration, you need to do a proper follow-up. Don't rely on your memory to make this process a success. Instead **use marketing automation to send a relevant follow-up email at the right time**, or to set a reminder if you need to do a follow-up call.



✓ Leverage the power of case studies

Through case studies, you can demonstrate how you helped your customers. They're particularly interesting for your prospects as **they discover how company like theirs was able to solve their problems using your product and services**. Shortlist clients who've had phenomenal success with your solution and try to include clients from different sectors, business sizes, and locations.

		
Moj-eRačun	Great British Chefs	France Pare Brise
Moj-eRačun is the largest electronic invoice service and network in Croatia. The company was founded in 2013 and has experienced	Founded in 2010 with the vision of becoming the go-to website for foodies looking for recipe inspiration, Great British Chefs is the UK's	With a Network of over 360 centers in France, France Pare-Brise specializes in windshield and window pane replacement for all types of
<p><i><u>Looking for inspiration? Visit our success stories section and discover how Sendinblue has helped companies around the world</u></i></p>		

Best practices to promote your case studies:

1. **Include them in your nurture campaigns.** Case studies are particularly **effective for leads in the consideration stage**. Select automated scenarios or messages that are sent to leads at this point. Simply make sure to include a section to highlight the case studies in these messages.
2. **Use them for your email marketing campaigns.** Case studies are great content to share in your newsletters or periodical email marketing campaigns. You have to think of how you can make the most of each case study available to **include the most relevant ones in the message depending on the topic of your newsletter**, the season or time of the year, or the location of the client from the case study, in case you segment your campaigns by region.

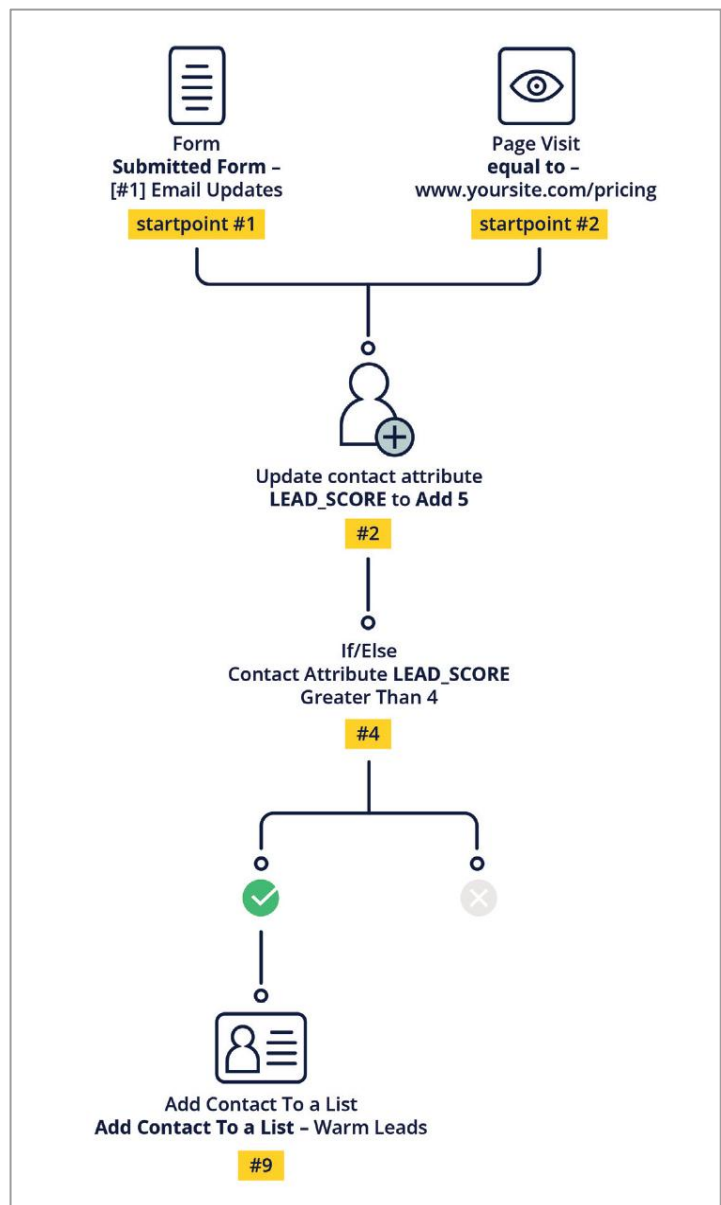


✔ Using lead scoring to optimize your sales funnel

Having a lead scoring system is an **optimal way to understand and measure your leads' interest**. With marketing automation, you can easily set up a lead scoring system, by **defining the relevant criteria for your business**, and the actions the software will perform depending on the score of each user. Having a lead scoring system is particularly useful for B2B companies, especially the ones with a **specialized product or with a much longer sales funnel**.

This is a **shortlist of actions to which you could assign a score** to determine interest:

- Opening/clicking on a campaigns
- Creating a free account
- Completing a free course or training
- Attending an event
- Downloading a resource
- Contacting sales





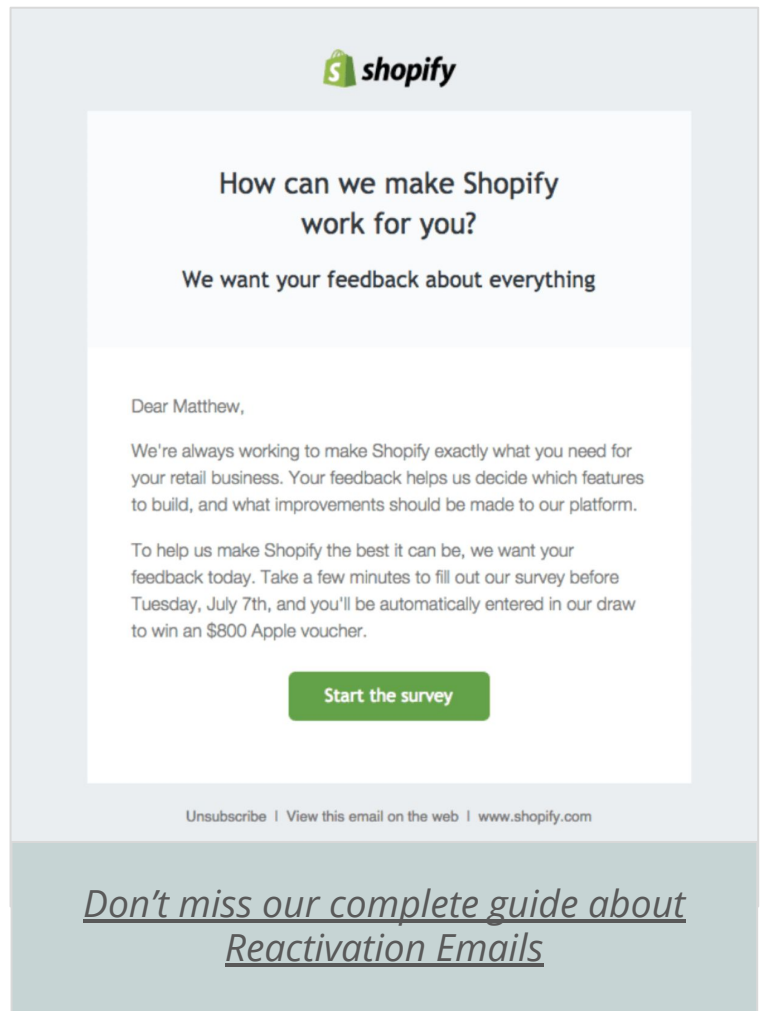
✓ Reactivating leads that have gone cold

Low engagement doesn't necessarily mean that recipients are uninterested in your product, **it can depend on the moment you're sending your campaigns and the frequency.** To assess this, you should send specific reactivation campaigns to evaluate leads' interest based on their response to your messages.

The first step is to define the criteria to identify unengaged users depending on your product. You could base this on campaign reactivity, or on whether **they've recently made use of their free account, free credits or used your product during the free trial period.** Once you've decided on your conditions, you can create a segment.

Then you need to plan and design your reactivation campaign. You could start by gaining your lead's attention with a message of a reconfirmation email to see if they stay.

In addition, unengaged subscribers can sometimes be lured into activity with a reminder of **a benefit to them such as special offer or discount, new features, or a free trial** if your business model is freemium.





Tips for sending a successful reactivation campaign



Plan several touch points. If a lead’s engagement has dropped it’s likely to take more than one email to win them back. Use a series of emails to gradually re-engage them and remind them of the benefits they could get using your product or platform.



Be creative with your subject lines. Use personalization to appeal to the emotions of the recipient. Remember to include the core of the campaign in them, and use action-oriented verbs to give a sense of urgency!



Know when to stop. If a lead still isn’t interested, let it go. Reactivation emails should also help you identify truly inactive contacts who should be removed from your list.



Make the most of Sendinblue functions. Don’t forget to check the option ‘**don’t send to unengaged contacts**’ at the last step before sending your campaigns with Sendinblue. Use of the “**Send at best time**” function to make sure you are reaching leads at the best time. This will increase engagement and reduce complaints.

Custom workflow



Mix and match triggers, conditions, and actions to create a custom workflow

Welcome Message



Send a welcome email after a subscriber joins your list.

In Sendinblue, you can create a segment using the search filters function. Then when creating a custom workflow, you can select “**Contact filter conditions**” and choose your filters to build your scenarios.



How B2B startup CFAST achieved an open rate of 64% on their automated email campaigns



CFAST is a startup that sells **tailored software solutions to alternative telecommunications operators**. The company focuses on creating an effective marketing strategy with both **outbound and inbound marketing to raise awareness and attract the niche B2B sector they serve**, which demands a special type of communication and very specific channels.



The company handles an **extended and complex sales cycle specific to this industry**, so they need to track their KPIs efficiently and capture lead information for an effective sales funnel.



CFAST has **centered its entire marketing strategy on automation**, by implementing **Sendinblue forms** as the entry point for the automation workflows. This allows them to tailor their communications to each one of their segments.



With automation, CFAST can **follow the leads' journey, and monitor important metrics in the process**, such as which emails they've read or the website pages they've visited.

"We have set up different automation workflows. For example, after someone visits our site and downloads our content, this lead will receive a series of marketing emails with offers and valuable information related to the document they've downloaded."

- Paul-Antoine Gerbay, Marketing Manager at CFAST



Since setting up the forms and with 9 active automated workflows, the team at CFAST has seen a **highly positive impact on retention and loyalty**. They leverage the data from these scenarios and their reactivity leads to the campaigns, to **tailor the communications even further**.

“Every lead goes into a different journey. Depending on their activity each will receive a different set of emails. With the information from the workflows, we can decide if we wait for the lead to contact us or chase them further.”



Eligibility test

Realize tests so you can decide which service to offer to your clients.



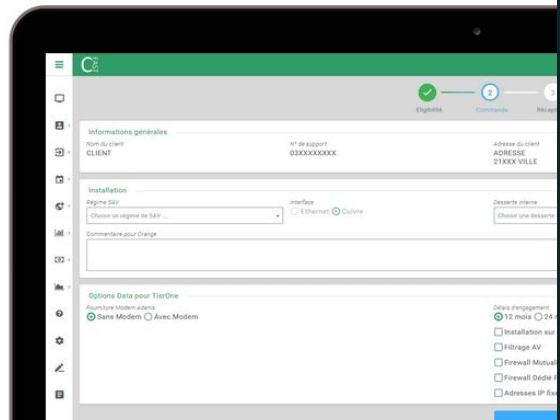
Entry and order services

Interconnect your CFAST to centralize your order management system.



Account reports

Files are interpreted and the information provided in an ergonomic interface.



The team at CFAST has achieved an open rate of automated emails as high as 64%

For the team, pivoting their marketing strategy to a **fully automated one has cleared the way for them to explore and test new ideas**. As their main solution, **Sendinblue has made it possible for the team to create new marketing projects**. They are now focused on developing new sources of content and plan on testing and managing all their resources with both the automation and forms features from the platform.



Increase your brand presence to build trust and authority in your industry

Your company and solution branding are **key aspects of your marketing strategy** and they require time, effort, and different activities to be built. Email marketing is an ideal tool to help you communicate your activities and build brand awareness amongst your audiences to support your lead acquisition efforts. In the same way, **maintaining regular contact with your acquired leads is ultimately what can help you remain at their top of mind** and increase your chances of closing an opportunity with one of them. Keep your contacts informed of what's happening with your company and product.

If you are doing PR campaigns to **get news of your company out to the world**, make sure to send these to your contacts. You can also invite them to events, such as **webinars, podcasts, and panels**, but more importantly, ensure that all communications across channels are consistent in branding and tone of voice.

Events

Events should remain an important activity in your marketing strategy since they will **allow you to build awareness amongst different audiences about your expertise and authority** on the topic linked to the solution you offer. **Both external and internal events should be considered** when working on your marketing strategy, and both types of events should be communicated with your contacts.

The image shows a screenshot of an email invitation from Asana. At the top, the Asana logo is visible. The main content is split into two columns. The left column has a red background and contains the text: "LIVE WEBINAR", "Ship better products, faster", "September 12, 2018 11am PT", and a "Register now" button. The right column has a white background and contains a circular profile picture of Dallas Farrell, his name "Dallas Farrell", his title "GTM Project Manager, Stance", and the Stance logo. Below this, there is a paragraph of text: "Join us and Dallas Farrell, Stance's GTM Project Manager for a live webinar on Wednesday, September 12th at 11am PT to learn:". This is followed by a bulleted list of three items: "How Stance reduced its go-to-market time by 90%", "Simple strategies to improve your product launch processes that impact your business", and "How Stance manages their entire launch process in Asana". At the bottom right, there is a blue "Register now" button.



Whether you attend a networking session, or are invited as a speaker during a panel, **participating in external events is a great way to acquire new contacts and leads**. By joining forces with other companies in the sector to offer a high-profile event, you'll immediately be **reaching a wider audience by counting the contacts on your partners' networks** that will get to discover your brand.

With Sendinblue's contact management function, you can easily upload registrants lists from external events, assign them the attributes of your choice for future segmentation, and organize them in folders to facilitate the post-event nurturing.

On the other hand, **internal events offer you the autonomy and full control to decide the time, date, participants, type of event, and discussion topics**. Leverage email marketing to send invitations to your webinars, breakfasts, live panels, after works, and other networking events. Similar to getting subscribers, **redirect contacts to a page using a form (or a landing page) created on Sendinblue**, to make sure you'll be able to get registrants' information and have an idea of the expected attendance the day of the event. Additionally, be mindful of segmenting your audience when inviting your contacts to events.

The following categories can give you an idea of how best to define your sending list:

- **Location:** if your event is in person, you should segment your list to include only contacts nearby you. If you want to increase your attendance, think of a hybrid event, to allow participants in other areas to connect and enjoy the event online.
- **Past attendance:** people who have attended (and enjoyed!) your past events are more likely to want to attend the next one, and they might even be keen to invite their colleagues.





- **The topic of the event:** understanding what interests your audience will help offer events that are attractive to them and if you know that a specific part of your audience is more interested in a certain topic, then it's best to only target them.
- **The nature of your relationship:** Some types of events require you to segment your guest list by the type of relationship of these contacts with your company. Are you offering a specific event such as a training session? In that case, you will only invite existing clients and the "hottest" leads in the free-trial period. Are you trying to convert and create new opportunities by hosting an event at your headquarters? Go for the most engaged contacts to maximize your chances of conversions.

PR Campaigns

As more software and digital companies are being founded and raising funds, and the established ones continue innovating by releasing features and products, sharing with the news about your company or solution (particularly if you got media coverage) is **extremely important to build your authority and credibility in the software industry.** The key to a successful PR campaign is going for **a multichannel approach, and this, of course, should include email.** Make the most of email marketing to spread the news and build a powerful newsletter to send to your contacts.

FEBRUARY 15

We raised \$7.25 million for Unsplash 🚀

We announced that Unsplash raised \$7.25 million to help fuel our vision for a new economic model around photography. [Simple Token \(OST\)](#) led the investment round and was joined by [Accomplice](#), [Betaworks](#), [Mark Bonchek](#), [Real Ventures](#), [Roger Dickey \(Founder/CEO of Gigster\)](#), [Clark Valberg \(Founder/CEO of InVision\)](#), and [Rahul Vohra \(Founder/CEO of Superhuman\)](#).

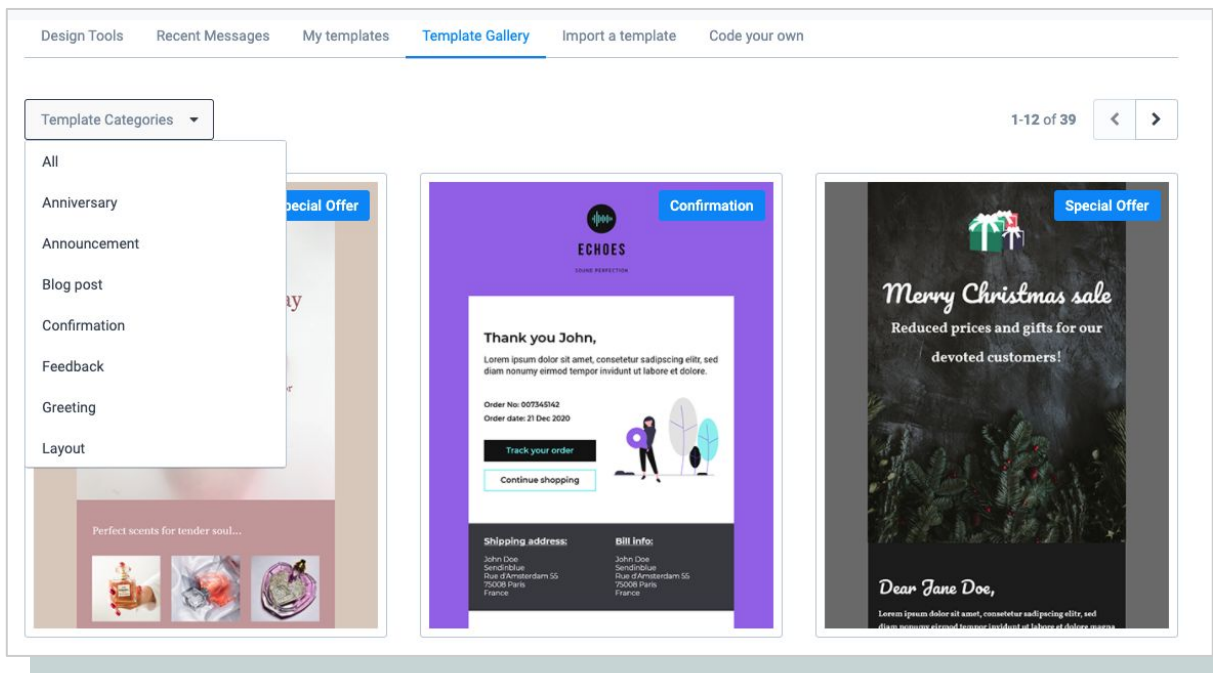
[Learn more about this fundraising round](#)

A classic update newsletter that gives readers info on their latest funding and partnerships



Here is some practical advice for successful event invitations and PR email campaigns:

- ✓ **Prepare your templates to ensure brand consistency.** Having an email template ready is key to achieve a cohesive campaign that is consistent in branding. With Sendinblue, you can design and save your email templates, ready for you to use when needed.



- ✓ **Stand out with your subject line,** to maximize your open rates. For example, it's a good idea to include the person's first name, which you can do directly when setting up your subject line in Sendinblue. Consider including action verbs, but as a rule of thumb, ensure that your subject line is short.
- ✓ **Target your most engaged contacts,** they're more likely to get involved in your event or to share the news about your company.
- ✓ **Place the call-to-action in different parts of your newsletter,** to maximize your chances of event registrations or to get more information about your PR campaign on your site.
- ✓ **Be mindful of the mobile experience.** Chances are many of your contacts will read your email from their phone, so the experience must be impeccable there too.



PART THREE

Driving retention and
loyalty with user experience
and in-life education



3



Optimizing the customer experience

No business would be able to survive without loyal customers, and the software sector is no exception. And if you've read our [ebook about retention and loyalty](#), you know by now that **it costs between 5 and 25 times more to acquire a new client than to retain one**. In the same way, as you need to pay special attention to certain stages of your lead funnel for the acquisition of new customers, **you also need to implement good practices that will help you build customers to retain those newly converted leads**.

When it comes to retaining your customers, besides an optimal user experience, **education should be the cornerstone of your strategy to help your clients achieve their goals and eliminate their pain points**. Educating your client base is quite a vast concept, it can take multiple forms but if you distill it smartly throughout the customer lifecycle, it will provide you with a multitude of opportunities to communicate with them in a useful manner. In this chapter, we will review the tools and types of actions that will ensure a flawless customer experience while helping you educate your customers along the way.

The importance of transactional emails

Often overlooked, **transactional emails are vital to maintaining customer relationships and driving repeat business**. They are essential in any software business since they are a key element of the whole user experience. These emails deliver messages for users that need to arrive as quickly as possible and are sent after being triggered by a transaction or event on your platform, site or app. Because of this, transactional emails are sent over a dedicated SMTP server or transactional email API, to ensure optimal deliverability.

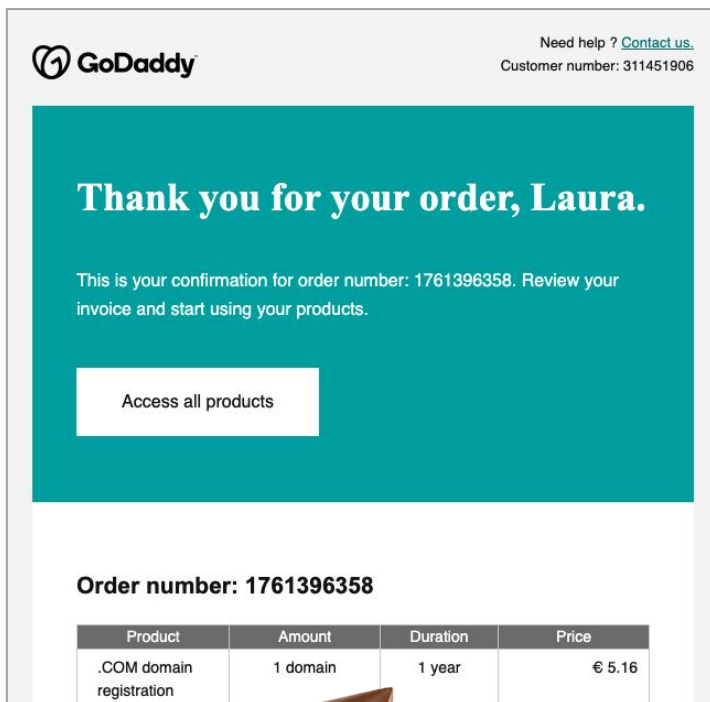
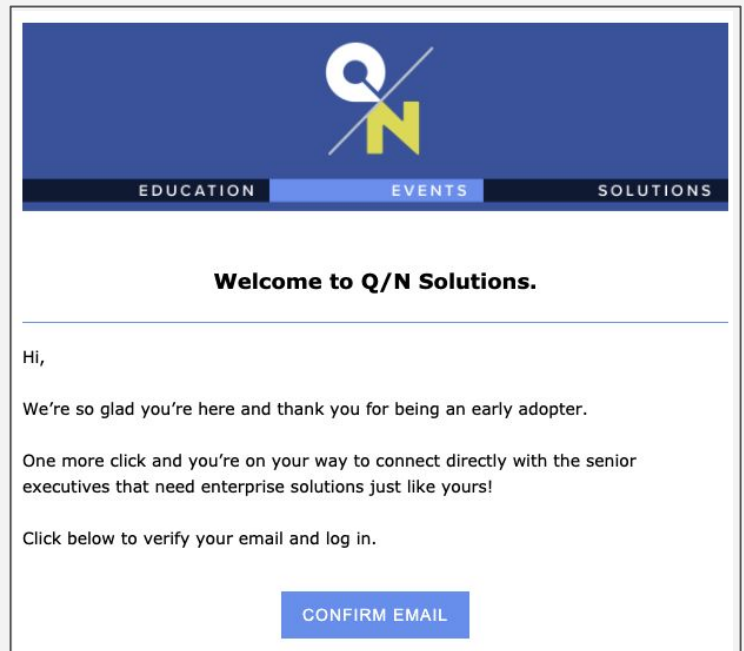




With a dedicated email service like Sendinblue, you will ensure your transactional emails are well-delivered thanks to our SMTP solution and on-brand thanks to our template builder. Here are a few of the most important transactional emails any software product must implement:

Account Creation

Sent after a user creates an account, this type of transactional email typically **serves as a means of verifying a new customer's email address**. Be careful not to confuse the account or subscription confirmation email with the welcome email. This serves more of a marketing purpose and can be sent with simple email autoresponder software.



Order or payment confirmation email

We can't stress enough the importance of confirmation emails. They can contain important information such as the order number, the paid amount, and the duration of the contract/plan (if applicable). This is particularly important for B2B transactions since **most users need a confirmation order or receipt for accounting purposes**.



Password Reset

Many companies think these types of emails should be boring, technical, and limited to their main purpose: a link or instructions to reset a password. But **everything you send out is relevant to your brand positioning. Even password reset emails!** Focus on creating a nice branded and well-designed message. Besides emails, **using a transactional SMS to send a code is a great option for the password reset action since it provides an additional layer of security.**

You've got a new password

You've successfully updated your password! If you did not make this change, contact our support team.

[Go to Canva](#)

You received this email because you changed your password. If this was sent to you by mistake, please contact [support](#).



Made for you with ❤️ from Canva
Canva®, 110 Kippax St, NSW 2010, Australia



Reset your password

Hi Laura

We received your request to reset your Sendinblue account password. Please click the button below to reset it.

This password reset button will expire at 1:19 PM

[CHANGE YOUR PASSWORD](#)

By having a **dedicated email service for your transactional emails**, you can have access to detailed reports that give you a clear view of your statistics and proof that your emails are being delivered. In Sendinblue, you will enjoy **real-time tracking of your transactional emails** including order confirmations, **all the statistics filtered by tag or sender, and the entire history of logs** which can be filtered by the type of event or simply the recipient's email address.



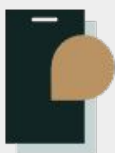
Retail-technology startup WARPSPD achieves excellent transactional email & SMS deliverability with Sendinblue



Retail technology startup WARPSPD helps e-commerce businesses **launch and grow with the use of AI-powered tools**. The company collects data and applies **analytics tools to track the customer journey and their level of engagement** across every touchpoint in the retail space.



They use Sendinblue since it offers them a **centralized platform with the option of having sub-accounts**, given the high level of personalization they need for the campaigns of each of their clients.



The team at WARPSPD uses Sendinblue for **transactional emails and SMS sending by using the API**. With the dashboard, they can have a clear overview of **how the clients are using their credits in the platform**, and track the consumption of each sub-account.



The relationship with their **Customer Success Manager has been instrumental to help them stay organized**. They are able to plan many activities in the platform thanks to their CSM's proactive approach.

"After a year of using the platform, we have seen an increment in our deliverability rate between 5 and 10%. When we came across the transactional emails, it was very intuitive to learn how to use everything, including the analytics from the transactional emails reports."

Shourya Magotra, Product Director at WARPSPD



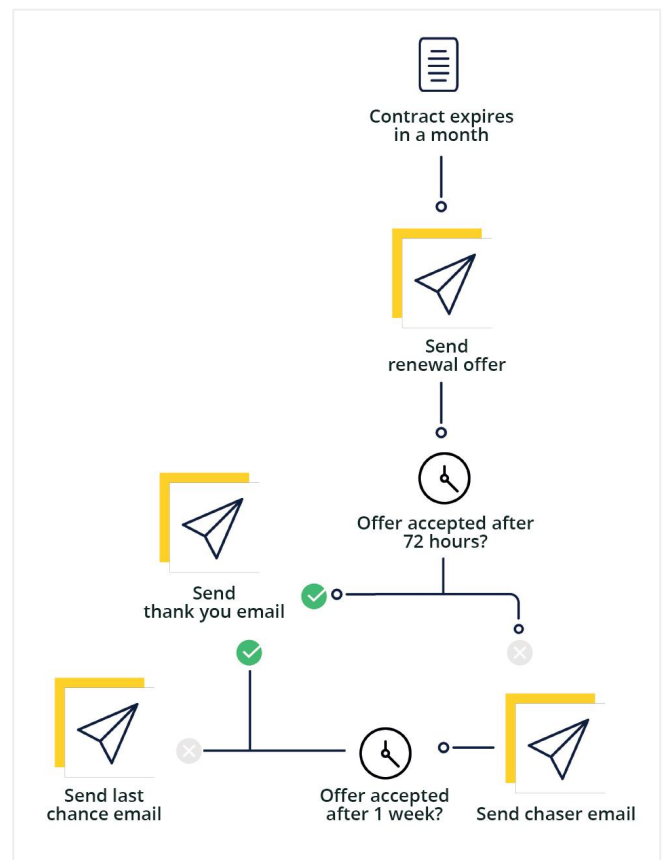
Using automated scenarios for building loyalty

As a marketer, It's impossible to do all tasks by yourself. This is where technology becomes your best ally, by **simply outsourcing different tasks to a software that does all the heavy lifting for you**, while you focus on your strategy and tracking your results. For this reason, you should **consider investing in a sophisticated email automation tool such as Sendinblue**, to ensure you can successfully perform all the marketing tasks and accelerate your growth.

With automation, you can leverage data from your website, and use it as events to trigger different automated scenarios. The possibilities are endless, and **depending on your product or app, you can create as many scenarios as you need to cover and enhance the client experience** across the entire customer journey. Here are some examples of how you can use this tool:

Contract renewal reminders

The expiration of a client's contract is a key touchpoint in the customer journey (same as the end of the trial period is key for leads). When the end date of the contract is approaching, **remind your customer of the benefits of their plan or offer a personalized renewal discount**. You can achieve this with an automated scenario that allows you to use the contract information to trigger the right communication at the right time. You can also take into account activities undertaken by the customer to personalize even further.





Customer profiling

Marketing automation is a game-changer when it comes to updating your client list and CRM. As we saw in the first section, segmenting your leads and clients according to their activity, engagement,



and other shared characteristics, is important to build powerful campaigns.

With marketing automation, you can save countless hours of work by leaving all the heavy lifting of the list management task to the software. All you have to do is **create automation workflows that move contacts to specific lists depending on web pages visited, email engagement, etc.** You can use automation to keep your database up to date by automatically assigning attributes to individual customer profiles. This is easy to achieve with a platform like Sendinblue since it offers dynamic segmentation.

Leveraging email marketing for in-life education



Using email marketing to inform and nurture clients is an excellent choice as it allows us to guide customers through their journey. This is one of the most common use cases for B2B email marketing since **clients require education during all steps of their journey for product usage and to build loyalty.** Let's review some of the best email marketing communications to build B2B relationships in the software sector.



✔ Offers or promotions to incentivize upsell

Many clients are waiting for the right incentive to take a step further and upgrade to access more features or benefits from your product. **Seize all opportunities to communicate this to your customers** in both sales or promotional and news emails to generate upsells.

✔ Product updates and releases

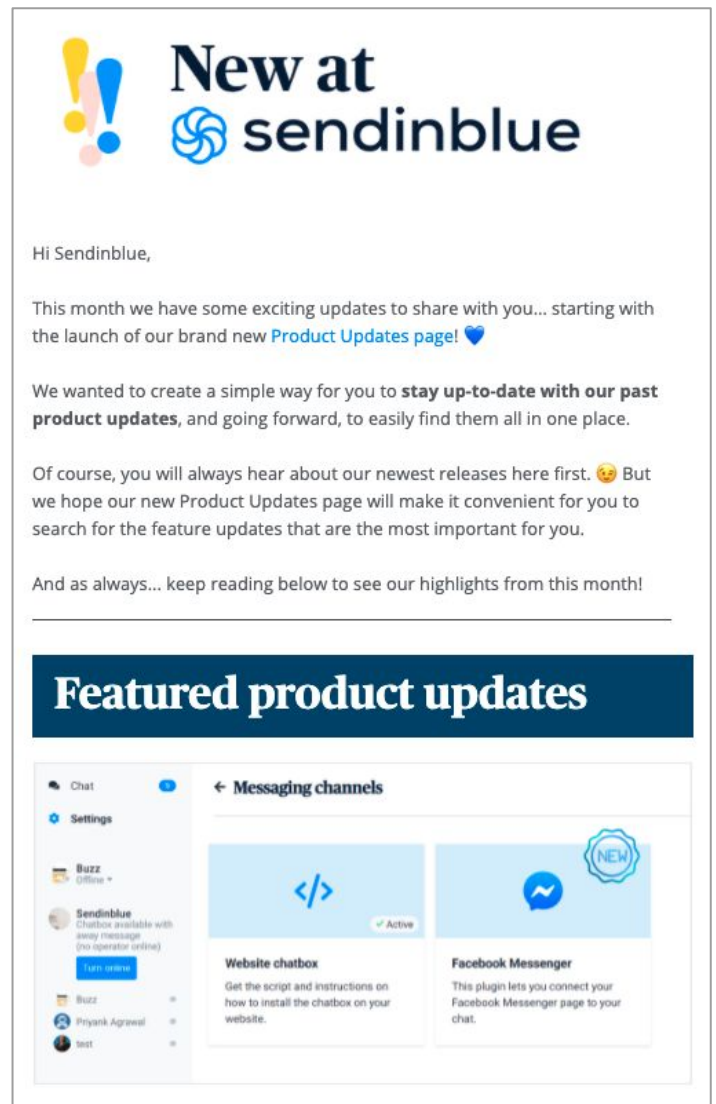
If your product team is working hard to **release updates and new features**, why not email customers regularly to inform them of what's been released? It will remove a lot of customer effort as they won't have to proactively look for product news.

✔ Help articles and downloadable resources

Nurturing existing customers doesn't necessarily require lots of new content creation, especially if you already have a blog or some educational materials. Providing your clients with tutorials, user guides, help articles, and ebooks is an effective technique to build trust, as the customer knows they can rely on your company to provide them with expert advice.

✔ Feedback or reviews collection

Numbers are very important, but you'll struggle to make them mean anything if you can't back them up with strong customer evidence. When you have customer feedback, you are in a much better position to understand how your customers perceive your brand, product, and services and it should give you lots of ideas about how to improve the customer experience.





Key metrics to track success

Open Rate

Percentage of recipients who have opened an email divided by number of emails delivered.

The opening rate is calculated with the following formula:

$$(\text{number of openings} : \text{number of delivered emails}) * 100$$

Click Rate

Percentage of recipients who have clicked an email divided by number of emails delivered.

The click rate is calculated as follows:

$$(\text{number of clicks} : \text{number of delivered emails}) * 100$$

Click-Through-Rate (CTR)

Percentage of recipients who clicked on a link after opening an email. This value can provide a better understanding of the click rate in relation to the opening rate.

The Click Through Rate is calculated as follows:

$$(\text{clicks} : \text{openings}) * 100$$

Unsubscription Rate

Recipients who have unsubscribed from the campaign or emailing list via the unsubscription link. This metric provides feedback on your marketing strategy and enables you to optimize the balance between your target group, the content and the frequency of your campaigns.

The unsubscription rate is calculated as follows:

$$(\text{number of clicks} : \text{number of delivered emails}) * 100$$

Bounce Rate

Percentage of failed deliveries in relation to the total number of recipients. This number is calculated between hard bounces, which represent email addresses who are unknown or blocked, and soft bounces, which represent only temporarily unavailable email addresses. Spam bounces are also counted towards the bounce rate.

The Bounce rate is calculated as follows:

$$(\text{number of failed deliveries} : \text{number of mails sent}) * 100$$





Ready to boost the email strategy for your software solution? Let's go!

We hope that reading this guide has helped you realize the great benefits of having a solid email marketing strategy and how important it is for any software company to use email as a channel to accelerate their results.

Get started with **Sendinblue** to increase the effectiveness of your email campaigns and to improve your leads and clients' experience today.

Don't hesitate to share with us your thoughts on email marketing for software companies. We also invite you to check out our further resources to deepen your knowledge of how you can make the most of our solution!



If you have questions, our dedicated customer care team is standing by to help! Send us a message at contact@sendinblue.com

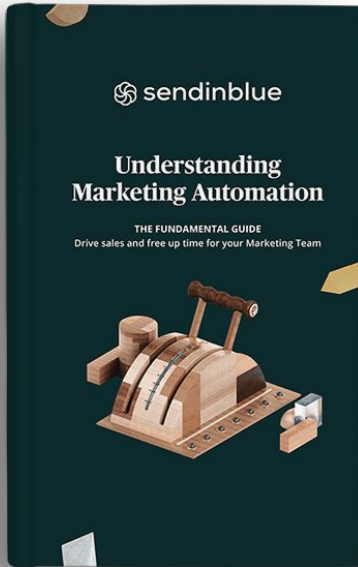


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Further Resources



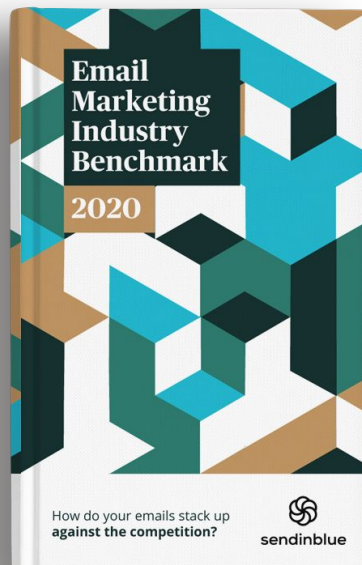
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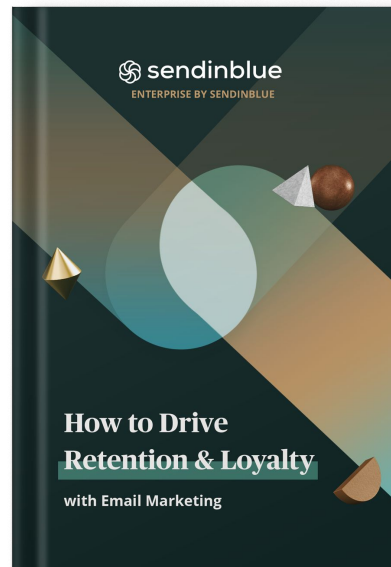
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