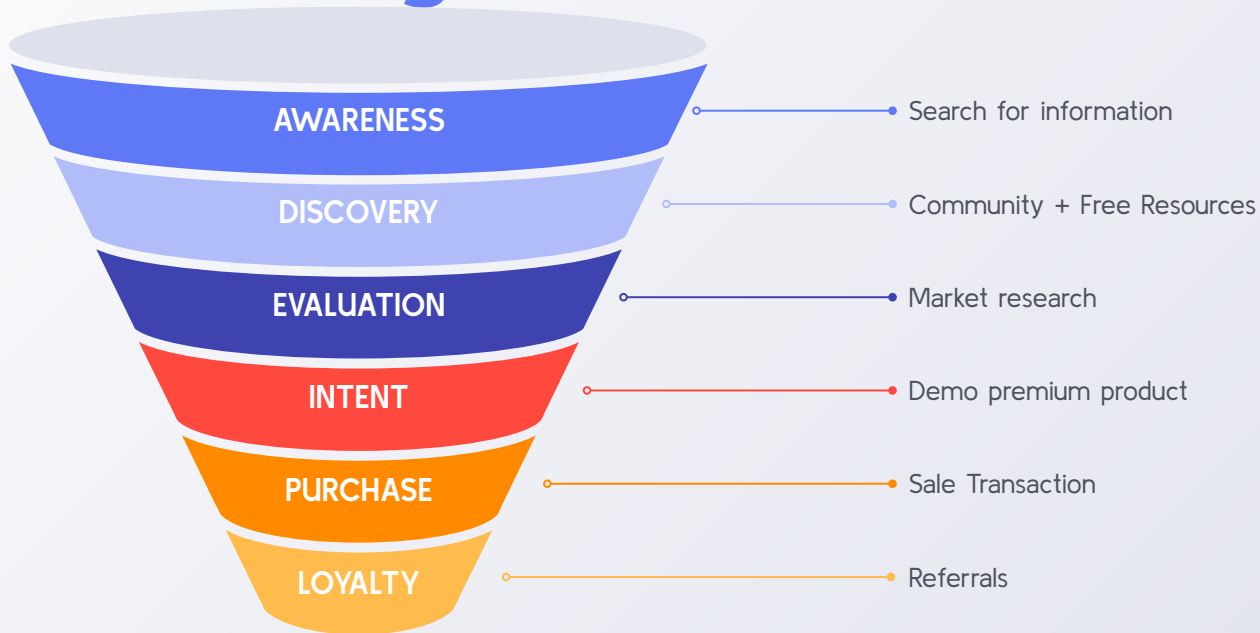


B2B Email Strategy

Contact information:

You can email me at sarahpena805@gmail.com

B2B Marketing Funnel



B2B Lead Generation

Found using the Mogul website:

- ▶ “Contact Us” Page
- ▶ “Welcome to Mogul. Request a call” Pop-up
- ▶ “Ready to meet your diversity goals? Tell me how” CTA
- ▶ Employers using free tools and resources

Found outside of the Mogul website:

- ▶ Subscribe and reply to our ideal client’s newsletter using domain email (i.e “I found this to be really interesting!”)
- ▶ Company Research and Outreach (i.e. Provide value on their unique pain points)
- ▶ Initiate cold personalized emails by tailoring our email messages according to the prospect’s profiles and behaviors, to increase the potential for engagement.
- ▶ Purchase a list and vet those on the list by filtering out spam and bounced emails
- ▶ Generate leads through advocates on LinkedIn (55,630 followers on Mogul Page)
- ▶ Referral program outreach
- ▶ Re-target people who have used Mogul in the past
- ▶ Search for SEO terms on marketing tool like SEMrush and target companies that are trying to rank for similar terms



Automated Flow B2B Strategy

Let's turn cold leads to hot leads



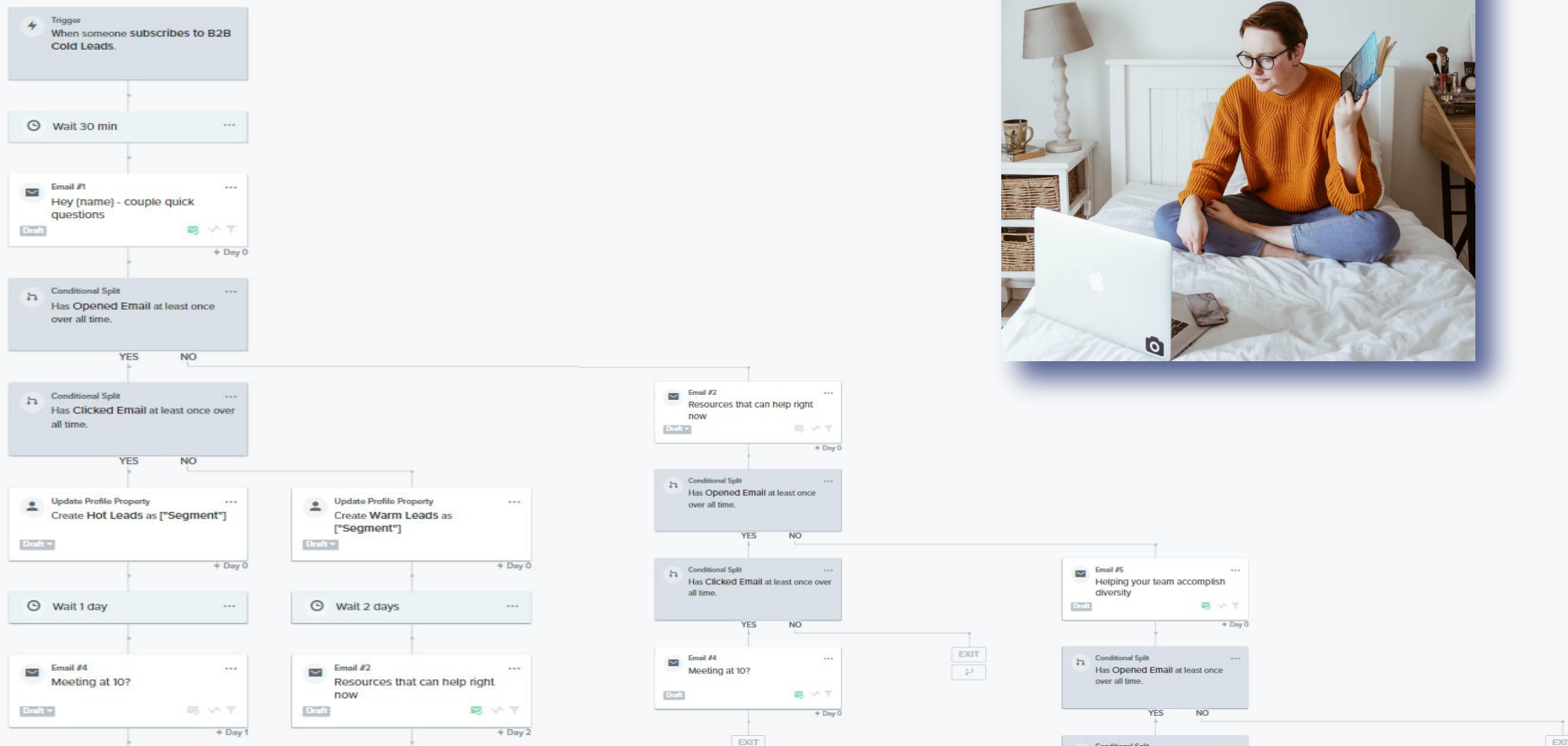
Strategy Breakdown

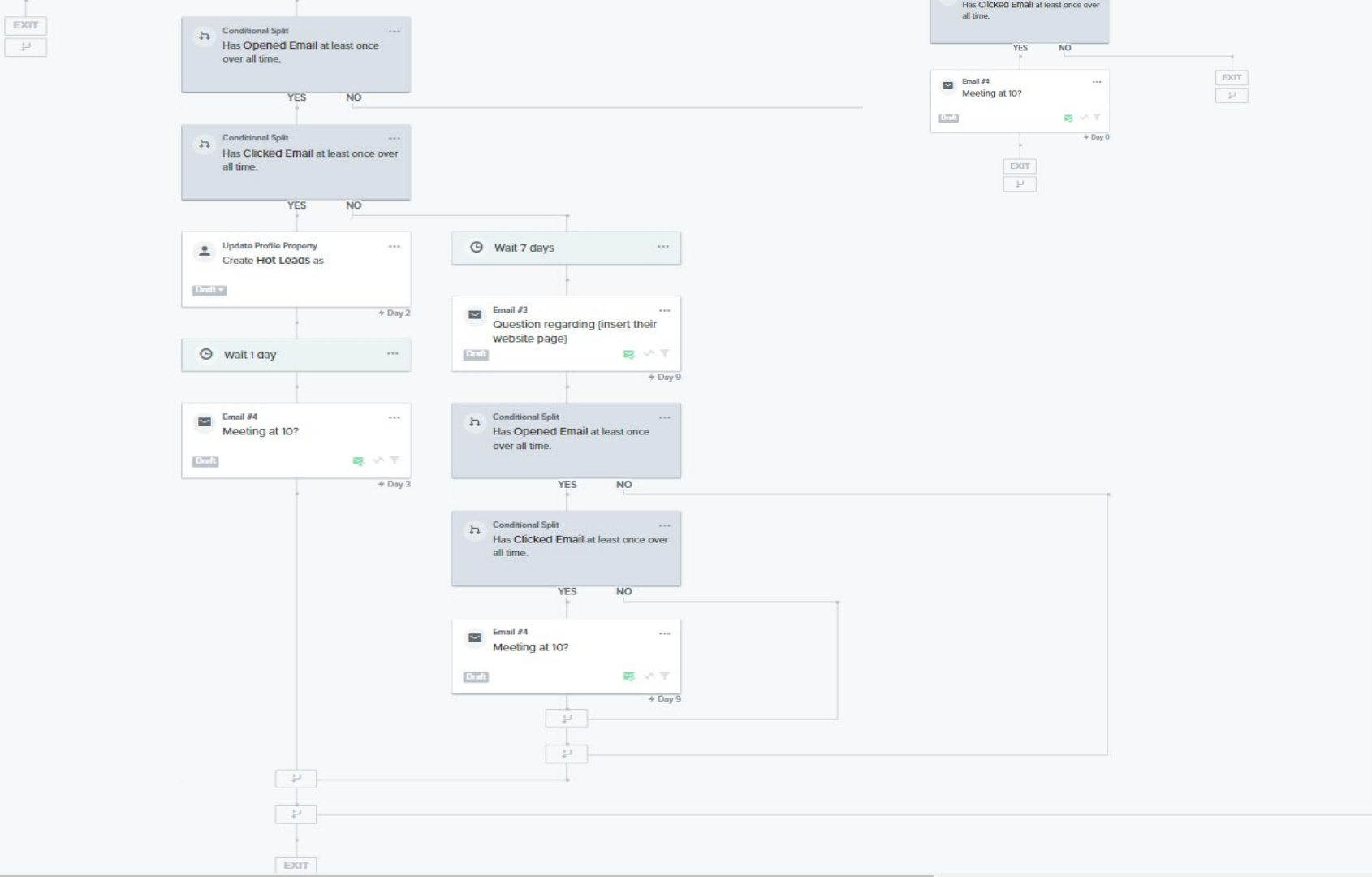
Target audience: Cold Leads

Goal: Turn Cold Leads to Warm Leads

- ▶ Create Cold, Warm and Hot Leads Segments
- ▶ Send email #1 with subject line “Hey {name} – couple quick questions”. Email #1 provides general value in an elevator pitch.
- ▶ If they open the email #1 cold outreach, but they don’t click CTA of “Ready to meet your diversity goals?” or “Schedule a demo with us” they become a warm lead. If they open and click, they are a hot lead.
- ▶ Send email #2 with subject line “Resources that can help right now” or “The free tool you’ve been looking for” to those who didn’t click the CTA, but did open email #1.
- ▶ Send email #3 with subject line “Question regarding {insert their website page/blog/newsletter}” to those who still have not clicked the CTA, but have opened emails #1 and #2.
- ▶ Send email #4 with subject line “Meeting at 10?” to initiate a sales call. All of the hot leads who receive this email will have opened and clicked at least one email.
- ▶ If they do not open any email, they stay a cold lead.
- ▶ If they open emails, but do not click CTA then we gather this list of warm leads and do research on them. How can we provide them value? How can we personalize the email content so that they are more likely to respond? These people have shown interest so I would take the time to research their company and find their pain points using their website/Google/LinkedIn.

Automated Flow Build





Strategy Breakdown

Target audience: Warm Leads

Goal: Turn Warm Leads into Advocates for our Service

- ▶ Research warm leads and the company that they work for. What do they value? Why might they be hesitant?
- ▶ Introduce free tool/resources that will provide value.
- ▶ Personalize email content with first name, company name, and why we think our service would be a good fit specifically for them.
- ▶ Befriend warm leads by sending emails like:
 - ▶ “I saw your post about ____”
 - ▶ “Idea for {topic prospect cares about}”
 - ▶ “[Mutual connection/Referral] recommended we get in touch”
- ▶ Replying to newsletter that they sent out
- ▶ Have email elevator pitch script prepared. Once lead is warm and we have directly outreached via email and they have responded and are interested, then it is time to find out if they are a decision maker in the company.

Strategy Breakdown

Target audience: Advocates for our Service

Goal: Bridge the gap between the advocate and the decision maker in their company

- ▶ Asking questions of “Who handles diversity and inclusion at your company?”
- ▶ Who can we talk to that makes decisions about moving from the free to premium version of our platform?
- ▶ Include a highlight of benefits
- ▶ “If you are the appropriate person to speak with, what does your calendar look like this week? If not, who would benefit most from this conversation?”



Company Outreach

Here are some examples of using the strategy and applying it to different forms of B2B outreach.

Retargeting Campaign for employers who have used the paid platform in the past, but no longer use it

Email #1: Employer Experience Survey - "How did we do?", "What could we do better?", "Tell us about your experience with us!" or "Would you be likely to promote us?"

Email #2: Did you know about the updates we've made since you've last used us?

Email #3: Here's how we can help you find the best talent for your business

Email #4: Have time for a 10 minute chat?

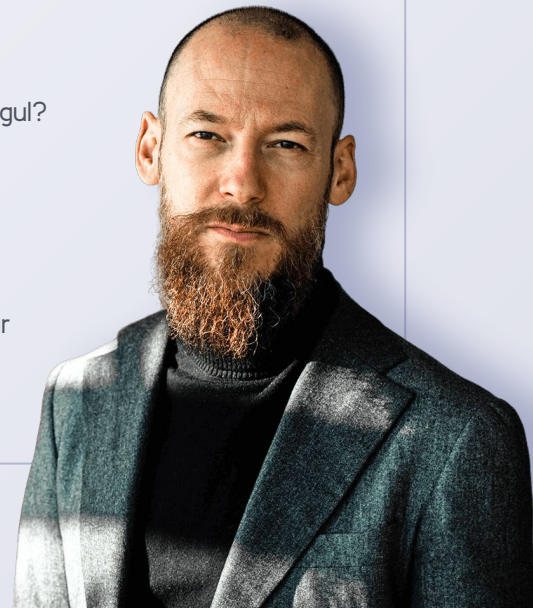
Referral Program for employers who have had a good experience using our paid platform with high LTV

Email #1: Thanks for joining our referral program!

Email #2: Know someone who needs Mogul? Share your link and you'll both receive a discount.

Email #3: Refer a startup and you'll get a \$200 Visa gift card

Email #4: How to get the most out of our referral program



Outreach Campaign Ideas

Virtual Coffee Date

- ▶ Ask for virtual coffee date to warm leads by sending a Starbucks gift card via email
- ▶ “Did you get the coffee?” I was hoping we could chat for 10min about how we can help your team accomplish diversity in the workplace.

LinkedIn Business Professionals

- ▶ “I saw your post about _____”
And here’s how we’ve tackled that problem.
- ▶ I’ve looked into {X Company} and our platform would really help {pain point}

Outreach Campaign Ideas

Backlink Swap

- ▶ Ask blog author or company about their relevant article and ask if they could include a link of our own and we will reciprocate.
- ▶ “Got two minutes for a backlink swap?” Ask if they’d like to demo our service and see what we’re all about.

Message Companies who already backlink us

- ▶ 14k backlinks to the homepage
- ▶ 40 backlinks to “Find Your Next Hire” page

TOP SEO PAGES

TOP PAGES BY COUNTRY US / EN [13,882] US / ES [9,129] IN / EN [224] PK / UR [203] MORE ▾

SEO TITLE URL	EST. VISITS	BACKLINKS	f	p
Mogul Unlock Your Greatest Potential with Mogul onmogul.com/	11,339 View All ▾	14,542 View All ▾	0	0
About - Mogul onmogul.com/about	610 View All ▾	145 View All ▾	618	0
Find Your Next Hire - Find the Right Diverse Hires onmogul.com/employers	69 View All ▾	40 View All ▾	617	0
34 Words That Describe An Entrepreneur - Mogul onmogul.com/stories/34-words-that-describe-an-entrepreneur	57 View All ▾	4 View All ▾	0	0
Powerball Winner Mavis Wanczyk Is Not Giving Away Money ... onmogul.com/stories/powerball-winner-mavis-wanczyk-is-not-giving-away-money-on-social-media	37 View All ▾	1 View All ▾	21	0

Important KPI's

Engagement

CTOR - What is the ratio of unique click to unique opens? Are B2B clients engaged with our content/campaigns?

Open Rate - Are our subject lines effective?

Click Rate - Are they responding to our CTA's?

Opt-out/Unsubscribe Rate - Are we seeing a higher than normal unsubscribe rate to our recent content?

Website Traffic

Sessions - Are we seeing the emails driving traffic to the website? What pages? Is there a spike? How many sessions can we expect to see on the website?

Conversion

Conversion Rate - What is our average conversion rate and have we seen a change after each campaign?

Revenue - Have we seen a growth in revenue?

Retention - Has the average LTV gone up?



My mantra

“I’m changing the phrase from
‘closing sales’ to ‘helping others’,
since providing people with value
will naturally create buyers”



Thank you!

I hope you found this information useful and insightful.

Any questions?

You can email me at sarahpena805@gmail.com