



How do B2B enterprises acquire the right customers through E-mail Direct Marketing



01

Measure your EDM campaign



Nightmare...

Typical questions that keep marketers and companies awake at night:

“Was my campaign a success?”

“How to make my email open rate and click-through rate higher?”

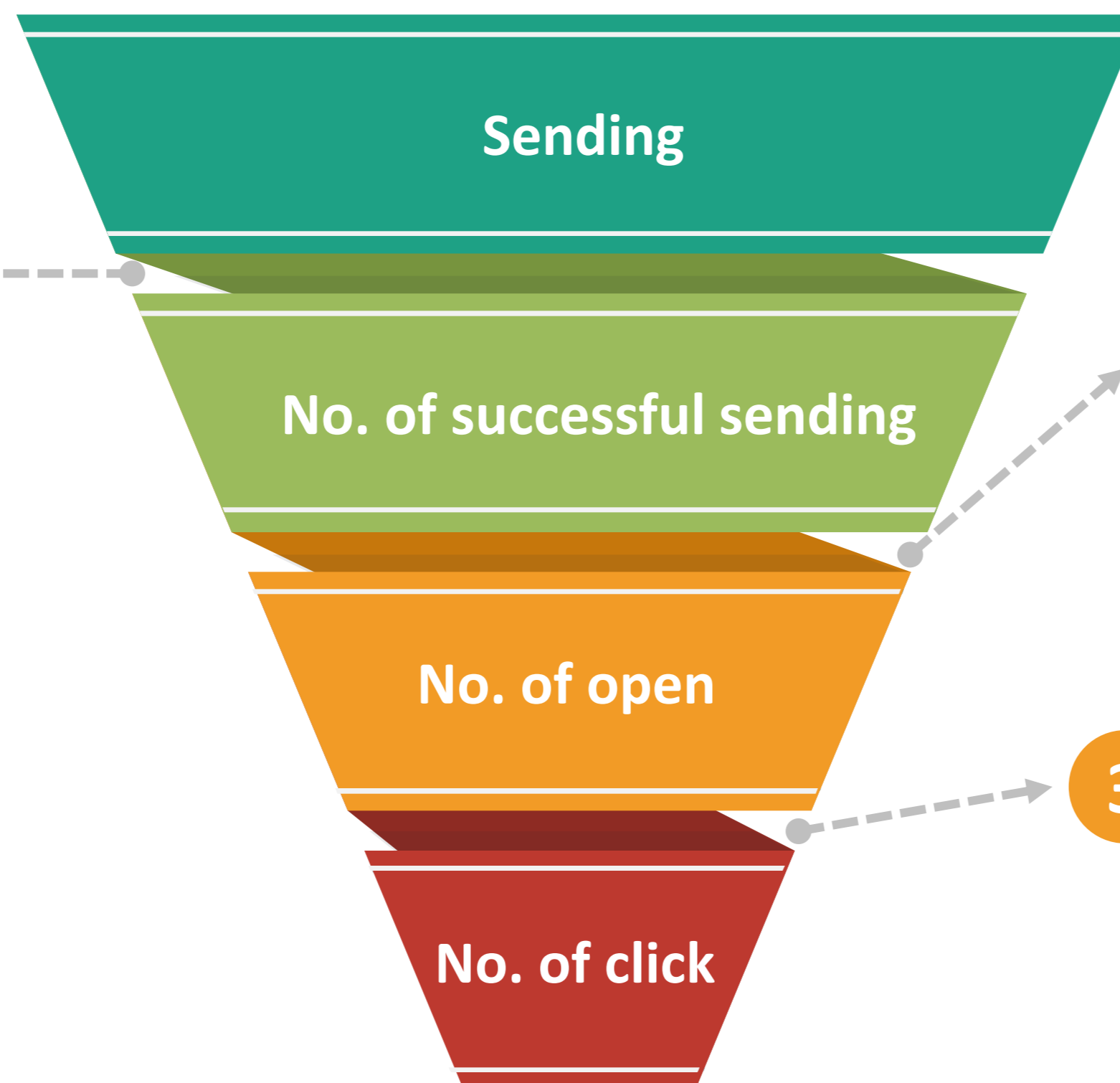
“How can I measure the results ? ”

“How can I track the follow through ? ”

“How do I follow up with the responses effectively ? ”

Indicators to measure your EDM campaign

Leads generation funnel



1

Delivery rate refers to the percentage of mail successfully delivered to customer's inbox.

- It is the most basic premise in EDM campaign- how can customers engage with you if the emails cannot land in their inbox at first?
- There are many reasons affecting the delivery rate. At present, most of the e-blast problems are due to the delivery. Ringier has a stable and efficient delivery server, which can keep the delivery rate higher than 90%.

2

Open rate tells you how many people are opening your emails.

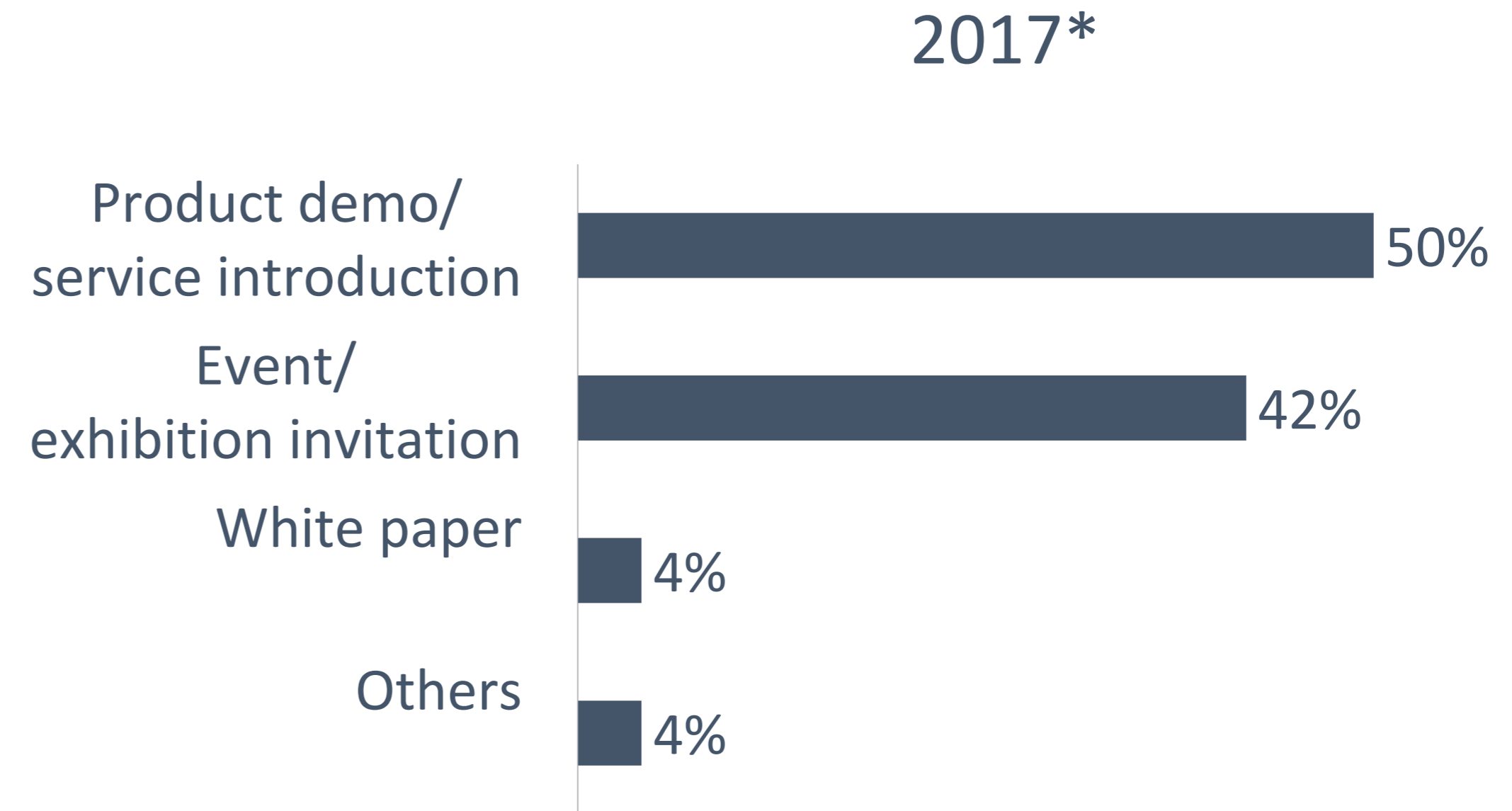
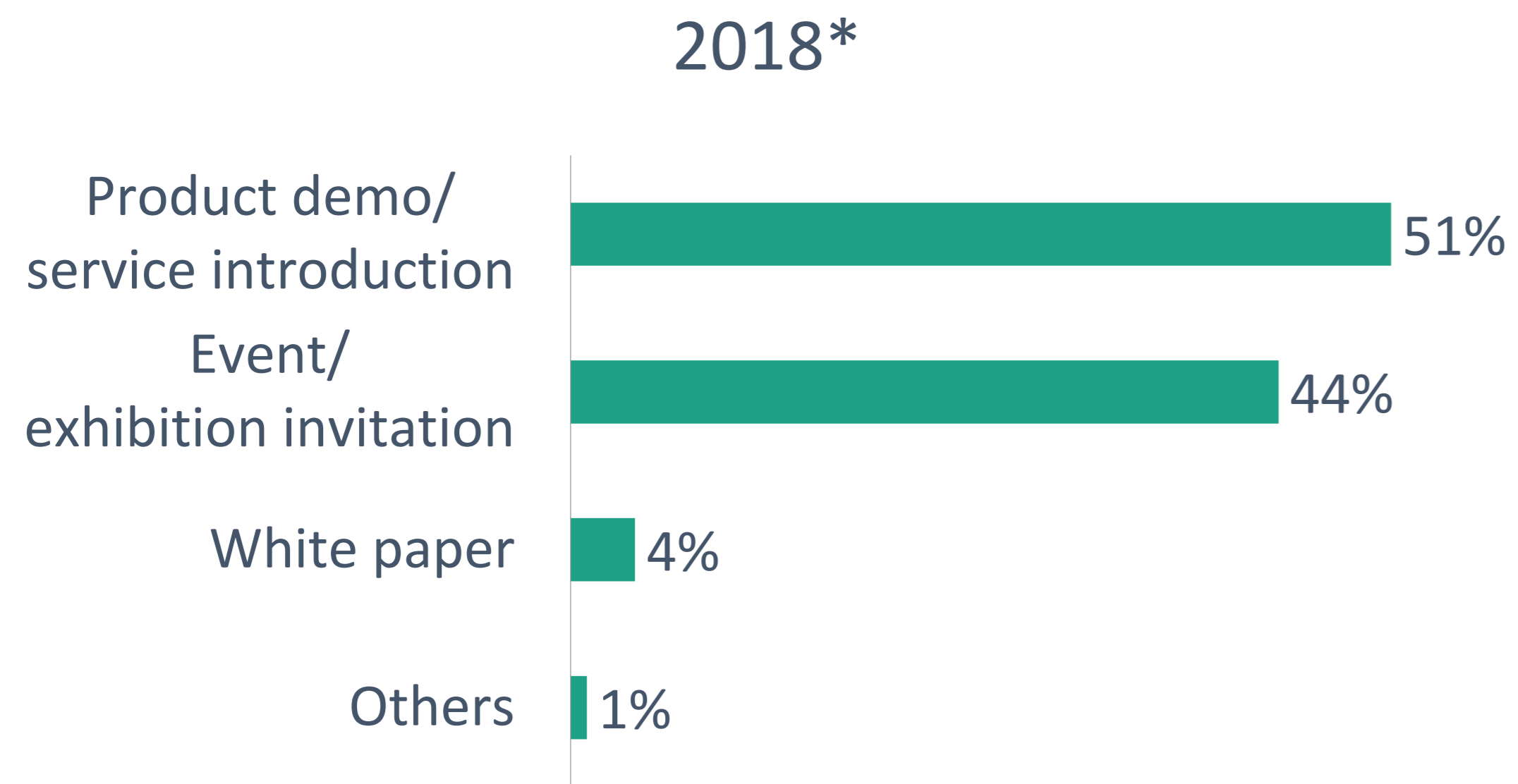
- The factors affecting open rate include the accuracy of sending data (industry, position, etc.), sender's title, subject line, sending time, etc.

3

Click rate reflects the degree of customer interest in e-mail content.

- There are two popular methods to calculate, one is CTR (click/successful sending), the other is CTOR (click/open).
- Accuracy of sending data is still a factor affecting click-through rate.
- In addition, layout design of content, polishing of copywriting and action guidance (such as click-on instructions/buttons) have important effects on user's click-through behavior.

What message can be sent to your target customers by EDM?



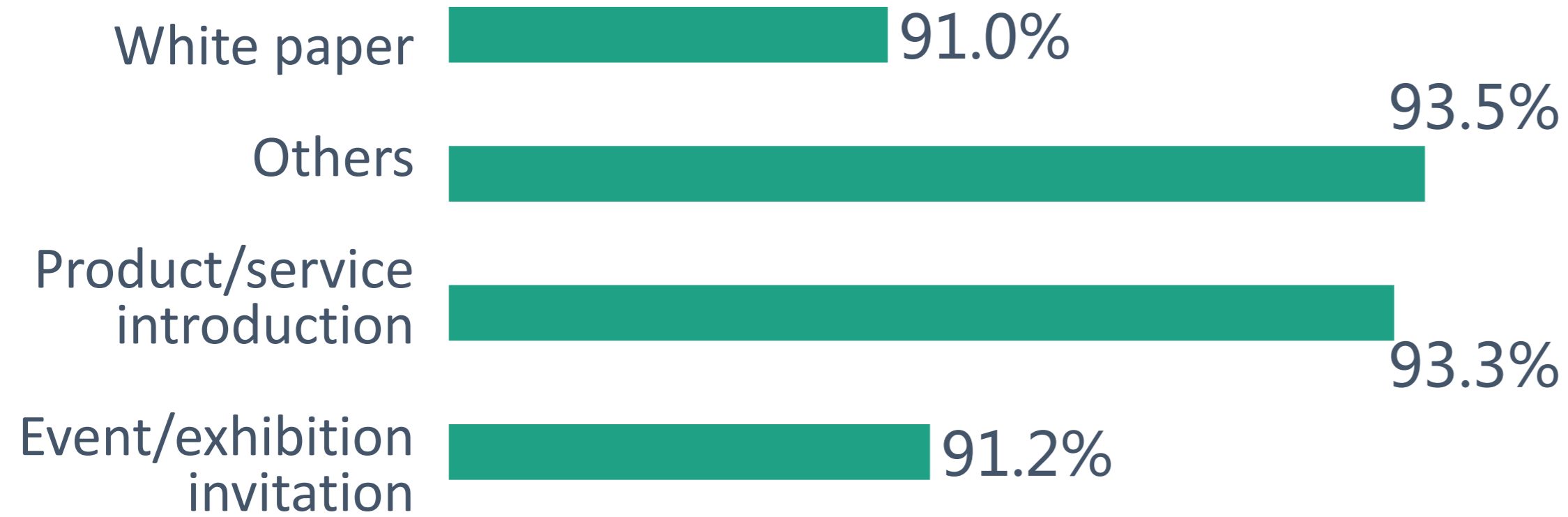
* EDM usage by Ringier customers

- Companies are using Ringier's EDM services and data bases to introduce new products, new applications , product demos to generate sales inquiries. There is a also an increase to invite prospective customers to attend their own events or product launches

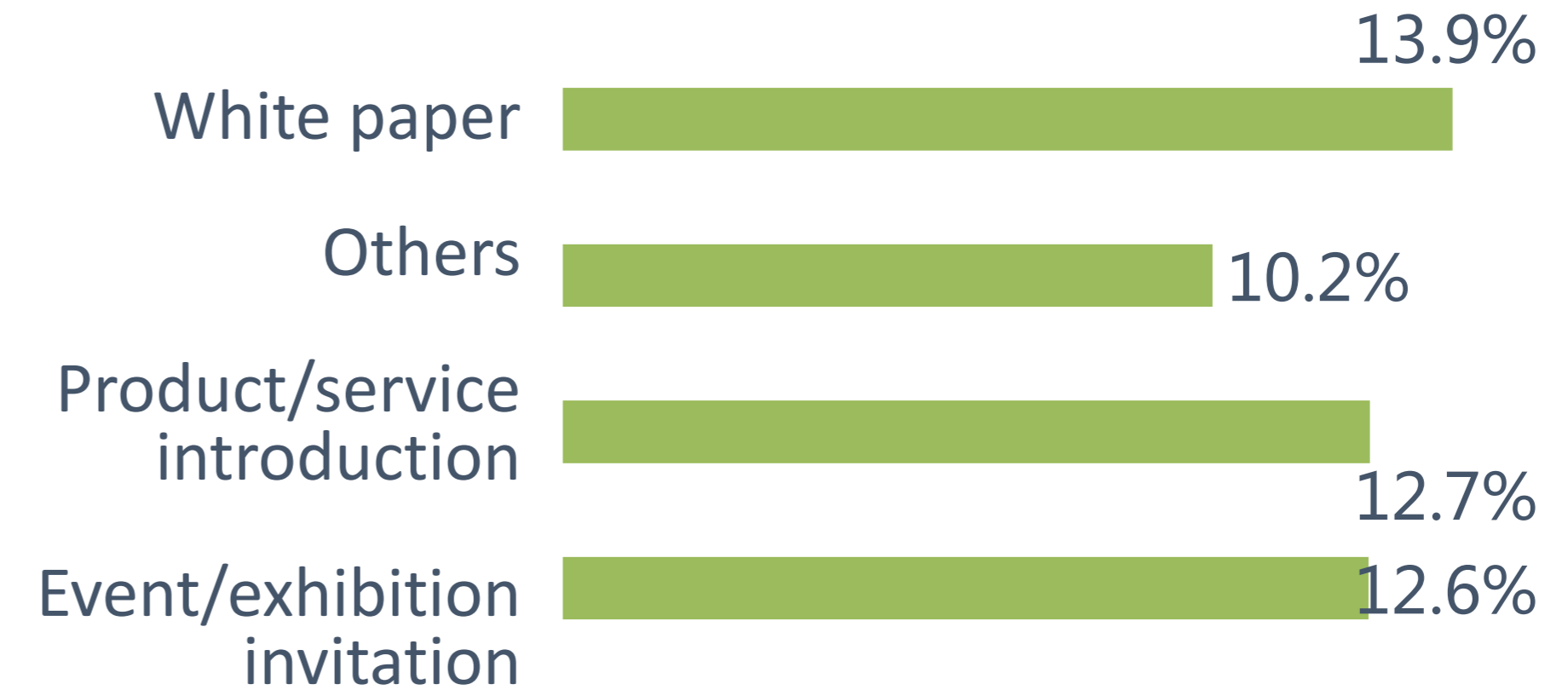


Performance of content types

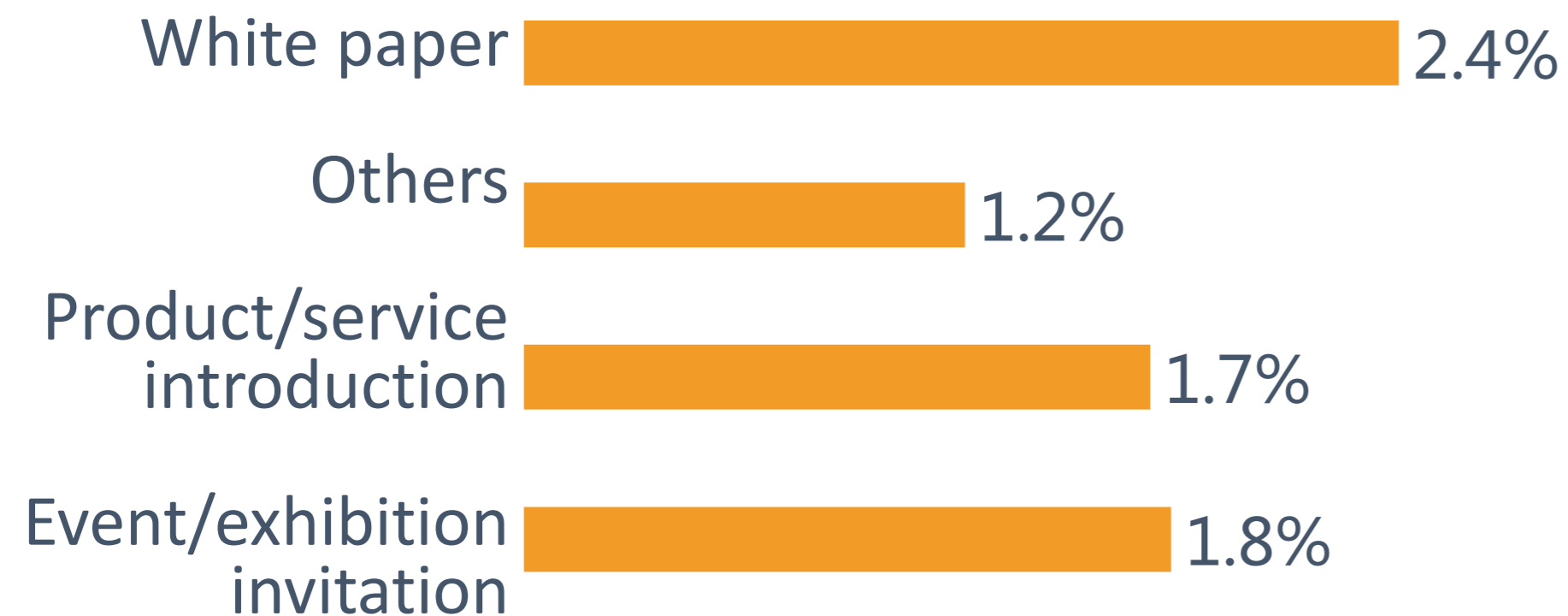
Successful sending



Open rate



CTR

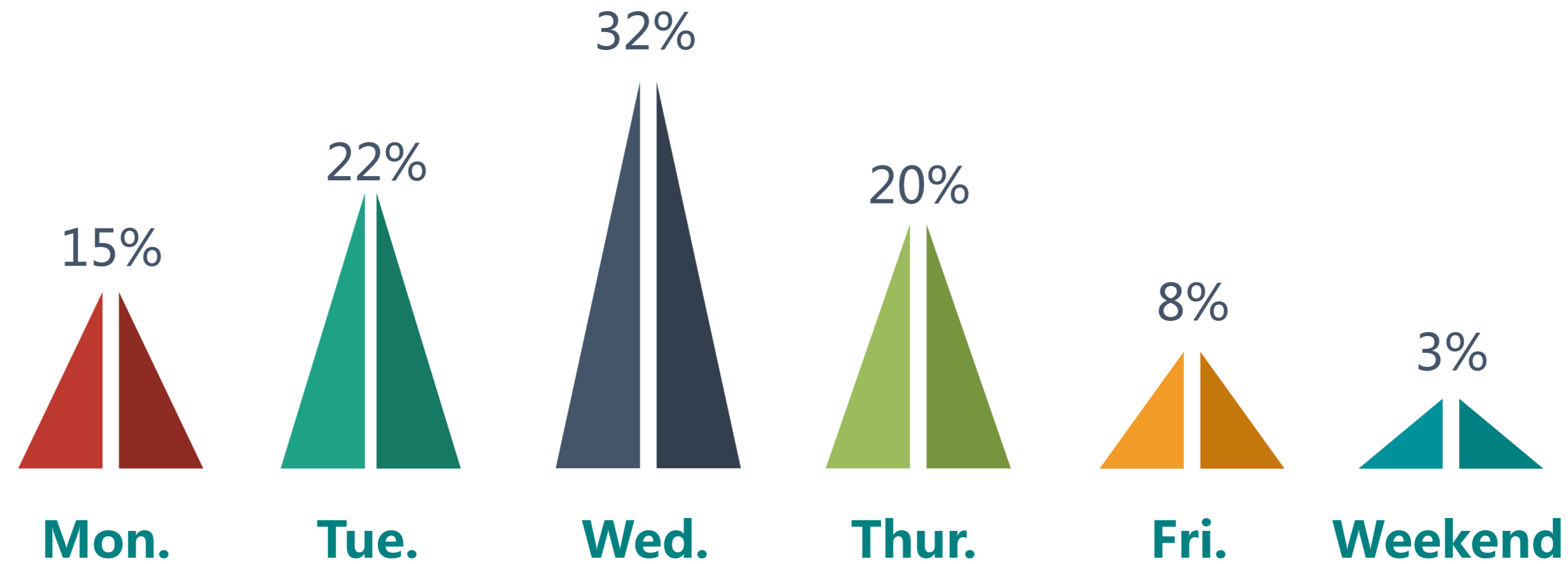


CTOR



■ Throughout the four categories of EDM content, white paper is the most effective way for enterprises to obtain high quality customers.

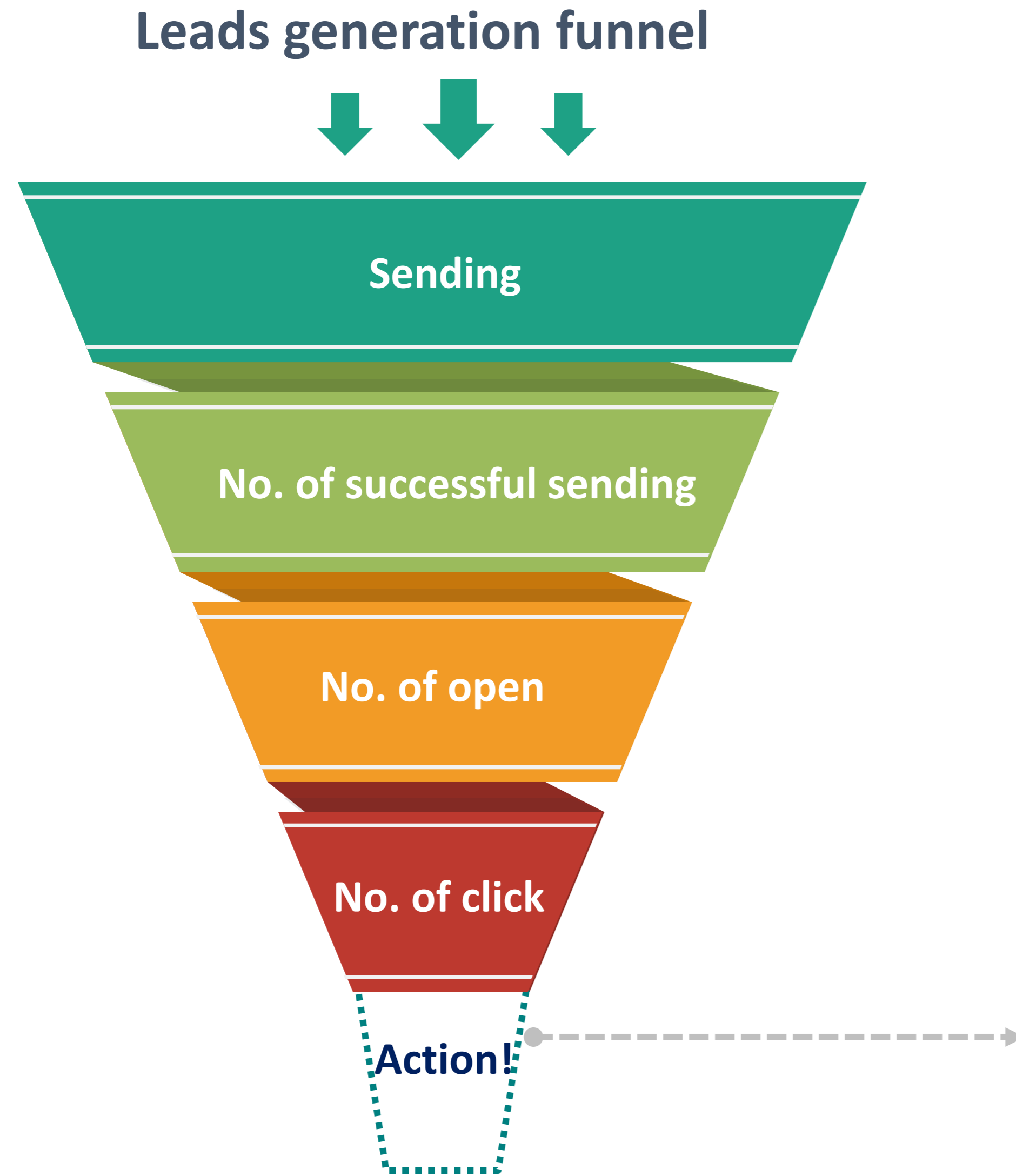
Performance of different sending time



	Mon.	Tue.	Wed.	Thur.	Fri.	Weekend
Delivery rate	93.26%	92.50%	92.39%	91.33%	90.95%	90.43%
Open rate	12.33%	12.98%	12.80%	13.11%	11.47%	10.49%
CTR	1.54%	1.73%	1.56%	1.75%	2.34%	1.03%
CTOR	12.49%	13.3%	12.2%	13.4%	13.87%	9.8%

■ In 2018, 32% of companies chose Wednesday to blast EDM. In theory, we all think Wednesday is more suitable, but the actual data show that crowded Wednesday didn't make performance better. Therefore, Tuesday and Friday are also optional blast time.

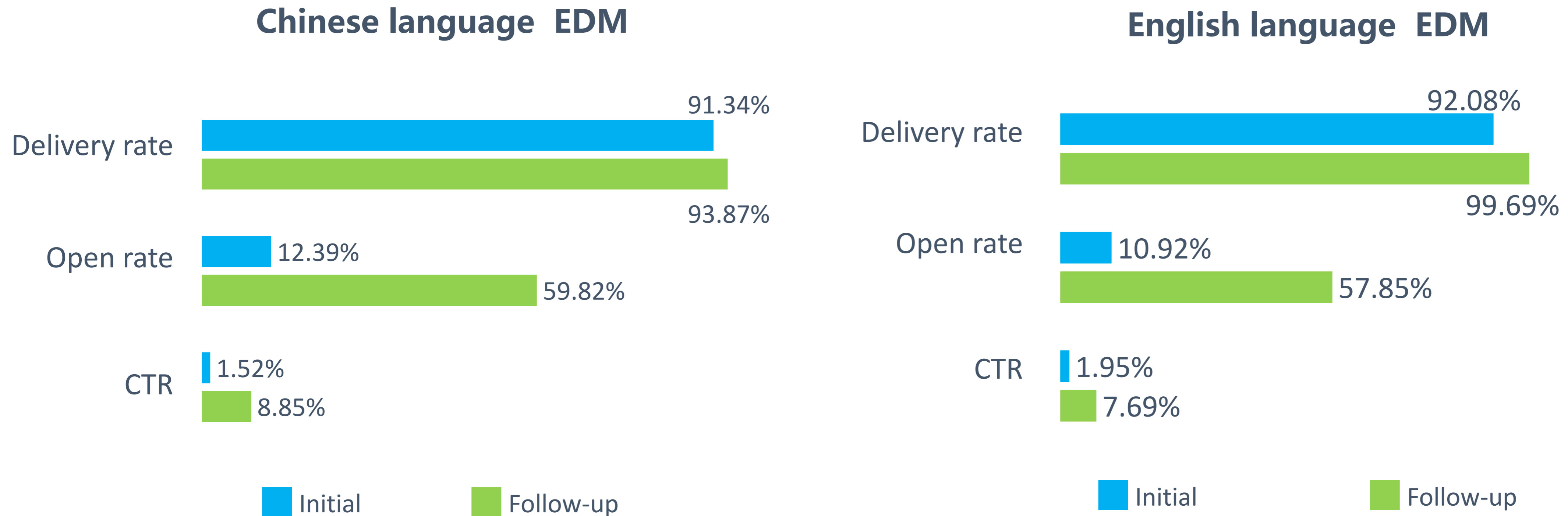
How to follow up to customers who showed interest?



Those who opened your emails indicate that they are interested in the content of your mail but the interest is not strong enough.

All you have to do is to send a follow-up email to these customers thus bringing more opportunities to generate more qualified sales leads.

A Great Opportunity to nurture sales leads: A FREE follow-up E-mail



■ A follow up email reaches a data base that has already actively demonstrated an interest in the offering. By sending a 2nd email with additional content and a "call to action" will greatly improve the results and move prospects along the sales path.

■ Ringier is providing customers a free follow-up blast to those who open the first blast!!



02

Hot Cases

Create quality EDM content
to improve your ROI



Product/service introduction- Case 1

Subject : Friesland Campina (Frisian Flag Indonesia) - Online Auction of Surplus Packing, Filling & Dairy Process Equipment

Delivery rate : 91.93%

Open rate : 12.85%

Click/successful sending : 3.55%

Click/open : 27.59%

Highlights

- This is a EDM about the company and product introduction with clear classification and the appropriate proportion of the text and pictures.
- The pictures are arranged neatly and do not affect reading experience.
- The call to action button is eye-catching.

The screenshot shows an online auction page for Friesland Campina (Frisian Flag Indonesia) equipment. The page features the GoIndustry DoveBid logo and a 'VIEW SALE NOW' button. The main heading is 'FRIESLAND CAMPINA (FRISIAN FLAG INDONESIA) Online Auction of Surplus Packing, Filling & Dairy Process Equipment'. Below this, there are four images of industrial equipment: Bossar Spain Forming Filling, Capping & Sealing Machine; Hosokawa Sugar Grinding Mill; Piltz Germany Filling Sealing Machine; and TFTC Taiwan Bottle Filling Sealing Machine. The page lists the sale including below 3 kinds of equipment: Dairy Plant Equipment, Filling, Packing & Sealing Equipment, and Plant Support & Facility Equipment. It also features a list of featured equipment, including a Bossar Spain BMK-2000L/STU-2 TV Forming, Filling, Capping & Sealing Machine (2006), a Piltz FB500 6-head filling/sealing machine (2006) - 2 Nos, a Niro Atomizer evaporation system, a Zhongya DABS-8 Automatic 2-head aseptic 'soft packing' filling and sealing machine (QTY 7) (2008-2014), a [SOLD] Caterpillar 3512 GD 1,500 kVA (1,200kW) generator (2007), an Involves 1D I-WA 30 14 boxes/min Case Packing Machine (2013), Autoclaves (QTY 5), and a TFTC 30,000 bottle/hr 50-head Bottle Filling/Sealing Machine. There are also [SOLD] Also case pall. The page includes a 'VIEW SALE NOW' button and a 'REGISTER' button. At the bottom, there is a table with the following information: OPEN DATE: 18th June 2018, CLOSE DATE: 22nd June 2018, LOCATION: Jakarta, Indonesia, VIEWING: Appointment Only. Contact information for SANDESH BHIVANDE (+91 98928 51605) and LYNN TEO (+60 12 488 6065) is provided. The page also includes a footer with the website URL www.go-dove.com, social media icons, and the GoIndustry DoveBid logo.

[Click for detail >>](#)

Product/service introduction- Case 2

 **Subject : [FIRSTNAME], 非织造行业解决方案分享**

Delivery rate : 91.17%

Open rate : 13.30%

Click/successful sending : 2.45%

Click/open : 18.43%

Highlights

- The subject line points out the focus of the EDM— sharing a solution.
- Main content of this EDM is detailed product introduction, and the important features of the product are presented one by one.
- No extra links: 1) The company name link to the showroom page, therefore increasing the showroom exposure; 2) Interested readers can directly contact the customer according to the contact information.



The screenshot shows an email newsletter header with the SAF logo and the title '非织造解决方案分享'. Below the header is a banner for 'ANEX 2018' with the text '请访问我们的534号展位' and 'SAF | 电缆' with the tagline '物有所值, 洁净且轻量化阻水'. The main body of the email contains a greeting, an introduction to Technical Absorbents (TAL) as a subsidiary of China Blue Star, and a detailed description of SAF superabsorbent fibers. It includes a small image of a blue fiber being tested. The text explains that SAF fibers can absorb water quickly and form a barrier to prevent further water penetration. It also mentions that SAF fibers are cost-effective, lightweight, and have high absorption and solubility. The email concludes with a call to action to contact the company for more information and a footer with contact details and a disclaimer.

[Click for detail >>](#)

Event/Exhibition Invitations - Case 1

 **Subject :**
倒數8天- 美國赫可50周年慶開放日(2018-01-19 星期五)

Delivery rate : 95.15%

Open rate : 13.14%

Click/successful sending : 2.66%

Click/open : 20.22%

Highlights

- The “countdown 8 days” in subject line creates a sense of urgency that prompts readers to open the mail. The 3 keywords of company name, "50th Anniversary“ and "Open Day“ went straight to the theme.
- The picture of stage curtain is both interesting and effectively attracting readers to sign up.
- The obvious registration button is convenient for the reader to register.



50 YEARS OF INNOVATION 美國赫可50周年慶開放日
日期 : 2018年1月19日(星期五) | 時間 : 下午 12.30 點至 4 點
地址 : 台灣赫可製造股份有限公司
台中市外埔區三崁路68-1號
(旭台廠區內)

協力廠家: Blaser, CHAIN HEALTHWAY, Delcam, detron, FUSDA, RENISHAW, SolidCAM, HURCO

開放日展示機床
▶ BX40Ui 小龍門高速五軸銑床 - 五軸聯動切削示範
▶ VC500i 橋式五軸銑床 - 對話式多面切削示範
▶ TMX8MYi 車銑複合車床 - 對話式切削示範
▶ VMX60SRTi 備置式主軸五軸銑床 - 五軸聯動切削示範

開放日節目表
12:30pm : 來賓參訪登記與用餐
13:30pm : 50 周年慶開幕 - 美國赫可代表致詞開放日內容簡介
13:45pm : 展覽開始, 機床切削示範
14:30pm : 技術研討會(一) Renishaw: 製程控制新體驗 - 全自動機內外量測與補償
技術研討會(二) Blaser: 切削液和生產力
技術研討會(三) Powermill: 多軸加工搭配智慧化應用
16:00pm : 機床演示與幸運大抽獎

立即登記

瞭解外埔展會地點請掃描QR code

敬請在 2018年1月12日前報名參加
聯絡人: 鄭天林 | 電話: 0905-518-033
聯絡人: 賴俊豪 | 電話: 0966-567-918
Line ID: hurco2017
電郵: marketing@hurco.com.sg

登記的來賓將有機會參加抽獎活動!
獎品有: 頭獎 - iPad Air 2
二獎 - Asus ZenFone 4
三獎 - Casio G-shock
幸運獎 - 十份
您可能就是贏家!!

這封郵件由榮格工業傳媒發送給[EMAIL]。Ringier Trade Media Ltd. © 2017 | Industrysourcing.cn © 2017
香港上環永樂街148號南和行大廈23/F 2305 室
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為了確保您及時收到郵件, 請將Newsletter@ringiermail.com添加到您的安全列表(白名單)內。
您收到此郵件是因為您是Industrysourcing.cn的訂閱者或網站註冊用戶, 曾是相關展會的參觀者或曾參加過相關技術研討會。在這封郵件中的工業信息精選是由贊助商提供, 並非由Industrysourcing.cn的編輯撰寫。

[Click for detail >>](#)

Event/Exhibition Invitations - Case 2

Subject : Chicago Booth Invites You - Taipei Info Session, October 3, 2018

Delivery rate : 90.81%


Open rate : 15.80%

Click/successful sending : 3.18%

Click/open : 20.86%

Highlights

- This is an invitation to the University of Chicago Business School event. The subject line directly explained the time and venue of the event.
- The overall design is simple and elegant, following the main color of the organization's logo.
- Except the picture on top, the content of this EDM is full text, which is in line with the reading habits of business people.
- The call to action button is eye-catching.



CHICAGO BOOTH
Executive MBA Program

HONG KONG

You're Invited!

EXECUTIVE MBA INFORMATION SESSION IN TAIPEI
Wednesday, October 3, 2018 7:00pm - 9:00pm
W Taipei
10 Zhongxiao East Road Sec. 5, Xinyi District, Taipei 110, Taiwan

Top Ranked. World Renowned. In Hong Kong.

Dear Mr/Ms,

Founded in 1898, the University of Chicago Booth School of Business - renowned for its Nobel Laureate legacy - launched the world's first Executive MBA program in 1943. Chicago Booth's Executive MBA program, which connects successful executives from all over the world, is now in Hong Kong!

Join us for an [Executive MBA Information Session in Taipei](#) and find out what makes our Executive MBA unique and most importantly, why it should matter to you.

Delivered on our Hong Kong campus, our uniquely global general management program includes joined periods at our campuses in Chicago and London. You'll collaborate and connect with executives from all over the world, without interruption to your career.

Executive MBA Program Information Session

- Learn how the Chicago Booth Executive MBA program can help you advance your career.
- Find out how the Chicago Booth Approach to business education can positively impact your career.
- Network with alumni & current students and find out first-hand about their Executive MBA experiences.
- Meet the admissions team and receive feedback on your candidacy.

So come and join our information session and discover yourself why it could be just the most important event that you'll ever attend!

Register Now!

Seats are limited and on a first-come, first-served basis!

Best wishes,

Ria Sugita
Director of Marketing, Recruitment and Admissions
Executive MBA program Asia
The University of Chicago Booth School of Business

Do you know?

- First business school to have a Nobel Laureate on its faculty.
- First business school to have eight Nobel Prize-winning faculty members. Please click [HERE](#) for more details on our eighth Nobel Prize winner.
- First to offer an Executive MBA program (1943).
- First to offer a Ph.D. program in business (1920).
- First US business school to have 3 permanent campuses on 3 continents (Asia, Europe and North America).
- Lifelong career management services worldwide.
- "Pure Chicago" - 3 campuses on 3 continents. Same distinguished faculty members. One world-class Executive MBA program.

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The Executive MBA Program Asia is registered under the Hong Kong Education Bureau. Registration No.: 262427
It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

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[Click for detail >>](#)

White paper case

Subject : 干货奉送！工业自动化十大黄金教材~学习传感器、测量仪、PLC等基础知识

Delivery rate : 92.13%

Open rate : 13.6%

Click/successful sending : 2.27%

Click/open : 17.98%

Highlights

- This is a white paper mail that provides industry basic textbooks downloading.
- The "Top 10 Basic Textbooks" are listed one by one, concise and clear
- Every textbook is attach a call-to-action button
- There are more detailed buttons at the bottom to give readers more choices clearly.



[Click for detail >>](#)

Others Case

Subject : 号外 ! MULTIVAC NEWSLETTER正式上线, 内外资讯一手掌握

Delivery rate : 93.45%

Open rate : 10.19%

Click/successful sending : 1.21%

Click/open : 11.83%

Highlights

- The release of the company's regular e-newsletter, which gathers all the information during a certain period of time;
- The overall page is divided into different blocks, so the layout won't be messy because of too much content.

The screenshot shows the MULTIVAC newsletter interface. At the top, it features the MULTIVAC logo and the tagline 'BETTER PACKAGING'. Below this is a large image of a factory floor with the text '3 TOP NEWS GOOD FOR YOU TO KNOW'. The main content area includes several articles:

- 2018 无菌医疗器械包装研讨会火热报名中!**
聚焦医疗包装趋势 洞悉前沿包装技术
近年来, 医疗器械市场一直呈高速增长态势, 而高速增长往往也意味着更多的挑战。政策, 市场和技术影响着中国医疗器械行业的发展, 也预示着未来行业的发展需要在多个维度齐头并进才有可能实现突围。面对市场更新技术、更低成本、更优性能的刚性需求, 医疗器械制造商们该如何破局?
参与我们的研讨会, 获取更多前沿技术信息、新包装材料、包装设备以及灭菌技术信息。
2018年6月6日(三)-7日(四)
上海富豪环球东亚酒店: 绿宝厅
扫描二维码, 报名吧~
- John P. Merritt 先生就任莫迪维克MCP业务开发总监一职, 助力莫迪维克加快开拓医疗市场**
John P. Merritt 先生日前就任莫迪维克中国MCP (医疗/医药/日化) 业务开发总监一职。John P. Merritt 先生拥有丰富医疗产品经验和专业知识, 曾先后就职于多家世界领先的医疗器械制造商、医疗包装材料供应商以及包装设备制造商。他还曾分别受聘于上海理工大学和武汉大学担任国际商务导师和客座教授, 并出版了多本与医药产品包装相关的专业著作。他的加入将加快莫迪维克中国MCP团队建设, 并助力莫迪维克加快开拓医疗市场。
了解更多 >>
- 莫迪维克亚洲区域培训中心 (RTC) & 北区技术中心 三大功能抢先看!**
莫迪维克亚洲区域培训中心 (以下简称 RTC) 成立于2016年, 位于上海市浦东新区高东二路378号, RTC内设展厅, 并配备多款一流生产和包装设备, 可近距离向中国等地区客户现场展示多种前沿包装技术和应用方案。客户可在培训中心, 对多种产品进行包装测试, 身临其境感受包装效果。莫迪维克北区技术中心成立于2017年, 位于北京市大兴区亦庄经济开发区科创十三街26号C座一层 (中矿华飞院内)。RTC & 北区技术中心三大功能:
 - 定期为员工提供培训课程, 让员工更好地了解机器的操作、保养的相关知识。
 - 可根据客户需求, 量身定制培训, 普及各类前沿包装技术和应用知识。
 - 定期举办研讨会, 同合作伙伴共同探讨最新科技成果, 分享成功经验。了解更多 >>

At the bottom, there is a section titled '关于我们 | About us' and '关于莫迪维克' (About MULTIVAC), which provides a brief history of the company, stating it was founded in 1961 and is a global leader in packaging equipment and turnkey solutions. It also includes a QR code for WeChat and contact information: 客户服务热线: 800 988 0188.

[Click for detail >>](#)

Dos & Don'ts

Progressive improvement makes great result!



Clear distribution of columns and concise content



Pictures do not exceed 40% of the total page



Key information should be put in the top left corner



Don't forget the "Call to Action"



Too much fancy color and background, text and pictures mixed together



Wide use the color of red, risky to be treated as spam



Using "free", "promotion" and other advertising-oriented words.



Long subject line, it is recommended within 25 words



03

Our Service

Precision Marketing Based on
Strong Database



Ringier Direct E-mail Blast

Your message always on target!

Count on Ringier's Direct Email Service to target your key prospects for your marketing campaigns, events, research, and custom projects.

Flexibility

- Choose your timing down to the hour
- Test A/B split-alternate messages, subject matters etc.

Right Targeting

- Focus your online marketing efforts to a highly targeted group of potential customers.
- Selection by region, country, industry, job function and company type.

Extensive Quality Database

- With a database of over 485,000 quality readers engaged in manufacturing in China, Asia, and the Middle East.

Generating Awareness and Leads

- Leads Report available within a week (3-5 days).
- Segmentation of your leads by interest (by clicked links on
- your Direct E-mail Blast).
- A second follow-up email will be sent (*) to all recipients who have read or clicked on the first Direct E-mail Blast.

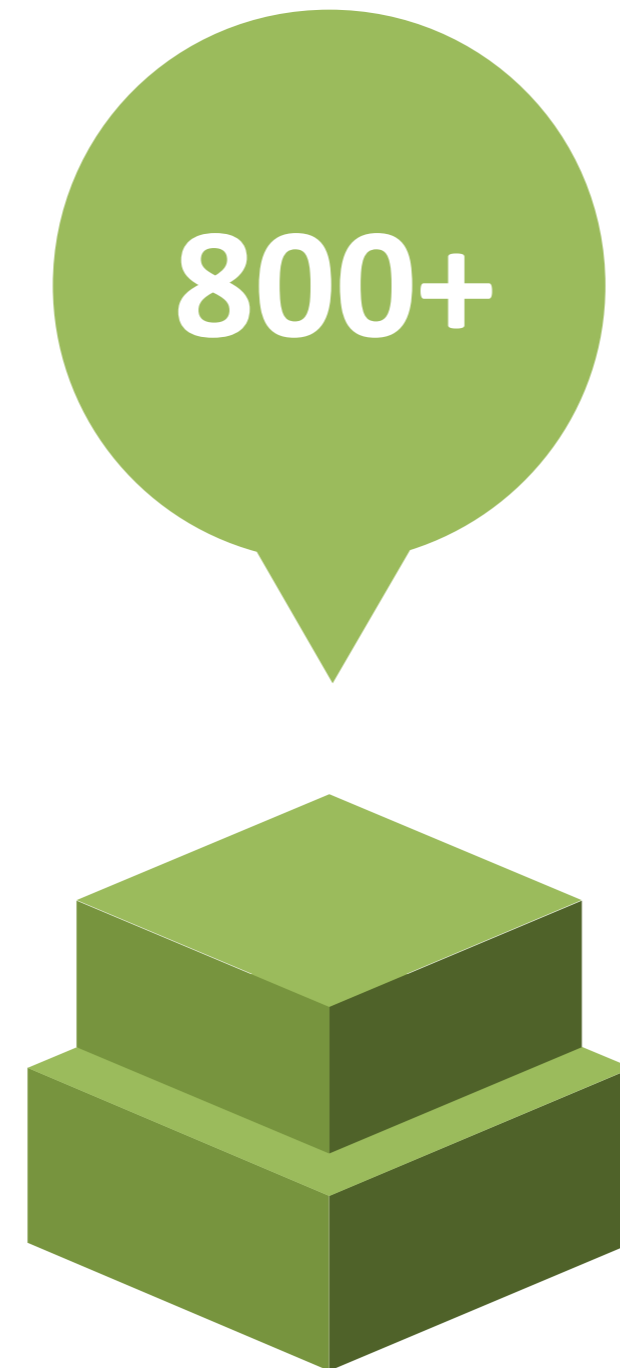


(*) E-mail template and subject to be provided by Client.

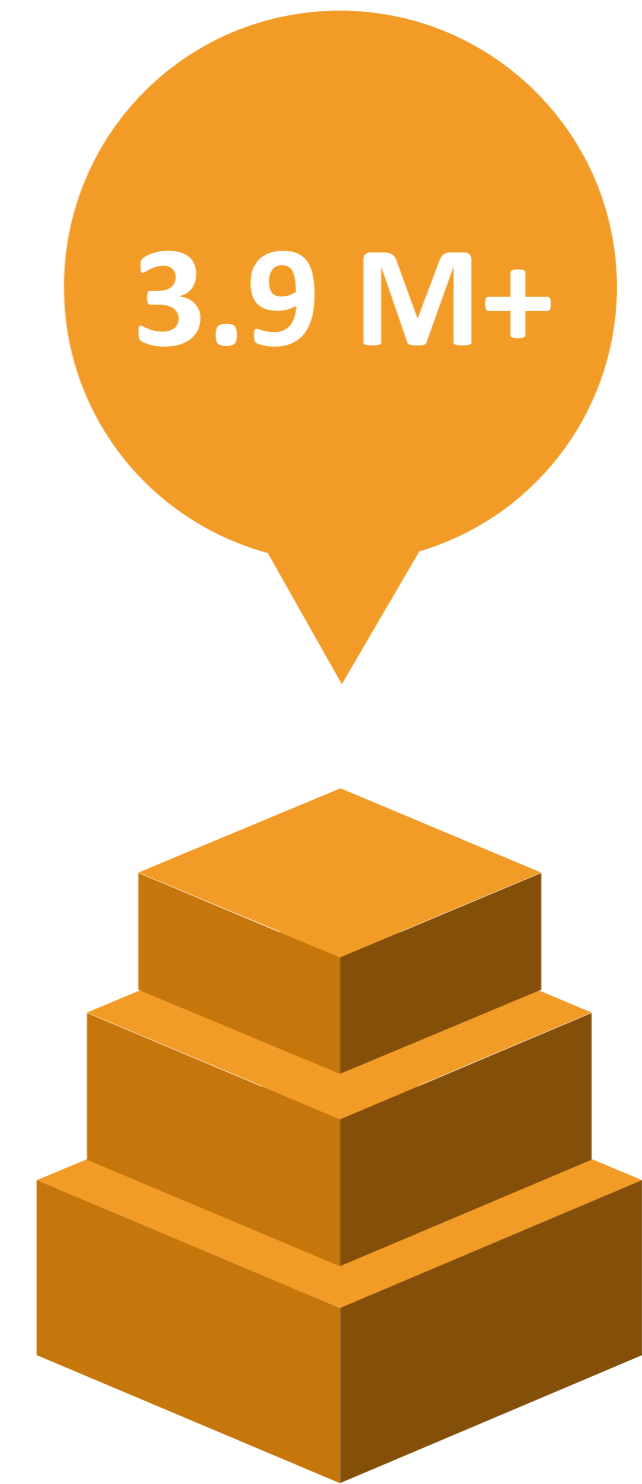
Remarkable Figures in 2018



Corporations chose Ringier direct E-mail service

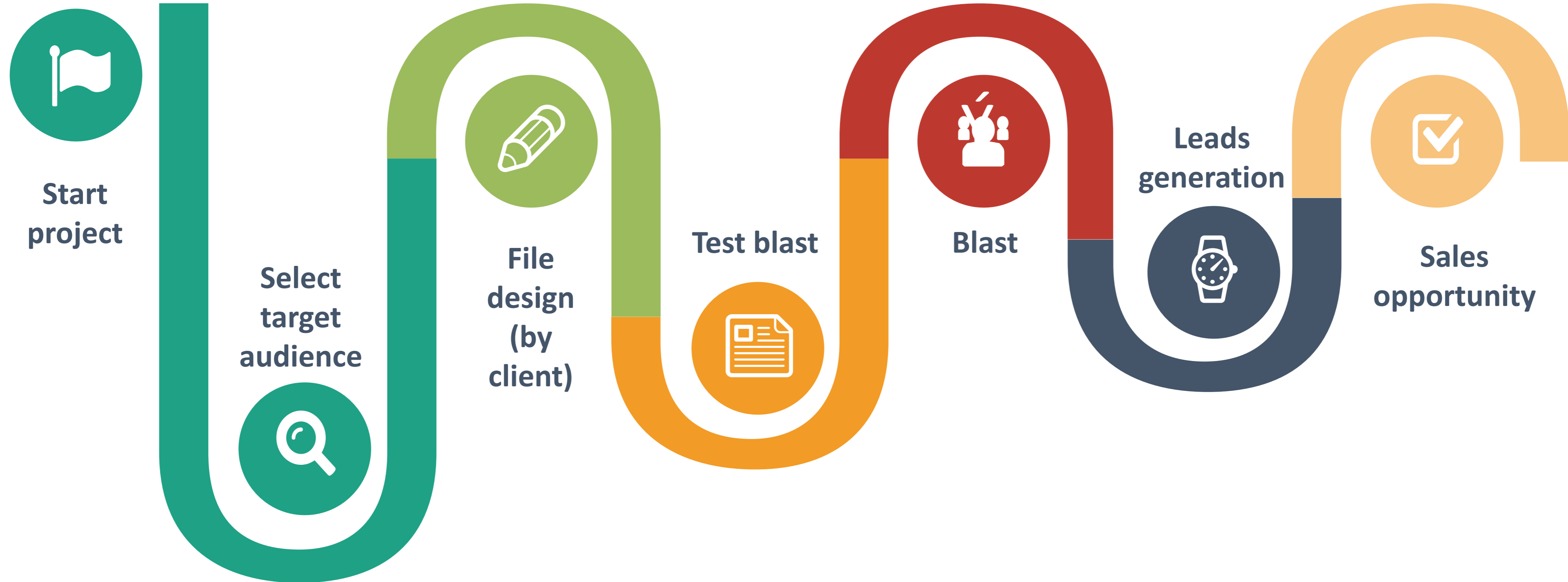


Featured E-mail content blast



Reached professionals

Process of EDM execution



About Ringier

Ringier Trade Media Ltd. is a leading B2B industrial information provider, providing industrial leaders in China, Asia and the Middle East with the technical information, solutions and applications they need to improve their manufacturing and marketing capability through multiple media platforms that include print (industry trade journals), online (www.industrysourcing.com), events, digital marketing, iPad, iPhone and Android devices.

With award winning editorial content that cover 18 major manufacturing sectors such as Plastics& Rubber, Metalworking, Coatings & Ink, Household & Personal Care, Packaging, Pharmaceutical, Food & Beverage, Smart Manufacturing, Automotive, etc. The company has been successfully linking buyers and suppliers in China, Asia and the Middle East and the rest of the world to the mutual benefits of all parties.

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