



# B2B EMAIL CHECKLIST

Email marketing isn't about guesswork—it's about precision, proof, and a dash of tech magic. Whether you're a C-suite leader or the marketer keeping the pipeline flowing, this checklist turns our blog's "***Email Marketing 101 for B2B Executives***" into a simple guide. Tick these boxes, and you'll make your inbox a revenue magnet—without losing your cool. Let's dive in.

## SEGMENT LIKE A PRO

- ☐ **Drop the "everyone" list:** Stop treating contacts like a conference grab-bag.
- ☐ **Slice by industry:** Tech execs don't need manufacturing tips—split 'em up.
- ☐ **Divide by role:** COOs want ROI; procurement wants reliability. Know your reader.
- ☐ **Tag their goals:** Growth-focused? Cost-savers? Send what sparks their interest.
- ☐ **Test it:** Did open rates jump after segmenting? Keep an eye on the stats.

Why? Focus beats chaos. Our clients doubled conversions with this approach.

## CRAFT SUBJECT LINES THAT HOOK

- ☐ **Keep it short:** Under 50 characters—execs scroll at lightning speed.
- ☐ **Tease value:** "Your 2025 Edge Starts Here" beats "Newsletter #47."
- ☐ **Personalize (smartly):** "Hey, [Name]" or "For [Company] Leaders" lifts opens by 26%.
- ☐ **Skip the spam traps:** No "URGENT!!!" or all caps—keep it crisp, not loud.
- ☐ **A/B test:** Try two lines. The winner earns the inbox spotlight.

Why? A sharp subject line is your key to getting noticed.

## NAIL THE TIMING

- **Start with the sweet spot:** Tuesday/Thursday, 9-11 a.m.—post-coffee, pre-rush.
- **Know your crowd:** Night-owl CEOs? Lunchtime browsers? Test send times.
- **Avoid odd hours:** 3 a.m. sends whisper “I’m a bot”—straight to the trash.
- **Check the data:** Did Wednesday at 2 p.m. shine? Tweak as needed.
- **Schedule it:** Set your tool to deliver when they’re ready to read.

Why? Timing’s your secret sauce—serve it fresh.

## AUTOMATE WITHOUT TURNING INTO A BOT

- **Set a welcome series:** New lead? Send “Glad you’re here” + a perk.
- **Drip with purpose:** 3-5 emails to guide prospects from “who?” to “yes.”
- **Trigger on behavior:** Downloaded a whitepaper? Visited pricing? Follow up fast.
- **Wake the quiet ones:** “Miss us?” + a stat or offer to rekindle interest.
- **Pick a tool:** HubSpot, ActiveCampaign—something that hums without hovering.

Why? Automation saves time for the big wins. Our logistics client turned no-shows into meetings this way.

## PROVE IT, DON’T PREACH IT

- **Lead with a stat:** “37% lead spike” trumps “we’re great.”
- **Show a win:** “Acme Corp signed in 2 weeks” builds trust fast.
- **Keep it tight:** 200 words max—execs don’t linger.
- **Drop a case study:** “Client X landed \$500K” outshines vague hype.
- **Track results:** Conversions up? Revenue growing? Numbers tell the tale.

Why? Execs love proof, not fluff. We’ve made it a craft at Reach Marketing.

## BLEND AI WITH HUMAN MOJO

- ☐ **Use AI for smarts:** Predict open rates or draft a starter copy with tools like Persado.
- ☐ **Tweak the tone:** “Your ROI Called” beats robotic blah.
- ☐ **Spot the fakes:** Too perfect? Add a human quirk—execs skip stiff emails.
- ☐ **Analyze clicks:** AI flags who’s engaged—use it to sharpen your next move.
- ☐ **Stay in charge:** Tech helps, you lead. No sci-fi takeovers here.

Why? 2025’s about AI + charm. We’ve perfected this mix for clients—ask us how.

## BONUS: MEASURE WHAT MATTERS

- ☐ **Open rates:** Are they biting? Aim for 20%+ to kick off.
- ☐ **Click-throughs:** 2-5% shows your CTA’s got legs.
- ☐ **Conversions:** Did they sign, call, or buy? That’s the gold.
- ☐ **ROI:** Dollars in vs. dollars out—watch it like your coffee budget.
- ☐ **Review monthly:** What’s clicking? What’s quiet? Shift gears quick.

Why? Data’s your guide—don’t wander in the dark.

## YOUR ACTION PLAN

- ☐ **Audit your list:** Segment it this week—start small if needed.
- ☐ **Write 3 subject lines:** Test ‘em on your next send.
- ☐ **Schedule a campaign:** Pick a day, set a time, see the sparks fly.
- ☐ **Automate one flow:** Welcome series is your easy win.
- ☐ **Dig up a stat:** Find a number or success to lead your next email.

## READY TO SHINE AT EMAIL?

This checklist is your springboard—now it’s your turn to leap. Need help turning these steps into results? Reach Marketing’s been guiding B2B execs like you to inbox success for over a decade. [Book a quick chat](#) with us, and let’s make your email game unstoppable. Because a smart email strategy isn’t just nice—it’s your advantage.