



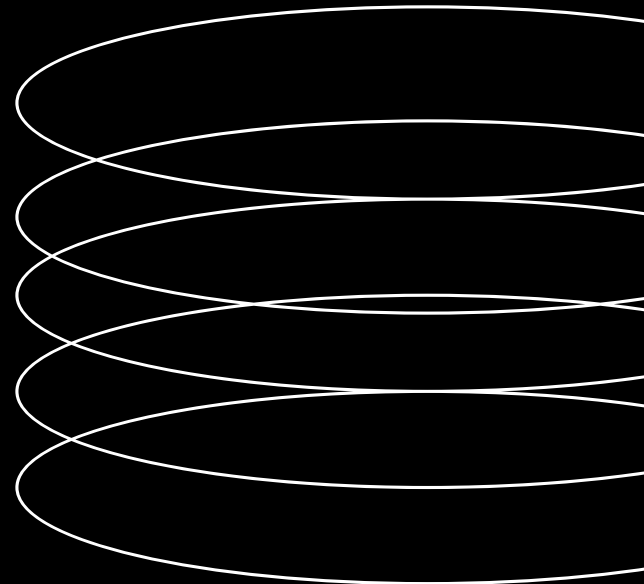
Transform Your Email Marketing from Ignored
to Indispensable

The B2B Email Marketing Audit Toolkit



WHAT'S INSIDE

- Email Performance Diagnostic Checklist
- Engagement Optimization Templates
- Segmentation Strategy Framework
- A/B Testing Protocol for B2B Emails





The Author

MARISSA HOMERE

Marissa Homere is a seasoned B2B marketing strategist with over 15 years of experience driving growth and building messaging that resonates. Known for her deep expertise in product marketing and go-to-market execution, Marissa has spent the last few years quietly and effectively integrating AI into marketing strategies—not as a gimmick, but as a scalable, strategic lever for smarter, faster growth.

With a background working across high-growth startups and enterprise organizations, she brings a pragmatic, results-driven lens to marketing innovation. Marissa specializes in translating complex technologies into clear, actionable narratives that move markets—and now, she’s doing the same with AI.

This eBook distills her hands-on learnings into practical insights, helping marketers cut through the hype and use AI tools to work more efficiently, make better decisions, and build campaigns that actually convert.

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Why Your B2B Emails Are Failing

THE HARSH REALITY OF B2B EMAIL MARKETING

Your B2B email marketing is probably terrible, and here's how you know:

- Your open rates are declining month over month
- Your click-through rates are embarrassingly low
- Your unsubscribe rates keep climbing
- Your sales team never mentions leads from email campaigns
- You keep sending more emails hoping volume will solve what strategy can't

The Truth About B2B Email Performance:

- Average B2B email open rate: 26.7% (meaning 73% ignore you)
- Average B2B click-through rate: 2.13% (meaning 98% don't engage)
- 73% of B2B marketers use email newsletters, but only 33% of buyers want to receive them

Why This Audit Matters:

This toolkit will help you diagnose exactly what's broken in your email marketing and give you specific templates and frameworks to fix it. You'll stop sending emails that annoy your audience and start sending emails they actually want to receive.

What You'll Discover:

- Which of your current emails are hurting your reputation
- Why your segmentation isn't working (and what to do instead)
- How to create email content that drives meetings, not unsubscribes
- The A/B testing protocol that actually improves performance



Email Performance Diagnostic Checklist

PART A: STRATEGIC FOUNDATION

Rate each area from 1 (major problems) to 5 (excellent performance):

Email Strategy and Goals

- ☐ Our email marketing has clear, measurable business objectives beyond "engagement"
- ☐ We can directly connect email campaigns to pipeline and revenue generation
- ☐ Our email strategy aligns with and supports our sales process
- ☐ We have different email strategies for different stages of the buyer journey
- ☐ We regularly review and adjust our email strategy based on business results

Score: __/25

Audience Understanding and Segmentation

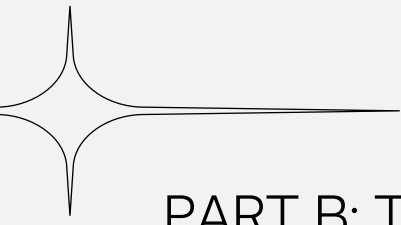
- ☐ We segment our email list based on behavior and engagement, not just demographics
- ☐ We understand the specific challenges and priorities of each email segment
- ☐ We create buyer personas specifically for email marketing (not just general personas)
- ☐ We regularly survey our email subscribers about their content preferences
- ☐ We can explain why someone should want to receive our emails

Score: __/25

Content Strategy and Value

- ☐ Our emails provide genuine value independent of our sales goals
- ☐ We balance educational content with promotional content appropriately
- ☐ Our email content is specifically created for email (not repurposed blog posts)
- ☐ We help subscribers solve business problems through our email content
- ☐ Our emails feel personal and relevant, not generic and promotional

Score: __/25



PART B: TACTICAL EXECUTION

Technical Setup and Deliverability

- ☐ Our email authentication (SPF, DKIM, DMARC) is properly configured
- ☐ We monitor sender reputation and deliverability metrics regularly
- ☐ Our email list is clean and we regularly remove inactive subscribers
- ☐ We use double opt-in for new subscribers to ensure list quality
- ☐ We have proper unsubscribe processes and honor them immediately

Score: __/25

Design and User Experience

- ☐ Our emails are mobile-optimized and look good on all devices
- ☐ Our email design is consistent with our brand but optimized for readability
- ☐ We use clear, compelling subject lines that accurately represent email content
- ☐ Our emails have clear calls-to-action that are easy to find and click
- ☐ We test our emails across different email clients before sending

Score: __/25

Performance Measurement and Optimization

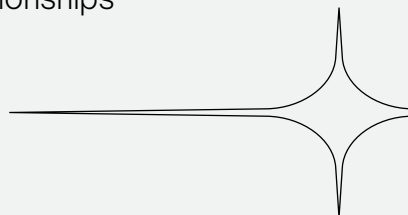
- ☐ We track email performance beyond opens and clicks (meetings, pipeline, revenue)
- ☐ We regularly A/B test subject lines, content, and calls-to-action
- ☐ We analyze email performance by segment and adjust accordingly
- ☐ We can identify our highest-performing email types and replicate them
- ☐ We use email performance data to improve our overall marketing strategy

Score: __/25

Total Email Marketing Score: __/150

Performance Assessment:

- **120-150:** Your email marketing is performing well with room for optimization
- **90-119:** You have solid fundamentals but significant improvement opportunities
- **60-89:** Your email marketing has major issues that are limiting effectiveness
- **Below 60:** Your email marketing is likely damaging your brand and relationships





Engagement Optimization Templates

TEMPLATE #1: VALUE-FIRST EMAIL STRUCTURE

Subject Line Formula: [Specific Benefit] for [Target Audience] + [Urgency or Curiosity Element]

Examples:

- "3 pipeline acceleration tactics for B2B marketers (that actually work)"
- "Why your biggest competitor just changed their pricing strategy"
- "The customer retention mistake that's costing you 30% of revenue"

Email Body Structure:

Opening (First 50 words):

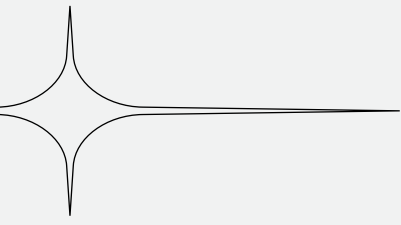
- Hook with a relevant problem or insight
- Build credibility with specific data or experience
- Promise specific value they'll receive

Body (150-300 words):

- Deliver on the promised value immediately
- Use specific examples and actionable insights
- Include relevant data or case study information

Close (50 words):

- Summarize key takeaway
- Include ONE clear call-to-action
- Optional: Tease next email content

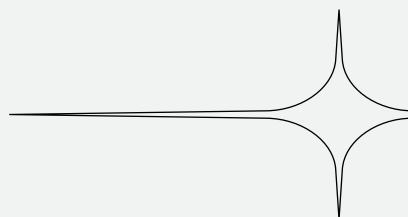


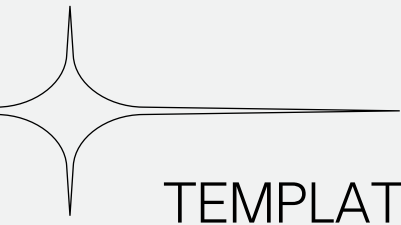
TEMPLATE #2: PROBLEM-SOLUTION EMAIL FRAMEWORK

Subject Line: Focus on the problem, not your solution

Email Structure:

- **Problem Identification (Paragraph 1)** "You've probably noticed that [specific problem]. Here's why it's happening and what it's costing you."
- **Cost of Inaction (Paragraph 2)** "Companies that don't address this typically see [specific consequences]. We've seen this happen to [type of companies]."
- **Solution Introduction (Paragraph 3)** "The companies succeeding are doing [specific approach]. Here's how it works."
- **Proof and Social Validation (Paragraph 4)** "[Company/Industry] used this approach and [specific result]. Here's what they did differently."
- **Clear Next Step (Paragraph 5)** "If you're dealing with [problem], [specific action] will help. [Single call-to-action]."





TEMPLATE #3: EDUCATIONAL EMAIL SERIES FRAMEWORK

Series Structure (5-7 emails):

Email 1: Problem Awareness

- Introduce the challenge most subscribers face
- Share surprising statistics or insights
- Promise to share solution over next few emails

Email 2: Current Approach Critique

- Explain why common approaches fail
- Share specific examples of failed strategies
- Build anticipation for better approach

Email 3: Framework Introduction

- Present your methodology or framework
- Explain the logic behind your approach
- Provide first actionable step

Email 4: Implementation Details

- Share specific tactics and tools
- Include templates or checklists
- Address common implementation challenges

Email 5: Advanced Strategies

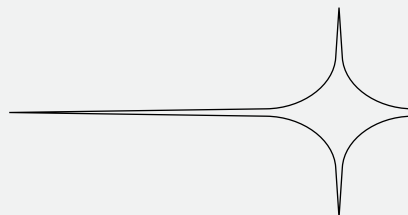
- Cover sophisticated approaches for experienced users
- Share case studies of successful implementation
- Provide troubleshooting guidance

Email 6: Results and Optimization

- Explain how to measure success
- Share optimization tips and advanced tactics
- Include success stories and testimonials

Email 7: Next Steps and Resources

- Summarize key learnings from series
- Provide additional resources and tools
- Include soft pitch for your services/products





Segmentation Strategy Framework

SEGMENTATION DIMENSION #1: ENGAGEMENT LEVEL

Highly Engaged Subscribers

- Opens 70%+ of emails, clicks regularly
- Engages with content on website/social media
- Downloads resources and attends webinars

Email Strategy: Advanced content, exclusive insights, soft product mentions

Moderately Engaged Subscribers

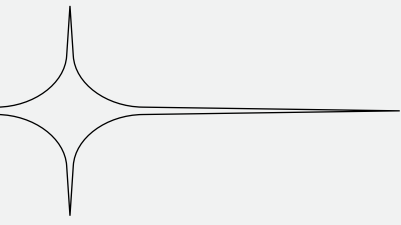
- Opens 30-70% of emails, occasional clicks
- Some website activity and content engagement
- May have downloaded 1-2 resources

Email Strategy: Educational content, case studies, problem-focused messaging

Low Engagement Subscribers

- Opens <30% of emails, rarely clicks
- Minimal website or content engagement
- Haven't engaged with recent campaigns

Email Strategy: Re-engagement campaigns, survey requests, unsubscribe options



SEGMENTATION DIMENSION #2: BUYER JOURNEY STAGE

Problem Unaware

- Recently subscribed, minimal engagement
- Haven't downloaded educational content
- No product or pricing page visits

Email Strategy: Problem identification, industry insights, educational content

Problem Aware

- Downloaded educational content
- Visited multiple blog posts or resources
- Engaged with problem-focused content

Email Strategy: Solution education, framework introduction, case studies

Solution Exploring

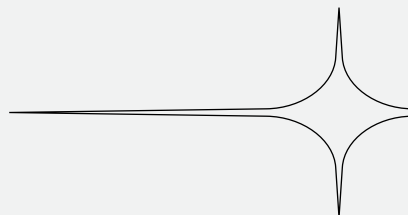
- Visited product/service pages
- Downloaded solution-focused content
- Compared different approaches or vendors

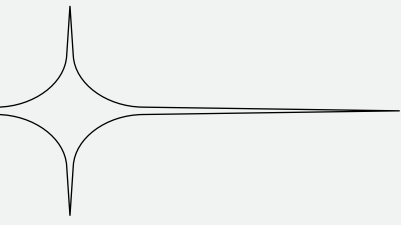
Email Strategy: Differentiation content, ROI information, customer stories

Decision Making

- Requested demo or pricing information
- Multiple team members engaged
- Visited competitor comparison content

Email Strategy: Social proof, implementation support, risk mitigation





SEGMENTATION DIMENSION #3: COMPANY CHARACTERISTICS

Enterprise (1000+ employees)

- Complex decision-making processes
- Multiple stakeholders involved
- Longer sales cycles and higher values

Email Strategy: Executive-focused content, ROI emphasis, case studies from similar companies

Mid-Market (100-999 employees)

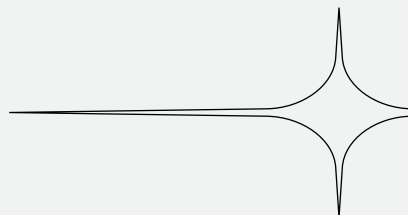
- Faster decision-making than enterprise
- Growing rapidly and facing scaling challenges
- Budget-conscious but willing to invest in growth

Email Strategy: Growth-focused content, efficiency improvements, scalability solutions

Small Business (<100 employees)

- Quick decision-making processes
- Resource-constrained and efficiency-focused
- Need simple, cost-effective solutions

Email Strategy: Simple solutions, quick wins, cost-benefit focus





A/B Testing Protocol for B2B Emails

TEST #1: SUBJECT LINE OPTIMIZATION

Variables to Test:

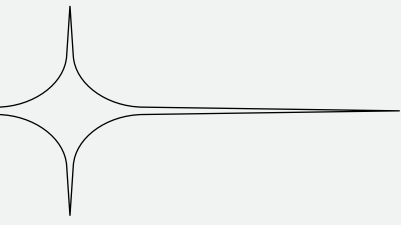
- Length (short vs. long)
- Tone (formal vs. casual)
- Personalization (personalized vs. generic)
- Question vs. statement format
- Benefit vs. curiosity approach

Testing Protocol:

- Minimum sample size: 1,000 subscribers per variation
- Test duration: Send to 20% of list, wait 2 hours, send winning version to remaining 80%
- Primary metric: Open rate
- Secondary metrics: Click-through rate, conversion rate

Example Test:

- Version A: "Marketing ROI measurement best practices"
- Version B: "Is your marketing ROI calculation wrong?"
- Version C: "Sarah, 3 ROI mistakes that cost B2B companies millions"



TEST #2: CONTENT STRUCTURE OPTIMIZATION

Variables to Test:

- Email length (short vs. long)
- Content format (bullets vs. paragraphs)
- Number of links/CTAs (single vs. multiple)
- Personal story vs. data-driven approach
- Problem-first vs. solution-first structure

Testing Protocol:

- Minimum sample size: 2,000 subscribers per variation
- Test duration: Full send to each segment
- Primary metric: Click-through rate
- Secondary metrics: Time spent reading, conversion rate

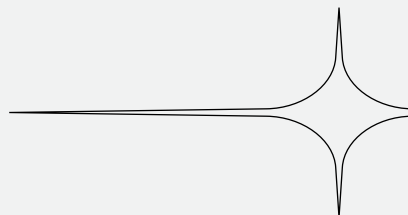
TEST #3: CALL-TO-ACTION OPTIMIZATION

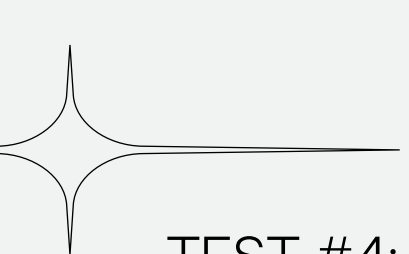
Variables to Test:

- CTA button vs. text link
- Button color and size
- CTA copy and urgency level
- Number of CTAs in email
- Placement of primary CTA

Testing Protocol:

- Minimum sample size: 1,500 subscribers per variation
- Test duration: Full send to each segment
- Primary metric: CTA click rate
- Secondary metrics: Conversion rate, unsubscribe rate





TEST #4: SEND TIME AND FREQUENCY OPTIMIZATION

Variables to Test:

- Day of week (Tuesday vs. Thursday)
- Time of day (morning vs. afternoon)
- Frequency (weekly vs. bi-weekly)
- Sequence timing (immediate vs. delayed follow-up)

Testing Protocol:

- Minimum sample size: Split entire list
- Test duration: 4-6 weeks minimum
- Primary metric: Overall engagement rate
- Secondary metrics: List growth, unsubscribe rate

A/B TESTING CALENDAR TEMPLATE:

WEEK	TEST FOCUS	VARIABLE	METRIC	SAMPLE SIZE
1	Subject Lines	Length	Open Rate	2,000
2	Content Structure	Format	CTR	2,500
3	Call-to-Action	Copy	Conversion	1,500
4	Send Time	Day/Time	Engagement	Full List



Email Performance Analysis Framework

VANITY METRICS (DON'T FOCUS ON THESE)

- Total subscriber count
- Email sends per month
- Industry benchmark comparisons
- Social media shares of emails

BUSINESS IMPACT METRICS (FOCUS ON THESE)

Engagement Quality Metrics:

- Email-to-website conversion rate
- Average time spent on site from email traffic
- Pages per session from email visitors
- Email-to-meeting booking rate

Revenue Impact Metrics:

- Pipeline generated from email campaigns
- Customer acquisition cost by email segment
- Revenue per email recipient
- Customer lifetime value by email source

List Health Metrics:

- Engagement rate by subscriber tenure
- Unsubscribe rate by email type
- Spam complaint rate
- List growth vs. list churn rate

Monthly Email Performance Template

EXECUTIVE SUMMARY

- TOTAL EMAILS SENT: _____
- PIPELINE GENERATED: \$_____
- MEETINGS BOOKED: _____
- ROI: _____%

KEY PERFORMANCE INDICATORS:

- AVERAGE OPEN RATE: _____%
- AVERAGE CLICK-THROUGH RATE: _____%
- EMAIL-TO-MEETING CONVERSION: _____%
- UNSUBSCRIBE RATE: _____%

SEGMENT PERFORMANCE

SEGMENT	OPEN RATE	CTR	MEETINGS	PIPELINE
Enterprise	%	%	_____	\$
Mid-Market	%	%	_____	\$
Small Business	%	%	_____	\$

TOP PERFORMING EMAILS:

- SUBJECT: _____ (OPEN: __%, CTR: __%)
- SUBJECT: _____ (OPEN: __%, CTR: __%)
- SUBJECT: _____ (OPEN: __%, CTR: __%)

IMPROVEMENT OPPORTUNITIES:

- LOWEST PERFORMING SEGMENT: _____
- HIGHEST UNSUBSCRIBE EMAIL: _____
- BIGGEST ENGAGEMENT DROP: _____

60-Day Email Marketing Transformation Plan

PHASE 1: FOUNDATION (DAYS 1-30)

Week 1: Audit and Assessment

- Complete email performance diagnostic checklist (Page 2)
- Analyze last 3 months of email performance data
- Survey subscribers about content preferences and frequency
- Review current segmentation strategy and identify gaps

Week 2: List Hygiene and Technical Setup

- Clean email list of inactive and invalid subscribers
- Verify email authentication and deliverability setup
- Audit email templates for mobile optimization
- Set up proper tracking for business impact metrics

Week 3: Content Strategy Development

- Create value-first email templates using frameworks from Page 3
- Develop email content calendar based on buyer journey stages
- Write 5-7 email series for different audience segments
- Create library of subject line and CTA variations for testing

Week 4: Segmentation Implementation

- Implement behavioral segmentation using Page 4 framework
- Set up automated tagging based on engagement and behavior
- Create segment-specific email campaigns and workflows
- Test new segmentation with small audience samples



PHASE 2: OPTIMIZATION (DAYS 31-60)

Week 5-6: A/B Testing Implementation

- Launch systematic A/B testing program using Page 5 protocol
- Test subject lines, content structure, and CTAs
- Implement winning variations across all email campaigns
- Document testing results and insights for future campaigns

Week 7-8: Performance Monitoring and Refinement

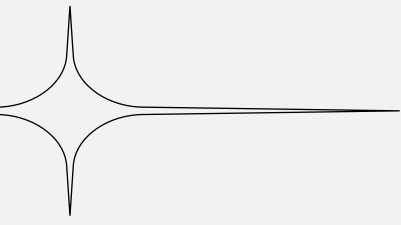
- Monitor business impact metrics using Page 6 framework
- Optimize underperforming segments and email types
- Gather qualitative feedback from sales team and customers
- Refine email strategy based on performance data and feedback

QUICK WINS YOU CAN IMPLEMENT TODAY

- Clean Your Subject Lines: Remove spammy words and add specific value propositions
- Simplify Your CTAs: Use one clear call-to-action per email
- Personalize Beyond Names: Use behavioral data for true personalization
- Mobile Optimize: Ensure all emails look perfect on mobile devices
- Value-First Approach: Lead every email with subscriber benefit, not company news

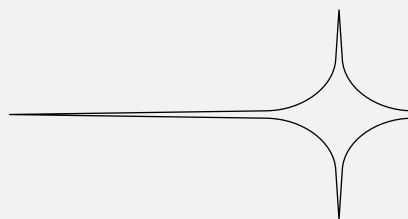
WARNING SIGNS YOUR EMAIL MARKETING NEEDS IMMEDIATE ATTENTION:

- Open rates declining for 3+ consecutive months
- Unsubscribe rate above 2% per email
- Zero meetings or pipeline generated from email campaigns
- Sales team never mentions email leads
- You can't explain why someone should want to receive your emails



NEXT STEPS

- Implement the 60-day transformation plan
- Use the templates and frameworks to create better email content
- Set up systematic A/B testing to continuously improve performance
- Focus on business impact metrics rather than vanity metrics





AI Marketing Resources

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