

Why Your Emails Aren't Working

The B2B Marketer's Diagnostic Checklist



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In the high-stakes world of B2B marketing, your email is just one of hundreds vying for attention in an overflowing inbox. As a seasoned marketer, you've likely tried every trick in the book - personalization, segmentation, A/B testing - yet your open rates and click-throughs still aren't where you want them to be.

Enter our ADHD approach to B2B email marketing. No, we're not suggesting your emails should be disorganized or unfocused. Instead, this framework is designed to cut through the noise and deliver messages that resonate in today's attention-scarce environment. ADHD in our context stands for:



A

ATTENTION:

How to instantly capture interest in a crowded inbox

D

DIRECT:

Delivering your message clearly and concisely

H

HUMAN:

Injecting personality into your communications to build genuine connections

D

DIRECTION:

Guiding your reader towards a specific, valuable action


Our ADHD framework is not just another set of best practices. It's a comprehensive approach that addresses the core challenges of B2B email marketing. Use the following comprehensive checklist to diagnose and address issues that might be hampering your email marketing success.


A	ATTENTION-GRABBING ISSUES	YES	NO
	Bad subject lines: Are your subject lines compelling, clear, and relevant?		
	Poor preview text: Does your preview text complement and enhance your subject line?		
	Anonymous sender: Is your “From” name recognizable and trustworthy, not generic or unknown?		
	Lack of personalization: Are you personalizing beyond just using the recipient’s name?		
	Ignoring mobile optimization: Are your emails optimized for mobile devices?		


D	DIRECT COMMUNICATION PROBLEMS	YES	NO
	Too long: Are your emails concise, or do they quickly lose the reader’s interest?		
	Not clear messaging: Is your message straightforward to understand?		
	No clear value proposition: Is the benefit to the reader immediately apparent?		
	Information overload: Are you trying to communicate too much in a single email?		
	Lack of focus: Does each email have a clear, single primary objective?		


H	HUMAN CONNECTION FAILURES	YES	NO
	Lack of personalization: Are your emails tailored to connect with the reader on a personal level?		
	Impersonal tone: Does your email sound like it's from a real person or a faceless entity?		
	Missing social proof: Have you included testimonials, case studies, or client logos?		
	Low-quality content: Is your content well-written, relevant, and engaging?		
	Ignoring segmentation: Are you sending the same content to your entire list instead of segmenting?		

D	DIRECTION AND ACTION ISSUES	YES	NO
	Weak CTAs: Are your calls-to-action clear, compelling, and action-oriented?		
	Too many CTAs: Are you confusing the reader with multiple competing CTAs?		
	Poor CTA placement: Is your primary CTA prominently placed and easy to find?		
	Too many links: Are you overwhelming the reader with too many clickable options?		
	No follow-up: Are you missing opportunities by not following up with recipients?		

 DESIGN AND VISUAL ELEMENTS	YES	NO
Too many images: Are you using an excessive number of images that slow loading or appear spammy?		
Lack of visuals: Do you use engaging visuals to make your email interesting?		
Poor design: Is your email visually appealing and on-brand?		
Lack of white space: Is your email cluttered or hard to read?		
Missing alt text: Have you included alt text for all images?		

 TECHNICAL AND DELIVERABILITY CONCERNS	YES	NO
High bounce rates: Is your email list clean and up-to-date?		
Ignoring spam filters: Are you avoiding words or phrases that might trigger spam filters?		
Broken links or images: Have you tested all links and images before sending?		
Poor email authentication: Are your SPF, DKIM, and DMARC records properly set up?		

	TIMING AND CONSISTENCY PROBLEMS	YES	NO
	Poor timing: Are you sending emails at optimal times for your audience?		
	Inconsistent sending schedule: Do you have a regular sending schedule that your audience can expect?		
	Over-sending: Are you overwhelming your list with too frequent communications?		
	Under-sending: Are you staying top-of-mind with consistent touchpoints?		

	ANALYTICS AND OPTIMIZATION OVERSIGHTS	YES	NO
	Ignoring analytics: Are you regularly reviewing key metrics like open rates, click-through rates, and conversions?		
	Lack of A/B testing: Are you consistently testing different elements of your emails?		
	Not leveraging automation: Are you using marketing automation to its full potential?		
	Overlooking the customer journey: Do your emails align with different stages of the buyer's journey?		

 STRATEGIC MISALIGNMENTS	YES	NO
Misaligned with sales: Are your email efforts coordinated with your sales team's activities?		
Ignoring trends: Are you keeping up with current email marketing trends and best practices?		
Lack of audience understanding: Have you recently reassessed your audience's needs and pain points?		
Inadequate resources: Are you investing sufficiently in your email marketing efforts?		

Action Steps:

By addressing these points within the ADHD framework, you'll ensure your B2B emails capture Attention, communicate Directly, maintain a Human connection, and provide clear Direction, leading to more effective email marketing campaigns.

STEP 1:

Review your recent email campaigns against this checklist.

STEP 2:

Identify the top 3-5 areas where your emails may fall short.

STEP 3:

Develop an action plan to address these issues in your next campaign.

STEP 4:

Implement changes gradually and use A/B testing to measure the impact.

STEP 5:

Regularly revisit this checklist to ensure continuous improvement in your email marketing efforts.



Get Help

Mastering these practices can be daunting, especially amid your already full plate. Vende Digital's B2B email marketing specialists can help you create compelling, results-oriented campaigns tailored to your business objectives.

Whether you require support with strategy, content, design, or analytics, our team has you covered. Don't allow underperforming emails to impede your progress. Contact Vende Digital today for tangible outcomes in your email marketing endeavors.

