

## Your Checklist To Five Star Email Content

### 1. Is It Relevant to the Reader?

#### Who Are You Speaking To?

Is your content targeted to a specific group (like IT Directors) or is it serving up a general message to anyone who might read it? What are the major problems for each audience group that they must overcome? How does your solution help these people achieve their business objectives or overcome their challenges? Can it easily answer their #1 question,

#### “What’s in it for me and why should I believe you?”

If you understand your prospect’s point of view, you can speak to their problem(s), offer solution(s) to their problem(s), and then provide the business value and proof points for your solution. Any outbound communication that just features the company and its products is best left to data sheets.



### 2. Can It Eliminate Their Greatest Pain?

#### What Part of Their Job are They Struggling With?

What are their downsides or threats? People are much more willing to buy a product when it reduces their struggles or better yet, turns a negative situation into a positive opportunity. Ideally, your solution will solve what the prospect considers their biggest problem.

If it doesn’t, can it solve their second biggest problem? No? How about the third largest problem? Need to identify a list of problems your prospects have? Time to talk to the sales team and track what they are asked every day by interested prospects.

### 3. Does It Tell How Your Solution Solved Issues for Others?

#### Prospects Like Reading about Similar Companies Solving Similar Issues.

This offers proof to the question, “why should I believe you?” Reading about a documented, real-life solution means that conservative prospects won’t have to worry about being a Beta test subject for your solution.

This type of content becomes even more powerful when prospects can read how their top 3 or 5 problems were solved by your solution. Please DO NOT produce a list of your top 20 product features which will force the prospect to figure out what feature/benefit applies to them. A “laundry list” of features rarely converts prospects into customers. Demonstrating how your solution solves their specific problems will generate strong readership.



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## 4. Does It Highlight Your Value in a Business Case?

### Everybody Loves a Case Study.

If you are selling high ticket, B-to-B items there will be many potential people involved with the purchase of your solution (i.e. Recommenders, Influencers, Specifiers, Approvers, Purchasers—to name a few). In many instances, the people who have budget authority (like a department head, company executive, etc.) must also be convinced they need your solution. Usually these individuals don't have a technical background. But even if they do have a technical background, that is now secondary to their focus on business issues. Make it easier for them to understand, appreciate and approve your solution by clearly mapping your solution's benefits to their business issues.



## 5. Can It Also Be Used by the Sales Team?

### Maximize Your Sales Impact.

If you really want to increase the impact of your content, design it to include information that your sales team can use to help move their prospects through the sales cycle. Determine how they prepare, conduct or respond to the customer and the level of messaging and detail needed for each stage.

Talk with sales people to identify appropriate delivery tools for content, how to organize it in a way that makes sense to them and then cache the most useful tools in an easy-access, online environment for your sales team. An easy-access toolbox of easily modified marketing materials will be most welcomed by your sales and marketing teams.

### About eTrigue Corporation

eTrigue DemandCenter™ marketing automation platform helps marketers build more successful demand generation programs that target, nurture and qualify prospective customers based on their “digital biography.”

eTrigue Intelligent Demand Generation™ SaaS products improve the way marketing and sales teams generate qualified leads, and they help close sales more quickly.

Marketing Automation for the Rest of Us™

