

B2B Email Marketing

N O A H C I S N E R O S



CISNEROS

we all want MORE
emails, right?





CISNEROS

WRONG!



CISNEROS

get personal





CISNEROS

**make automated emails
feel like therapy**





CISNEROS

B2B can be personal

People are people

Even CFOs want to read helpful, personalized, and meaningful emails. Not just a dry newsletter.

With AI, everything will be customized

Emails are not for art class. They are for English nerds. AI is here, make your email copy count.





A/B testing

I took a B2B high-ticket product (\$2-10MM) and improved the marketing emails for this.

Previously, they had used standard commercialized business email designs.

While they had nice colors, they did not move the needle at all.

I tested sending emails as if they were written personally by a sales rep, though they were sent through email automation.



CISNEROS

testing details

Tested 10 emails.

Tested over 9 months.

All emails were for the same product and same audience group
(referral networks for sale reps for a lending product).

HubSpot MarketingOS was the system used to create and send
the emails.



Original Design



**BOLD SOLUTIONS
THAT LIFT AND
EMPOWER**




RECENT BUSINESS LENDING HIGHLIGHTS



\$8,000,000
Asset-Based Credit Facility
Industry: Manufacturing
Headquarters: Michigan
Seeking a **flexible solution** after a slowdown in business led to **missed covenants** with their **traditional cash flow lender**.


\$5,000,000
Asset-Based Credit Facility
Industry: Business Lending
Headquarters: New York
Seeking an **increase in available credit** and **lower interest rate** that would allow them to **accept several new opportunities** they previously missed due to credit limitations.






\$3,750,000
A/R Factoring
Industry: Import/Export
Headquarters: New York
Seeking **financing from accounts receivable and some inventory** as they expect to double their business within the next five years.

\$2,750,000
A/R Factoring
Industry: Transportation
Headquarters: Illinois
Seeking **expertise in the trucking industry** and a lender who would provide both **equipment financing** and a **working capital line of credit**.



Know someone who might benefit from a customized working capital financing solution with TAB Bank? Let's chat!



Chris Mitchell
Vice President, Business Development
(877) 673-0301
chris.mitchell@tabbank.com





Simplify



A full-service aerospace, medical, and heavy equipment manufacturing client has been offered a **\$4.0 Million Working Capital Facility**



WHO?

The client is a Washington & Colorado based aerospace, defense and construction equipment manufacturing and machine shop service provider. The client regularly exceeds customer expectations for prototype and production machined parts.

WHY?

The company approached TAB Bank while it was in the process of consolidating two newly acquired machine shops which required a large working capital facility. TAB Bank was able to step in with a \$4 Million working capital facility to support this process.



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Book With Me



TAB Bank Customer Service: 1-800-355-3063

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Simplify!



Hey friend,

TAB Bank is working consistently to provide custom bold financial solutions to our clients. We recently funded a asset-based credit facility with a manufacturing client who utilized their assets and inventory for additional funding.

Location: **Michigan**

Deal: **\$5,200,000 Funded**

Product: **Asset-Based Loan**

The client is a manufacturing company that specializing in custom metal fabrication and machining services for various industries, including automotive, office furniture, classroom seating, and optical silicone.

The company offers services such as laser cutting, welding, injection molding, wire processing, and upholstery.

[Refer A Deal](#)

Could TAB Bank have a solution for your client?

Talk soon,



William J Bahls

TAB Bank

Blue Bell, PA

Bill.Bahls@TabBank.com

856-340-3087



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- Added dynamic BDO profiles that correlated with the contacts CRM owner.
- Add personalized dynamic insertion of the contact's first name, starting the email with “Hey, Noah.”



Deal Announcement

TAB Bank is pleased to announce the funding of a **\$5,200,000 Asset-Based Loan** for a manufacturing business in Michigan.

The client is a manufacturing company that specializing in custom metal fabrication and machining services for various industries.

The company offers services such as laser cutting, welding, injection molding, wire processing, and upholstery.

This client utilized their assets and inventory for additional funding.

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Go back!



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Hey friend,

My team here at TAB Bank provides tailored financial solutions, including working capital facilities, term loans and equipment financing, to help companies of all sizes scale and thrive in competitive industries. We are pleased to announce that we have provided a \$5 million credit facility to CoreCentric Solutions, Inc.

Client: CoreCentric Solutions, Inc.

Location: Illinois

Deal: **\$5,000,000 Funded**

Product: Asset-Based Lending

CoreCentric Solutions, Inc., is a provider of recovery, repair and return-to-market services for appliances, appliance parts and consumer goods. This financing will support CoreCentric Solutions' mission to reduce waste by keeping appliance parts and consumer products in the economy.

"The TAB Bank team's collaboration, commitment and professionalism demonstrated the organization's commitment to building a long and successful partnership, which we at CoreCentric Solutions value highly and look forward to growing."
Sarah Chalawa, CFO at CoreCentric Solutions.

Since 1995, [CoreCentric Solutions](#) has repaired and remanufactured appliances and appliance parts for some of the world's largest OEMs. The company also works with extended warranty providers, retailers, wholesale parts suppliers and service technicians.

Could TAB Bank have a solution for your client?

Refer A Client

Talk soon,

Winner!



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Cute Email Metrics

CTR

0.00% to 0.66%

Replies

0.00% to 0.11%

Time Viewing The Email

33% to 60%

Bottom-line Impact from
These Adjustments:
\$3,000,000 in deal growth
generated



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THAT LIFT AND
EMPOWER**




RECENT BUSINESS LENDING HIGHLIGHTS



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Could TAB Bank have a solution for your client?

[Refer A Client](#)

Talk soon,



CISNEROS

lessons learned

make it personal



Use their first name. Show the correct contact owner's info.

Write the copy like a personal letter, not like a news paper.

make it easy



Have clear call-to-actions, that do not look like spam.

Make it easy for them to take the desired action. No hoops.

make it simple



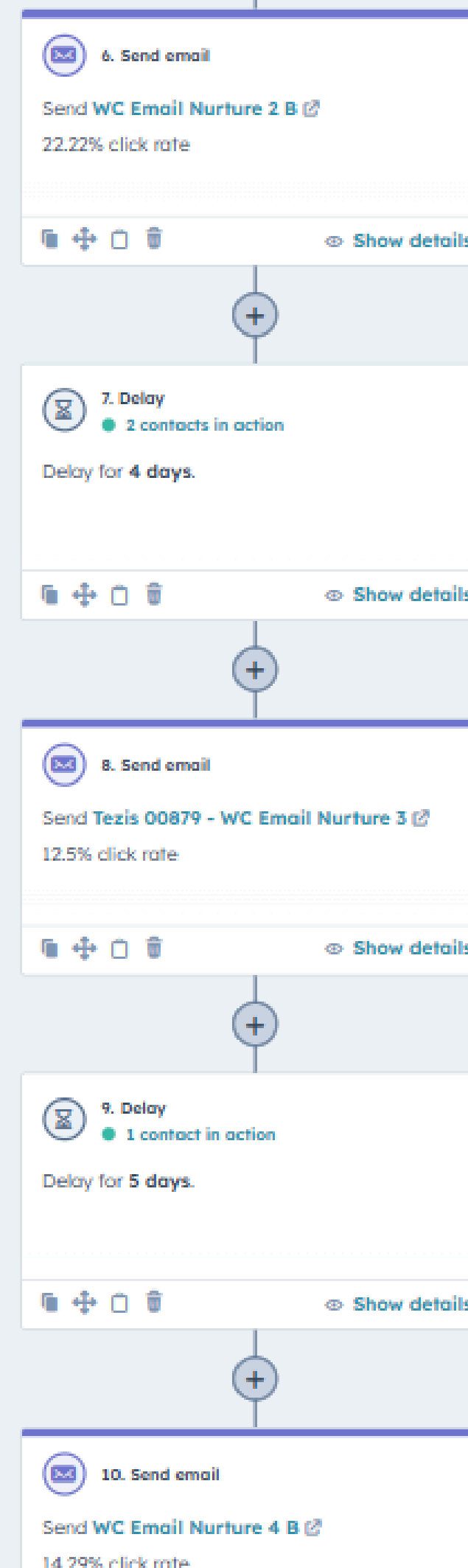
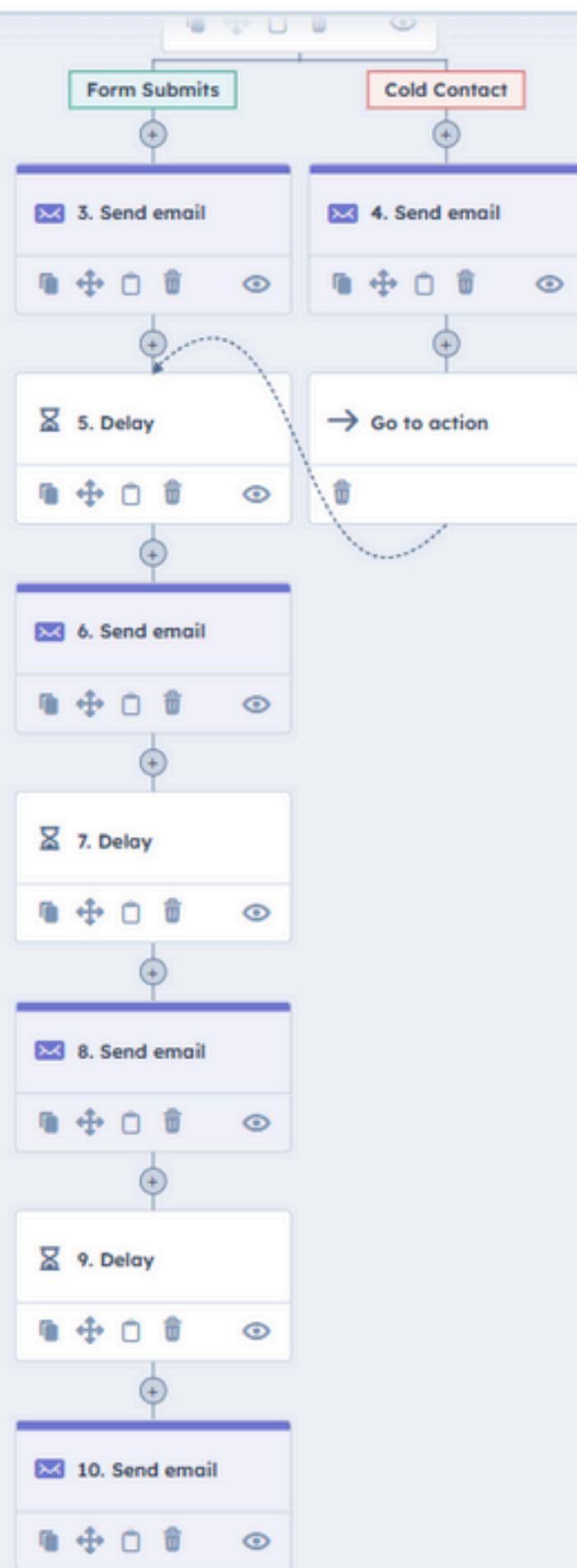
Don't use fancy imagery. It hurts delivery rates. It hurts the customer's eyes.

Give bite-sized information with support copy.



CISNEROS

it's not
just for
email
blasts
either



Automated
Email CTR
12% to 75%



email marketing is
not dead

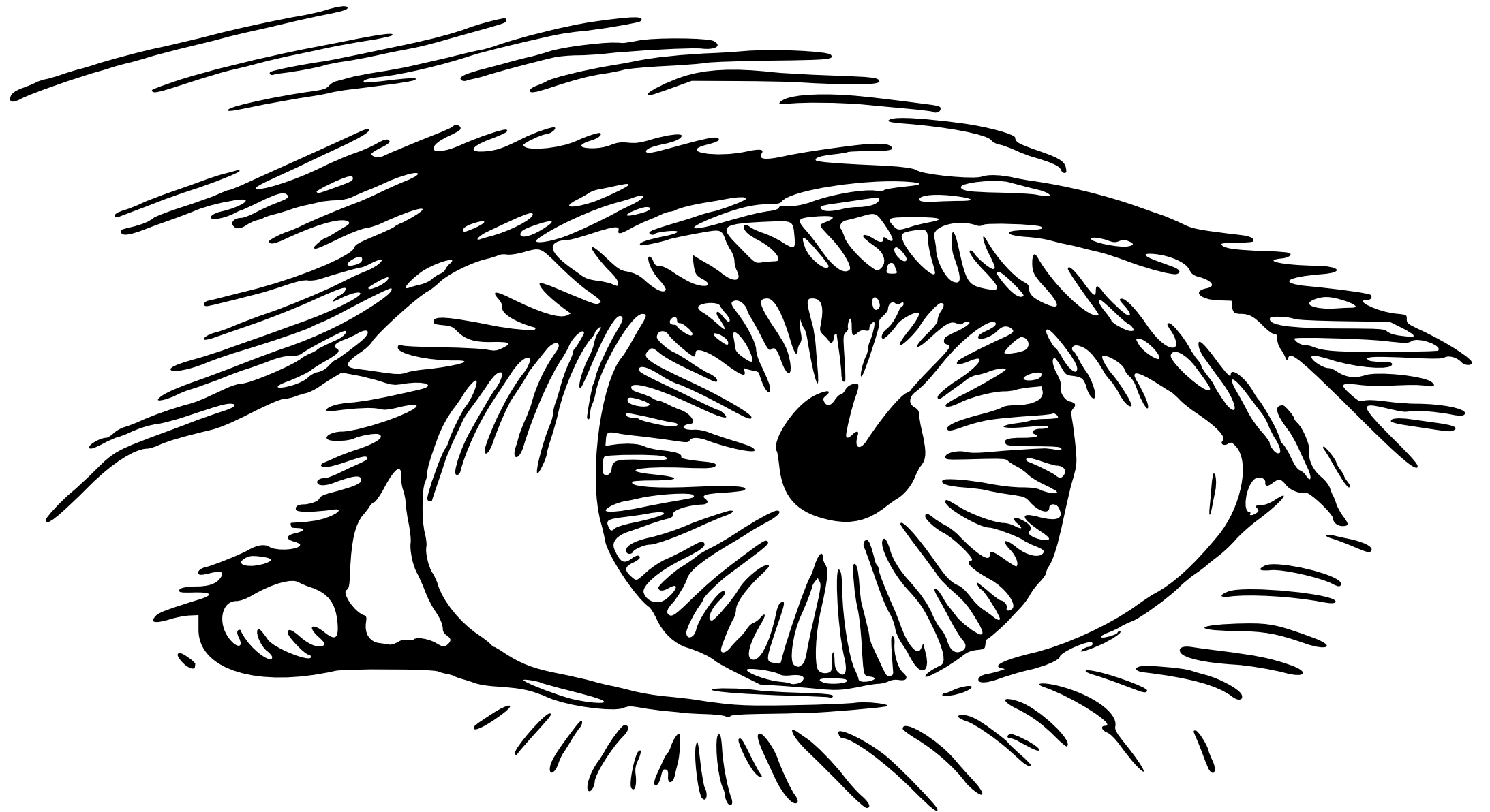


graphic designers
sending research
papers is... RIP



CISNEROS

protect their eyes



in loving memory of iOS 10



Noah Cisneros | Adaptable Growth Marketing

THANK YOU

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