

4 MUST-HAVE MARKETING EMAILS FOR A SUCCESSFUL B2B ECOMMERCE LAUNCH

According to the [2016 Manufacturing & Distribution Sales & Technology Report](#), email is the marketing channel most responsible for driving the adoption of online ordering among B2B buyers.

There are four core emails in a B2B eCommerce email launch campaign:



EMAIL 1: INTRODUCE/EDUCATE

The **Introduce/Educate** email is sent a few months in advance of your portal's launch date, designed to get buy-in and ensure that customers won't feel blindsided by a process change. This email should include your projected launch date and your portal's key features. It should also specifically address how B2B eCommerce will improve the ordering process for customers.



EMAIL 2: COMING SOON

The **Coming Soon** email gives your buyers a heads up that your portal will launch soon—with a specific date and time. It's important that you only send this email once you've locked in your launch date, because altering that date after the fact not only looks unprofessional, it could also squander your opportunity to have a buyer try the portal for the first time.



EMAIL 3: LAUNCH

The **Launch** email notifies buyers that your online ordering portal is live. It not only includes the link to access your portal, but should also include an incentive or promotion to encourage buyers to place their first order. For the best result, include a reference to your promotion both in the subject line and body of the email.



EMAIL 4: FOLLOW-UP

There isn't one optimal time to send an email to guarantee a great response; you have to send many. Send the first **Follow-Up** email to any buyers that don't place an order within three days and a second follow-up email after one week. Wait a month before you send your third follow-up to bring in any stragglers that you might not have caught at the right time.

For specific examples of the emails above and more information on driving awareness and usage of your B2B eCommerce portal, download [The B2B eCommerce Adoption Guide](#).

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.

