

Research Article

Enhancing Email Marketing Engagement Rate in B2B Company

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Abstract: This study is designed to solve the problem of a low engagement rate in email marketing at PT Cahaya Alba, a B2B company involved in the distribution of industrial chemicals. Like other B2B companies, PT Cahaya Alba uses email for marketing as one of the approaches in relationship management, which enhances prospect nurturing and helps in customer retention. Nonetheless, PT Cahaya Alba suffers from low open and click rates, making it difficult to convert prospects to customers. In this research, primary data were obtained through a survey of 363 B2B clients, while secondary data were gathered from the company's email performance reports. The main engagement barriers were a lack of content personalization, ineffective email design, and poor email frequency. Analysis reveals that engagement can be increased through sector-specific personalized content and concise, visually appealing emails with clear calls to action. The gap analysis results suggest that a better segmentation of email content, more efficient email design, and client-oriented email sending time will enhance engagement. These marketing strategies will increase email engagement rates, improve customer relationships, and boost sales.

Keywords: Email Marketing, B2B, Engagement Rate, Content Personalization, Marketing Strategy, Gap Analysis.

I. INTRODUCTION

PT Cahaya Alba is a prominent B2B trade company that deals with the distribution of industrial chemicals for many fields, including manufacturing, agriculture, and food processing. The company assists clients in almost every sector by ensuring that the required raw materials are available on time. PT Cahaya Alba has integrated supply chain services, which permits the company to provide services like custom payment, packaging, and dependable logistics management. In terms of promotion, as a B2B company, PT Cahaya Alba uses email marketing in the business, but at this time, PT Cahaya Alba still has a low engagement rate. The low engagement rate for email marketing, especially during visitation campaigns, is the main business issue for PT. Cahaya Alba. The drop-off and open rates for emails are significantly lower than expected; thus, the company's digital marketing efforts are failing. The gap in engagement alongside performance has hampered the firm's ability to transform marketing and business leads into marketing deals, which has, in turn, negatively impacted sales and customer relations. Regardless of having competitive products and a well-defined contract and document flow, the company has been unable to reach the required target audience through email communication.



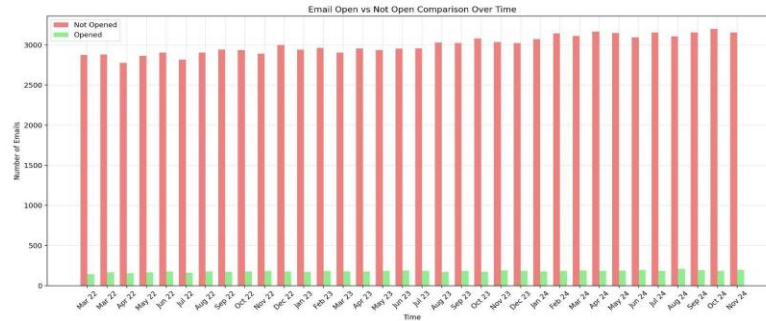


Fig 1 Engagement Rate of Email Marketing at PT. Cahaya Alba

As demonstrated in Figure 1, engagement rates for clicks on email links or opening emails have been persistently low even after the commencement of email marketing campaigns in 2022. Despite some monthly fluctuations, with a few months seeing very small increases, the overall trend suggests that most recipients are not opening the emails or clicking on the links. Such low engagement is indicative of the struggles the platform is having in capturing user attention, which ties in with the issues addressed in this study.

II. LITERATURE REVIEW

A) Email Marketing

Email marketing is a digital strategy that sends personalized messages to a target audience to convert them into loyal customers (Chaffey & Ellis-Chadwick, 2019).

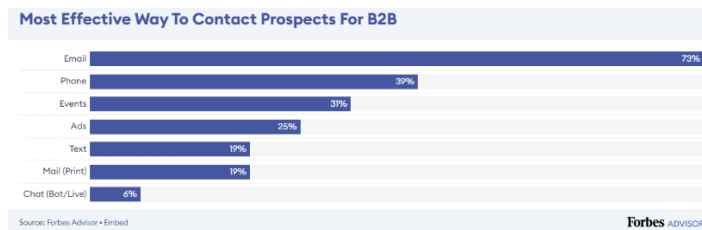


Fig 2 Most Effective Way to Contact Prospect for B2B

In Figure 2, The chart shows the effectiveness of B2B communication from Forbes Advisor. Email is the preferred tool, with a 73% effectiveness rate, signifying that it is well accepted and successful in business outreach. Personal phone calls placed second, with 39%. Again, this highlights the more personal approach to contacting potential clients.

B) Business-to-Business (B2B) Sales

The B2B model is best described in terms of the interactions of business organizations with other entities, such as wholesalers and customers, as they work towards achieving a horizontal and vertical integrated organization.

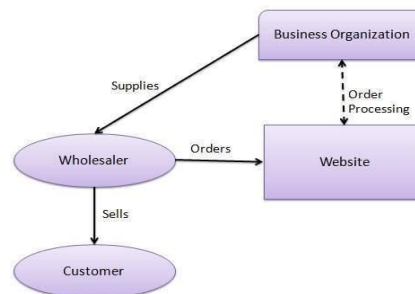


Fig 3 B2B Process Flow between Business Organization, Wholesalers, and Customers

Business organizations construct the fundamentals of the B2B process, as highlighted in Figure 3. form a wholesaler who purchases products in bulk from manufacturers and acts as a middleman for selling to retail businesses and organizations. The wholesaler's role entails purchasing and selling products and controlling the distribution of goods to ensure that they reach the target customers. An important aspect of this model is the website shown in the diagram as a network node that receives orders. This node coordinates communication and collaboration between the business organization, the wholesalers, and the customers (Christopher, 2021).

C) Marketing Automation and Segmentation

Marketing is simplified because sending the appropriate message to the appropriate customer at the appropriate time can be done effortlessly due to automation. Automated tools make tracking and reporting marketing tasks easier, earning more revenue (Chaffey, 2016). Companies can set up automated post-follow-up routines through emails or social media and concentrate on more creative and strategic initiatives. At the same time, their monotonous marketing chores are efficiently taken care of.

Segmentation refers to the practice whereby a company divides its broad consumer or business market into smaller sub-groups of consumers, better known as a target market. In B2B Marketing, Segmentation helps focus the marketing activity on those parts of the business most likely to respond to the given product or service. Such communication and information must be tailored to a certain purpose, and segmentation usually handles that. It increases the relevance of email campaigns to the recipients, enhancing engagement and improving outcomes (Smith, 1956). Businesses can segment their audiences in many ways, including the different industries, company sizes, purchasing interests, and even the employee's position, which leads to the formulation of tailored communications that will likely result in a higher response rate (Chaffey, 2016).

D) Customer Engagement

The shift of the newest technologies, like social media and customized marketing strategies readily available, changed how business approaches engagement and retention strategies in a brand. Social media has become critical in business engagement processes as it makes real-time engagement possible and nurtures a community around a brand. Researched and established that businesses that take advantage of social media for engagement stand out in nurturing customer satisfaction and loyalty because those social media platforms facilitate direct and personalized communication. Businesses use social media to attend to customers' concerns professionally, showcase brand ethos, and invite customers to partner with the brand in content creation, ultimately solidifying the customers' emotional attachment to the brand (Baird and Parasnis, 2011).

E) Conceptual Framework

This conceptual framework for B2B email marketing problems is designed with a specific approach to guarantee effective strategy formulation, starting from recognizing the business problem and setting the research aim that seeks to solve the defined problem.

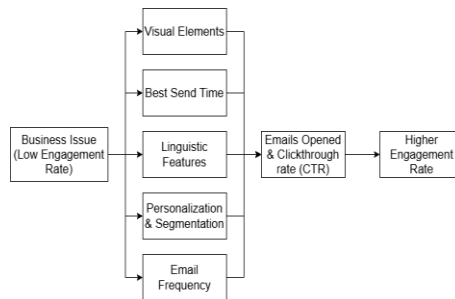


Fig 4. Conceptual Framework

III. RESULTS AND DISCUSSION

A) Respondent Analysis

a. Demographic of Respondent

The study focused on four demographic variables: age, gender, and job title. These variables are crucial to the demographic description of study participants, which supports the analysis of the study findings more accurately and scientifically.

1. Gender of Respondent

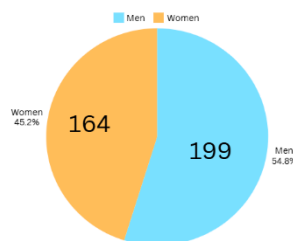


Fig 5. Gender of Respondent

Based on Figure 5, participants in the study who identify as male account for 54.8% of the dataset, which equals 199 respondents, whereas the female participants account for only 45.2%, equaling 164 respondents. It suggests that male respondents still outweigh female respondents, although the difference is not high. The demographic characteristics of gender need to be included in the analysis for its credibility and validity to help identify possible patterns or differences associated with gender relations in the study.

2. Age Distribution

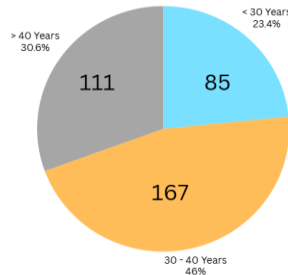


Fig 6 Age Distribution

The respondents were separated into three age brackets: those younger than 30 (23.4%), those between 30 and 40 (46%), and those older than 40 (30.6%). According to Figure 4.2, the greatest number was in the 30–40 age group, which includes 167 respondents, or 46%. Next was the group older than 40, which comprised 30.6% (111 participants). The least respondents were under 30 years of age, making up 23.4% (85 participants). Thus, a greater part of respondents is aged between 30 – 40.

3. Respondent Job Position

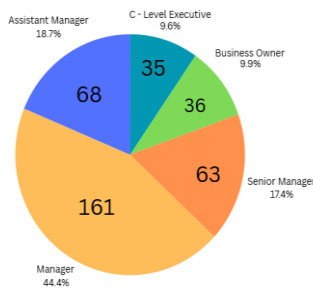


Fig 7 Respondent Job Position

The participants were categorized by their respective job titles: Managers 44.4%, Assistant Managers 18.7%, Senior Managers 17.4%, Business Owners 9.9%, Chief Level Executives 9.6%. From Figure 4.3, among the respondents who reported having managerial positions, 161 (44.4%) were managers; the next biggest group was assistant managers 68 (18.7%), followed by senior managers 63 (17.4%).

b. Industry Distribution of Respondents

The need to understand the industry distribution of respondents is to guarantee that the survey results are correct and representative. American Association for Public Opinion Research (AAPOR) states that studying industry demographics enables analysts to derive estimates that conform to the actual population because of sufficient random sampling.

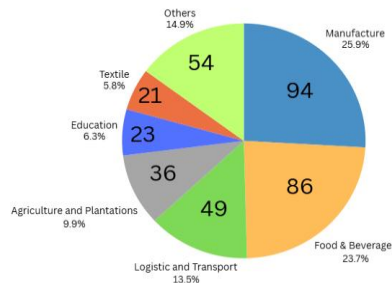


Fig 8 Industry Distribution of Respondents

Based on the industry, respondents are classified, with the largest proportion being from the Manufacturing industry at 25.9% (94 respondents). Food and beverages are not too far behind, with 23.7% (86 respondents). Logistics and Transport come in at 13.5% (49 respondents), while Agriculture and Plantations comprise 9.9% (36). The Others category comprises the unspecified residuals, accounting for 14.9% (54 respondents). The smaller proportions are 6.3% (23 respondents) in Education and 5.8% (21 respondents) in Textiles.

Based on Figure 8, this graph demonstrates the predominance of Manufacturing and Food and beverages respondents, which means that the study results will benefit these industries the most. However, the differences between sectors ensure a sufficient basis for analyzing and understanding workforce changes in various industries.

c. Effectiveness of Email Marketing in B2B Marketing Strategies

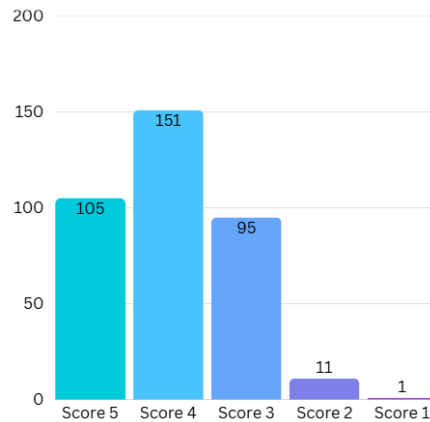


Figure 9. Effectiveness of Email Marketing in B2B Marketing Strategies

Through Figure 9, respondents show that the effectiveness of email marketing in B2B marketing strategies is reported to be high. Most respondents gave Score 4 (151 respondents) and Score 5 (105 respondents), which signifies that email marketing is perceived to be an effective strategy in B2B marketing. Moreover, 95 respondents scored it Score 3, which indicates average effectiveness.

On the lower end, only 11 respondents gave a Score of 2, and a single respondent rated email marketing as a Score of 1 (Not Effective). The lowest rating ranges suggest that most in the B2B industry consider email marketing effective and useful.

Intuitively, this is further emphasized by the fact that many respondents consider email marketing a moderately effective marketing approach within the B2B sector. This highlights how email marketing as a marketing strategy is a strong tool for lead generation, customer participation, and business communication. The small fraction of respondents who provided low scores indicate that email marketing is still a fundamental component of B2B digital marketing strategies, proving its significance in building connections and growing a business.

d. Rate of Visual Design in Email Marketing Engagement

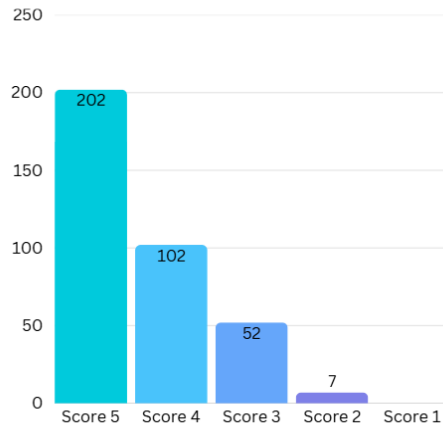


Figure 10. Rate of Visual Design in Email Marketing Engagement

Based on Figure 10, The Role of Visual Design on the Rate of Engagement in Email Marketing demonstrates that visual

design significantly impacts email marketing engagement, as most respondents rated it as highly effective. Two hundred two respondents scored a five, indicating strong agreement with the claim that appealing visuals increase engagement. Moreover, 102 respondents scored a four, substantiating the aesthetics claim in email marketing engagement.

Fewer respondents, 52, scored it as a 3, showing that the impact of visual design is moderate. Only seven respondents scored 2, and 1 respondent rated it 1, which is ineffective. The overwhelming scores lead us to believe that capturing attention or improving interaction rates through email campaigns needs businesses to invest in high-quality design elements like layout, color schemes, and imagery. Marketing effectiveness and engagement can be enhanced by investing in appealing email content. A carefully designed visual experience can incorporate a clean, organized structure that allows easy navigation, attractive brand colour schemes, and high-quality imagery that conveys the intended message. Moreover, consistent fonts, clear calls to action, and responsive designs that look amazing on any device add to the engagement and effectiveness of an email marketing campaign.

e. Rate of Effectiveness of Email Marketing Campaign Frequency

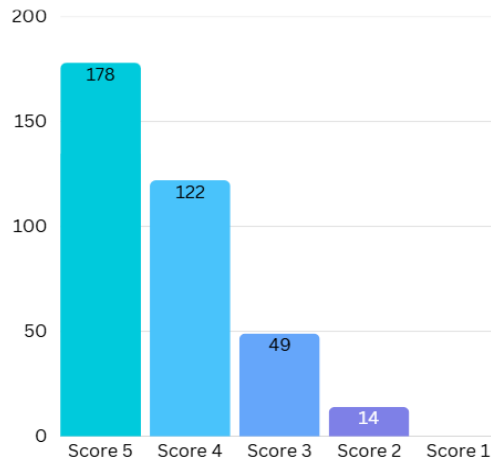


Figure 11. Rate of Effectiveness of Email Marketing Campaign Frequency

Based on Figure 11, many respondents consider the frequency at which email marketing campaigns are conducted very effective. A total of 178 respondents marked Score 5 as believing optimal email frequency is vital to marketing effectiveness and engagement. Moreover, 122 respondents gave a Score of 4, reaffirming that continually optimizing email quantity is paramount to sustaining audience interest without overwhelming fatigue.

Forty-nine respondents were assigned a Score of 3, depicting an absence of a clear stance on the email frequency issue. In comparison, 14 respondents opted for Score 2, suggesting that the email frequency is ineffective. Importantly, no respondents chose Score 1, meaning there is a loosely held belief that email frequency is ineffective to a great extent in a marketing strategy.

These findings suggest that businesses ought to find an optimal level of email campaigns that maximizes audience audience, preventing fatigue. If the email schedule complies with the demands and preferences of the recipient and the industry, the success of email marketing will improve tremendously.

f. Rate of Correlation of Email Marketing with Business Interactions

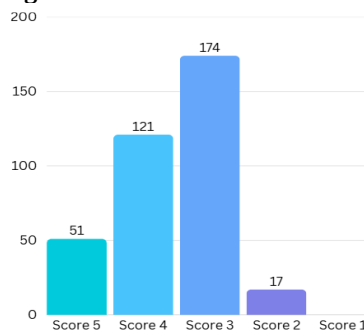


Figure 12. Rate of Correlation of Email Marketing with Business Interactions

Figure 12. illustrates that the correlation between email marketing and business interactions differs across respondents, with the bulk of responses clustered within a mid-range. Most respondents, specifically 174 individuals, chose the neutral option, indicating that email marketing and business interactions correlate with three. This indicates that email marketing may contribute to business communication, but its effectiveness in stimulating direct interactions is likely contingent upon several other factors, including personalization and relevance. Furthermore, 121 respondents rated the correlation as four, and 51 rated it as five. It suggests that a considerable portion of the sample thinks that email marketing serves as a useful resource in stimulating business interactions. On the contrary, 17 respondents rated the correlation a two, implying that a few believe there is some correlation. As no respondents assigned a score of 1, it can be inferred that email marketing, on the whole, is accepted as having at least some influence on business communication.

These findings demonstrate that while email marketing does impact business interactions, its impact is not universally strong. In order to boost engagement, businesses are encouraged to enhance email marketing through more personalized content, relevant messaging, and an overall targeted strategy meeting the audience's expectations.

g. Rate of Impact of Email Marketing on Business Decision Making

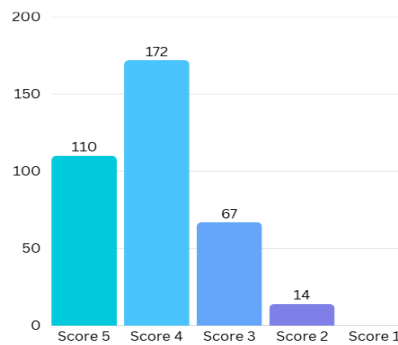


Figure 13. Rate of Impact of Email Marketing on Business Decision Making

Based on Figure 13. decision-making is positively impacted by email marketing, and the large number of affirmative responses corroborates this. One hundred seventy-two respondents rated the impact at a Score of 4. In comparison, 110 respondents gave a Score of 5, meaning many respondents believe that email marketing considerably impacts business decisions. It can be inferred from these results that strategically designed emails add value to the information needed in the decision-making stages.

A relatively lower number of respondents, 67, rated it as Score 3, which is neutral. Fourteen respondents attributed a Score of 2, which indicates a lower impact. There were no respondents for Score 1, which strengthens the idea that email marketing has some impact, however small, on decision-making. These results reinforce the necessity of creating and executing strategic email marketing campaigns that provide relevant, persuasive, and informative content to business decision-makers.

h. Types of Email Marketing Content and Effectiveness

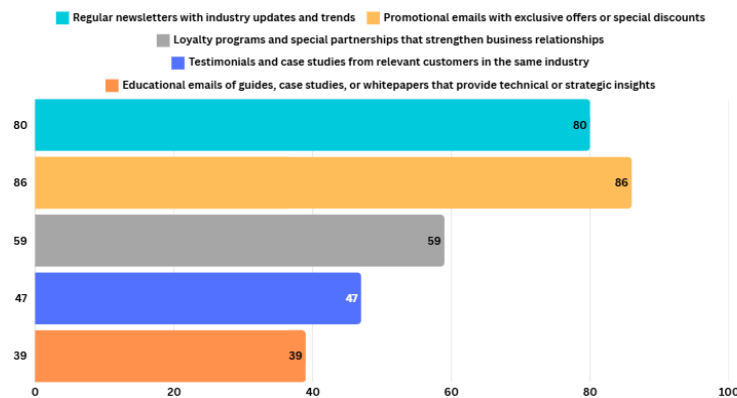


Figure 14. Types of Email Marketing Content and Effectiveness

Based on the data in Figure 14, the respondents differ greatly in the effectiveness ascribed to the different types of email marketing content. The lowest-rated promotional emails were those without exclusive offers or special discounts, as 86 respondents found them effective. It shows that, in many cases, offering a promotion is the most significant factor leading to engagement and conversions through email marketing.

80 respondents claimed that regular newsletters with industry updates and trends ranked highly, showing that informative content is equally important to engagement. With 59 respondents acknowledging assistance, loyalty programs and special partnerships ranked third. Testimonials and case studies from relevant customers received 47 responses, acknowledging the power of trust and credibility. Educational emails containing guides, case studies, or whitepapers received the least recognition, with only 39 respondents.

Although promotional content drives the highest immediate engagement, adding trust-building content to foster long-term customer loyalty is equally important. Businesses should strategically include industry insights with their promotional offers and approach email marketing with a mix.

For this company, effective promotional content includes topics of newsletters from every Strategic Business Unit (SBU) and also includes content about everyday price changes as well as subscriber exclusive offers. These are designed to gain immediate attention and prompt fast action. In contrast, content focused on personal invite recommendations helps build trust and loyalty. Strategically merging these two forms of content allows email marketing to gain immediate engagement and longer-lasting customer relations.

i. Key Factors Affecting Email Marketing Engagement

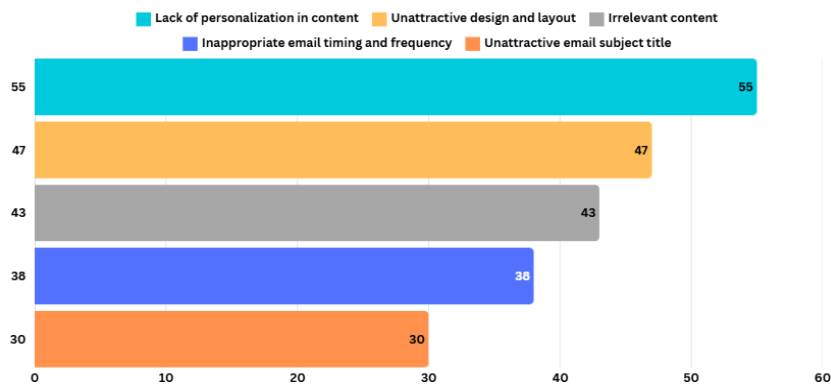


Figure 15 Key Factors Affecting Email Marketing Engagement

Based on Figure 15 illustrates that the lack of personalization in content is the single most important factor ignored by 55 respondents. It is illustrative of the fact that recipients tend to withdraw from emails that are not personalized to their liking and, thus, underscores the need for personalization as an integral part of marketing messages.

In light of the preceding analysis, 47 respondents were concerned with unattractive design and layout, further stressing the necessity for appealing and well-structured emails. The third most important issue owing to disengagement was irrelevant content, which 43 respondents suffered. It suggests that generic and poorly targeted messaging for engagement purposes lowers the overall engagement. Inappropriate timing and frequency of emails were cited by 38 respondents, which suggests audience fatigue due to excessive emails sent at the wrong time. Lastly, unattractive email subject titles were deemed as a challenge by 30 respondents, which emphasizes the need for open subject lines to increase the open rate.

For personalized emails to succeed, businesses must put extra effort into ensuring that messaging is relevant, content is personalized, and emails must be visually appealing. The personalized content segmentation should be done based on the industry of the recipient, his/her location, preferences, and needs. For instance, a person working in the healthcare sector will be offered healthcare-related solutions. As for appealing design, these emails should be properly structured so that the fonts are easy to read, the images do not overshadow the main message, and the call-to-action part is highly visible. Also important is to make the email responsive so it can be viewed on mobile devices. In addition to content and design, audience segmentation determines the message's relevance.

j. Key Elements of an Effective Email Marketing Campaign

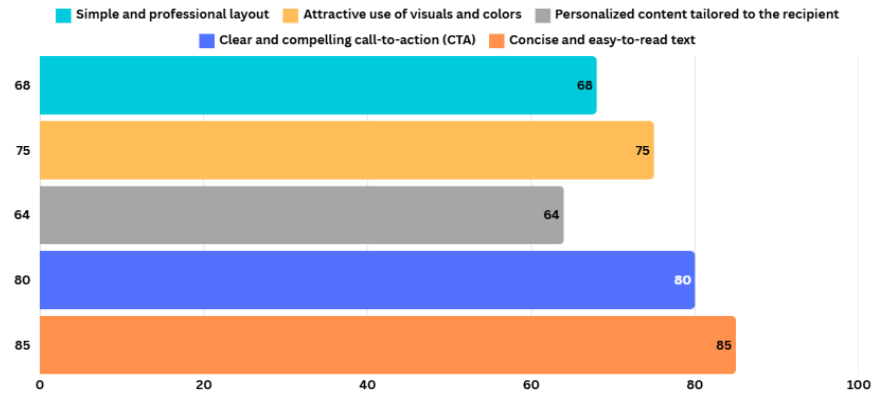


Figure 16. Key Elements of an Effective Email Marketing Campaign

Based on Figure 16 shows several of the most important features of an email marketing campaign. The top-rated texts were simple and short, easily readable, and 85 of the respondents pointed them out as important. It indicates that attention and engagement to the email content depend on the clarity and simplicity of the texts in the email.

Subsequent responses listed compelling CTAs as important, with 80 respondents marking it as critical. Effective visuals and colors ranked third, attracting 75 respondents, indicating that aesthetically pleasing emails tend to get attention. 68 respondents cited a well-structured, simple, and professional layout, suggesting the appearance of readability and user-friendliness. 64 respondents cited personalized emails, showcasing that, once again, personalization is key while not outshined by other clarity elements.

These findings demonstrate that businesses can maximize the effectiveness of their marketing email campaign by ensuring that CTAs are clear, compelling, and easy to follow while maintaining visually appealing and well-structured content. While personalization is essential, it should be added to these basic primary elements to maximize the impact.

k. Essential Elements for an Effective Email Marketing Strategy

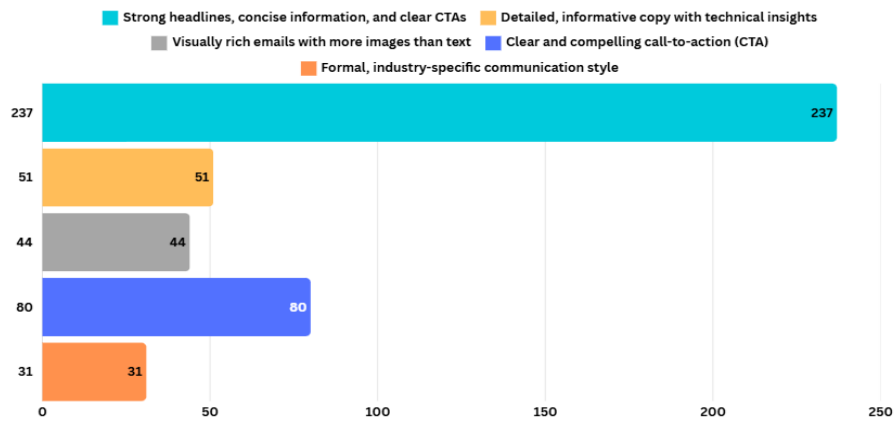


Figure 17. Essential Elements for an Effective Email Marketing Strategy

Based on Figure 17, the strongest headline, basic information, and clear CTAs were overwhelmingly preferred by 237 respondents. This response indicates that recipients are much more interested in the information being emailed to them and how it is communicated. The communication structure is pivotal and must be precise to ensure the value proposition is conveyed effectively without further detailing.

It was followed by calls to action that 80 respondents highlighted as important and helpful for recipients to act. Detailed informative text with technical details was acknowledged by 51 respondents, implying that participants may appreciate technical detail, but it does not change their level of engagement. More images than text visually appealing emails were preferred by 44 respondents, leading to the conclusion that images do enhance, but their appealing nature should not hinder the message. Lastly, an industry-specific formal style was noted by 31 respondents, suggesting that while professionalism is a requirement, direct engagement is more useful.

Marketers should focus on simple, direct-action messaging with compelling headlines and a strong call to action. While image, formality, technical, and detail can be included, it should add value to the core message instead of eclipsing it. Making email messages simple yet interesting will improve the effectiveness of email marketing strategies.

A more specific alternative is "Drive productivity with our new palm-based additive" rather than the generic "Latest product updates." This headline is good because it simplifies an action "Drive productivity" and gives a specific "palm-based, palm-based component that captures attention and calls for action. The statement is already in the newsletter but may need some adjustments in the future.

Straightforward messaging ensures that the core message is delivered without any unnecessary surrounding details. It can be exemplified by recalling an example: "We are excited to tell you that our company has introduced a new product that will likely appeal to you." It can be made shorter by saying, "Invitation for Meeting- Learn More About Our New Product Update." This version gets rid of filler phrases, captures the main proposal ("boost performance"), and concludes with a strong call to action ("find out more today"). Moreover, this creates strategic closeness with hot clients and will substantially best be sent to hot clients.

Having unobstructed CTAs also matters greatly. "Read more" is an action button that aids the reader in instantly accessing the article. Alongside visuals, technical details, and formality, the message should be paid great attention to, but ensuring that it does not overpower the fundamentals is important. For instance, an accompanying graph showing the market trends can elucidate the text, but the copy that comes with it must be concise. Likewise, credibility can be added through technical insights. However, these pieces of information should be presented in a digestible manner, such as using bullet points or succinct paragraphs to explain complex information.

B) GAP Analysis

Table 1. Gap Analysis

Dimension	Expectation	Perception	GAP
Effectiveness of Email Marketing in B2B Marketing Strategies	3.1	4.2	1.1
Rate of Visual Design in Email Marketing Engagement	5	4.6	-0.4
Rate of Effectiveness of Email Marketing Campaign Frequency	4.8	4.5	-0.3
Rate of Correlation of Email Marketing with Business Interactions	4.2	3.5	-0.7
Rate of Impact of Email Marketing on Business Decision Making	4.6	4.3	-0.3
Top 3 Types of Email Marketing Content and Their Effectiveness	4.8	4.0	-0.8
Key Factors Affecting Email Marketing Engagement	4.2	3.8	-0.4
Key Elements of an Effective Email Marketing Campaign	4.7	4.4	-0.3
Essential Elements for an Effective Email Marketing Strategy	4.8	4.7	-0.1

Table 1 presents a gap analysis that highlights the difference between the expectations and perceptions of the effectiveness of different aspects of email marketing in a B2B environment. As depicted in the table, the "Expectation" column indicates the effectiveness anticipated from each element, while the "Perception" column shows how respondents perceived it. Lastly, the "GAP" column demonstrates the difference between expectation and perception for every item.

Email marketing strategies in B2B with a positive gap of effectiveness of 1.1 indicates that respondents believe email marketing is more effective than what was previously expected. The effectiveness gap in visual design in email marketing engagement showed a small negative gap of (-0.4), indicating that visual design's impact on engagement was not as high as expected. Likewise, the frequency ineffectiveness of email marketing campaigns also showed a small negative gap (-0.3), which indicates that the frequency of emails expected to be sent out did not actualize to the expected level of effectiveness. A more pronounced negative gap of -0.7 is seen in the degree of correlation of email marketing with business interactions, which means that the actual correlation was lower than respondents expected sub-groups, such as the impact of email marketing on business decision-making, the top three types of email marketing content and effectiveness within those content, and the important components within an effective email marketing campaign all indicate small negative gaps, which suggest that there

is a gap between expectations and perceptions. Ultimately, the gaps within the dimension of essential elements for an effective email marketing strategy indicate a negative gap of -0.1, showing that expectations and perceptions are almost similar.

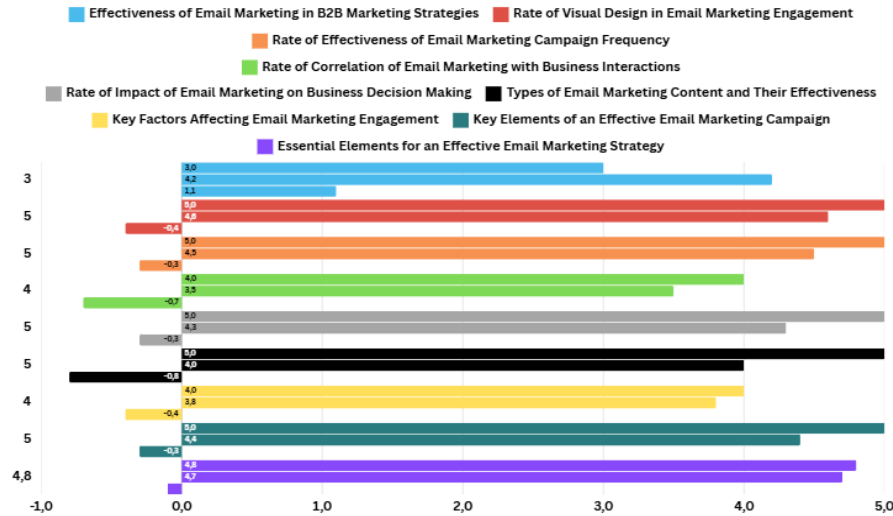


Figure 18. Gap Analysis Graphics

Figure III. 5 Lean and consolidated gap analyses for different aspects of email marketing are shown together. The B2B Marketing Strategies Email Marketing Effectiveness has a positive gap, indicating that the result exceeded expectations. On the contrary, Types of Email Marketing Content and Effectiveness have the largest negative gap, which means the relevance and quality of the content most likely needs improvement. Also, some gaps, like Essential Elements for an Effective Email Marketing Strategy, are very small, signifying that there is a better match between the participants' expectations and reality.

These results imply that greater attention should be focused on content effectiveness while meeting or exceeding performance targets. In order to enhance the rigor of the analysis, the next discussion attempts to explain each part of the gap analysis separately.

C) Business Solution

Based on the result of the gap analysis, it was possible to identify two issues that PT Cahaya Alba urgently has to deal with in their email marketing. These issues, which relate to the effectiveness of the design of the email content and the optimal frequency and timing of emails, are critical to improving performance and overall engagement and alignment with email campaigns. The following implementation plan will give PT Cahaya Alba direction in improving email marketing performance with specific metrics and precise objectives.

a. Quarter 1 2025 (March-May)

In Q1, the email marketing strategies implemented in previous quarters will be assessed. The objective is to evaluate the performance of these strategies and recommend changes to improve overall results. It will include an analysis of the email copy and design and the email cadence. Modifications will be instituted based on the feedback received to better resonate with the target audiences for greater impact.

Table 2. Implementation Plan Quarter 1

Implementation Plan- Optimizing Email Marketing in B2B Sector					Quarter 1 - 2025											
No	Goals	Action Plan	KPI	PIC	March			Apr			May					
1	Effectiveness of email content and design	Review current email design: Analyze existing email templates to identify areas for improvement	Understand the analysis of - open rates - click-through rates, and - overall engagement	- Global Marketing Team - Digital Marketing Team - IT Team	1	2	3	4	1	2	3	4	1	2	3	4
		Redesign email templates: Refresh content, layouts, fonts, and colors (adjusting for every SBU)	Completion of template redesign for each SBU with 100% consistency	- Digital Marketing Team	1	2	3	4	1	2	3	4	1	2	3	4
		Start with make a newsletter about market trend and forecast in 2025	1 newsletter for every SBU	- Global Marketing Team	1	2	3	4	1	2	3	4	1	2	3	4
		Implement personalization techniques: Integrate customer data for personalized content in emails	Achieve at least a 10% increase in open rates and a 5% increase in click-through rates (CTR) after the test	- IT Team	1	2	3	4	1	2	3	4	1	2	3	4
		Publish 1st Email Marketing			1	2	3	4	1	2	3	4	1	2	3	4
		A/B test for content personalize, and design			1	2	3	4	1	2	3	4	1	2	3	4
		Filtering invalid and unsubscribe email	Decrease bounce and unsubscribe rates through automated filtering	- IT Team	1	2	3	4	1	2	3	4	1	2	3	4
2	Optimizing email frequency and timing	Review Current Email Frequency and Timing	- 100% of last quarter email marketing reviewed - define engagement rates from the previous quarter		1	2	3	4	1	2	3	4	1	2	3	4
		Set baseline for frequencies and timing	Define baseline for email frequency (Weekly / Bi-Weekly)	- IT Team	1	2	3	4	1	2	3	4	1	2	3	4
		Segmentation based on client activities	Rates per segment		1	2	3	4	1	2	3	4	1	2	3	4
		A/B test for frequencies and sending time	Number of A/B tests conducted for different times		1	2	3	4	1	2	3	4	1	2	3	4

b. Quarter 2 2025 (June- Aug)

In Q2, the focus will be on modifying and improving the email marketing strategies based on the evaluation done in Q1. The main objective is to target and widen the clientele by ensuring that at least 250 new clients are added from each SBU monthly. It will increase the scope of the email marketing campaigns. The aim will be to improve the engagement rate by issuing newsletters on market trends and forecasts twice a week, with the expected outcome being a 10% increase in open rates compared to Q1. Evaluation of Engagement rates will be monitored, and follow-up actions will be scheduled with email users. It entails engagement of company meetings with interested clients, a minimum of four targeted clients per month. Automated filters will clear out invalid and unsubscribed emails, decreasing bounce unresponsive and unsubscribe rates.

Table 3 Implementation Plan Quarter 2

Implementation Plan- Optimizing Email Marketing in B2B Sector					Quarter 2 - 2025											
No	Goals	Action Plan	KPI	PIC	June				July				August			
					1	2	3	4	1	2	3	4	1	2	3	4
1	Effectiveness of email content and design	Every SBU need to update clients database	250 news clients data from every SBU in every months	- Global Marketing Team												
		Start with a newsletter about market trends and forecasts 2 times in a week	Achieve a 10% increase in open rates compared to baseline data from Q1	- Digital Marketing Team												
		Evaluation with engagement rates and follow up receiver	Collect and integrate at least 10 customer	- IT Team												
		Introduce company and meeting among interested clients	Meeting with 4 potential clients	- Global Marketing Team												
		Filtering invalid and unsubscribe email	Decrease bounce and unsubscribe rates through automated filtering	- IT Team												
2	Optimizing email frequency and timing	Refine email schedule based on Q1 result	Bounce rates and unsubscribes per frequency adjustment	- IT Team												
		Implement time zone-based scheduling	- Percentage of emails sent based on time zone - Engagement rates by time zone													
		Activate email automation based on scheduling time	- Reduction in bounce rates from global email sending													
		Track engagement by sending test	Open and click-through rates based on send time and day of the week													

c. Quarter 3 2025 (Sep- Nov)

The third quarter will entail improving email marketing activities by analyzing performance results for the first two quarters. From the analysis, segmentation will be developed for new clients, potential clients, and existing clients. Emails will be personalized and sent for each segment to enhance client engagement. The aim is to achieve 25% new clients from every SBU, attract 20% more potential clients, and increase closed deals from existing clients by at least 5%.

Boosting open rates by 10% and click-through rates by 5%, A/B testing will also be applied to subject lines and call-to-action buttons (CTAs). In addition, bounce rates and email unsubscribes will be lowered by better filtering invalid and unsubscribed email lists. It is also expected that the customer segments and their engagement rates will improve and that further refinement of the segmentation database will be achieved by the end of the quarter.

Table 4. Implementation Plan Quarter 3

Implementation Plan- Optimizing Email Marketing in B2B Sector					Quarter 3 - 2025											
No	Goals	Action Plan	KPI	PIC	Sept				Oct				Nov			
					1	2	3	4	1	2	3	4	1	2	3	4
1	Effectiveness of email content and design	Evaluate all email marketing from Q1 and Q2	Have a result of report data, segmentation, and engagement	- IT Team - Global Marketing Team												
		Make a segmentation for new clients, potential clients and existing client	Segmentation database	- IT Team - Global Marketing Team - Digital Marketing Team												
		Make a personalize email marketing for each clients segmentation	- Get new 25% clients from every SBU - Get 20% potential clients	- Global Marketing Team - Digital Marketing Team												
		Send email marketing with different type based on clients segmentation	- Get 5% close deal with existing clients													
		Run A/B tests for subject lines and CTAs	Achieve at least a 10% increase in open rates and a 5% increase in click-through rates (CTR) after the test	- IT Team												
		Filtering invalid and unsubscribe email	Decrease bounce and unsubscribe rates through automated filtering	- IT Team												
2	Optimizing email frequency and timing	Expand segmentation for refine clients segments	- Number of customer segments refined - Engagement rates for newly segmented groups	- IT Team												
		Continue A/B testing	Number of A/B tests run for frequency and													

In Quarter 3, email marketing is directed towards clients to enhance the content and engagement strategies using client segmentation. The segmentation will include new clients, warm clients, and hot clients, and each group will be targeted with email content according to their engagement levels.

d. Quarter 4 2025 (Nov- Feb)

In Quarter Four, the activities will focus on consolidating and optimizing the previously implemented email marketing strategies from the quarterly segmentation and targeting of new, prospective, and already existing clients. The segmentation strategies will be analyzed and refined to improve target profiles and engagement levels. Each client segment will still be targeted using personalized email marketing communication to achieve greater engagement and conversion.

A/B testing will be executed further to measure the effectiveness of subject lines, CTAs, and email content regarding segmentation. Furthermore, efforts will continue to eliminate unsubscribed emails to decrease the bounce rate and the number

of unsubscribes. The goal is to improve engagement and conversion rates within all client segments by the start of the next quarter. Changes will be made based on the results from performance metrics analysis and tests done on segmentation.

The work performed throughout 2025 lays a solid foundation for 2026 and the next years, allowing for optimizing email marketing strategies. Such insights will help refine the approach, making campaigns more targeted, relevant, and effective. This experience gained throughout the year will be pivotal in changing the strategy to accommodate the client's needs, consequently increasing robust growth and engagement in the ensuing years.

Table 5 Implementation Plan Quarter 4

Implementation Plan- Optimizing Email Marketing in B2B Sector					Quarter 4 - 2025											
No	Goals	Action Plan	KPI	PIC	Dec				Jan				Feb			
					1	2	3	4	1	2	3	4	1	2	3	4
1	Effectiveness of email content and design	Increase email marketing content diversity	Achieve a 10% increase in open rates and 5% increase in CTR after diversifying content	- Global Marketing Team - Digital Marketing Team												
		Long-Term Email Strategy Refinement and Engagement Optimization	Achieve a 10% improvement in CTR by testing and optimizing email send times and frequency	- IT Team												
		Automation Email Marketing	Achieve a 20% increase in engagement (open rate and CTR) for automated emails compared to manual campaigns													
		Client retention strategies	- Achieve a 5% increase in retention rates through personalized email campaigns - Increase the number of repeat purchases (or customer interactions) by 10%	- Global Marketing Team - Digital Marketing Team - IT Team												
		Create an automation system for filtering unsubscribes	- Reduce unsubscribe rates by at least 10% by implementing an automated system for filtering unsubscribes effectively - Achieve a 20% reduction in bounce rates through the improved unsubscribe management system	- IT Team												
2	Optimizing email frequency and timing	Analyze quarterly data of email frequency and timing strategy	- Total quarterly engagement rate (open rate, click-through rate) - Year-over-year engagement improvement percentage													
		Fine tune automation and scheduling for improving sending times	Click-through rates for emails based on refined scheduling													

IV. CONCLUSION

A) Conclusion

In conclusion, PT. Cahaya Alba's marketing campaign analysis showed that visual design, content relevancy, and customers' preferred frequency of emails all contributed to low engagement rates. In order to close the gaps, the designs of the emails were suggested to include more interactive elements and other content features to enhance personalization, and the email sending times were also suggested to be optimized. The proposed strategies will be monitored through A/B testing and tracking open and click-through rates. Subsequently, for the 2025 marketing plan, the intelligent flexing approach, highly relevant content, and personalized communication will improve engagement and results.

B) Recommendation

To enhance email marketing engagement, PT Cahaya Alba should improve email design with engaging visuals and rich content, personalize content based on customer segmentation, and optimize email frequency and timing to boost engagement while the marketing team plays a more active role in driving campaign results by focusing on lead generation and sales and continuously testing elements like subject lines, CTAs, and content formats for better performance; future researchers, in turn, should conduct further studies on the long-term impact of these strategies on customer interaction and business outcomes and explore additional factors that may influence email marketing effectiveness.

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