

B2B MARKETING PORTFOLIO

Email marketing and promotional material for a B2B marketing campaign

This project aimed to create a B2B (Business-to-Business) marketing campaign for a company selling high-quality spices. Following on from initial research, due to the niche target market an email marketing campaign and some example promotional material were decided as the best fitting options for this business model. This portfolio discusses the marketing strategy and copywriting techniques, along with links to examples of the work created as part of this project. A B2B marketing approach was used in order to diversify my portfolio and explore slightly different marketing and writing techniques. Alternatively, if you would like to just view the copywriting content, please follow the links in the document titles in the bottom right corner.



[Sales Email - Restaurant](#)

[Sales Email - Retailer](#)

[Promotional Material - Spice Guide](#)

[Promotional Material - Advertisement](#)



Skills used:

- Topic research
- SEO keyword research
- Email marketing
- Sales email copywriting
- B2C and B2B promotional marketing

BACKGROUND

Project Scope & Introduction

The fictitious brand for this project was a luxury spice company, with a target market of affluent shoppers and high-end restaurants. Marketing was aimed at high-end retail suppliers and restaurateurs, and the marketing strategy was tailored to this.

Due to the relatively niche target market, the marketing content most appropriate to this situation was direct B2B sales emails, with accompanying sample and marketing content which could be used as collaborative advertisement between this brand and retail stores.

Content design →

Sales Emails

Sales emails were crafted with the specific target audience in mind. The audiences are higher-end restaurants and retail stores catering to more affluent customers, so this is reflected in the language, tone, and vocabulary used. Both emails follow a similar structure, using lists to show key benefits and a clear CTA of initiating a phone call to discuss further details

Accompanying promotional material

Accompanying promotional material was also produced, which could be included as part of a collaborative marketing campaign between retailer and brand, aimed at consumers. This features a small spice quality guidebook and some example advertisements. This was created to diversify my portfolio and gain further experience in planning and creating marketing campaigns, although I do believe this would be an effective marketing solution.

Work Breakdown →



Copyright-free images were generated online and used to break up the document into smaller more readable chunks of text and to be more visually appealing.



Email content

The sale emails were both similar, with slight alterations to match the recipient. Formatting was kept simple and clear as the main focus was the text content, which focused on promoting the product and tailoring a unique sales proposition to each recipient. A rich vocabulary and descriptions were used to help sell the product, as appealing to the senses seemed the best way to promote food items.

Spice hand book

As part of the promotional material, a small handbook guide was created which offered more information about the company as well as information about spices. The information specifically detailed how to identify high-quality spices, which then lead into the CTA of purchasing the aforementioned hig-quality spices from the brand

Advertisements

Some simple advertisement pages were created which could be used as either print adverts or social media adverts. These linked to the unique sales proposition to the retail store of an exclusive collaboration between the brand and the store, where marketing material would promote the product exclusively at that store only.



CONTENT

To view the full range of content,
please click on the links in the titles
on the right

E-mail Address

cpy.digitalm@gmail.com
pat.page.99@gmail.com

Official Website

[https://cpydigitalm.wixsite.co
m/cpy-digital](https://cpydigitalm.wixsite.com/cpy-digital)

Social Media

@cpydigital

Full portfolio

To view a full portfolio
of my work, click the
button below:

Full Portfolio

Sales Email - Restaurant

Sales Email - Retailer

Promotional Material - Spice Guide

Promotional Material - Advertisement

Content for this project was created with a specific B2B niche target audience in mind. Promotional material for a B2C audience was also included, as part of a collaborative marketing campaign with a retailer. If this had a B2C target market, the promotional material, and copywriting would differ slightly. Content for a B2C approach may include emails and advertisements with altered tone and content, or blog posts and social media content to appeal to a broader audience, perhaps offering a solution to a problem such as bland food.

