

# MAILCHIMP IS A LEADER IN B2B EMAIL MARKETING.

What do their B2B Facebook ads look like?

A quick overview of Mailchimp's Facebook ads.

**RIGHT**  
**PERCENT**



**We've run over \$50m of B2B ad spend for dozens of companies.**

**This commentary comes from that experience.**



MASTERCLASS

# What makes a good B2B ad?

Take a look at the parts of an ad below:

The image shows a screenshot of a sponsored Facebook advertisement for Zenefits. The ad features a woman sitting in an office chair with her hands behind her head, looking at a calendar on the wall. The calendar is titled 'THIS MONTH' and shows a grid of dates. The main headline of the ad is 'The Essential 2020 HR Calendar'. Below the headline, there is a URL 'ZENEFIT.COM/CALENDAR', the text 'Downloadable 2020 Calendar For HR Professionals', and a 'DOWNLOAD' button. The ad is annotated with green arrows pointing to various elements, which are labeled on the right side of the image.

**Zenefits**  
Sponsored · 🌐

This is the ultimate downloadable calendar for HR professionals.  
...See More

**THIS MONTH**

**The Essential  
2020 HR  
Calendar**

ZENEFIT.COM/CALENDAR  
Downloadable 2020 Calendar  
For HR Professionals

DOWNLOAD

**Main Copy**

**Main Visual**

**Visual Headline**

**Subhead/  
CTA**

The **visual headline** is the most important part - it should get the business decision maker's attention instantly as they scroll.

For Childcare Directors



Health screens at drop off,  
without the stress

 brightwheel

# Mailchimp Time

There's a lot more best practices,  
but with that, let's jump into  
Mailchimp.




# Overall Summary


- They are sorely needing clear Visual Headlines to make their ads more effective.
- Most of the imagery in the Main Visuals does not clearly associate with the ad messaging.
- Overall, simple Visual Headline testing could improve their FB performance 50% overnight.

See specific ad commentary below -  
and an overall rating at the end!


The visual headline here is too vague to be effective on Facebook. MC needs to be more specific on how their platforms automatically creates campaigns.

 **Mailchimp**  
Sponsored  
ID: 1256857364679026

Design campaigns instantly drawn from your colors, fonts, images, and more -- with our Creative Assistant. Try it for free.



www.elementarye

Creative Smarts 

Enter your URL.  We'll automatically imp  
your brand fonts, color

Similar issue. MC are looking at these ads as part of a whole (“creative smarts, customer journey smarts”). FB users are not, they see disconnected ads without clear value props.

Visualize paths a customer may take and guide them to what they're more likely to buy next. Get started for a low price.



Customer Journey Smarts



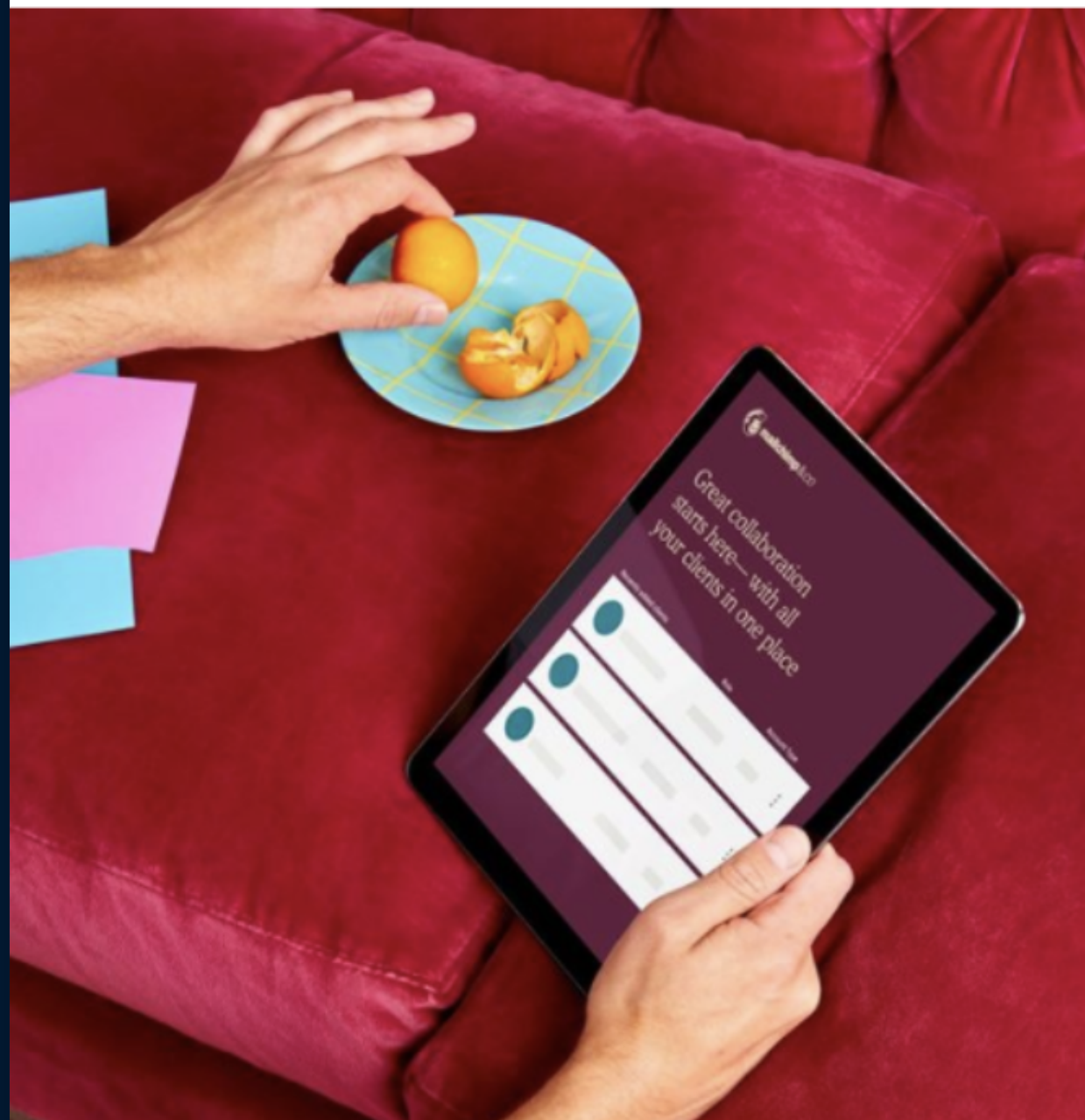
MAILCHIMP.COM  
Customer Journey Smarts  
Needs change as businesses grow. We'll help you market...

Sign Up



This needs a Visual Headline. A bright couch alone won't stop your target business decision maker while she is scrolling her newsfeed.

Do you help clients with Mailchimp?  
Get a better way to do it, with tools  
designed for freelancers and  
agencies like you.



MAILCHIMP.COM

Join Mailchimp & Co  
Easily manage client  
work

Sign Up

If this ad used a snippet of the CEO's quote as a Visual Headline, it would be way more effective. Quotes can make great visual headlines.

Big news for Mailchimp: We built an all-in-one Marketing Platform to help small businesses grow. Co-founder and CEO Ben Chestnut shares the inspiration behind this exciting launch.

"Dan and I created Mailchimp for the love of..."



MAILCHIMP.COM

Bringing It All Together: Introducing Our All-in-One Marketing Platform | Mailchimp

Ben Chestnut, Mailchimp's CEO and co-founder, introduces our all-in-one Marketing Platform and explains how it will...

This needs a visual headline! There's so many possibilities to test, like, "Mailchimp Freelancers - Get Certified"!

Are you a freelancer or agency that's fluent in Mailchimp? Join our community and get certified to attract new clients.



MAILCHIMP.COM  
Join Mailchimp & Co  
Show your expertise

[Learn More](#)

It's a rectangle, not 1000 x 1000. No visual headline. You need text on the image to get people's attention. The line art isn't applicable to email. This doesn't have to matter if your visual headline is good, but there's no headline here.



**Mailchimp**

Sponsored

ID: 769855003577473



Small businesses everywhere are outsourcing their projects to marketing pros. Jump on board 🚢 and hire a trusted Mailchimp partner.



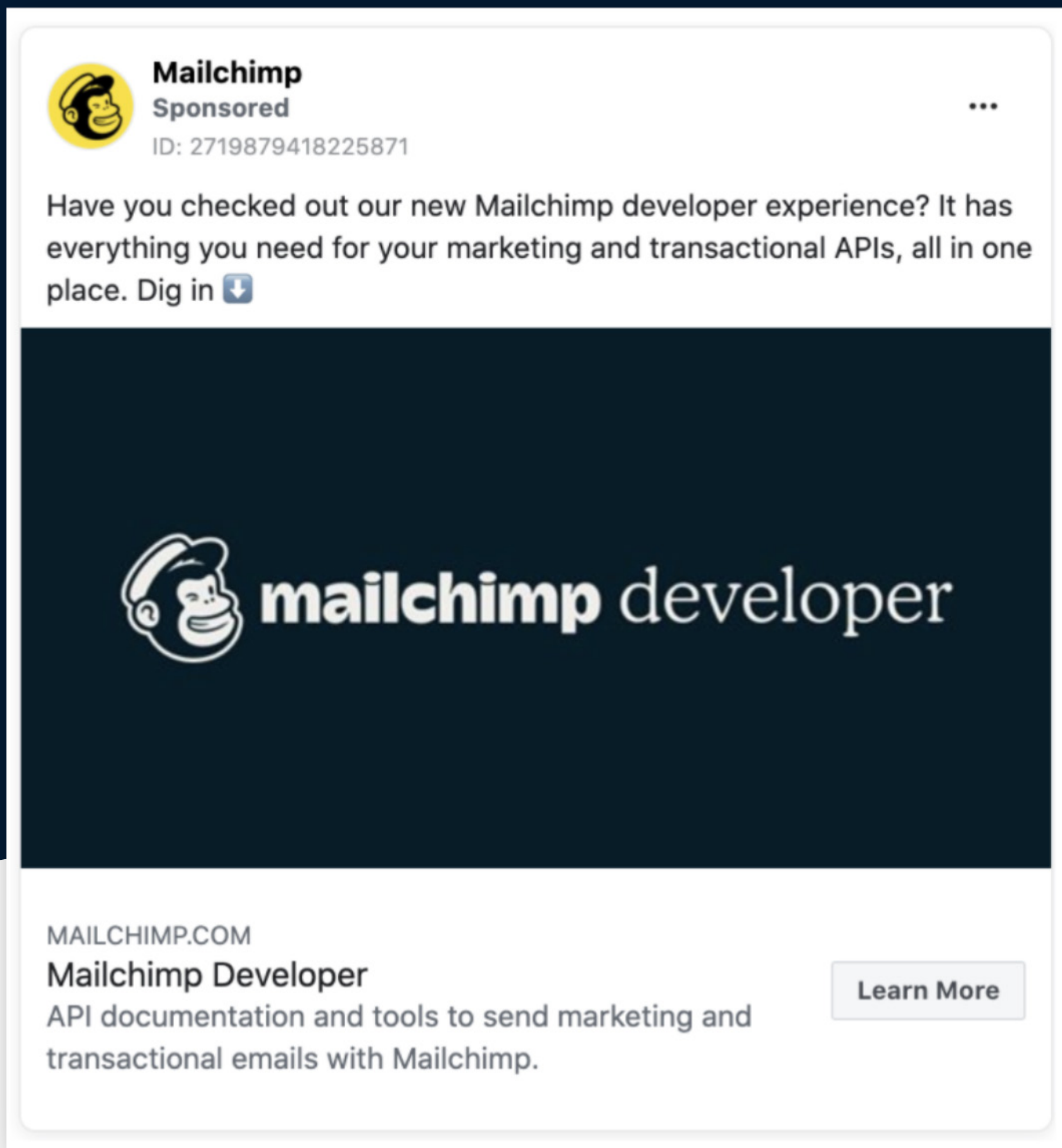
MAILCHIMP.COM

**Mailchimp Experts Directory: Get Help from Specialists | Mailchimp**

Need help connecting an integration or creating a custom project for your business? Find a Mailchimp...


[Learn More](#)


Even though this ad looks boring, it's the best one so far because it gets the attention of the target market instantly. I'd get more specific with something like, "The Mailchimp Developer Experience Is Now Even Better"



The image shows a screenshot of a sponsored social media post from Mailchimp. At the top left is the Mailchimp logo (a yellow monkey head) and the text "Mailchimp Sponsored" with the ID "2719879418225871". To the right is a three-dot menu icon. The main text of the post reads: "Have you checked out our new Mailchimp developer experience? It has everything you need for your marketing and transactional APIs, all in one place. Dig in" followed by a blue download icon. Below this is a large dark blue banner with the Mailchimp logo and the text "mailchimp developer" in white. At the bottom left, it says "MAILCHIMP.COM" and "Mailchimp Developer" followed by the text "API documentation and tools to send marketing and transactional emails with Mailchimp." On the bottom right, there is a button labeled "Learn More".

**Mailchimp**  
Sponsored  
ID: 2719879418225871

Have you checked out our new Mailchimp developer experience? It has everything you need for your marketing and transactional APIs, all in one place. Dig in 

 **mailchimp** developer

MAILCHIMP.COM  
**Mailchimp Developer**  
API documentation and tools to send marketing and transactional emails with Mailchimp.

[Learn More](#)

# OVERALL RATING:



Mailchimp could be getting much better performance from FB than they are now.

If they add and test clear Visual Headlines on all their B2B ads, I'd estimate a 50% increase in ROI overnight.

**WANT US TO  
IMPROVE YOUR  
B2B ADS AND  
AD STRATEGY?**

**GET IN TOUCH BELOW:**

[growth@rightpercent.com](mailto:growth@rightpercent.com)

[www.rightpercent.com](http://www.rightpercent.com)