

ALL-IN-ONE INDUSTRIAL EMAIL MARKETING CHECKLIST



Nucleus Nest

For Manufacturing, Engineering & Industrial Service Companies

1. AUDIENCE & PURPOSE CHECK

- ☐ Written for engineers, procurement managers, or decision-makers
- ☐ Purpose is informing or educating (not selling)
- ☐ Focuses on one topic only
- ☐ Readable in under 2 minutes
- ☐ Relevant to real industrial scenarios

2. SUBJECT LINE CHECK

- ☐ Clear and honest
- ☐ Human, not promotional
- ☐ Sets correct expectation
- ☐ No urgency or hype
- ☐ Examples: Regarding MV switchgear maintenance | One observation from recent testing | Quick follow-up on this

3. EMAIL CONTENT STRUCTURE CHECK

- ☐ Short opening (1-2 lines max)
- ☐ Direct and to the point
- ☐ Simple language (no marketing words)
- ☐ Clear takeaway for the reader
- ☐ No long paragraphs

4. RELATIONSHIP (TRUST-BUILDING) EMAIL CHECK

- ☐ No pricing or quotation
- ☐ No call scheduling
- ☐ Industry-based topic
- ☐ Neutral, professional tone
- ☐ Soft closing (e.g., Sharing this in case it's useful for your team)

5. TECHNICAL VALUE EMAIL CHECK

- ☐ One technical issue per email
- ☐ Based on real site experience
- ☐ Written for engineers
- ☐ Easy to forward internally
- ☐ No over-explanation

6. SILENT LEAD / REACTIVATION EMAIL CHECK

- ☐ Acknowledges time gap politely
- ☐ Short and respectful
- ☐ No pressure or urgency
- ☐ Opens conversation, not a pitch

7. TONE & LANGUAGE CHECK

- ☐ Professional, not casual
- ☐ Confident, not aggressive
- ☐ Helpful, not promotional
- ☐ No buzzwords or exaggeration

8. FREQUENCY & TIMING CHECK

- ☐ 1 email per month (minimum)
- ☐ 2 emails per month (ideal)
- ☐ Business hours only
- ☐ Avoid Mondays & late Fridays
- ☐ Maintain consistency

9. DESIGN & FORMAT CHECK

- ☐ Simple layout
- ☐ Plain text or light formatting
- ☐ No banners or heavy images
- ☐ Mobile-friendly
- ☐ Looks like a professional email

10. FINAL QUALITY CHECK

- ☐ Respects the reader's time
- ☐ Adds value without asking for anything
- ☐ Builds trust over time
- ☐ If YES → Send it

ABOUT NUCLEUS NEST:

Nucleus Nest works with **manufacturing, engineering, and industrial service companies** to build structured, technical, and respectful digital communication strategies that improve **visibility, generate qualified B2B leads, and support long sales cycles.**

Our approach is designed around how engineers, maintenance teams, and procurement managers actually evaluate vendors—**focusing on clarity, technical relevance, and consistency** rather than aggressive marketing.

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