

**CLIENT** CopyEngineer  
**PROJECT** Email: Promotion for *9 Essential Truths* white paper  
**OBJECTIVE** Create an email blast to promoting its new white paper on marketing to engineers and generate leads from its house mailing list.

## COPY EXCERPT



Click the following link to download a PDF of the complete case study: <https://www.copyengineer.com/wp-content/uploads/9-Essential-Truths-Campaign-1.pdf>

Dear Technology Marketer,

Marketing to engineers can be a daunting task.

In fact, in a recent survey, 62 percent of your fellow tech marketers said the biggest challenge they face is creating engaging content for engineers.

Let's face it, engineers are a tough audience. They're extremely skeptical. They don't react to marketing the way other business audiences do. Many of them view marketers and marketing as the proverbial dark side of the force.

But just as Luke Skywalker couldn't escape his showdown with Darth Vader, marketing to engineers is something you can't avoid if you're selling technology to industry.

The good news is engineers—despite their dim view of marketing—actually *want* to hear from you. To identify and evaluate new technologies for purchase, they need helpful, detailed information. In most cases, that's information only you can provide.

To get engineers to read *your* information, though, you need to package it in a way they'll find palatable. You need to provide it through channels they trust. In short, you need to fly under their anti-marketing defense systems. Do that better than your competition, and you'll have a big leg up.

That's where my new white paper can help.

I've compiled intelligence from recent studies and leading tech marketing experts and filtered it through my own experience as both engineer and marketer. The result is a new guide for technology marketers I've titled **9 Essential Truths You Need to Keep in Mind When Marketing to Engineers**.

And I'd like to send you a free copy.

**9 Essential Truths You Need to Keep in Mind When Marketing to Engineers** is designed to help you get your head around the unique needs, fears and desires of engineers. It will give you a solid framework for building trust and influence with your engineering audience.

To request your free copy, **just click on the following link:**

**CLICK TO GET YOUR FREE WHITE PAPER**

If you market B2B technology, this new white paper can help you overcome one of your greatest challenges. Request your free copy today, and please let me know if you have any questions.

Sincerely,  
John Cole  
CopyEngineer

copyengineer

B2B Copywriter specializing in technology and software