

HOW TO GET YOUR CAMPAIGN GROOVE ON

How Cutting-edge Organisations Use Marketing Automation to Segment Audiences and Build Relevant Campaigns

Demand Center Marketing

Digital marketing has transformed how most organisations market today. At the core of successful marketing organisations is the concept of a "demand center" enabled by marketing automation—one that links marketing activity, and the customer buying and sales processes to analytics that close the loop between investment and results. Not surprisingly, savvy marketers are embracing the concept.

This e-book looks at seven types of campaigns that can help you build successful demand generation programmes.



Example of a graphically based email message, part of an educational event campaign.

Foreword

One of the foundational benefits of moving from a basic email marketing system to a marketing automation solution is the ability to create, deliver and manage campaigns. The step up to an end-to-end marketing automation system enables marketers to graduate from batch-and-blast emails to building a true dialogue with their customers and prospects.

Rather than simply sending out the same messaging to an entire database, marketing automation tools now make it easy for marketers to segment their audiences and build campaigns with relevant offers based on the behaviour and interests of targeted prospects.

It is understandable that new adopters to marketing automation often start slowly with core programmes that can be expanded over time. However, it is critical that marketers expand their knowledge base to take advantage of the full features and function ^ ^ ^ alities of automation to reach prospects and move them through the sales funnel more efficiently by:

- Connecting the efforts of disparate teams, including sales and marketing
- Capitalising on intelligence-driven reporting and data
- Streamlining personalisation by automating follow up, and
- Automating repetitive business tasks

Andrew Gaffney
Editor, DemandGen Report

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Overview

Thanks to technology, the rules of engagement for sales and marketing teams are being rewritten. Marketing automation is now a part of the arsenal of tools available to make the sales process more efficient. The capabilities go far beyond bulk emailing and the model of elementary email blasts. These automated systems now make it possible for companies to communicate to, track and respond to prospects with laser-precise messaging based on their immediate and long-term web behaviour, responses to emails and the demographic profile that the prospect fits into. It's possible to segment prospects in new, multi-dimensional categories with precision, and to communicate the right message at the most appropriate time.

And so with great power comes great responsibility—if you want to be successful at it, anyway. This e-book helps you understand that power. We'll show you what's possible with marketing automation and illustrate a few different ways that you can get the most out of it.

Campaigns are at the epicenter, and we'll show you how easy it is to put them to work in a variety of ways for some pretty dramatic results. We'll discuss seven representative campaigns that capitalise on new automated marketing tools. And we'll show examples of real-world execution that demonstrate how companies are speeding up the conversion of leads from prospect to customer.

Let's start with some basic concepts before we dive into how to get your campaign groove on.

Fast Fact

43% of top performers are using marketing automation tools. Top performers are **three times** more likely to use marketing automation than everyone else.

—Gleanster Research

Marketing Automation

> "Marketing automation replaces separate systems for email, web visitor tracking, lead scoring, nurture campaigns, campaign management and reporting with one solution that streamlines marketing processes and shares data with sales."
>
> —David Raab, Principal
> Raab Associates

> "Marketing automation is essentially all the same benefits you currently get from an email marketing tool (which 87% of the market currently utilise) with integrated web analytics, landing pages, business rules, and CRM integration. The outcome is one system to manage multiple channels, automation of personalised engagement and transparency into marketing and sales performance."
>
> —Ian Michiels, Principal Analyst
> Gleanster Research

Marketing automation solutions offer new technology and processes that transform the way marketers identify and engage prospective buyers through targeted outbound and inbound marketing. By giving marketers more power to build and deliver targeted email campaigns, these solutions can accelerate buying cycles and improve conversion rates from inquiries to qualified opportunities, to what we're all after: closed sales.

Marketing automation tools are empowering marketers to answer key questions, including:

- Who is my target audience?
- What is the best way to communicate with our prospects?
- How do we assess and nurture a non-responsive prospect?

Campaigns

Why are campaigns so important? Campaigns are at the core of marketing automation. They're critical to customer engagement because they represent the customer journey from initial contact to ongoing loyalty. Campaigns are valuable for pure lead generation purposes, for qualifying prospects and also as a method of segmenting your database to ensure targeted and relevant communication.

While automation systems make it possible to schedule a great variety and complexity of campaigns, it is also imperative not to fall into the "set and forget" trap.

Winning campaigns may require a bit of a learning curve—composing effective content and scheduling successful timing is a new discipline for many marketers. This e-book will walk you through some examples that will help pave your way so you can get your campaign groove on in no time.

Question:

When will announcements, newsletters, press releases and similar collateral be read and valued instead of tossed as spam?

Answer:

When both timing and content are strategic.

Before marketing automation and its behaviour-tracking capabilities, it simply wasn't possible to use types of collateral like this. Lack of relevance and timeliness meant such messages were considered spam. With automated marketing, which can tie prospect behaviour to collateral distribution, it's a whole new world.

Has a prospect increased activity on the website, downloaded more white papers, or otherwise shown a jump in interest? Perhaps their pain suddenly got worse, and they are seeking immediate solutions. What better time to send an announcement or press release about a new customer case study who has solved their challenges with your solution or product?

Perfect timing and the right message make for an unbeatable combination.

Maximising the First Touch Point with New Prospects

A harsh reality for BtoB organisations is that because of the power of technology, specifically the Internet, buyers are increasingly empowered to conduct their own research on their terms, and no longer lean on sales representatives to provide the information they need. They are literally reserving their engagements for much later in the sales cycle—essentially when they are ready to buy.

This makes it more difficult to engage with prospects early in the cycle and, more importantly, be present and part of the decision-making conversation.

The role of sales is still, of course, critical. However, the shift in buyer empowerment calls for a new focus for sales and marketing—to be proactively involved in assessing buyer behaviour and qualifying prospects accordingly. This tactical way of thinking will help organisations more effectively develop initial engagements—even as they are happening further down the buyer's research cycle.

Converting prospects into qualified leads is the first concrete step toward a sale for marketing and sales organisations. Email marketing automation makes that step easier than ever with cutting-edge lead scoring tools that rank prospects based on key attributes, including:

- Level of engagement with the company
- Demographic profile
- Stage in the buying process
- Other factors

Key Campaign Considerations

- Use active/compelling subject lines
- Make sure the offer or call-to-action is strong
- Landing pages may benefit from visual elements that are consistent with the email offer

Fast Fact

Segmentation is essentially the **identification** of subsets of buyers within a market that share similar needs and demonstrate **similar** buyer **behaviour**.

—marketingteacher.com

Segmentation

As with any marketing campaign strategy, it's important not to subscribe to the one-size-fits-all approach. Who are you speaking to and what interests them?

Automated marketing makes it easier to segment customers across a number of dimensions, including demographics, job function, title and interests, among others, and look at their prior activities and the length of their prior engagements. You'll often hear the term "personas" used interchangeably with segments, and that's true up to a point. Personas look at who your audience is and can help you understand what interests them. Segmentation takes you a step further by adding the additional dimension of their online interaction history with your site and with your email campaigns.

Once you've decided who you want to campaign to, targeting the right audience segment is easy with the simple search based profiling built into marketing automation systems.

Marketers can quickly build a target audience based on any information, including title, geography, job function, visit frequency or topic of interest.

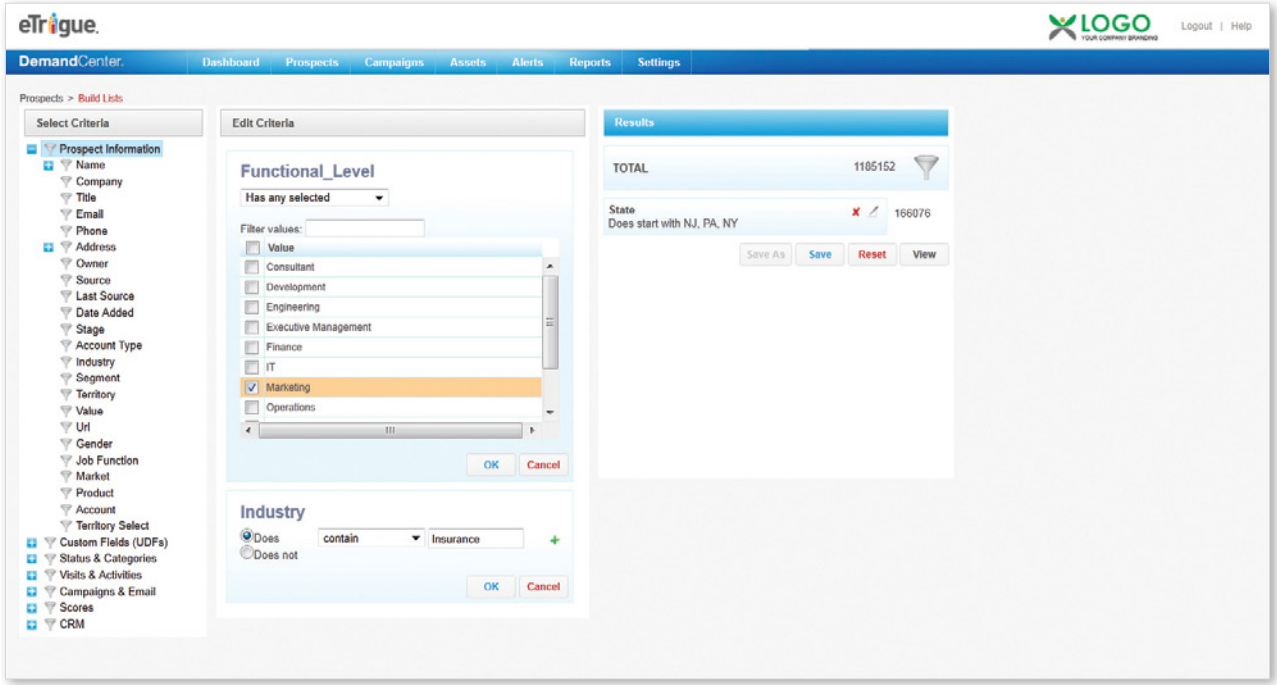
Key Campaign Considerations

- Ensure that data is up-to-date and fresh
- Include key words and phrases that relate to the vertical industry or functional role
- Make it obvious that the campaign is directed to a specific segment or functional role

Audience Segmentation

With so much data available these days, marketers must be smart in deciding exactly how to segment and target their audience to achieve the best return on investment. Because buyers are increasingly empowered, the demand for personalisation and an enhanced user experience is a key decision driver. There are infinite ways to divide and target an audience. The rationale for segmenting is to target an audience according to what they need; how they acquire the solution to the need; and what will deliver the best ROI from marketing.

The key to successful campaign email marketing is to target with relevant content. Creating several treatments and testing several versions of content and subject lines lets you measure results and make changes to optimise campaigns for the best possible outcome.



Simple drag-and-drop tools make it easy to quickly build target audience lists based on any information, including title, geography, job function, activity, visit frequency or topic of interest. Lists may be static or dynamic.

Fast Fact

In a recent study of more than **20 million** leads, results indicated that contacting potential customers **six times** is the ideal way to maximise conversion rates without overtaxing staff resources.

CAMPAIGN 1:
Drip Marketing



Drip Marketing

Like a drip of water from an irrigation system, drip marketing sends, or drips, a specific set of email messages to prospects on a timed basis.

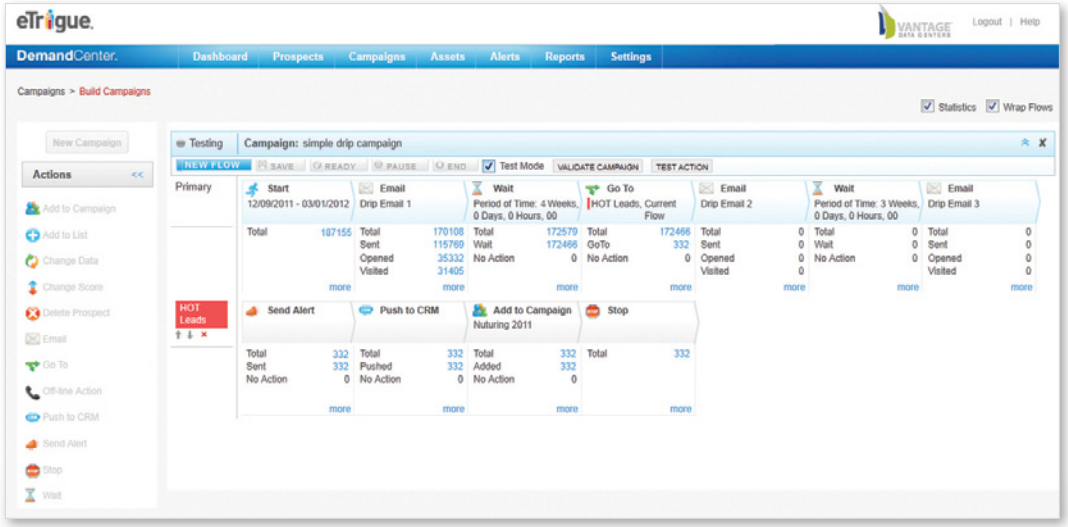
Email campaigns are one of the most cost effective ways to engage prospects. To engage prospects and customers over time and on their terms, marketers utilise drip marketing techniques to send prepared messages through email or other media to customers or prospects gradually. The content that is sent is determined by their segmentation profile. This ultimately helps marketers develop a greater understanding of what communications work and it provides prospects with messaging that's relevant to their objectives and needs.

Email content, appropriate to a prospect segment is sent to recipients based on which segment they belong too. For example "IT Professionals" might be in one drip campaign, while "Executive Management" might be in another segment. Each would get different content geared toward their segment.

Multi-step, automated drip campaigns gently work the leads. If the prospect reacts to the mailing, you can move them into more specific nurture campaigns and begin to score the leads interest.

Key Campaign Considerations

- Timing and cadence are key; decide on a frequency of communication and stick to that cadence
- Map drip marketing messaging to the prospect journey to ensure that relevant information is sent at the right time
- Develop an understanding of key buying indicators to help in crafting messaging



eTrigue campaign view with statistics—simple drip campaigns are easy to build. eTrigue makes the development, testing, and scheduling process convenient and trouble-free. Statistics show the efficacy of messages already sent.

> "If your organisation engages with email marketing and you generally do a good job optimising & personalising communications, you have likely hit the wall on what a stand-alone email tool can provide. In that case, you will likely get demonstrably higher value from ongoing marketing execution by moving to an integrated multi-channel tool. If you have email, but you do a poor job with ongoing engagement and optimisation, you are likely to experience the same challenges with marketing automation."
>
> —Ian Michiels, Principal Analyst
> Gleanster Research

> "eTrigue helps us prioritise our time and ensures that our account managers are up to speed on account interest level so they can effectively engage with our customers and prospects."
>
> —Blake Holden, e-commerce Director
> Softmart

Communicating Knowledge to Prospects

The e-commerce group at Softmart is responsible for all aspects of Softmart's online presence as well as email marketing to their huge base of customers and prospects.

Adopting marketing automation was a natural progression for Softmart after using a number of email campaign tools throughout the years. "Our account managers focus on specific accounts," according to Blake Holden, e-commerce director of Softmart. "eTrigue helps us prioritise our time and ensures that our account managers are up to speed on account interest level so they can effectively engage with our customers and prospects."

In addition to assisting account managers in understanding and following up with prospects' interest, eTrigue makes it easy to **personalise communication**. eTrigue also directly triggers actions, such as automatically sending an email highlighting further information relating to the specific topic of interest of a site visitor. Holden and the e-commerce team put into effect a best-practices policy for all online and campaign efforts. **Message frequency** is carefully timed to ensure that customers are not fatigued by too many messages. Softmart also ensures that all campaigns are concise and that the subject lines of email messages are **descriptive and appealing**.

"Our value to our customers is based in part, on the value-added knowledge that we bring to the IT arena. We have a tremendous depth of knowledge at Softmart, and that wisdom is very valuable to our base," said Holden. "We communicate that information whenever we can. We are not just offering products; we're contributing our knowledge and perspective to our clients."

eTrigue delivers on the promise of marketing automation and is a critical, long-term component of our e-commerce efforts at Softmart," stated Holden. "eTrigue marketing automation is a key part of our e-commerce success at Softmart and it's difficult to imagine accomplishing all of our success without it."

CAMPAIGN 2:
Lead Nurturing



Lead Nurturing

Key Campaign Considerations

- After responding to a number of drip messages or meeting a lead scoring criteria, a prospect can then be automatically made a member of a lead nurturing campaign
- Lead nurturing campaigns should be specific to a product, geography or a job function
- The nurture campaign then carries out actions that ultimately lead to qualification
- Actions may be online (email for example), or offline, such as a live call
- Effective lead scoring relies upon organisations' ability to collaboratively develop a criterion of "sales-ready", "sales accepted leads" or "marketing qualified leads" so that sales and marketing teams can efficiently assess what action(s) to take based on key behavioural attributes.

Nurturing leads means keeping potential prospects interested, delivering pertinent and useful information and empowering them with the information they need to match solutions to their business pain points.

You can get started with simple nurturing steps, like automating responses to actions, such as form-fills, by setting up timed follow-up communication to prospects. When you're ready, you can increase the sophistication of lead nurturing by identifying your unique buyer personas and creating buyer's journeys of proven content to use to communicate to them.

When leads react to mailings by clicking on links within offers, the marketing automation system can automatically trigger further follow-up messages, vary the frequency of communication, and ask additional qualifying questions to further help you segment prospects.

Automated lead nurturing helps fuel buyers' decisions by:

- Aligning campaigns with prospect need and readiness
- Assuring timely interaction with existing campaigns
- Running multiple and/or detailed multi-step campaigns
- Delivering information based on prospect behaviour

How Lead Scoring Highlights how Sales-ready Leads Are

Based on characteristics like demographics, source, activity, duration and campaign response, automated tools allow marketing and sales teams to score prospects across multiple dimensions of readiness.

The higher the score—or the more qualifying conditions met—determines how sales-ready a lead is.

"Effective marketing campaigns are evolving creatures that grow more sophisticated over time. Marketers need campaign management tools to support complexity and take full advantage of the possibilities."

—David Raab, Principal
Raab Associates



eTrigue's 3-D lead scoring capability qualifies prospects based on who, what, and when. Each of these three dimensions can be tailored to fit the buying behaviour of your specific customers or industry, and provide a clearer picture of how a prospect fits your profile of a sales-ready lead. You can even define your own Buy Time to determine interest levels over time, and within your optimum buying cycle.

Lead Scoring

Marketing automation allows you to create and manage various scores for use in evaluating prospects as they interact with your email campaigns and online assets. Scores are usually displayed in several easily accessible locations for quick, easy reference.

Sophisticated marketing automation systems such as eTrigue DemandCenter® score each individual prospect based on their engagement with your company, demographic profile, and timing.

Demographic Scoring

Demographic scoring usually includes values for specific demographics such as title, industry, location and other factors such as job function.

Activity Scoring

Activity scoring is based on prospect activity. The score is determined by the type of web pages visited and the number of times that particular page was hit by that prospect.

Campaign Scoring

Each specific campaign you create and execute can have a specific campaign value associated with it for scoring purposes. If a prospect reacts to the campaign, then the campaign score value is added to the prospects score.

Relationship Scoring

This score is based on a combination of cumulative page count, length of stay and visit count. Flexible parameters define whether a prospect is to be considered Hot/Warm/Cold.

Buy Time Scoring

Buy time determines the length of stay a prospect visits within a specific defined time period. Let's say you are only interested in the last 30 days. While the cumulative time spent on your site by a prospect may have been 2 hours in total, in the last 30 days they may have spent 48 minutes. In that case the Buy Time score would be 48 minutes.

Source/Profile Scoring

This assigns a value based on where the prospect first came from. For example, a prospect you met and qualified at a trade show may have a higher value than a prospect who only downloaded a white paper.

Custom Scoring

Custom scoring formulas let you set your own scoring structure as a complement to the other scoring criteria. Custom scores are based on both standard fields and user defined fields so it can reflect the criteria you set.

CAMPAIGN 3:
Sales Acceleration



Sales Acceleration

Fast Fact

Top performing organisations are **four times** more likely than everyone else to engage in nurture marketing tactics.

—Gleanster Research

When leads are already primed to buy, but need a little nudge in making final decisions, sales acceleration campaigns can help close the sale process.

There are several ways to trigger these campaigns:

1. Have sales people trigger these messages individually—and personalise them—right in your CRM system.
2. When leads exhibit an increased interest and readiness to buy by their behaviour, the leads can be entered based on their lead scoring into sales acceleration campaigns that send out appropriate messages.
3. Have sales folks move (or promote) the prospects into the sales acceleration campaign directly.

The content that you use for sales acceleration may include a combination of case studies of similar companies, ROI documents and any other type of communication that is appropriate for educating your prospects in the final phases of the buying process. Think of this as supporting and adding to the efforts of sales.

It's important that these campaigns be worked out with sales so that content and messaging fits exactly the path that sales feels is useful. It's also important to allow sales to be able to remove (opt-out) their prospects from these campaigns if they feel it's appropriate.

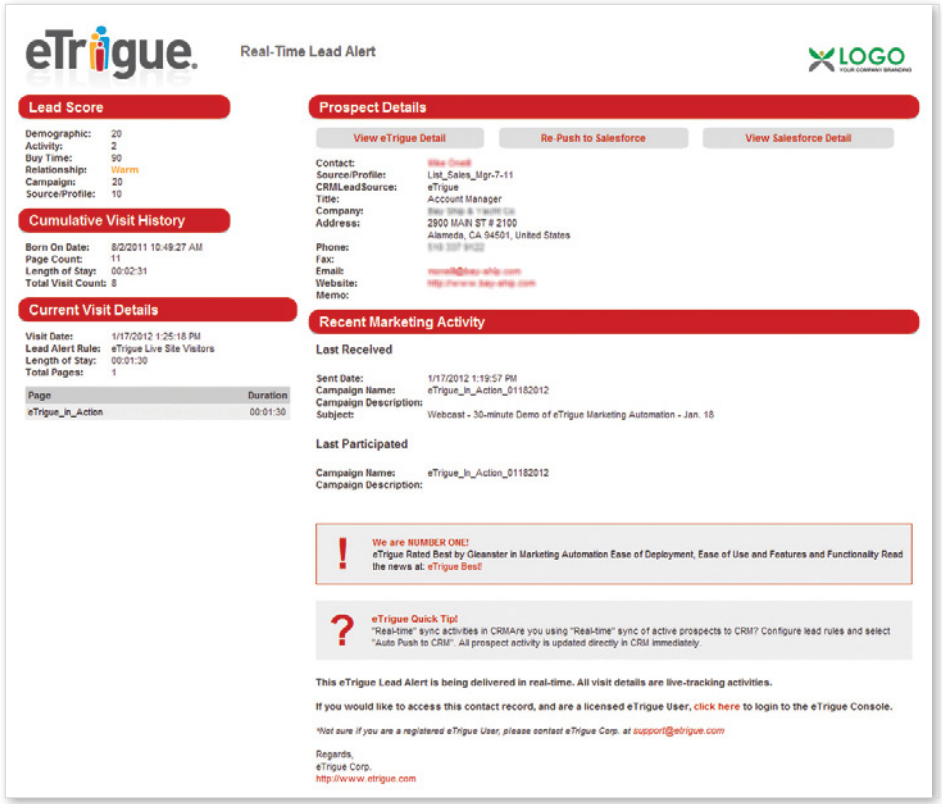
1. Automated marketing tools respond accordingly and in a timely manner—they never speed up the process too soon.
2. They provide insight into buyer pain points and provide intelligence on prospects by tracking their behaviour via websites and email.
3. Thanks to these tools' detailed tracking information and lead scoring, coupled with real-time lead alerts, timely follow up is a given.

Key Campaign Considerations

- Automated sales acceleration tools do not speed prospect decision-making
- Acceleration campaigns give sales executives the ability to send their own personalised marketing messages and track the resulting prospect activities
- Automated sales acceleration helps compensate for having fewer marketing personnel

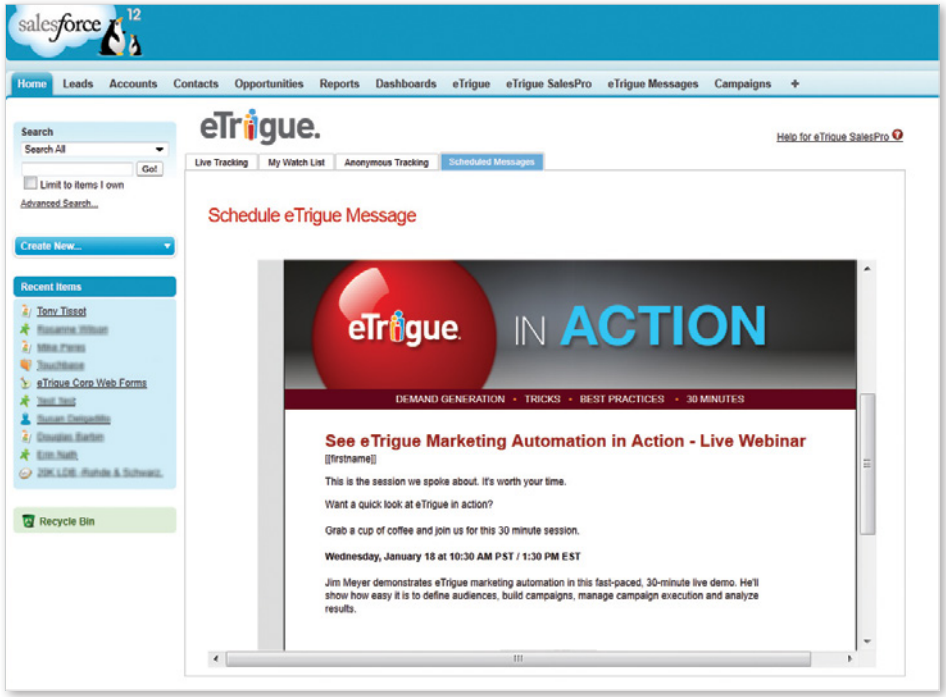
Real-time Lead Alerts

Alert sales people in real time with automated lead alerts that show when prospects are visiting your site. Sales can contact prospects when your company is top of mind. A study by Dr. James Oldroyd of MIT on lead response management shows that immediacy of response far overshadows both time of day and day of week in its effect on successful contact and qualification ratios. The odds of successfully contacting a lead if called in 5 minutes, versus 30 minutes, are 100 times better.



Information-rich real-time lead alerts provide customer, visit and scoring information, and make the complete history of each prospect available. Alerts are easily emailed to colleagues and prospects.

> "Many companies rush to make an automation purchase before taking the time to define their internal requirements, such as what will they need from the automation solution. It is best to approach the purchase of automation in a cross-functional manner that includes groups beyond marketing including sales, operations, customer service and finance as these decisions will have an impact on each of these functional areas."
>
> —Carlos Hidalgo
> Marketing Automation Institute



Sales reps gain the ability to personally send trackable email from within SalesForce CRM, and to receive real-time email when emails are acted upon. This gives sales reps the real-time sales intelligence they need to sell more effectively.

Fast Fact

Lead360 found that **new inquiries** should be called **immediately** and in **two** subsequent **time windows** during the first day.

CAMPAIGN 4:
Webinars, Podcasts and Events



Webinars, Podcasts and Events

Fast Facts

9 out of **10** marketers use **three or more** marketing technologies: email, web analytics, CRM, landing page hosting, etc.

—Gleanster Research



Simple email invitations emphasise the "what, when and how."

Those who attend a webinar or other events do so because of the perceived benefits of what they'll learn—benefits that will address their pain points and problems. Creating an email campaign to attract prospects to events means knowing what prospects' pain points are and emphasising how the webinar will address them.

Automated prospect activity tracking helps bring greater visibility into the interest that your audience has in these key pain points, in addition to providing email open rates and website content use and search information. This makes it easier to develop **"biographies,"** which identify specific campaign content that will most directly speak to them.

Experts suggest that **announcements** should be used to tease with tidbits from the upcoming event—points that will be addressed, examples to be discussed and the kind of new knowledge and information attendees will take away. Some people will attend events because of who the presenter is, especially if they are well-known in your industry. For prospects who don't care about who the presenter is, the takeaways are the reason for attending.

Progressive marketers are tracking responses to these emails—particularly webinar registrations. Once someone has registered for an event, experts suggest promoting the prospect to a different campaign so that further follow-up email messages contain just brief reminders of the time and place of the event.

Post-event follow up is important. Email campaigns should be conducted to thank folks for attending, while offering links to recorded and archived materials such as webcast replays and slide decks. "Sorry you could not attend" messages should also be sent to all registered attendees who did not attend, along with an offer to register for the next session, or an offer to watch the recording.

Driving Event Attendance

Web application performance management leader Coradiant used the power of eTrigue to draw audiences for regional seminars and events and to develop audiences for online webinars. Coradiant conducted a continuing series of local lunch-and-learn events in 16 major cities in North America and Europe, as well as several "one-off" events geared to senior executives. The campaign features of eTrigue handled all invitation tasks. "Our reminder strategy for these events included emails that offered a chance to select an entrée, and provided parking incentives, public transportation guidance and map links. We found that good pre-event communication kept the attendance rate well over 60% for our seminars, and over 90% for special events."

> "eTrigue marketing automation has given us an easy-to-use set of tools, and increased what we can accomplish with our resources."
>
> —Director of Marketing
> Coradiant

Offline events are typically marketed to a specific geographic region. One proven tactic for building and managing attendee registration is to market the event to increasingly wider geographies and broader prospect profiles over time. Start the invitation campaign early; first send to your ideal prospect profile in a narrow geography, and then increase the radius of those you invite in order to fill the event.

Selecting your campaign invitation lists by zip and postal codes works well for this task. Phone numbers may also be used as a search condition in the absence of zip-code data, although the usefulness of area codes and exchange codes varies by geography. Prospect records that use mobile phone numbers are very difficult to resolve down to narrow geographies, but may be useful enough as a search condition on the area code level.

Second follow-up invitations, sent after a reasonable interval, can also bring in registrations from prospects who did not react to the offer in the first invitation.

Running your invitation campaigns this way can help ensure that you don't have an over-subscribed event, and also give you sufficient time to fill the event if registrations are running under your ideal number.

Event reminder messages are very important to minimise the number of folks who don't show up. Make sure you communicate to registrants the week before, and the day before the event. Include relevant information about the event topic and further information about why they attend. Include logistics information as well. Location information, links to maps, and phone numbers to call, as well as an event email address to communicate to event organisers are always welcome. You may even include free parking coupons or offers to pay public transit fees in your reminder notices.

Key Campaign Considerations

- Post-event follow up to attendees and no-shows is important
- Follow-up invitations to prospects who did not open the first invitation can increase attendance
- Frequent event reminders increase the number of registered prospects who attend

CAMPAIGN 5:
Reactivation—Revisiting the "Dead Pool"



Reactivation—Revisiting the "Dead Pool"

> "Nurturing capabilities can be integrated into the sales process to re-engage 'dead' opportunities and bring more of them back to life...Survey all the 'dead' leads and find out what changed. Use those answers to offer solutions in subsequent email campaigns to get the opportunity back on track."
>
> —Dave Green
> Co-author of The B2B Refinery
> President, PipeAlign

Besides the data spoilage in marketing and CRM systems, there are bound to be contacts that were written off because they weren't ready to buy and perhaps didn't seem as if they'd ever be ready. Rather than ignoring those leads, smart marketers are re-engaging them with new content.

If old, "dead" leads were previously ranked in meaningless alphabetical or numerical categories, today's advanced scoring systems can identify those who are worth contacting again. Previously, these leads weren't ready to make a purchase, but they were familiar with a company and its products or solutions then—and they still are. By returning to these assumed cold, but really slightly warm leads, marketing and sales staffs may find them to be highly fertile ground for farming new deals.

Key Campaign Considerations

- "Recycle" leads that sales considers not ready by entering them back into drip or nurturing campaigns
- Don't stop communication to dead leads (unless they unsubscribe). Situations and dynamics are constantly changing.
- "Lost deal" leads are also fertile ground for long-term communication

CAMPAIGN 6:
Promos and Special Offers



Promos and Special Offers

By mapping content to the buyer's journey, marketers can more appropriately demonstrate value by providing timely, relevant and even necessary information to help buyers make intelligent purchase decisions.

If you are running a promotion, marketing automation lets you put the offer in the right hands at the right time.

How prospects view promos and special offers depends, like announcements and news, on its timing and content. With automated marketing tools, you can know precisely when a prospect is ready and willing to take advantage of these offers.

In the DemandGen Report article *Content Marketing: Four Key Factors For Developing A Content Mapping Strategy*, Ardath Albee, author of *eMarketing Strategies for the Complex Sale*, said, "Too often, companies send a sales pitch message to a prospect who is simply trying to better understand a pain point and learn how others are solving that business problem."

Marketing automation corrects such bad timing, enabling marketing and sales to understand what Albee calls the "relevant content appropriate for each phase." When prospect tracking data shows that the time is ripe for a promo or special offer, nothing could be more powerful or appropriate.

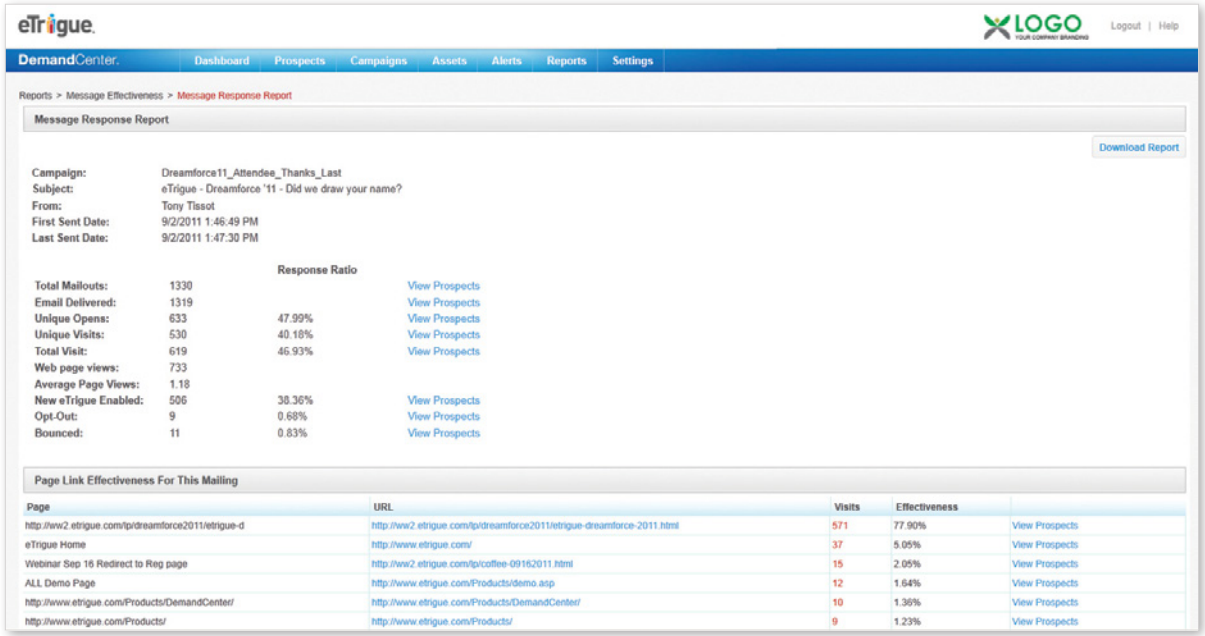


Promotions may also be used effectively to follow up after events. In this case a very narrow group of prospects (who registered at a trade show) is sent a follow-on message after attending a trade show. The campaign message is formatted to be easy to read on mobile devices, under the assumption that most recipients will be reading the email on a mobile device while travelling home from the conference.

Fast Facts

72% of marketers responded that **"increasing revenue"** was the most compelling reason to implement marketing automation.

—Gleanster Research



Are campaigns working? Full statistics allow organisations to assess if messages are working effectively. Opens, visits and total web page views provide marketers with a quick summary on a single report that may be shared within the organisation.

Key Campaign Considerations

- There are many ways to use promotions and special offers to attract attention
- A key goal is to attract enough interest and attention to get a prospect to look more closely at your product or service
- Avoid offering competing, or too many offers at once
- Free trials should be used carefully and only when the potential benefits are strong enough to justify the effort on the part of the prospect

CAMPAIGN 7:
Retention and Renewal



Retention and Renewal

Automation technology helps organisations connect the dots between disparate teams and campaign efforts, thus providing a more efficient way to reach out and message to prospects and customers.

Fast Fact

Research from the Q2 2011 Gleanster study *Email Marketing Personalisation* shows that **89%** of small business marketers across both BtoB and BtoC companies rank **email** as one of the top two **most profitable** channels.

Existing customers are already sold on your products or solutions. This gives you an open door to demonstrate how you can address their other problems. To do that you have to know what they are.

"Learn from prospects by listening to their needs," said Jim Meyer, VP of eTrigue. "Find out what's important to them using engaging surveys, then incorporate the valuable information you've collected to craft future communications."

Part of your communication to existing customers can be to educate users on additional ways to use your product to ensure they derive maximum value from it. These could include tips and practices you've developed or examples of other customers gaining value from using your product or service.

These campaigns may be automated to drip over the span of time, such as a year. When the renewal time comes contacts can be moved into a special campaign geared just toward renewals. Drip marketing, nurturing, announcements and promos should all have integral roles in retention and renewal campaigns. Tied to activity tracking and scoring, a constant analysis of how customers react to all messaging efforts will help you keep messages fresh and relevant to customers.

Key Campaign Considerations

- Existing customers may benefit from reminders of the value of a product or service
- New products, services and features should be highlighted to existing customers
- Case studies are excellent vehicles to showcase the value of your product

Conclusion

> "Whoever understands the customer best, wins. And, to win customers, marketers must own the high ground: they must be able to understand the target market as a set of individuals, each with their own specific interests, and be able to engage that person in a one-on-one dialogue that maps to their buying cycle. It is impossible to do this if marketers are using old-school 'batch and blast' email techniques. Success requires harnessing the power of a marketing automation solution that brings to life a truly integrated marketing campaign, offering relevant content when and where and how prospects and customers want to receive it."

—J. Michael Gospe
Author of The Marketing High Ground



eTrigue provides sophisticated control of every step of the campaign process.

Marketing is in the midst of a revolution. Managing marketing campaigns, nurturing leads, and building and preserving customer loyalty—all of these activities are now being automated to ensure that each audience receives relevant information in a reliable and timely manner.

Today's smartest marketers are using automated marketing systems to execute campaigns; monitor their performance in real time; and pause in mid-stream to test, edit, and re-start. There is, however, a significant opportunity for market maturity, as recent research conducted by DemandGen Report revealed that significant numbers of marketers are not yet using these systems.

Progressive marketers realise the demand for them to claim a greater role in revenue optimisation, which requires deeper automation technology for disparate sales and marketing teams to collaboratively plan and execute.

Additionally, marketers are moving away from "brand" spending and shifting budget acquisition toward the tools and functionalities highlighted throughout this e-book.

As the pressure to justify spend continues to fuel marketing strategy, automation tools provide the means to prove how campaign measurement can ultimately impact the bottom line.

In a complex, buyer-centric market, marketers must build large-scale, repeatable and measurable platforms, which is very difficult to do without automation tools. Marketing automation is the wave of the future—making marketing, selling, CRM and measurement more efficient at all touch points.

Marketing automation bridges the divide between marketing and sales

About eTrigue

eTrigue is the ease of use leader in innovative marketing automation solutions that allow marketers of all skill levels to build and execute world-class demand generation campaigns. By automating the processes used by sales and marketing, eTrigue makes it much easier to provide highly qualified leads to sales, helping drive more revenue with less effort.

eTrigue marketing automation makes it simple for marketers to create, execute and track powerful multi-channel demand generation campaigns and email marketing campaigns, all with online tracking. eTrigue takes advanced marketing automation to the next level, enabling anyone to develop, execute and track highly flexible demand generation programmes—without the need for dedicated marketing or IT resources.

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About DemandGen Report

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organisations, and ultimately, drive growth. A key component of our coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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