Quick Start Marketing Automation

Planning and launching nurture campaigns now!

Presented By
Harry J. Gold
CEO, Overdrive Interactive

About Overdrive Interactive

- Overdrive helps companies compete and win in today's digitized marketplace
- Integrate:
  - Planning and creative
  - Search marketing (seo/sem)
  - Social media marketing
  - Online media (banner/display)
  - Marketing automation
  - Content development
  - Website and application development
  - Offline advertising and marketing

2010 MITX
Interactive Agency of the Year

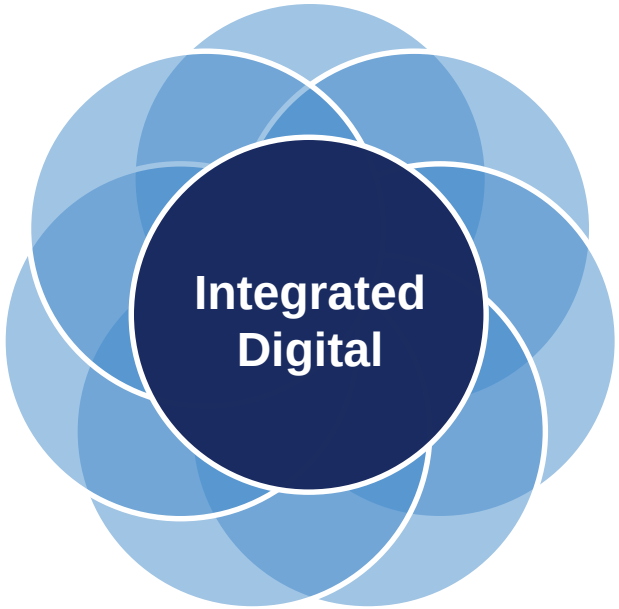
B2B Digital Marketing/Lead Gen Leaders

The Digital Lines Are Blurring

Search Engine Optimization

Analytics

Paid Search Management



Email, Marketing Automation

Online Media

Creative, Website Development

Social Media

Brand

Drive

Search Engine Marketing
- Organic
- Paid
- Online PR/Linking

Online Media
- Sponsorships
- Banner Campaigns
- Product Listings
- Email/RSS Feeds
- White Paper Syndication

Social Media
- Social Networks
- Content Channels
- Blogs

Capture

Site Network
Main and Mini Sites

Landing Pages
Data Capture
Applications and Incentives

Webinars/ Trade Shows

Call Centers

Convert

Database
Marketing Automation/Nurture

CRM/Lead Database

- Telemarketing
- eAlerts
- Social/Viral
- Direct Mail

Sales Team

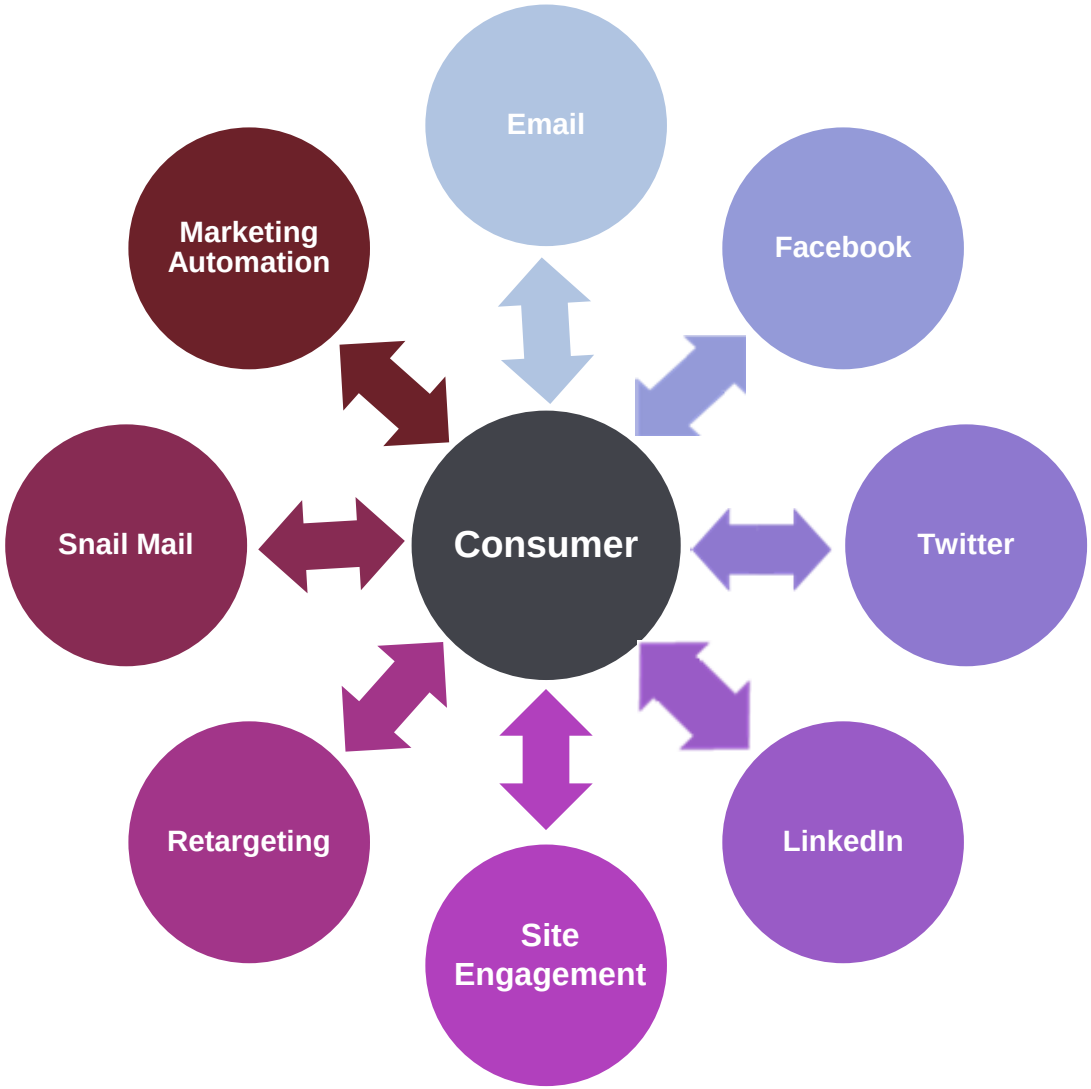
Sales Materials

Optimize
Track, Report and Respond

Use Digital to Create

The Brand Embrace

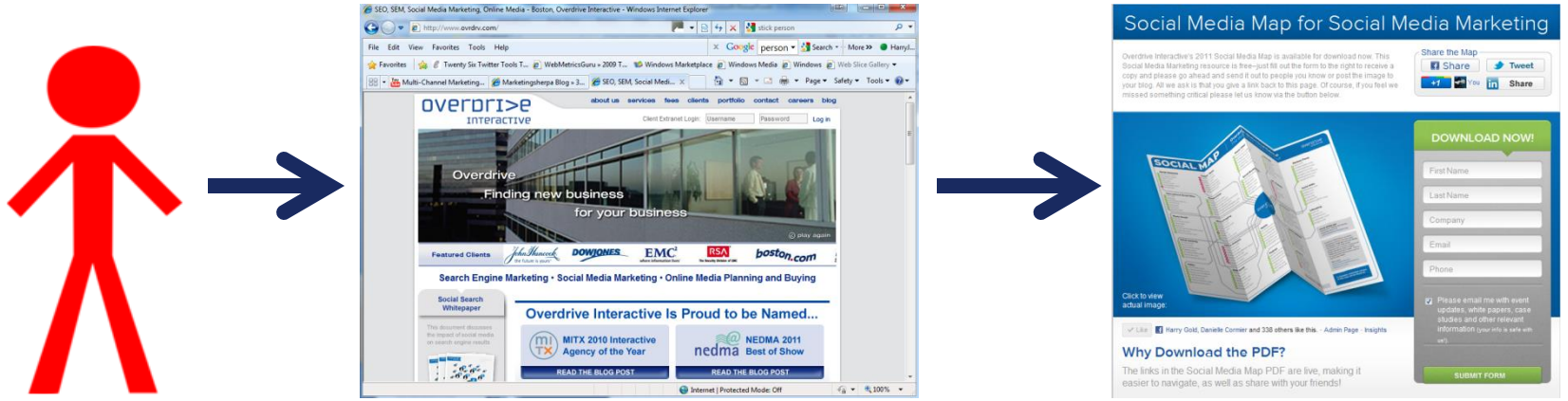
The Brand Embrace is….
Sum Total of Consumer Connections



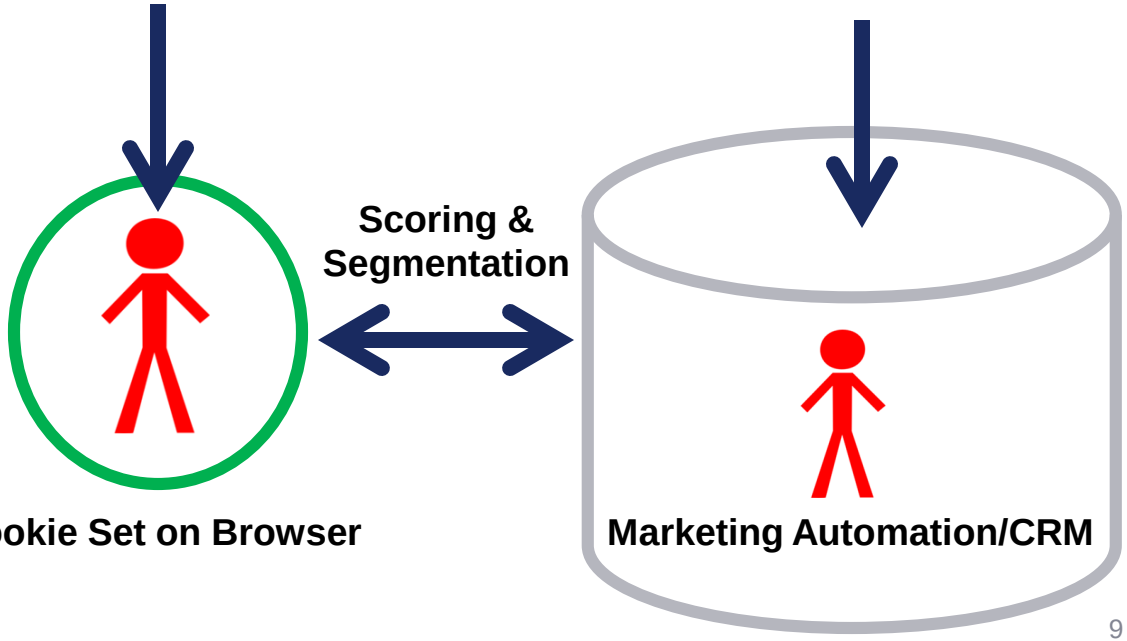
A Few Marketing Automation and CRM Platforms

Marketing Automation

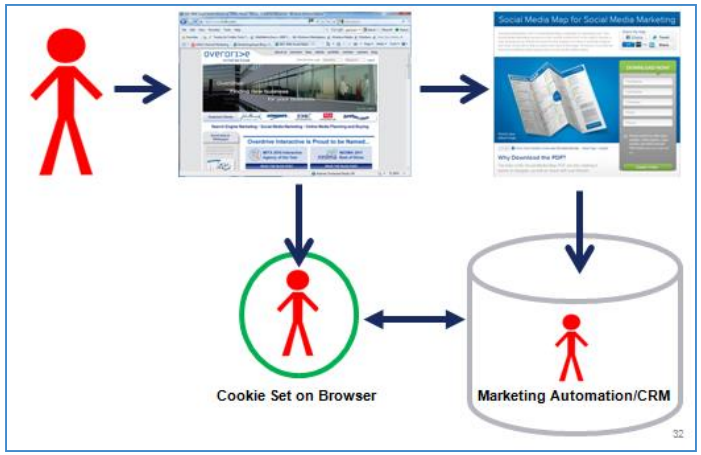
Capturing, Cookie-ing, Profiling and Scoring Prospects



Prospect visits a site, a cookie is set on their browser, they fill in a lead gen form and then their data (along with details of their site visit) is added to the marketing automation system. Finally, cookie data and CRM data are linked and leads are segmented and scored.



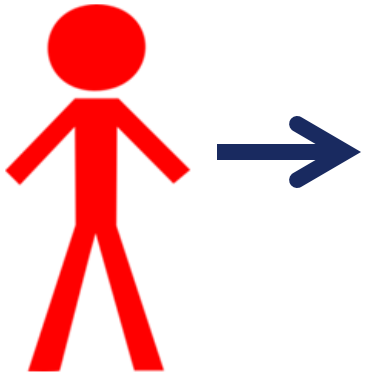
Marketing Automation
Triggered Events: Auto Replies



- Targeted/relevant
  - Email
  - Tele-sales
  - Direct Mail via Print on Demand

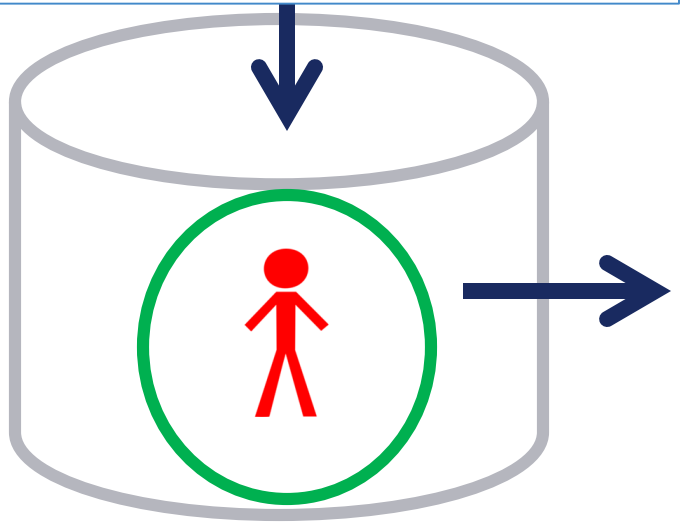
System can now kick out immediate and customized auto replies including email, direct mail and alerts for sales people to call the prospect.

Marketing Automation
Triggered Events: Repeat Visitor



System Recognizes Cookie and Prospect

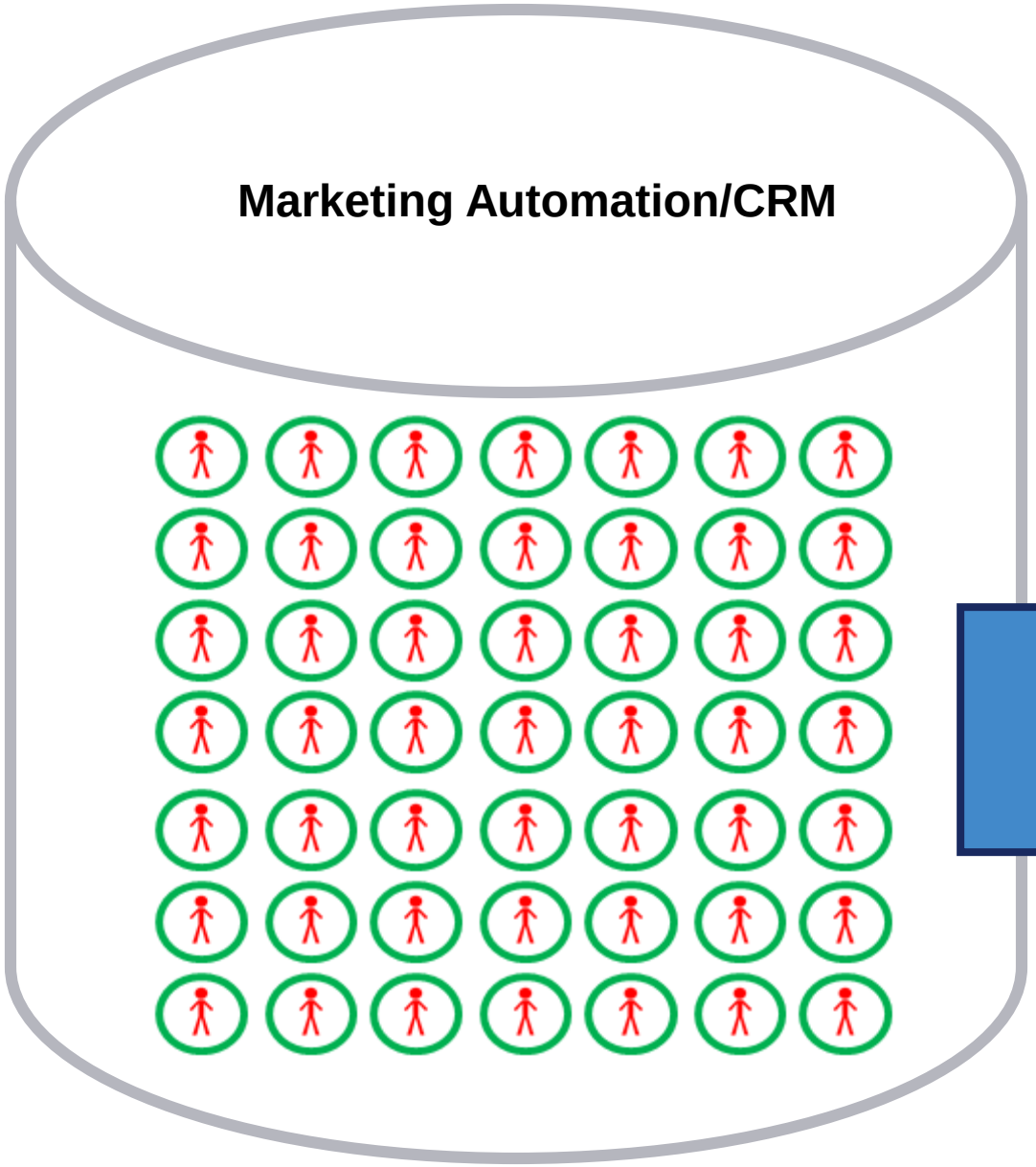
Upon subsequent visits to the site, the system recognizes previously identified prospects and can trigger customized email, direct mail and telephone communications.

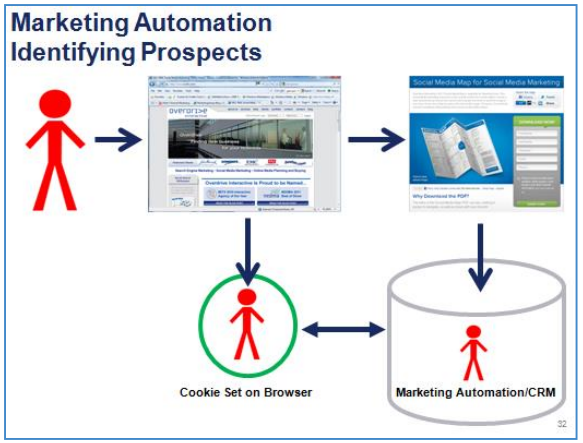


Marketing Automation/CRM

- Email
- Tele-sales
- Direct Mail via Print on Demand

Marketing Automaton Channel Growth

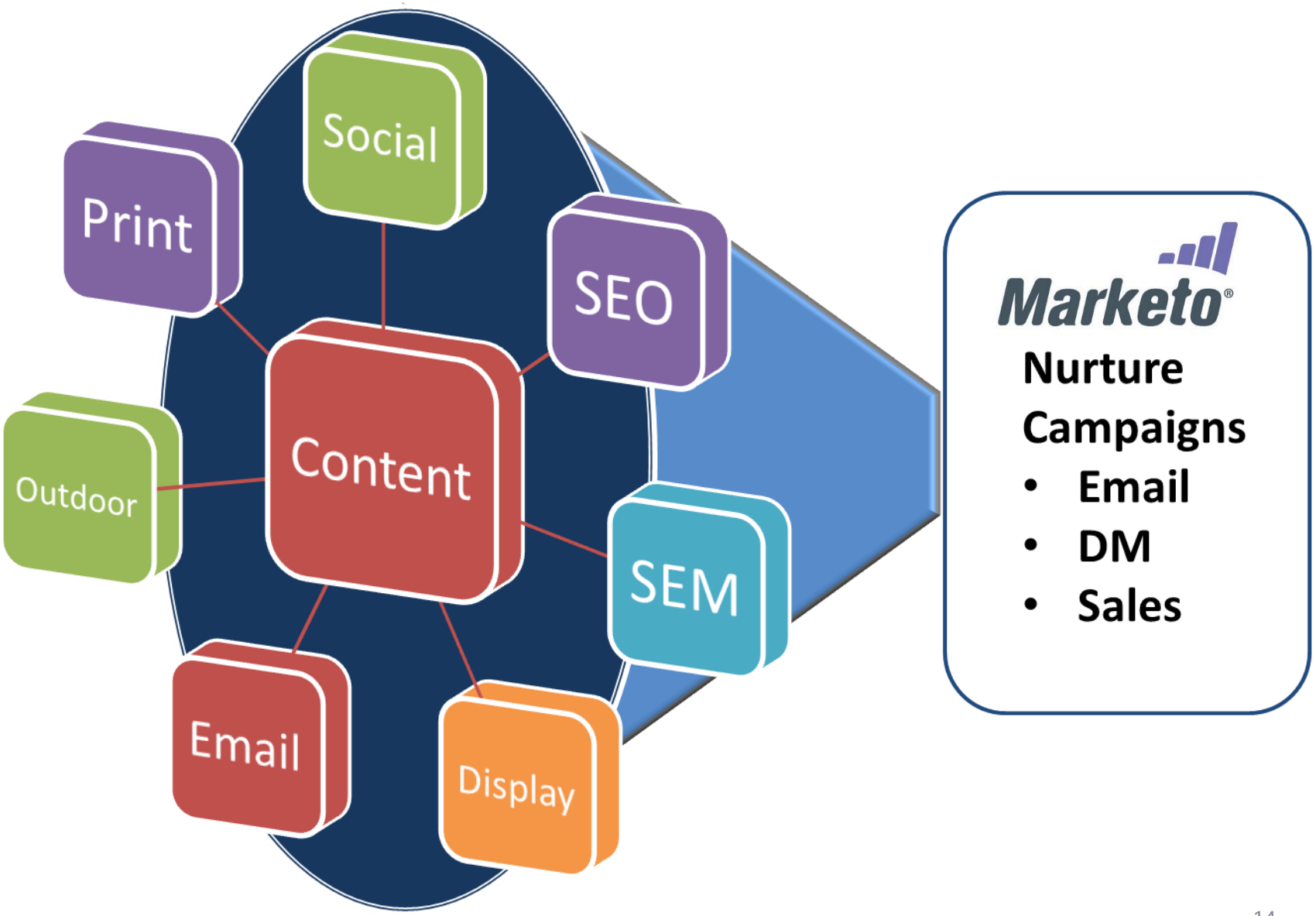




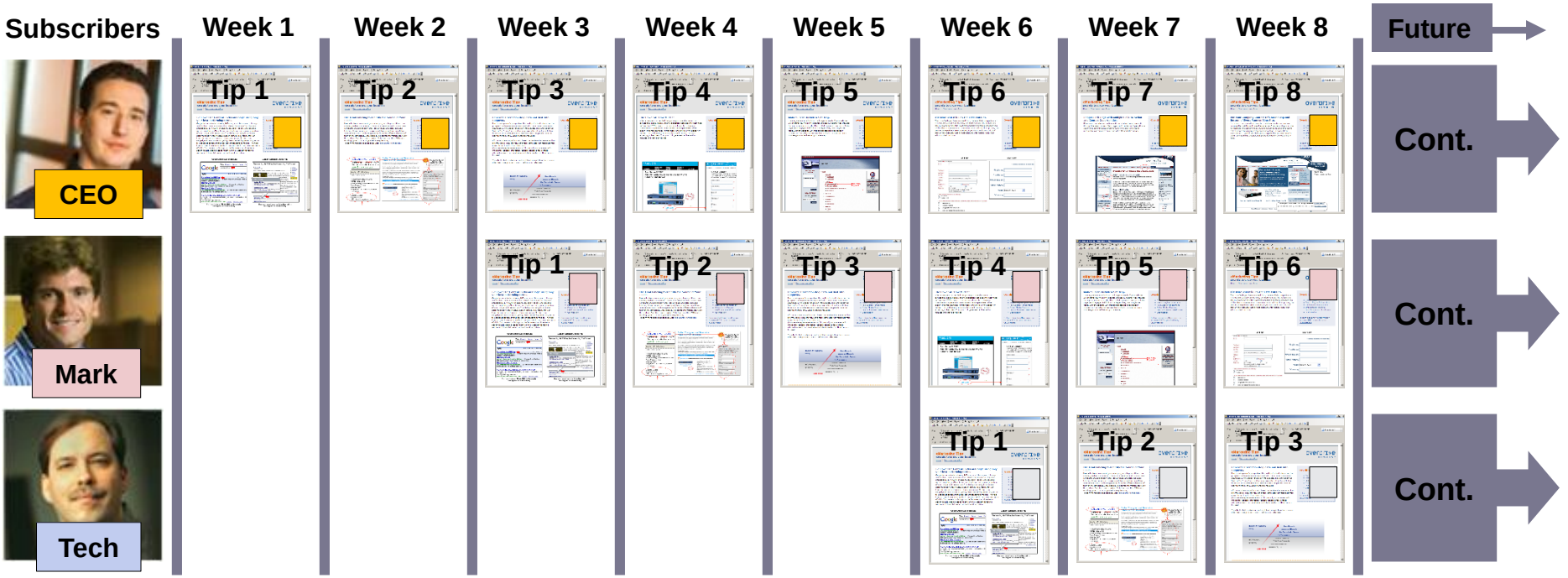
Pushing thousands and even millions of timely and customized communication pieces.

Triggered Events and Nurture Campaigns

Convert Inbound Traffic to Outbound Nurture



Simple Drumbeat Nurture Campaign
Tips with Title Personalized Offers



- Automated: set it and forget it (well sort of)
- No wasted content: no scrambling for what to send next
- Customized: personalized content and/or relevant offers
- Timely: start getting it right after they interact with your site/brand

Nurture ROI Optimization

- Assumptions: average customer value $50,000 per year

Improvement	Trial	Trial CVR	Leads	CVR	Opps.	CVR	Revenue	Renewal Rate	2 Year Revenue	Inc. Rev.	%
Benchmark	20,000	33.0%	6,600	20%	1,320	10%	$6,600,000	50%	$9,900,000	N/A	N/A
10% Improvement	20,000	36.3%	7,260	22%	1,597	11%	$8,784,600	55%	$13,616,130	$3,716,130	38%
20% Improvement	20,000	39.6%	7,920	24%	1,901	12%	$11,404,800	60%	$18,247,680	$8,347,680	84%
30% Improvement	20,000	42.9%	8,580	26.0%	2,231	13.0%	$14,500,200	65.0%	$23,925,330	$14,025,330	142%

- Evaluate all nurture steps and assets at funnel escalation conversion points including:
  - Scoring and segmenting, pain-point and messaging, content and offers
  - Email, site calls to action, call scripts, direct mail
  - User flow, timing, frequency and cadence

You know you want it!

Current Situation

- Most large companies have:
  - Implemented some kind of marketing automation platform
  - Hired a platform administrator (tech savvy person)
  - Understand the need to improve their nurture process
  - Want to improve their nurture process
- Situation
  - Only taking advantage of a small portion of marketing automation tactics
  - Still doing batch and blast email
  - Experiencing declining ROI from batch and blast
  - Cannot get nurture campaigns off the ground
- Barriers
  - Don’t know where to start but want to go from 0 to 100 mph right away
  - Underestimate the volume of creative assets required
  - Underestimate the value of good creative in the process that drive results

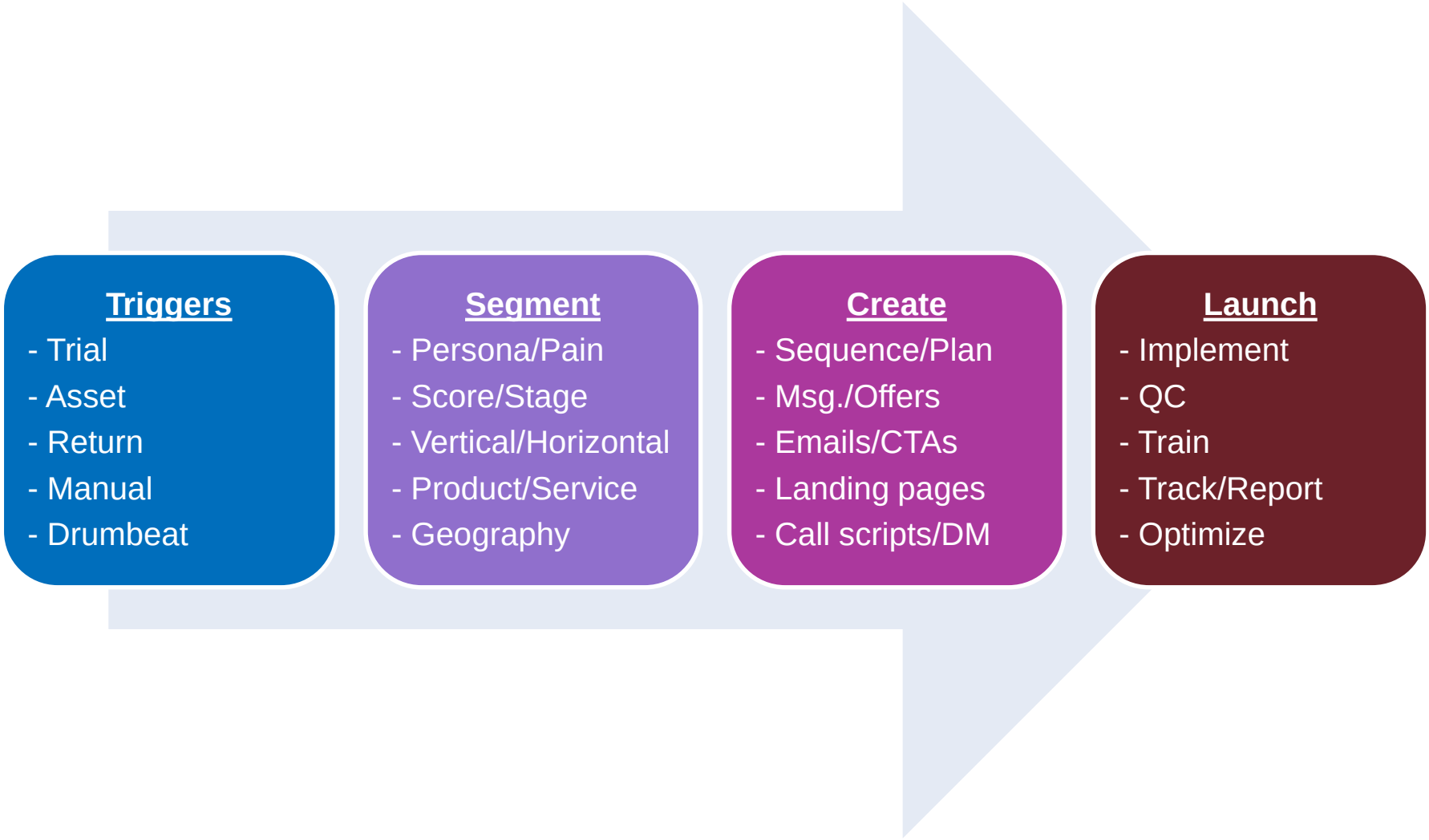
Solution: Quick-Start Nurture Campaigns

- Don’t overthink it – do it!

- Start with the obvious
- Focus where volume and value lives:
  - High frequency events: auto-replies, form fills, repeat visits
  - High value leads: decision maker titles, target accounts
  - High volume databases: cold leads

- Don’t feel like things have to be to complex – some communication is better then no communication (as long as the creative is good!)

Solution: Quick Start Nurture Campaigns



Quick Start Nurture Campaigns: Triggers

Triggers
- Trial
- Asset
- Return
- Manual
- Drumbeat

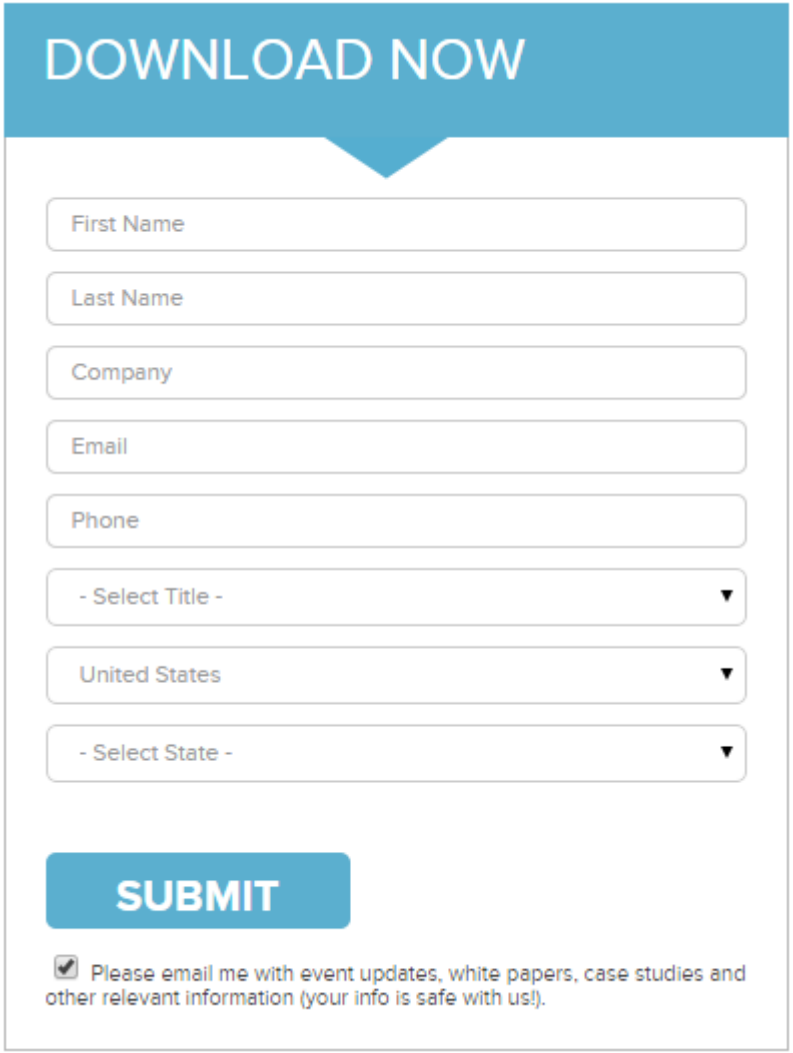
Segment
- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

Create
- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

Launch
- Implement
- QC
- Train
- Track/Report
- Optimize

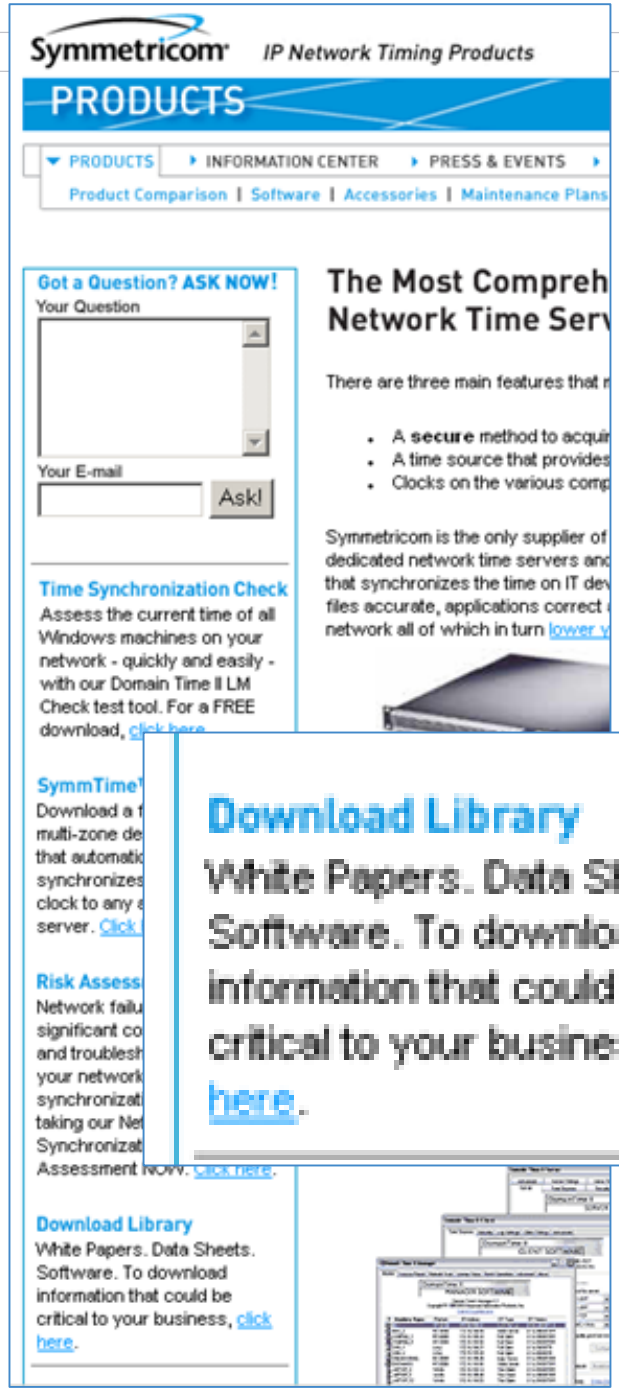
Triggers – Focus on Volume and Value

- Form completes/asset downloads
  - **Instant** personalized auto-reply
  - High intensity escalation nurture (info requests to interaction requests)
- Trail/freemium downloads
  - Activation support nurture
  - Free to paid nurture
- Return site visitors
  - Re-engagement encouragement
  - Specific content review (pricing, contact page)
  - Sales team / CRM alerts
- Cold leads
  - Brand drumbeat
- Anonymous visits
  - Retargeting



Standard Triggered Events

- Standard
  - Email
  - Direct mail
  - CRM Alerts / phone calls
- Advanced
  - Adaptive web content based on profile or IP address/SIC code
  - Banner retargeting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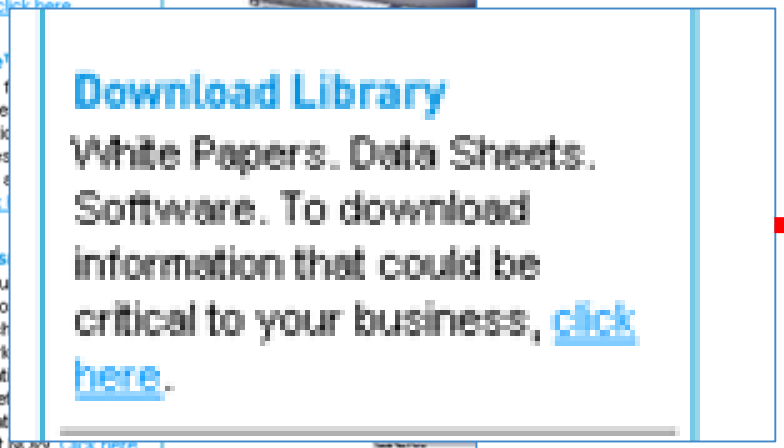
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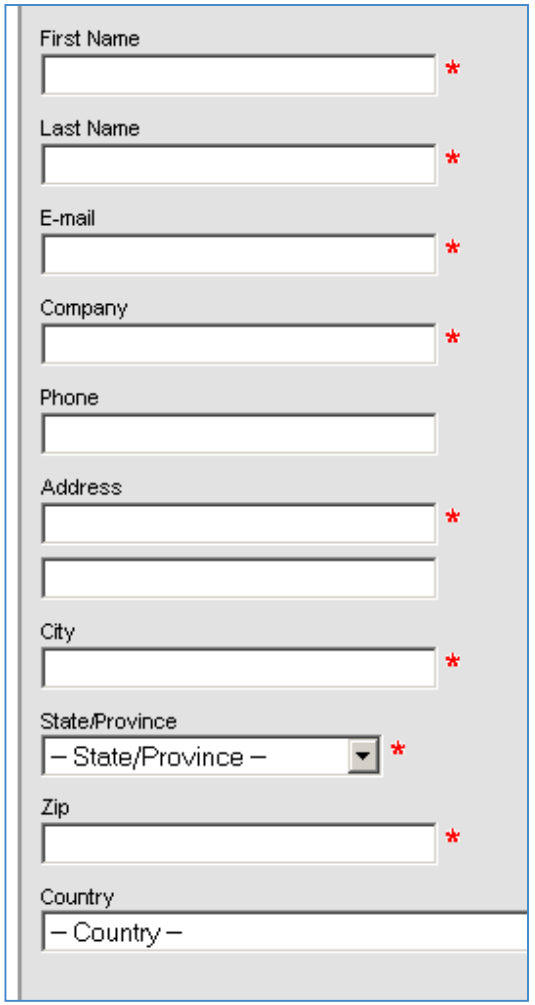
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Country
– Country –

Symmetricom

Hello -

Thank you very much for accessing the Symmetricom Download Library.

Symmetricom is the only supplier of comprehensive network time synchronization solutions that include the dedicated network time servers and the necessary synchronization, management and monitoring software that synchronizes the time on IT devices such as workstations, servers and routers. Our solutions keep log files accurate, applications correct and also offer the capability to monitor and manage all of the clients on the network.

For a brief description and overview of these network time synchronization solutions, please take a moment to view our product offerings below.

SyncServer® S100 offers enhanced security features, multiple levels of time reference redundancy and much more.
GET A QUOTE

TymServe™ 2100 is an NTP server found in more companies than any other time server on the market.
GET A QUOTE

Domain Time II is Network Time Synchronization Software that is 100% compatible with all NTP servers.
GET A QUOTE

Audit Server software provides a secure, verifiable audit trail of the time synchronization of your network.
GET A QUOTE

The ND-2 and ND-4 Network Time Displays keep accurate time by synchronizing — over the network — to a network time server.
GET A QUOTE

NTS-200 is a versatile Stratum 1 and Stratum 2 high performance network time server.
GET A QUOTE

NTS-150 synchronizes enterprise servers, workstations, and routers to within one to 10 milliseconds.
GET A QUOTE

Should you have any questions about what you just accessed on our site or would like additional product or pricing information on any of the above products, please do not hesitate to contact us. Thank you.

Regards,

Dan Lomasney
IP Network Timing Specialist
Symmetricom

The Most Comprehensive Range of NTP Hardware & Software Products in the World

Symmetricom is the only supplier of comprehensive network time synchronization solutions that include the dedicated network time servers and the necessary synchronization, management and monitoring software that synchronizes the time on IT devices such as workstations, servers and routers. Our solutions keep log files accurate, applications correct and also offer the capability to monitor and manage all of the clients on the network.

Additionally, our Network Time Displays are the only network time technology on the market that synchronizes with an NTP network time server over a network, eliminating the need for dedicated time distribution cables. This allows for most facilities to use existing network cabling, eliminating the need to pull additional, dedicated cable.

For a brief overview of our comprehensive range of network time synchronizations solutions, please take a moment to view our product offerings below.

SyncServer® S100

SyncServer® S100

SyncServer® S100, the most secure and comprehensive NTP server on the market, offers enhanced security features, multiple levels of time reference redundancy, dual high performance NTP network ports, and upgrades to rubidium atomic clock stability.

TymServe™ 2100

TymServe™ 2100

TymServe™ 2100, the durable, dependable and accurate NTP server found in more companies than any other time server on the market.

NTS-200

NTS-200

NTS-200, the versatile Stratum 1 and Stratum 2 high performance network time server, with GPS and NTP Peering time references and a single satellite/window mode for the GPS subsystem.

NTS-150

NTS-150

NTS-150 accurately synchronizes enterprise servers, workstations, and routers to within one to 10 milliseconds.

GET A QUOTE

To get a quote on any of the products listed on this page please call: 1-978-232-1477 (8am – 5pm EST) to speak with a Symmetricom representative directly or fill out the form below and a Symmetricom representative will contact you.

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Last Name *

E-mail *

Company *

Phone

Address *

City *

State/Province – State/Province – *

Zip *

Country – Country – *

Product

- ☐ SyncServer® S100
- ☐ NTS-200
- ☐ TymServe 2100

Requests for Quote +20%

Brand Power:
Visitor ID Tracking via Visitor Track

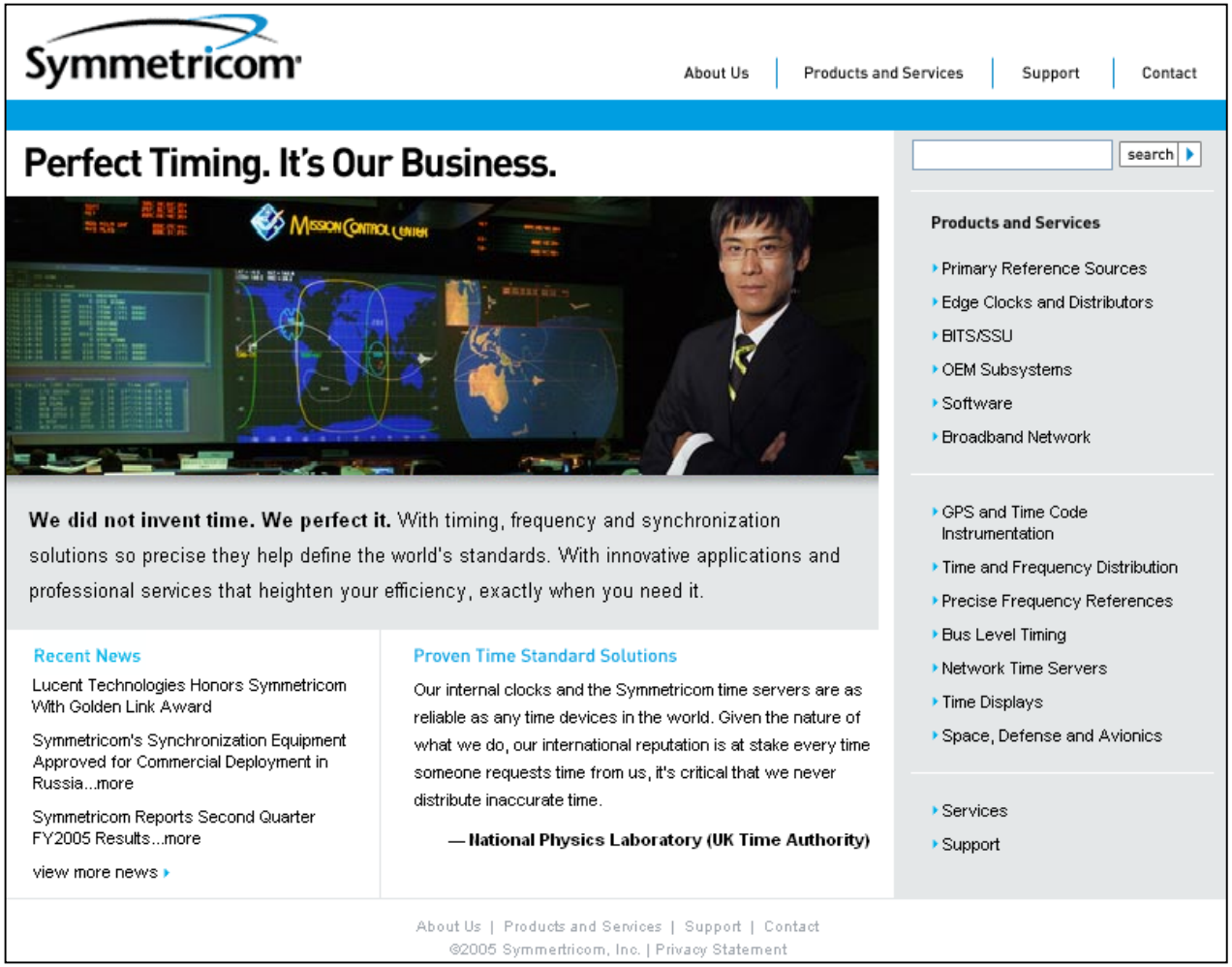
Visitor Track Report - November 2014

Company Name	Unique IP Addresses
Abbott Laboratories	1
Accenture	1
Advocate Health Care	1
ALLIED HEALTHCARE FEDERAL CREDIT UNION	1
Allstate Insurance Company	1
AMD INDUSTRIES	1
American Airlines, Inc.	1
American Association of Retired Persons	1
American College of Cardiology Foundation	1
American Medical Association	1
APPLE INC. - 10G ASHBURN IDE	1
ARCHER DANIELS MIDLAND	1
Bank United - MIA	1
Baylor Health Care Systems	1
Best Buy Co., Inc.	1
BLACK DECKER	1
BlueCross BlueShield of Illinois	1
CBS Corporation	2
CDM Media	1
Central Intelligence Agency	1
Chicago Mercantile Exchange	1
CITY AND COUNTY OF DENVER	2
City of Los Angeles	1

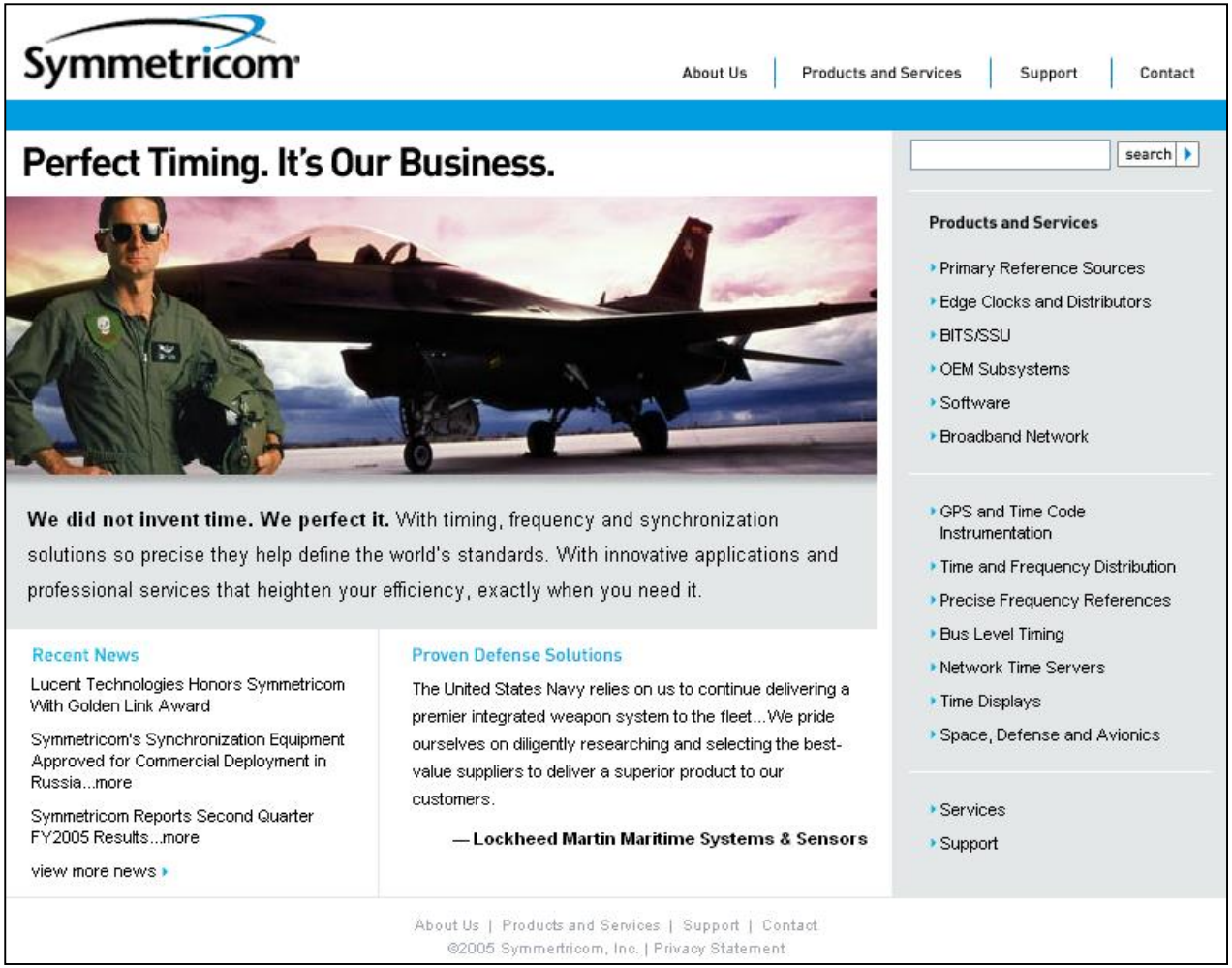
Top Companies Referred from Search Researching Your Products and Services

See full report

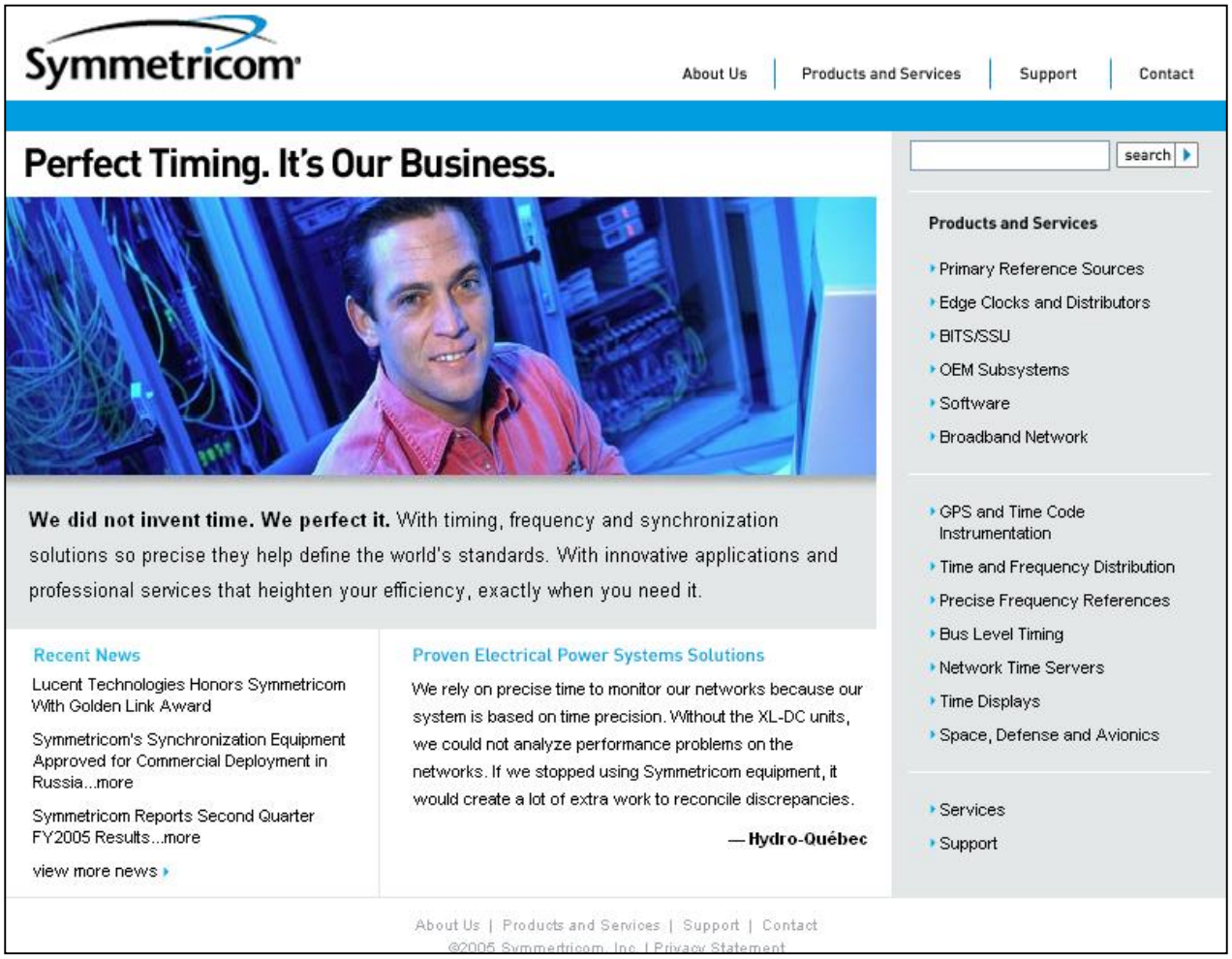
Triggered Customization: Aerospace



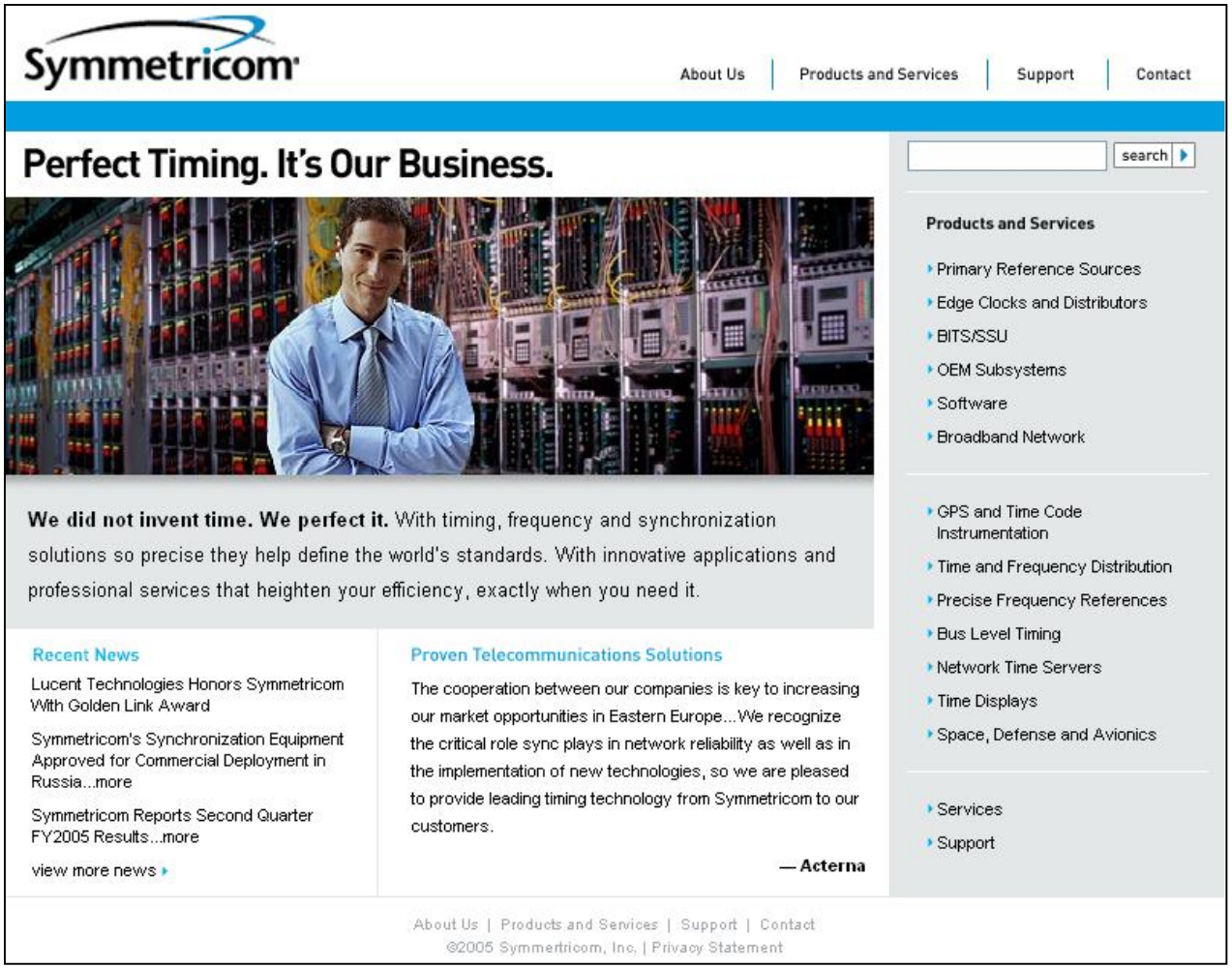
Triggered Customization : Defense



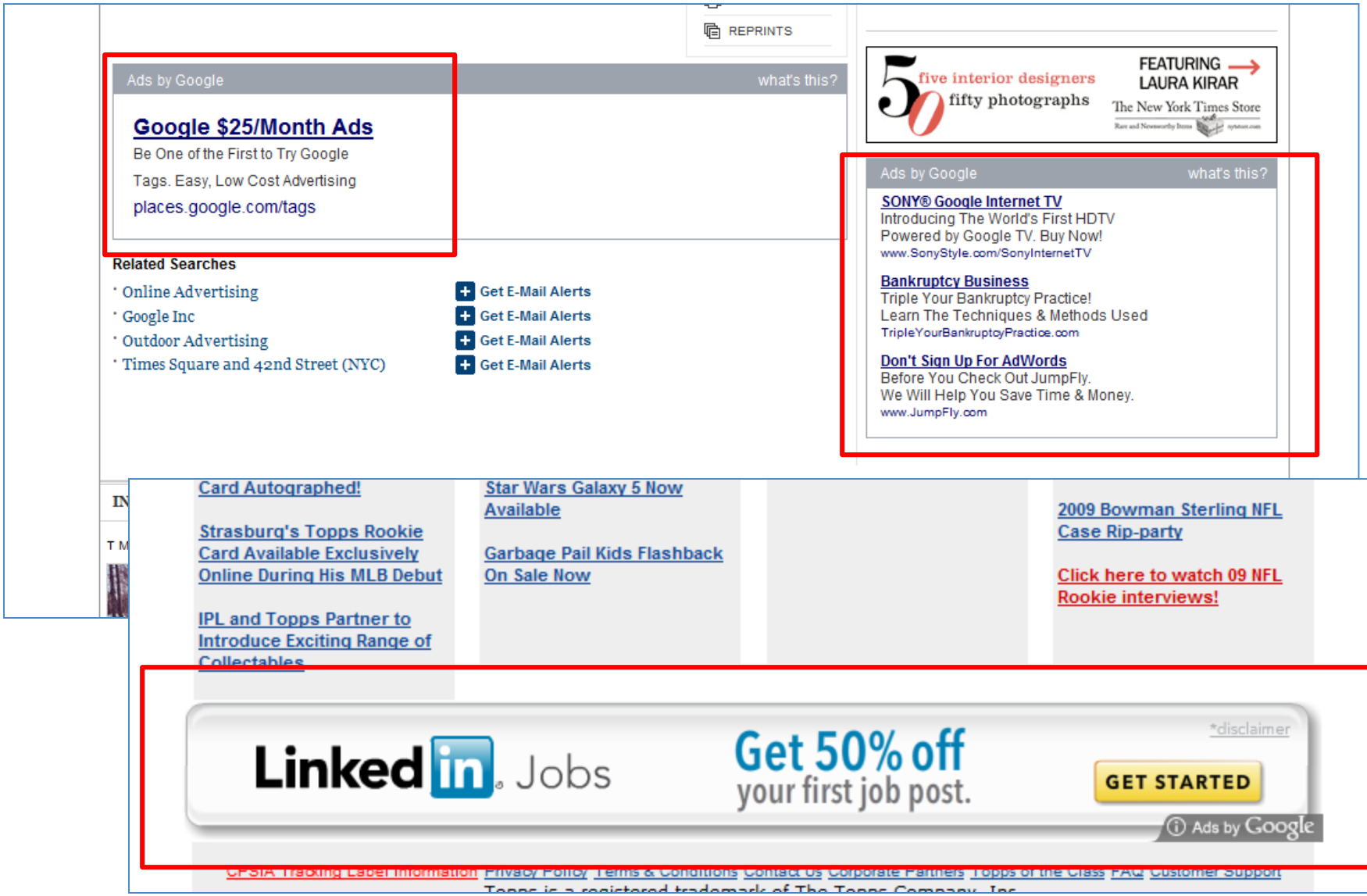
Triggered Customization : IT



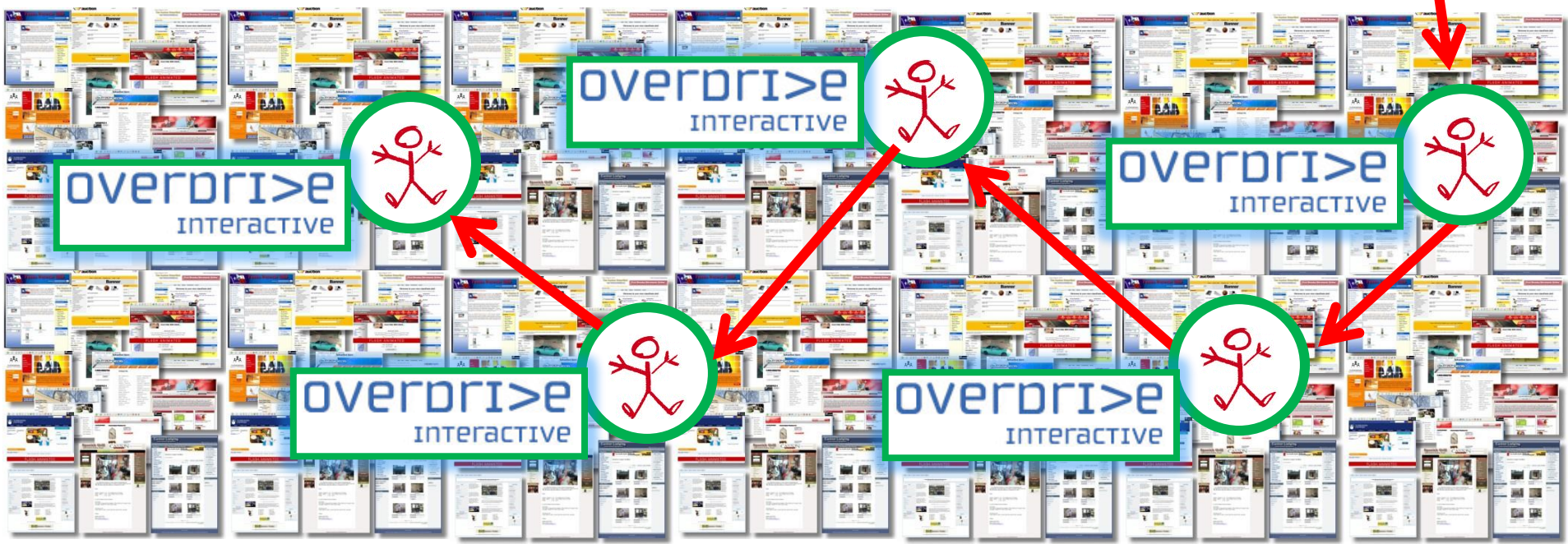
Triggered Customization : Telecommunication



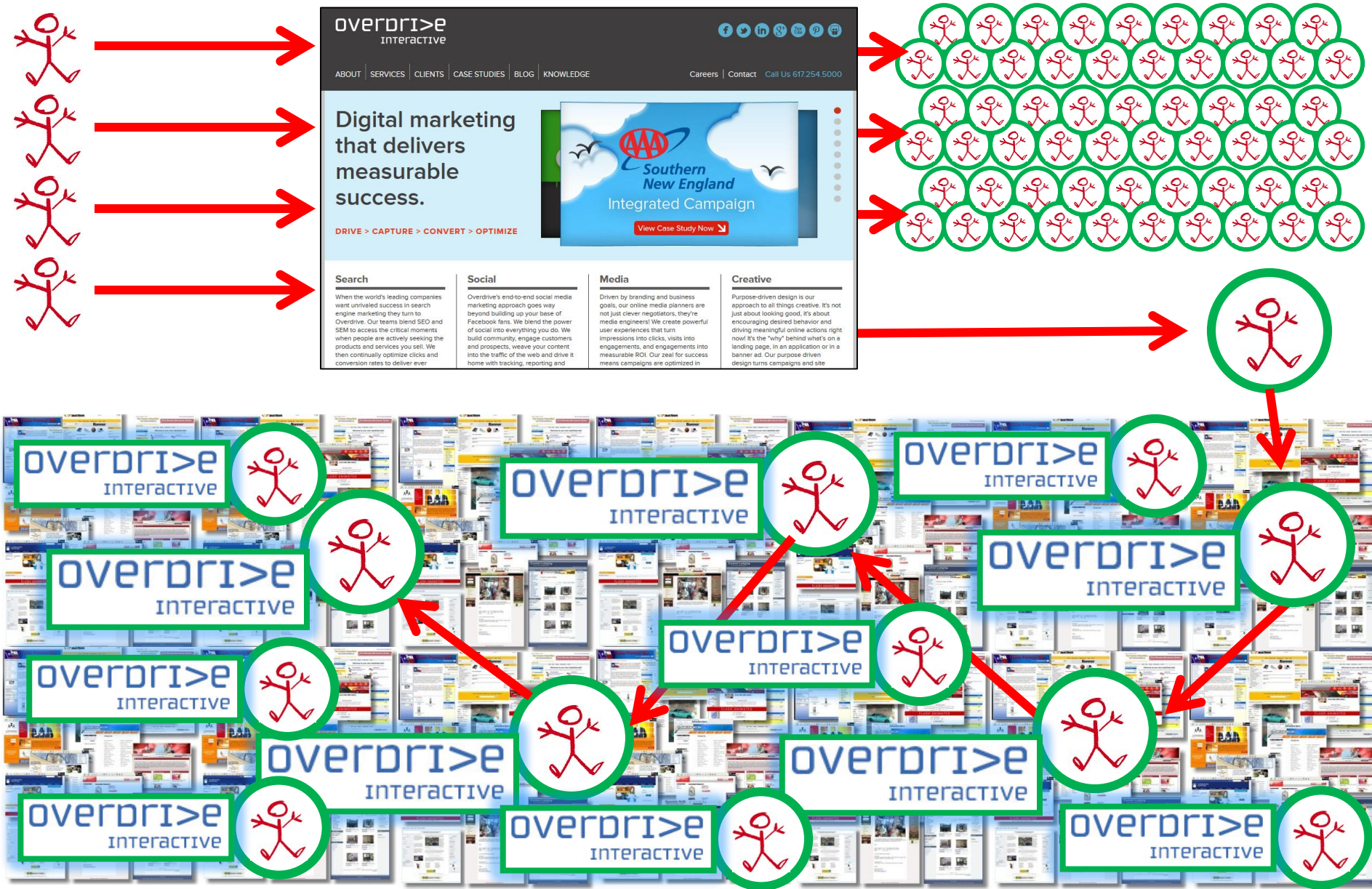
Google Content and Display Networks



Retargeting Brand Embrace



Retargeting Brand Embrace (community of customers & prospects)



Quick Start Nurture Campaigns: Segment

Triggers
- Trial
- Asset
- Return
- Manual
- Drumbeat

Segment
- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

Create
- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

Launch
- Implement
- QC
- Train
- Track/Report
- Optimize

Segmentation Process

Segmentation	• Industry • Geography • Product interest
Score	• History, behavior, buying stage • Title and/or role (decision making ability) • Company size (third party validation and data)
Persona Creation	• Goals and objectives • Role and responsibilities • Pain points and desires
Track Mapping	• Instant personalized auto-reply • Low value content drumbeat • High value engagement offer

Segmentation/Profiling Data Sources

Lead Type	• Contact – name only, no cookie • Unnamed – cookie only, no name • Named lead – name and cookie
Manual Append	• Sales rep entered • Third party data
Active Append	• Web forms • Surveys
Passive Append	• Online behavior • Social data

Triggered Events and Nurture Tracks

Triggered Events

- Instant auto-reply (general w/ contact info and contact encouragement)
- SIC code home page case studies image and CTA
- Instant re-visit offer for high value “named leads” (name and cookie recognized) and sales rep alert

Nurture Tracks

- Local high value tech B2B
- National high value tech B2B
- Local high value financial
- National high value financial
- Local high value general
- National high value general
- Brand drumbeat

Main Targets: Personas and Pain Points

- VP of Digital Marketing
  - The VP of Digital provides leadership and vision to define and drive the global ecommerce business
  - He/she generally has P&L responsibility for all digital marketing and operations
  - This includes digital strategy, online marketing and website operations
  - Has lead goal, pipeline development and revenue numbers to hit
- What keeps him/her up at night?
  - Lack of resources: “I don’t have time and talent to keep up with my ‘to do’ list. Good people are hard to find!”
  - Speed to market/lack of control: “All site changes must go through IT. It can take days or weeks to get changes made.
  - Lead quality: “If leads are not warmed or qualified sufficiently the sales team cannot or will not close them. I need nurture programs that yield opportunities – not inquiries.”
  - Hitting revenue goals: “If our online advertising or search presence is weak, our nurture campaigns are off, we aren’t successful, my year isn’t successful.”

Event and Track Mapping - Overdrive Interactive

Lead

- Asset download – 14 Ways to Link Social and SEO
- VP, Director of Digital Marketing
- Boston
- Tech B-2-B
- $100 million+ revenue

Local High Value Tech/B2B Engagement Track

- 60 days
- High touch and expensive offers (free Competitive SEO and Social Analysis)
- Case studies
- Phone calls
- Direct mail
- Escalate to in-person meeting
- Retargeting

Brand Drumbeat Track

- Ongoing
- High value tech marketing content
- Case studies
- Retargeting

Quick Start Nurture Campaigns: Create

Triggers
- Trial
- Asset
- Return
- Manual
- Drumbeat

Segment
- Persona/Pain
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- Sequence/Plan
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Launch
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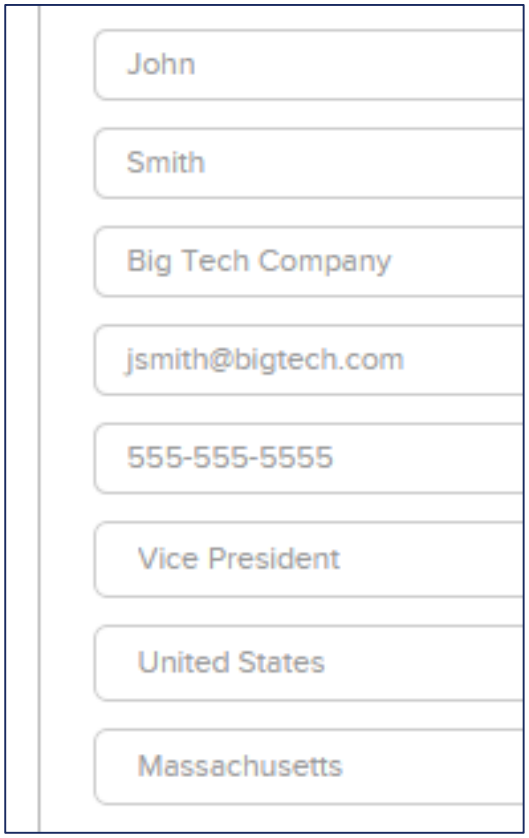
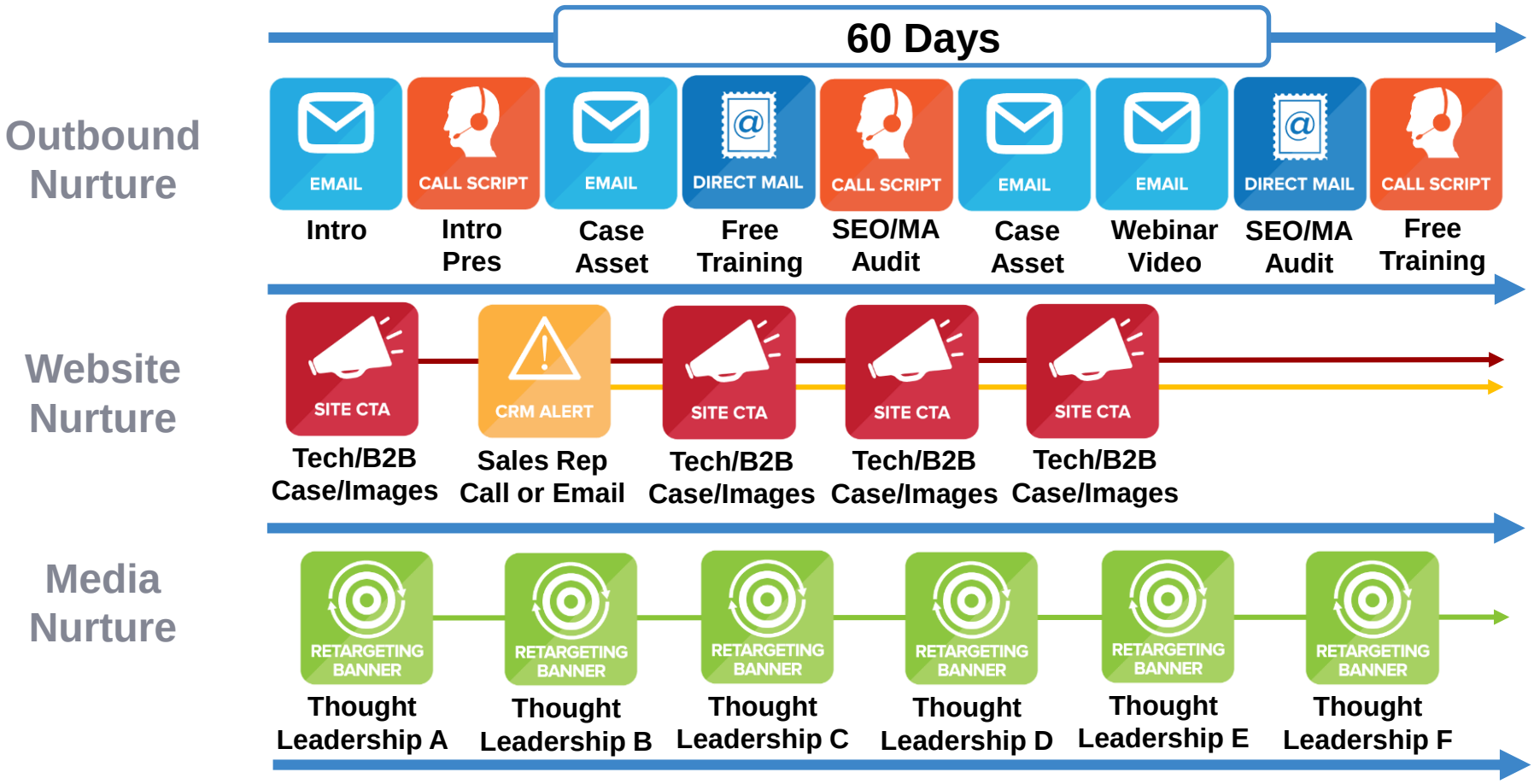
- Optimize

Triggered Events / Marketing Automation Components

Trigger: Asset Download



Nurture Track: High Value, Tech/B2B, Local (A-Tech-Local)



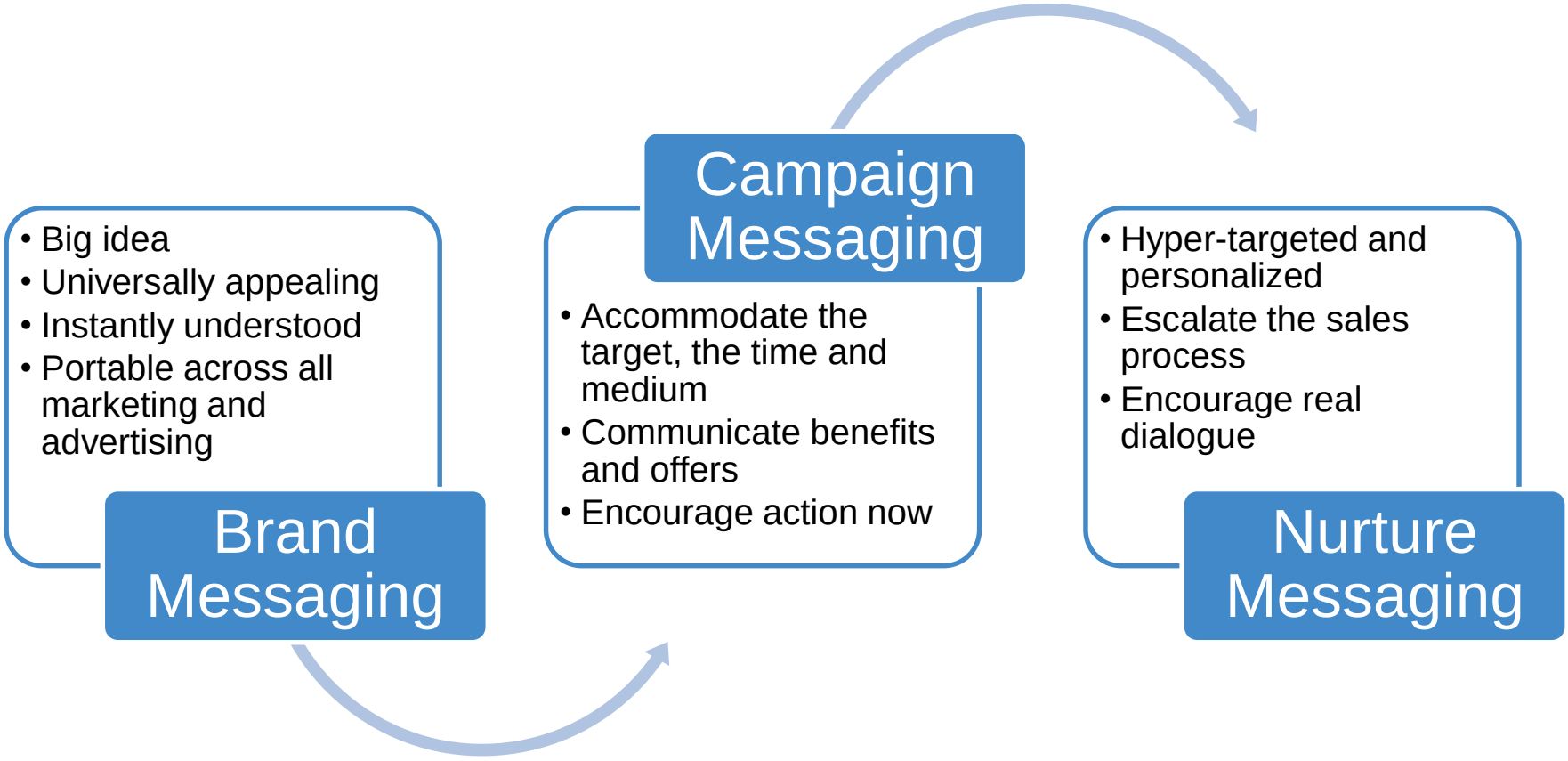
- 1 time track only, local, high touch offers encouraging face to face
- If prospect schedules meeting then outbound nurture ends
- If prospect engages with content and triggers CRM alert then sales rep may call
- If prospect doesn't engage in 60 days then transfer to drumbeat nurture track
- Site CTA and CRM alerts stay active as long as possible to append and score
- Retargeting media nurture live for 120 days or more

Nurture Campaign Ingredients

- Sequence/user flow
- 4 emails
- 4 landing pages
- 2 direct mail pieces
- 3 call / vmail scripts
- 4 site calls to action/images
- 6 banner version (single concepts with different offers/assets)
- Existing offers / assets
  - White papers
  - Case studies
  - Videos
- Package it all up!

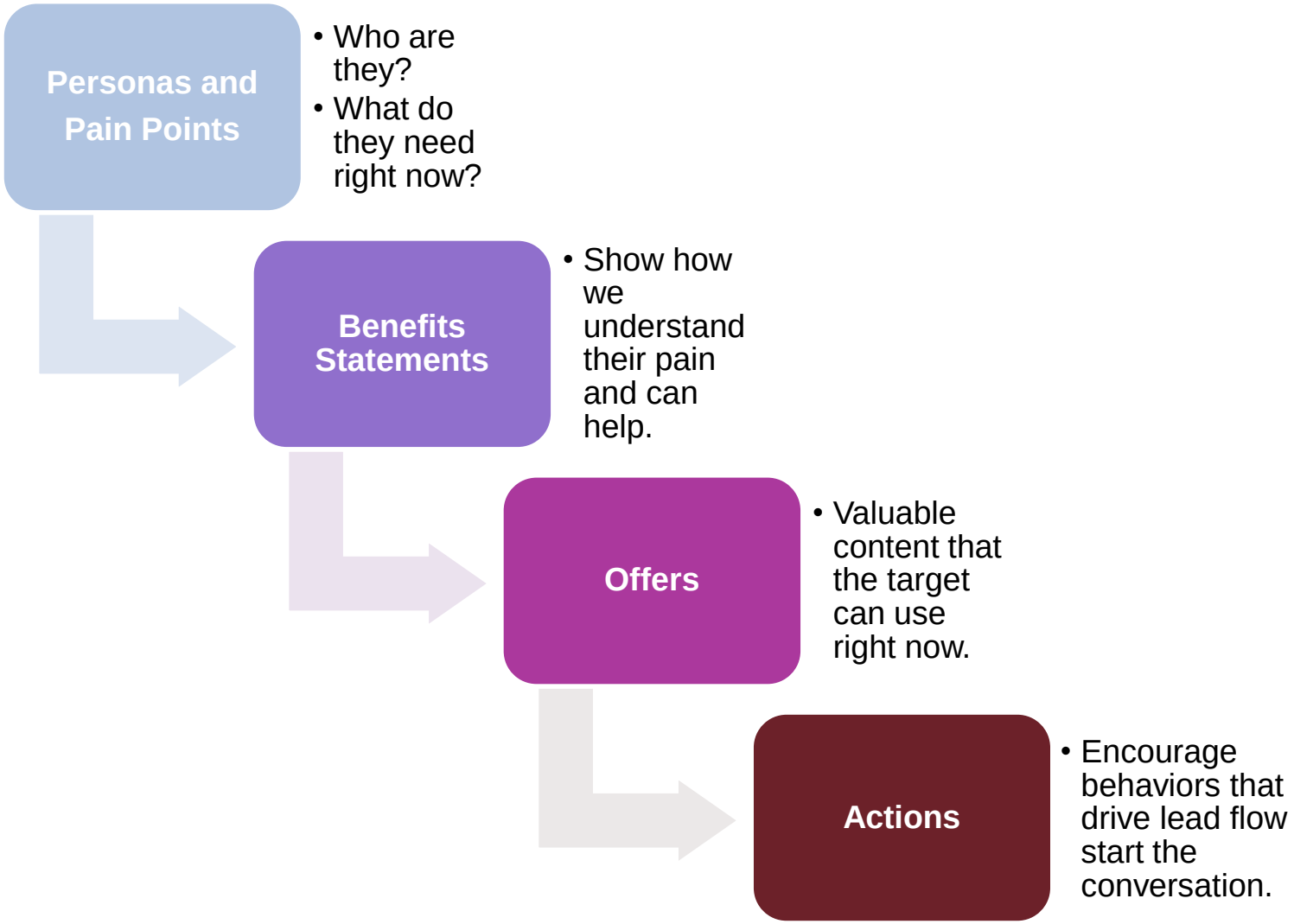
Marketing Automation creative has to be good for it to work!

Nurture Message Development

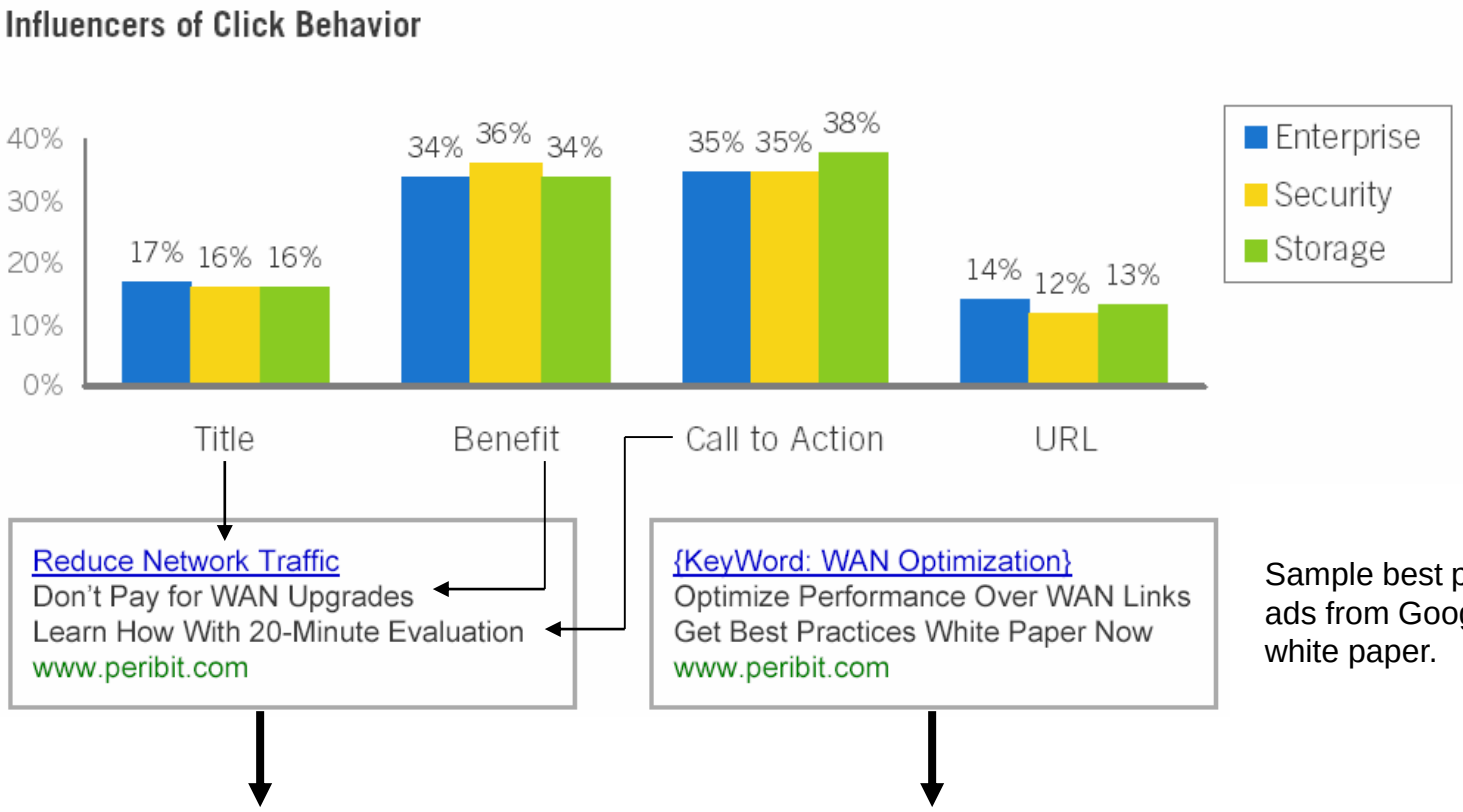


Burst Nurture Quick Start Campaigns

Messaging Development for Campaigns and Lead Nurturing



Keyword Ad Copywriting: Benefits and Offers



Sample best practice ads from Google white paper.

Ads must point to conversion pages that deliver on ad copy offers.

Source: Google/Millward Brown white paper, September, 2005

VP of Digital Marketing

- **The VP of Digital provides leadership and vision to define and drive the global ecommerce business**
- **He/she generally has P&L responsibility for all digital marketing and operations**
- **This includes digital strategy, online marketing and website operations**
- **Has lead goal, pipeline development and revenue numbers to hit**

What keeps him/her up at night?

- **Lack of resources: "I don't have time and talent to keep up with my 'to do' list. Good people are hard to find!"**
- **Speed to market/lack of control: 'All site changes must go through IT. It can take days or weeks to get changes made.**
- **Lead quality: "If leads are not warmed or qualified sufficiently the sales team cannot or will not close them. I need nurture programs that yield opportunities – not inquiries."**
- **Hitting revenue goals: "If our online advertising or search presence is weak, conversion rates are low, our nurture campaigns are off, we aren't successful, my year isn't successful."**

VP, Digital Marketing - Benefit & Offer Matrix

Benefits	Offers
• Find talent, get things **done fast**, get things **done right**! • Take control of your marketing programs, **bypass IT**, get things done fast! • Get sales to **love your leads**! Get prospects to **want to talk** to your reps. • Add octane to your SEM, optimize conversion and **hit your numbers**!	• eGuide: Find Talent and Conquer You Digital To-Do List • Webinar: Lesson Reliance on IT for Digital Marketing Success – Tools and Tactics • Marketing Automation Assessment: Free nurture campaign optimization. • Conversion Optimization Case Studies: 5 companies that doubled ROI.

High Touch/High Value Nurture vs. Drumbeat Nurture

High Value Leads

Sell the meeting.

- High touch/high value offers (assessments, audits, custom reports, training, gifts)
- Spark dialogue (escalate to meeting and sale, ask for the call or meeting)
- Multi-channel marketing automation (email, phone, direct mail)

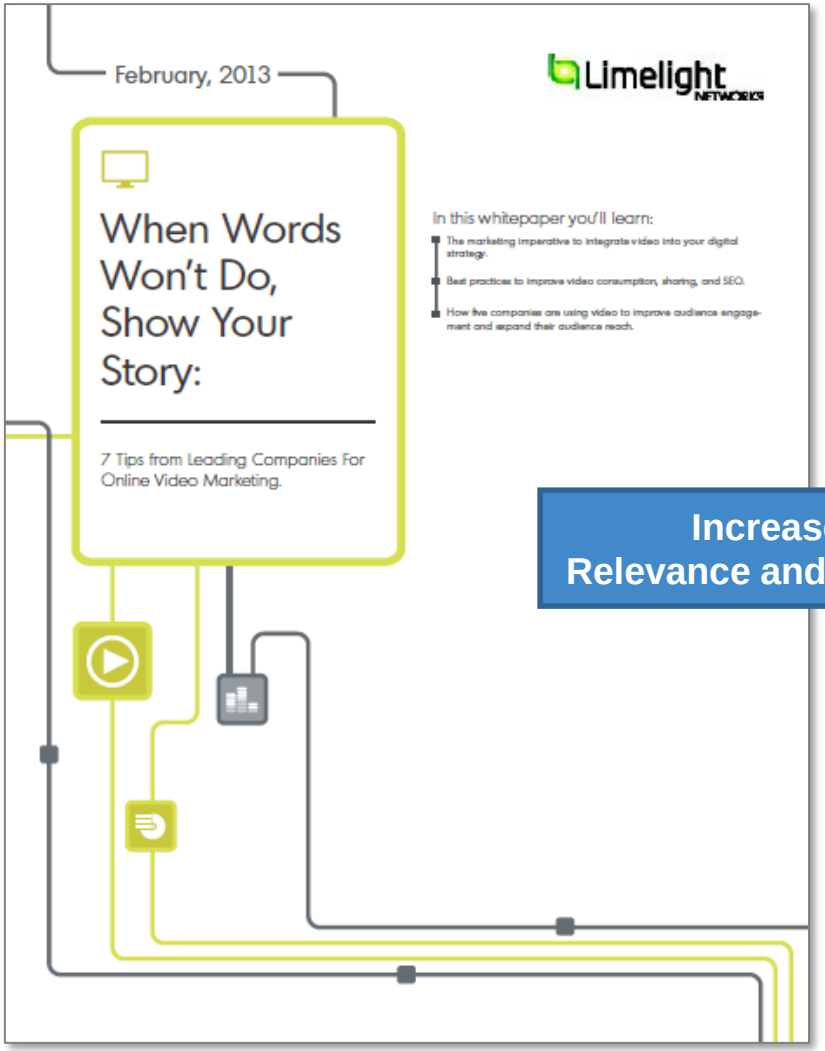
General Leads

Encourage engagement.

- Brand drumbeat
- Educate and establish leadership
- Activate social advocacy
- Email marketing automation & banner ad retargeting

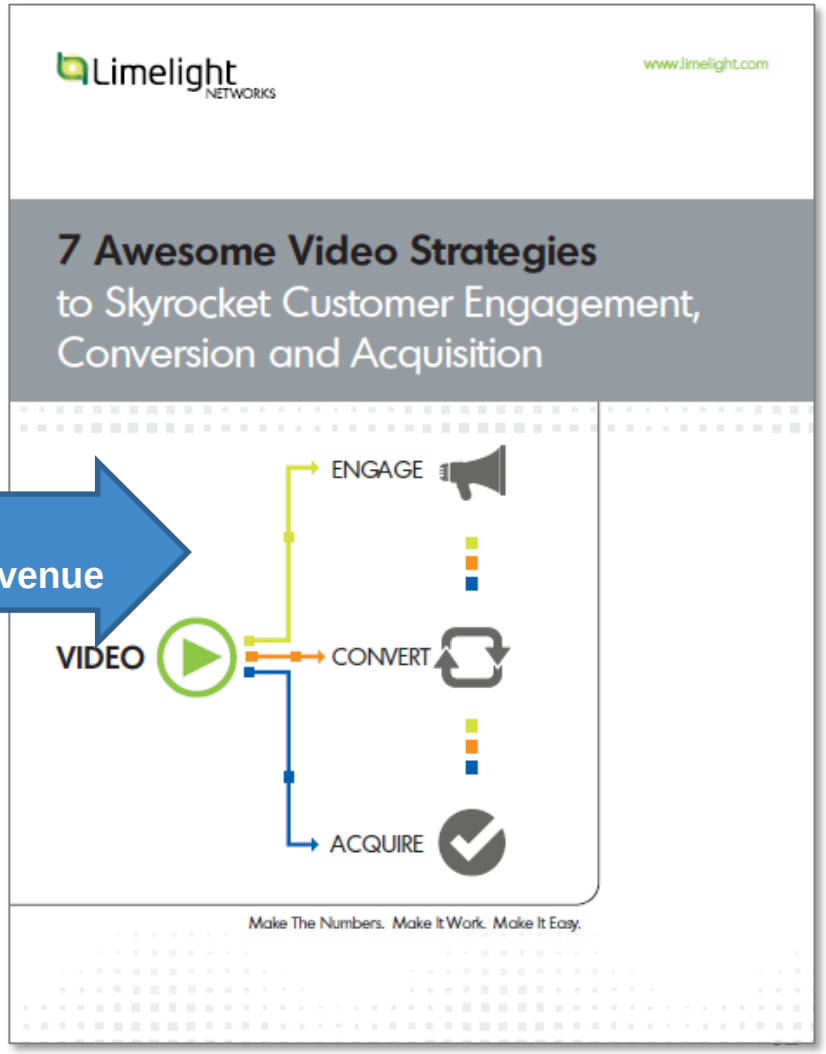
Utilizing Existing Assets: Pain Centric Asset Titles

EXISTING "WHITE PAPER"



Increased Relevance and Revenue

PAIN-CENTRIC REPURPOSED E-GUIDE



Ipswitch, Inc.

Challenge/Solution

- Challenge
  - Ipswitch was grappling with a dormant database whose email programs underperformed from a lead escalation standpoint
  - The existing content assets didn't always encourage engagement
- Replaced "batch and blast" with marketing automation
- Triggers and campaigns
  - Manual trigger of "Wake Up" campaign against cold list
  - Engagement trigger of "Escalate" campaign for hand raisers
  - Retargeting campaign triggered by a site visit
  - CRM alerts for sales reps for all engagers

- Manual – wake up cold leads
  - Escalation – score and escalate the leads

Nurture Sequence Flow

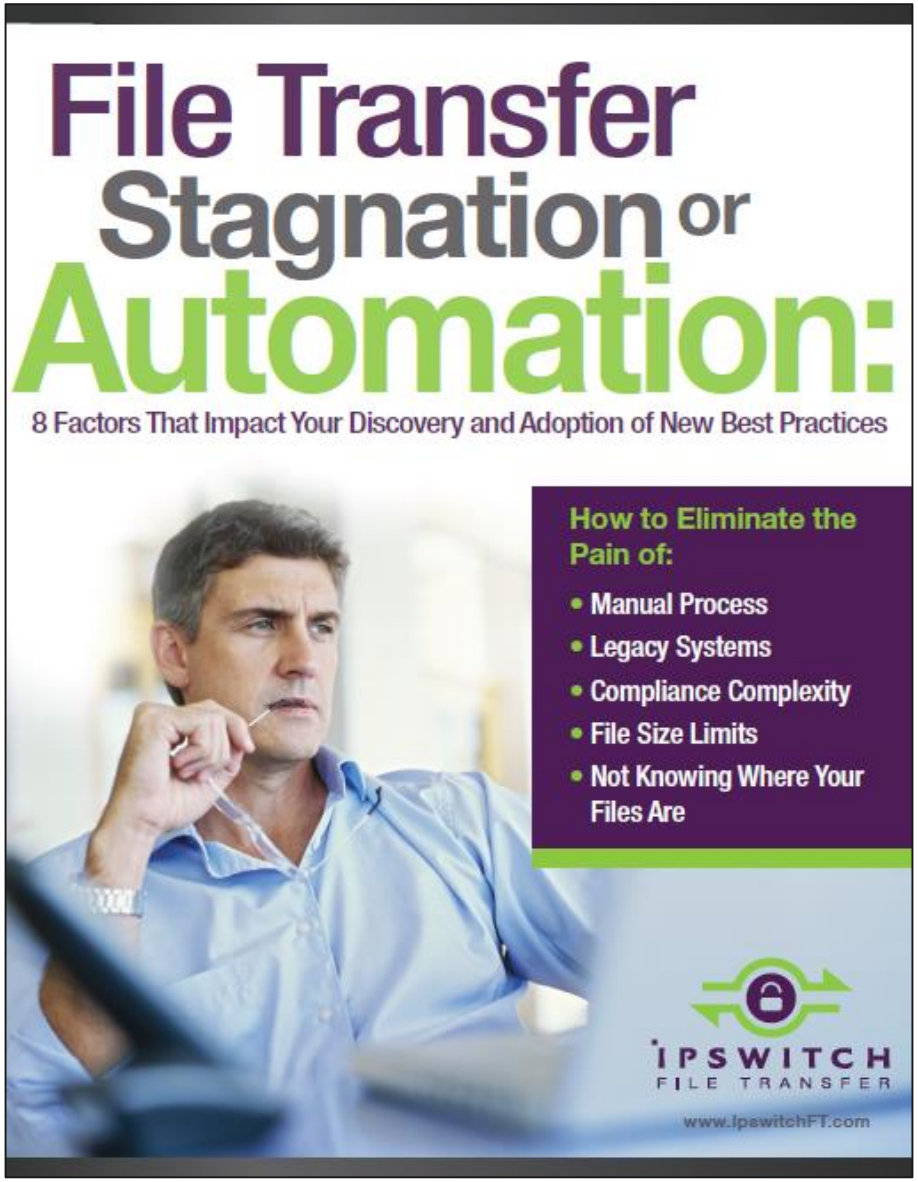
Wake Up Campaign

Landing & Thank You Pages

Escalation Campaign (Encouraging Further Engagement and Contact)

Retargeting Media Nurture via Display Ads

Wake Up Asset 1

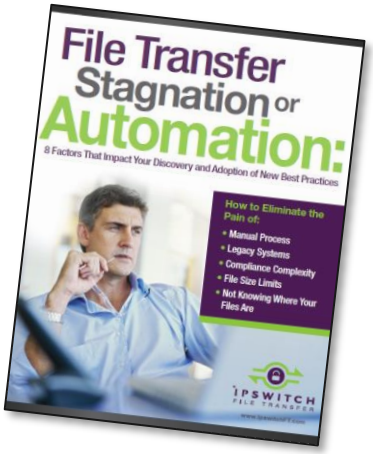


Wake-Up eMail 1

IPSWITCH
FILE TRANSFER

Sure, you may be comfortable with your legacy file transfer systems like FTP, drop-box-like solutions and email. But don't be lulled — you're actually faced with a start choice between productivity-killing STAGNATION, or making the easy switch to AUTOMATION.

- Is your IT team spending huge amounts of time performing manual process reworks and writing home-grown scripts? (The costs are enormous)
- Do you lack visibility, so you can't track files or create an audit trail for regulators?
- Are you using a maze of inefficient, non-integrated, non-centralized systems?



If you answered "yes" to any of these questions, you need our new E-Guide:

Stagnation or Automation: 10 Factors That Impact Your Discovery and Adoption of New Best Practices

Download the E-Guide Now

End the STAGNATION — get the e-guide immediately!

Sincerely,

Ipswitch File Transfer Team

Ipswitch File Transfer
83 Hartwell Ave, Lexington, MA 02421 | +1 781-676-5800

Connect with us

Wake-Up Landing Page 1

IPSWITCH FILE TRANSFER

Don't Stagnate with legacy file transfer systems:

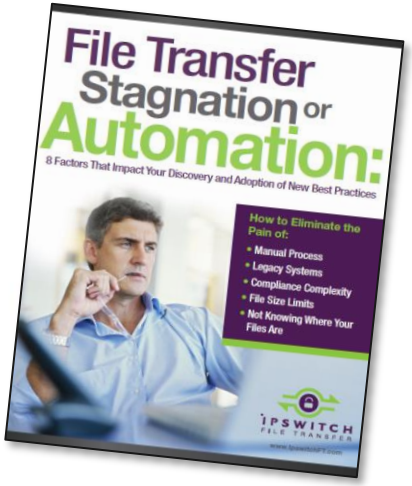
Automate your way to complete integration, visibility, productivity and cost control

File Transfer STAGNATION or AUTOMATION:
10 Factors that Impact Your Discovery and Adoption of New Best Practices

Why tolerate STAGNATION with your legacy file transfer technologies and processes—when instead, you can enjoy the benefits of full-featured AUTOMATION? Our e-guide tells you how to:

- Dramatically boost IT productivity by eliminating the manual process reworks and custom scripting
- Achieve real-time visibility into who sent what file where, so you can meet compliance requirements
- Find an integrated, centralized solution that can replace chaotic home-grown systems that have been added over time

Read this informative E-Guide today.



Please fill in all fields, then click DOWNLOAD.

First Name: *
Last Name: *
Work Email: *
Company: * To select, begin typing.
Country: * Select Country...
Work Phone: *
Job Title: *

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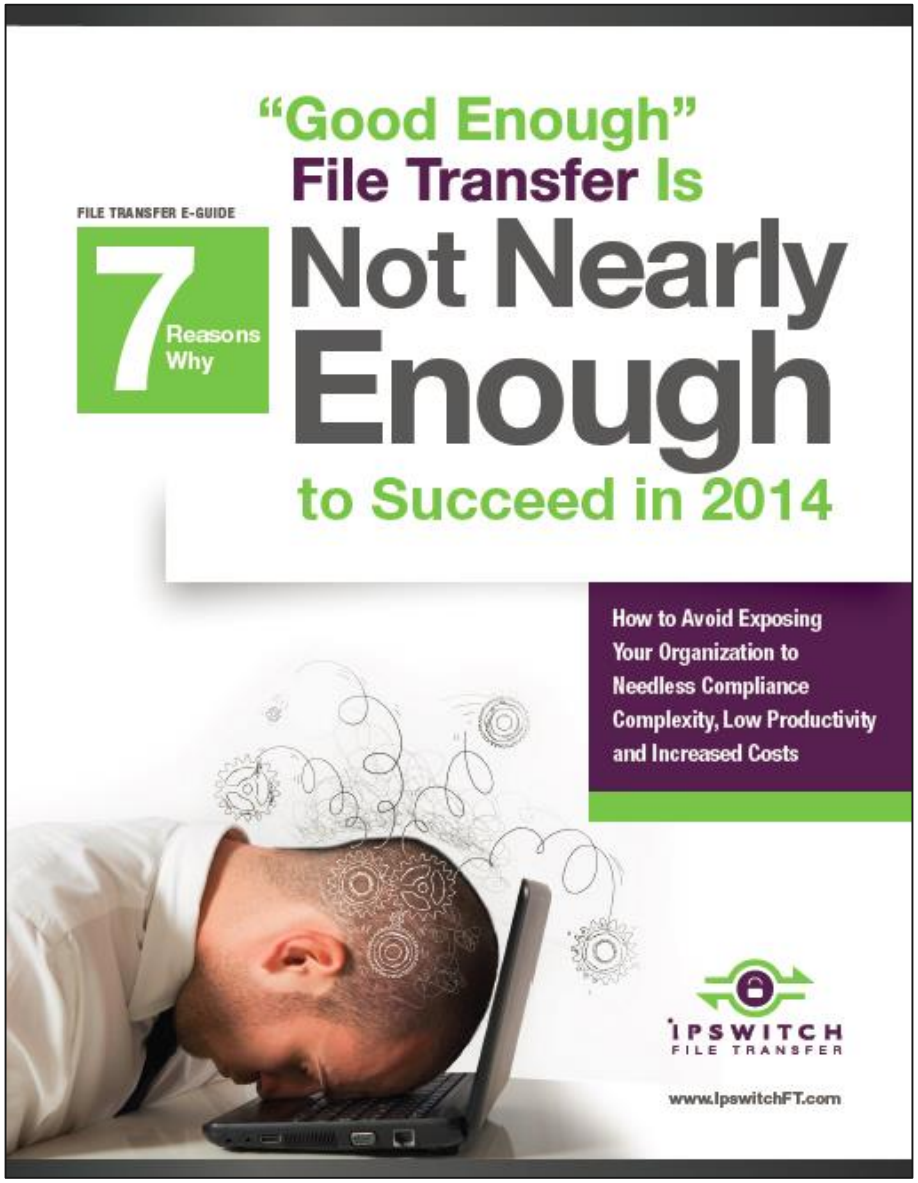
Wake Up Asset 2



Wake-Up eMail 2

IPSWITCH
FILE TRANSFER

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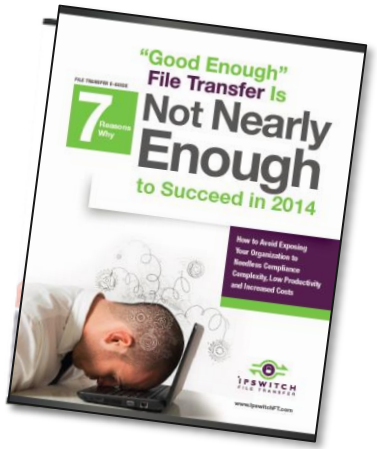

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Sincerely,

Ipswitch File Transfer Team

Ipswitch File Transfer
83 Hartwell Ave, Lexington, MA 02421 | +1 781-676-5800

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Wake-Up Landing Page 2

IPSWITCH FILE TRANSFER

Always know who sent what, to whom, and when, how and where

7 Reasons Why "Good Enough" File Transfer Is Not Nearly Enough to Succeed Anymore

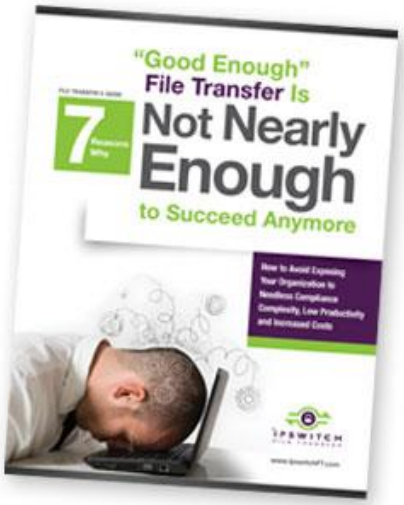
How to Avoid Exposing Your Organization to Needless Compliance Complexity, Low Productivity and Increased Costs

Download our new E-Guide that explains why you can always track every file—and dig out from an increased file transfer workload that burdens you with manual tasks, custom scripting and "band-aid" fixes.

Learn how to:

- Save countless hours by introducing automated file transfer processes
- Free yourself from the operational limitations of FTP, drop-box-like and e-mail solutions
- Avoid working late to catch up with file transfer demands

Read this informative E-Guide today.



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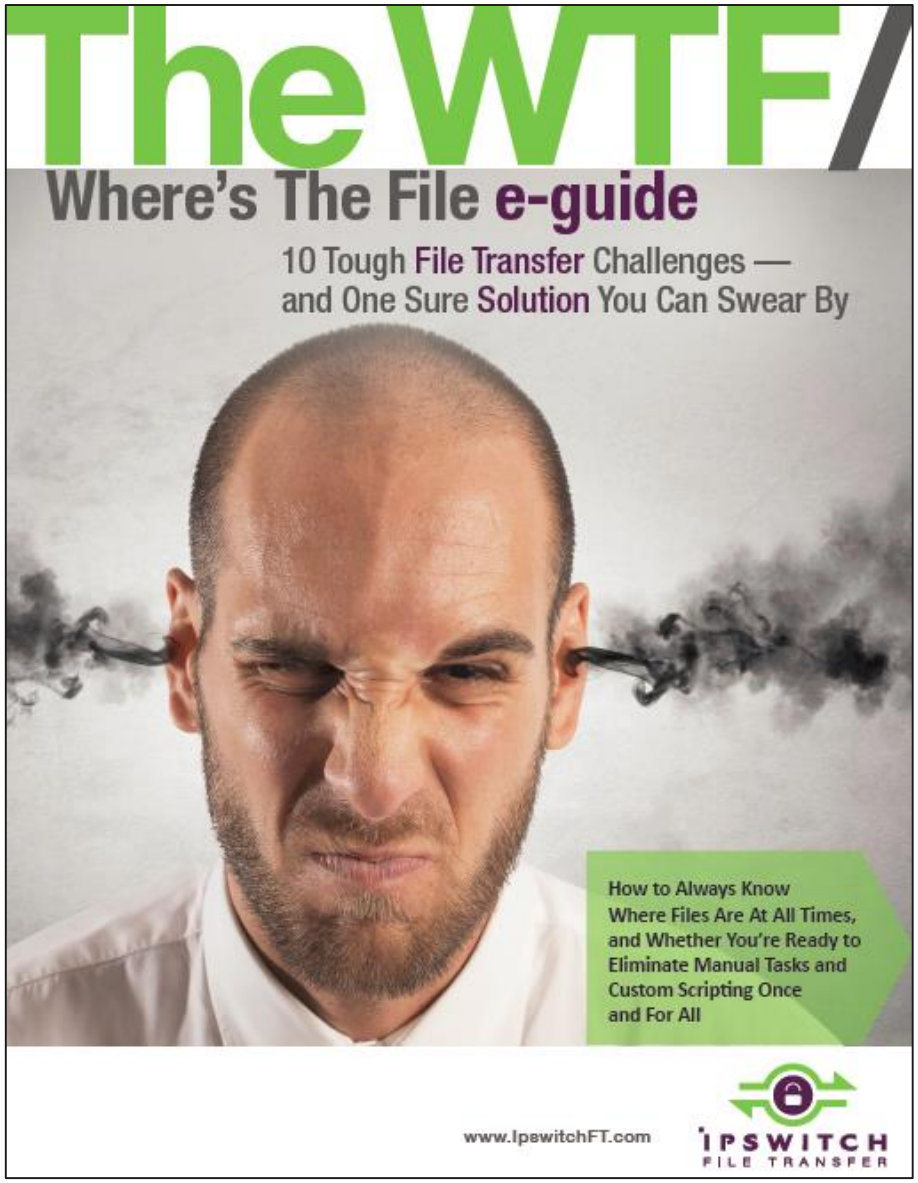
Wake Up Asset 3



Wake-Up eMail 3

IPSWITCH
FILE TRANSFER

Uh oh – about to have another WTF moment?!

You ARE ... if you're asking **"Where's The File?"** and no one seems to know.

And that's just one of many problems that even "good enough" file transfer systems can lay on you.

Do you:

- Supervise a team that doesn't have the tools to located files throughout your enterprise – putting **security and compliance at risk**
- Use file transfer systems that **lack automation,** require manual tasks and kill productivity
- Struggle with **non-integrated** solutions in the face of increasing file transfer demand
- Find your **losing strategic focus** because your busy "putting out file movement fires"

DOWNLOAD NOW

Discover the solution in our new E-Guide: **The WTF / Where's the File E-Guide**

Sincerely,

Ipswitch File Transfer Team

83 Hartwell Ave, Lexington, MA 02421 | +1 781-676-5800

Connect with us

Wake-Up Landing Page 3

IPSWITCH FILE TRANSFER

At Last...No Files That Are MIA, and No Reason to Tolerate Lack of File Transfer Visibility, Integration or Automation

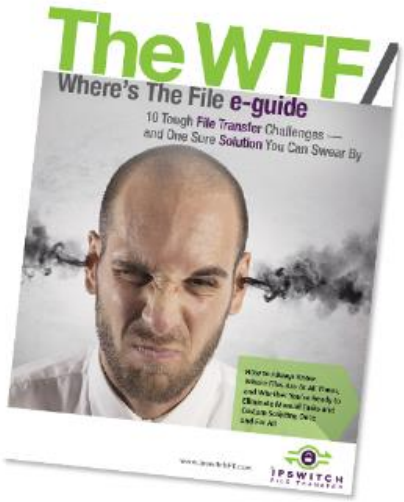
The WTF / Where's The File E-Guide

5 Solutions for Always Knowing Who Sent What File Where — And Avoiding Needless File Transfer Complexity, Compliance Issues and Productivity That's In The Pits

Put your file transfer headaches behind you! Download our new e-guide that shows you how to:

- **Always know who sent what file where**, when and how it was sent, and if it got there (a big plus for security and compliance)
- **Eliminate the manual processing**, custom scripting and repetitive error tracking that are depleting your IT department's time and resources
- **Integrate your disparate file transfer systems**, and meet skyrocketing demand from multiple stakeholders

Get up to speed quickly with this informative E-Guide today!



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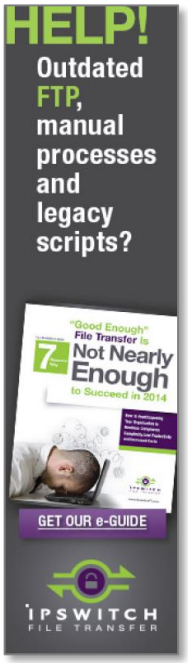
Last Name:	*	
Work Email:	*	
Company:	*	To select, begin typing.
Country:	*	Select Country...
Work Phone:	*	
Job Title:	*	

DOWNLOAD

Thank You Page
Drives Continued Engagement, Profiling & Lead Scoring

Secondary actions helped to passively score prospect and append data to lead record.

Retargeting Banners



Escalation Email 1

IPSWITCH
FILE TRANSFER

Hello,

I thought you might appreciate a more informative piece relative to the security risks and performance impacts of outdated file transfer systems.

This report, "From Chaos to Control: Creating a Mature File Transfer Process", provides detailed accounts of how moving files in today's enterprise requires support for higher scale with fewer resources, and an improved ability to deal with the relentless challenges of security, compliance, errors, exceptions and problems; and the time and opportunity cost of problem resolution.

I hope you'll find this report valuable.

I'll check in again over the next few days to see if you are getting what you need, or feel free to send a note with a few dates and times that might be convenient for you.

Thanks again for your interest in Ipswitch File Transfer!

Regards,

Mar
Managed File Transfer Advocate
mar m
781

P.S. — You might also be interested in a free trial for a head start on defining your requirements to deal with the constraints of legacy file transfer systems in the rapidly evolving digital world. Let me know if you are interested in learning more. Thanks!

83 Hartwell Avenue, Lexington, MA 02421

Connect with us

Escalation Email 2

IPSWITCH
FILE TRANSFER

Hi there,.

I thought you might appreciate a quick video with a demonstration of how MOVEit Central helps organizations improve the reliability, visibility, reporting and control over file transfers, while replacing insecure and manual scripts.

It's really quick (2 minutes) and insightful. Click the image below to view.

In the meantime, feel free to call with any immediate questions.

Regards,

M
Managed File Transfer Advocate
m itch.com
70

83 Hartwell Avenue, Lexington, MA 02421

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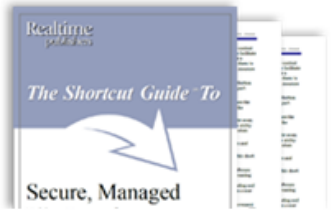
Escalation Email 3

IPSWITCH
FILE TRANSFER

Hi there,

I found one more informative piece that you might find interesting:

Secure Managed File Transfer — The Top 10 Reasons Organizations Turn to Managed File Transfer



The e-guide will help you understand some of the new requirements with enterprise-class file transfer in today's digitally intensive environment (improving control, visibility, productivity, etc) while offering insight from some of your peers who are attempting to get their Managed File Transfer systems ramped up.

Again — don't hesitate to call with questions or comments.

Regards,

M
Managed File Transfer Advocate
m h.com
78

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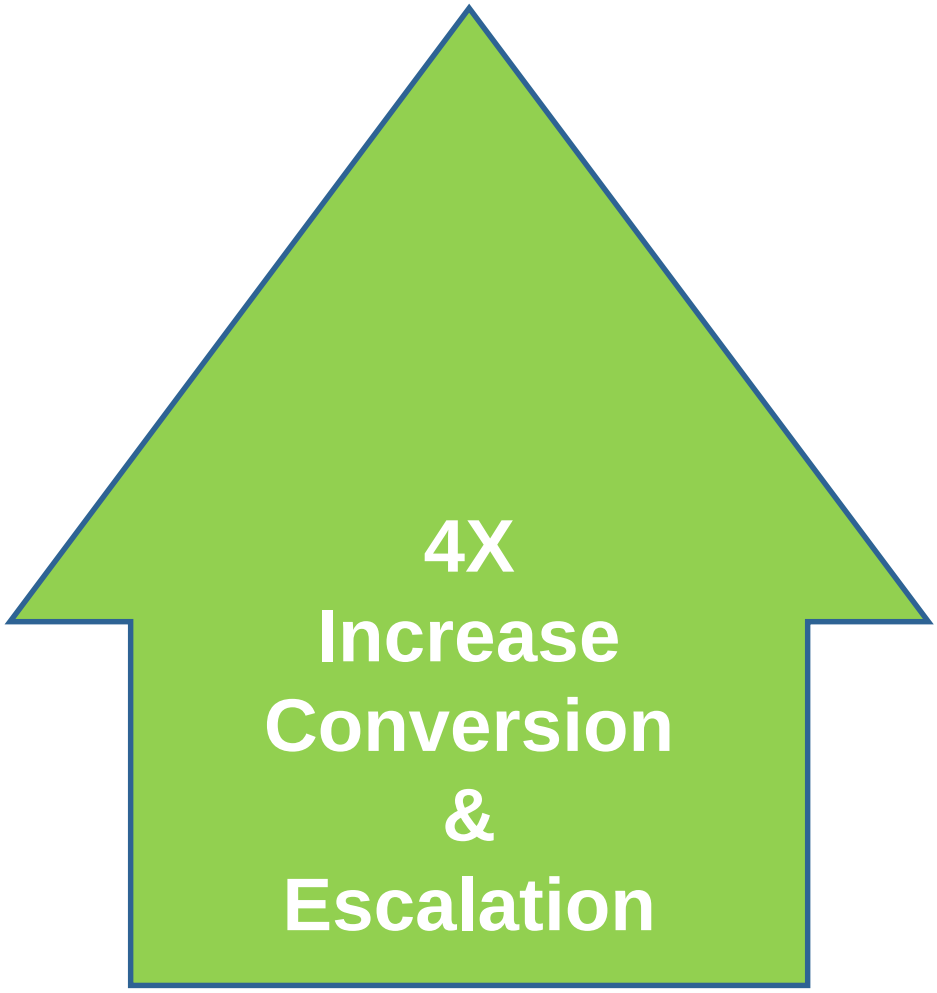
Results



Quick Start Nurture Campaigns: Create

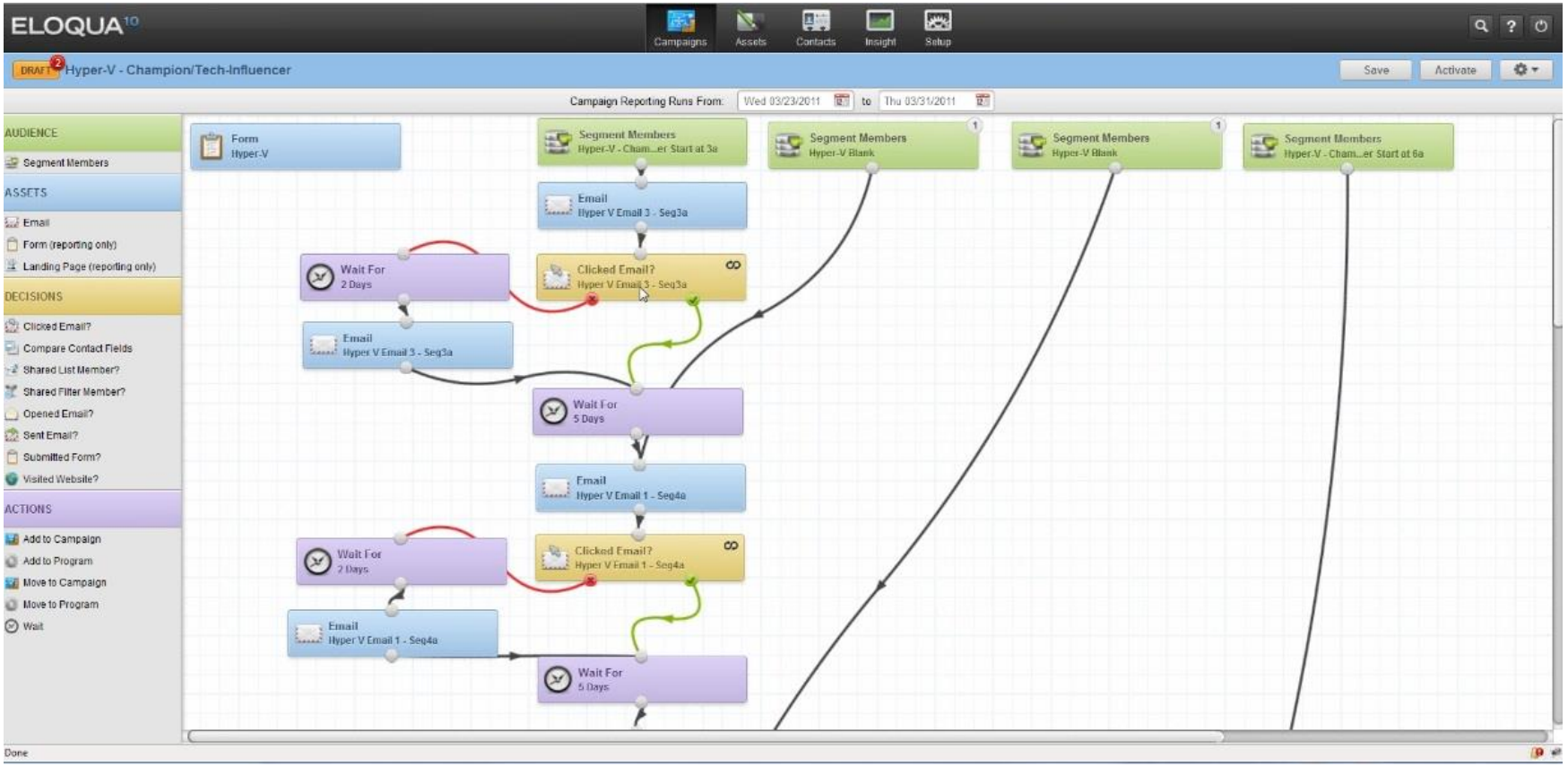
Triggers
- Trial
- Asset
- Return
- Manual
- Drumbeat

Segment
- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

Create
- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

Launch
- Implement
- QC
- Train
- Track/Report
- Optimize

User Flow Planning and Implementation



Tracking, Reporting and Optimization

Marketing Automation Tech Team

- Run the program and sequence by your tech team
- Collaborate with them and get their feedback
- Package up all your assets and creative for them
  - Don’t deliver piece-meal
- Schedule results reporting sessions and collaborate on optimization enhancements

Key Points for Quick Start Marketing Automation

- Start with the obvious
  - Auto-replies
  - High volume / high value
- Limit personas
  - Don’t over-think this, you cannot make 100 different nurture tracks
  - Accept some level of universal appeal while retaining relevancy
- Develop your Benefits and Offers
  - Empathize with pain point via hard hitting benefit statements
  - Content offers and contact offers – sell the call and meeting!
- Don’t limit your channels and creative
  - Email + calls to action, direct mail, phone calls, retargeting
- Package it all up
  - Get all your content created and bundled up in one neat package for for the tech team
  - Collaborate with your tech team – they can make some great suggestions
- Track and optimize
  - Next seminar

Thank You, Any Questions?

For copies of this presentation, please contact:

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CEO, Chief Strategy Officer
Direct 617-254-5000 x 1100
hgold@OverdriveInteractive.com

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