

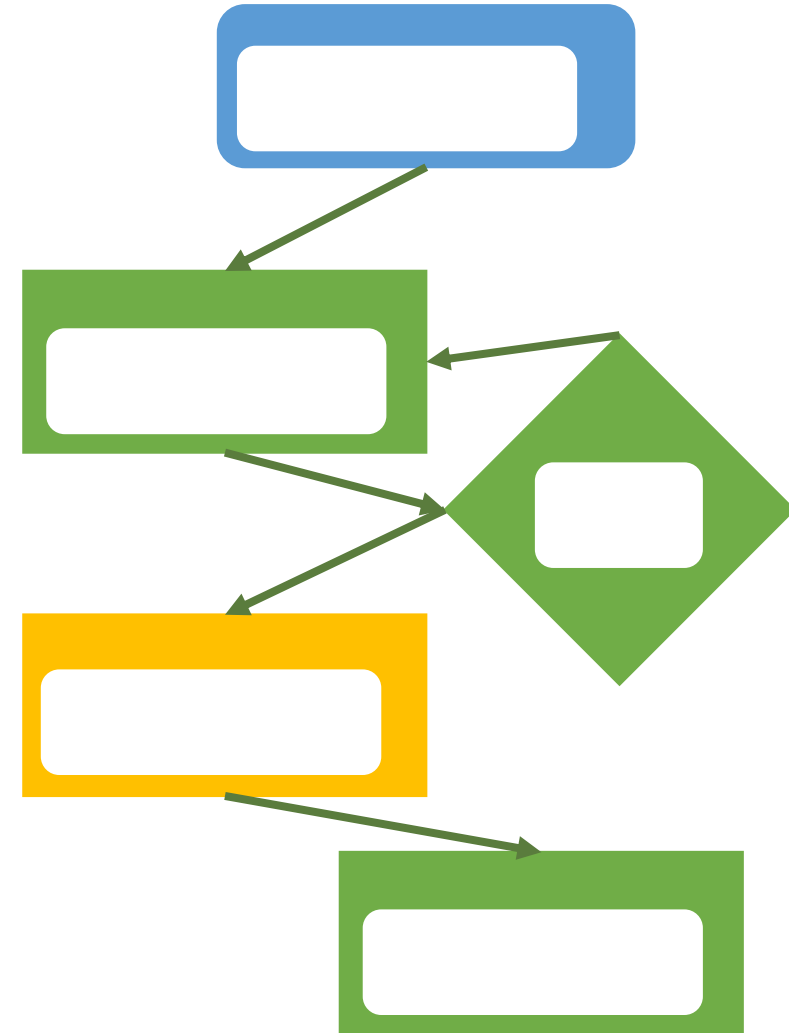
EMAIL WORKFLOWS

**A JOURNEY TO AUTOMATING YOUR EMAIL MARKETING
WHILST KEEPING IT RELEVANT FOR YOUR CUSTOMERS**

MARTIN TURNER – #GatorCon2018

What we'll go through

- Introduction (shameless promotion!)
- Relevance – more important than ever
- Our business, our customers, a parallel journey?
- A workflow to live and work by
- What is it all about, really?
- If you only do one thing



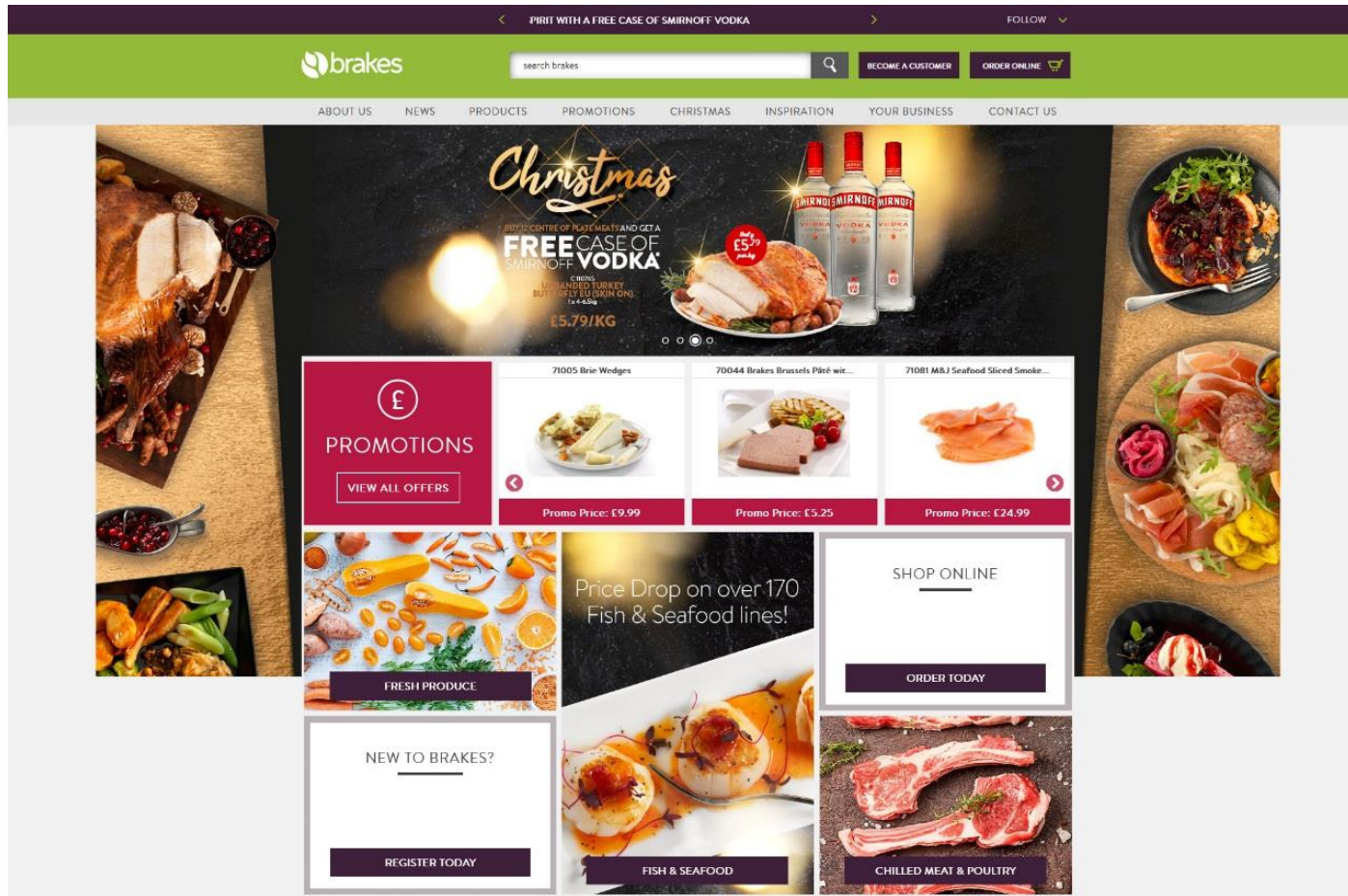
Introduction

Hear it from the horse's mouth! Let one of our very own Gator Customers take you through their amazing workflow, which has helped them save time and deliver some serious results. Learn what they wanted to achieve and how they made it happen using some really smart, automated marketing logic and utilising all the data points at their fingertips.



brake.co.uk - take a quick look

Introduction



BRAKES

UK Foodservice company

Serving B2B

Multiple sectors

- Education
- Health & Care
- Hotels
- Pubs
- Restaurants
- Business & Industry

Varying customer needs and behaviours

KEEP IT RELEVANT

ONLY

9%

OF MARKETERS*

Believe ALL their emails are relevant to the people their sending it to

85%

OF CONSUMERS*

Say less than half the emails they receive are either interesting or relevant

50%

OF CONSUMERS*

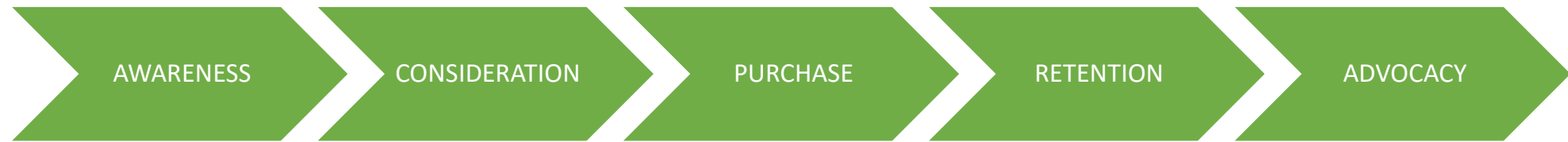
Consider deleting their email account to control the flow of marketing emails

95%

OF MARKETERS*

Say email remains 'important' or 'very important'

Our business, our customer a parallel journey



Our objectives

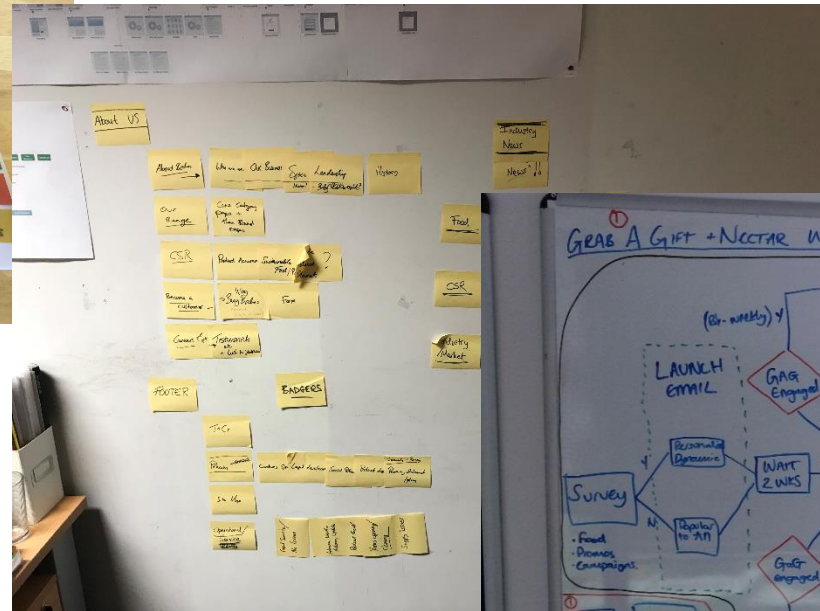
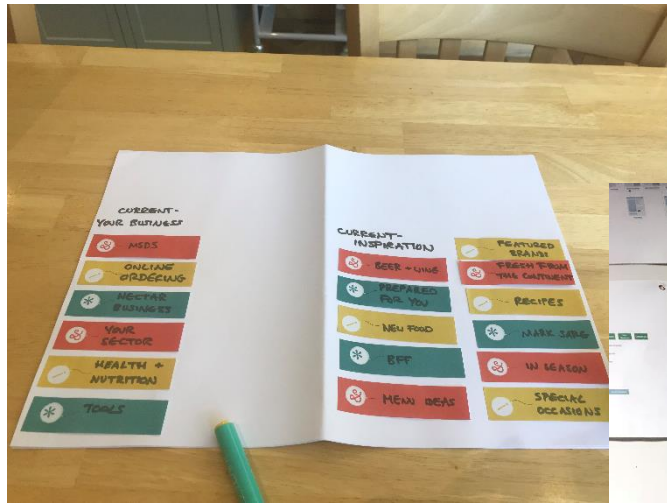
Customer and business benefit

- Reduced time and effort
- Personalised message
- Increase frequency
- but relevant messages
- Scalable, reach larger audiences
- Environmentally friendly
- Real time marketing

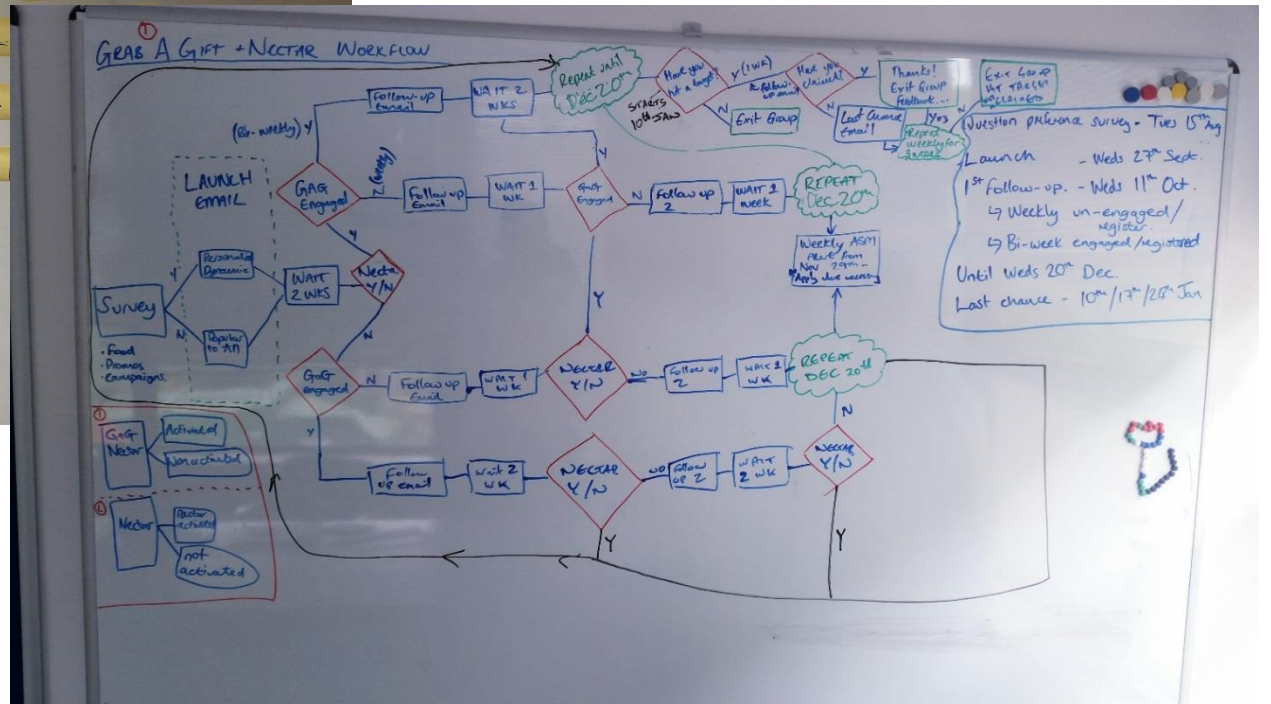
Getting data back

- Tracking conversions
- Who engages
- Benchmark
- Path to purchase

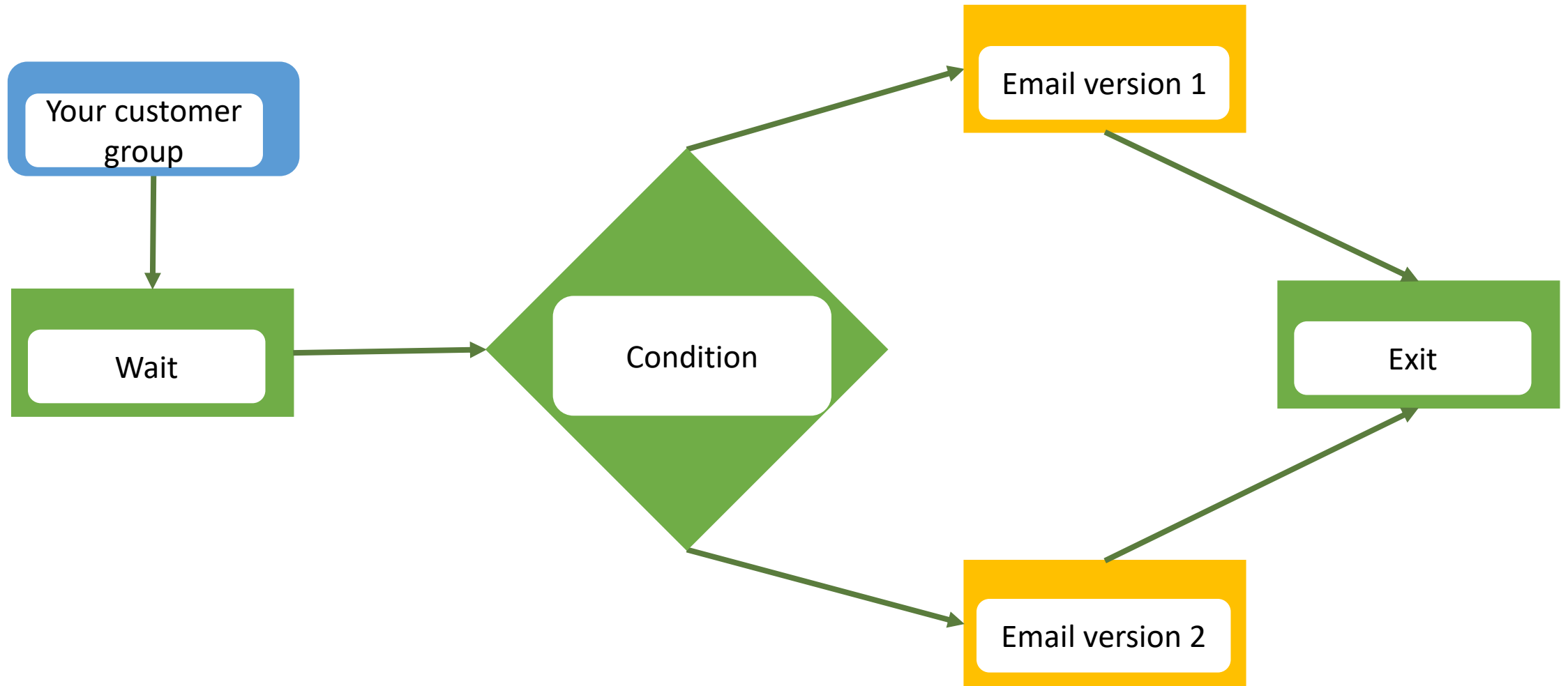
Brain storm



You'll have more ideas than you can test, so write them all down and work out which ones work best for you



Elements to a workflow



Workflow example – 1 Preventing Churn

6 week offer lead spend campaign

The screenshot shows the CommuniGator workflow editor. The top navigation bar includes CommuniGator, GatorLeads, GatorMail, GatorSurvey, GatorWorkflow, GatorExpress, GatorSocial, GatorApps, a help icon, and the user name Martin.middlew... The main header shows 'Workflows Martin.middleware (brakesbrosmiddleware)z Help' and 'Workflow: Downtrade'. The left sidebar has a 'Downtrade' header and icons for search, zoom, copy, paste, settings, and refresh. Below are sections for 'Audience' (GatorLeads Tracking, GatorWorkflow Completion, GatorMail Group Entry), 'GatorMail', and 'Decisions'. A note at the bottom of the sidebar says 'This workflow has members, view these in the analysis screen.' with a 'Go To Analysis' button. The main canvas displays a flowchart with several decision diamonds (green) and action boxes (orange and green). A 'Self Help' button is on the right. A chat icon is in the bottom right corner.

Automated emails direct to the customers email address

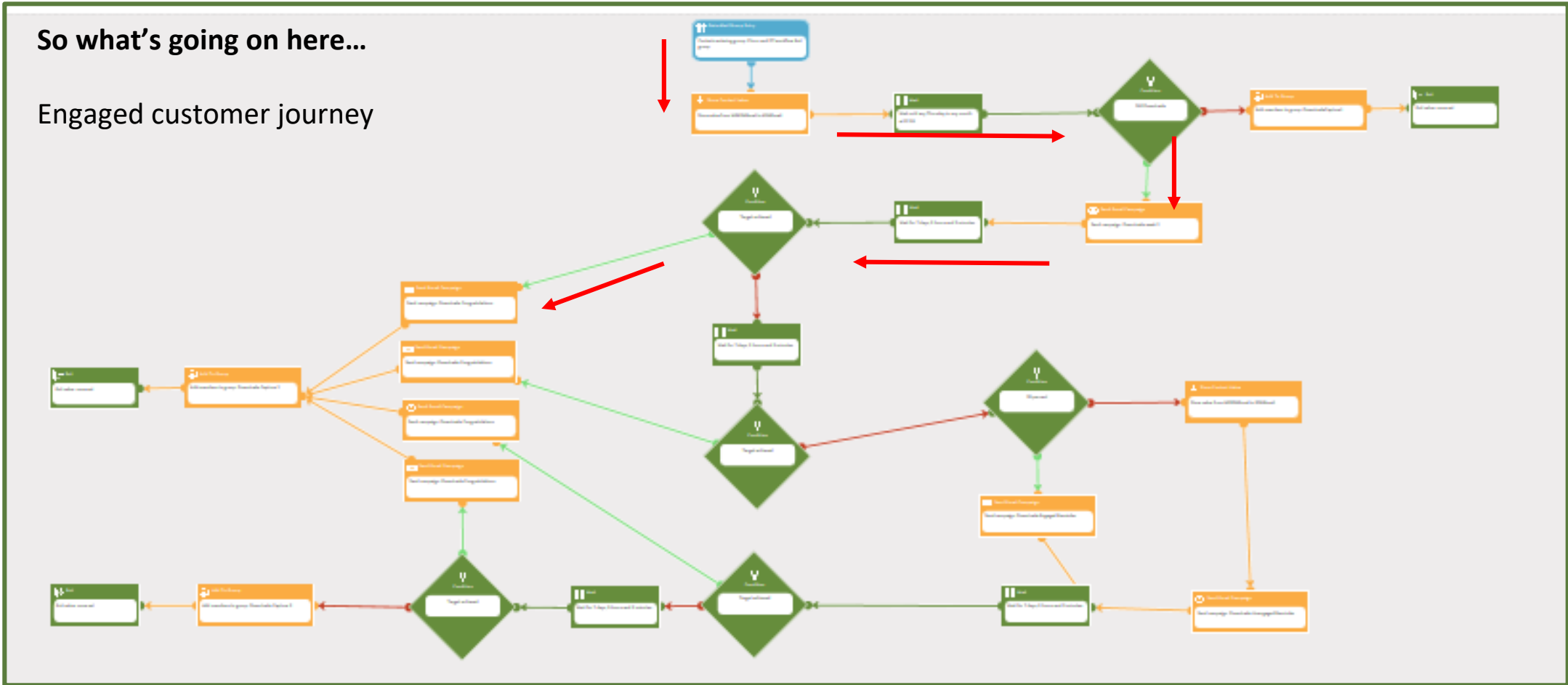
Personalised offer set against a unique target

Exit once the customer has met the offer requirements

Workflow example – 1 Preventing Churn

So what's going on here...

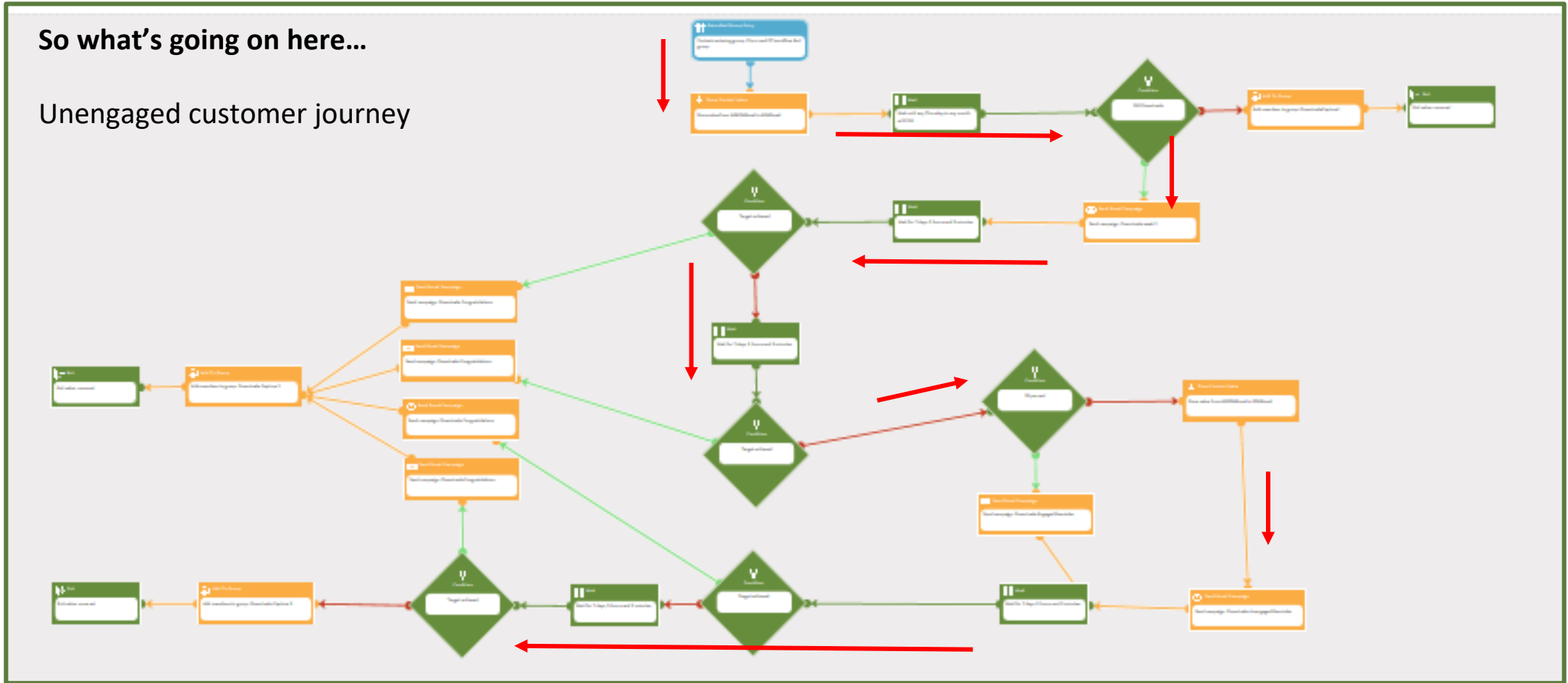
Engaged customer journey



Workflow example – 1 Preventing Churn

So what's going on here...

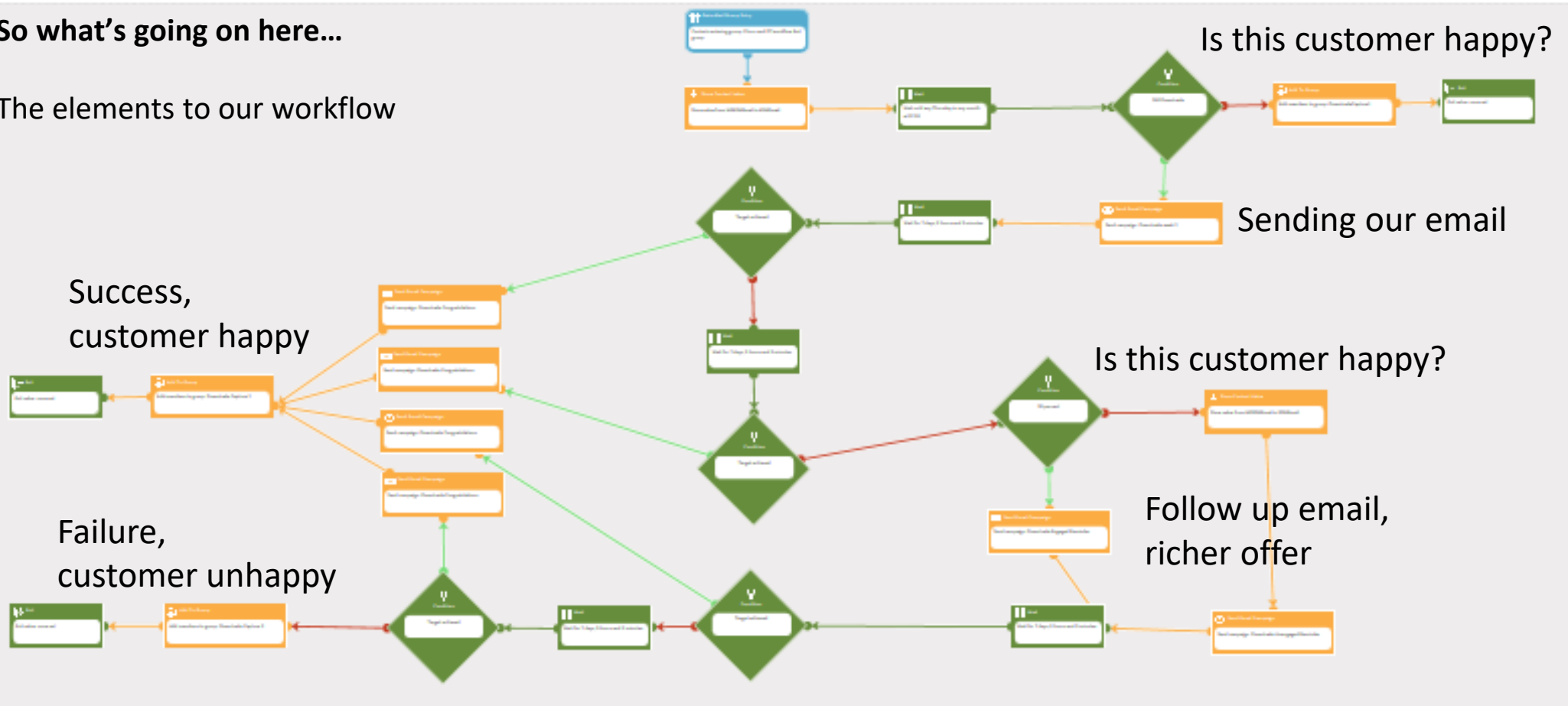
Unengaged customer journey



Workflow example – 1 Preventing Churn

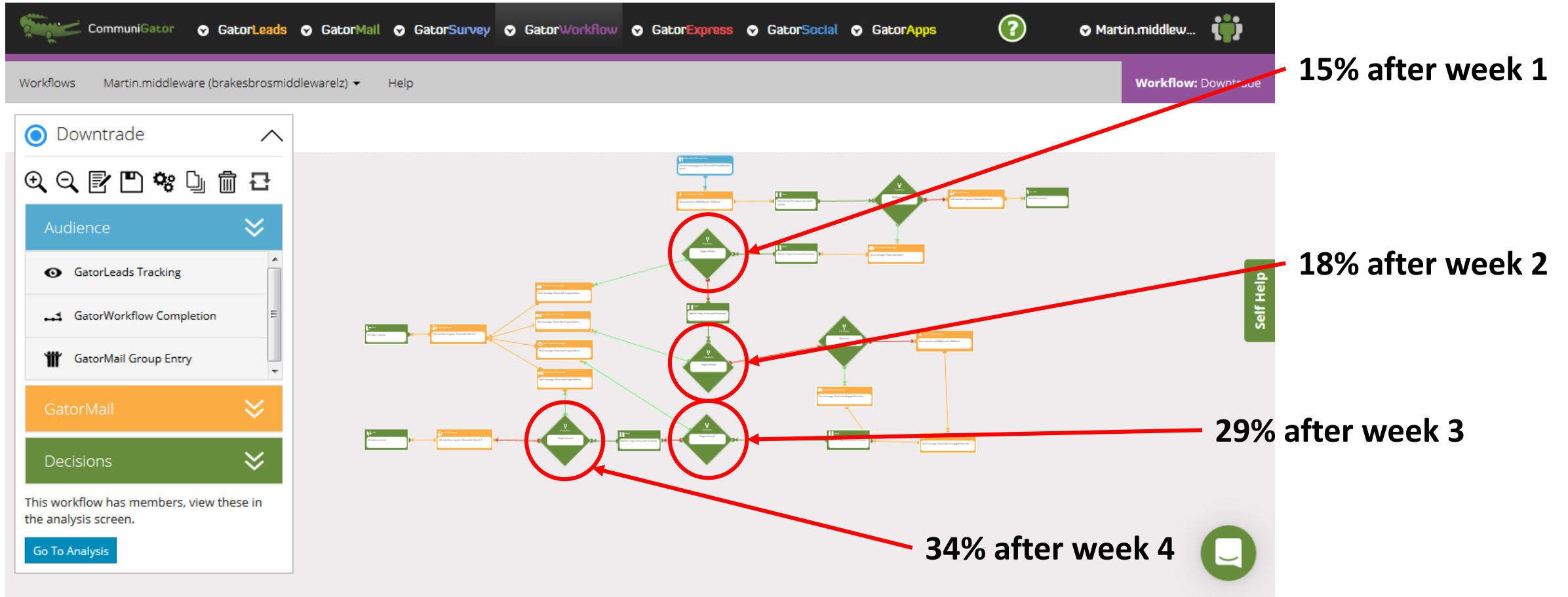
So what's going on here...

The elements to our workflow



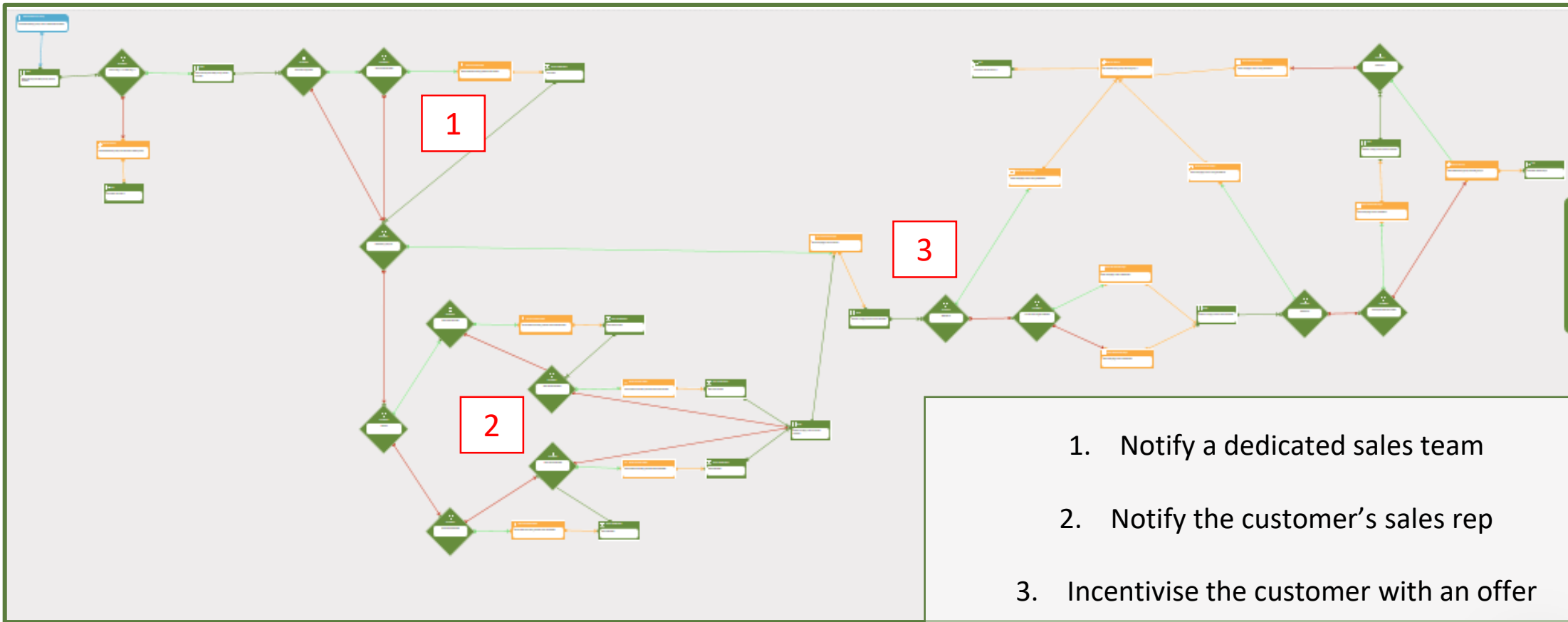
Workflow example – 1 Preventing Churn

Benchmark without email communication = 11%



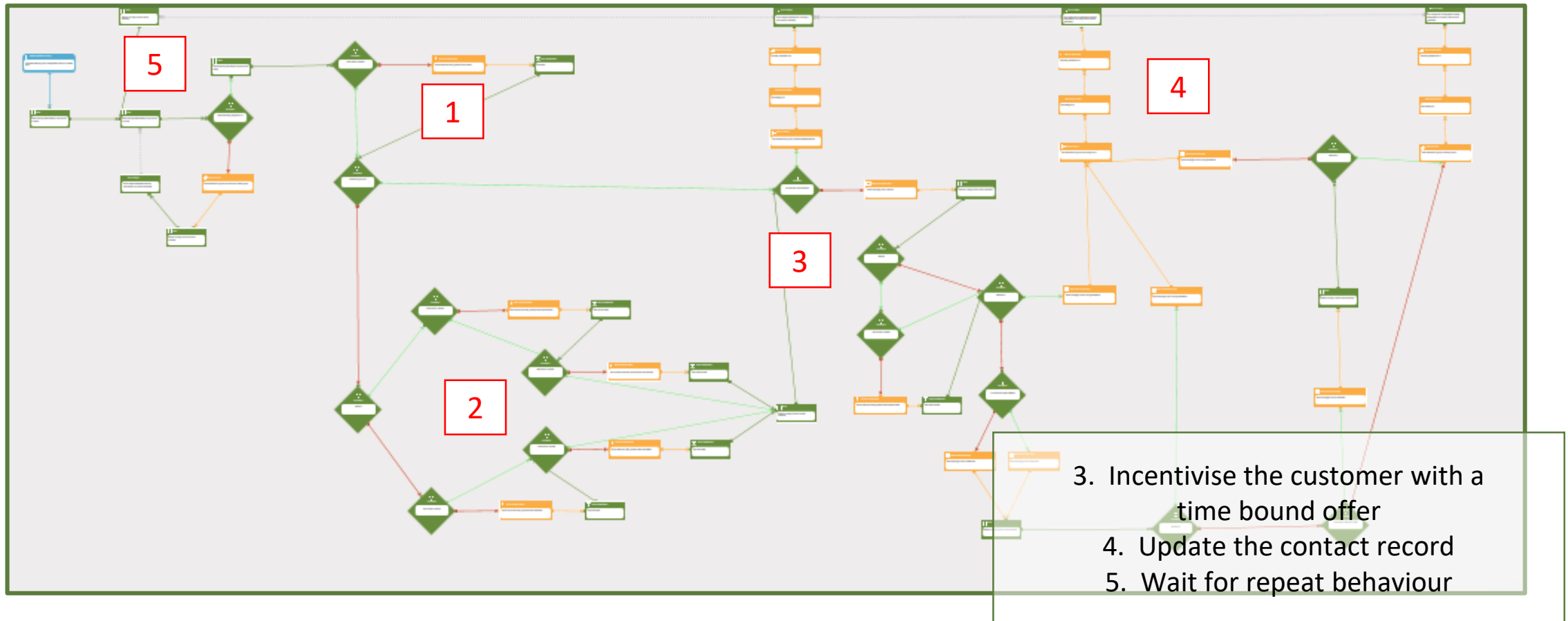
Workflow example – 2 Preventing Churn m2

Keeping the business up to date

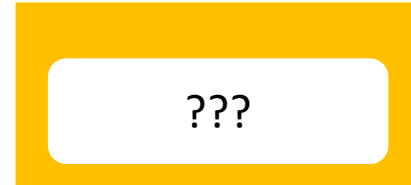
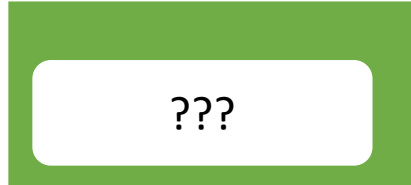


Workflow example – 2 Preventing Churn m2

Adding a time sensitive message



Think outside of the workflow



Update the contact record when

- a customer is added to a customer list – think about your segmentation
- a customer clicks a link on an email – what action are you expecting
- a customer views a page on your website – what were they looking for
- a customer engages with one of your campaigns – what should they do next

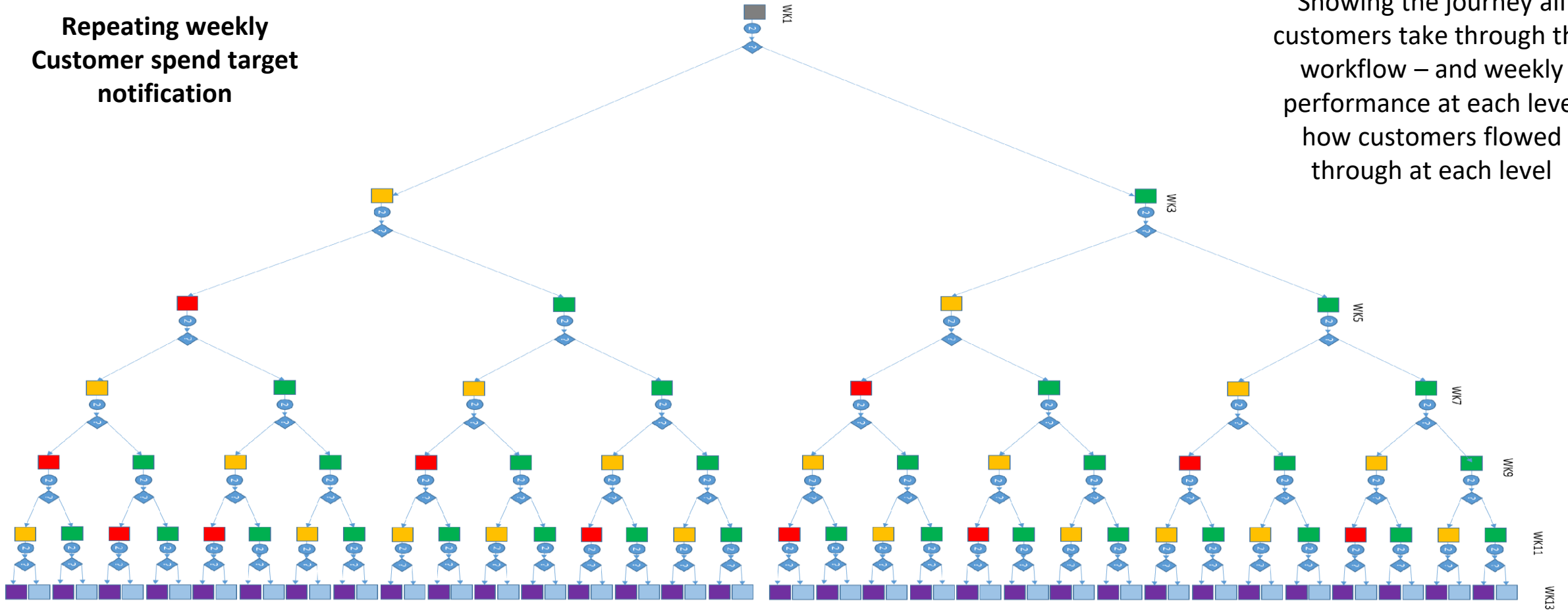
This can help you

- identify the customers lifecycle stage
- view your real time customer groups
- Analyse data for future campaigns

Workflow example – 3 It's easier than it looks!

Repeating weekly
Customer spend target
notification

Showing the journey all
customers take through the
workflow – and weekly
performance at each level
how customers flowed
through at each level



64 EXIT GROUPS

A quick summary

Customer and business benefit

- Reduced time and effort
- Personalised message
- Increase frequency
- but relevant messages
- Scalable, reach larger audiences
- Environmentally friendly
- Real time marketing

Getting data back

- Tracking conversions
- Who engages
- Benchmark
- Path to purchase

What's this really about?

GOLDEN GATORS



**BEST PLANNED CUSTOMER
WORKFLOW**

If you only do one thing

THINK ABOUT YOUR NEW
CUSTOMER WELCOME JOURNEY

START SMALL
LEARN AND ADAPT

KEEP YOUR MESSAGES RELEVANT
THINKING ABOUT YOUR CUSTOMER
NEEDS FIRST

SPEAK TO YOUR ACCOUNT
MANAGER FOR SOME
WORKFLOW TRAINING!

THANK YOU

**THIS WAS - A JOURNEY TO AUTOMATING YOUR EMAIL MARKETING
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