

Net Atlantic :: Overview Guide

Make Email Work For You

Triggered, Sequential And Other
Forms of Email Marketing Automation



A properly implemented email marketing campaign works much like a well-oiled machine.

It's effective, only requires a moderate amount of supervision and it produces results. And with little actual effort from its operators beyond its initial setup, no less. When you send out an individual mailing, it's not this long, drawn out experience. You don't have to fire up an email every single time something happens. You set things up the one time and it just hits the ground running, pretty much on its own. Easy peasy.

That's not been your experience? Perhaps you haven't been getting the most out of the machine that is your email marketing platform.

Perhaps you haven't been apprised of the benefits of automation.

With **automated campaign management tools**, you can improve the timeliness of your email communications with customers without a thought, coordinate multiple engagement efforts simultaneously and, coupled with personalization, segmentation and relevant content, reach out more effectively to your audience with ease as your platform simply does it all for you. Did your customer just purchase one of your products? Have automation fire off an email for you. Uh oh, did they miss a payment? Automation can follow up for you. Is it their birthday and you've got a special deal for them? Automation's got your back.

In this overview guide, we've put together some of the common varieties email marketing automation comes in and examples of the kinds of messages they're used for. See if any of these are familiar to you not only as a recipient but also as a sender. How many kinds of automation are you making use of in your campaigns? See if you should consider incorporating more.

Rather than go through the tedious, time-consuming and mentally taxing tasks involved in doing every single step in the mailing process yourself, use the tools available to you as an email marketer. With all the time and resources this can free up, you can now focus on what's most important to your communications: **your message**.

EMAIL MARKETING AUTOMATION STARTS WITH A SINGLE EMAIL

At face value, email automation is the sending off of pre-set email communication via processes that govern themselves, automatically. This is done for a number of different reasons and while the messaging may vary, they all start with a single email. How then is it determined what makes such an email get sent?

TRIGGERED EMAIL

The vast majority of email automation is driven by the activation of triggers. Triggers, key designated events, catalyze a prescribed action to take place (usually the firing off of an email with a particular message). Events are typically actions but they can also be inaction itself, like an incomplete online shopping experience (i.e., cart abandonment) or failure to log into an account for a set period of time. Events can also be the anniversary of dates themselves and not simply action taken or not taken.

A specific kind of triggered email, *transactional email* are those messages that are put into effect as a direct result of user actions (specifically, user transactions). Order confirmations, welcome messages and upsell promotions are all examples of transactional email as they are all predicated by an action performed by a user (i.e., placing an order online, signing up for a service, and repeated visit to a product page of your website).

SEQUENTIAL EMAIL

Sequential email are those messages automatically communicated to customers and prospects on a predetermined time frame and not in direct response to an event. They could be described as observing intervals of hours, days, weeks, and even years or could be defined by a set number of times messaging is sent out following an event. Sequential email is great for follow ups, soliciting product/service feedback, or checking in periodically with a prospect who has signed up for a free trial of your service or product.

Thanks to automation, you don't need to perform these steps for each email address and for each individual occasion. Regardless of the reason or the implementation strategy, you set this up once and just let it run.



Sequential email is also great for warming up attendees to an upcoming event like a tradeshow or an Open House. By backdating from the time and date of the event, Save The Date messages can go out well in advance, followed by the official invitation weeks later, an RSVP reminder two weeks out and, finally, a last minute event reminder the day before.

AUTOMATION IS WHAT RUNS YOUR EMAIL MARKETING CAMPAIGNS

Taken together or individually, sequential and triggered email make up the entirety of all automated email marketing in the form of drip campaigns. Drip marketing consists of a series of pre-written messages pertinent to customer/prospect activity (or where they happen to be in the buyer's journey) sent out over time. The timing of all of these messages either follow an established schedule or are the direct result of action taken. With dynamic content blocks and segmenting, these messages can be targeted for increased relevancy and personalization. Drip campaigns make it possible for you to deliver the right message to the right people at the right time. And it happens automatically, all according to the events and segments you define.

LEAD NURTURING

Drip marketing is used widely as a sales tool, especially in long sales-cycles, in the form of lead nurturing. More specifically, drip marketing in this instance provides a means of automated follow-up that can go in place of personal lead follow-up with prospects, simplifying and otherwise streamlining the lead generation and qualification process. New leads are automatically enrolled into a drip campaign with messaging relevant to the call-to-action that generated such a lead. Whereas having to constantly follow-up with a prospect can be something of a bear that may eventually fatigue both the vendor and the customer and possibly lead to the failure of closing the sale, email marketing automation offers the ability to maintain a presence with the customer and even prompt action on their part. And all this while minimizing the risk of jeopardizing the relationship.

RE-ENGAGEMENT OR WIN-BACK

Re-engagement drip campaigns are designed in such a way to bring back some warmth to leads that have gone cold or, even better, to bring back business that has been lost. The occasional one-off email informing leads about new product features and updates, for example, could turn into new business without you having to expend much energy to do so. Further, an every-now-and-then email that is simply attempting to reopen the channels of communication could rekindle interest and inspire a prospect, disengaged lead or fled customer, to pick up a phone and call.

PROMOTIONAL

By far the most common form of drip marketing, promotional drip campaigns entice prospects or existing customers with special offers and limited-time-only promotions transmitted over a specified interval of time. Not only does this increase the chances of landing a sale, the regular inclusion of your email in their inbox helps keep not only your brand top-of-mind but the opportunities your messages represent as well.

LIFECYCLE MARKETING

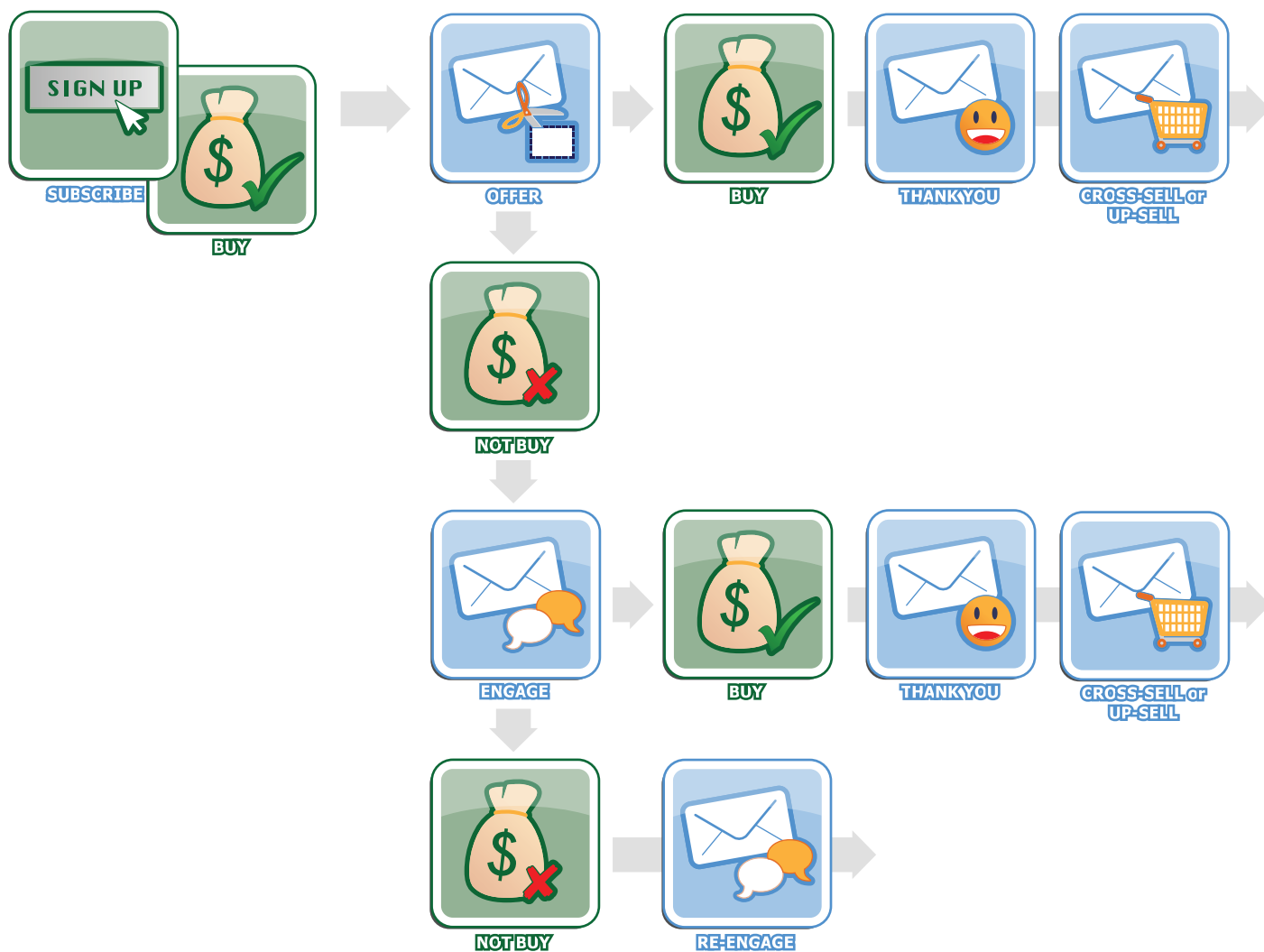
Lifecycle marketing campaigns allow you to continually address your customer's needs and requirements as they grow and change over time. A marked change in focus from the traditional approach to marketing (which was all about pushing messaging in front of as many faces as possible), lifecycle marketing is all about engaging the relationship with the customer individually and acknowledging where they are in their journey with your brand. By understanding where someone is in the customer lifecycle, you'll be able to better communicate with them by determining what messages to send, whom you should be sending your messages to and how often. And leveraging the power of email marketing automation, the campaign itself changes along with the changes the customer undergoes in their journey.

Specifically, lifecycle marketing campaigns can be based on how the recipient responds to email. Typically, customers can either open and click, just open or flat out ignore the

email you send. With lifecycle marketing, subsequent email in the campaign can then be sent, depending squarely upon what action is taken (or not taken) with the previous message. For instance, if a recipient opens and clicks (a conversion) on the first email they receive, a confirmation message can then be send and the cycle is completed. If, however, the email is not opened, then after a certain amount of time a follow-up message will be fired off, possibly the same message with a different subject line.

And depending on what happens hereafter, other avenues are then pursued.

Could you imagine doing this all manually? For each and every address on your list? With email marketing automation, you can accomplish this without having to spend very much individual attention to all of the various moving parts.



About Net Atlantic

Net Atlantic is an industry leader in email marketing. Since 1995, Net Atlantic, Inc. has been assisting organizations of all sizes communicate effectively online. As an Email Service Provider (ESP) Net Atlantic offers clients the most feature-rich email marketing solutions at a cost-effective price. With unparalleled email marketing capabilities, expert deliverability management and responsive technical support, Net Atlantic's solutions provide you the ability to create, send, track and manage your email marketing campaigns successfully.

www.netatlantic.com | sales@netatlantic.com | (877) 263 8285



net-atlantic-inc.



@netatlantic



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+Netatlantic



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