



5 ESSENTIAL MARKETING AUTOMATION CAMPAIGNS

5 Essential Marketing Automation Campaigns You Can't Live Without

Campaigns are the focal point of marketing automation. They're critical to customer engagement because they represent the customer journey from initial contact through purchase and beyond.

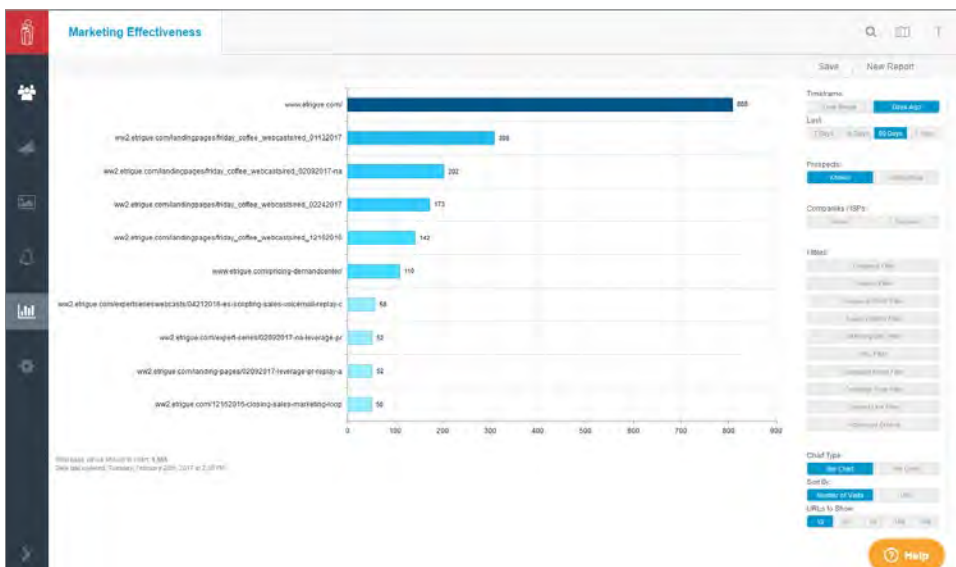
Campaigns are an integral part of all marketing processes and can have many variations. This paper covers the five most commonly used marketing automation campaigns that eTrigue users consistently put to work for some pretty dramatic results.

- Form Campaign
- Drip Campaign
- Nurture Campaign
- Acceleration Campaign
- Webinar / Event Campaign



“ Marketing automation is essentially all the same benefits you currently get from an email marketing tool plus integrated web analytics, landing pages, business rules, and CRM integration. The outcome is one system to manage multiple channels, automation of personalized engagement and transparency into marketing and sales performance. ”

—Ian Michiels,
Principal Analyst
Gleanster Research



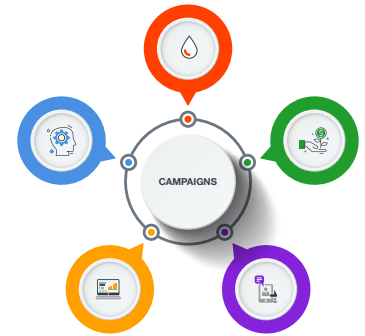
eTrigue DemandCenter enables you to view the success of your campaigns. You'll be able to see what drives conversions (above), as well as opens, unique visits, total visits, average views, opt-outs, and the number of newly tracked prospects.

The huge benefit of moving to a marketing automation solution from a simple email marketing system is the ability to create, deliver and manage campaigns.

This step up enables marketers to create consistent experiences for prospects while building a true dialogue with their customers and prospects. And, no more “Groundhog’s Day”. Marketing automation stops marketers from having to constantly recreate steps through manual processes each time they want to communicate to 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 behavior and interests of targeted prospects.

Let’s take a quick look at the five most popular campaign types used within marketing automation systems.



1. FORM CAMPAIGNS

Form campaigns are like your front door. Essentially you’re asking new visitors to introduce themselves to you by filling in a form. And like all first introductions, you want to treat them well from the very beginning. Then you’ll follow up.

Collecting information from visitors to your website is important—no matter if they visited your site directly or came to you through social networks, search or paid advertising. But the barrier to entry should be minimal.

Form campaigns and the web forms that act as the entry point are one of the best methods to learn about visitors and begin establishing a relationship with them. Web forms should be simple and the “reward” commensurate with the effort required to fill them out. Web forms that are too long or ask too many irrelevant questions cause a negative experience.

Once a person fills out their first form, they are entered into a form campaign that can perform many actions automatically.

Here are some typical examples of the actions form campaigns can perform automatically:

- Send a follow-up (thanks) acknowledgment
- Enter the prospect into CRM
- Increment a lead or prospect score
- Segment based on functional or demographic information
- Trigger a notification to sales
- Enter prospect into an appropriate drip or nurture campaign
- Introduce their sales person or distributor
- Send literature or trigger a phone call

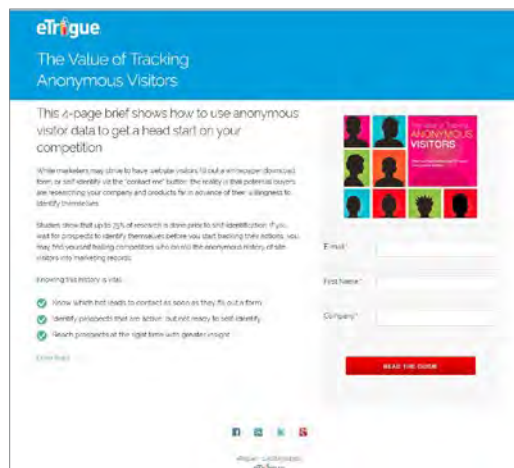
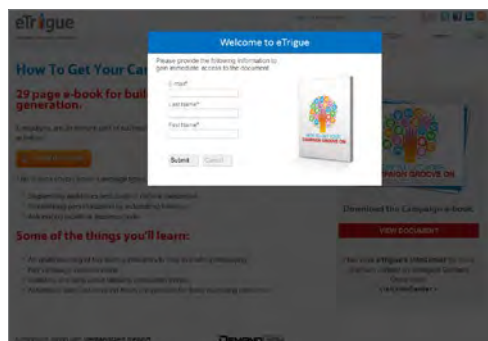
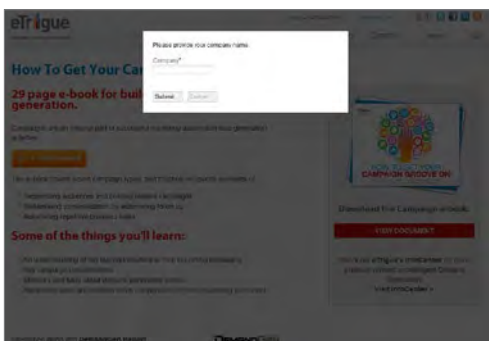


A Few Words about Forms

It's important not to frustrate your visitors. You may have an excellent white paper or research study to offer, but keep in mind that visitors are only willing to tell you a little bit at first. That means only asking a few form-friendly questions such as name and email address.

You can ask them additional questions over time using dynamic progressive forms as a means to get a bit more about the visitor each time. This reduces the number of folks who fail to finish filling out the form (form abandonment).

As you ask prospects further questions during future visits, keep in mind to mix up the use of segmentation and qualification questions, and always make sure that questions fit the level of engagement. Don't ask 15 questions as a condition to receive a 2-page white paper or watch a 30-second video!



Forms can be simple static forms (bottom image) or Dynamic Progressive Forms that are used to collect information from web visitors. Dynamic Progressive Forms use contextual logic that allows you to present questions that are applicable to an individual prospect, and lets you skip irrelevant questions.

Forms may have many uses:

- Download an asset
- Join an event
- Contact me
- Registration
- Request information
- Subscription Management



Key Form Campaign Considerations:

- Make forms short and easy to use
- Don't frustrate prospects with inappropriate questions
- Make some questions voluntary

2. DRIP CAMPAIGNS

Drip marketing sends, or "drips," a specific set of timed email messages to prospects.

When they react, you'll typically move them into a more targeted campaign. Drip campaigns are one of the most cost-effective ways to engage prospects. To engage prospects and customers over time and on their terms, marketers utilize 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. Each would get different content geared toward their segment.

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

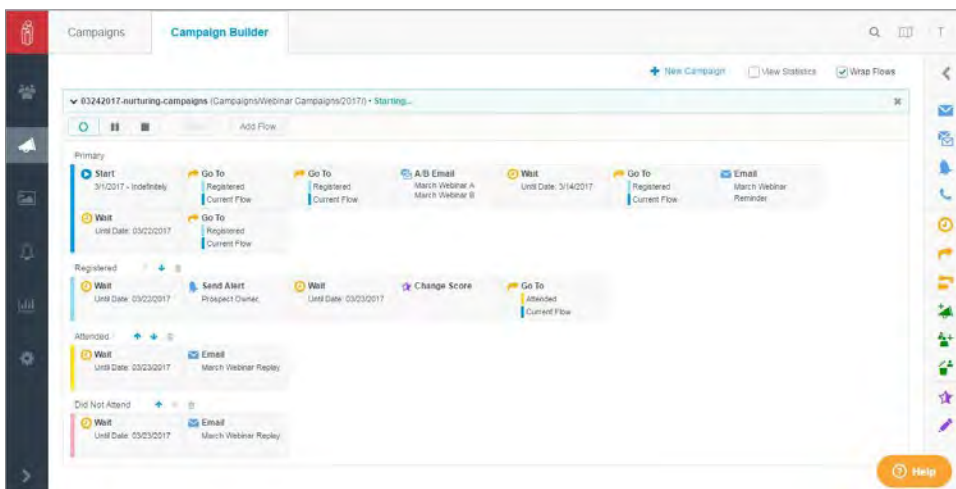
As prospects interact with your drip campaign, you're tracking their visits and download history, and collecting any additional information from the simple forms you may be using to "gate" content.

Once these early-stage prospects meet your conditions (the conditions you and sales have agreed upon), the prospects are ready to go onto bigger and better campaigns that are customized for the prospect.



Key Drip 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



Campaigns are a series of steps that are graphically illustrated above in eTrigue DemandCenter's drag-and-drop campaign builder. eTrigue makes the development, proofing, and scheduling process for campaigns convenient and trouble free.

3. NURTURE CAMPAIGNS

Nurturing is a relationship-building process, with a focus on relevant content, to build an ongoing dialog that positions your company as the best choice when a prospect becomes sales-ready.



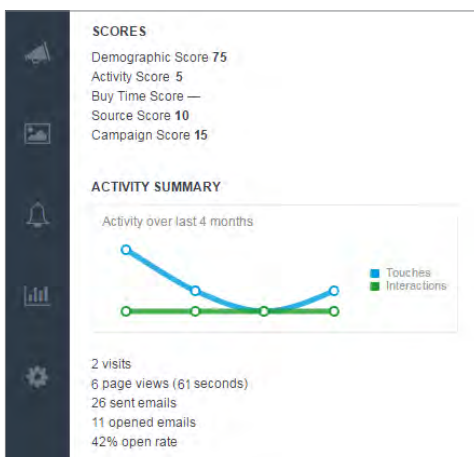
After responding to a number of drip messages or meeting lead-scoring criteria, a prospect can then automatically be put into a nurture campaign. You'll know more about what prospects are interested in by the emails they have opened and the pages they have visited.

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.

Nurture campaigns will typically have simple nurturing steps tied to the profile (or persona) based on the prospect's characteristics, like demographics, source, activity, duration and past campaign response.

It's most important in nurturing to know your audiences and to have an idea of the value propositions that each audience might react best to. Use nurturing to determine which personas your prospect fits into and to create a custom journey for each of the personas that you market to.

Focus your messaging on activity: visits to your site and downloads of assets, such as white papers and viewing videos. Use your scoring or activity tracking to determine when to "promote" these prospects into the next stage of accelerated nurturing. The higher the score—or the more qualifying conditions met—determines how sales-ready a lead is.



Lead nurturing is an effective strategy to maintain momentum in the sales process. eTrigue makes it easy to see the progress and grow in your relationship with potential customers. Automating the nurturing process assures that you maintain effective and timely contact with prospects based on their identity and activity.

Key Nurture Campaign Considerations:

- Only through automation can you guarantee that prospects will be communicated with
- The first stages of nurturing are for educating your prospects and ensuring top-of-mind consideration
- When prospects are ready for the next stages of consideration or decision, promote them to an acceleration campaign



4. ACCELERATION CAMPAIGNS

Accelerated nurturing is closely monitoring and reacting to actions on the part of your prospects. Prospect actions trigger specific actions, such as targeted emails, calls from sales reps or other actions meant to convert a prospect into a sale.

When you and your prospect are ready, you can increase the sophistication of lead nurturing by identifying your unique buyer personas and creating buyers' journeys using proven content to communicate with 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.

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 acceleration campaigns:

1. Have sales people trigger these messages individually—and personalize them—right in your CRM system.
2. When leads exhibit an increased interest and readiness to buy by their behavior, 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 acceleration campaign directly.

It's important that these campaigns be worked out with sales so that content and messaging fit 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.

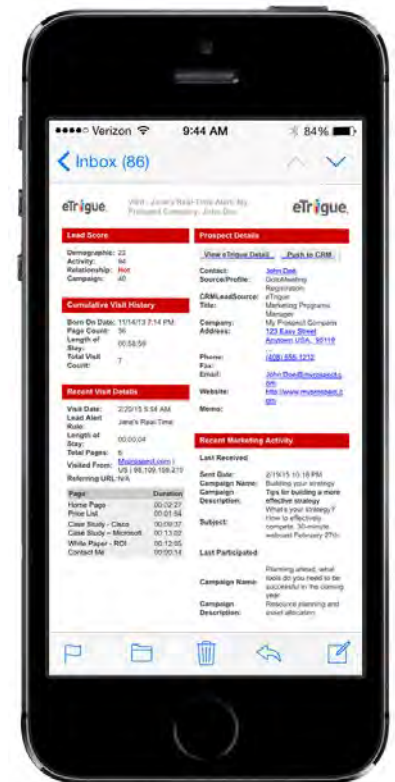
An acceleration campaign may have a myriad of actions associated with it. The content that you use for sales acceleration may include a combination of case studies of similar companies, ROI documents and other appropriate communications for educating your prospects in the final phases of the buying process. Think of this step as supporting and adding to the efforts of sales.

For example, if your prospect has recently visited your pricing page, you may wish to send information about costs, any current promotions and the ROI of your products. If the prospect has visited repeatedly in a short period of time or spent a long period of time on your site, you may wish to trigger a call from a sales rep immediately.

In short, acceleration campaigns can deliver information based on prospect behavior and based on the prospects' job function, title, geography—or any criteria that you decide.

Key Acceleration Campaign Considerations:

- Actions may be online (e.g., email), or offline, such as a live call
- Let the prospect set the pace—increase velocity as their activity dictates
- It often takes 8–10 touches to become “known” by a prospect, and many more to become successful with them



Real-time lead alerts put the information sales needs right at their fingertips, Real-time lead alerts give your sales team the knowledge needed to effectively engage with a prospect. Alerts deliver a detailed prospect snapshot to let sales know when your company is top of mind, along with pages viewed, and activity and visit history.

5. WEBINAR CAMPAIGNS

Webinar campaigns have one simple goal and a few secondary benefits. The key goal is to drive attendance to maximize participation in your webinar. Campaigns make the process easy. Secondary benefits include promoting your company personnel as experts, tying your company name to educational topics, and using other industry experts to help establish your identity.

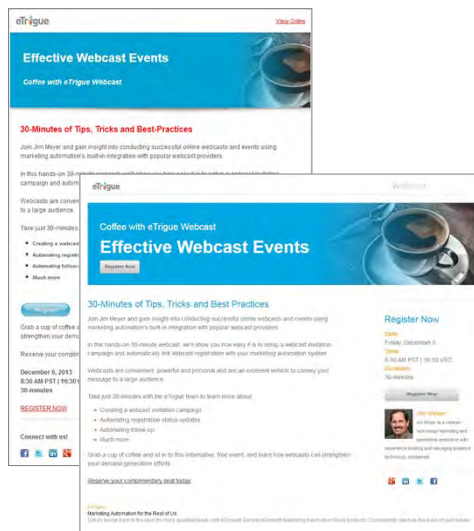


A webinar campaign is fairly straightforward. Using marketing automation makes it simple to run, without the need for a series of manual processes.

The benefit to running a webinar campaign through marketing automation is that integration allows your system to collect and retain all of the following information that may be used to help score leads and determine a prospect's sales readiness:

- Registration form data
- Attended/not attended
- Length of attendance

All of this information may also be shared with your CRM systems.



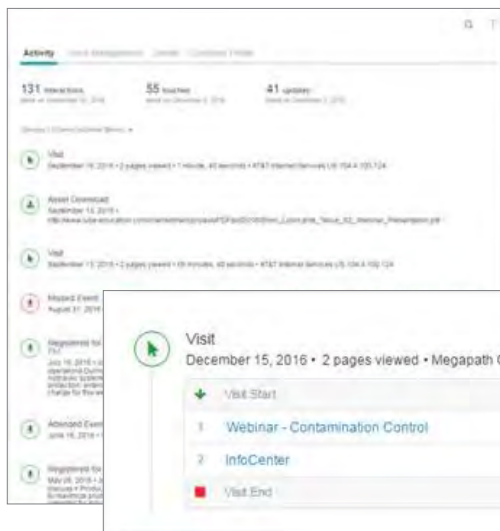
eTrigue DemandCenter gives you the tools to build email and landing pages to improve the effectiveness of your events and other marketing programs. The WYSIWYG (what you see is what you get) landing page builder and email editor gives you the tools to easily create and publish emails and landing pages in minutes—without having to go to IT for support.

Keep registration forms as short as possible. As with the other types of campaigns we've discussed, your registrations will decline if you require too much information up front.



Key Webinar Campaign Considerations:

- Registrations can be automatically integrated into marketing automation and CRM
- Participants can be scored and automatically pushed with campaign attribution
- You can post the webinar content and track subsequent views as indicators of prospect interest



eTrigue DemandCenter activity tracking shows your prospects' activity, including email opens, interactions, webinars, web page views and more. In short, their entire "digital biography" is recorded over the life of their relationship with your company.

About eTrigue Corporation

eTrigue DemandCenter® marketing automation platform helps marketers build more successful demand generation programs that target, nurture and qualify prospective customers based on their "digital biography."

eTrigue Intelligent Demand Generation® SaaS products improve the way marketing and sales teams generate qualified leads, and they help close sales more quickly.

Marketing Automation for the Rest of Us™

