Dolla Dolla Bills: Makin' It Rain Leads through MA & CRM

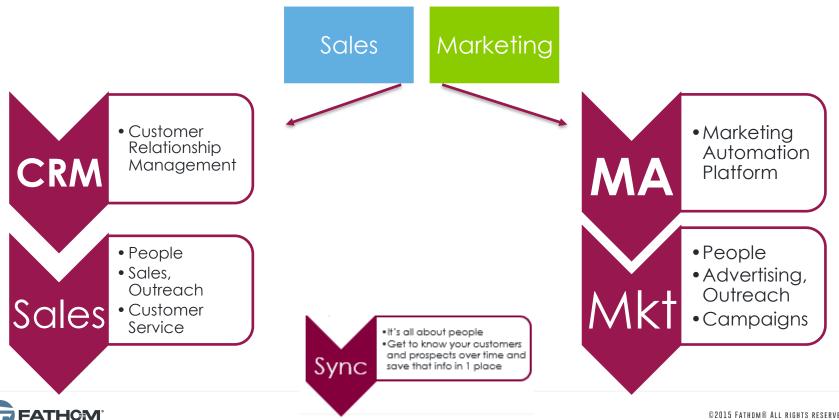


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MA and CRM

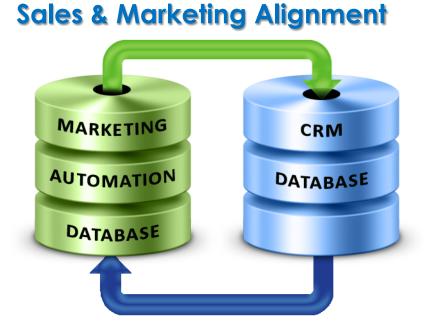
Department Breakdown



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MA and CRM

Working Together



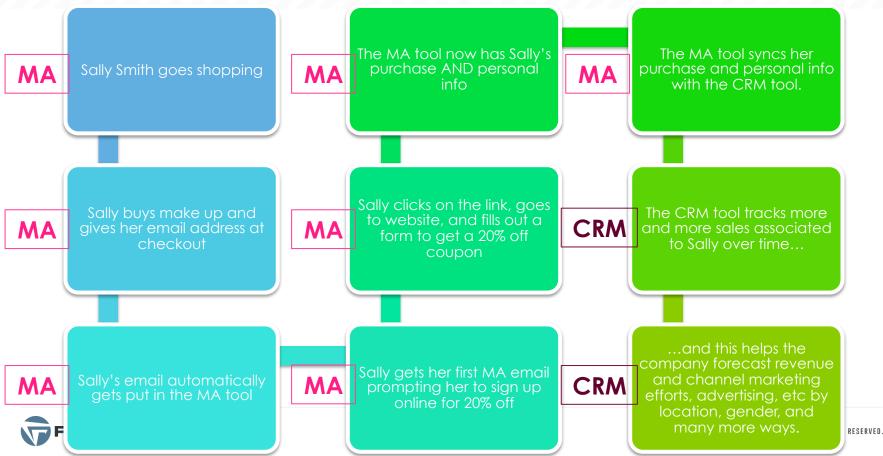


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Closing the Loop

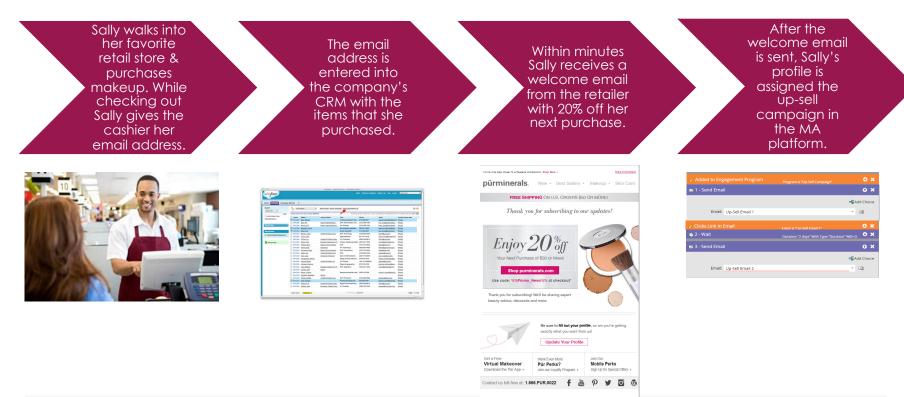
Telling a story of the customer



Marketing Automation In Action

Simple B2C Example

THCM







Marketing Automation & CRM Integration

A lead is added to the CRM



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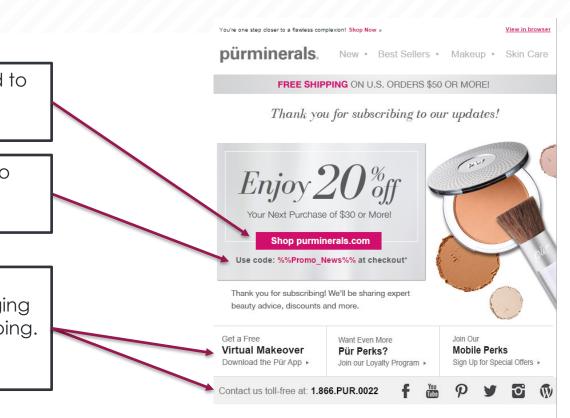
Marketing Automation & CRM Integration

The Welcome email is sent to Sally

A call-to-action or "CTA" is included to encourage Sally to start shopping immediately.

A dynamic code that is attributed to Sally is sent in her 20% off welcome email.

Secondary CTAs are included to encourage Sally to continue engaging with the retailer in addition to shopping. This encourages her to become a lifetime customer.



%%Member_Busname%% Mineral Makeup | %%Member_Addr%% %%Member_City%%, %%Member_State%% %%Member_PostalCode%% %%Member_Country%% | 1-866-787-0022



This email was sent to: <u>%%emailaddr%%</u> <u>Unsubscribe</u> or visit our <u>Profile Center</u>.

Marketing Automation & CRM Integration

Sally is triggered into the Makeup Up-Sell Campaign

Because we know Sally purchased makeup in the store, we know she might also be interested in other relevant items.

Added to Engagement Program	Program is "Up-Sell Campaign"
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Types of Marketing Automation Campaigns

Examples of Nurtures a.k.a. Drip Campaigns

- Welcome: Typically provides incentive to make your next purchase & offers additional information about the company
- **Promotional:** Informs the customer of sales, or limited-time deals
- **Product Announcement:** Explains what the new product is & when it will be available in stores or online
- **Re-engagement:** For customers who have not purchased, clicked or opened emails to encourage them to re-engage with the company
- **Review/Referral:** Encourages the customer to write an online review or refer the company to one of their friends
- **Cart Abandonment:** Reminds the customer that there is an item that has not been purchased in their online cart
- **Up-Sell:** Entices the customer to purchase an item that might go along with the first item they purchased, or to get a better model/version.

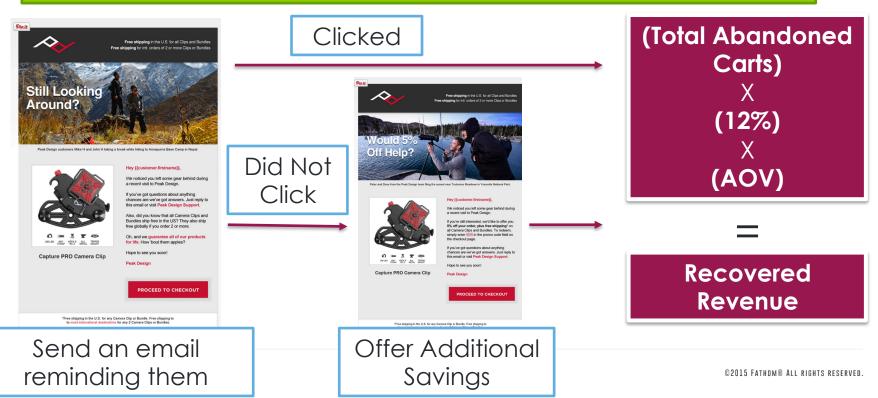


Why Marketing Automation?

Increased Revenue shown through a Cart Abandonment Campaign

60-70% of Online Shopping Carts are Abandoned

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What Does This Do for Us?

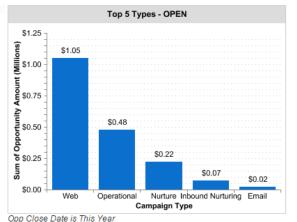
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What Does This Do for Us?

OPP CAMPAIGN INFLUENCE: AII

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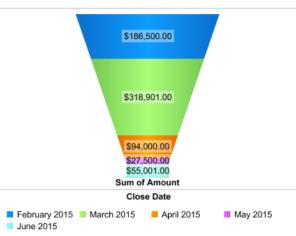


Top 5 Types - WON

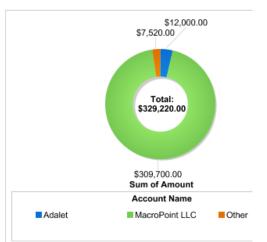
LEADERBOARD: MKT CAMPAIGNS - -

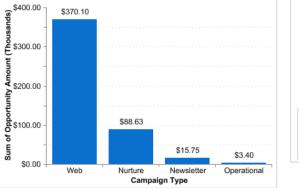
Top 5 Primary					
Campaign Name	Sum of Opportunity Amount				
20130913 - MD Organic	\$370,100				
2014.06 Client Industry Newsletters	\$15,750				
20130730 - MD General Nurturing	\$10,625				
20150101 - MD Sales Industry Specific Newsletters	\$3,400				
Current Year					

180 Day MFG Pipeline



YTD Closed Business-MFG





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