Marketing

Automation

Overview

Marketing automation is a term used to encompass a wide variety of tasks that generally fall into two areas: lead cultivation and delivery optimization. Marketing automation has come to be heavily associated with email marketing because it is the most common technology that can be used to schedule and respond to user interactions. However, marketing automation is not truly confined to a type of communication software, but is really a methodology for how to automate the sending and responding of messages to specific target audiences to meet business goals.

Lead Generation & Nurturing

A common solution offered by HighRoad to address an organization's need for lead generation and nurturing centers on using its Campaign eMail platform integrated with the organization's customer relationship management system (and possibly additional systems such as content management and social media marketing platforms). The Campaign eMail platform is a common place to begin because of the rich functionality that allows organizations to automate the sending of emails based on given criteria and inputted timeframes.

Campaign eMail provides a variety of different built-in lead nurturing programs including:

- Welcome & Onboarding Programs
- Reward Programs
- Word-of-Mouth/Social Share Programs
- Renewal Programs
- Activation Programs

Associations Now+

ASAE needed to consolidate their 14 email newsletters and find a way to better nurture prospects and incent lapsed members to renew. ASAE turned to HighRoad's Newsletter Xpress Plus solution to consolidate their newsletters to one newsletter that integrated their association management and content management systems together to automate the delivery of hyperlocalized content. The result was huge time savings and radically improved open rates. The new newsletter named Associations Now Plus allows members to dictate what content topics to include as well as the level of content (new, intermediate or expert level) and the frequency of email delivery. This type of marketing automation focuses on optimizing delivery to save the staff an incredible amount of time & increase user satisfaction.

The Campaign eMail platform allows organizations to create adaptive emails that can be viewed on any device's screen and populated with dynamic content based on segmentation schemes that the organization can design and populate either through manual upload processes or automatically populated and updated through real-time integrations with customer databases.

For each new marketing automation campaign that is created in Campaign eMail, the organization can designate to whom the email is targeted and then decide the response path for what emails should be

subsequently sent based on whether the original email is opened or not. Organizations have the ability to pull from static segments (e.g. "all people within Arizona") or dynamic segments that can be created based on user behavior (e.g. "all people that shared the email to Facebook"). Campaign eMail allows organizations to design a response path that fits their business goals and can leverage social media sharing as well as text-to-join types of functionality in campaigns to increase response rates.

Organizations typically integrate Campaign eMail with their customer database and write in business rules within the integration that dictates when a record should be written to the customer database and considered a lead. An organization, for example, may decide that if a prospective customer responds twice to the email, that this record should be written back to the customer database and flagged as a lead with need of follow-up. Typically, organizations use their own customer relationship management (CRM) system to handle lead scoring and HighRoad adjusts the integration business logic to write the prospect record back to the CRM at the appropriate time.

Lead Generation & Nurturing

The other common area of marketing automation is delivery optimization in which the organization is looking for ways to automate the repurposing and delivery of marketing communications. HighRoad Solution offers a variety of different ways to optimization marketing communications through integration and automation.

One solution developed by HighRoad is called Newsletter Xpress Plus and allows the organization to design an email template using a transactional messaging network engine for email delivery. The email template is coded to automatically pull in content from blogs, content management systems and event registration systems based on a common set of tags or source codes used across systems to dynamically populate the content areas of the email newsletter. An email preference center is typically employed to allow users to designate areas of interest, frequency of email delivery and profile information that can be used in segmentation and targeting content. The newsletter is fully automated and the newsletter is compiled and populated with content that the user has selected and delivered in the timeframe that the user has specified.

This method of automation works best when the Campaign eMail platform is integrated in with a customer relationship management system and one or more content management platforms from which content can be continuously pulled. Business rules are written into the Newsletter Xpress Plus template as to which type of content to show in which email section, when to display banner ads and which segments to target, but once this work is done, the newsletter is fully automated and runs without the need for any additional staff intervention.

Organizations such as the American Society of Association Executives, Society for Neuroscience and the Electronic Retailing Association all use the Newsletter Xpress Plus product developed by HighRoad Solution to optimize their email newsletter communications.

HighRoad Solution™

Email . Automation . Inbound
Modern Association Marketing

www.highroadsolution.com