



THE THREE MOST IMPORTANT  
**MARKETING  
AUTOMATION  
CAMPAIGNS**

## Introduction

Marketing campaigns are essential to selling your product or service to your target audience. Campaigns can range from sending out emails notifying your audience of new educational material or new programs available from your company, to campaigns that encompass the full range of marketing vehicles including advertising and social media sites.

Marketing automation is integral to running effective campaigns. This paper covers the three most important campaigns that marketing automation users can put to work for some pretty dramatic results.

- Form Campaigns
- Drip/Nurture Campaigns
- Webcast Campaigns

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 and continuous experiences for prospects and respond to prospects individually based on their actions. At the same time, marketing automation puts an end to the manual processes that consume so much of the marketers' time.

Rather than simply sending out the same email messages to an entire database, marketers can now, with the help of marketing automation tools, easily segment their audiences and build campaigns with relevant offers based on the behavior and interests of targeted prospects.

**“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.”**



# 1. FORM CAMPAIGNS

With form campaigns, you're essentially asking new visitors to introduce themselves to you. And as with all first introductions, you want to treat them well from the very beginning. Then you'll follow up and develop a relationship.

Inbound marketing vehicles such as Google AdWords, display advertising or blogs are often used to drive visitors to your website. Collecting information from visitors to your website is important—no matter if they visited your site directly or came to you through social networks, searches or paid advertising. You want to make it easy for them to give you that information voluntarily.

Form campaigns are one of the best methods to learn about visitors and begin establishing relationships. 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 create a negative experience for visitors.

There are many reasons to have new and existing visitors fill out a form on your website:

- Download an asset
- Register for events
- Sign up for a mailing list
- Request information
- Contact the company
- Manage subscriptions



## Form Campaigns

Once a new visitor or prospect fills out their first form, marketing automation technology ensures that they are entered into a form campaign.

Here are some actions that form campaigns can perform automatically:



Send a follow-up acknowledgement



Trigger a notification to sales



Enter the prospect into CRM



Increase a lead or prospect score



Enter prospect into an appropriate drip or nurture campaign



Introduce your sales person or distributor



Segment the prospect based on functional (job title, department) or demographic (location, company) information



Send literature or prompt a phone call

### Key Form Campaign Considerations:

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

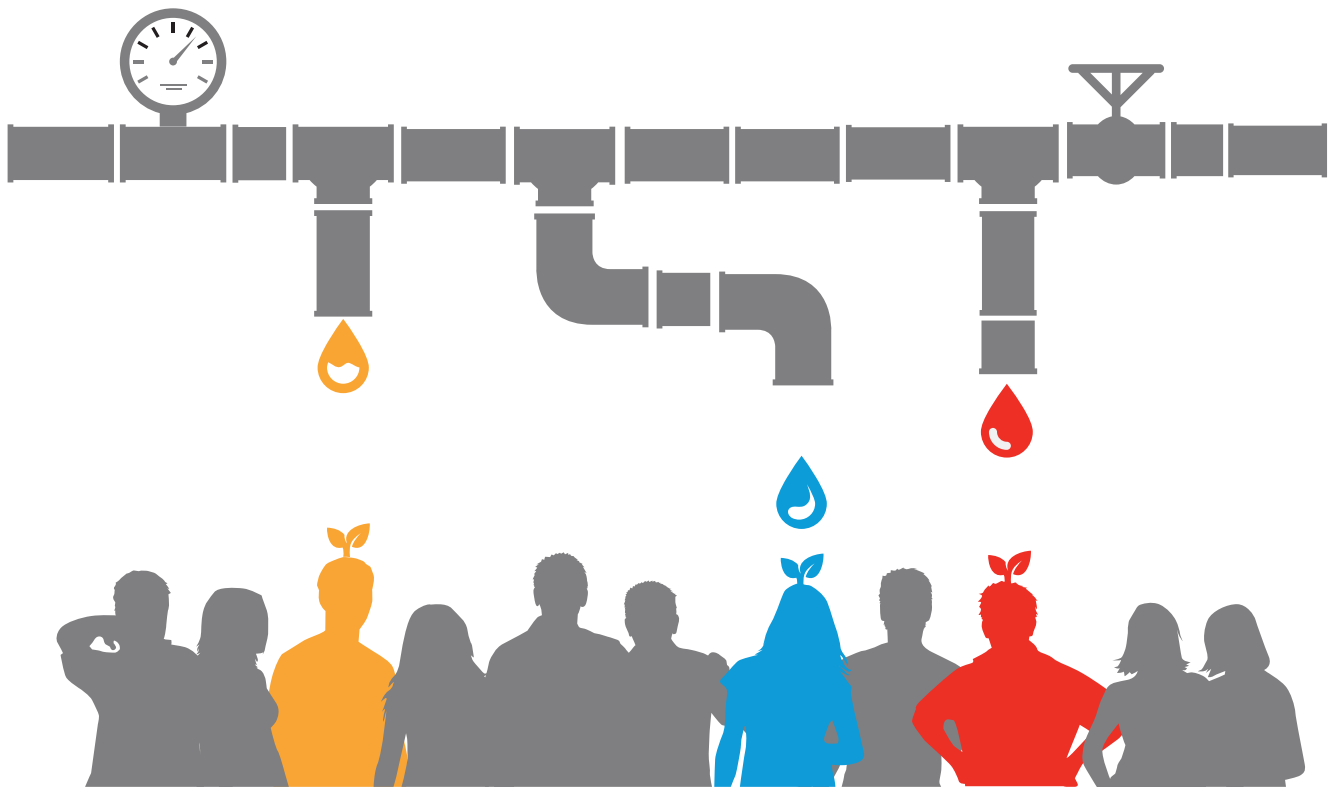
## 2. DRIP/NURTURE CAMPAIGNS

### Drip Campaigns

Drip marketing sends, or “drips,” a specific set of timed email messages to prospects. This is one of the most cost-effective ways to educate your prospects and ensure name recognition. To engage prospects over time, marketers utilize drip marketing techniques to gradually send prepared messages through email or other media.

Drip campaigns utilize basic segmentation so the content that is sent is determined by the prospects’ segmentation profile. 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. This ultimately helps marketers develop a greater understanding of what communications work, and provides prospects with messaging that’s relevant to their objectives and needs.

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 be put into nurture campaigns.



## Nurture Campaigns

After responding to a number of drip messages or meeting lead-scoring criteria, a prospect can then automatically be put into a nurture campaign, in which more specific segmentation allows for more targeted messaging.

Nurturing is a relationship-building process with a focus on relevant content that builds an ongoing dialogue that positions your company as the best choice when a prospect becomes sales-ready. Nurturing leads means keeping potential prospects interested, delivering useful information and empowering them with the information they need to match solutions to their business problems.

Nurture campaigns will typically have simple nurturing steps tied to the profile (or persona) based on the prospect's characteristics, like functional and demographic (location, segment, responsibility), website activity and duration of the interaction, and past campaign response. In nurturing, it's most important to know your audiences and to have an idea of the value propositions that each audience might react best to. Determine which personas your prospect fits into and create a custom journey for each of the personas that you market to.

Focus your messaging on activity: visits to your site, video views, and asset downloads, such as white papers. Use scoring or activity tracking to determine when to "promote" these prospects to the next stage of the sales process. The higher the score—or the more qualifying conditions met—the more sales-ready a lead is.



### Key Drip/Nurture Campaign Considerations:

- Always offer something of value and not just a thinly-veiled sales pitch.
- Define your segments and audiences and build out your content accordingly. Start simple. Perhaps you sell it to IT and finance. What messages are of interest to each?
- Consult with sales. Sales can usually tell you which content creates interest with prospects. Sales also knows the kind of prospect they have success with.
- Evaluate which communications work best. Look at opens, page views and downloads and also look at which tactics led to actual sales.

### 3. WEBCAST CAMPAIGNS

Webcast campaigns have one key goal and many secondary benefits. The key goal is to maximize attendance for your webcast so you may have more prospects to market to. Secondary benefits include promoting your company personnel as experts, tying your company name to educational topics, and using other industry experts, such as guest speakers and analysts, to help establish your identity. Marketing automation makes webcast campaigns simple to run by removing the need for a series of manual processes.

The most important benefits of running a webcast campaign through marketing automation are to minimize manual processes and to collect and retain the following information you may use to help score leads and determine a prospect's sales readiness:

- Registration form data
- Attendance
- Length of attendance

#### Key Webcast Campaign Considerations:

- 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.
- Registrations can be automatically integrated into marketing automation and CRM. Let the prospect set the pace—increase velocity as their activity dictates.
- Participants can be scored and automatically pushed to a CRM program based on their webcast registration, attendance, etc.
- You can post webcast content and regard subsequent views as indicators of prospect interest.

#### 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™

