



Adobe

Email Marketing Innovation: How to Level Up and Stand Out

Hayley Ferrante | Marketing Manager, Commercial Demand Generation, Adobe

#AdobeRemix
Craig Ward

Meet the Speaker



Hayley Ferrante

Marketing Manager, Commercial Demand
Generation

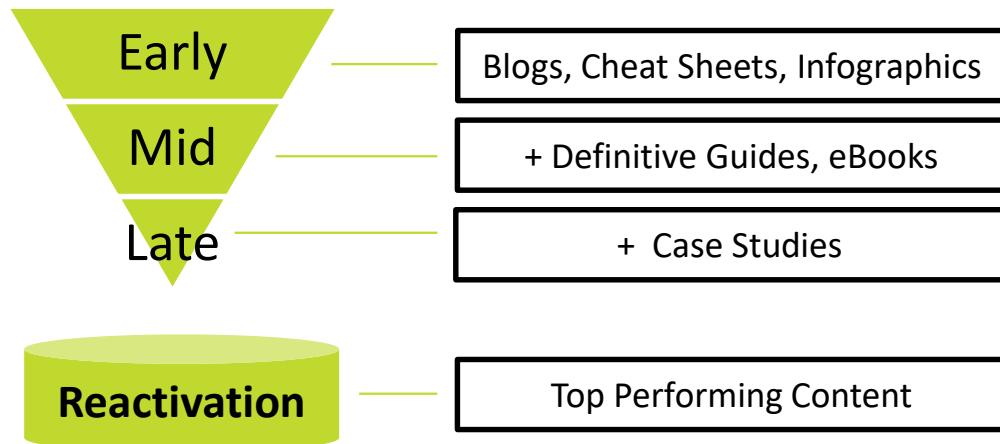
Agenda

- The Basics of Traditional Email
- How to Listen & Respond
- Engagement Based Communication

The Basics

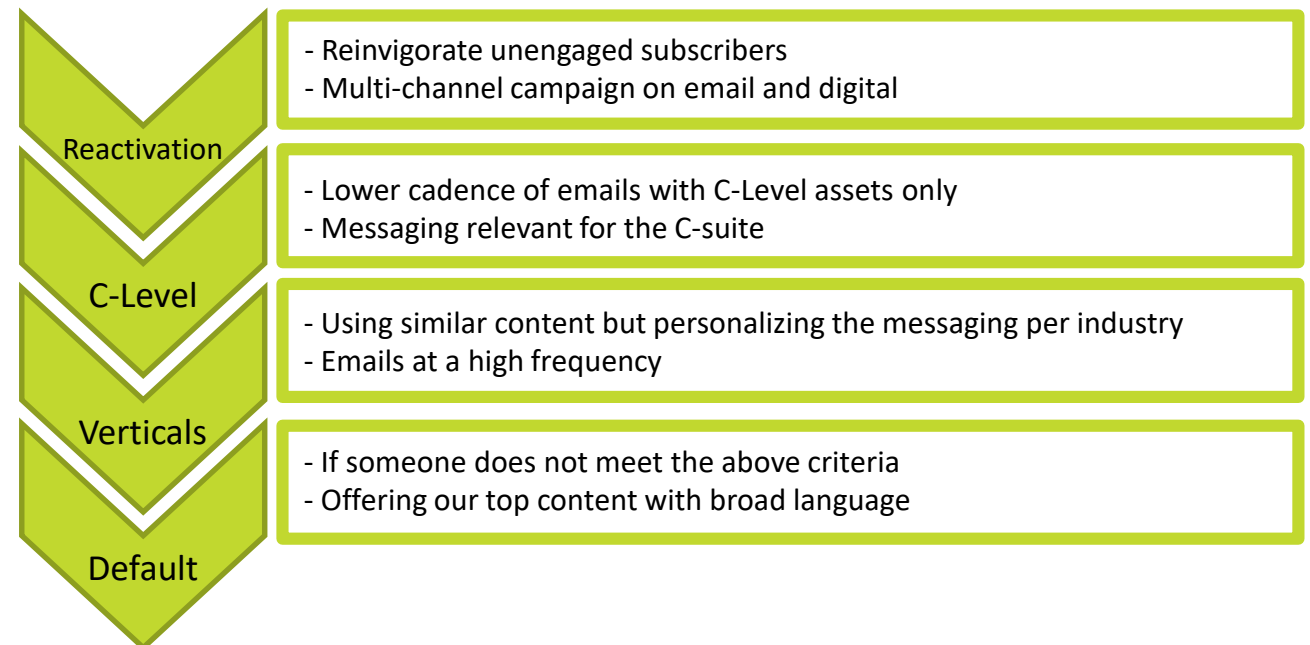
Content

- Find what works (& what doesn't) for different segments of your audience
- Build a framework to create a story
- Learn how to speak about the content in a compelling way for each segment

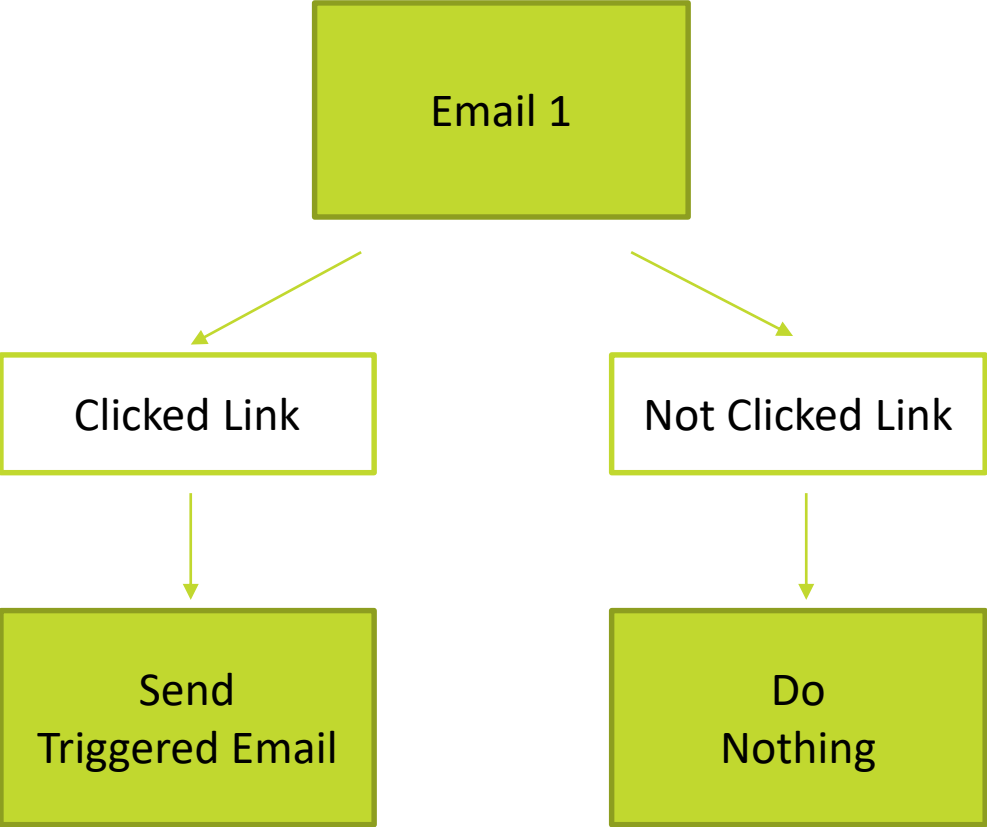


Structure

- Create streams based on data driven insights
- Prioritize streams to ensure leads are dropped into the appropriate ones
- Keep optimizing and pivot as needed



Listen and Respond



The screenshot shows a configuration interface for a triggered email. It consists of three stacked filter conditions, each with a play button icon and a close button (X).

- Condition 1:** "Clicks Link on Web Page". It includes two filters: "Link Name: contains /assets/" and "Referrer: contains marketo.com/cheat-sheets/mar".
- Condition 2:** "1 - mkto_Marketable". It includes one filter: "mkto_Marketable: true".
- Condition 3:** "2 - Not Visited Web Page". It includes two filters: "Web Page: contains blog.marketo.com/2019/05/" and "Date of Activity: in past 21 days".
- Condition 4:** "3 - Was Delivered Email". It includes two filters: "Email: is NA_200407_10509_US_EB_" and "Date of Activity: in past 7 days".

Pivot from Traditional Email

- Automate batch emails with an engagement program
- Build triggers to send when someone engages with an email in the engagement program
- Transition prospects between streams based on their most recent behavior

Default - Early	Default - Mid	Default - Late
Every Tue and Thu 10:00 AM PDT	Every Tue and Thu 7:00 AM PDT	Every Tue and Thu 10:00 AM PDT
Content	Content	Content
Transition Rules	Transition Rules	Transition Rules
▶ GL CT ALL ALL 10-18 3862...	▶ GL CT ALL ALL 10-18 3859...	▶ GL CT ALL ALL 2018 3969 ...
▶ GL CT ALL ALL 2018 4300 ...	▶ GL CT ALL ALL 19-10 8339...	▶ GL CT High ALL 2019 5927...
▶ GL PL CT 1049 All 16 Emal...	▶ GL CT ALL ALL 2019 8012 ...	▶ GL CT ALL ALL 19-10 8481...
▶ GL CT ALL ALL 2018 4204 ...	▶ GL CT All AN 18-08 2855 ...	▶ GL CT ABM ALL 18-08 281...
▶ GL CT ALL ALL 19-02 5570...	▶ GL CT ALL ALL 2019 8037 ...	▶ GL CT BIN 1046 10 Reasons ...
▶ GL CT ALL ALL 2018 4225 ...	▶ GL CT ALL ALL 19-10 8480...	▶ GL CT ALL ALL 19-10 8343...
▶ GL CT ALL ALL 19-10 8340...	▶ GL CT ALL ALL 18-08 3162...	▶ GL CT BIN ALL 2018 5092 ...
▶ GL CT ALL ALL 10-18 3856...	▶ GL CT ALL ALL 2018 5097 ...	▶ GL CT ALL ALL 2018 1038 ...
▶ GL CT ALL ALL 19-02 5569...	▶ GL CT ALL ALL 18-08 3166...	▶ GL CT ALL PL 2018 4501 ...
▶ GL CT ALL ALL 2019 8050 ...	▶ GL CT ALL ALL 2019 7664 ...	▶ GL CT ALL ALL 19-10 8342...
▶ GL CT ALL ALL 2019 8049 ...	▶ GL CT ALL AN 18-08 3184 ...	
	▶ GL CT ALL ALL 19-10 8366...	
	▶ GL CT ALL ALL 2019 8014...	

1 - Wait

Duration: 4 minutes

2 - Send Email

Add Choice

Email: NOAM | EB | SMB | ALL | 20-03 | 10151 | (6-19 | B2) Engage, C

Behavior Based Triggers

- Web Accelerators
 - Triggered campaigns to people that show specific behaviors on your website

- How can we use these triggers?
 - Visiting webpages
 - Digital ads
 - Check-in to an event
 - Downloading content

Hi {{lead.First Name:default=Friend}},

If you're not using web personalization as part of your marketing mix, you're missing out on enormous potential.

With Marketo, you can convert more anonymous website visitors with content, messaging, and calls-to-action that are personalized and delivered in real time using browsing behavior, location, referring URLs, and more.

[Download our definitive guide](#) to learn how to make your marketing more effective by delivering relevant, personalized messages to your website visitors.

Download Now

If you want to learn more about website personalization or how we can help you optimize your current strategy, let me know when you have a few minutes to chat!

All the best,

{{lead.Lead Owner First Name:default=Team}} {{lead.Lead Owner Last Name:default=Marketo}}

{{lead.Lead Owner Job Title:default=Marketo, an Adobe company}}

{{lead.Lead Owner Phone Number:default=+1.650.376.2300}}

Key Takeaways

- Keep it simple when you're getting started, and ramp up as you learn
- Listening to behavior and responding in real-time will drastically increase your results
- Think outside of the box!

Q&A