

Why Strategy (vs. Technology) Should Lead the Way

March 19, 2019

1:00 to 2:00 pm ET

Presented by: Kath Pay & Karen Talavera

We hope you enjoy today's webinar. The speakers' presentations and comments represent their own viewpoints and do not necessarily represent the views of the ANA or eec.

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Presented by: Dwight Sholes & Miles DePaul

Dallas Meetup

Tuesday, April 9, 2019

5:30-8:30 pm CT

Hosted by Kickbox & Return Path

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Why Strategy (vs. Technology) Should Lead the Way



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Holistic Email Marketing



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Making the case for a strategy

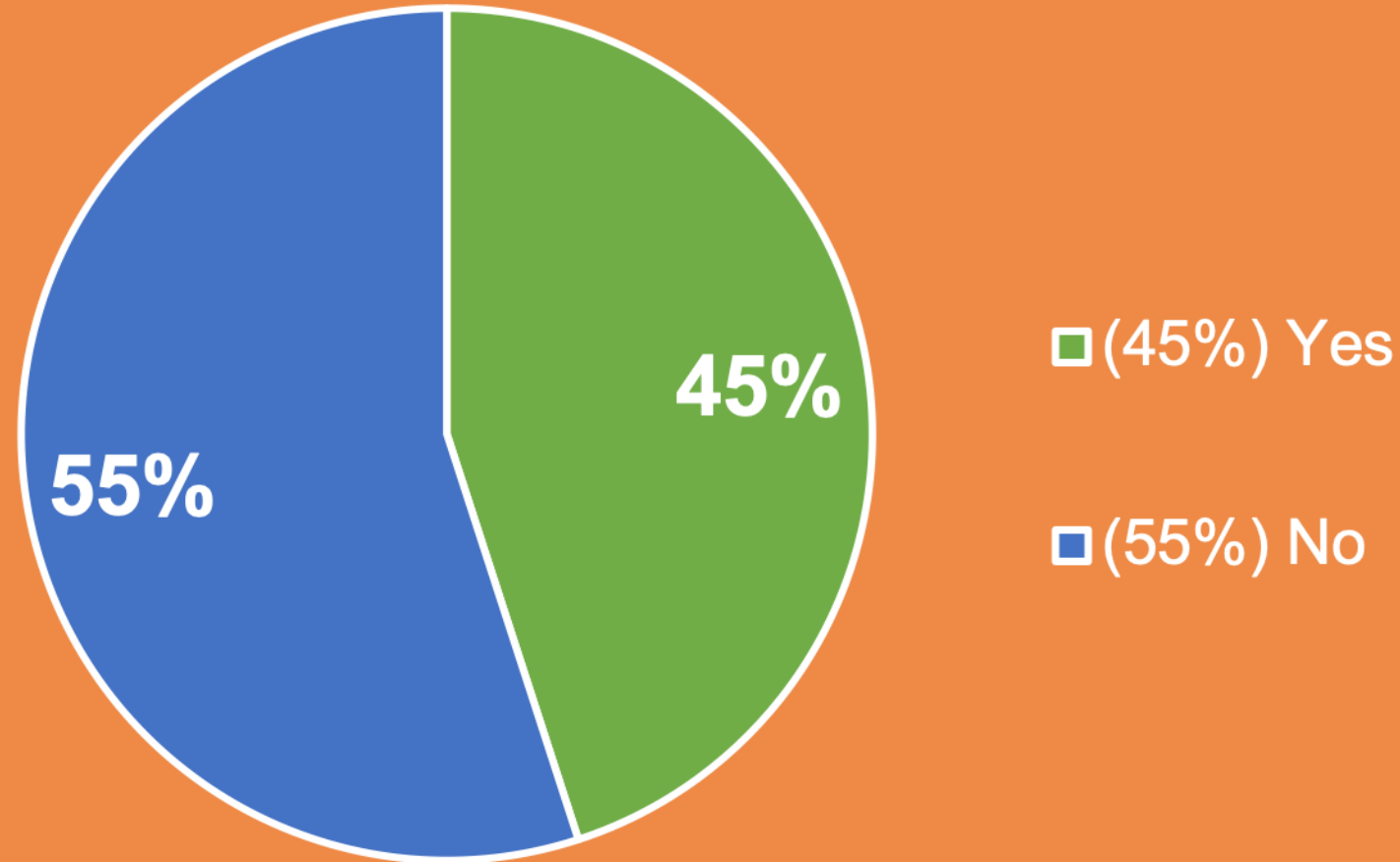


Too often we start with the technology, but if our end goal is to help our customers make decisions, meet needs and achieve goals, then shouldn't we start with the customer?


Key to the Inbox: ENGAGEMENT



Only 45% of email marketers have a definitive strategy



***We are blessed with amazing
technology!***

A large, reflective sphere, known as the Cloud Gate sculpture in Chicago, is the central focus of the image. It is highly reflective, mirroring the surrounding city buildings and the sky. The sun is visible as a bright flare on the sphere's surface. In the foreground and background, many people are walking around the sphere, some looking at it and others going about their day. The scene is set in a city square with tall buildings in the background under a clear blue sky.

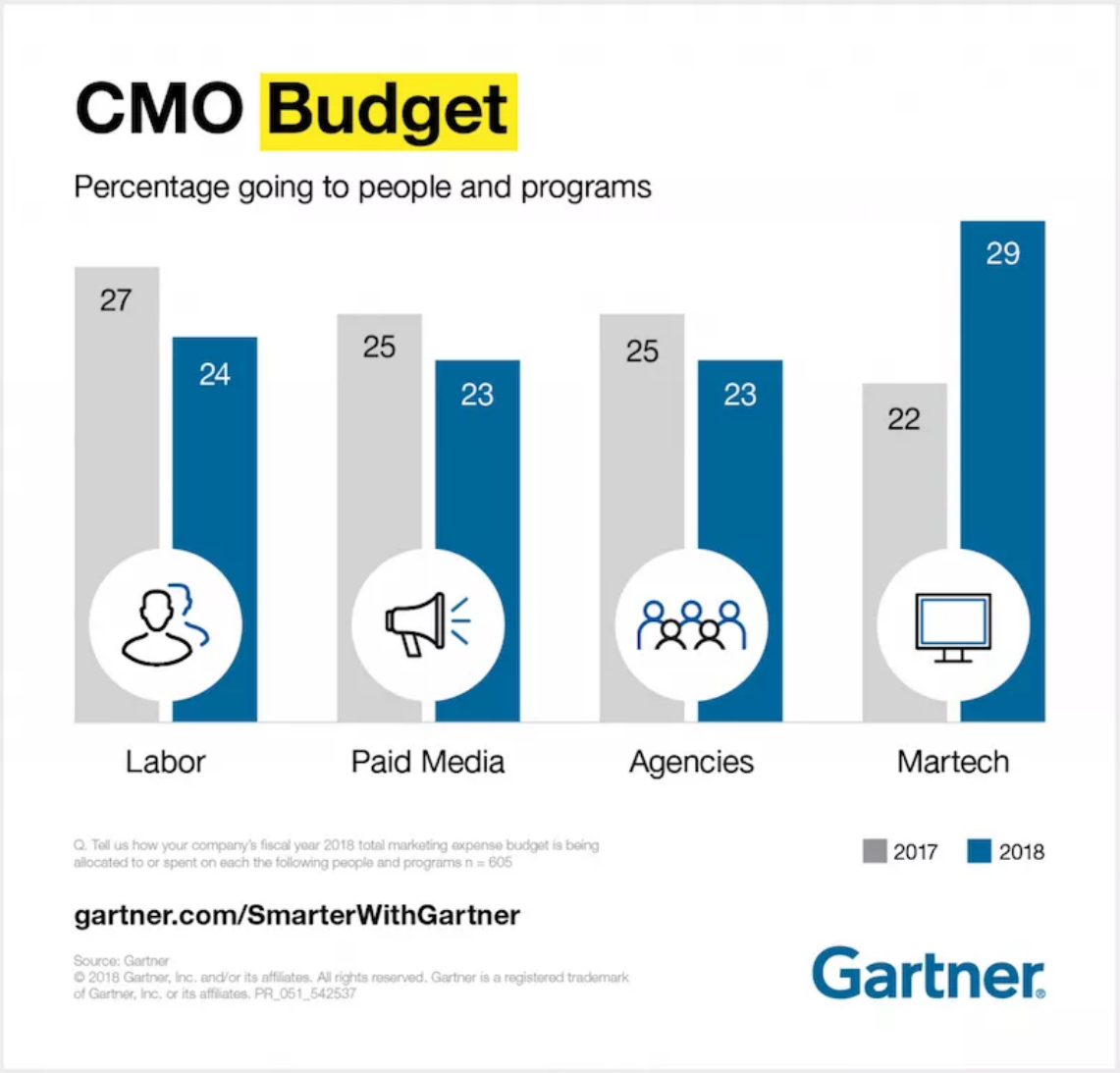
*But it's easy to get
"bright shiny object syndrome"
and become distracted from
what matters*

However, relying on technology is like the old adage:

“When all you have is a hammer; every problem looks like a nail.”

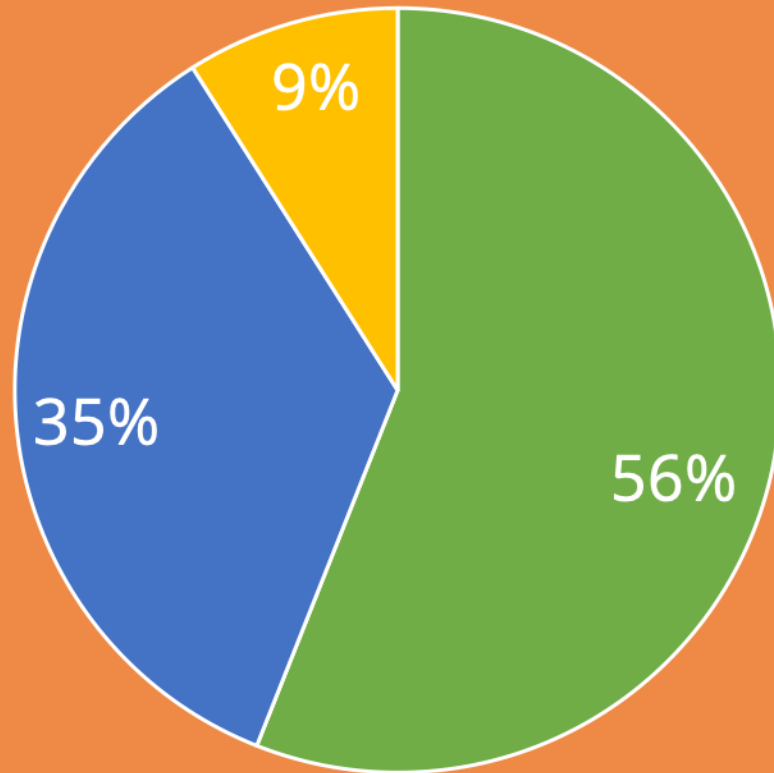
Abraham Maslow, *The Psychology of Science*, 1966.

Gartner CMO Spend Survey puts martech at 29% of marketing budgets (excluding agency fees) vs 24% on staff payments.



**Role of technology is to support and
bring strategy to life**

Only 56% of marketers let business needs lead their strategy rather than new features



- (56%) I keep up-to-date with all the latest technology features but will only use them if they can support my strategy.
- (35%) I keep up-to-date with all the latest technology features and tactics and see if I can use them.
- (9%) I don't keep up-to-date with all the latest technology features I just use what my current technology provider has available

A close-up photograph of a Black woman with her hair styled in braids, some of which are wrapped in leopard-print fabric. She is looking upwards and to the right with a thoughtful expression, her hand resting against her chin. The background is a plain, light-colored wall.

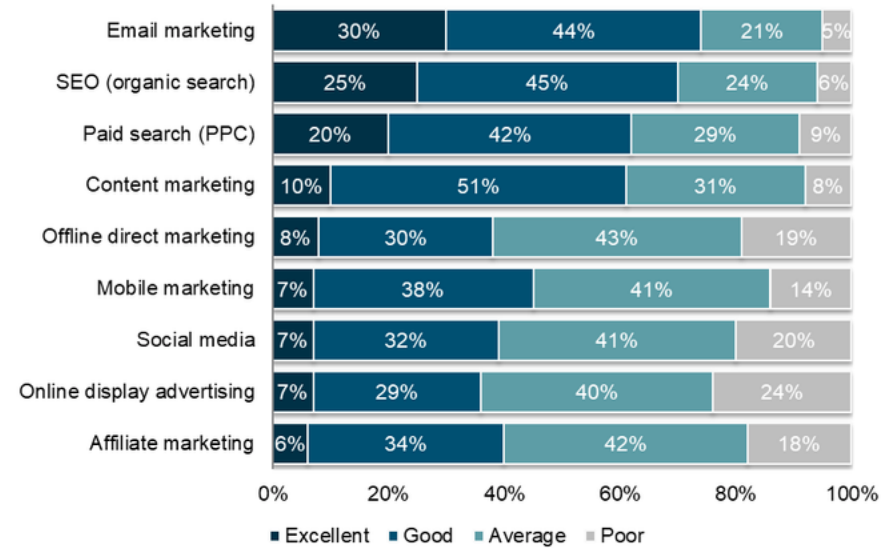
**So why don't we develop
strategies?**

Boss: Create an email strategy
Me:



...is it because Email Marketing consistently delivers high ROI?

Figure 9: How do you rate the following channels or disciplines in terms of return on investment?

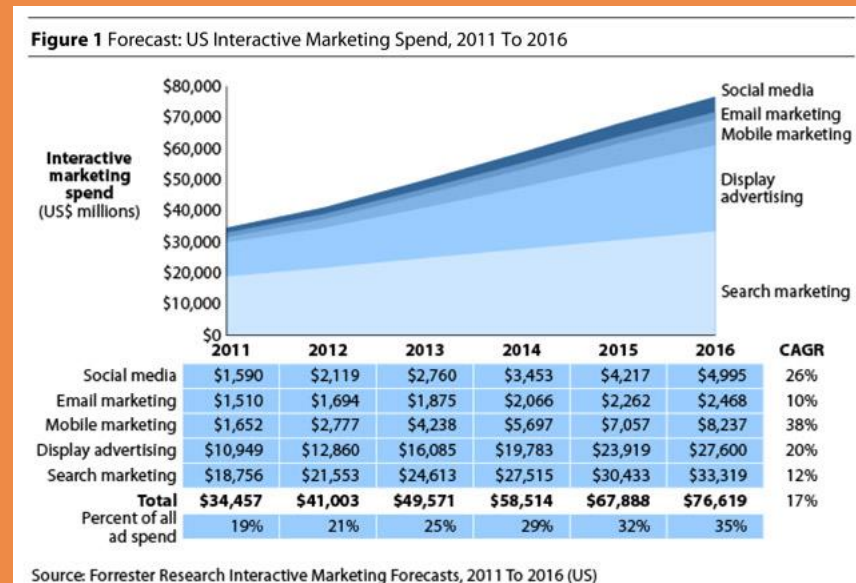


Respondents: 402

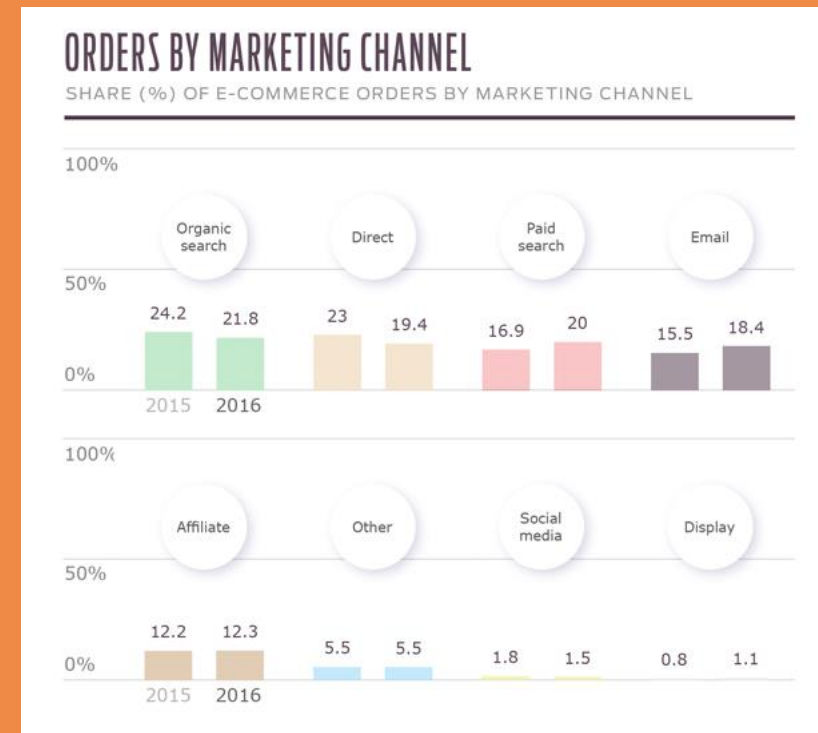
Meaning we don't have to work very hard to get good results

Or because email is under-budgeted & we don't have the time or resource?

US Interactive Marketing Spend 2016



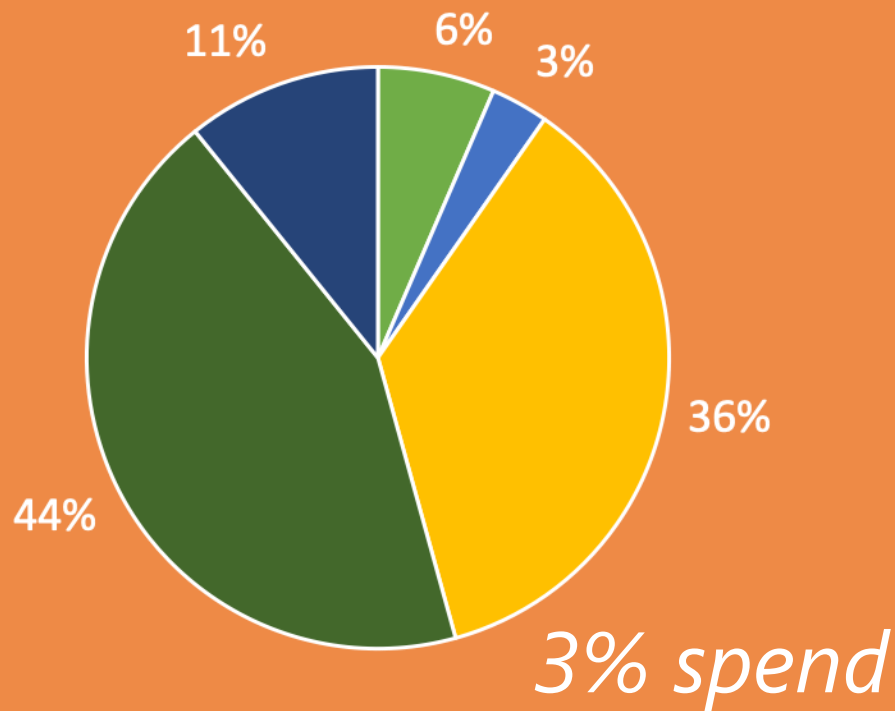
Orders by Marketing Channel 2016



Spend vs Orders by Email Channel

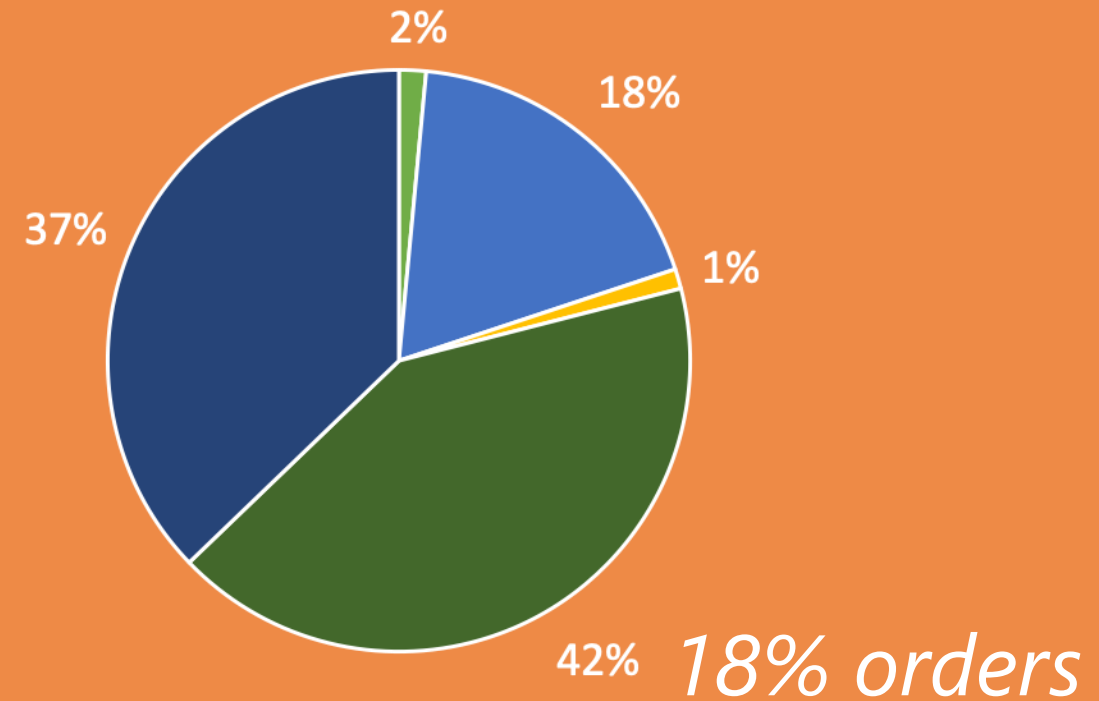
Spend

■ Social ■ Email ■ Display ■ Search ■ Other



Orders

■ Social ■ Email ■ Display ■ Search ■ Other



How to get started






Brand



Prospect

A close-up photograph of a woman with dark hair, wearing a white button-down shirt. She has a distressed expression, with her hands pressed against her temples and a pained or frustrated look on her face. The background is a plain, light-colored wall.

**Don't make them work hard to achieve
their objectives
(or yours)**

Help them!



3 pillars of CX Email Marketing

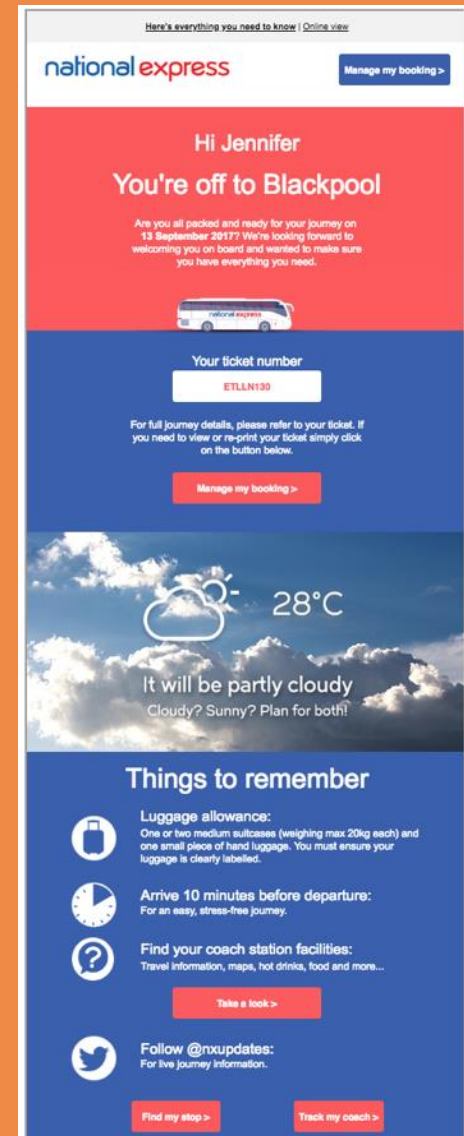
1. Helpfulness
2. Personalization
3. Customer-focused






















Helpful, Personalized & Customer-focused emails increase read rates

67% of brands with emails that scored over their average score, achieved higher read rates than those who scored lower than the average.

The increase in read-rate ranged from between 102% and 468%!!!






















2. Which retailers are best at sending you personalised marketing messages?

 amazon	69.3%	 Boots	12%	 DEBENHAMS	5.3%
 ebay	42.3%	 MARKS & SPENCER	11.1%	 ASOS <small>discover fashion online</small>	4.4%
 TESCO	27.1%	 Apple	8%	 Specsavers	4%
 Argos	19.5%	 John Lewis	6.6%	 HOMEBASE	3.5%
Other	17.2%	 Iceland	6.2%	 Superdrug [☆]	3%
 Sainsbury's	16.9%	 next	5.6%	 look	2.9%
 ASDA	13.4%	 B&Q	5.4%		

* Percentage reflects people who rank retailer in their top three from a supplied list of more than 30 retailers

Coincidence? Or planned?

1. Which retailers are you most loyal to because of the marketing messages you receive from them?

 amazon	66.4%	 ASDA	13.7%	 DEBENHAMS	4.8%
 ebay	34.9%	 MARKS & SPENCER	11%	 Superdrug [☆]	4.6%
 TESCO	28.1%	 Iceland	8.3%	 HOMEBASE	4.4%
 Argos	19.7%	 Apple	7.4%	 ASOS <small>discover fashion online</small>	4.3%
Other	19%	 John Lewis	6.9%	 look	3.3%
 Sainsbury's	18.3%	 B&Q	5.4%	 Specsavers [®]	3.3%
 Boots	14.5%	 next	5.2%		

* Percentage reflects people who rank retailer in their top three from a supplied list of more than 30 retailers

Optimize Subscribe Forms

PPC ad

Replenishment Program

Cart Recovery Program

Social Media Promotions



**So what's the
problem?**

Too few email marketers know where they're going

However, if you don't know where you're going...
...how can you take your subscriber there?





Business Goals



Objectives



Strategy



Tactics

Sample business objective:

***Increase revenue by 15%
over 12 months***

How could you do that?



Acquisition: Acquire new customers

Retention: Sell more to existing customers

Win-Back: Win back lost customer

To acquire new customers...



To convert more subscribers...

3.1

Develop a First Purchase Programme

3.2

Continue the journey on the Subscribe Thank You page

3.3

Develop a Browse Recovery Programme

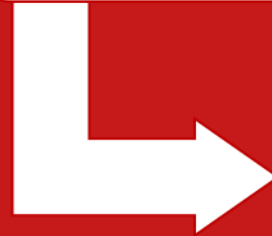
Increase revenue by 15% over 12 months

Business Goal



Acquire new customers

Acquisition Objective



Convert more subscribers into buyers

Strategy



Develop a First Purchase Programme

Tactic

Increase revenue
by 15% over 12
months

Business Goal



Sell more to
existing
customers

Retention Objective



Enhance
customer
experience and
increase loyalty

Strategy



Develop a
Loyalty
Programme

Tactic

Increase revenue by 15% over 12 months

Business Goal



Reactivate lapsing and win-back lapsed members

Win-Back Objective



Use personalization & psychology to win the customer back

Strategy



Develop an Automated Win-back programme

Tactic

Optimize Subscribe Forms

PPC ad

Replenishment Program

Cart Recovery Program

Social Media Promotions

Approaches and Frameworks

Mindset *Before* Skillset



Today's Mindset for Email Success



Nurture budding relationships



Segment and personalize



Sell by Way of Serving First



Conversation vs. Broadcast



Think "Long Term Relationship"

Remember: It's About THEM Not YOU



Channel Strategy First, Then Messaging: Three Approaches

Customer Journey



Lifecycle Stage



Marketing Objectives

1. Map Email to Customer Journey

Journey mapping is a tool companies use to help them see what their customers truly want – the ways in which customers **go about achieving their needs**



A customer's journey

SEES YOUR PPC/SOCIAL/BANNER AD



VISITS YOUR WEBSITE



? Is your landing page consistent with your ad?

JOINS (OR DOESN'T JOIN) YOUR MAILING LIST



? Is your subscription process persuasive, reassuring and frictionless?

MAKES A PURCHASE

BUY

OR DOESN'T MAKE A PURCHASE

? Is your customer journey optimised through the buying funnel?

Dear Sophie,
WE MISS YOU!
Get 15% off your next order



? Are you re-engaging with lapsing and lapsed customers?

BECOMES INACTIVE



OR STAYS ACTIVE

? Do you have a suite of lifecycle automations personalised to your customer's behaviour?

Email: It's Still *Marketing*

1

Know what triggers the customer journey

2

Know the path to purchase

3

Know what *encourages* the journey

4

Know what *discourages* or *stalls* the journey

All Journeys Follow 1 of 4 Paths

Do you know which typical **consideration path** your customers take – or that your product/service requires?

Use email to *accelerate, enable, or streamline* the customer journey along one of these four types of paths



2. Map Email to Lifecycle Stage

- Each stage of the customer lifecycle naturally lends itself to specific types of messaging
- Use email to **shift and direct** the dialog

Pre-conversion (Prospects)

- Lead nurturing
- Email subscribe
welcome/first purchase
incentive
- Cart Abandonment
- Browse Abandonment

Conversion (New Customer)

- Thank-you
- Welcome/onboarding
- Product use/follow-up tips
- Next purchase
recommendation

Post-Conversion

- Product information and
education
- New product
announcements
- Continuity communication
- Cross-sell/Up-sell

Relationship-Building

- Customer
survey/feedback/satisfaction
- Loyalty program
- Exclusivity and persona-
specific
- Milestone recognition
(anniversary, birthday, etc.)

3. Map to Marketing Objectives

Map your marketing activities by objective – Can email accomplish any of these with greater cost, time, or resource efficiencies?



Then it's time for

Messaging Strategy

Like an Architect, We Need a Blueprint

Specific Function

Amusement

Utility

Infrastructure

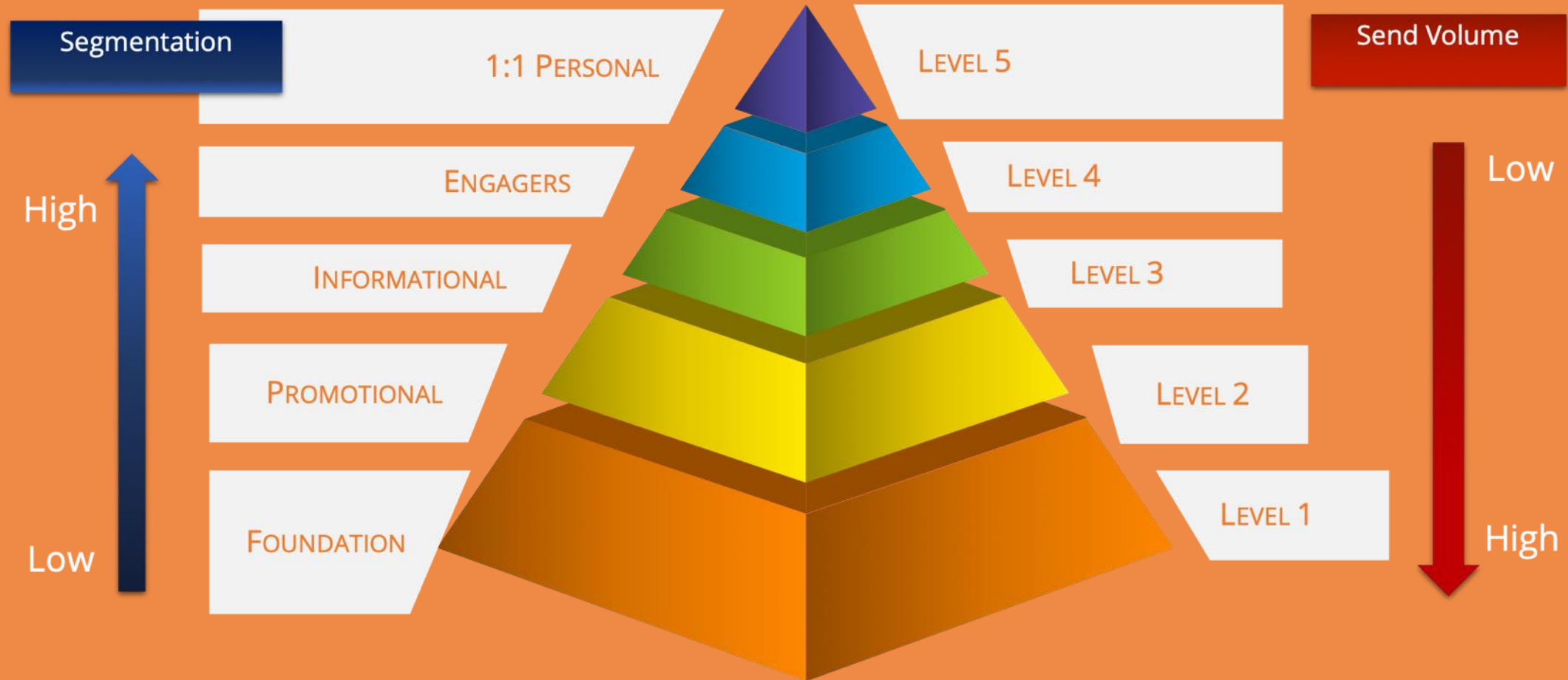
Foundation



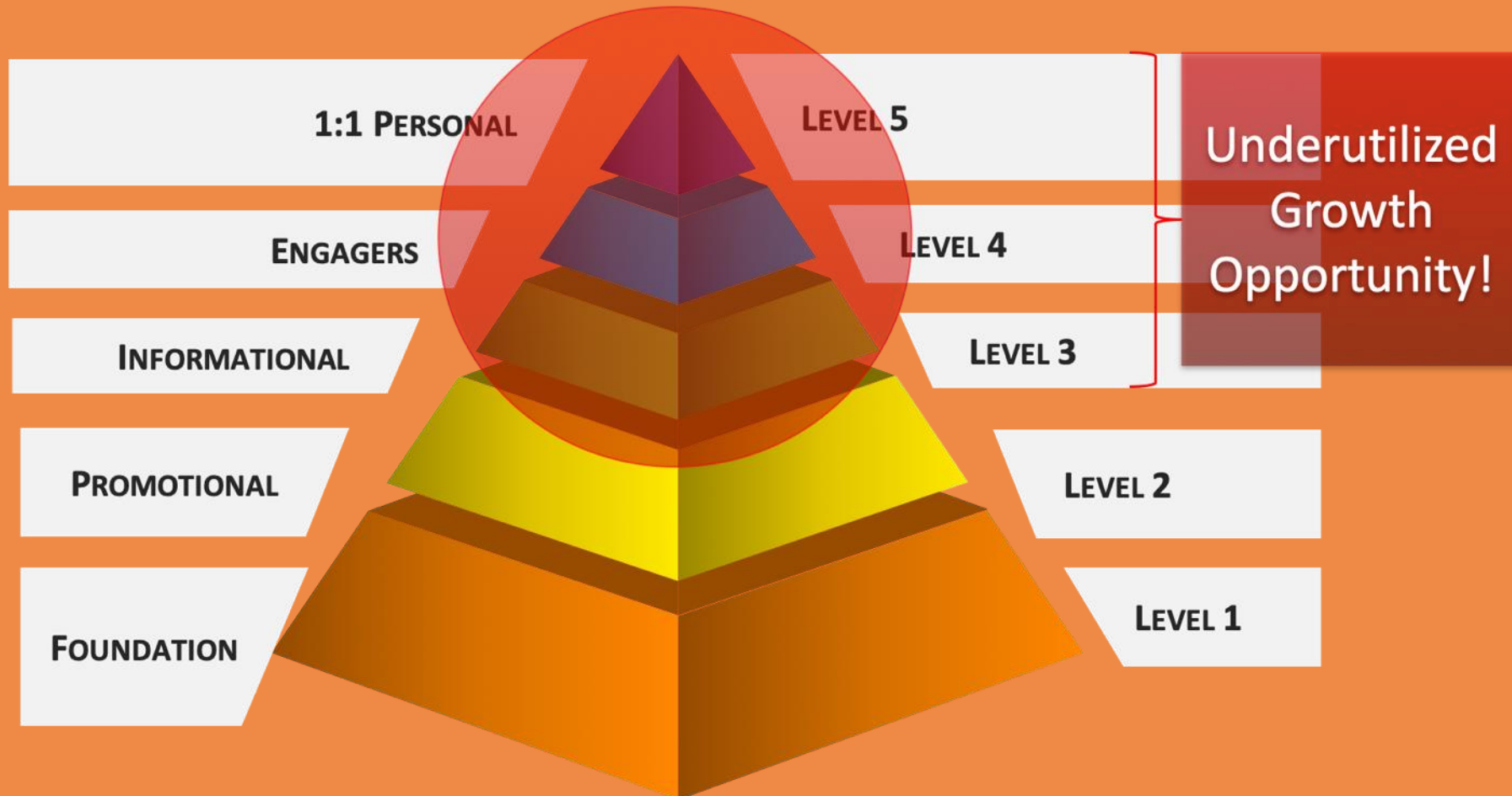
Variety is the Spice of Life

- We become immune to and ignore repetition
- Both predictability and unpredictability are effective; each is appropriate for different communications
- Over promoting is self- vs. audience-serving
 - Content “sells by way of serving”
- 1:1 messaging gets personal, and personal stands out in a crowded inbox
- **Variety increases utility**

Email Success Blueprint








Email Success Blueprint



Performance by Message Type

The higher up the pyramid you go, the more segmented and responsive your audience, and the stats prove it!

No	Type of Email	Open Rate	Click rate	Conversion Rate
1	 NEWSLETTER EMAIL	23.4%	17.8%	1%
2	 ORDER FOLLOW UP EMAIL	46.1%	16.7%	5%
3	 INACTIVE CUSTOMER EMAIL	38.9%	19.5%	2.6%
4	 ABANDONED CART EMAIL	46.6%	28.7%	5%
5	 MEMBER FOLLOW UP EMAIL	39.2%	22.4%	2.7%

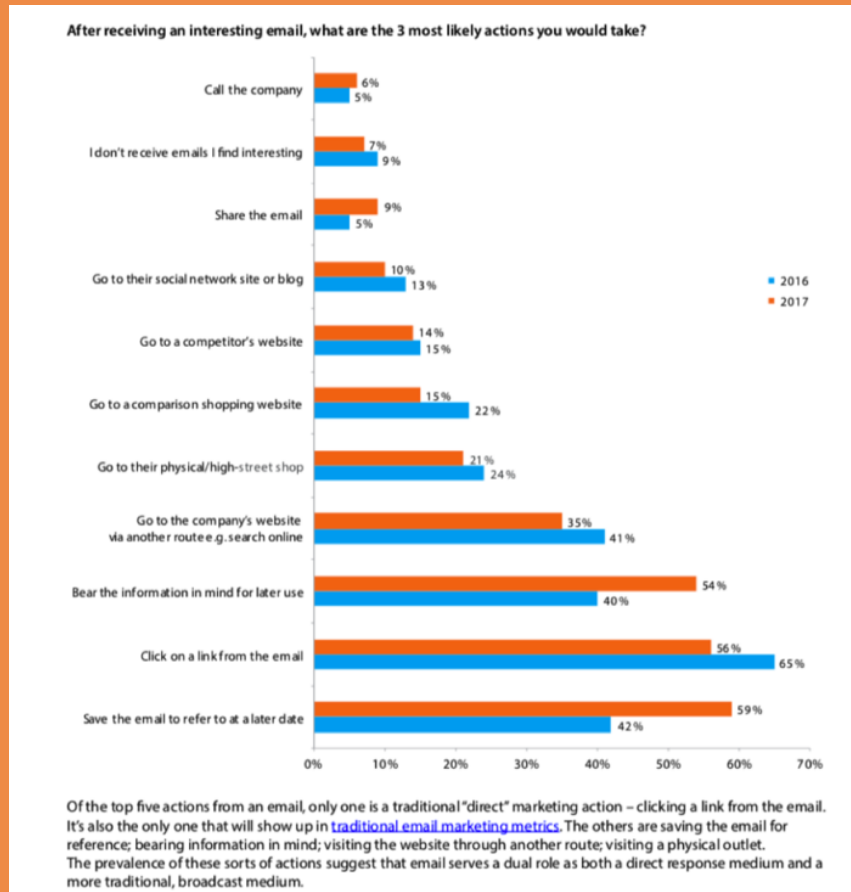
Keeping it alive

Consumers have evolved with how they use emails; Has your email program evolved in response?

If strategy isn't leading, making changes becomes more difficult or overlooked. And this is a channel that's constantly evolving!



Consumer's are evolving their email habits



Top 5 actions

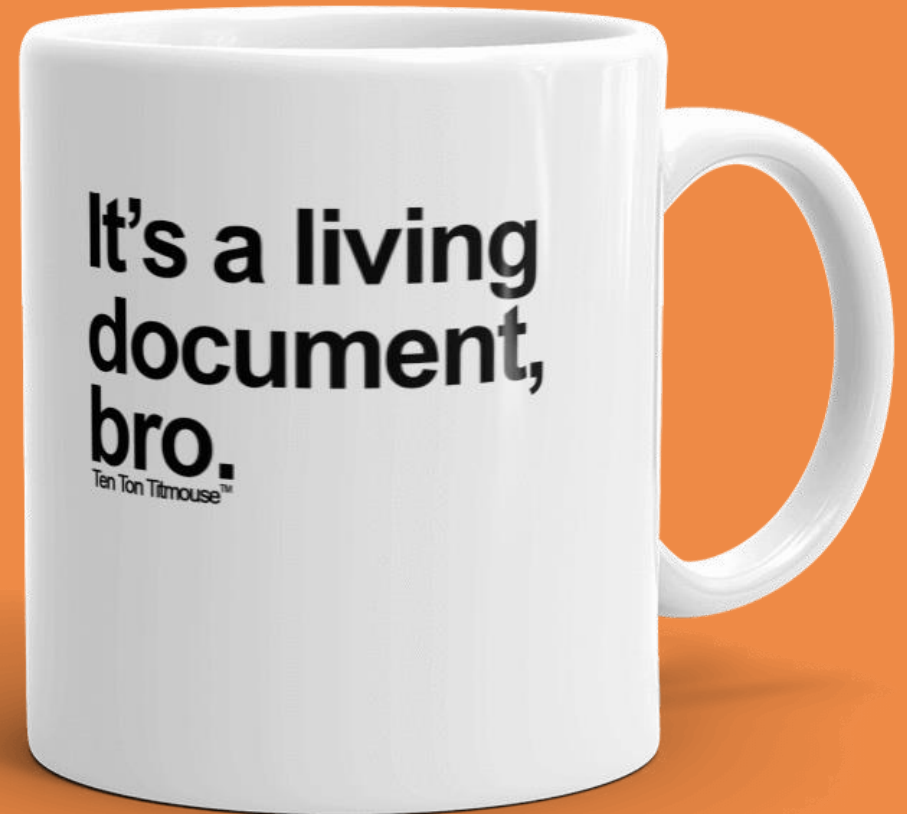
1. Save the email for later 59%
2. Click a link 56%
3. Bear the information in mind for later 54%
4. Go to website via search 35%
5. Go to physical shop 21%

Living, Breathing, Evolving Document

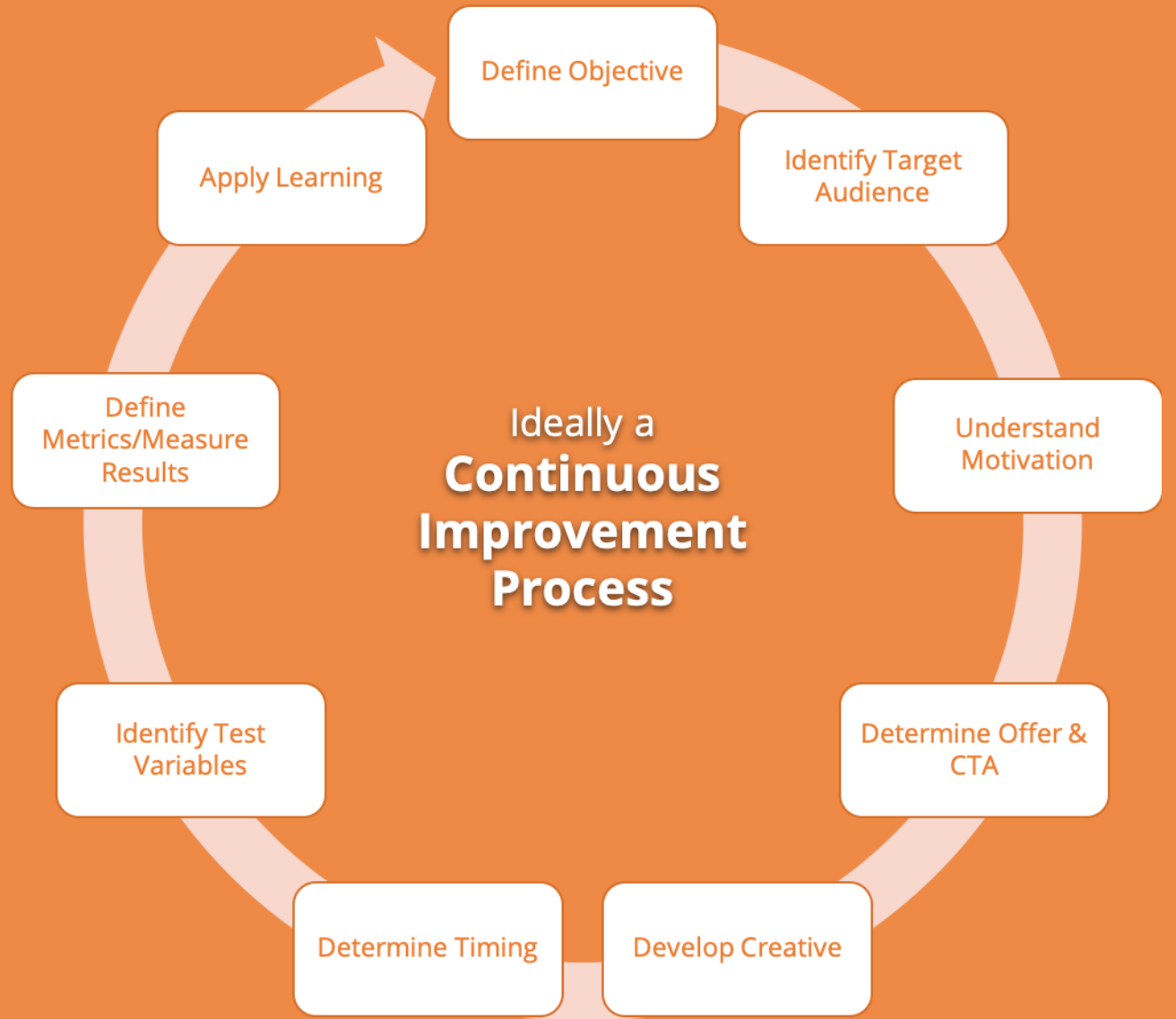
The only thing constant is change

Is your strategy flexible enough to adapt to changing

- Consumer behavior
- Channel use
- Market conditions
- Company/business growth
- Tech or deliverability advancements?



Stay Disciplined! The DR Fundamentals Apply



Choose the correct success metrics as your KPI's

Email Open

Email Click

Landing Page Bounce rate

Landing Page Clicks

Completion/
Abandonment of
Process

Conversion

Build actionable roadmap which gets updated

- Monthly
- quarterly

In summary

- Don't do an end-run around strategy – yes you need one and will be more successful for it
- Start at the right place – the beginning
- Don't let technology distract you
- Adjust your mindset if needed, and apply mindset before skillset
- Select an approach; stay consistent
- Don't "set and forget" – treat it as a fluid, living organism constantly evolving along with your markets and audiences
- Make sure you're measuring the right thing

A blurred background of a conference or meeting. In the foreground, the backs of two people are visible: a man in a grey t-shirt on the left and a woman in a pink t-shirt on the right. Both have their right arms raised. In the background, other people are also raising their hands, and a man in a dark suit and purple tie is visible, possibly a speaker. The lighting is warm and yellowish. A white circular graphic with a thin gold border is overlaid on the left side of the image.

Questions?

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Contact Lisa or Jocelyn for more information: Lshosteck@ana.net or Jargarin@ana.net

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Dallas Meetup

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5:30-8:30 pm CT

Hosted by Kickbox & Return Path

THANK YOU

A woman in a black dress is seated at a desk with a laptop. The scene is illuminated with a vibrant blue glow. Numerous digital icons are scattered around her, including a globe, musical notes, a shopping cart, a clock, a question mark, a Wi-Fi symbol, a bar chart, a camera, a globe, a credit card, a refresh symbol, a group of people, a headset, and a WWW symbol. The overall aesthetic is futuristic and tech-oriented.