

SAF PROFIT BLAST

11.09.2021



MARKETING AUTOMATION





Why Automate?



\$19.66B

by 2026

**Size of marketing
automation
software market**

Mordor Intelligence



**Acknowledge
automation as
the #1 contributor
to their success**

Learning Hub

A teal-colored circle with a white brushstroke effect around its perimeter, containing the text '20%' and 'more productive'.

20%

more productive

**Businesses that
utilize marketing
automation are**

Funnel Overload

GETTING STARTED

EMAIL



SOCIAL





EMAIL AUTOMATIONS



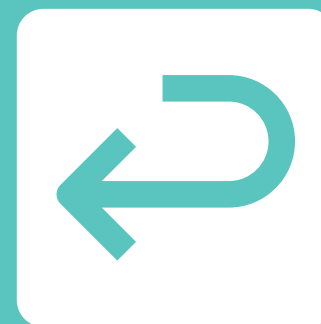
WELCOME
EMAIL
SERIES



CART
ABANDONMENT
SERIES



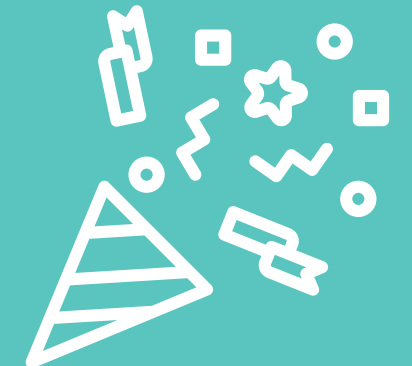
CUSTOMER
WIN
BACK



POST
PURCHASE
REVIEW



BIRTHDAY
REWARD
EMAIL



WELCOME EMAIL SERIES



Email #1



Immediately:

Double Opt-In

Introduce Your Brand



Email #2



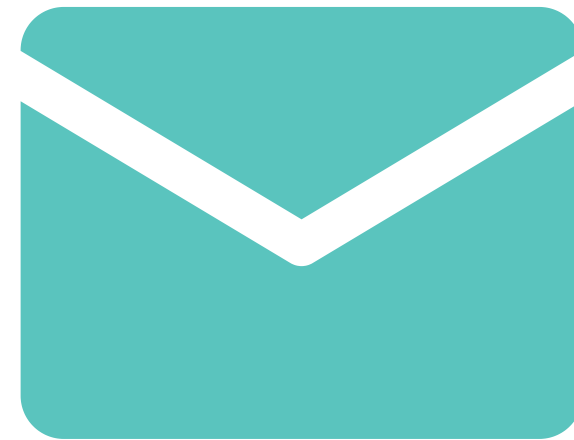
After 1 Day:

Establish Expectations

Follow on Social



Email #3



After 2 Days:

Offer Incentive

Gain Loyalty



CART ABANDONMENT SERIES



Email #1



After 30
minutes:

What They Left
Behind



Email #2



After 3 hours:

Address
Objections



Email #3



After 6 hours:

Offer A
Discount



Capture Lost Revenue

CUSTOMER WINBACK

Email #1



After 60 days of not opening emails:

Offer a Deep Discount or Promotion



Email #2



After 1 Day:

List Removal Notification

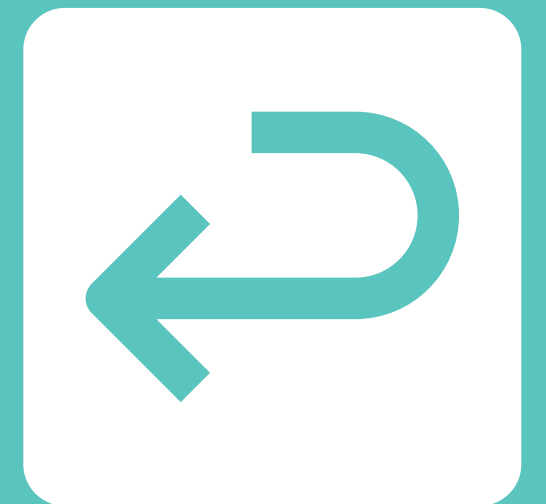


Email #3



After 2 Days:

Unsubscribe Notification



Re-engage Subscribers

POST PURCHASE REVIEW



4-5 days after
product arrival

- Link to create a review on Google
- Provide a link for direct help
- Make it personal

Increase Sales



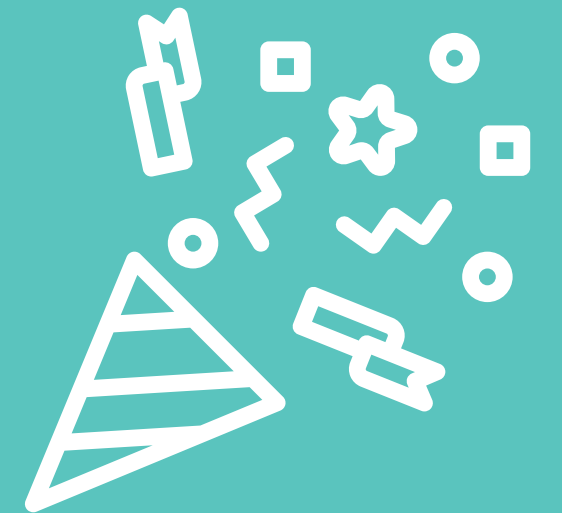
BIRTHDAY EMAIL



First Day of
Birthday
Month

- Capture this information at time of subscription
- Offer a special "gift" for their birthday
- **Pro Tip:** Offer a promotion at the one-year anniversary of subscribing to your emails

Improve Customer Loyalty



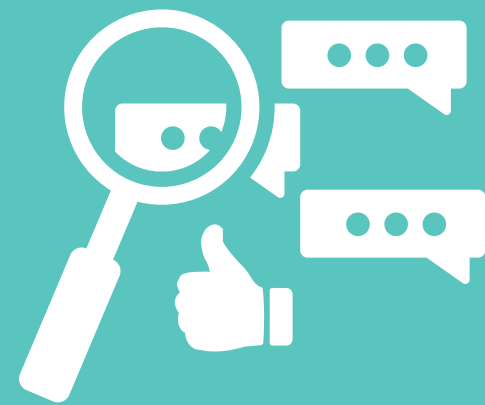


SOCIAL AUTOMATIONS

**POST
SCHEDULING**



**SOCIAL
MONITORING**



ANALYTICS



**SOCIAL
ADVERTISING**



**CAMPAIGN
MANAGEMENT**



POST SCHEDULING

- Save Time
- Reach Audience at Peak Times
- Maintain Brand Consistency
- Post Across Multiple Platforms at Once



SOCIAL MONITORING

- Access Customer Insights
- Identify Evangelists and Influencers
- Manage Your Reputation
- Find and Win Back Followers



ANALYTICS

- Content Performance
- Audience Insights
- Competitive Analysis
- Calculate Reach, Engagement and Sentiment



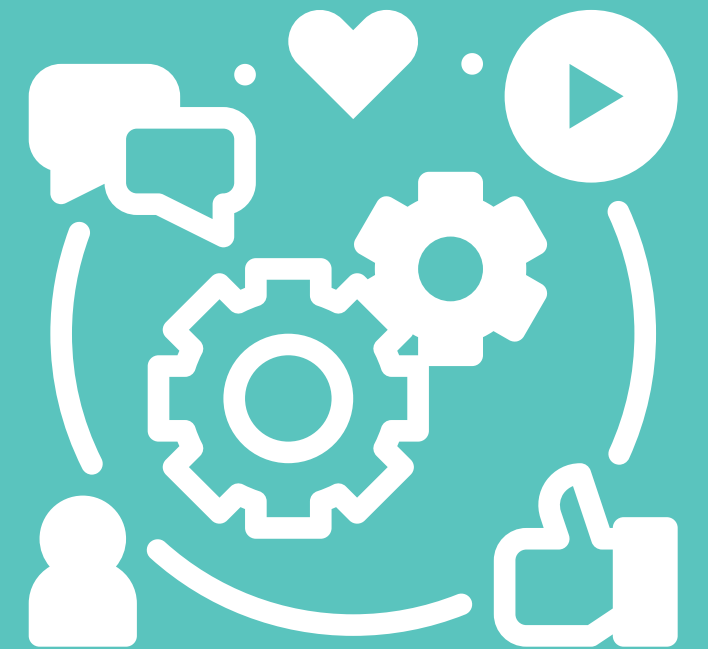
SOCIAL ADVERTISING

- Automatically Promote Top Performing Content
- Split Test Campaigns
- Optimize Campaigns
- Post Across Multiple Platforms at Once



CAMPAIGN MANAGEMENT

- Coordinate and Delegate Campaign Tasks
- Track Campaigns on a Shared Calendar
- Create Workflow Approvals for Campaigns
- Manage Multiple Campaigns in a Unified Dashboard





LET'S MAKE A PLAN!

01

Define Your Goal

You can base this off of a previous year or a previous campaign.

Must be number-driven.

Must be time bound.

02

Define Your Target Audience

Who is the target audience for this campaign?

Where do they interact with your brand?

What is their purchasing behavior?

03

Determine Marketing Channels

Decide which marketing channels you will use.

Will you use paid campaigns?

04

Develop Action Items & Owners

Use a content calendar and /or project management software to automate and assign tasks.

Build in plenty of time for revisions and approvals.

05

Don't Forget to Test

If you really want to optimize your marketing campaigns, test, and test often.

You can test content, the type of promotion, the channels, creative and more!

Bonus Automation Tool: IFTTT

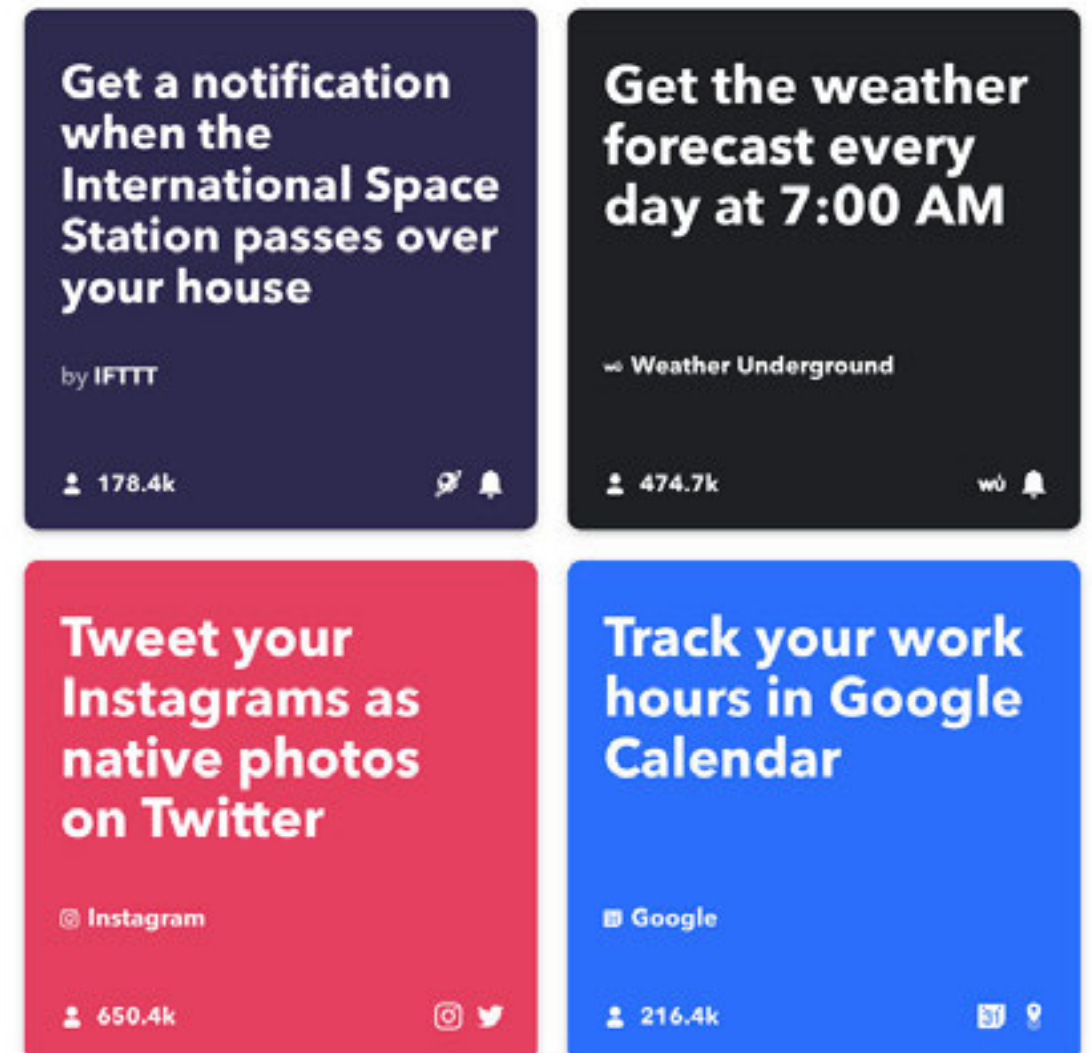
Everything Works Better Together

"It's like digital duct tape."

IFTTT is the free bridge that makes each app, service, or device talk to each other and group tasks for better productivity.

With IFTTT, you create Applets. An Applet is a combination of services that use a trigger and an action. A service is a tool, application, or facility that works with IFTTT.

When something happens on one service, it triggers an action on another - "If This Then That."



Final Thought:

“

**It's never about
having the time.
It is about
making the time.**

”

Marie Forleo
Everthing is Figureoutable



QUESTIONS?

Let's Connect!

Melanie Spibeler
FreshPath Marketing LLC

