

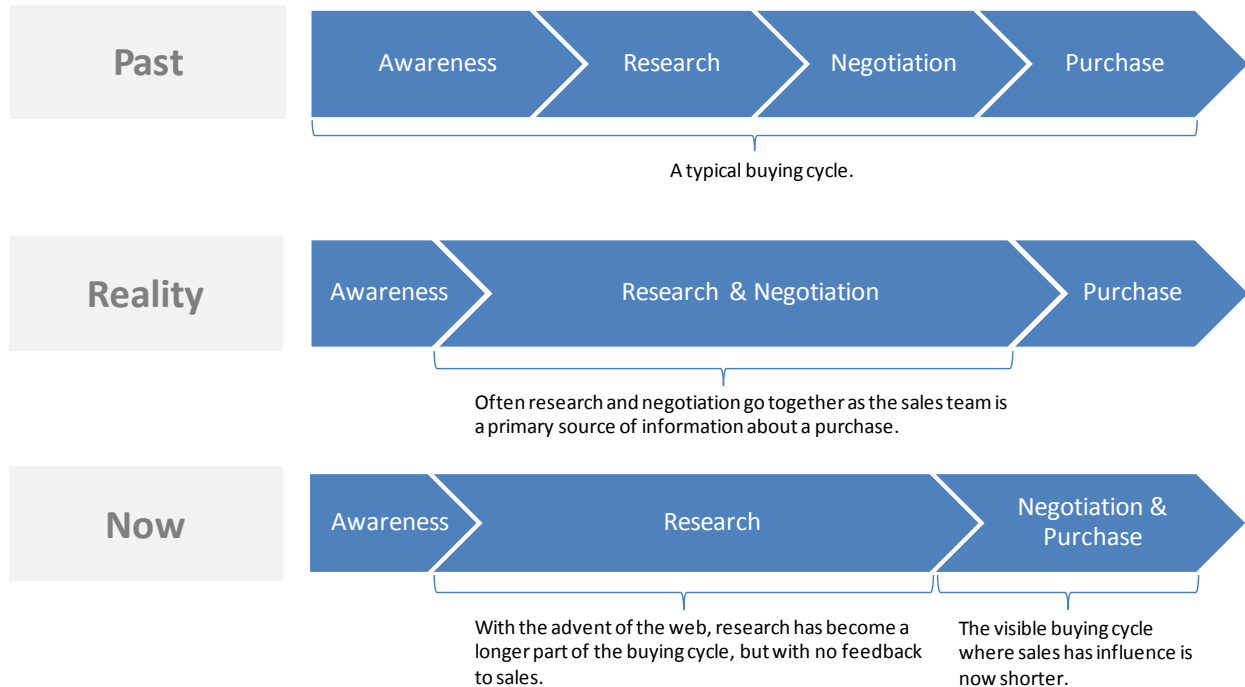
# Trigger Marketing

Make Your Online Marketing into a Conversation

“Marketers can always figure out what to sell, how to sell and to whom to sell. What they often can't figure out is *when* to sell.”

Lester Wunderman, Ad Guru

## The Problem: A new buying cycle



## The Solution: Trigger marketing helps you sell *when the time is right*

"If you already have a current email program, you can automate a lot of it. If you don't, at the least create a campaign where every time someone joins or purchases they get a welcome message immediately. If you don't have a trigger-based system, this is how you can benefit from it immediately."

**Sally Lowery, Online Marketing Manager, Bronto Software**

"At Best Buy, we've had sales-to-ad ratios as high as 10-times when we start using triggers."

**Matt Smith, Vice President of Financial Services Marketing, Best Buy**

"We helped Shopcsntv.com, which sells commemorative coins via late-night television and its website, set up a connection between our automated email responder and its Omniture [SiteCatalyst] web analytics software. They saw an immediate uplift return, plus an additional half million in revenue over the first year of running this program."

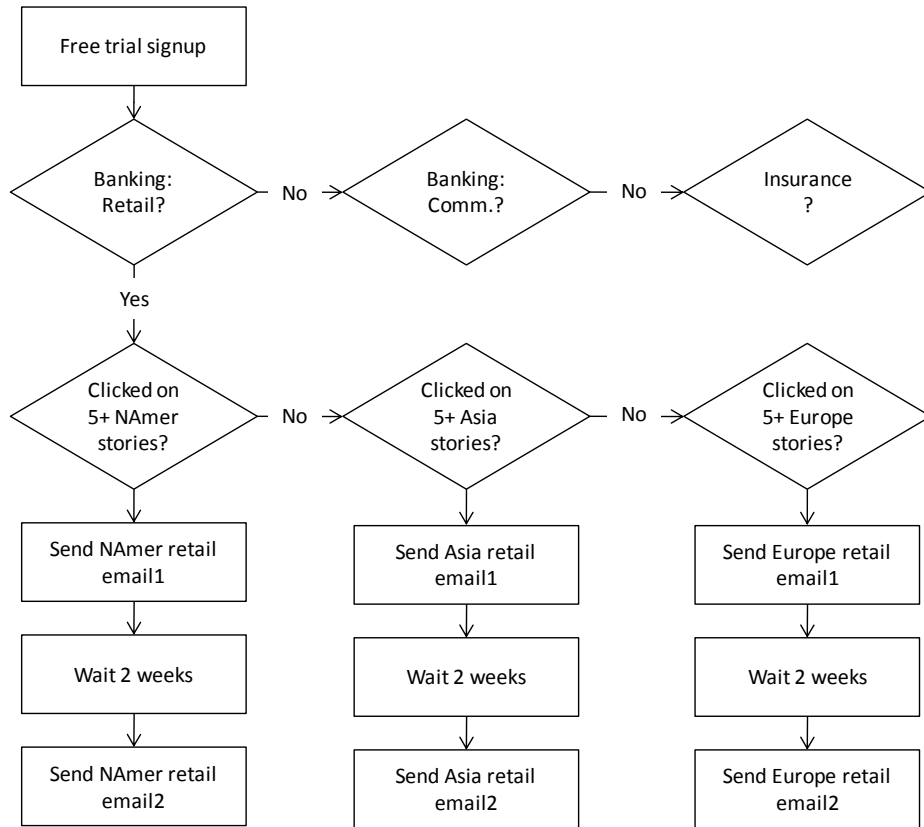
**Scott Roth, Senior Director, ExactTarget**

"Shopcsntv.com saw a 100 percent increase in site revenue. Site visits converting to sales also went up 1 percent across the board."

**Practical e-Commerce, Insights for Online Merchants**

## What Trigger Marketing Looks Like

Targeted, automated campaigns based on time, activity, demographic and other logic:



### Progressive profiling:

1 <sup>st</sup> Visit	2 <sup>nd</sup> Visit	3 <sup>rd</sup> Visit
First name: _____ Last name: _____ Company: _____ Email: _____	Phone: _____ Address: _____ City: _____ State: _____ Zip: _____ Country: _____	Describe your job function: <i>choose</i> Describe your industry: <i>choose</i> Describe your reason for visiting <i>Finance Today</i> : <i>choose</i>

## Your Trigger Marketing Strategy: 6 Steps to Success

**1) Define your objectives:** Before you formulate a trigger marketing strategy, figure out why you want to use trigger marketing in the first place. Will the biggest benefits come from...

- ...selling more group subscriptions?
- ...cross-selling current individual subscribers or prospects?
- ...increasing email response rates?
- ...decreasing the volume of useless emails sent?

**2) Create and tag content:** This includes the specific information you publish PLUS content about your content (meta-content). For example, how does your publication integrate with your customers' needs? Where could they use your analyses in their processes? How could a group subscription help different areas of your subscribers' businesses? Create a series of whitepapers, webcasts, videos, surveys and case studies. Segment them by:

- a. **Type of content** – is the content news, data, a database, etc?
- b. **Buying cycle** – is someone downloading the content looking to buy?
- c. **Demographic** – is the content focused on a particular industry, geography or job title?

**3) Gate content and slowly build an intelligent lead profile:** Gate your content, but use cookies to identify repeat visitors so you don't always ask the same questions. When a lead looks at a white paper, ask for their name, company and email. Once they watch a demo video on how your product works, ask for different information like budget or a timeline to buy.

**4) Send automated campaigns to leads to showcase your content:** When someone subscribes to your product, send him a periodic email to judge interest in other content. If he clicks, then you know he may be ready for a harder selling promotion, or to talk with a sales rep.

**5) Systematically follow up on interest:** Based on your tagging, and information collected in progressive profiling, send automated campaigns to follow up with more content that might be of interest, or with calls to action.

**6) Score leads and send them to sales based on intent to buy:** While nurturing leads, you are building a profile based on activity and demographic. Before sending leads a high-expense promotion like a sales call, figure out how interested they are and whether they fit your buyer's profile. Lead-scoring programs can filter out any leads with only peripheral interest in your offers.

## Glossary of Trigger Marketing Tactics

### Types of triggers

- Customer life cycle triggers
- Transaction behavioral triggers
- Abandoned shopping card reminder/re-marketing
- Post-purchase
- Online behavioral triggers
- Expiration triggers
- External triggers

### Examples of post-purchase triggers:

- Thank you coupon
- Product care, how-to information
- Accessory cross-sells
- Product review requests
- Refer-a-friend messaging
- Re-order/refill requests

### Types of trigger series (or nurture tracks)

- Welcome: When a visitor to your website fills out a form, he has identified himself. He has said yes, I am interested in your products, and I trust you enough with my email address for you to send me more content. Your first email will be the form's auto-responder. But you want to stay in touch for as long as possible, not in an overbearing way, but just to let him know you're there. So you send him through a welcome program, experimenting with variations of content, introducing him to your social-media portals or special offers, always with the hope of fast-tracking him into a more engaging email series with more calls to action.
- Inform: After a prospect has been welcomed, he receives your emails once every two weeks and has finally expressed interest in a particular area of your content. Start sending him follow-up efforts focused on that content. That way he will get the information he needs to make a decision.
- Engage: A prospect has expressed interest, and now you want to nudge him towards a buying decision. Speed up the process by providing those pieces of content that relate to buying your product. Once he takes an action in this track, you may be ready to call him with a sales pitch.
- Wake: Some prospects will come to your site and then become inactive. Experiment to make them take an action. You want to send periodic efforts to shake them up; wake them and push them into one of your other tracks.
- Follow up and assess: When someone becomes a subscriber, send them follow-up materials to judge their satisfaction or if they need any customer service help. Don't just close the sale and forget about them. Ongoing surveys are a great way to collect more subscriber data and reconfirm a subscriber's purchase decision to improve your renewal rates.
- Refer: Make sure you have nurture campaigns built around a referral program. This can magnify all of your previous circulation efforts.

## Options for Implementation

In order to implement trigger marketing, you need a way to identify visitors to your site and the actions they take. This can be done in two ways:

- 1) **Gating all content with forms:** If you have a series of reports that are free, you can gate these reports with forms. Upon submittal, an email (or series of emails) is sent to the prospect with upsell offers to related content.
- 2) **Using a web analytics or marketing automation tool to identify unique visitors:** Omniture, Webtrends and Coremetrics all have solutions to track visitors as they move through your site, though you will need to identify them with a login. Activity reports (ie. from Omniture Data Warehouse) can be used to see which users have performed different online actions, and you can create campaigns to follow up with those users. A marketing automation platform will combine that capability with automated email campaigns that will send based on activity, identifying prospects based on a previous form submit and IP address.

Trigger marketing can be done through...

- ...a marketing automation platform
- ...a less expensive email provider with autoresponders like MailChimp or CampaignMonitor
- ...a fulfillment house
- ...your own database marketing team
- ...via business rules set up by your IT department feeding lists into various email, mail and telemarketing solutions

### Some marketing automation platforms:

Service	Estimated Cost
<a href="#">Eloqua</a>	\$24,000/yr - \$76,400/yr
<a href="#">Marketo</a>	\$24,000/yr - \$43,200/yr
<a href="#">Pardot</a>	\$12,000/yr - \$36,000/yr
<a href="#">Loopfuse</a>	\$5,400/yr - \$24,000/yr
<a href="#">InfusionSoft</a>	\$2,400/yr - \$12,000/yr

### Factors to consider:

- Cost
- Ease of use
- Possibility to integrate with your CRM
- Expense (software + service)
- Whether it handles large amounts of data

## About Spyglass Intelligence LLC

Spyglass Intelligence LLC helps circulation marketers at B2B and consumer publishing companies with independent, actionable market research and strategic guidance, as well as the formulation and implementation of marketing automation tactics. We provide insight into how to grow and retain your current business and attract new prospects. We firmly believe in using the scientific method in every project, formulating a hypothesis as to which strategy will work best for a client, then testing that hypothesis through primary research methods.

Unlike other marketing strategy and research companies, we excel in making our information actionable and accessible to your team. We are innately curious; we will listen to and evaluate all your suggestions. We will not give you an academic report no one uses, but rather formulate an effective, focused strategy that can become the living, breathing heart of your business.

## Other Trigger Marketing Resources

- [Revolutionize Your Lead Management Strategy with Market Research](#) *by Spyglass Intelligence*
- [Lead Scoring for Publishers](#) *by Spyglass Intelligence*
- [Types of Nurture Tracks and Types of Content](#) *by Spyglass Intelligence*
- [A Quick Guide to Marketing Automation Reporting](#) *by Spyglass Intelligence*
- [Using Marketing Automation to Sell Group Subscriptions](#) *by Spyglass Intelligence*
- [Moving Beyond Implicit and Explicit Lead Scoring](#) *by Spyglass Intelligence*
- [How B2B Publishers Can Use Marketing Automation](#) *by Spyglass Intelligence*
- [MarketScope for CRM Lead Management](#) *by Gartner*