Marketing while you sleep

Automating your lead capture and email marketing
Myths
Marketing automation is not

- Impersonal
- Spammy
- Expensive
- Complicated
- Only relevant to email
What are we talking about?
Marketing automation

• Automate capturing prospect details and then nurturing them by email
Example scenarios
Example scenarios
Example webform

Find out more about our institution

Name
First Last

Email

Your area of interest
- Business
- Creative Arts
- Health
- Humanities & Social Sciences
- Sciences

Your intended level of study
- Undergraduate
- Postgraduate

Your country

Submit
Hi John

Thanks for your interest in studying business at Massey. You can find out more about our undergraduate study options here:

• Bachelor of Business
• Bachelor of Accountancy

If you have any questions please let me know.

Best wishes

Julian
Personalisation

Eg:
• Vietnamese student
• Wants to study Business
• Undergraduate
Personalisation

Eg:
• Vietnamese student
• Wants to study Business
• Undergraduate

Sign off relevant person
Example email automation series

Submits webform

Study options
Wait 1 day
Entry details
Wait 1 day
How to apply

Study options (Chinese)
1 day
Entry details (Chinese)
Wait 1 day
How to apply (Chinese)
Why automate?
Benefits of marketing automation

• Reduce response time
• Nurture leads
• Better use of staff time
• Increase capacity
• Improve quality and design of content
• Gain insights
Setting up your system
Choosing an email platform

• Existing solutions already in use in the organization
• Ease of use
• Ease of implementation
• Integrations with other solutions within the organisation
• Pricing
• To begin most email and form builders will do what you want
Choosing an email platform

**Mailchimp** - free up to 2,000 subscribers

**Campaign Monitor** - from $10 per month
  e.g. 5,000 subscribers = $100-220 per month

**Marketo** - $$$
Email design templates

<table>
<thead>
<tr>
<th>Layout</th>
<th>Themes</th>
<th>Saved templates</th>
<th>Campaigns</th>
<th>Code your own</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td></td>
<td>Search all themes</td>
<td></td>
<td>Search</td>
</tr>
</tbody>
</table>

**Featured**

- Meet a Local Artist Showcase
- Art Newsletter
- Member Welcome
- Identity Content
- New Collection
- Sale Announcement

**E-commerce**

- Boutique
- Cyber Box
- Contrast
- Cutout
- Flyer
PRO TIPS

• Keep it simple
• Use things out-of-the-box as much as possible
Managing prospect data
What information to collect

• Collect as little as possible, but as much as necessary
• Only collect information you will use to personalise content
• Only capture details from people who want to hear from you
• GDPR compliance
Sourcing leads
Paid lead sources

• Directories such as Hot Courses
• Target specific countries or languages
• Watch out for cowboys
Free lead sources

• Your existing enquiry sources: phone & email
• Education fairs
• Forms embedded on your website
  • Email providers offer forms
  • More sophisticated forms e.g. Wufoo)
• Your front line team

Wufoo by SurveyMonkey
PRO TIPS

• Quality beats quantity every time
• Only email people who are interested in your message
• Email lists decay, some say up to 20% per annum, so cull regularly
Producing engaging content
Knowing your audience

- Segments: area of study, level, country of origin, language etc
- Ultimate goal = every person receives a unique message
Developing a content strategy

• Answer their questions
• Provide the same info you would provide them face to face
• E.g.
  • Entry requirements
  • English language requirements
  • How to apply
  • Agents
  • Scholarships
PRO TIPS

• Hyper-personalise
• Only send content your audience will be interested in
Reporting
The most useful metrics to track

A dummy example from Mailchimp

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>43.6%</td>
</tr>
<tr>
<td>Click rate</td>
<td>12%</td>
</tr>
<tr>
<td>List avg</td>
<td>35.1%</td>
</tr>
<tr>
<td>Industry avg</td>
<td>19.4%</td>
</tr>
<tr>
<td>List avg</td>
<td>7.4%</td>
</tr>
<tr>
<td>Industry avg</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

- Opened: 4,969
- Clicked: 1,368
- Bounced: 17
- Unsubscribed: 2
The most useful metrics to track

In your website analytics:

• Users (individuals)
• Sessions
• Pages per session
• Time on site
• Goals e.g. form submission, pages per visit, time on site
The most useful metrics to track

• Lead source
• Cost per lead
• Applications
• Cost per application
PRO TIPS

• Set SMART goals:
  • Specific
  • Measureable
  • Achievable
  • Realistic
  • Time-based
Examples of implementation
Basic example – easy & free

• Free Mailchimp account
• Embed a Mailchimp form on your website
• Form only asks for name and email
• After form is submitted an email is automatically sent with more info about your institution
• Everyone gets the same email
More advanced example

• Campaign Monitor
• Create a webform using Wufoo & embed on your website
• Form asks for study area, level and country
• When form is submitted an email is automatically sent with information about the study options they indicated interest in
• An ongoing automation programme containing 5, 10, 20 or more emails that go out over a period of time. Content is personalised where possible.
Enterprise example

• Marketo, Salesforce etc
• More significant implementation cost and ongoing expense
• Use custom forms
• Fully personalised experience
• Personalised to behavior as well as interests. E.g. emails go out if you started enrolling but didn’t finish
FINAL PRO TIPS

• Engage in online learning e.g. Hubspot
• Just start doing it
Thanks

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