MESSAGING AUTOMATION

**Features & Functionality
Webinar Series**
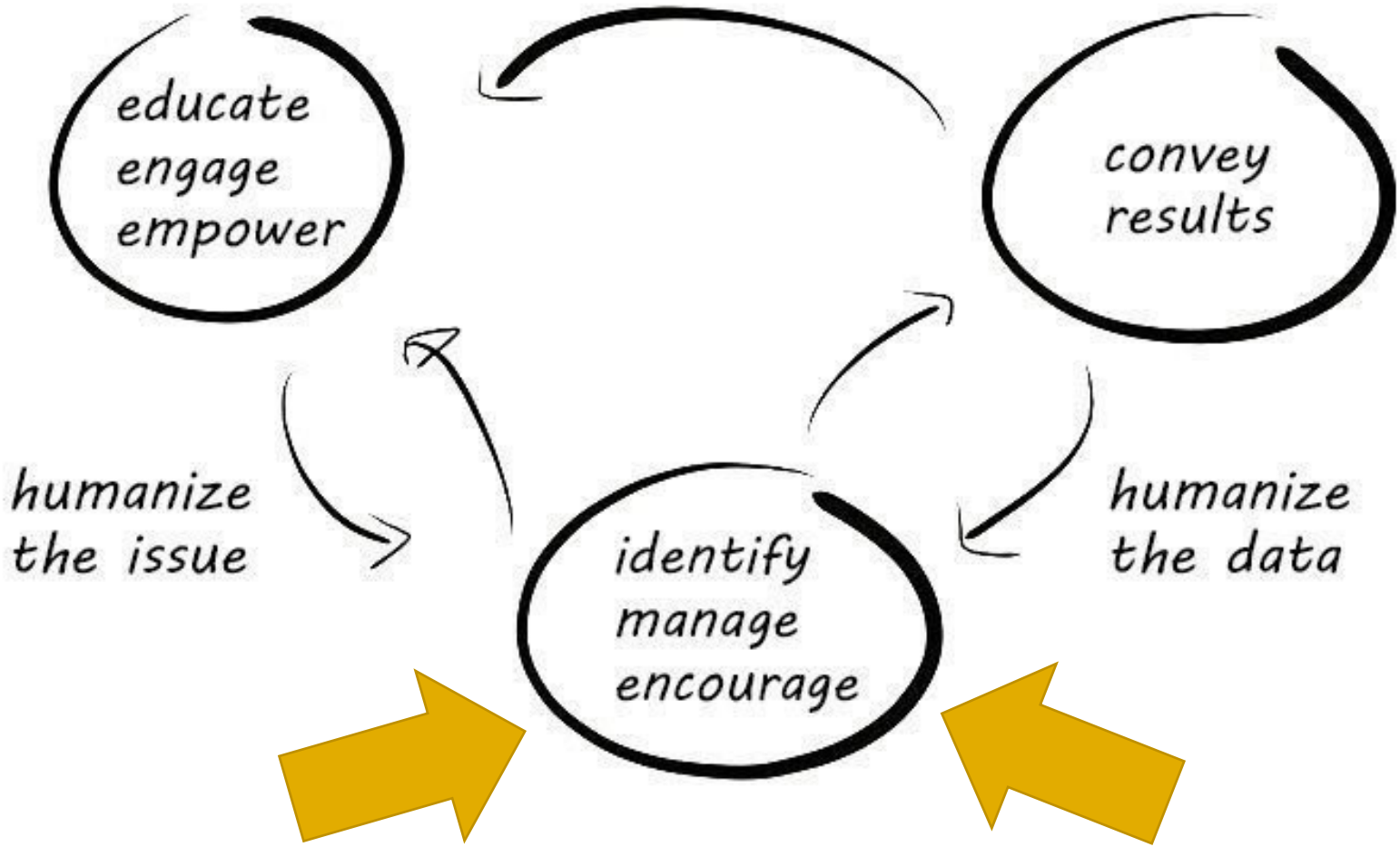
Email Automation

What is Email Automation?

- **Series of Messages Delivered Based on a Trigger**

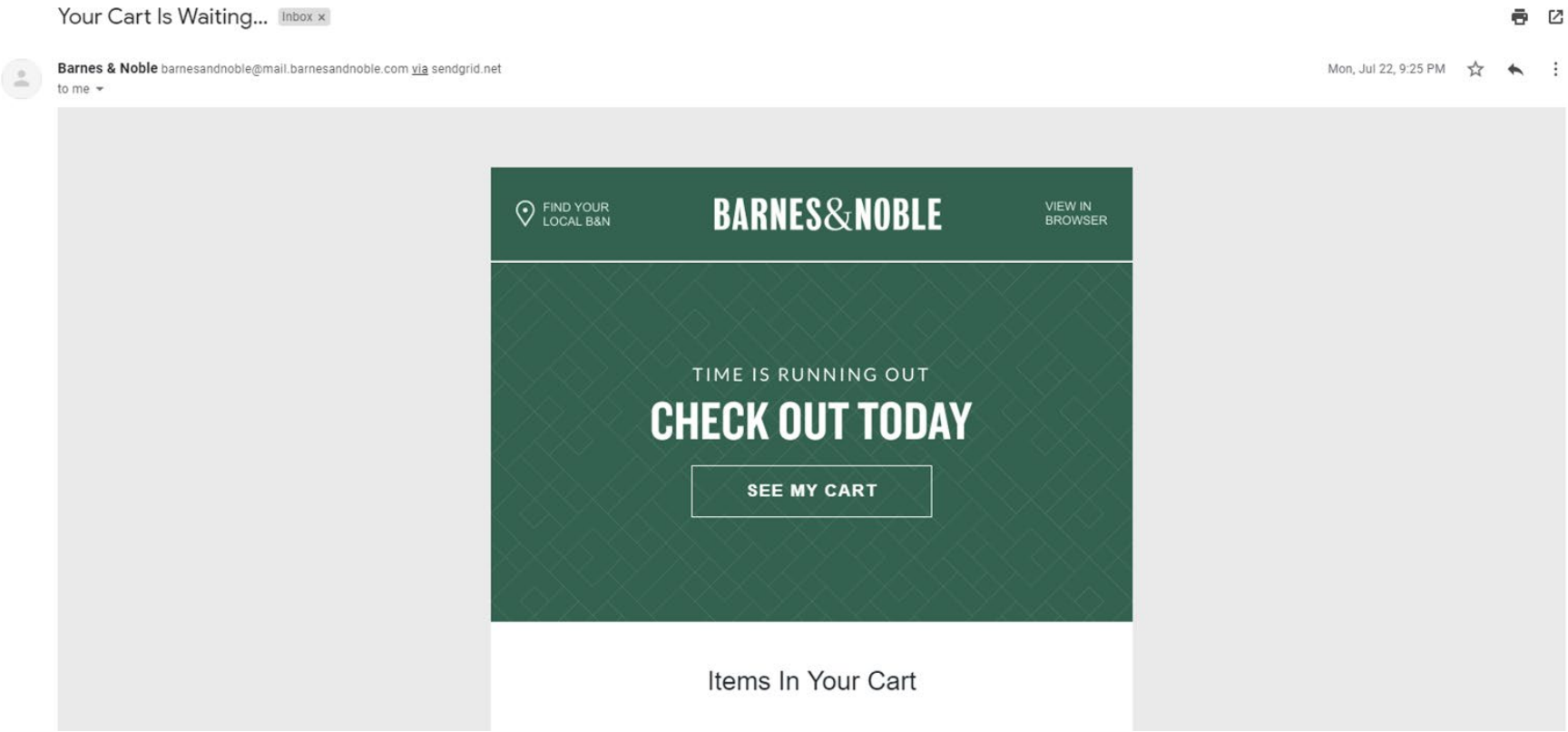- **Engagement at the Right Time**

- **Saves You Time & Effort**

Where Does Automation Fit

How Are Brands Using Automation?

Cart Abandonment

How Are Brands Using Automation?

Account Reactivation

How Are Brands Using Automation?

Important Dates

Why Should You Automate Messaging

- **Right Message at the Right Time**

- **Email "Drip" Campaigns have an 80% higher open rate and 300% higher click-thru rates**

- **Personalized Messages can lead to 6x "purchase" rates than a one-size fits all email**

- **~80% of the Fortune 500 have been using marketing automation for at least the last three years**

- **TIME SAVINGS**

Automation for Advocacy Efforts

Onboarding

- **Params:** Registered in last 24 hours

- **Messages:** Set of 3 Introducing the effort

- **Timing:** Over a series of 2-3 Weeks

- **Result:** Increase in social media follows by 35% over similar timeframe

- **Setup:** 45 minutes

Automation for Advocacy Efforts

Re-Engaging Stakeholders

- **Params:** Not Acted in Last 90 Days

- **Messages:** 1 Email Message

- **Result:** 32% of those contacted completed a simple form

- **Setup:** 20 minutes

ACME Legislative Action Center

[first-name],

It's been a while. We don't want to bother you, but at the same time, we know that together we have a stronger presence on Capitol Hill and in state houses across the country.

We'd like to have you continue to be part of our effort, BUT, we want to make it as easy on you as possible. Will you answer 2 questions on how we can work better together?

Answer 2 Questions

Automation for Advocacy Efforts

Key Call-to-Action Engagements

- **Params:** Not Acted on Key Call-to-Action

- **Messages:** 2 Email Messages

- **Result:** 27% of those contacted completed the action

- **Setup:** 45 minutes

ACME Legislative Action Center

[first-name],

Now more than ever, we need your voice on Capitol Hill. The latest legislative agenda in front of Congress has our funding on the chopping block. Without your story, this bill very well may pass, leaving us with little recourse and even fewer resources in the years to come.

Can you take 2 minutes today to add your name and send a letter or make a phone call to make your voice heard? Click on the button below to get started.

Take Action Now

Automation for Advocacy Efforts

Event Reminder

- **Params:** Opened First Email, Hadn't Signed Up

- **Messages:** 2 Email Messages

- **Result:** 134% increase in sign-ups

- **Setup:** 30 minutes

Subject: Monthly Webinar Reminder - August 13: Automated Messaging

Recipients: Aug Webinar Reminder

MESSAGING AUTOMATION

[first-name]:

In case you missed the announcement in our July newsletter, we wanted to remind you about next Tuesday's webinar on messaging automation. We hope you can join us! Read below for more details and to RSVP.

SparkInfluence August Webinar

Topic: Messaging Automation: Let SparkInfluence Do the Work
Date: Tuesday, August 13, 2019
Time: 2:30 - 3:15PM Eastern
RSVP HERE: Click here to RSVP for the Webinar

Questions?

Visit: kb.sparkinfluence.net

Email: support@sparkinfluence.net