

MESSAGING AUTOMATION



**Features & Functionality
Webinar Series**

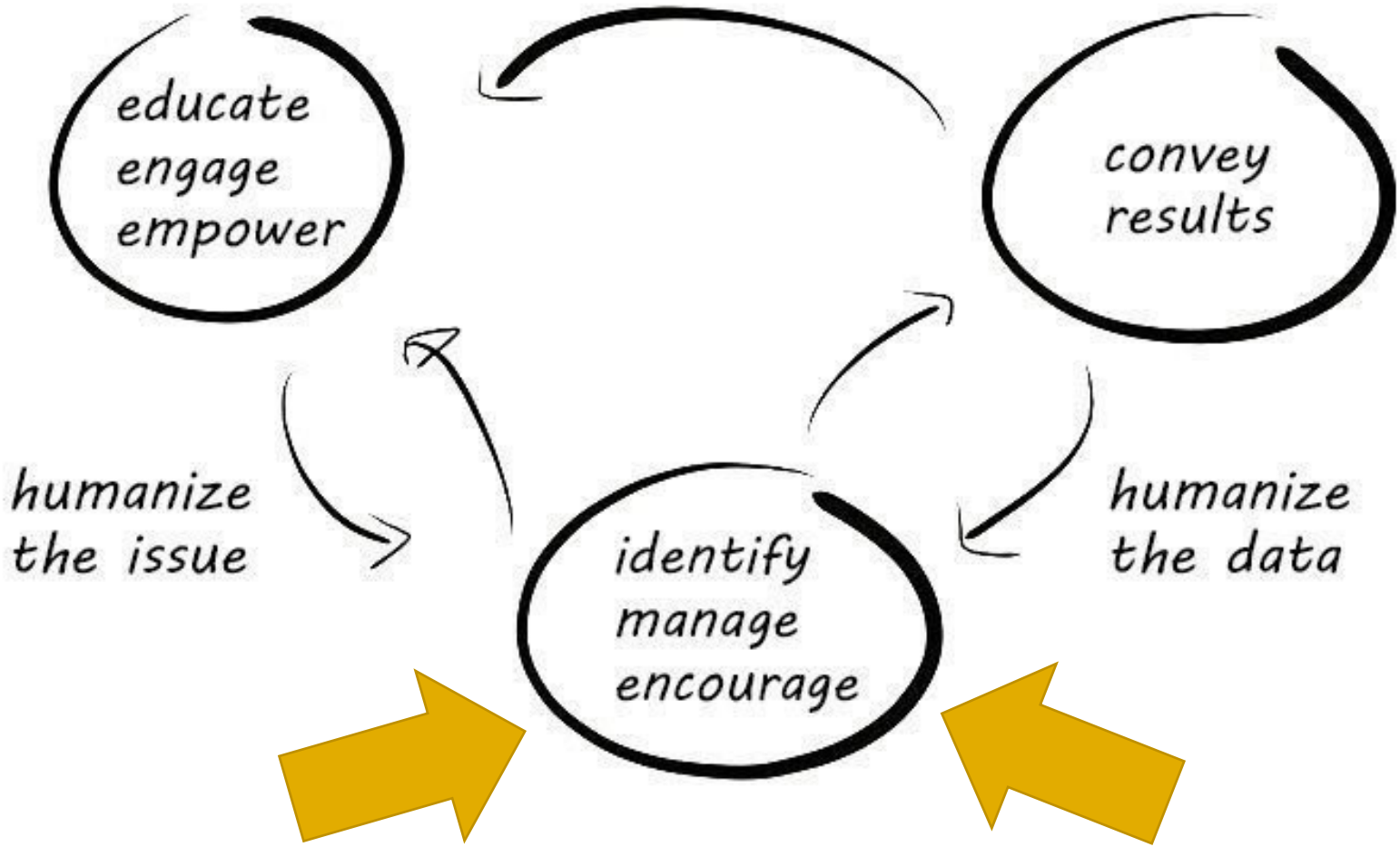
Email Automation

What is Email Automation?

- **Series of Messages Delivered Based on a Trigger**
- **Engagement at the Right Time**
- **Saves You Time & Effort**

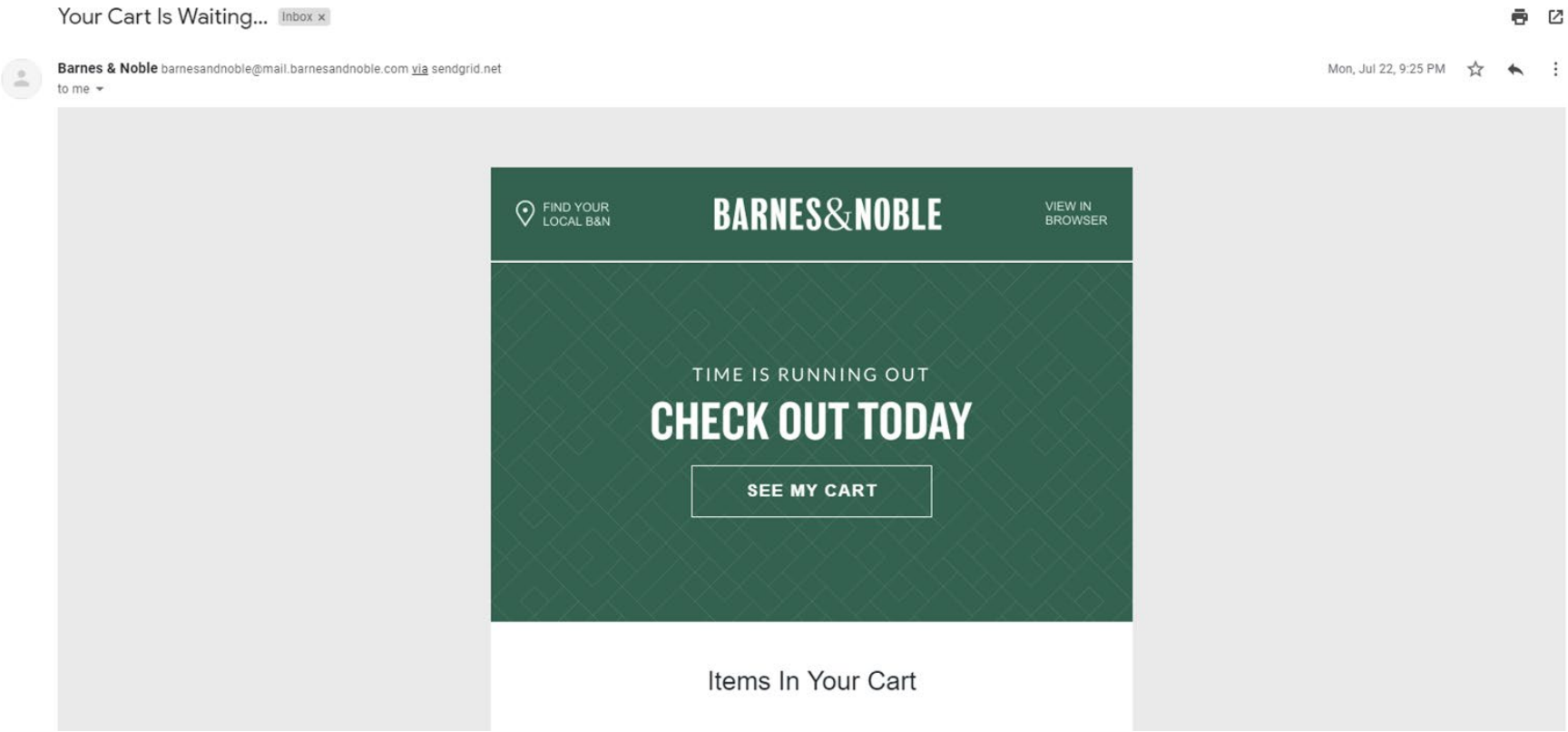


Where Does Automation Fit



How Are Brands Using Automation?


Cart Abandonment



How Are Brands Using Automation?

Account Reactivation

HelloFresh misses you! Reactivate today with \$15 off! Inbox x 📄 🔗

 **HelloFresh** <newsletter@news.hellofresh.com>
to ejk2280 ▾

Tue, Apr 3, 2018, 1:03 PM ☆ ↶ ⋮



Menu | Recipe Archive | Wine Club



REACTIVATE TODAY WITH \$15 OFF!


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How Are Brands Using Automation?

Important Dates

Happy Birthday! Celebrate With 15% Off! Inbox x  

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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

Legislative Action Center

Welcome and thank you for signing up for the Legislative Action Center. With so many issues affecting dentists and their patients, it is more important than ever for members to have their voices be heard in the federal government. The Legislative Action Center is used to send out alerts to keep you informed on pressing public policy issues that impact dentistry.

If you would like to know more about where we stand on key issues, please [click here](#).

With over 3,500 bills introduced into Congress each session that may impact oral health, it is more

Legislative Action Center

Dear [first-name],

Thank you again for adding your name to the growing list of oral health professionals that are willing to stand up and advocate for their profession. It is now time to add your voice to the issues that are currently being debated in Washington. Please take a moment to write your members of Congress on one or all of these important issues:

McCarran-Ferguson Reform

In February 2019, Sens. Steve Daines, R-Mont., and Patrick Leahy, D-Vt.; and Reps. Peter DeFazio, D-Ore., and Paul Gosar, R-Ariz., introduced the "Competitive Health Insurance Reform Act." This bill would repeal the McCarran-Ferguson antitrust exemption for the "business of health insurance" and empower the Federal Trade Commission and U.S. Department of Justice to enforce the full range of federal antitrust laws against health insurance companies engaged in anticompetitive conduct.

[Take Action Now](#)

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



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




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



[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