

# THE FUTURE OF EMAIL



PART  III

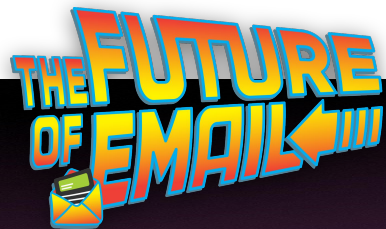
TAKE YOUR EMAIL FROM SKATEBOARD TO  
HOVERBOARD



# SEND US YOUR QUESTIONS, WIN T-SHIRTS

Live Draw on Facebook

[www.facebook.com/emfluence](https://www.facebook.com/emfluence)



# INTRODUCTIONS



**CORY LAGRANGE**

DIRECTOR OF DIGITAL STRATEGY

EMFLUENCE



**NATALIE JACKSON**

MARKETING DIRECTOR

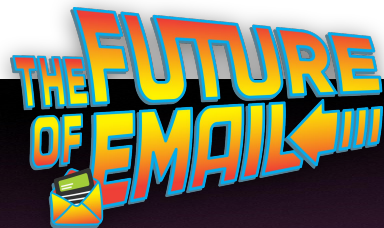
EMFLUENCE



**AMANDA BACHER**

PRODUCT MARKETING MANAGER

EMAIL ON ACID





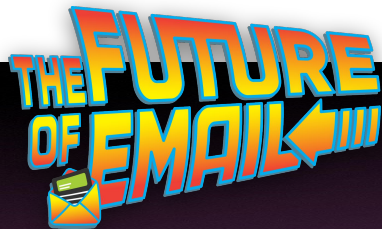
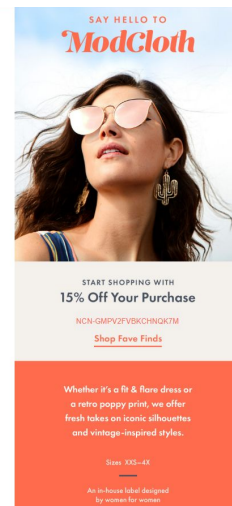
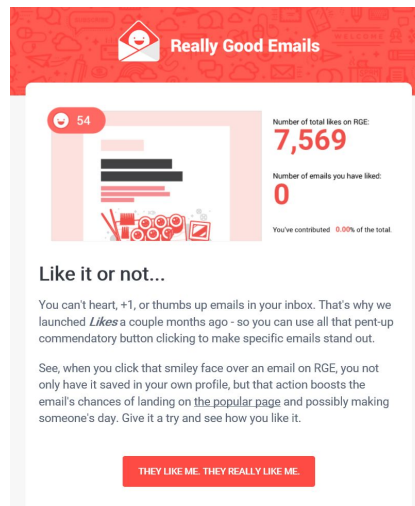
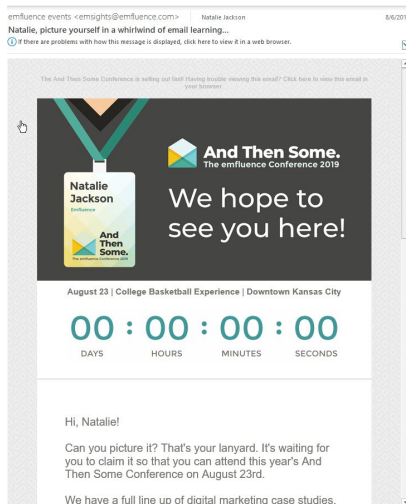
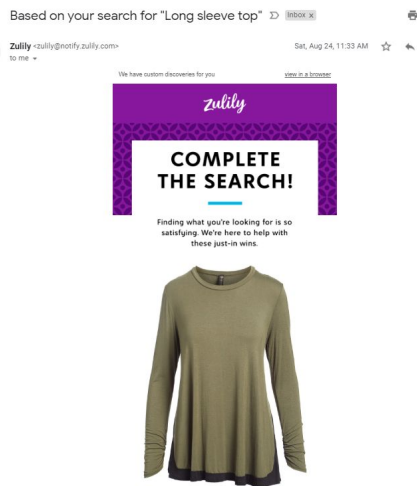
# MARKETING AUTOMATION

How email marketers take their strategies to the next level of awesome.



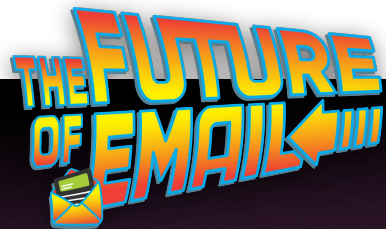
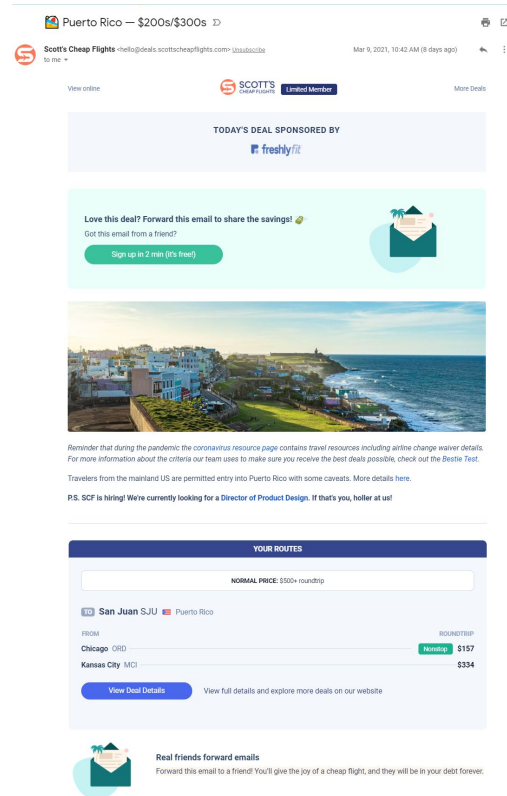
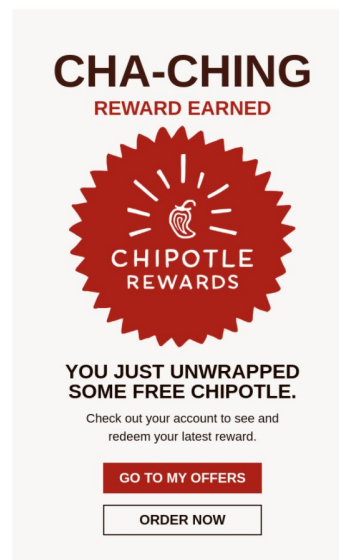
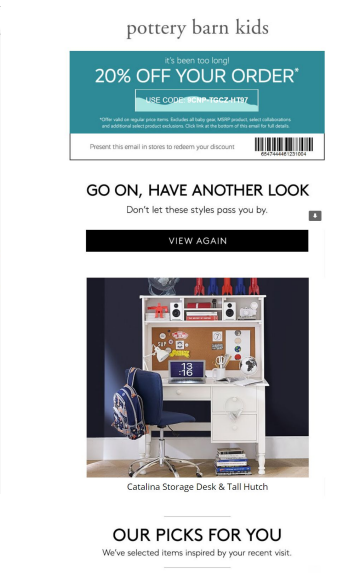
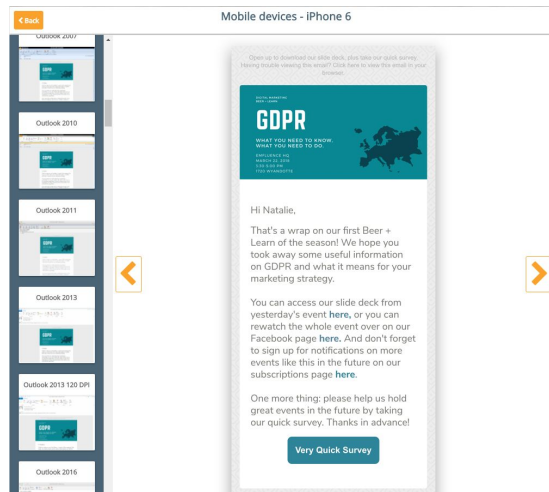
# WHAT DO WE MEAN, EXACTLY?

Marketing automation is triggered emails...



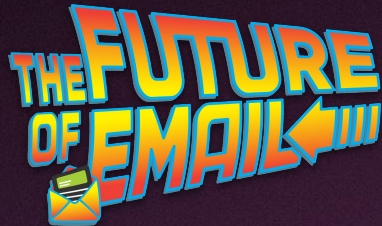
# WHAT DO WE MEAN, EXACTLY?

## ...but also customized experiences.

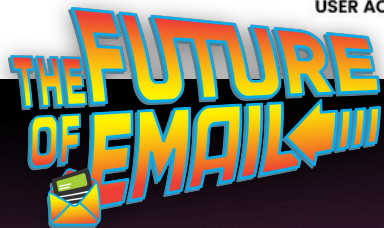




# WHERE ARE YOU ON THE AUTOMATION JOURNEY?

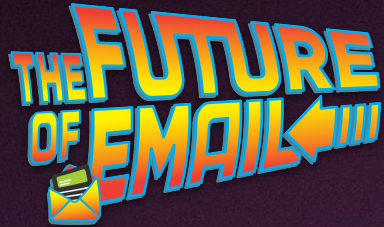


## THE EVOLUTION OF EMAIL MARKETING AUTOMATION





# LEVEL ONE: SKATEBOARD



# PROCESS OPTIMIZATION & USER ACTION RESPONSES

Automation with no integrations required.



## Emails that don't succ!

See our latest succulent creations, gift ideas, and insider care tips!

Subscribe

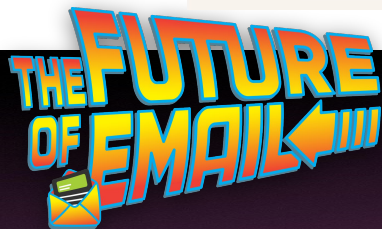
Your privacy is paramount. I will never sell or abuse your inbox.



## Hack on, baby

Your download link is ready. We hope you learn more about your subscribers through this helpful guide.

SEE IT NOW



emfluence  
MARKETING PLATFORM

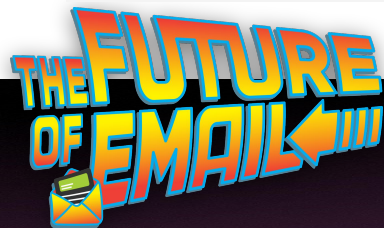
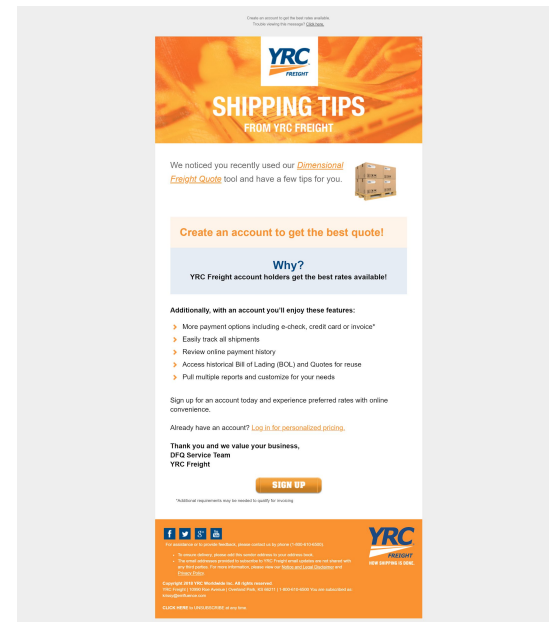
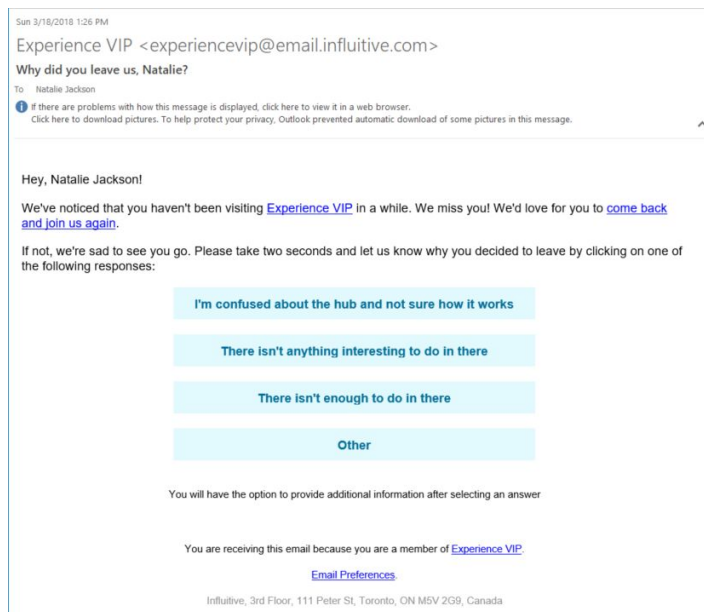
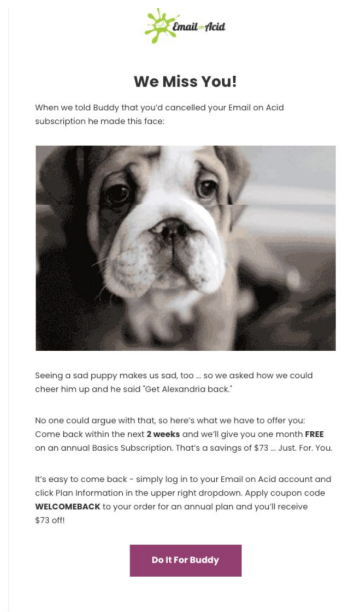


# LEVEL TWO: SCOOTER





# AUTOMATIONS WITH STATIC DATA POINTS: B2B



# AUTOMATIONS WITH STATIC DATA POINTS: B2C



Dear Natalie,

We haven't seen you in a while at Silver Screen Salon, come back soon!

Schedule your next appointment today, and let our talented professionals take care of you! As an added convenience, you can request your next appointment online now by clicking here.

[Request Appointment](#)

To schedule an appointment by phone, or to hear a complete listing of services and current specials, call us at (816) 888-7298 or speak with a member of our Guest Services Team.

We look forward to seeing you!

**Silver Screen Salon**  
(816) 888-7298  
[info@silverscreensalon.com](mailto:info@silverscreensalon.com)

<http://silverscreensalon.com/>



Supplements Apparel Tack Barn **SALE**

— **FREE SHIPPING EVERY DAY\*** —  
All AutoShip supplements over \$40 & All orders over \$75

A reminder  
from SmartPak

*Hi Natalie*

**Great news!** We're going to start processing your next AutoShip order soon. Here's what you need to know:

- You can make **changes** to your order through **03/25/2018 11:59pm EST**
- Your order will **ship** on **03/28/2018**

[View/Edit Order](#)

Have a great ride!  
Your Friends at SmartPak



Happy Birthday!

We want to celebrate you with our birthday discount.

treat yourself to

**50% OFF**  
one fashion jewelry item

AND/OR

**25% OFF**  
one item from our Fine Jewelry,  
Sterling Silver, or Home Collection

[SHOP NOW](#)

CODES CAN ONLY BE USED ONCE.



# LEVEL THREE: SEGWAY





# DATA VISUALIZATION: PERSONALIZATION & PRODUCT

Show live pricing  
at the time of open

Take a holiday and  
Escape the Ordinary!

More than 20 destinations from \$60

Book now

From Singapore to:	From	Date of best fares
Langkawi	\$60 >	12 Apr 2020 >
Penang	\$61 >	15 Apr 2020 >
Kuala Lumpur	\$61 >	13 Apr 2020 >
Kuching	\$67 >	4 May 2020 >
Ipoh	\$70 >	14 Apr 2020 >
Hot Yai	\$72 >	18 Apr 2020 >
Krabi	\$74 >	19 Apr 2020 >
Jakarta	\$75 >	14 Apr 2020 >

Many more destinations

shoedazzle

DEALS OF THE DECADE  
Styles As Low As  
**\$5**  
SHOP THE SALE

ELIZABETH  
YOUR JANUARY SHOWROOM  
IS HERE

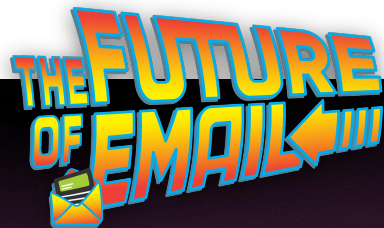
Revamp your closet for the new year.

SHOP YOUR SHOWROOM

Ode to Allie

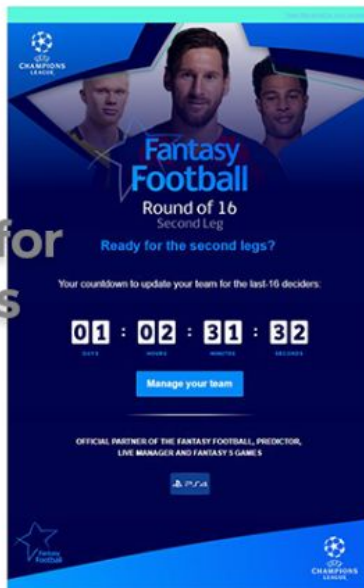
We Love You Allie

Whether you're celebrating Valentines, Gal-entines, Pal-entines, or any of the other words-that-rhyme-with-al-entines that were created by marketing teams of yore, we just wanted to let you know that we love you. And because we love you heaps, we wrote this poem for you too:



# DATA VISUALIZATION: TIMELY UPDATES

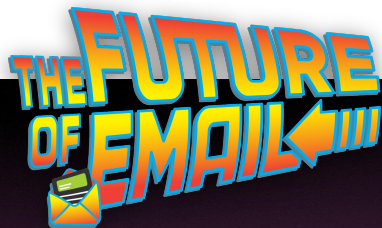
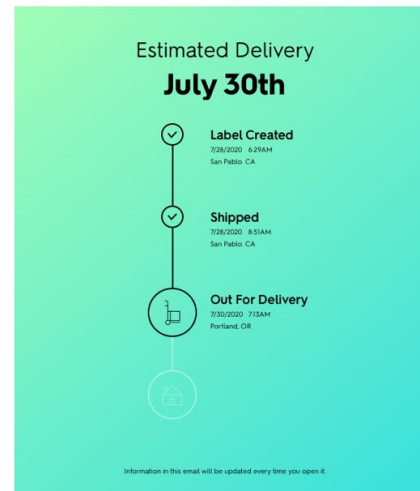
Create urgency for  
events/deadlines  
with timers



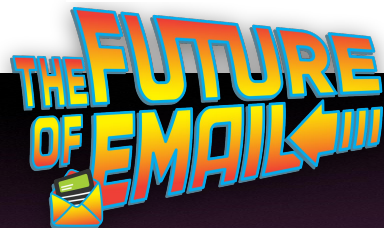
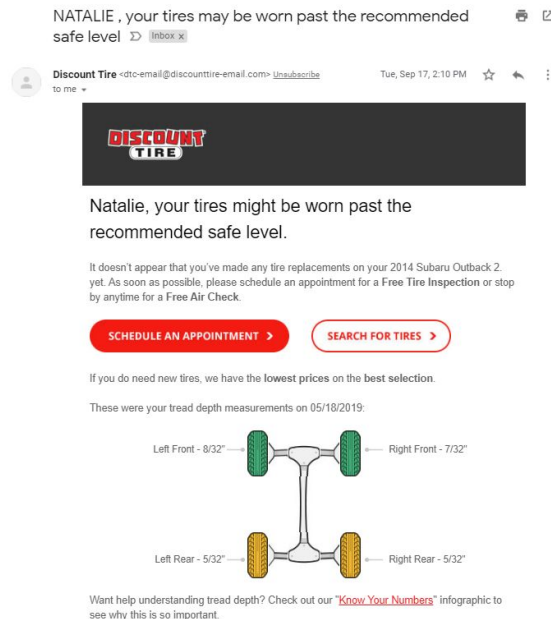
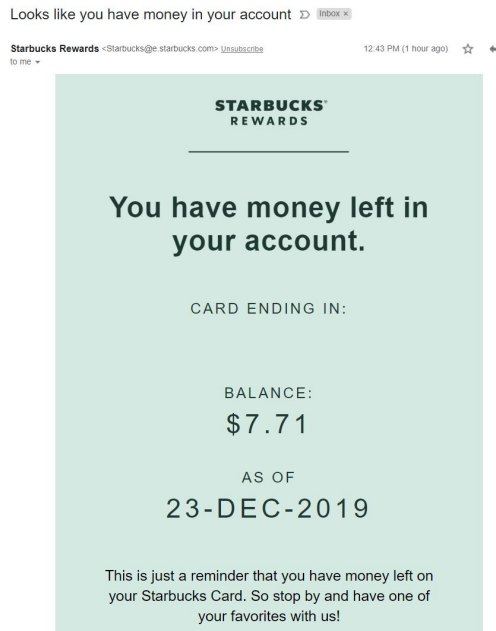
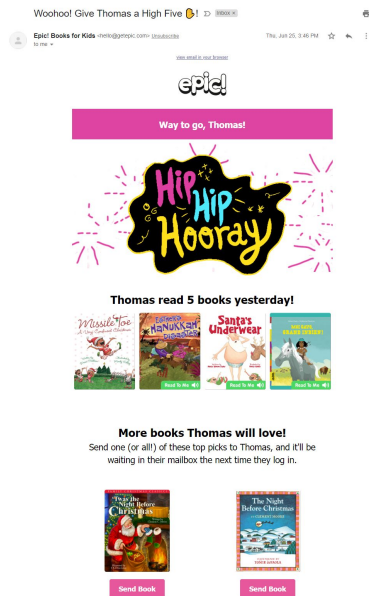
ORDER #83729

**Your order is on the way!**

Your order is on the way. Track your shipment to see the delivery status.

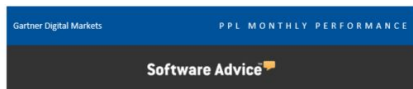


# AUTOMATIONS WITH ENGAGEMENT IN MIND





# WHAT ABOUT B2B EMAIL?



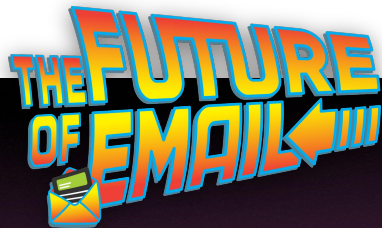
We're excited to launch a new monthly campaign performance email to provide insight into your Pay-Per-Lead account. To help give added context, we will include your previous month's report for comparison. Keep an eye on your inbox for these reports around the second week of the month moving forward.

## July Pay-Per-Lead campaign performance for emfluence

	PERFORMANCE STATS	JUNE 2018	JULY 2018
	Number of Leads	2	3
	Appointments Scheduled	0	-
	Total Spend	\$175.00	\$450.00
	Average Cost Per Lead (CPL)	\$87.50	\$150.00
	Close Match Leads	2	2

Interested in discussing strategies to optimize your account's ROI and measure your success this year?

[Get Started >](#)



Natalie, guess your contact score before opening.

emfluence Marketing Platform <expert@emfluence.com>

To: Natalie Jackson

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

[Reply](#)

[Reply All](#)

[Forward](#)

[...](#)

Wed 3/17/2021 12:47 PM



## Did you guess 746?

Contact score is a great way to segment and target the members of your email list with custom messages, Natalie. Using the emfluence Marketing Platform, you can leverage up to five contact scoring models to create messages that match where a contact might be in the customer journey. Let's see how that might work for KCDMA.

### #1 Contact Score + CRM Data

Have open leads you didn't quite get to an appointment? Layer contact score with open leads that haven't been connected with to create an email just like this one!

### #2 Contact Score + Domains

Working on an account-based marketing campaign? Using contact scoring at the domain level in emfluence, you can see which companies are engaging with your content and might be ready for a deeper conversation.

### #3 Contact Score + Website Page Visits

Put a trigger in place for when members of your MQL campaigns are ready for a deeper conversation! Contact score, visits to certain pages on your websites, and group membership can help you target these contacts with a special message.

Want to learn more about the cool things we can do with contact score in the emfluence Marketing Platform? Let us know how you would like for us to follow up!

[Contact Score Tips](#)

[Demo, Please](#)

# 2019

Looking back at 2019

This year was full of growth and a whole lot of securely stored digital items. Before diving into the excitement of 2020, let's look back on all we accomplished together in 2019.

It was a busy year of creating and saving strong, secure passwords; in 2019 alone, there were:

**7.2 B**  
site logins  
via autofill

**260 M**  
sites added  
to vaults

**72 M**  
passwords  
generated

LastPass can protect much more than just passwords. In 2019, we released an **updated interface** making it easier to save, store, and secure:

**18 types**  
of item categories such as addresses, insurance cards, passports, and more to save in your Vault.

And you shared a ton of these with your friends and family:

## Oh hey! Celebrate, Natalie!

Wow, you put in the hours with the emfluence Marketing Platform this year! Here's a quick recap of your email awesomeness:

# 1265

Total emfluence points earned.

**Cash in those points for rewards, Natalie!**

**124**  
Total emails sent

**#1**  
Rank in KCDMA

**#3**  
Rank for all emfluencers

# 24

Total emfluence Achievements earned (all time).

**A Few Badges You've Earned:**

**Earn These Next:**

Share your awesomeness with the world →

# LEVEL FOUR: HOVERBOARD



# LAYERING DATA FOR HYPER-PERSONALIZATION



Fixes | Shop | Your style

## STITCH FIX

### Colors to covet



Did you know you can now get the exact pieces you already own and love in the latest colors? Shop bright new hues before your faves are all gone.

Shop now



WEEKLY STATS



Hi, Natalie J.!

Here are your stats for Jun. 1 - Jun. 7

### Stay Healthy Indoors

We're here for you today and every day. To support you, we made 40+ workouts and mindfulness sessions free for all. Or, start a 90-day Premium free trial to unlock even more inspiration. Our new COVID-19 tab highlights pandemic resources and relevant Fitbit features. Find it in the Fitbit app.

Unlock the full library of at-home Premium resources with a 90-day free trial.

TRY PREMIUM



Best Day! 13,936 Tue. Wed. Thurs. Fri. Sat. Sun.

77,350 total steps

Avg. 11,050 steps per day. ▼ 12,691 fewer than last week



303

total floors  
▲ 28 floors over last week



34.88

total miles  
▼ 5.21 miles below last week



2,306

avg. daily calorie burn  
▼ 28 calls. fewer than last week



489

total active minutes  
▼ 162 min since last week



7 or 5 days

exercising this week  
same as previous week



8 hrs. 2 min

avg. restful sleep  
▲ 0 hrs 15 min over last week



MARCH 02 - MARCH 16

### Your Weekly Writing Update

Nice word choice! You used more unique words last week than 93% of Grammarly users.

### GRAMMARLY WRITING STREAK

32 weeks

37

Need achievement  
See all achievements >

### PRODUCTIVITY

You were more productive than 88% of Grammarly users.

9,500

words checked

### MASTERY

You were more accurate than 81% of Grammarly users.

74

alerts shown

### VOCABULARY

You used more unique words than 93% of Grammarly users.

1,747

unique words used

### TONE

Some of the tones that were detected in your writing last week:



### WORDS CHECKED WITH GRAMMARLY OVER TIME



177,481

total words checked by Grammarly since Aug 02, 2020 (9,500 last week)



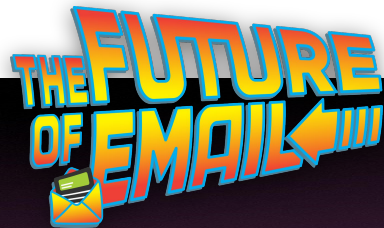
### TOP 3 MISTAKES

1. Missing comma in compound sentence [Learn More](#) 15 alerts
2. Missing period 7 alerts
3. Missing article [Learn More](#) 6 alerts



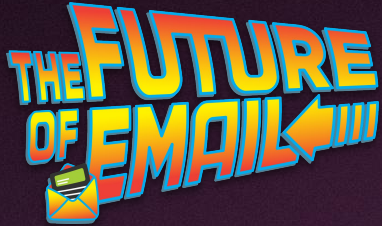
### THIS WEEK'S STORIES & TIPS

- STUDENTS [How to Write the Perfect Body Paragraph](#)
- GRAMMAR [Semicolons vs. Colons vs. Dashes](#)
- LIFESTYLE [20 Women Who Paved the Way in Writing](#)





# HABITS OF SUCCESSFUL MARKETERS

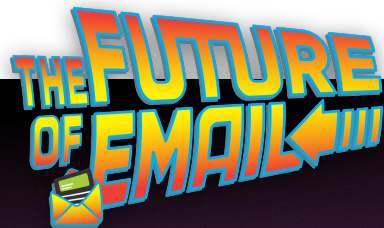


# TEST BEFORE & AFTER HITTING SEND

## BEFORE

Pre-deployment testing helps:

- Brand reputation
- Eliminates mistakes
- Increases engagement
- Protects your investment in automation

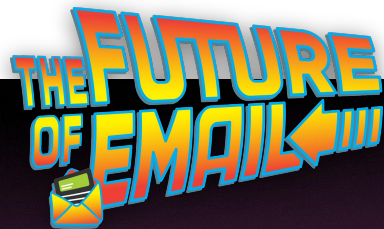


# TEST BEFORE & AFTER HITTING SEND

## AFTER

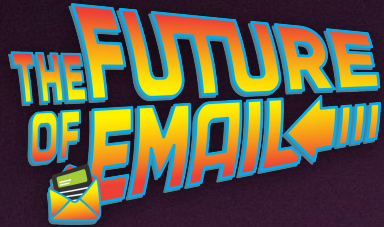
Beware of vanity metrics.

- Opens are great, but engagement is better.
- Use data for future list segmentation.
- Ensure content is valuable and engaging
- Optimize based on campaign data

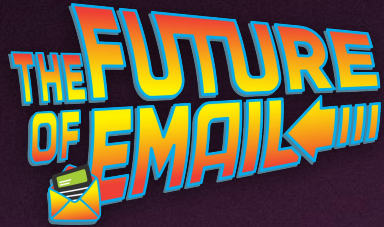




# QUESTIONS



# THANK YOU



# BE ON THE LOOKOUT: SPLAT CHAT EPISODE 2

## MARKETING AUTOMATION | GET SET UP FOR SUCCESS

EMAIL ON ACID'S DIRECTOR OF MARKETING, MONICA HOYER, SAT DOWN WITH JESSICA SCHLACTER, INTUIT, & BROOKE BARTOS, WALKER SANDS, TO HEAR THEIR INSIGHTS ON MARKETING AUTOMATION.

WATCH ON YOUTUBE OR  
EMAILONACID.COM ON MARCH 29TH!

