

A top-down view of a wooden desk. In the top left, there is a white cup of coffee with a latte art design on a saucer. To the right is a silver laptop with a black keyboard. In the bottom left, there is a black notebook with four colorful pens (blue, green, pink, orange) lying on it. In the bottom right, there is a silver smartphone. A dark grey semi-transparent rectangle is overlaid in the center, containing white text.

jarrang

**POWER-UP YOUR BUSINESS WITH
MARKETING AUTOMATION**

**HOW TO GIVE MORE TO YOUR
CUSTOMERS AND FUEL BUSINESS GROWTH**

It's time for you to take your email marketing to the next level.

In the following pages we're going to show you the different ways an effective, efficient and engaging marketing automation programme can help your business grow while at the same time giving more to your customers.

For me, the future of email marketing revolves around automation and a brand's ability to harness the power of data, then combine it with creativity and commerciality to deliver results. This is where the best automated email journeys come from.

But beyond all this, the biggest reason for using marketing automation is to build brilliant relationships with your customers and make them feel loved. Because when your customers love you, they'll stay with you, they'll tell others how great you are and they will be the catalyst to your growth.

I hope you find this information useful and if you have any questions or would like to know more, I'd love to help.



Stafford Sumner
Managing Director



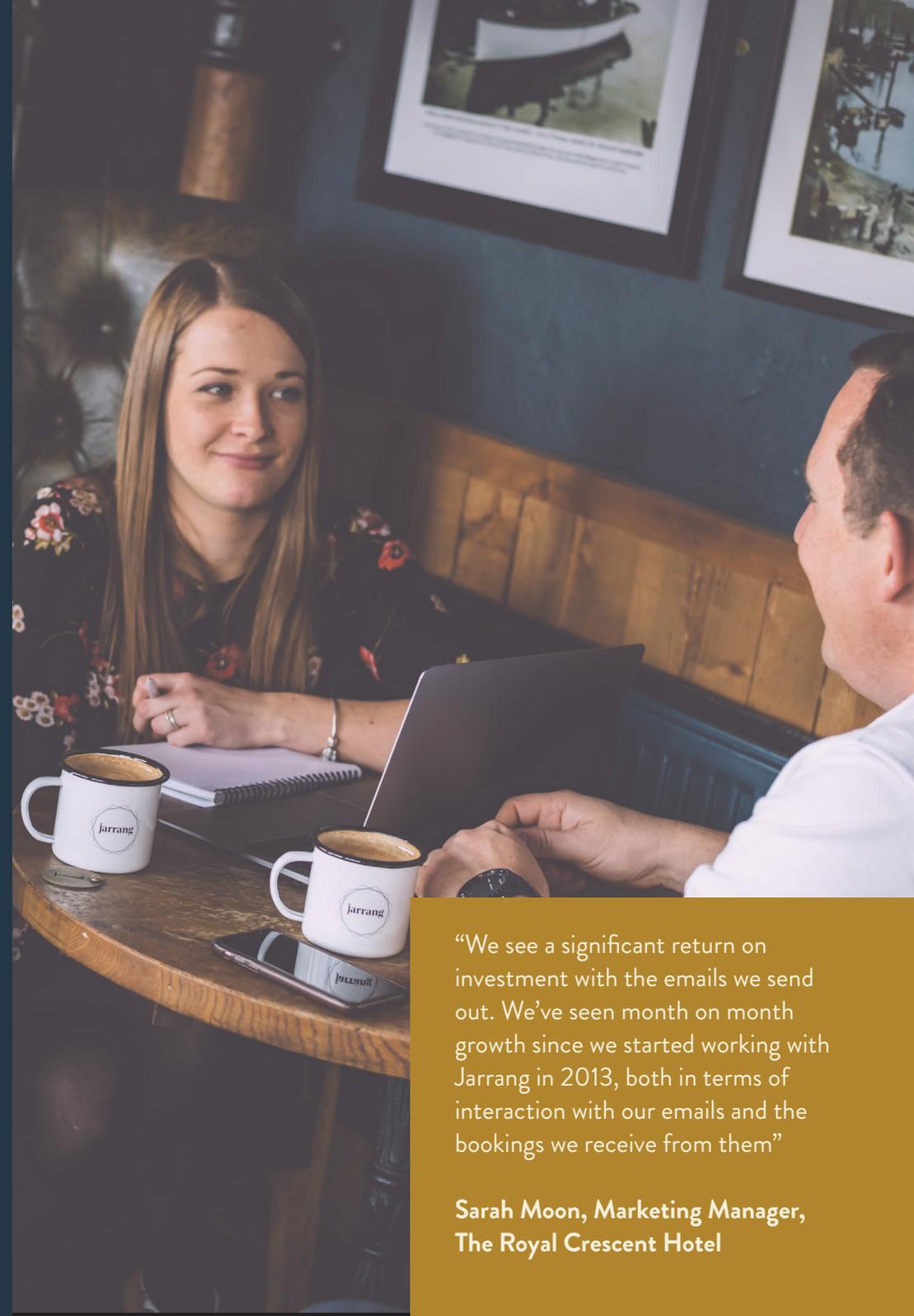
Types of marketing automation

LIKE MANY THINGS, KNOWING WHERE TO START CAN BE THE HARDEST THING TO GET RIGHT.

Broadly speaking, there are five different types of automated journeys you can use with email marketing:

- 1. WELCOME TRACK**
- 2. NURTURE TRACK**
- 3. TRANSACTIONAL**
- 4. POST-TRANSACTIONAL AND RETENTION**
- 5. REACTIVATION**

You might just use one of these, you might use all five. The trick is to constantly test what works for you, learn from your customers and evolve your offering to give more to them and in turn make your marketing more successful.



“We see a significant return on investment with the emails we send out. We’ve seen month on month growth since we started working with Jarrang in 2013, both in terms of interaction with our emails and the bookings we receive from them”

**Sarah Moon, Marketing Manager,
The Royal Crescent Hotel**

Welcome Track Emails

PICTURE THE SCENE WHEN YOU WALK INTO A LUXURY HOTEL...

There's someone there to take your bags, you're brought a welcome drink while you're waiting to check in, you're told what time dinner is served, you're asked if you'd like a treatment in the spa, you're told there will always be someone on hand to help you with anything you need during your stay...

In short, you're made to feel incredibly welcome. And when it's really good, you get that warm, fuzzy glow of contentment bubble up inside you.

Well, here's a thing: you don't need to run a luxury hotel to make your customers feel like this. You can do it with your welcome emails.

Welcome emails can be triggered in two main ways. Firstly, when someone signs up to your email list via your website and, secondly, when someone buys something from you.

This is your first opportunity to 'wow' your customers. Do you really want to just send them an email that says: "Thanks for signing up to our list!" Surely you can do better than that? And the big trick here is not to stop.

You should have a welcome series of emails set to send after the first email your subscriber receives, triggered by the amount of time that passes after they receive it.

These will all vary depending on the nature of your product, the important thing for you to do is to build a journey and shape a narrative with these welcome emails. Roll out the red carpet for your customers and you're laying the foundations for a great relationship with them.



Nurture Track Emails

NURTURE TRACK EMAILS ARE VERY MUCH THE DOMAIN OF B2B (BUSINESS-TO-BUSINESS) SALES AND ARE WHAT WE LIKE TO CALL THE ‘SILENT SALESFORCE.’

These emails take place before any transaction between you and the customer has taken place. They’re designed to nurture your contacts and prospects, bringing them to the point they agree to a face-to-face meeting or to purchase your product.

Nurture track emails can last anywhere from a month to a year, are set up in advance and are triggered when a set period of time has passed.

However, there a number of things you have to do if you want them to be successful and not seen as spam:

1. HAVE GREAT CONTENT.

Simply sending emails asking for a meeting won’t cut it. Ask yourself the question of how you can add value. This could be links to articles you think your contact might be interested in, invites to events or simply sharing something with them you think they might like.

2. BE PERSONABLE.

It’s so easy to see through sales emails. Make sure your personality comes through in yours so you don’t seem too focussed on making the sale.

3. MAKE SURE YOU SUPPRESS.

Managing your data is imperative for nurture track emails to work. If a contact becomes a customer or agrees to a meeting make sure you suppress them from your list so they don’t receive any more of your nurture track emails. And, as an added bonus, you can then add these contacts into the next automated journey, whether that’s welcome track emails or a post-transaction email journey.

If you sell to another business, nurture track emails should be an essential part of your sales process.



Transactional Emails

**TRANSACTIONAL EMAILS
AREN'T JUST ABOUT ECOMMERCE
STORES. IN FACT, THE WELCOME
EMAILS WE DISCUSSED
EARLIER ARE ALSO
TRANSACTIONAL EMAILS.**

As soon as someone has made a transaction (be that a making a booking, buying something or even signing up to an event) an email should be triggered and sent to them confirming their transaction. This email doesn't have to be and shouldn't be dull. It's a prime opportunity to cross-sell related products and begin further engagement.

In fact, they are 8x more likely to be opened and 6x more likely to generate revenue than any other type of emails (Experian).

One of the most powerful examples of a transactional email is shopping cart abandonment emails. These are the emails triggered when a customer adds items to their shopping cart, but leaves the site without purchasing them. They are so successful that when they are sent, 64% of customers then go on to complete a purchase.



“We’ve seen a 2,161% return on investment for directly attributable revenue in under 12 months from the shopping cart abandonment emails Jarrang have set up for us.”

**Ian Greaves,
St Eval Candle Company**

Post-transaction and retention emails

NEVER UNDERESTIMATE THE IMPORTANCE OF GOOD, REGULAR COMMUNICATION

Emails after your customer have made a purchase from you are just as important as everything that's happened presale.

For example, post-delivery emails are a great way of kicking-in after sales support and generating repeat business. The same is true for post-stay emails in the hospitality industry, even a simple: "We hope you enjoyed your stay," goes a long way to building strong relationships with your customers.

These type of emails are also the prime opportunity for you to ask for reviews and feedback. Retailers typically see a 10%-12.5% increase in conversion rates for products with reviews when compared to those without, this leaps up to 80% for products with 20 or more reviews (Shopify). Put simply, the more positive reviews you get, the more you'll sell and email is a great way of encouraging people to leave reviews, especially if it's incentivised.



"Jarrang power our pre and post-stay emails, integrating with our booking system and allowing us to keep delivering a great experience for our customers even after they've left the hotel."

Abby Keverne,
Sales & Marketing Manager,
Greenbank Hotel

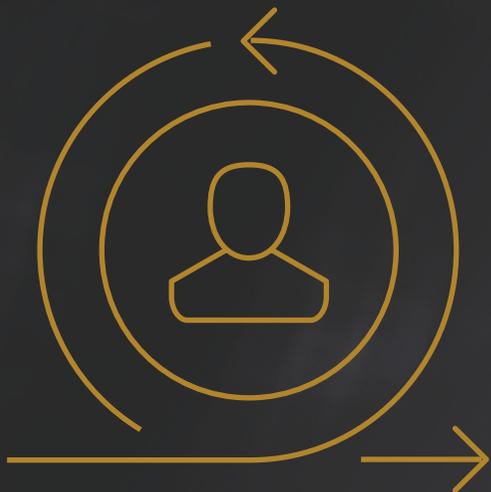
Reactivation Emails

IT HAPPENS, SOMETIMES YOUR CUSTOMERS WILL STOP BUYING FROM YOU AND STOP ENGAGING WITH YOUR CONTENT.

An email list will experience a 25% 'decay' each year. Whether it's a hook, like a deep discount, or a simple 'We miss you' email, you can re-engage up to 45% of your customers with an effective re-activation email programme (MarketingSherpa).

And this can all be automated; you can set rules for when these emails are triggered. For example, a dentist might send a reminder to a patient who hasn't booked an appointment once six months has passed since their last check up or you might have an email that goes to anyone who hasn't engaged in any of your content for a 12 month period.

These reactivation, or 'win-back', emails are a great way of reminding your customers you're still there and why they fell in love with you in the first place.



“The UK is now our largest global market thanks, in no small part, to Jarrang. We didn't have a single customer here three years ago and now the value of the UK side of our business is bigger than our home market in Sweden. The nurture track emails Jarrang set up across all our verticals were fundamental in achieving this.”

Andreas Sjölund,
VP of Sales, Quinix

Conclusion

BEFORE YOU UNLEASH THE POWER OF MARKETING AUTOMATION, THERE'S THREE THINGS YOU NEED TO GET RIGHT:

1. DATA

Data is everything. Without the right data there are no 'triggers' to send an automated email. Take for instance a simple email wishing a customer happy birthday where you include a special promotion. In order for this email to be sent, you need to know the customer's date of birth. It's for this reason data collection forms (whether online or offline) and the ability for email marketing software to integrate with third party systems, are so important. Email marketing driven by data and customer behaviours stands a far greater chance of converting to a sale.

2. RULES

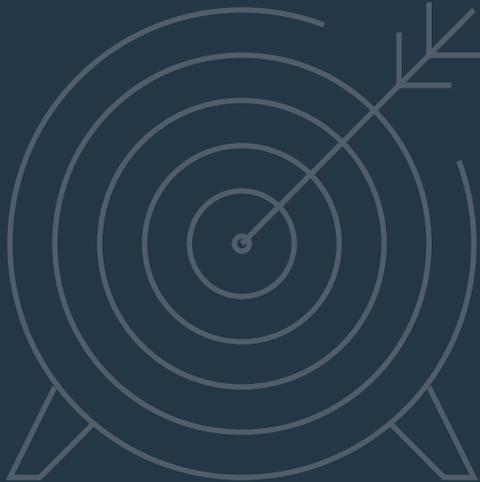
Having great data is one thing but it's meaningless unless you map out the journey you want your customers to go on and establish the rules to define this journey. Put simply, the rules you use for your automated email journey will define what is sent, when it's sent and who it is sent to.

3. CONTENT

And of course you need great content. Great content inspires people to act. The nature of this content will change depending on the type of automated journey you have in place. The most important aspects are to make it engaging, inspiring, educating, relevant and valuable. Give people something they didn't have before and enrich their lives by creating awesome content.

You also need to choose the platform you want to send from, make sure your emails look amazing, have the technical email expertise on hand to evaluate the performance of what's working and have a strategy in place to continue to deliver outstanding email marketing campaigns.

It's a lot to think about and sometimes it pays to bring in the experts to help. Our mission is to help you send better email marketing campaigns so you can have happier customers and a more successful business. If you want help with anything we've covered here we'd love to speak to you.



About Jarrang

**WE TURN YOUR DATA INTO SALES WITH
HAND-CRAFTED, INDUSTRY-LEADING
MARKETING PROGRAMMES DESIGNED TO
INSPIRE YOUR CUSTOMERS AND HELP YOU
ACHIEVE YOUR BUSINESS GOALS.**



Want to take your email marketing up a level?

**LET'S TALK. SEE FOR YOURSELF HOW WE
CAN IMPROVE YOUR RESULTS.**

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