rika.

Marketing Automation & how to measure success

Part 3: How to measure success

7th January, 10:00am

Webinar

Your Presenters

James Beeson

Managing Consultant

Drawing on extensive experience in the digital industry, working in both global companies and agencies, James provides strategic consultancy to clients on new technologies and their implementation, encouraging digital maturity, business results and, above all, customer-centricity.

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Kristina Angelova

Digital Strategy Consultant

With an academic background in Business and Marketing and wide-ranging experience in the digital industry, Kristina combines technical knowledge with deep understanding of the commercial environment. Kristina is responsible for the strategic initiatives such as customer analytics and personalisation:

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Matthew Brackenbury

Head of Client Services

Bringing his skills in enterprise-level relationship management and project delivery to Rika's more agile and focussed organisation. His diligence in client management and the customer journey helps Rika deliver best-in-class and right-first-time solutions, whilst helping grow the Rika brand

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Khaoula Abid

Marketing and Analytics Technologist

With a Masters Degree in Marketing Analytics and a background in business data analysis, Khaoula assists in creating, implementing and executing marketing strategies, choosing and implementing technology solutions, tracking and analysing customer data, and advising clients on the insights and issues arising from their data.

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Agenda

Following on from Part 2 in our Webinar series on Marketing Automation, today we'll be looking at how we measure the success of the Marketing Automations that you have run based on the last 2 webinars. .

- Recap; choosing the right tools for your business.

- Essential planning for measurement to be meaningful.

- Misconceptions about measurement and metrics.

- What to measure, how, why & when - an example framework

- Q&A

- Close

Marketing Automation Tools

mailchimp

mautic

HubSpot

automizy

moosend

Marketo®

ActiveCampaign

Drift

ConvertKit

Landbot.io

LEANPLUM

autopilot

omnisend

sendinblue

HubSpot

All in one solution, including CRM, CMS and full MA capabilities; Supports simple linear drip campaigns as well as complex, multidimensional workflows. Our top choice for B2B companies.

mailchimp

The updated marketing platform now offers much more than just email automation, including landing pages & website, digital ad management, social media scheduling and event direct mail.

mautic

Powerful, open-source MA software, which allows you to execute multiple complex automations at the same time. Free if self-hosted or more costly cloud subscription; best for bespoke use-cases.

Marketo®

Enterprise-grade suite of engagement tools, such as lead management, email automation & mobile marketing. Best for larger SMBs requiring more mature & complex ABM programmes.

automizy

Email-only MA service offering web-based administration and email design, focusing on growing subscriber lists through modern and simple sign-up forms you can embed into your website.

moosend

Email-only MA service offering web-based email template and landing page design. Offers a separate mobile email builder to improve consistency and simplify the testing process.

omnisend

eCommerce-focused MA platform with email and SMS delivery capabilities; Provides built-in templates for cart-abandonment engagement and customer on-boarding.

sendinblue

Comprehensive MA platform delivering via email, social media, SMS, chat. Includes landing page and CRM capabilities as well as flows for retargeting and team-based inboxes.

Landbot.io

A "no code" chatbot builder designed to help convert leads, capture data, and personalise the customer journey in real-time, both on the web and in messaging apps like WhatsApp.
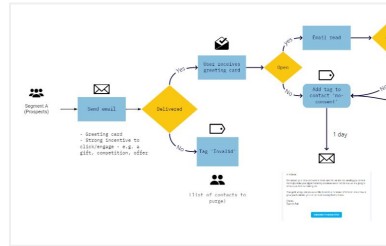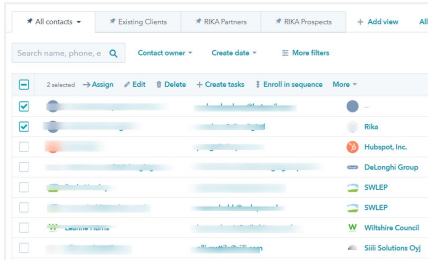
Prerequisites

List of segmented contacts

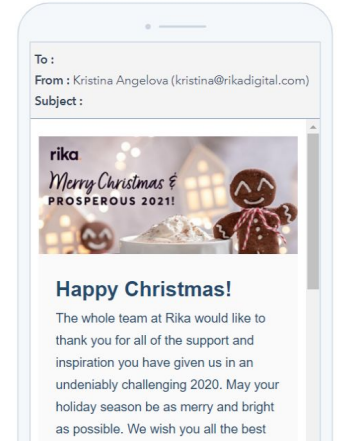**Defined strategy, user journey map, workflow diagrams**

Messaging map (if automations spans across channels and multiple customer lifecycle stages/touchpoints)

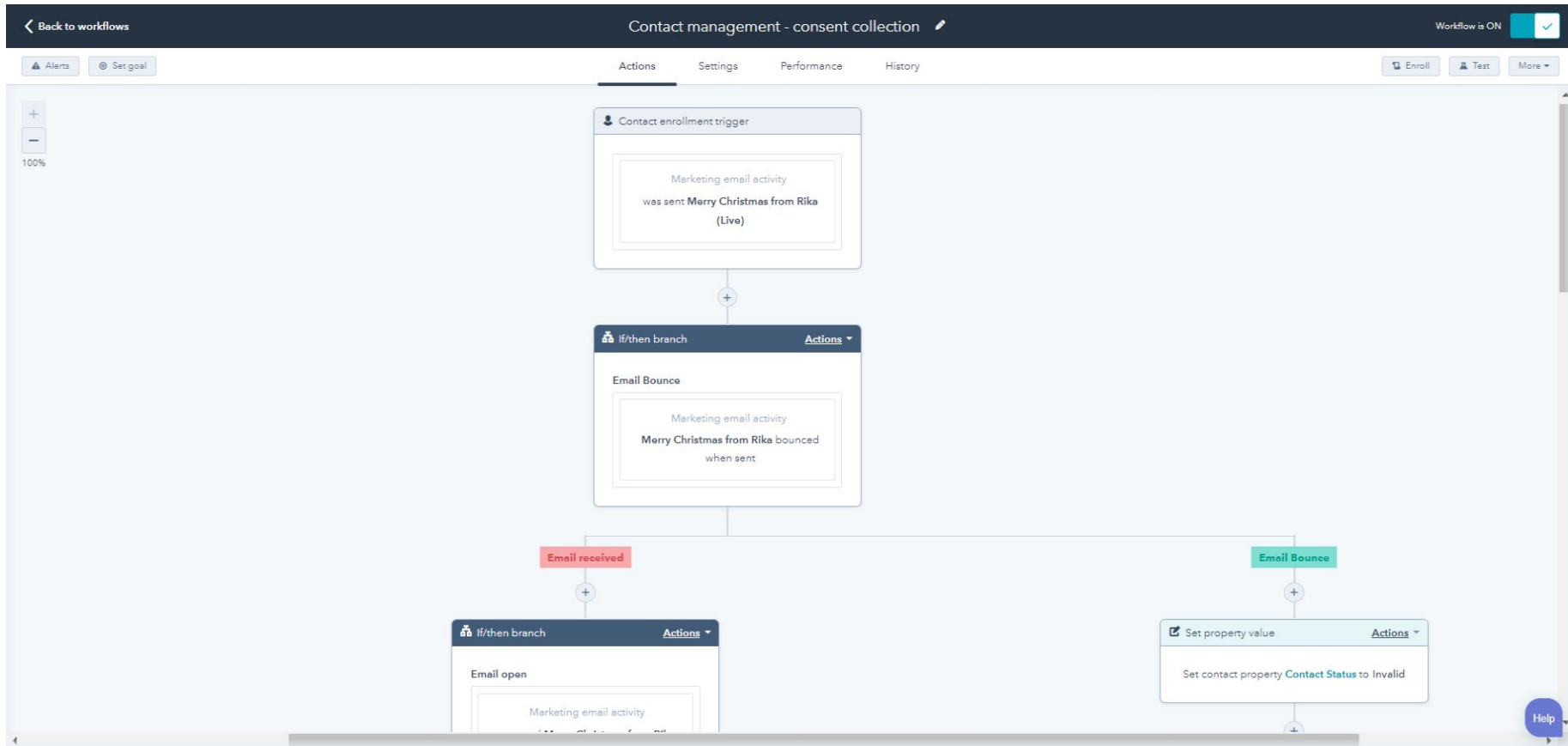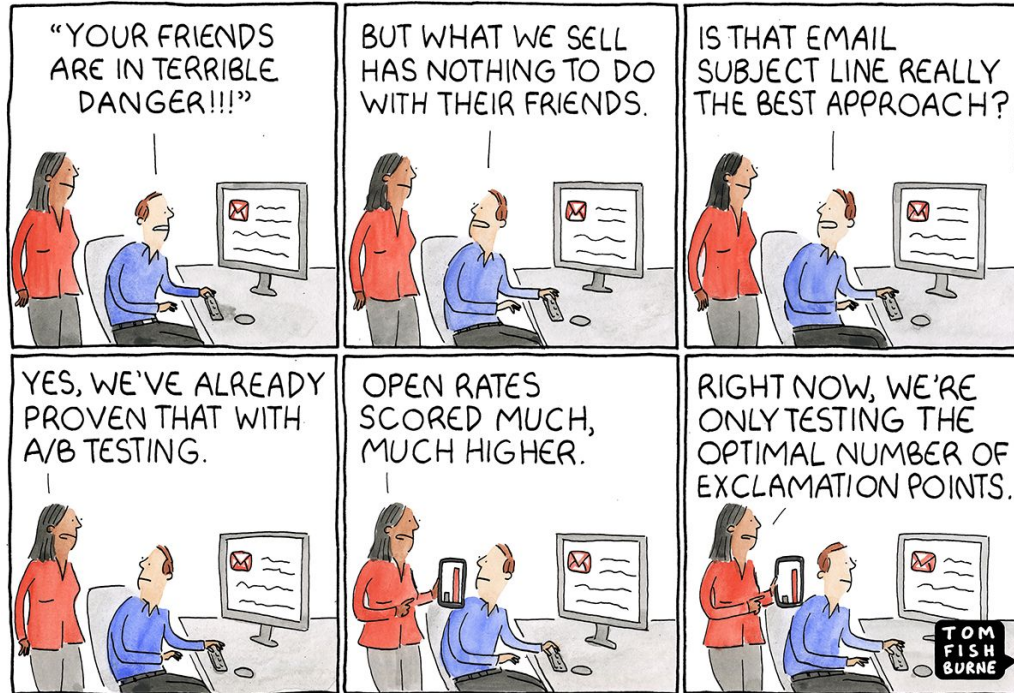**Content Assets: Email templates, landing page(s), form(s)**

Simple Automation Flow

Contact management - consent collection ✏️

Workflow is ON

Alerts   Set goal   Actions   Settings   Performance   History   Enroll   Test   More ▾

100%

👤 Contact enrollment trigger

Marketing email activity

was sent **Merry Christmas from Rika (Live)**

⊕

⊹ If/then branch   Actions ▾

Email Bounce

Marketing email activity

Merry Christmas from Rika bounced when sent

Email received   **Email Bounce**

⊕   ⊕

⊹ If/then branch   Actions ▾   ✍️ Set property value   Actions ▾

Email open   Set contact property **Contact Status** to **Invalid**

Marketing email activity

Help ▾

In the realm Marketing Automation, **open rates** are the dominant metric that people look at and talk about when judging success. Yet, taken to extremes, that is simply 'clickbait'. Marketing can easily be justified by data, particularly data used selectively or myopically.

1.

Planning for meaningful measurement

The first step to successfully measuring campaign success is not about measuring at all - it's about **knowing what you mean by "successful"**.

- Define (quantify) what a good (and a bad) outcome would be.

- 100 **email opens** is not a business target, but 100 **sales** is...

- ...but 100 *additional* sales is a better campaign success target.

- ...but if you're emailing cold prospects, is that even achievable?

- So you need different metrics for different stages of your customer's relationship with your business:

A "target prospect" not currently aware of your business

A "target prospect who has engaged but not bought from you

A "hot lead" who may be close to buying from you

An existing customer who has bought once from you

A repeat customer - a potential advocate

Customer intent & interactions with your business

2.

Common misconceptions about measurement and metrics.

Meaning*less* "success" metrics

If your business needs to sell 1000 widgets, knowing that you've had 1000 email opens or 100 likes on social media provides nothing of value in and of itself.

However, measuring 'impressions', 'likes', 'shares' and 'opens' can provide some valuable insight into how a campaign is performing, allowing you to make changes if necessary to ensure your campaign budget is not wasted and you can reach your "success" metrics.

Meaningful "success" metrics

Defining what you want to measure is only half of the task. You should also **quantify the volume** that would mean the activity has been successful. Here's some examples:

- 250 units sold between campaign start and end of Q2 2021
- 15 sales appointments booked in February
- 10 demonstrations given before end of Q1 2021
- 500 calls received to sales team per month, starting January 2021
- 25% decrease in Customer Service calls compared to Q3 2020.
- 10% increase in unique website sessions year-on-year by June 2021.

3.

What to measure, how, why & when

Introducing the See-Think-Do-Care Strategy Framework for planning multichannel marketing automation campaigns and measuring your results.

See	Your largest **addressable** qualified audience (LAQA)
Think	Your LAQA with **potential** commercial *intent*
Do	Your LAQA with **strong** commercial *intent*
Care	Your current customers

3.

What to measure, how, why & when

Introducing the See-Think-Do-Care Strategy Framework for planning multichannel marketing automation campaigns and measuring your results.

See	A "target prospect" not currently aware of your business
Think	A "prospect" who has engaged but not bought from you
Do	A "hot lead" who may be close to buying from you
Care	An customer who has bought once (or more) from you

	👁 SEE	💡 THINK	📝 DO	🤲 CARE
Audience				
Customer Mindset				
Key message				
Touchpoints				
Comms Content				
Comms Channels				
Outcomes (output metrics)				
In-Process Metrics				

	SEE	THINK	DO	CARE
Audience	People that enjoy great-tasting coffee	People that are thinking they might like a new coffee machine	People who want to buy a new coffee machine now	Customers that own your coffee machines
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Key message	"ACME. Number One in Coffee Machines"	"ACME. When powdered coffee is no longer good enough"	"The ACME Acespresso. Simply the best!"	"Please review and recommend"
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Q&A

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Who we are.

Rika's mission is to help clients maximise the opportunities presented by the strategic alignment of business, marketing and technology.

As an organisation we occupy the space between consultancy and digital agency.

Rika helps organisations drive greater effectiveness and transparency in their marketing and media ecosystem, whilst our technology and analytics capabilities help create more powerful, valuable customer experiences.

Crown Commercial Service Supplier

The Drum. Recommends Digital Awards Winner 2020

The Drum. Recommended

Experience

Close