From email marketing to marketing automation

Webinar will begin shortly!

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He has extensive experience with digital marketing from agencies and from his authorship of the omnichannel book:

”MAKE IT ALL ABOUT ME”

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AGENDA

A few words on Agillic

What’s the difference between EM and MA?

When is the right time for your organization?

How do you convince management?

How much data do you need?

What should you consider when selecting a system?

How should you organize?

Who is Agillic
FDIH
Award
Best tool for e-tailers
Publicly listed on
NASDAQ CPH
AGILC
NORDIC
Market Leader
MARKETING
AUTOMATION
& AI
~70
clients
+60%
YOY growth in Annual Recurring Revenue
Offices in
Copenhagen
& London
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AGILLIC'S WHY

We believe that profound customer relationships are best created through **relevant** and **timely communication**

That's why our mission is to provide marketers with the tools to always **act on insight**

Practical information

Webinar in three parts

- Poll in the beginning
- Ask questions during
- Questions will be answered after each part

Reach out to me afterwards

- LinkedIn: linkedin/in/Houlind
- RH@agillic.com

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What’s the difference?

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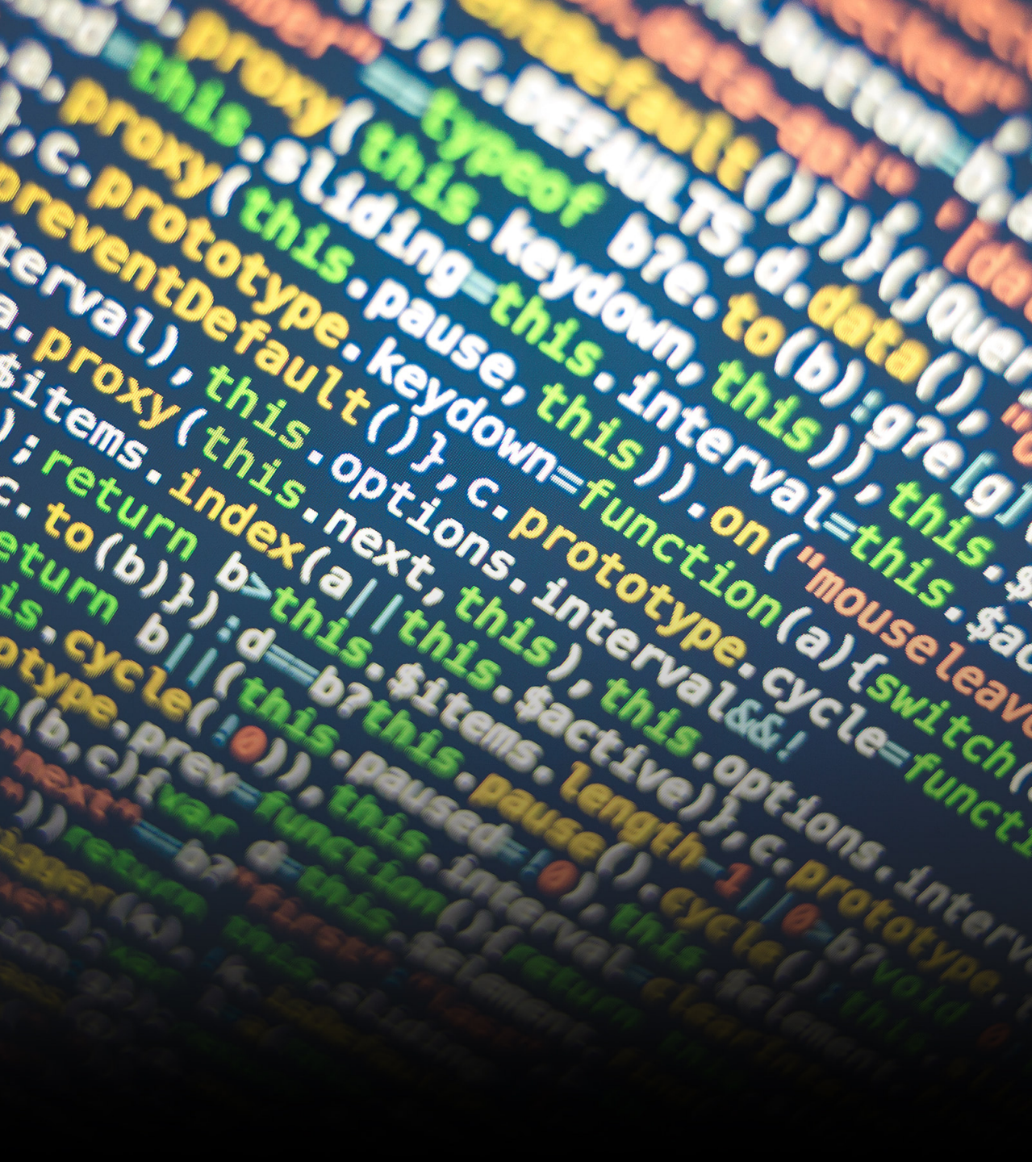

Poll #1

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Email marketing	Marketing automation
Only email	Several channels
Newsletter-driven	Data-driven
Impersonal	Personal
Low conversion rates	High conversion rates
Scale	Precision

The right time

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Sick of doing a newsletters with no real news

Customers moving to other channels

Declining engagement in email marketing

+

A lot of customers / permissions

Enough data

Many stories to tell

How do you convince management?

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OPEN POLL
USE THE QnA FEATURE
What’s your best trick for getting management onboard?
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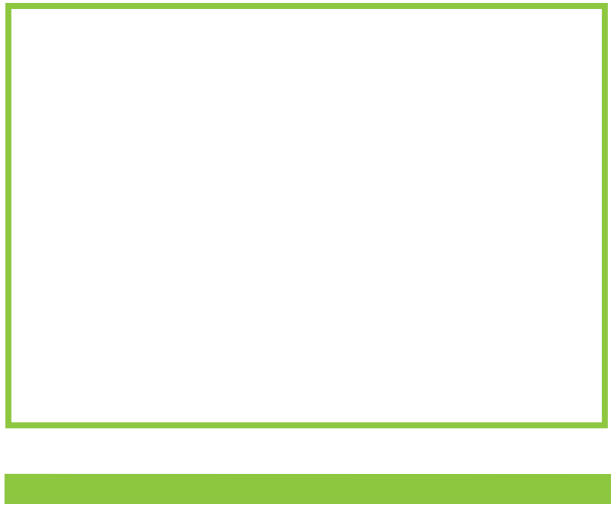
Working with relevance – the starting point

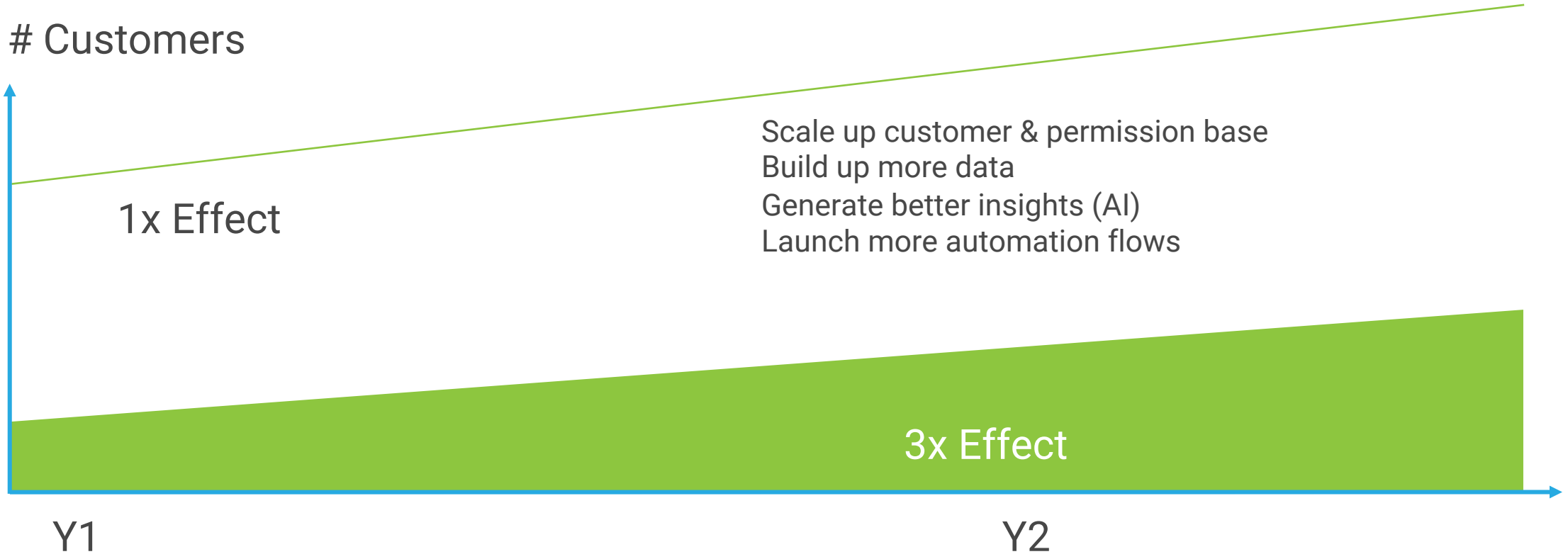
Customers



No data → 1x Effect

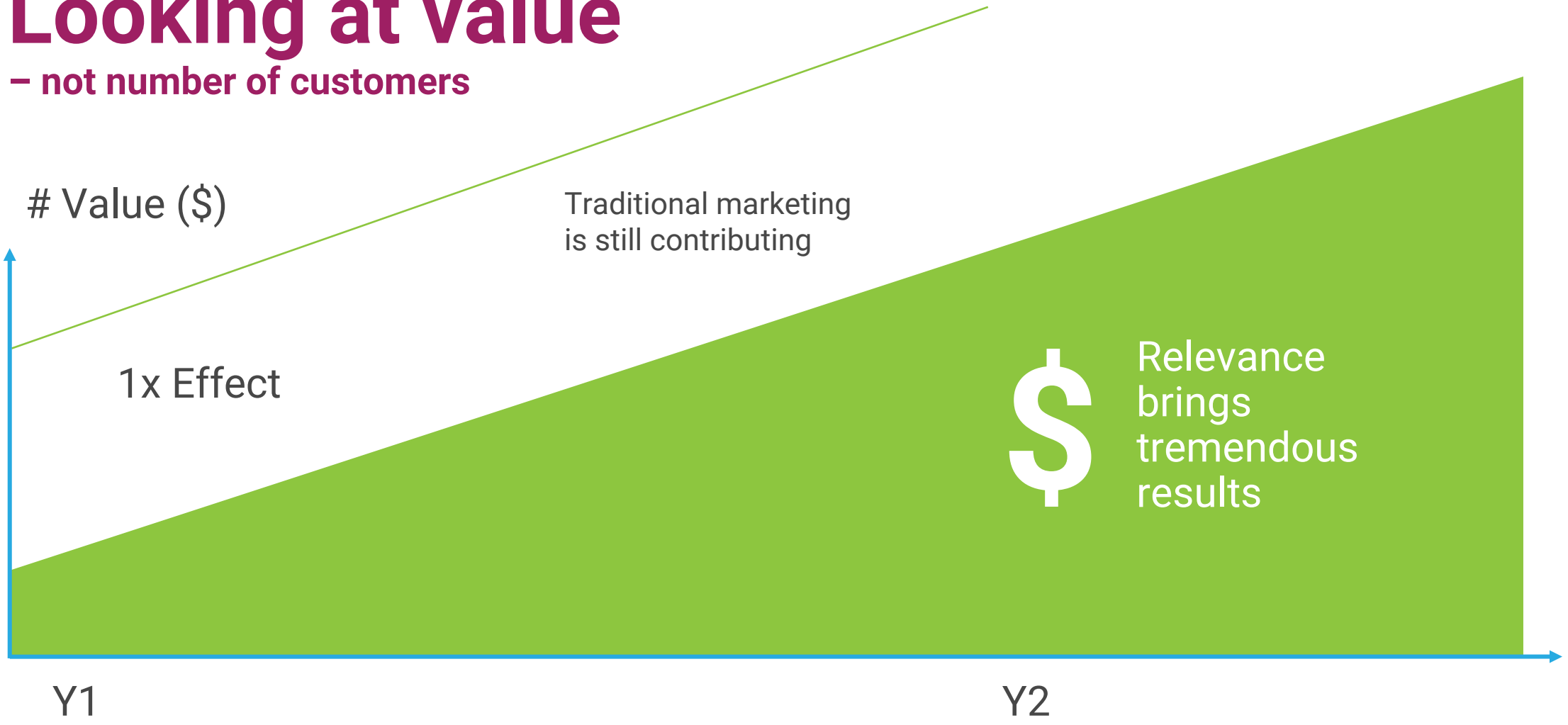
A lot of data → 3x Effect

Build up the foundation



Looking at value

– not number of customers



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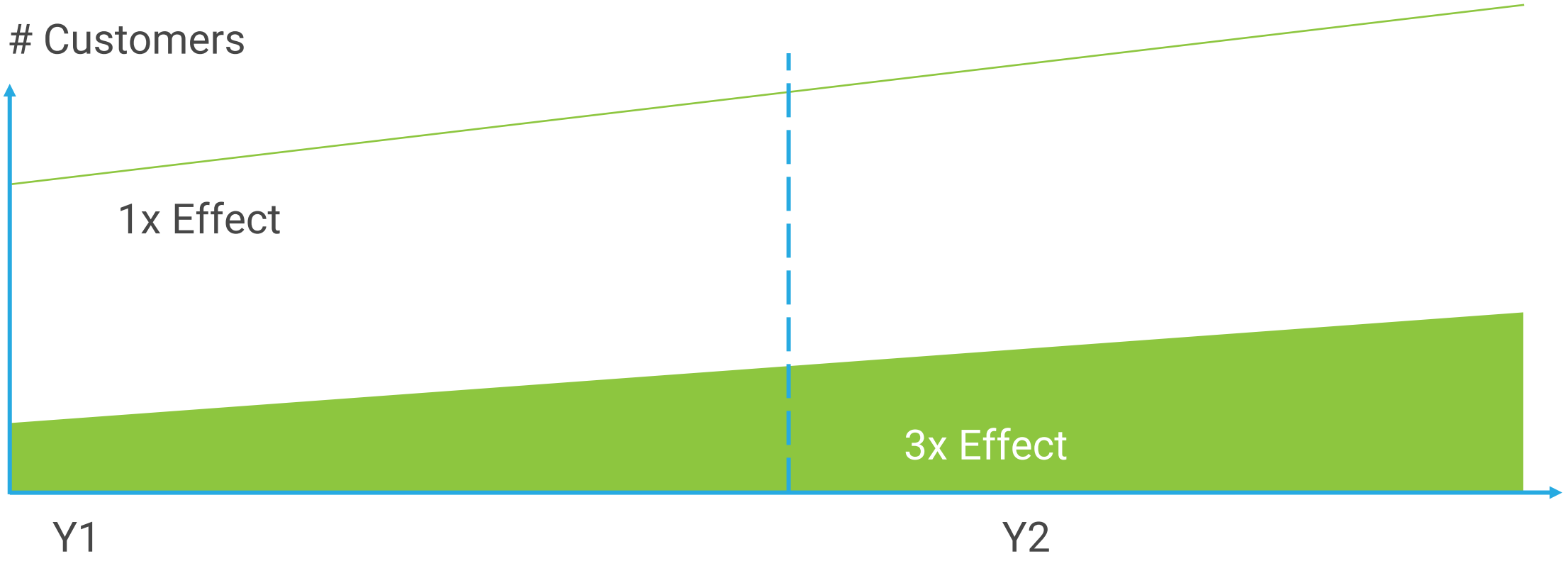
Break even isn't that far ahead

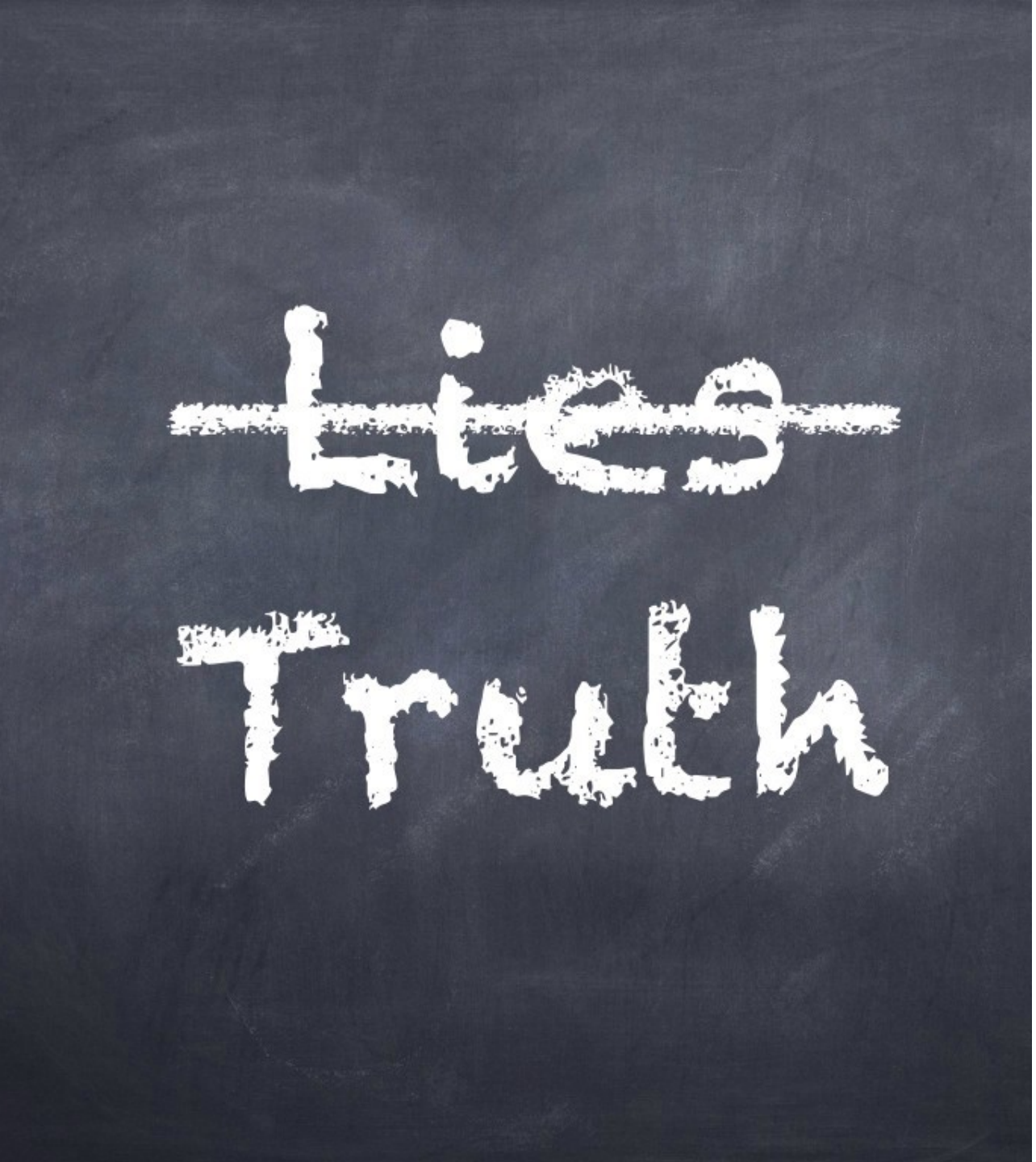


How do you convince management?

Gather the research

Automation and personalisation gives amazing results

Customers are not only using email to interact with the brands they like



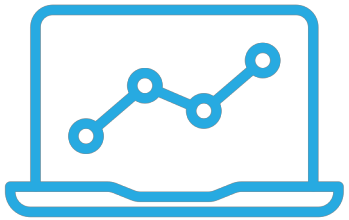
Proof needed

Prove that the research is also true for your customer base

Surveys about channel preferences

Experiment with small scale data-driven communication that can document effect

Build a business case



Which flows?
Scale? Conversions?
Retention?
Support savings?
Referrals?

Capitalise on existing investments such as content marketing

Save money on paid media

Acquire more profitable customers

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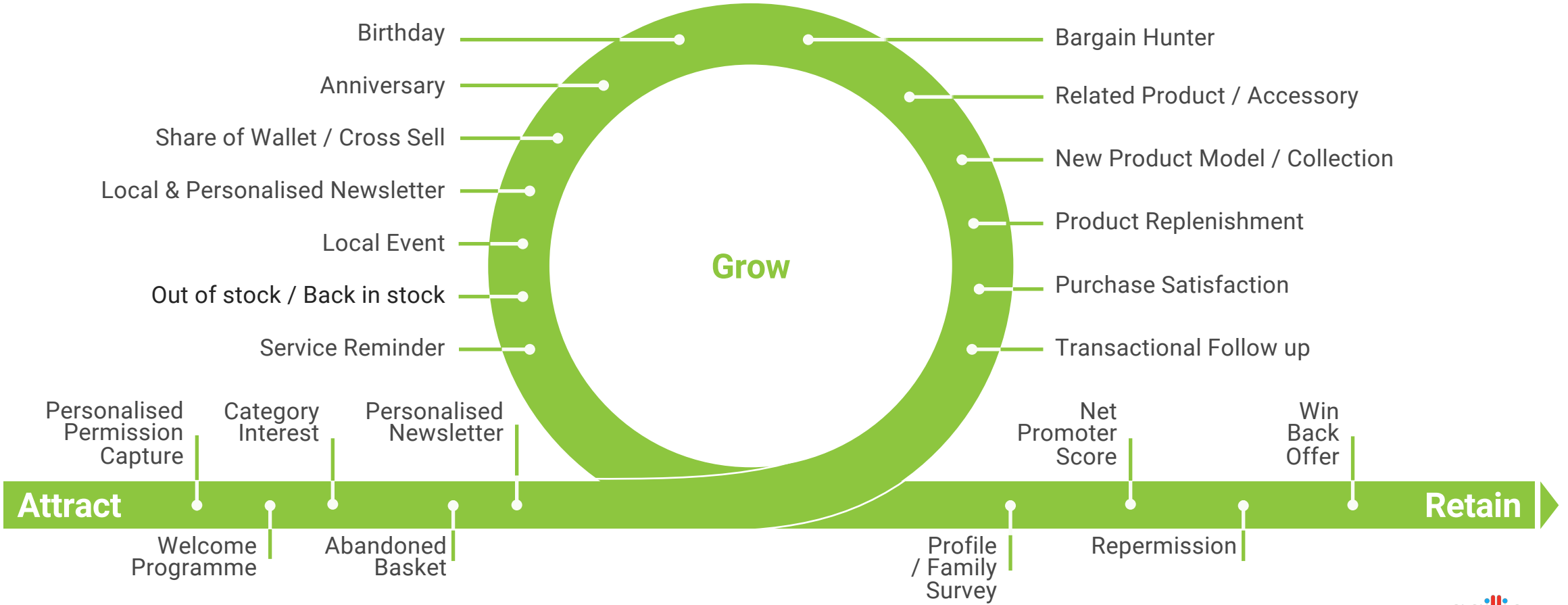
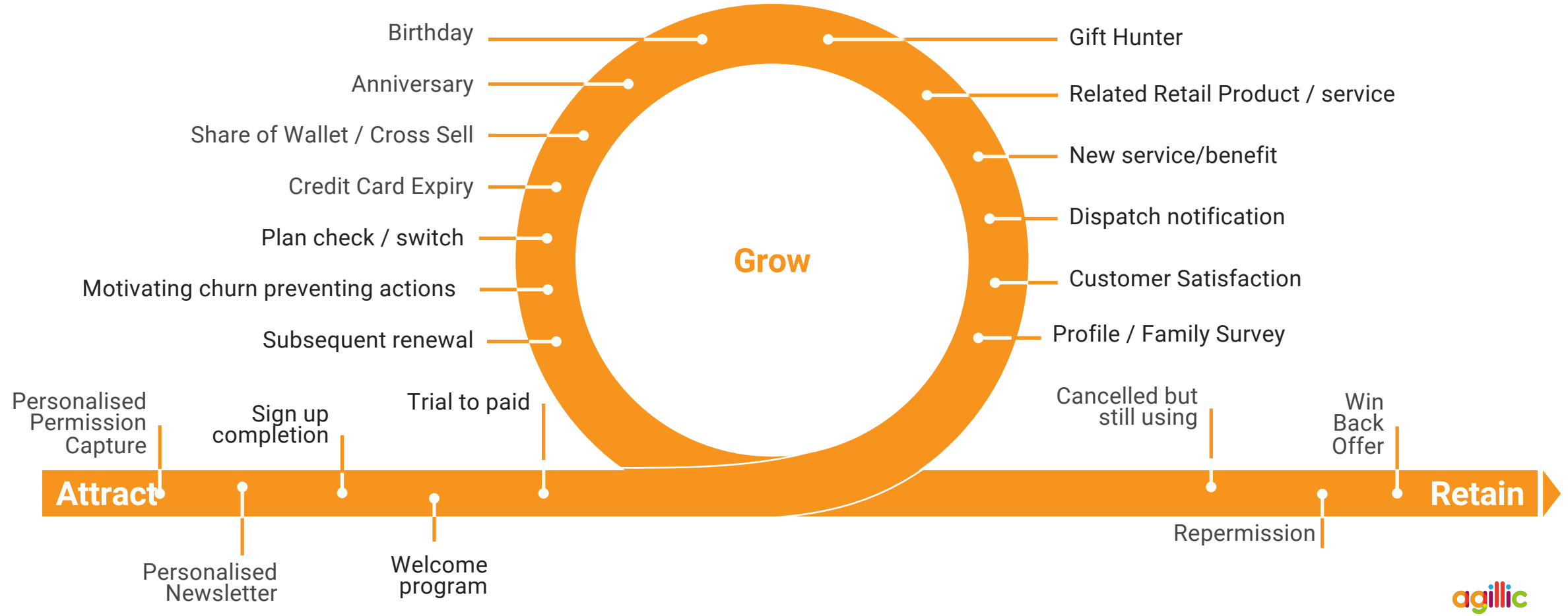
Typical Retail Moments



Typical Subscription Moments



Get help from
your agency !
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Your best trick for getting management onboard

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DATA, SYSTEMS AND ORGANISATION

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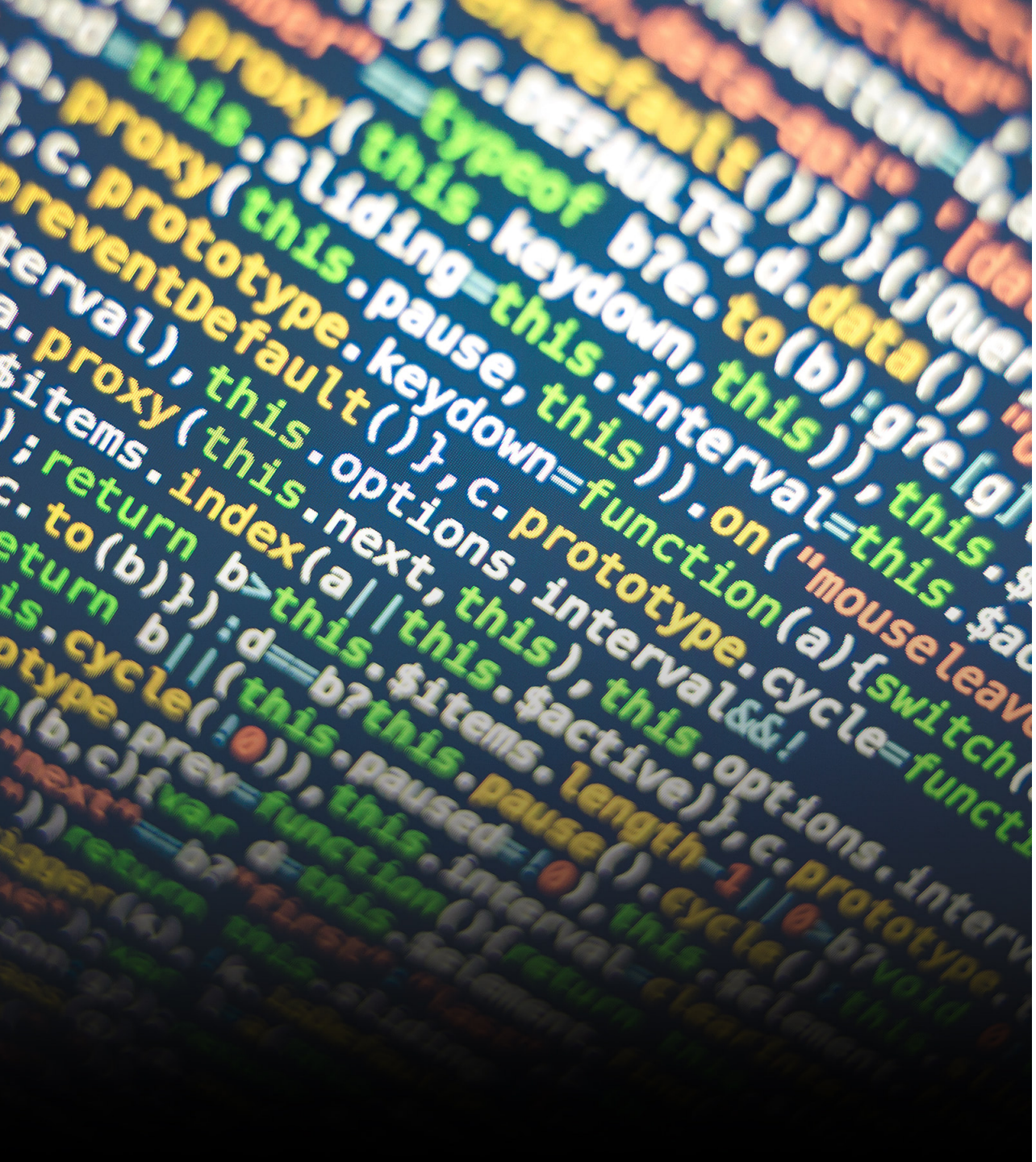

Poll #2

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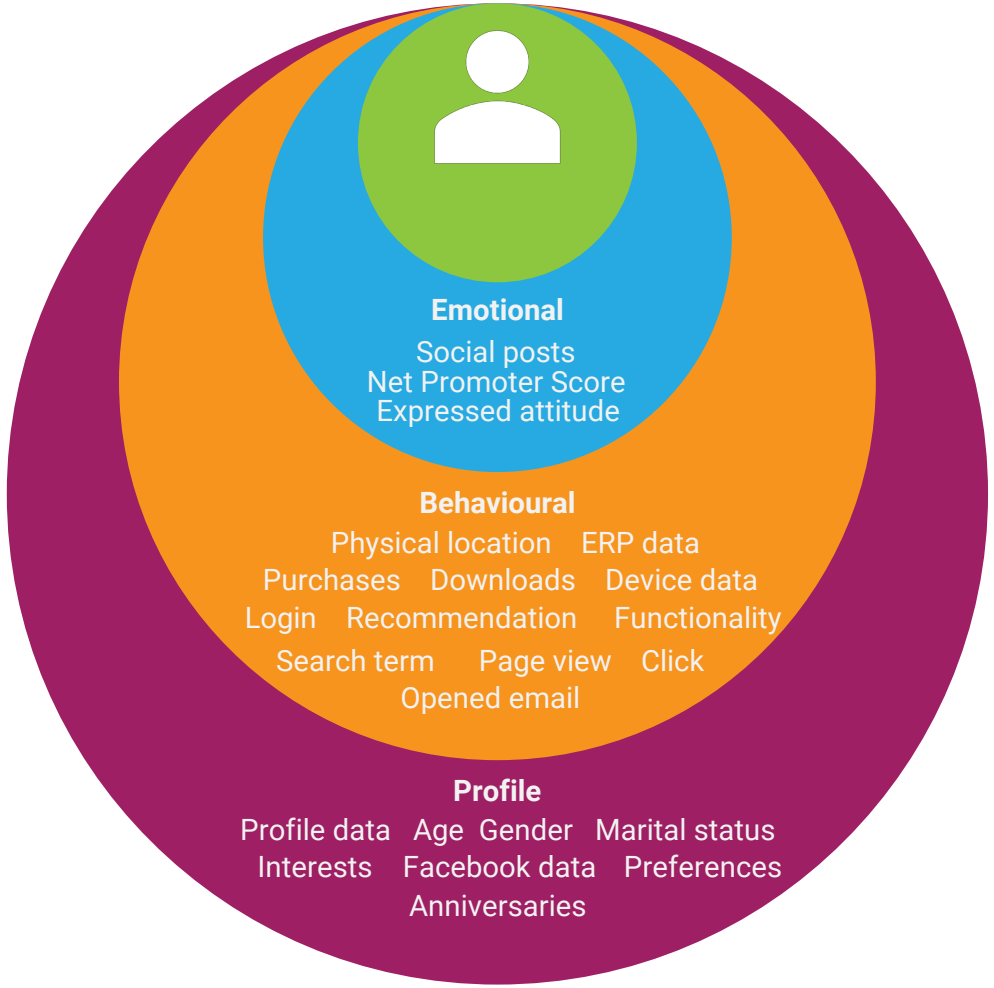
How much data do you need?



How much data do you need?

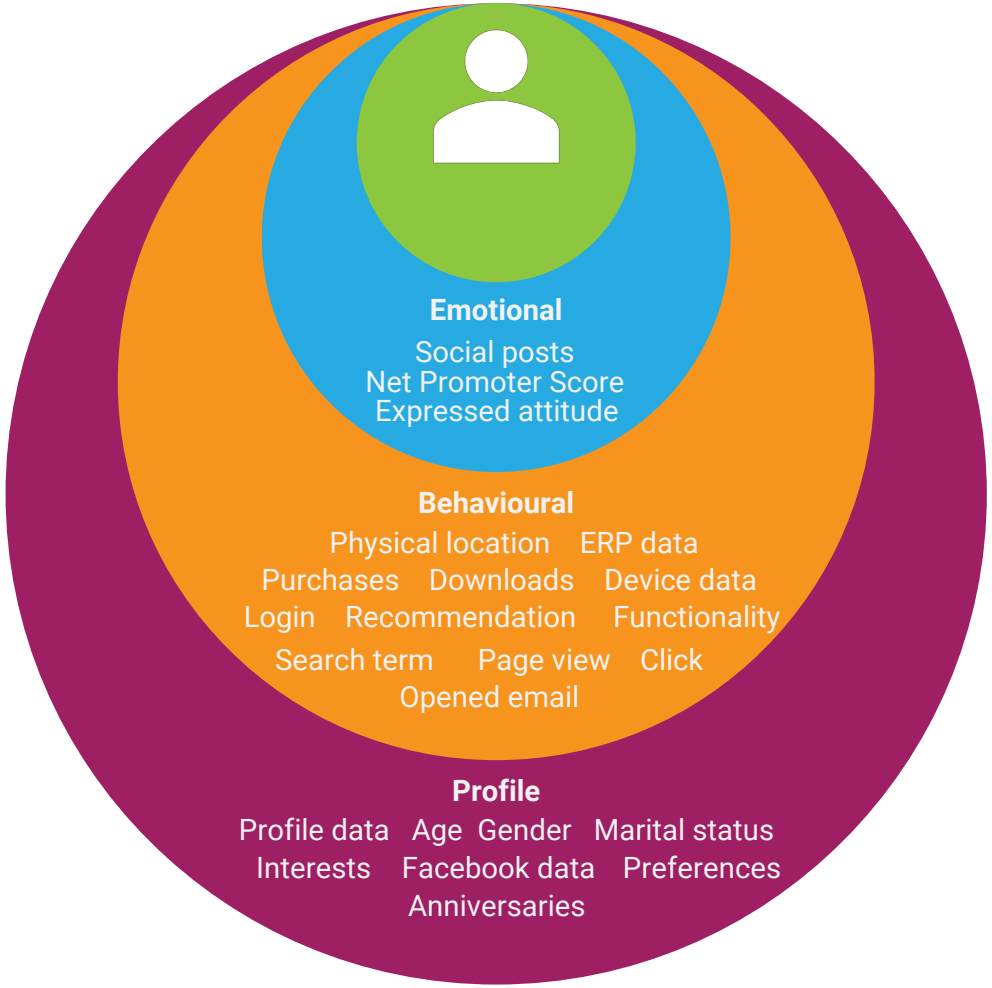
You don’t need all the data in the world!

Start simple

- Basic profile data (for simple personalisation)
- Web tracking data (effective in the beginning of the funnel)
- Email interaction data (product categories, topics etc.)
- Transactional data (effective for developing customer relationships)

Become advanced

- Transactional data from all sales channels
- Behavioural data from apps or devices
- 2nd and 3rd party data enrichment



Considerations when selecting a system

Usability & Time to market

Channel support

Flexibility in data model

Performance

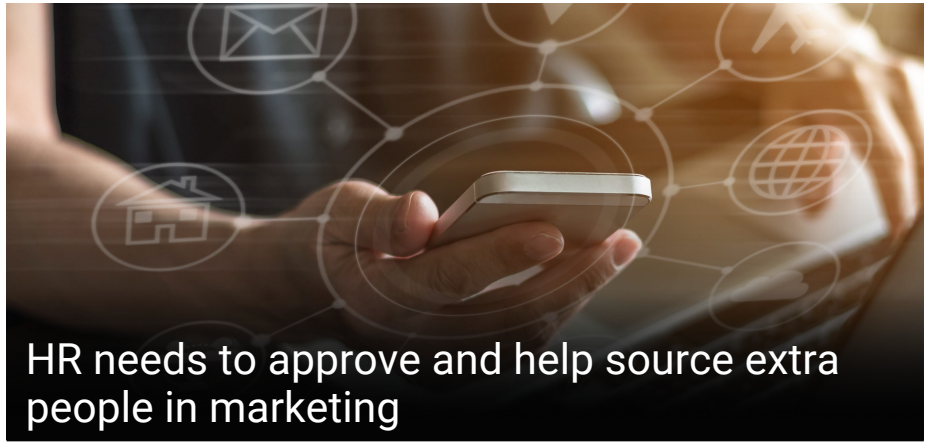
Support

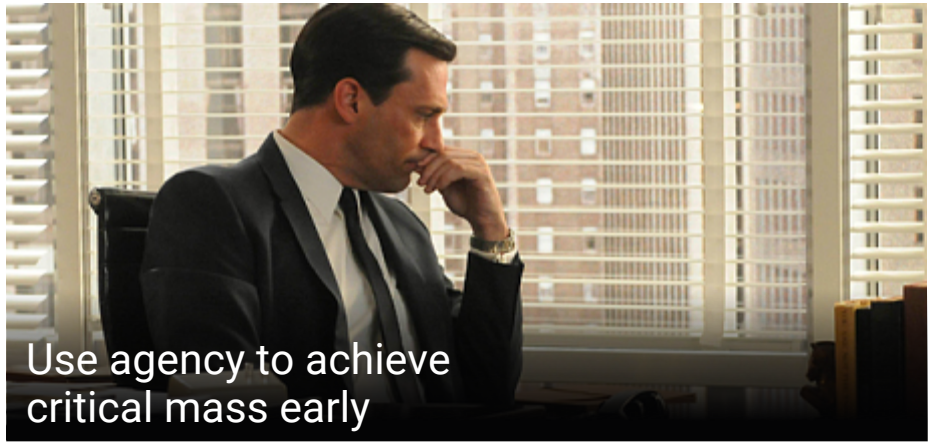
Partner selection

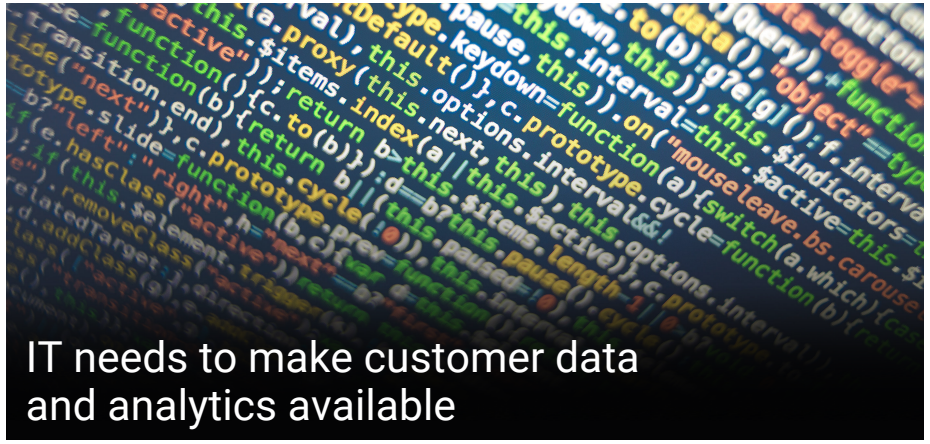
Customer references

Price

Help from across the organisation







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Skills needed for Marketing Automation

Establish foundation

Conceptualisation

Template design

HTML

Data Model / Integration

System administration

Skills needed for Marketing Automation

Ongoing execution

Copywriting

Graphic design

MA and Campaign configuration

Performance analysis

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