



HIGHER LOGIC
ALL TOGETHER



Ultimate Guide to Marketing Automation

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ULTIMATE GUIDE TO MARKETING AUTOMATION

If you are like most email marketers, you are faced with the challenge of balancing a strategic marketing plan with the daily drop-in from one of your colleagues that has an urgent email blast he needs sent. When you ask more about the segment it should be targeted to, you get some variation of, “oh just send it to everyone.”

How often do you sit in meetings and question if you are sending too many emails to your constituents? Do you question if your messaging really resonates with your audience?

A one-size-fits-all approach isn't cutting it any longer.



Take a look around and you'll see that we live in an on-demand world. From computers in cars to instantly streaming TV and movies, people have become accustomed to getting what they want exactly when and where they want it. It's time to take that same approach with your marketing messages and move away from a one-size-fits-all approach. It's time to create a customized email experience for your audience. Marketing automation will help you do that.

At a high level, marketing automation is all about — you guessed it — automation. The idea is automation will save you time by automating repetitive tasks while also creating more effective marketing campaigns, both which lead to an increase in revenue for your association. Marketing automation technology makes it easy for you to manage the segmenting, personalization, and timing to create a customized email experience for your audience.

But like most technology, the tool alone is not the answer. There needs to be a strategy behind your technology. Combine the two and you can achieve jawdropping results.

Take the American Association for Respiratory Care (AARC), for example. AARC's membership was stalled. A flat line in the association's core group of active members was even starting a bit of a downturn, as membership renewals dipped slightly. The steady decrease in membership renewals gave rise to the growing number of lapsed members. They were determined to find the right action plan to quickly change the current trajectory. Knowing new member cultivation would not be a quick and easy fix, AARC identified great potential within the growing lapsed member base.

They developed a win-back strategy to reach out to prior members to generate interest and encourage them to rejoin AARC. This strategy, combined with an automated campaign and various tests to improve their message, led to nearly 800 members rejoining the organization, bringing in over \$64,000 in membership dues in only 45 days.





AARC attributes their success to a new spin on an old strategy and automated campaigns.

“Use tools to help you automate and generate emails. None of us have the time to constantly be manually sending out emails of this kind. It makes perfect sense to automate,” said Sherry Milligan, Associate Executive Director of Membership at AARC.

If you are exploring marketing automation, don't make the mistake of investing in the technology without the plan to successfully implement. This guide will walk you through three critical elements of marketing automation that require strategic consideration before implementing the technology:

- Understanding your audience and creating personas
- Automated campaign structure and content
- Web tracking capabilities and using the data to connect with your audience



CONNECTING TO YOUR AUDIENCE WITH PERSONAS

By definition, a persona is the way your character or personality is perceived or presented to others. In marketing, when we talk about creating value and relevancy (the key to marketing success), understanding the persona of our target members, donors, customers, or users is critical. And honestly, it shouldn't just be a function of marketing.

Your organization's personas are something that should be developed and agreed upon by stakeholders organization-wide. That way, your personas drive everything from product and service offerings, programs and benefits, to content and marketing messaging — therefore delivering true value for the entire lifecycle of your relationship with them.

If you haven't developed your target personas or if you simply haven't revisited them recently, now is the time. You can have as many personas as you need, but we recommend starting with one or two, because it can get overwhelming quickly. It's best to revisit these on a regular basis to expand and refresh as needed.

Creating Personas

To identify which personas you will develop, start by looking at your best clients/members/donors and ask:

Who has an incredible need for what we offer and love for our organization?

Who will remain loyal for years and tell all of their peers about how great we are?

These people you identify within your current constituent-base should drive what your ideal target persona is. Use the commonalities among your answers to these questions when developing your personas.

Let's look at an example for an engineering association. When looking at the makeup of their membership, this association might decide to have personas for executives in engineering firms, professional engineers, students in engineering, and engineering educators.



Engineers



Executives



Students



Teachers/Professors

Dissecting the Data

Once you know what personas you want to have, go to your database to see what data you can collect on them, such as gender, age, job title, location, etc. Then take a deeper dive into questions related to what their environment is like, what motivates them, and what their aspirations are.

In addition to your database, other ways to collect this type of information are through surveys, in-person and telephone interviews, and focus groups. If you have a company-wide investment in persona development, you can work the collection of this data into your strategic plan and leverage multiple channels and staff to help collect this data. For example, use registration forms, follow up surveys or face-to-face meetings as opportunities to gather insights.

Make sure to give your persona a name that best describes them and try to assign a picture. Remember, this is not a real person. The goal of this exercise is to develop a deep understanding of your audience at a human level so that you can customize your brand experience for them. Personas should be research-based, fictional representations of your ideal member/donor/customer.

Personas vs. Target Groups

Here's how a persona differs from a target group or segment:

TARGET GROUP

Real people

Segments of data
(age, job title, income, etc.)

Focused on your company's needs

Based on known data (how did they act?)

PERSONA

Fictional

Demographic & Behavioral Data
(motivations, goals, ideals)

Focused on humanizing to meet their needs

Provide future insights (how will they act?)

Bringing Personas to Life

The data, which we like to call the “head” portion of your persona, is first, but uncovering the “heart” of your persona is what will really bring it to life. To get to the heart knowledge, you need to understand the needs, expectations, motivations, values, attitudes, and behaviors of your audience.

People donate their time and money, support a cause, or make a purchase based on how they feel. Discovering what truly matters to your personas will enable you to be intentional in why your organization should matter to them.

Now that you understand what a persona is and how personas can elevate your messaging and drive your organization’s services and offerings, it’s time to gather your stakeholders and develop personas.

Use the worksheet on the next page to drive the conversation and uncover your personas’ challenges, motivations, and typical workday. Spend some time crafting a narrative like the one below to help you visualize your persona.



Cathy Counselor

Cathy is an addiction professional working alternately in private practice as well as at a treatment facility. She comes into contact with patients that may exhibit addiction symptoms. She needs to be able to recognize the signs of substance abuse and be equipped to lead the diagnosis, recommend a treatment plan, as well as provide clinical services.

She has personal experience with addiction and feels strongly about helping others. The work can be very fast paced and stressful. Her job require continuous education certificates in order to maintain her credentials and continue working in the field. Without employer education assistance, she must find free or low-cost educational resources to make ends meet.

PERSONA WORKSHEET

Name: _____ Persona Type: _____

Describe who this person is and how others would describe her. What is her typical day like? What defines her? What is her life experience? What are her main hopes and dreams? Her aspirations?

How would this person describe your organization? Quote:

Profile Attributes

Gender: _____

Age: _____

Location: _____

Family: _____

Company Size: _____

Industry: _____

Common Job Titles

Title 1: _____

Title 2: _____

Title 3: _____

Job Responsibilities (day-to-day)

Responsibility 1: _____

Responsibility 2: _____

Responsibility 3: _____

Responsibility 4: _____

Responsibility 5: _____

Challenge / Pain Points

What keeps them up at night?

Pain Point 1: _____

Pain Point 2: _____

Pain Point 3: _____

Key Drivers / Motivators

Why do they do what they do every day?

Motivator 1: _____

Motivator 2: _____

Motivator 3: _____

Core Values / Beliefs

What does this person value?

Value/Belief 1: _____

Value/Belief 2: _____

Value/Belief 3: _____



IMPLEMENTING AUTOMATED CAMPAIGNS

Why Automation?

Think about the steps that go into planning and executing email campaigns. Do you use a whiteboard to visually flow out comprehensive marketing campaigns? Do you purposefully plan your response to actions that constituents take? Do you want the communications to have a personal touch, much like the ebb and flow of verbal communication?

You can do all this and more with marketing automation. Automating campaigns will make your organization more efficient and more effective. You can expect to reap tangible benefits such as:

- Reduce manual work
- Improve response to constituent activity from multiple marketing channels
- Enhance campaign planning with visual, end-to-end process flow
- Create a consistent constituent experience with campaign continuity
- Document campaign purpose, goals, audience, etc.
- Improve strategy scope without increasing labor costs
- Measure ROI



Campaigns to Automate

A campaign-based marketing approach will help you deliver relevant information, beginning with the first interaction you have with a subscriber and continuing throughout the entire lifecycle of the subscriber relationship.

Here are a few examples of automated campaigns that will nurture relationships with subscribers throughout different stages of your relationship.


Welcome Campaign

Send the first automated welcome email within 24 hours upon capturing a new email address of a prospect or new member. This is the time to roll out the red carpet with a warm welcome and to reinforce the benefits and value of being a member of your organization.

As a best practice, a welcome campaign should include a series of purposeful communications sent over the first few weeks of a member joining your organization. Think of this as an onboarding vehicle to equip new members with information to successfully engage with your organization.

When crafting your campaign, identify what your members need from you and what you need from them. Here are some items to consider as you develop your welcome campaign:

- Member Login Information
- Link to Complete Member Profile
- Tutorial Welcome Video Link
- Accredited Educational Courses
- Networking Opportunities
- Online Handbook
- Member Discounts
- Key Contact Information
- Industry Newsletter
- Testimonials
- Volunteer Opportunities
- Fundraising Events



It is crucial to invest in getting new members acclimated and engaged with your organization. Engaged members tend to participate in events, become brand advocates, attend educational sessions, and stay with organizations longer.

Use the [worksheets](#) at the end of this section to get started with planning a welcome email series.

Event Campaigns

An effective event campaign is a series of targeted, multi-part communications beginning with event awareness through event conclusion. Automating the process flow enables you to save time and ensures thorough execution. Your multi-part series might include some of these items:

- Save the Date
- Initial Invitation – Early Bird Registration
- 2nd Invitation – Register Today – Don't Delay
- 3rd Invitation Reminder – Time Is Running Out!
- Registrant's Information – What You Need to Know Before You Go!
- Thank You for Attending – Your Feedback Requested

Be sure to target each message to the applicable audience at every stage of the campaign. For example, you'll want to suppress registrants from the Invitation Reminder emails.

Member Appreciation Campaigns

Take the opportunity to connect to members in a meaningful way by recognizing birthdays, anniversaries, special occasions, or thanking them for their contributions. These types of campaigns can be automated easily, since they are typically triggered by data captured within your database. Be sure to include appreciation emails into your marketing plan, as they go a long way in fostering engagement and loyalty to your organization.

Engagement Campaigns

Activities such as form submissions, web page visits, course completion, or clicking on specific email links provide you with information that can trigger automated relevant follow-up communication. We typically think of responding to what members do, but we can also proactively respond to what they don't do. Inactivity can be a trigger as well.

For example, members that haven't opened an email in a defined time frame (3+ months) could be sent an automated campaign with specific calls to action to re-engage the member. A continued non-response would trigger additional follow-up communications with a strong and compelling reason to re-engage. As part of any re-engagement campaign, you want to explore all viable channel options for reaching members, especially if one channel is suddenly not producing results.

Nurture Campaigns

Similar to the welcome email series, a nurture series should effectively reinforce an organization's core purpose and strengthen membership. The renewal campaign delivers membership value, affirms accomplishments that map back to the core purpose, appeals to future needs, recognizes member participation, and motivates renewal. Automated nurture campaigns can be set up to trigger at predefined time periods calculated from a member's join or renewal date.

Win Back Campaigns

If you notice the number of non-renewing, or lapsed, members growing, a campaign designed to win back their membership may be needed.

While a re-engagement campaign concentrates on current members that have decreased their engagement with your brand, a win back campaign focuses on members you have temporarily lost. The content of your message should concentrate on the value the subscriber gains from their membership with you. Be concise and make renewing their lapsed membership a simple process.

Getting Started with Automation

Knowing you want to automate a marketing campaign is great, but knowing where to start is a different challenge to keep in mind as you start to automate.

Know Your Audience

Before you can work on automating your marketing campaigns, it is crucial to have an understanding of who your audience is. A great way to gain this type of knowledge is to develop member personas early in the process of adopting marketing automation. Each persona has distinct needs, goals, and challenges they face. Understanding these differences will allow you to craft a campaign plan with effective content that is relevant, timely, and focused.



Map the Process Flow

Let's say you are planning a road trip with your family. You probably know where you want to go, but maybe you're not quite sure how to get there yet. You pack your bags (content), you load up your family (personas), and you set off for your destination. As important as it is to pack the right clothes and not leave anyone behind, knowing how to arrive at your destination is key, and a trip without a map may be costly.

Before you begin setting up your campaign, map out how the campaign will run. Some questions you should ask yourself:

- How long should the campaign run? Is this a simple campaign, like a welcome series, or is it a more involved reengagement campaign?
- What steps should be involved? A welcome campaign may consist of a few mailings, but an event may require more complex emails based on who has registered.
- What is the ultimate goal of your campaign? Are you simply sending a newsletter and putting pertinent information in front of your members, or do you need to reach a member renewal goal of 30%?
- How are you defining success for this campaign? Do you need to reach 100 attendees for a webinar or obtain a membership goal, or are you simply looking to hit certain email engagement metrics?

Answering these questions ahead of time and mapping out the various steps your members will need to take will make it easier to construct the campaign.

Understand the Member Journey

Just like you need to understand the plan for your campaign, you need to understand the journey your member is going to take. Each campaign has a unique journey for constituents. Be mindful of the messages used, the pace of the campaign, and the content delivered. What is your member expecting from you? What information can you put forth that is going to give them the most value? Knowing how members interact with your brand and what information they need from you to be successful will allow you to create more effective, personalized content.

Create Relevant Content

At its core, a campaign is a series of mailings structured in such a way that they reach your constituents at a set time or after a set action. Automating a campaign allows you to set everything up ahead of time and analyze the performance as it runs, rather than having to worry about creating content at each step individually. Even though we are setting these messages up in advance, we want to make sure the content included in those messages is as relevant as possible. As you build your campaign, be mindful of where in the journey your members are and what message you want conveyed to them at that point in time. The message at each step should be unique and deliver value that previous messages did not.

For example, consider your welcome campaign. Each mailing should contain a new feature, a new benefit to their membership, or a new piece of information that helps to move them along the path and reach the ultimate goal you have set for them. Depending on the campaign, the message may only vary slightly, but you don't want your members to feel you are just restating the same idea over and over.



Use Labels for Future Reference

Taking notes is never fun, but when it comes to campaign automation, it could be invaluable. When designing a campaign, make sure you use any labeling functions in the campaign tool. Note what the intention of a specific step is, how long a wait step is, or what behavior you should expect. Effective campaign labeling provides more detail, keeps step labels shorter, and will make referencing the campaign in the future significantly easier.

Stay Focused

Building a campaign can be challenging. Sometimes when you've worked out a plan in advance, more variables come to mind once you're setting it up. You start thinking about other directions members could take, thinking that more steps could be needed. It's very easy to get lost in the structure of the campaign and the "ifs," decision points, and wait steps, but stick to your plan. Trust that the forethought put into your campaign is accurate and remain focused. If you get lost and confused, your campaign will reflect that, and members will notice it in the messages they receive.

Analyze Performance and Remain Flexible

Just because a campaign is automated doesn't mean it's hands-off. You need to remain actively involved with your campaign. Analyze email metrics and the performance of the campaign as it goes on. Are open rates where you want them to be? Are your members clicking on the relevant content you intended for them to interact with? Are you on track to meet the goal of the campaign? If not, you may need to alter the content in some mailings to garner better results. It is ok if your campaign is not perfect ahead of time as long as you remain engaged, flexible, and focused on your results.

Planning Resources

Now you're ready to start building automated campaign. This chart will give you some ideas for what to include in a welcome campaign, content ideas, and campaign flow. Use the worksheet on the next page to start mapping out your own welcome campaign.

WELCOME EMAIL SERIES

Campaign Name	Welcome Email 1	Welcome Email 2	Welcome Email 3
Purpose	Welcome new members to the organization, communicate onboarding information for immediate interaction and engagement.	Continue new member orientation; confirm benefits and value, encourage early engagement; set expectations for upcoming organization communications.	Promote incremental benefits and value of membership. Inform new member of opportunities to contribute and impact organization's purpose.
Target Audience	Member Subscription Date = Yesterday	Member Subscription Date = 4 Days Ago	Member Subscription Date = 8 Days Ago
Key Message	Give a warm welcome to new members, provide login instructions, encourage members to complete profile and preferences, highlight key navigation sites for getting started.	Highlight and provide links to all benefits, communicate information on education courses, provide link to industry newsletter and set expectations for next industry news update.	Communicate upcoming Networking Events, Member Discounts, and showcase volunteer and participation opportunities.
Timing Requirements	1 Day after email sign up (Welcome Series Audience to be excluded from all other email campaigns).	4 Days after email sign up (Welcome Series Audience to be excluded from all other email campaigns).	8 Days after email sign up (Welcome Series Audience to be excluded from all other email campaigns).
Testing Plan	A/B Subject Line Test	A/B Subject Line Test	A/B Subject Line Test

CAMPAIGN WORKSHEET

TITLE:

Campaign Name	Email 1	Email 2	Email 3
Purpose			
Target Audience			
Key Message			
Timing Requirements			
Testing Plan			



CONNECTING THE DOTS WITH WEB TRACKING

Web tracking is an insight and action tool to help you better understand and interact with visitor activity on your website. It's a component of marketing automation that offers full integration among your email platform, website, and database. This capability can be a game changer for your organization as it allows you to customize and delight your audience by noticing and meeting their unspoken needs.



How Does Web Tracking Work?

Getting started with web tracking simply requires adding snippets of JavaScript code to web pages on domains that you own. Web tracking is a cookie-based tool to track page views and duration, page interactions, and online purchases that occur on your website. You will immediately begin to gain insights into the activity your subscribers have with your website after just one click-through from an email. Just like the storefront scenario, this puts you in the midst of your audience and equips you to make personal connections with as many as you choose.

What Types of Activity Can I Track?

- Page Views — individual webpage visits and the duration of time spent
- Page Interactions — “call to action” activities such as downloads, form submissions, and video plays
- Online Purchases — ecommerce activity such as purchases, donations, and membership renewals

Better understand how your visitors use your website, and target emails to your subscribers based on website activity. This opens up the opportunity to KNOW your audience and to ACT on that knowledge in a way that wasn't possible before.

Does Web Tracking Take the Place of Google Analytics?

No, not at all. While both tools report website activity, they each serve a very different purpose. Google Analytics is a comprehensive analytical tool for measuring website effectiveness and performance. Web tracking is an insight and action-based targeting tool, primarily used for marketing and communication purposes. Web tracking functionality includes:

- Key website metrics in easy-to-read reports for monitoring performance
- Visibility into the web activity of your “known” visitors
- Capability to create target audiences based on web activity
- Consideration of web behavior in your lead and engagement scoring models

[Brush up on your web tracking terms with a summary at the end of this guide.](#)

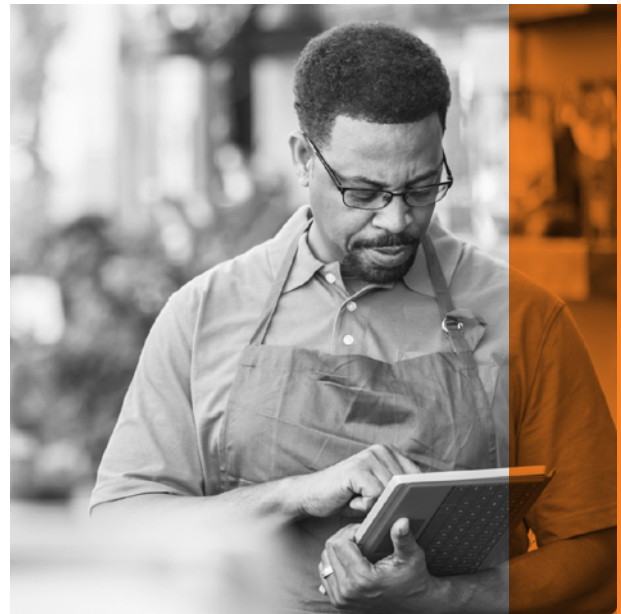


PRECISION TARGETING WITH WEB TRACKING

Create meaningful connections with your audience by leveraging the power of web activity. The ability to tie web activity back to an individual subscriber gives you precise targeting power. Creating a targeted list based on web activity lets you customize the user experience for your audience. Web-based target lists can be used to trigger a single one-off email or be the starting point for an automated campaign. Web activity target lists may also be used as a suppression file or in a decision step within an automated flow. Just like in our storefront scenario, you are well equipped to make personal connections with your audience. The choice is yours and the possibilities are endless.

There are four features of web tracking that provide data for automated campaigns:

- Page Tagging
- Page Views
- Page Interactions
- Online Purchases



Page Tagging

One of the coolest features of web tracking is page tagging. Page tags allow you to categorize pages or groups of pages on your website to get even more data on how visitors are interacting with your website. When you bucket pages together with page tags, it can help paint a better picture about what type of content visitors are most interested in, which in turn will help you customize the content they receive from you in their inbox.

Similar to hashtags on Twitter or categories on blogs, page tags can represent themes of content on your website. For example, membership pages on your website might be tagged behind the scenes with “Membership,” while annual meeting, calendar, and events pages are tagged “Events.” Pages that prospective donors are most likely to visit might be tagged “High Value Prospective Donor,” so donor officers can precisely target those visitors via phone calls, an automated campaign, or an in-person visit.

Page tags will naturally create new segments of your audience, allowing you to slice and dice your subscribers with greater ease.

Page Tagging with Lead and Engagement Scoring

Page tagging becomes even more powerful when you combine it with lead and engagement scoring models. Incorporate visits to your high-value pages as a mechanism to boost lead and engagement scores and identify new leads. With page tags tied to scoring, it's even easier to see what engaged web visitors are interested in and how you can prioritize your follow-up.

Customizing Automated Email Campaigns

With page tag web tracking data, you can easily place website visitors into automated nurture campaigns based on the type of content they're interested in. Have a visitor who keeps coming back to your event pages? Consider an automated nurture campaign to send updates on similar events your organization hosts.

Page Tag Ideas

Categorize High Value Pages

- Donation Pages
- Membership Pages
- Contact Us Pages
- Pricing Pages

Categorize by Content Type

- Webinars
- Continuing Education
- Industry News
- Networking Opportunities
- Events



Page Views

Page views can be a great source of information when it comes to marketing to your audience. Not only can you review this data to see how specific pages on your website are performing, you can also utilize this data to target your content more effectively.

The page view metric shows the total number of pages viewed by a visitor on your website, including repeated views. Not only does it show pages people are viewing, but it helps to communicate how effective content on the website is and the quality of which it is presented. When reviewing the performance of your website, understanding page views can be particularly important for a few reasons:

Display Ads

If your organization gains revenue through display ads, page views are a really relevant metric to possess. In this scenario, each page view would also count as an impression, meaning how many times that ad has been displayed.

Measuring Content Adoption

When launching a new section on your website, you probably want to make sure people spend time reviewing new content that has been added there. Understanding how many times visitors are navigating to a particular web page will help you either have confidence in how the content is being presented, or identify potential issues allowing you to adjust more rapidly.

Members-Only Content

If your website has a section reserved for paying members, reviewing the page views for these sections can illustrate whether or not members are taking full advantage of their memberships.

Page views are an indication of how engaged people are with your brand. Just as you can adjust our marketing plans based on email engagement, you can leverage website analytics to customize messages and reach out to your audience in a new way. Page view data gives you additional subscriber insight to create automated campaigns dictated by their website behavior.

Here are some examples of campaigns for current subscribers and prospective subscribers based on page view data.

CURRENT SUBSCRIBERS

Members Only

Identify members not using the members-only area and therefore may be missing out on great content. Create messages that outline some of the content they may be interested in and reinforce the benefits of membership to increase content adoption.

Low Page Views

Identify subscribers not actively visiting your website and create messages targeted towards driving them to great web content.

Recommendations

Have more content related to the pages constituents are visiting? Evaluate pages viewed and provide recommendations for similar content and resources.

PROSPECTIVE SUBSCRIBERS

Website Bounces

Someone who only visits one page on your website then leaves is known as a bounce. Reach out to these people to attempt to uncover additional interests and foster a new relationship. Perhaps there was something they wanted to know and couldn't find, or they might have found what they needed and following up could help answer some additional questions for them.

Multiple Page Views

These are people with a clear interest in your brand and may be considered high-value prospects. Structure a campaign to continue the conversation with them and further the relationship.

Based on Subject

Customize your email messages based on specific subjects or page tags to build emails that relay content in a personal way. Creating this personal connection will help build a strong initial relationship and could increase the likelihood of conversion.

Page Interactions

One of the coolest benefits of web tracking is the ability to track page views and page interactions. A visitor that's not only on your website but also taking the time to interact with it by watching a video or filling out a form is likely more engaged and more interested in your organization. Now you can capitalize on their interest. Any type of activity you can control with JavaScript can be tracked as a web tracking interaction.

Video Plays

Videos are an organic, interactive element on websites that greatly improve the user experience. With the rising demand for interactive content and decline of the adult attention span, videos can be great way to quickly deliver content in a visually appealing way. Here are some examples of videos you might have (or might want to create) on your website:

- Product overviews
- Annual conference highlights
- Member testimonials
- Volunteer tributes
- Short demonstrations

When visitors are known users, web tracking code allows you to capture exactly who is watching a video and if they make it all the way to the end of the video. Once you've identified visitors who are watching videos, you can put them into automated campaigns. For example, say you have a video about a new certification class you're hosting, and have identified a segment of known users who have watched that video. You can add them to an automated campaign that includes information on the course, benefits of registration, testimonials from prior students, and related resources they might be interested in. You can even trigger the first message to land in a subscriber's inbox minutes after they've watched the video. Talk about sending a message at the right time!

You can try a similar tactic for visitors who are repeatedly watching your annual conference highlights, but not registering for this year's annual meeting. Automated emails, sent at the time a subscriber is thinking about your event, takes advantage of a subscriber's interest, encouraging them to take action while your event is top of mind.

A similar approach can be taken with driving traffic to an organization's online community. Leverage page interactions — such as watching videos — to add to the member or supporter experience and at the same time, increase the return on investment of an online community. It's a win-win for members and the organization.

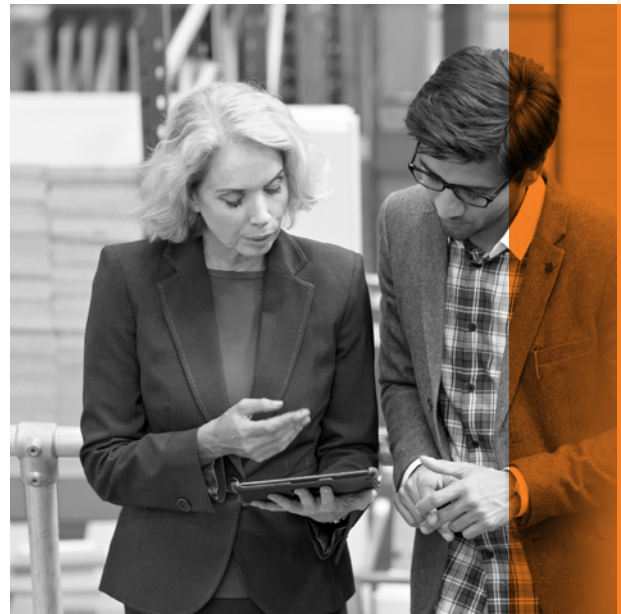
Whitepaper Downloads

When a website visitor interacts with your site by downloading information — such as whitepapers, product spec sheets, membership forms, etc. — they are a prime candidate for an automated nurture campaign. They have raised their hand, indicating they're interested in your offerings or the industry you serve, and are likely to have interest in other services and offerings you have regarding that topic.

Tracking these interactions with web tracking will allow you to place visitors into pre-determined nurture paths for the topics they're interested in.

There are two primary approaches to nurture paths:

1. Department-based. If a known user downloads a whitepaper that's marked as continuing education content, then start a nurture campaign to remind the subscriber that your organization is a go-to resource for your industry. Include things like additional educational opportunities, webinar details, online seminars, and related books.
2. Topic-based. Using that same whitepaper example, start a nurture campaign based on additional content related to that topic. This helps make your organization's name synonymous with that topic.



Online Purchases

It's going to happen...they open, they click, they begin the transaction process. The next thing you know, the cart is empty. What happened? Did they have technical difficulty, did they change their mind, or did they get interrupted? Now what? Savvy marketers know this is not the time to walk away and let this scenario go unnoticed. Perhaps your audience had second thoughts and needs a bit more information. Perhaps they were distracted and still intend to follow through with the purchase. The opportunity to follow up, add value, and nurture audience relationships abound with web tracking's precision targeting ability.

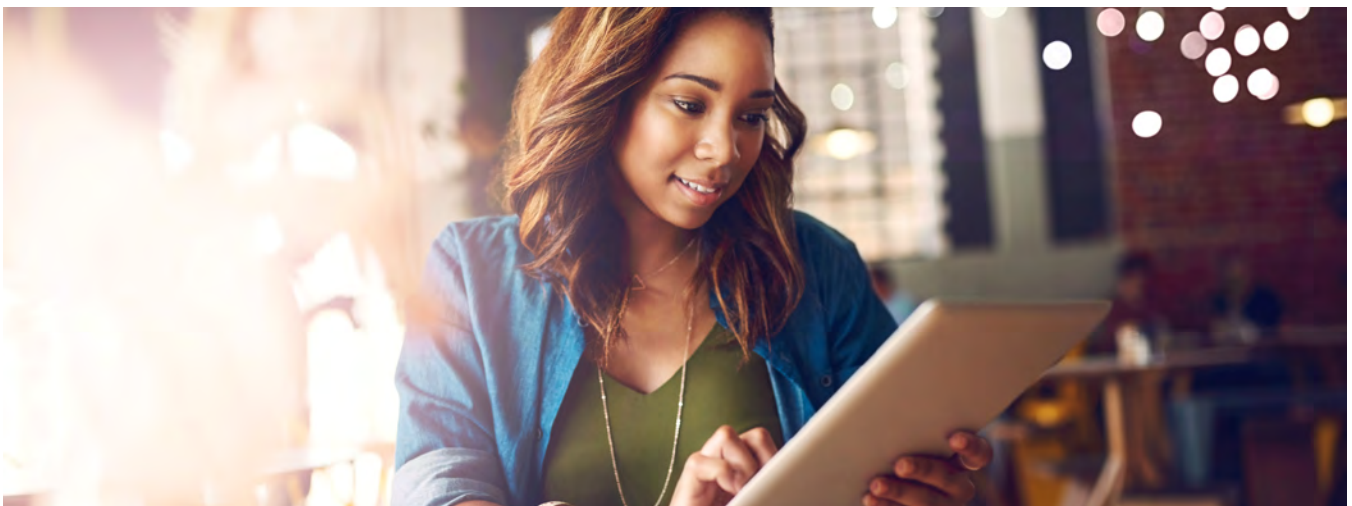
How are you currently interacting with your audience after they complete a transaction? What opportunities do you have to further develop the relationship beyond providing a business receipt? Retailers know consumers are more likely to make a second purchase shortly after their first purchase. A recent purchase is also an effective time to gather feedback on the user's experience, which could provide valuable marketing content for future email programs. What else might the subscriber be interested in based on what they have previously purchased? This might mean sharing information about previously recorded webinars or pointing the subscriber to web pages that address the topics they are interested in.

There are ample opportunities to bring additional value to your audience. Below are a few ideas to consider for your email programs.

- Abandoned Shopping Cart
- Out of Stock / Replenishment Notifications
- Order Confirmation / Thank you for your Purchase
- Post Purchase Nurture Campaign (Survey Feedback, Product Reviews, etc.)
- Cross Sell / Upsell
- Content Recommendations

Ecommerce email campaigns based on subscriber behavior can greatly improve your conversion rates and bring incremental value to your audience relationship.

By taking advantage of the data at your disposal with web tracking functionality, you can reach your constituents more effectively. When you're fully informed about how current and prospective members, donors, and visitors are interacting and engaging with content on your website, you are empowered to notice and meet their unspoken needs.



Web Tracking Terminology

We discussed a number of web tracking concepts in this guide — don't fret over the terminology. Below is a summary of common web tracking terms we use and how they are defined.

Sessions

A session is the period of time a user is actively engaged with your website.

Users

A visitor to your website. This could be an anonymous user or a known user and this includes both new and returning users.

Page Tags

A word or short phrase that allows you to categorize a page or group of pages from your website.

Pageviews

Pageviews are the total number of pages viewed. Repeated views of a single page are included in the total count.

Average Pageviews

Average Pageviews/Session (or Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are included in the total count.

Known Users

Users that have clicked through an email sent from your Higher Logic account and have visited a tracked web page.

New Users Added

The number of new and known users that have visited a tracked web page during the time period specified.

User Bounces (Visited only 1 page)

The percentage of users that visited your website and only viewed one page.

Pages Visited (Visited 2 or more pages)

The percentage of users that visited your website and viewed more than one page.

Average Duration by Number Pages Visited

The average time spent on a web page based on the number of pages visited.

Click Through

Term used to represent when someone clicks on a specific hyperlink in a mailing.

Online Purchases

An ecommerce transaction on your website. Higher Logic can track the quantity, total value, average purchase value, and last purchase date for purchases made on your website in the time frame specified.



HIGHER LOGIC
ALL TOGETHER

1600 Wilson Blvd, Suite 400
Arlington, VA 22209
866.670.1402 · Fax: 866.533.0428
sales@higherlogic.com

WWW.HIGHERLOGIC.COM



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