

act-on

i  marketing

Eastern Region User Conference
June 6, 2014

Give us a day, we'll make you a better marketer



RAPID FIRE SESSION NURTURE

PRESENTED BY:
PETE FERRIS | PUMPONE
AARON BOLSHAW | ACT-ON SOFTWARE



- Fast Facts
- Lead Nurturing 101
- Show & Tell
- PumpOne
- Wrap It Up
- Questions
- Eat Food

Companies that excel at lead nurturing generate



- Forrester Research



Companies that automate lead management

see a **10% OR GREATER**

increase in revenue in 6-9 months.

-Gartner Research

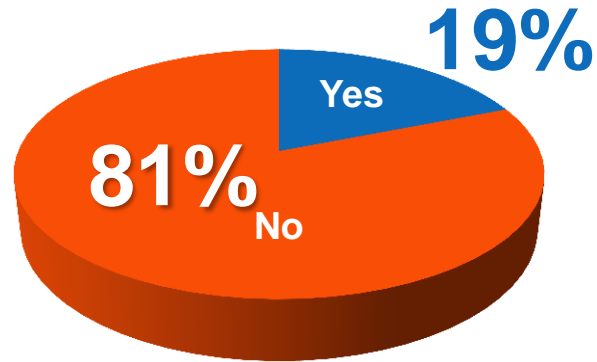


Nurtured leads make **47% LARGER** PURCHASES than non-nurtured leads.

-The Annuitas Group

Which customers are using automated programs more?

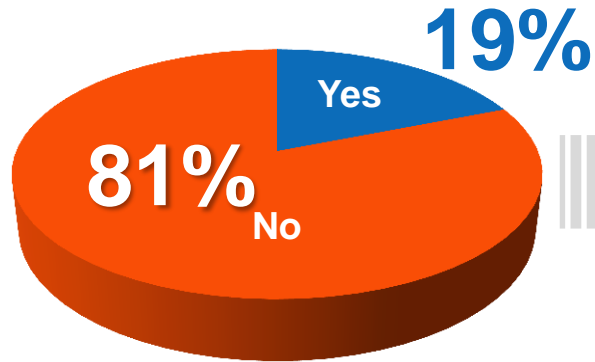
All Customers



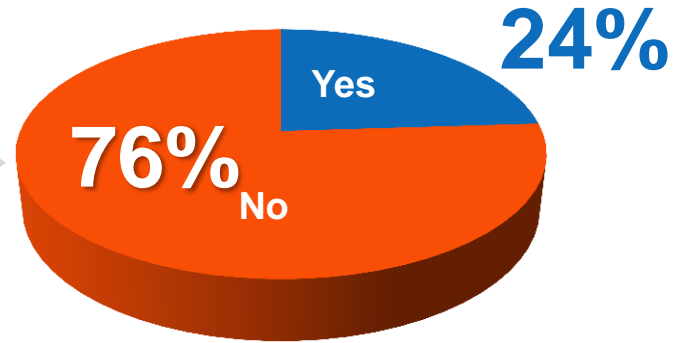
New England Customers

Which customers are using automated programs more?

All Customers



New England Customers





Engaging with and building a **relationship** with prospects and customers by providing relevant and timely information based on **their needs**

Buyer Persona

- A short bio of the typical customer
- Includes information on:
 - Buyer's background
 - Daily activities/behavior
 - Current solutions to problem(s)
 - What's important to this buyer

Their Buying Process

- The steps your Buyer goes through from need-identification to post purchase
- Should be customized, not “vanilla”



- **Content is information that is of value to visitor/prospect/customer.** Often, they are willing to exchange their contact details to access it
- Different content will be **more/less effective** depending on the buyers relationship with the company, and their place in the buying journey
- Providing relevant and timely information based on ***their needs***, not ours



Buying Process Stages

	Buyer Persona / Buying Cycle Stage	Gain Permission	Overcome Objectives	Support Decisions	
Personas	Economic	• Whitepaper A	• ROI/TCO Calculators	• Proposal • ROI/TCO Calculators	Buyer Content Map
	Technical	• Brochures • Whitepaper B • Webinar	• Free Trial • Test Drive • Help Files • Documentation	• Case Studies • Testimonials	
	Influencer	• Success Stories • Newsletter	• ROI/TCO Calculators	• References & Endorsements	Content
	Executive	• Whitepaper A	• ROI/TCO Calculators	• Proposal • References & Endorsements	

Create segments in Act-On that reflect your **personas** & where they are in **their buying cycle**, then send relevant content using **dynamic content**

PERSONA

BUYING CYCLE

CONTENT

Segment: Method: Query Cancel

Base List: Salesforce Saved Report: Prospective Upsell Accounts

This segment contains contacts with of the following attributes: Store

Profile

Title	contains	chief exec;ceo;cmo;coo;president	Remove
Title	does not contain	coordinator;assistant;manager;sp	Remove

+ Add

Behavior

Select Based On:

Time Period:

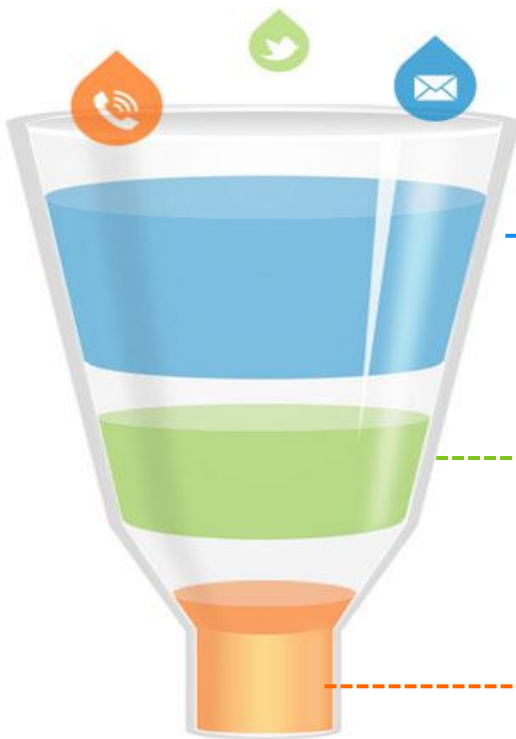
Visited Web Pages: choose Remove



Powerfully simple and effective

AUTOMATED PROGRAMS

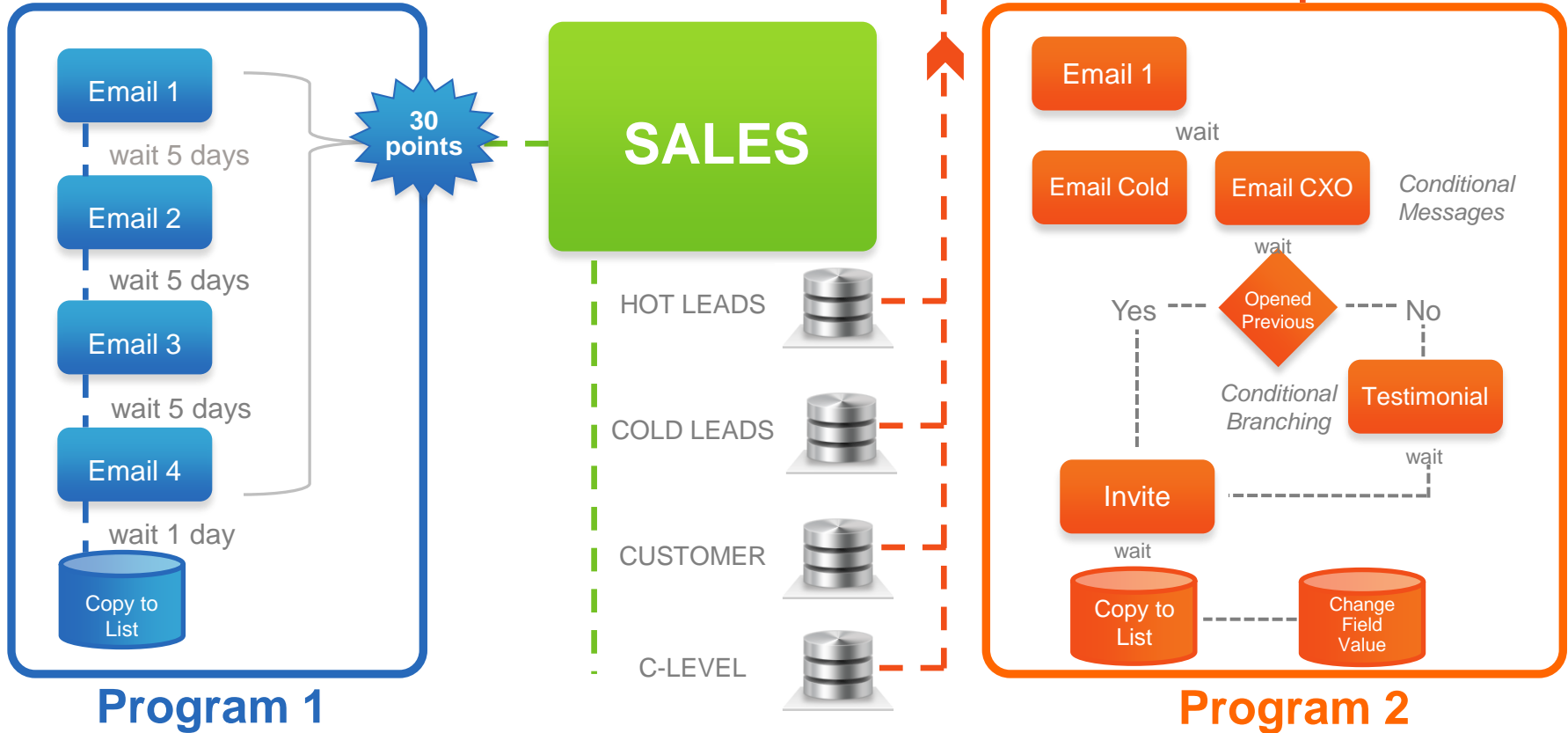
Act-On uses automated programs to **create leads** and **move them** through our sales funnel, focusing on where a prospect is at in **their buying cycle**



Introduce Act-On with lighter content – videos and white papers

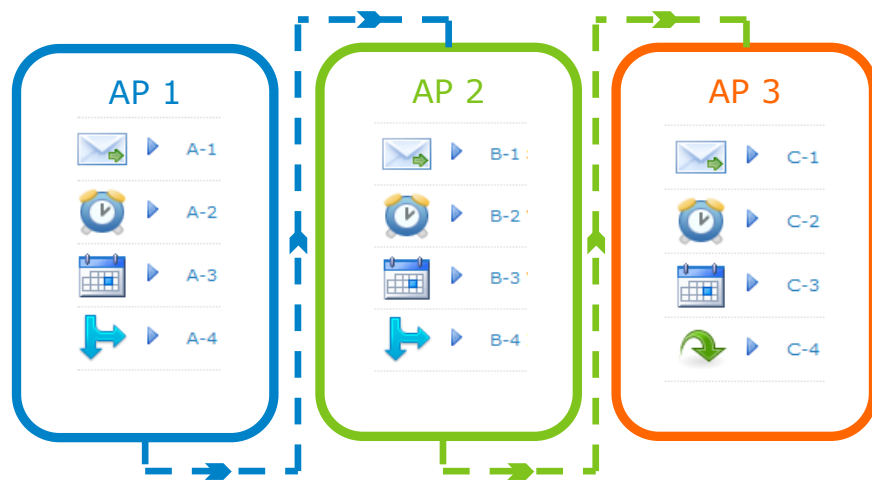
Offer persona-specific content to help aid buying process for prospect

Decision-supportive content, post-sale programs, and ongoing customer communications

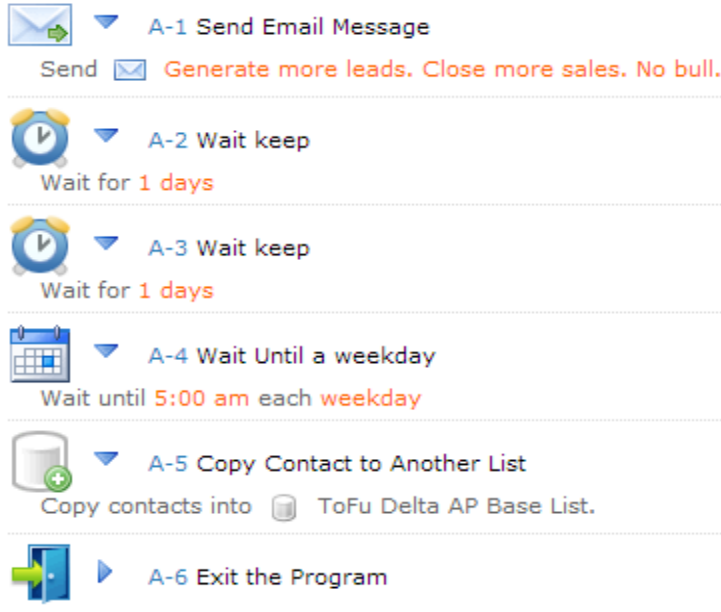


Whether you're already using automated programs, or just starting out...

- Know what you want to do **after** the program, build that in
- Link programs together
- Consider one-offs vs programming
- Put rest periods at the END
- TEST – copy program, change wait steps to 10 min, drop your email in



Simple, Linear “Send-Wait” AP



Takes anonymous website visitors, sends them an introductory email, then copies to the base list for another top of funnel auto program for further lead nurturing

Uses single day wait steps for better visibility into how many records will be advancing through program day-to-day











New customer program

Helpful to CS/TS/Sales to know when/where new customers are in an automated program

Field Update then syncs w/ CRM

Alert contains custom message and link to report of the records that have completed program

Using Field updates & Alerts

-  A-18 Send Email Message
 Send  Expand your SEO and Social Media efforts via Act-On
-  A-19 Wait 1 day
 Wait for 1 days
-  A-20 Copy Contact to Another List
 Copy contacts into  Agency Partners - Completed Onboarding Program.
-  A-21 Update Contact Field Value
 Update values in  Agency Partners - Completed Onboarding Program
 Set **Auto Program Status** to to completed Agency Onboard Program
-  A-22 Send Alert to Vaughn and Aaron
 Send email alerts to aaron.bolshaw@actonsoftware.com, phil.gundry@actons
-  A-23 Copy Contact to Another List
-  A-24 Exit the Program

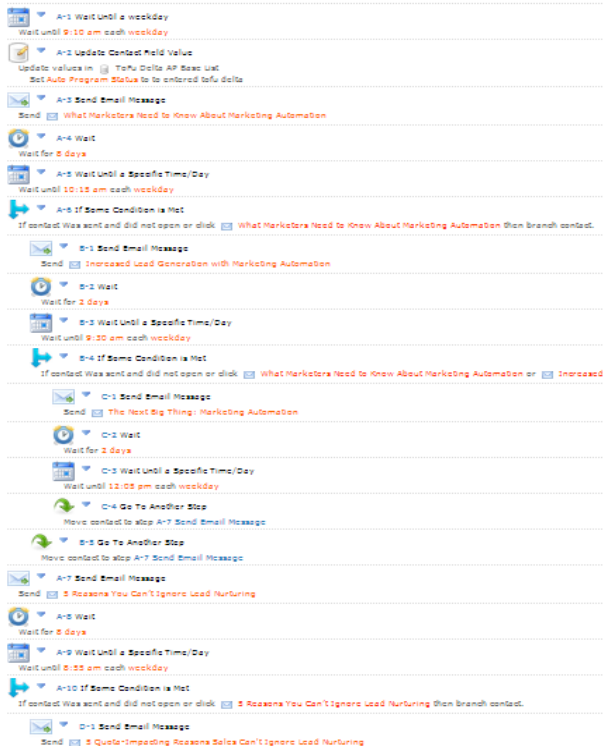
ALERT

Conditional behavior branching, responsive

New automated program using responsive design for emails and landing pages

Speeds prospects through program the more they engage with content

Head-to-head test vs. non-responsive design yielded a



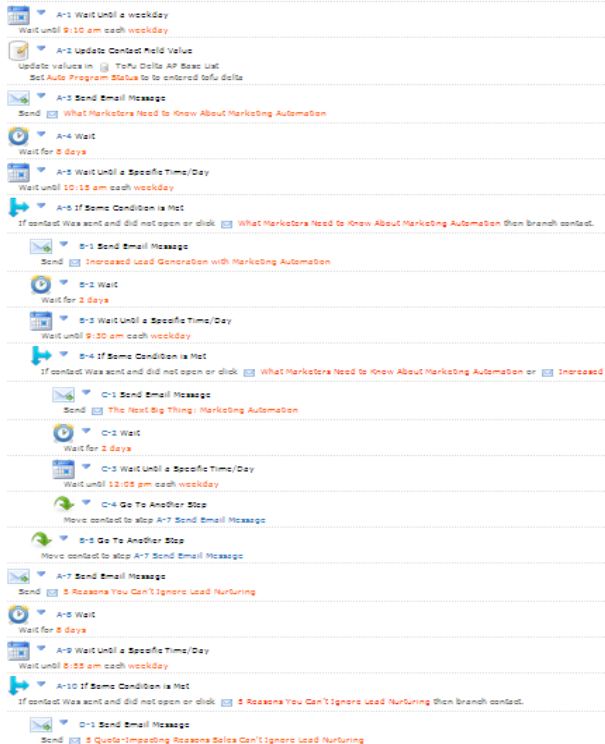
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Head-to-head test vs. non-responsive design yielded a

+93.5% increase
in overall engagement





“Top of Game” automated program...
Nurturing isn't just for B2B

PumpOne

Guiding Principles

- People only glance at email – often for just a few seconds
- The look/design/feel is important to effectively engage prospects
 - Responsive designed emails to work across platforms
- Very competitive marketplace
- Know the prospects' paths
 - Success = paying customer
 - Failure = different application
- Take prospects on a journey to help them with fitness goals and guide them through trial period of 30 days
- Use behavior/usage from app
- Challenge to avoid certain terms to skip spam traps (i.e. weight loss, lose weight, etc.)

iOS
Android
Desktop



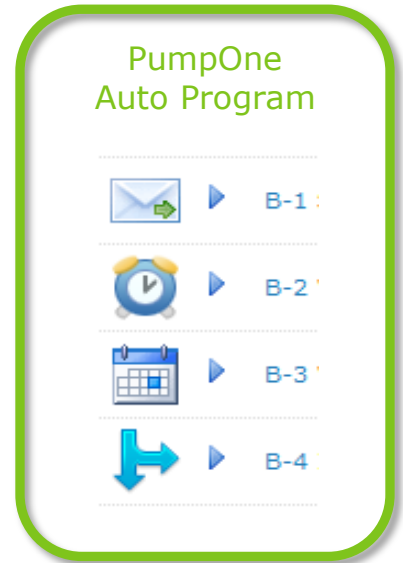
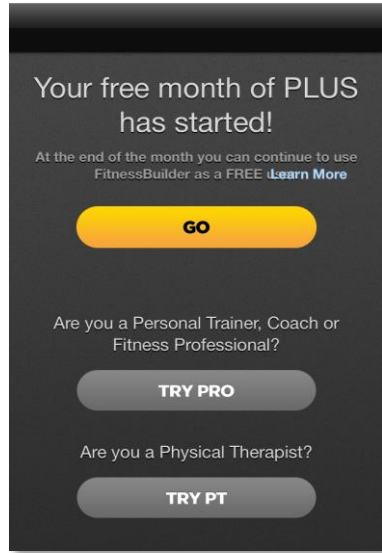
4 Programs

Pro – Personal Trainers

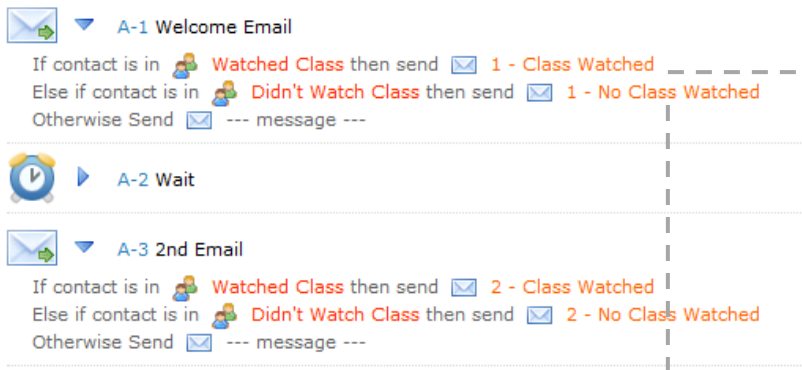
Plus – Consumer

Classes – Consumer

PT – Physical Therapy



Uses behavior from the app to customize messages



How was your workout?

Congratulations, you completed **{{last_class}}**. What did you think?
Now that you've checked out the free classes, try a ClassPass and get access to
Yep...that's hundreds of workout videos in one place, only from FitnessClass.

• MORE FREE CLASSES •

Fat-Burning-Fusion-pic Bootcamp-Basic-Training-pic

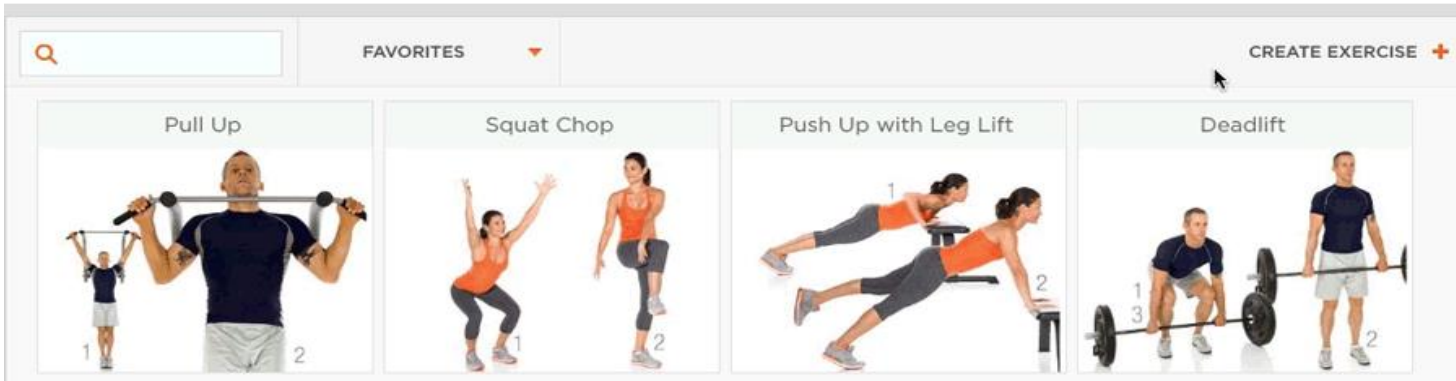
Start Burning Today!

Get started right now with one of the nine FREE classes.
Why not try Ab Assault, Fat Burning Fusion or Sweating Sexy: Cardio & Core?
Want even more? A ClassPass gets you instant access to 475+ fitness classes.

• FREE CLASSES •

Fat-Burning-Fusion-pic Bootcamp-Basic-

Animated GIFS keep interest & encourage viewership



Responsive design escalates engagement across devices



DESKTOP



MOBILE

Timed to keep users motivated and engaged

FITNESSBUILDER by PumpOne **17** DAYS LEFT

What's Your Plan? [GET ONE](#)

Having a fitness plan that shows you exactly what to do every day is essential to reaching your goals. But how do you choose one?

FitnessBuilder has dozens of great multi-week plans for all fitness goals, such as Strength Builder, Weight Loss, Mass Builder, Complete Core and Muscle Confusion.

Choose "Fitness Plans" from Goals, and start one today.

Most popular plans:

<p>Muscle Confusion</p> <p>This 6-week plan is designed to keep your muscles guessing by providing unlimited variety in your workouts.</p>	<p>Fat Loss Level 1</p> <p>Eliminate that excess body fat and increase muscle tone and strength with this robust 4-week fat loss plan.</p>	<p>Pump for Life</p> <p>Pump for Life is a complete body conditioning 12-week program that includes strength training, cardio and yoga.</p>
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Log in:

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Strong CTA promotes purchase at trial end

FITNESSBUILDER by PumpOne **TIME'S UP**

Keep the ball rolling [RENEW](#)

Your month of FitnessBuilder Plus is over. We hope you took advantage of the great workout programs, features and fitness tools.

To regain all 1,000+ workouts, 7,000+ exercise images and videos, the ability to ask a trainer fitness questions and all the training tools needed to reach your goals, get Plus today.

If you're not ready to commit just yet, you can still use FitnessBuilder to perform some of our great workouts.

Still available to you:

<p>Burn Fat Faster</p> <p>Torch excess body fat and maximize weight loss results with Workout 1 of this high-octane cross-training circuit.</p>	<p>Dumbbells</p> <p>This program uses only dumbbell and bodyweight exercises, and targets all the major muscle groups. Try Workout 1.</p>	<p>Complete Core</p> <p>Complete Core is an 8-week plan that targets not just the abdominals, but all the major muscles of the midsection. Try Day 1.</p>
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- 1 Define Buyer Personas and Buying Process before creating content** – this drives strategy
- 2 Develop Content to match up with Personas and Buying Process** – then sketch and build nurture program
- 3 Start small, start big... but START SOON.** Lead nurturing with auto programs is well worth the leap

Exclusive offer for Act-On User Group NYC

Activate your **free month** of Plus*

 Connect using Facebook

or use your email 

Email

Email is required

Password Confirm

By creating an account, I agree to the [Terms & Conditions](#)
No credit card required and nothing to cancel to get your free month.

Activate

* new accounts only

Sign up for a **free month** of FitnessBuilder Plus at www.pumpone.com/fb

Start receiving the automated program emails

Reply to any of the emails with marketing feedback and professional input, and you'll receive a code for a **free year of FitnessBuilder Plus!**



Questions