

Email Marketing Automation at Every Level

From Just-Getting-Started to Ninja Master



Jessica Best

Director of Data-Driven Marketing

Barkley | jbest@barkleyus.com



Referrers to

Everything I Wish I'd Known Before I Started Demoing SaaS

source

views

email, IM, and direct

22,866

news.ycombinator.com

22,053

medium.com

2,447

twitter.com

1,394

linkedin.com

965

google.com

784

facebook.com

613

android-app

488

youtube.com

487

Date *

Views

Ratio

Rank

Score

How fast can you get a product? You're not alone.

100

10

100%

1

Building SaaS is not your enemy.

100

10

100%

1

Why "Other Names..." is Misleading

100

10

100%

1

Your product is not in the market - trying more de...

100

10

100%

1

Cindy, if you're getting this... which is your product?

100

10

100%

1

Enough features I learned as a business programmer

100

10

100%

1

Everything I Wish I'd Known Before I Started Demo...

54K

15K

14%

470

If your business isn't growing, your SaaS is...

100

10

100%

1

The programmer's full-time job

100

10

100%

1

Why do we care about Marketing Automation?

Automated emails drive 2x the open rate & 3x the click through rate of batched email sends.

Source: emfluence, 2016





Preparing for Automation

Getting our cards in order before we play
them (potentially inaccurately)



Garbage in



Garbage out




Automation Basics

High impact, low difficulty automation to-do's you'll want to nail down first



The Welcome Email

Welcome to the network! Learn how ARAG can help you get started. [View in browser.](#)



Ignite Referrals

Getting Started with the Attorney Network

%%first_name%%,

Thank you for joining the ARAG Attorney Network. We want to take this opportunity to remind you how we can help and offer to answer any questions.

How We Can Help

The Provider Relations department is here to **make your life easier** when it comes to doing business with us. Please contact us if you have any questions about:

- ✓ Fee Schedule
- ✓ Claims
- ✓ CaseAssist®
- ✓ Your online profile
- ✓ Direct deposit




Visit the [ARAG Network Attorney Website](#) to boost your attorney profile!

Welcome to The Stikwood Family! Inbox x

stikwood support@stikwood.com via klaviyomsv.com 5:25 PM (0 minutes ago) ☆

to me

Here's a little something for you!



Hello there,

Welcome to Stikwood! We are happy you've joined us and are more than a little bit excited to see what fun project you're going to do first! As a new subscriber, we'd like to welcome you with 10% off your order. Just enter WELCOME10 at checkout and you'll be on your way to creating something beautiful in no time!

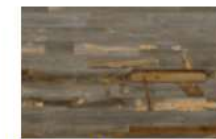
Not sure what to order? We're here to help! You can call us at [866.226.8354](tel:866.226.8354), or shoot us an email at support@stikwood.com. Or if you prefer, you can jump on our site and have a live chat with a member of the Stikwood team.

We look forward to getting to know you!


[Shop Now](#)

Other Items You Might Enjoy


Based on your interests, here are a few other items you might want to try.



[Reclaimed Weathered Wood](#)



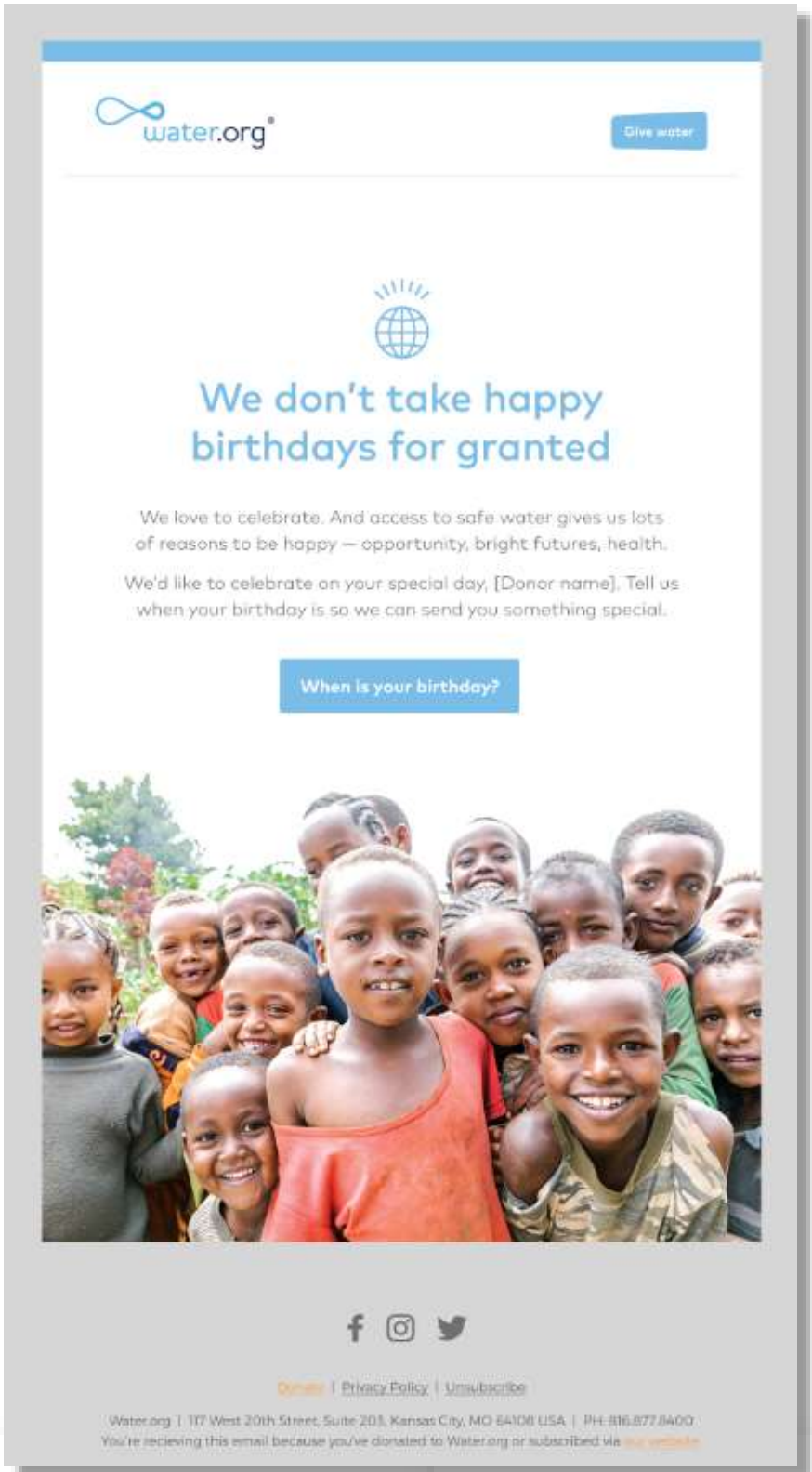
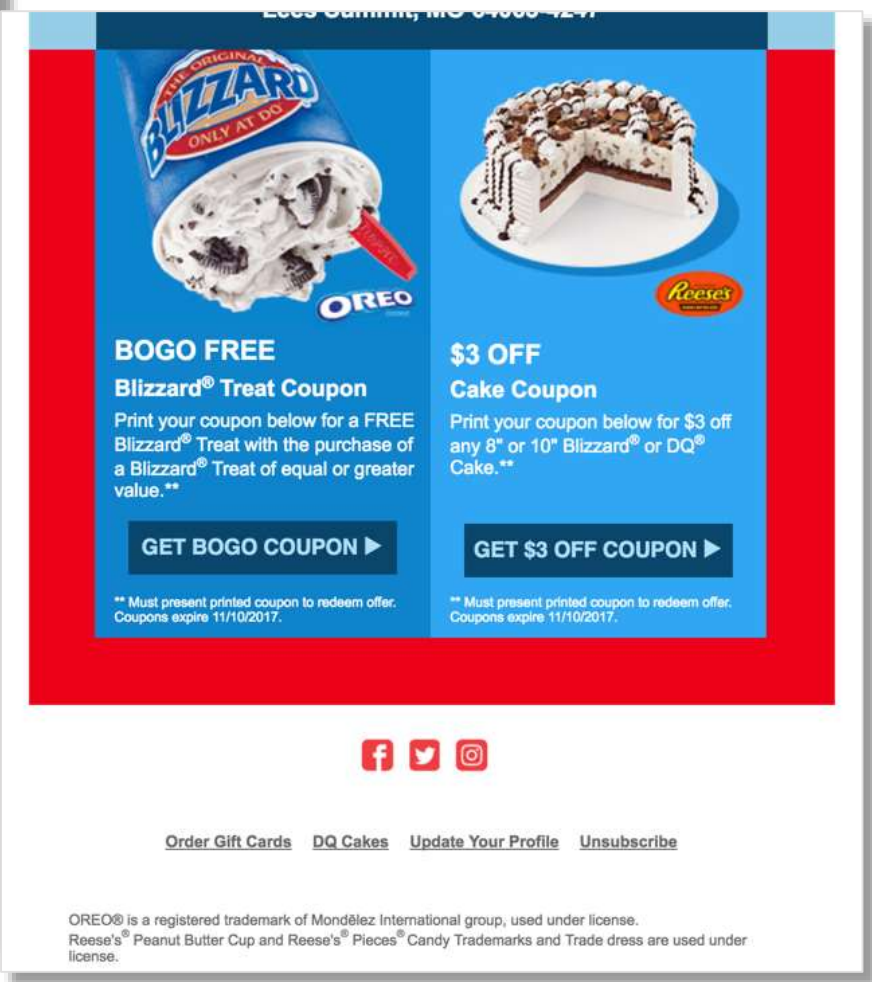
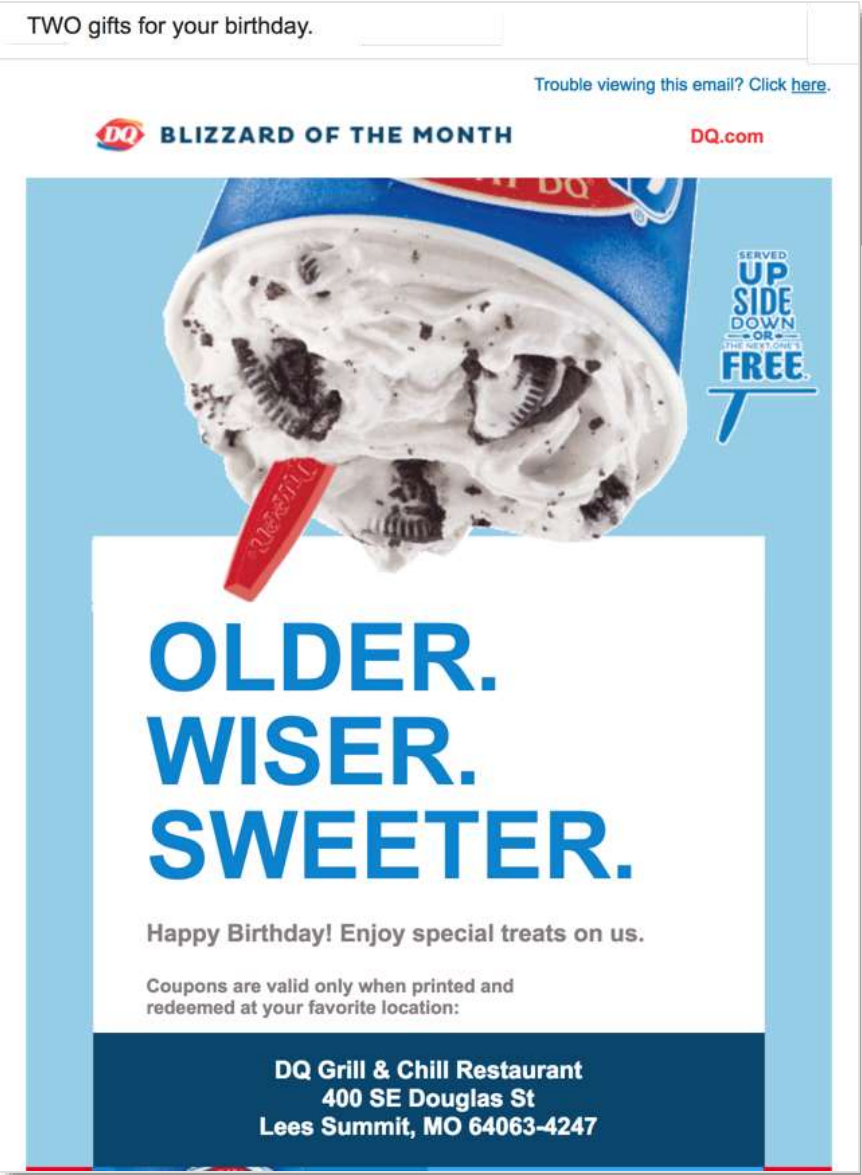
[Reclaimed Weathered Wood White](#)



[Reclaimed Sierra Silver](#)



The Birthday Email




The Feedback Email

INDIGO WILD®
Any more natural and you'd be naked.®

Free Zum Sampler with purchase! Please add us to your contact list so you don't miss an email: Zumchicks2@indigowild.com. Having trouble viewing this email? [Click here to view as a webpage.](#)

CONSIDER THIS ZUM SAMPLER
A WELCOME GIFT FOR ENTERING
THE CULT OF INDIGO WILD.



Okay, we couldn't help but notice that you recently placed your first order with Indigo Wild. (Swear, we're not stalkers or anything.)

So we want to scratch your well-moisturized back if you scratch ours. Just feed us your totally-honest-even-though-it-feels-like-we're-bribing-you-feedback in this [quickie survey](#) and we'll send you a FREE Zum Sampler Pack, stacked with tons of Zum samples, if you order something online in the next five days.

We know you LOOOOOVED your Indigo Wild products (we've been watching you through the window...kidding), so take this chance to do another "hello clean, goodbye dirty" dance

[Take Survey Now](#)

Use Promo Code NEWB713 when you check out to get your FREE Zum Sampler Pack.

Offer good through this link only. If the above link does not work go to: <http://www.indigowild.com/iw.cfm?id=NEWB713>. Offer expires Sunday 8/11/13 at 11:59 pm, CST.

BestofJess, did 'Premium External Power Supply 5.0v 2.0A (2000mA) AC/DC Adapter for USB HUB and...' meet your expectations? Review it on Amazon.com



Amazon.com Reviews (customer-reviews-messages@amazon.com) [Add Actions](#) ▼
To: bestofjess@hotmail.com ▼

amazon.com.

So, **BestofJess**, how did this item meet your expectations?



Premium External Power Supply 5.0v 2.0A
(2000mA) AC/DC Adapter for USB HUB
and...
Cubeternet.com

Start by rating it



Review your recent purchases

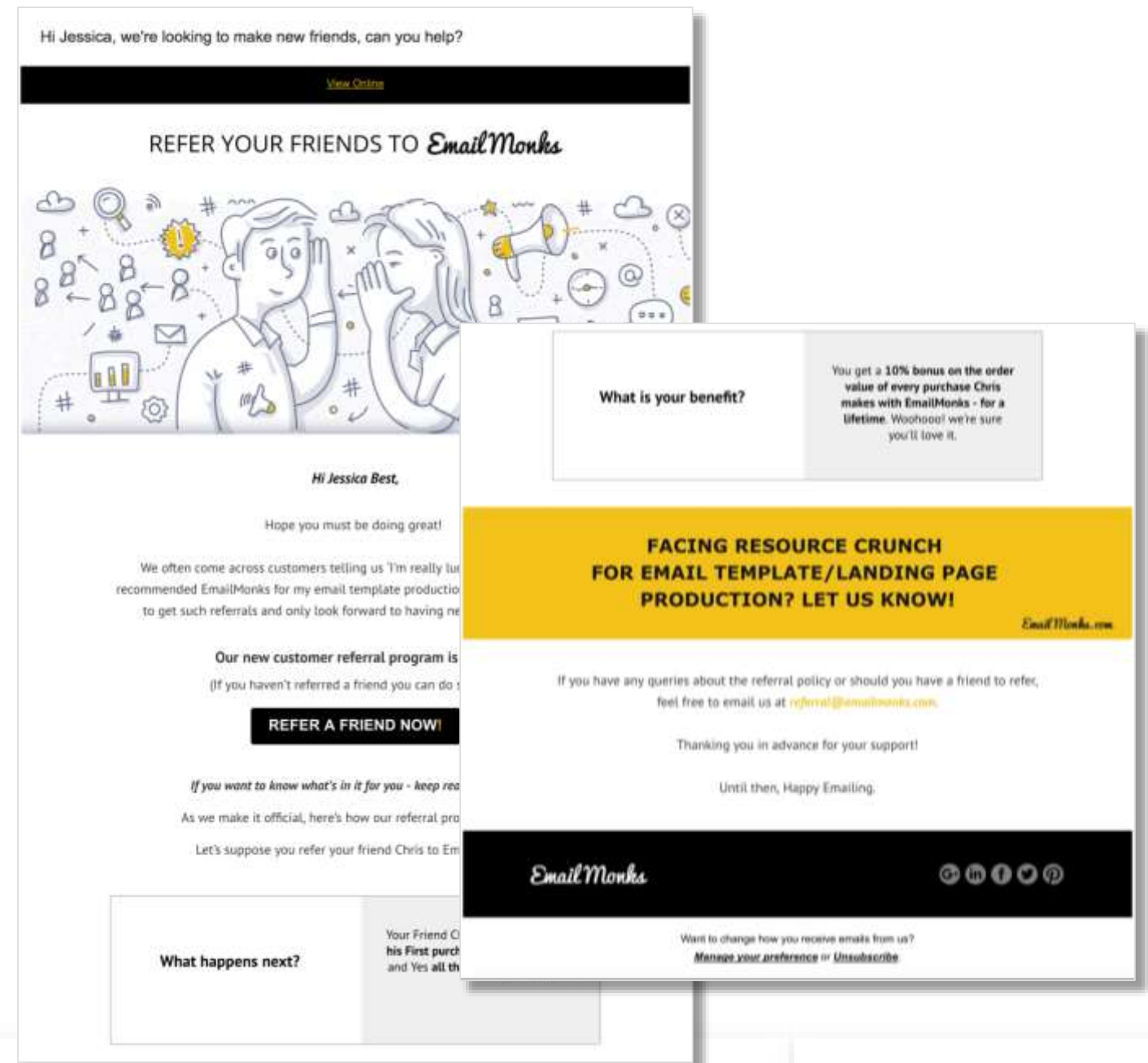
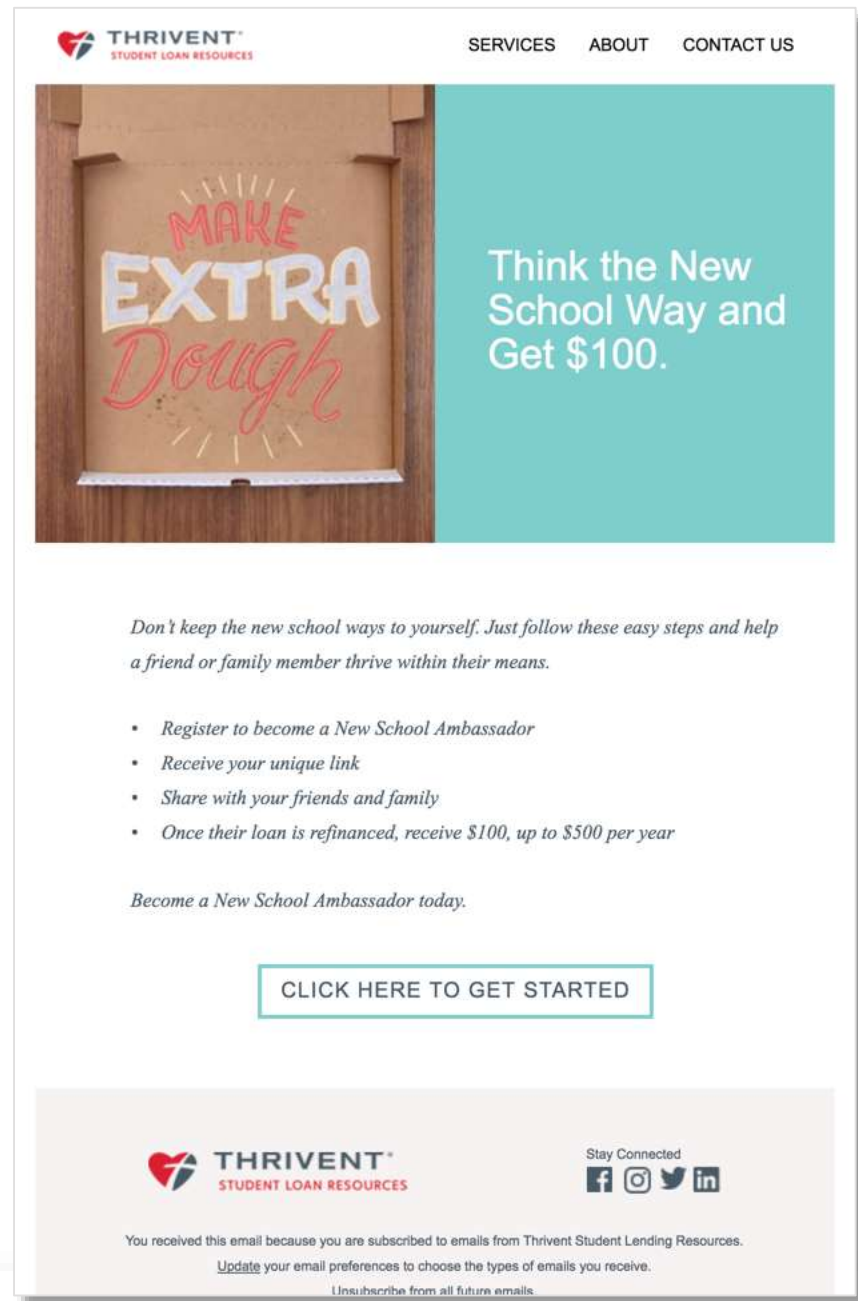


Logitech Wireless Combo MK270 with
Keyboard and Mouse
Logitech

Start by rating it



The Refer-a-Friend (or Colleague) Email

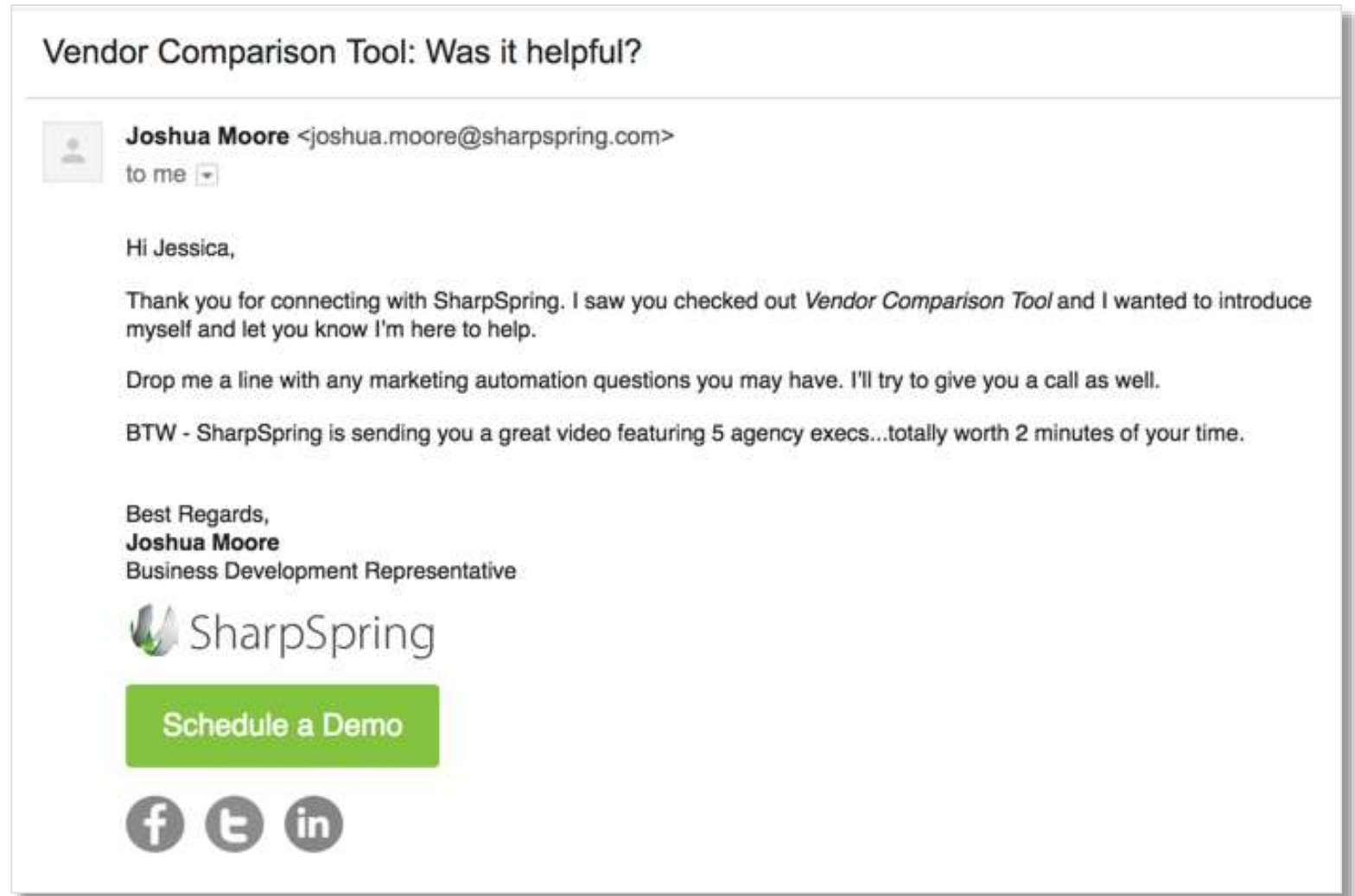
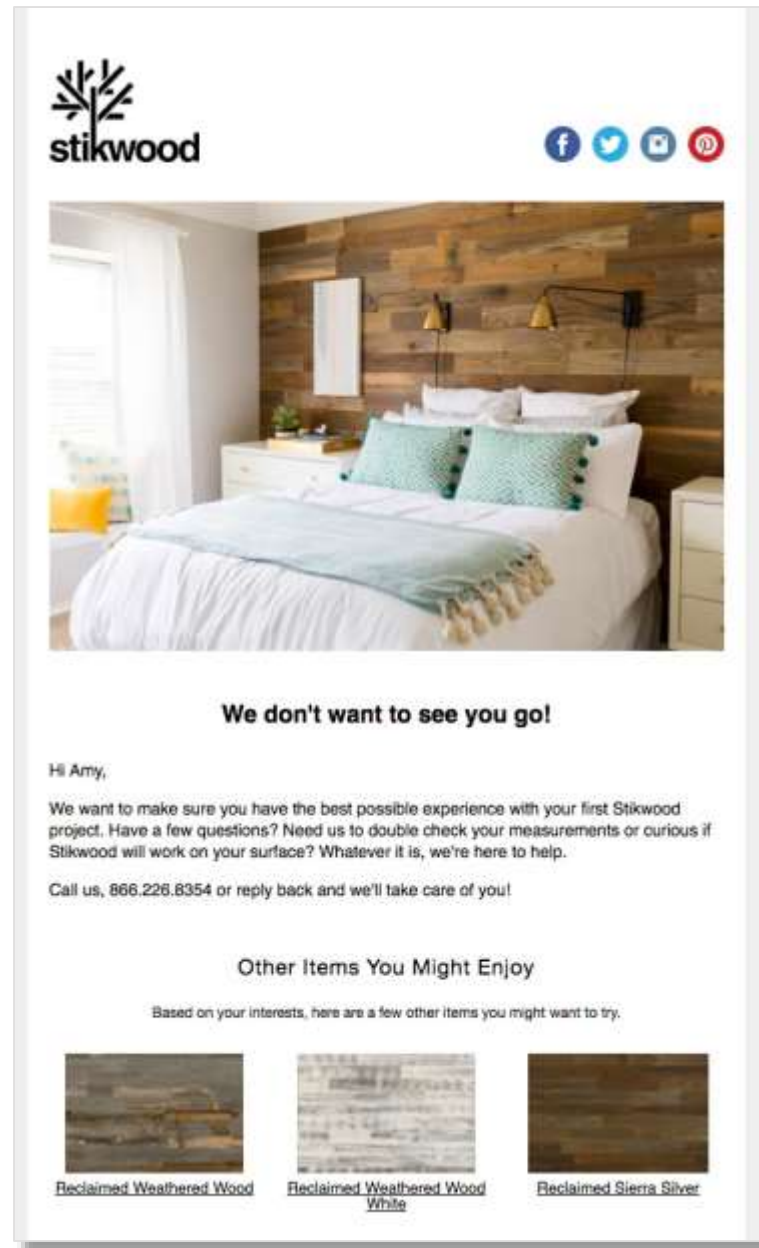


Automation 2.0

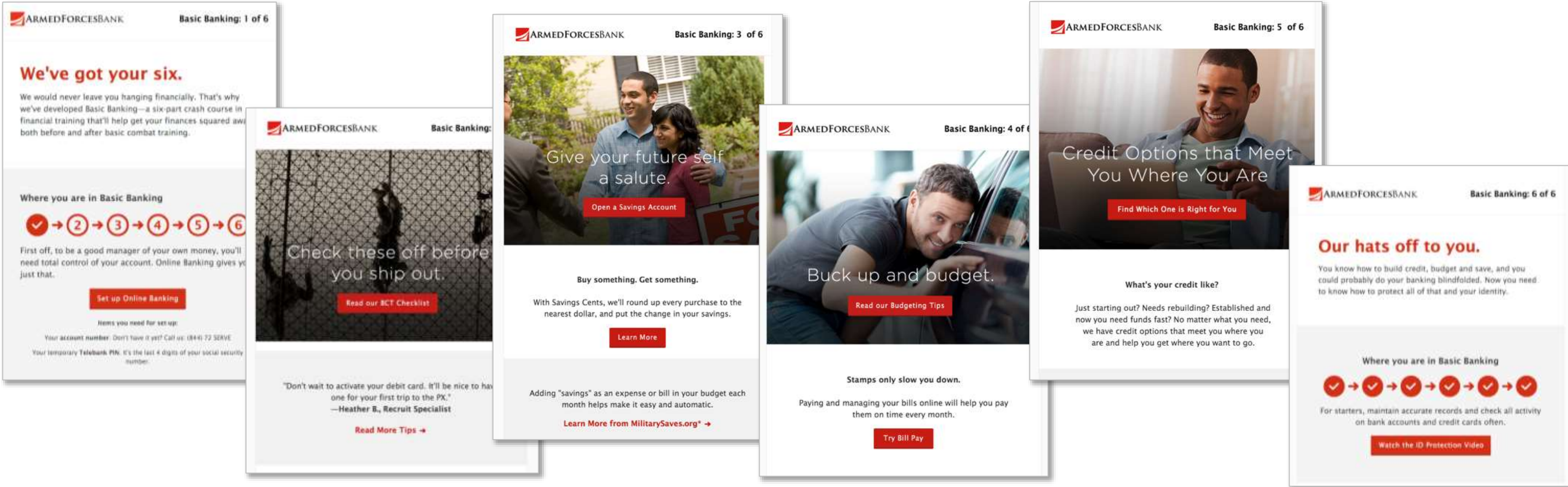
Taking it to the next level with data fun



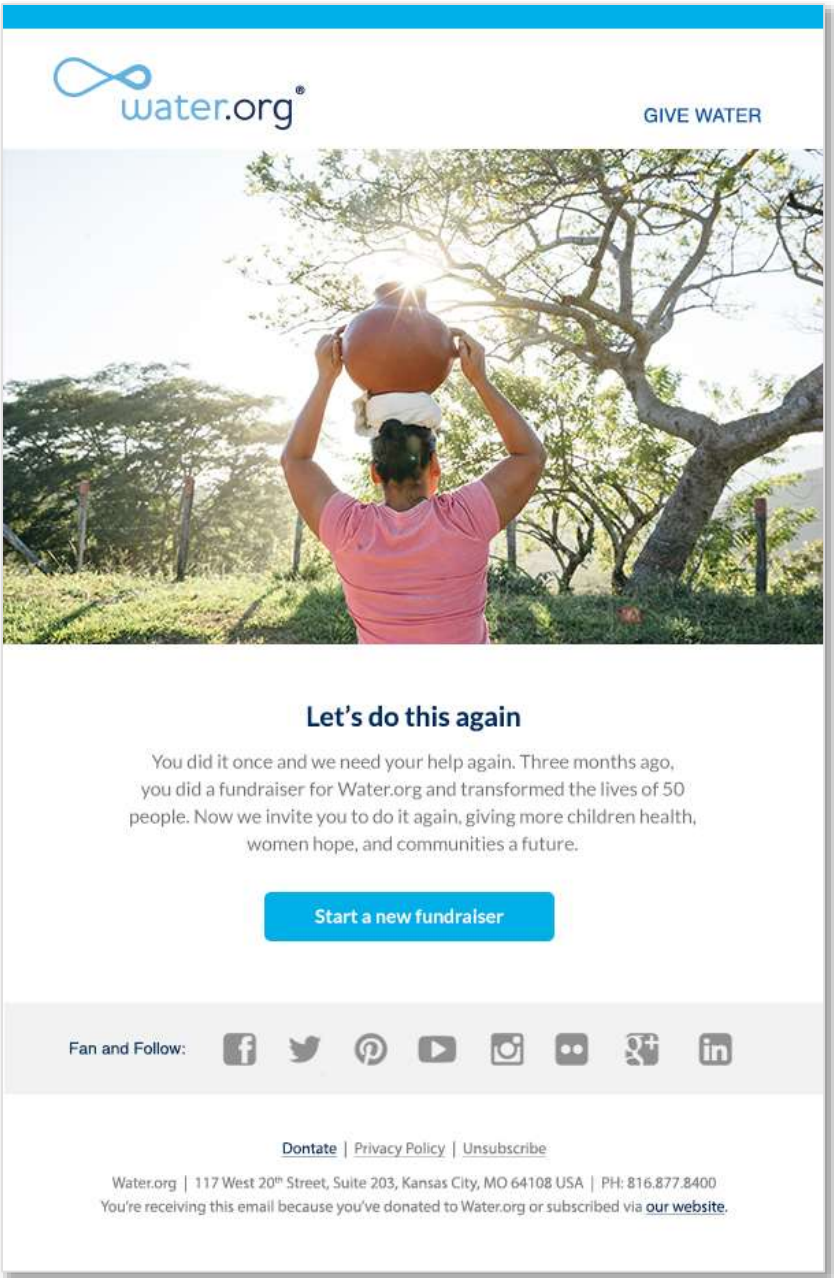
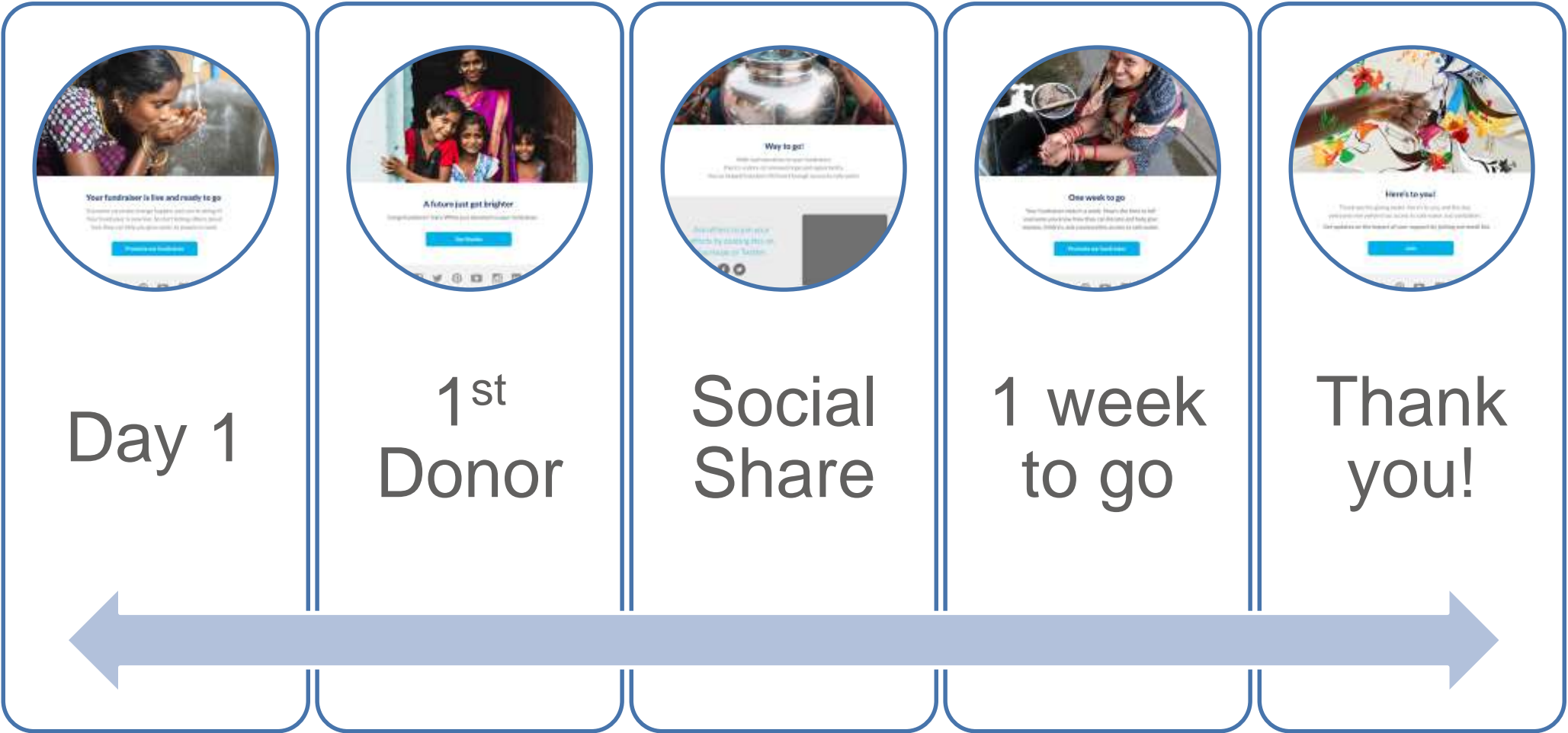
Nurture Email/Series



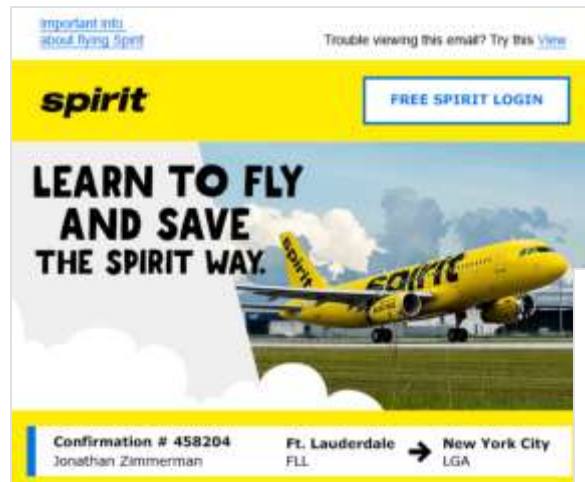
Onboarding Email Series



Program Nurture Email Series



Journey Email Series



Congrats, [FirstName]!
You booked a Spirit flight through one of our travel partners and saved a lot of money doing it. We're the home of the Bare Fare®, which gives you a seat and one small personal item. Anything else is à la carte (we call it flying à la smarte), because if it costs us to fly it, it costs you a little, too.

You choose: fly with or without bags, snacks, drinks, etc. Want to keep your fare low, or add a few frills? Up to you.

[LEARN MORE](#)



BAGS?

BOOK 'EM EARLY TO SAVE

[BOOK BAGS NOW](#)



Checked Bags

Cost varies by linear size & weight
(Linear = Length + Width + Height)

[BAG COST CALCULATOR](#)

Carry-Ons



Carry-Ons

Is it bigger than our Personal Item size box?
One personal item is included in your Bare Fare. Any bag bigger than 18" x 14" x 8" costs extra – because it costs us, too. But planning ahead makes things easier for all of us. When we save, you save.

[BOOK YOUR BAGS NOW](#)

NEED TO MAKE A CHANGE?

[GO HERE](#)

Within 24 HOURS of booking, you can change or cancel reservations made 7 OR MORE DAYS before departure date. NOTE: CHARGE MAY APPLY

spirit

Less Money. More Go.



*Flight exclusions apply. Coupon only applies to the flight portion of a vacation package. To receive 55% off your round-trip purchase, you must enter 55% (1 call caps, no spaces) in the promotion code box on the homepage when booking your flight. Travel must be booked by 11:59 PM on March 12, 2017. Valid for travel: 3/20/17 - 4/10/17 (No Fridays & Sundays). Once the promotional code is entered, fares displayed will automatically reflect a promotional discount of 55% off. Please note that the value of the coupon does not apply to the Passenger Usage Fee (up to \$16.99 each way) or DOT Unreimbursed Consequences Fee (\$5.00 each way) which are included in the 'Base Fare'. The coupon will apply to the remaining balance once these are deducted from the combination of the 'Base Fare' and 'Fuel' (where applicable). Additional terms apply. [Baggage charges may apply.](#)

The coupon code does NOT apply to \$9 Fare Club exclusive fares (including O and N classes of service), U class fares and also Y class fares, which are our highest fares and may be the only fares available on certain dates or flights. Coupon offers are valid only with fares of \$40 each way or higher at [spirit.com](#) for travel between the specified dates in each offer.

Spirit Airlines 2800 Executive Way Miramar, FL 33025

© 2017 Spirit Airlines. All rights reserved.

[Privacy Policy](#)

[Update Email Address](#)

[Unsubscribe](#)



Samsung Galaxy Note 7 Devices Have Been Banned.
The U.S. Department of Transportation has [ISSUED AN EMERGENCY ORDER](#) to ban all Samsung Galaxy Note 7 devices from air transportation in the U.S. - including new and replaced Galaxy Note 7 devices. Customers may not fly with these devices, whether on their person, in carry-on baggage, or in checked baggage.

Get the NEW CHECK-IN APP!

Save paper & time. Get your boarding pass on your mobile device! Other great features, too. FREE download for iPhone or Android:



Check In Online & Print Boarding Pass

Save \$10 per person by checking in online and printing your own boarding pass. It costs us less, so we can keep your fare low.

[CHECK IN](#)

Book Your Bags Now to Save

Bringing a full-size carry-on or checking a bag?
Prepaying for bags on Spirit.com saves you the most money. Who wants to pay \$100 per bag at the gate? Not you. Your fare includes one personal item (18" x 14" x 8"). All other bags cost extra.



Book Your Bags Now to Save

Bringing a full-size carry-on or checking a bag?
Prepaying for bags on Spirit.com saves you the most money. Who wants to pay \$100 per bag at the gate? Not you. Your fare includes one personal item (18" x 14" x 8"). All other bags cost extra.

[PREPAY FOR BAG](#)



Choose your Seat(s) Online Now

Still haven't chosen a seat for tomorrow's flight? It's true, you save if we pick a seat for you, but you always have the option to choose your own for a little extra. Just so you know,

[SELECT SEATS](#)



Do you have TSA Pre-Check?

You should. It's awesome. Saves time, every time.

Skip the regular TSA line. Enjoy expedited screening. Save time, every time.

[CHECK OUT PRE-CHECK](#)

spirit

Less Money. More Go.



*Flight exclusions apply. Coupon only applies to the flight portion of a vacation package. To receive 55% off your round-trip purchase, you must enter 55% (1 call caps, no spaces) in the promotion code box on the homepage when booking your flight. Travel must be booked by 11:59 PM on March 12, 2017. Valid for travel: 3/20/17 - 4/10/17 (No Fridays & Sundays). Once the promotional code is entered, fares displayed will automatically reflect a promotional discount of 55% off. Please note that the value of the coupon does not apply to the Passenger Usage Fee (up to \$16.99 each way) or DOT Unreimbursed Consequences Fee (\$5.00 each way) which are included in the 'Base Fare'. The coupon will apply to the remaining balance once these are deducted from the combination of the 'Base Fare' and 'Fuel' (where applicable). Additional terms apply. [Baggage charges may apply.](#)

The coupon code does NOT apply to \$9 Fare Club exclusive fares (including O and N classes of service), U class fares and also Y class fares, which are our highest fares and may be the only fares available on certain dates or flights. Coupon offers are valid only with fares of \$40 each way or higher at [spirit.com](#) for travel between the specified dates in each offer.

Spirit Airlines 2800 Executive Way Miramar, FL 33025

© 2017 Spirit Airlines. All rights reserved.

[Privacy Policy](#)

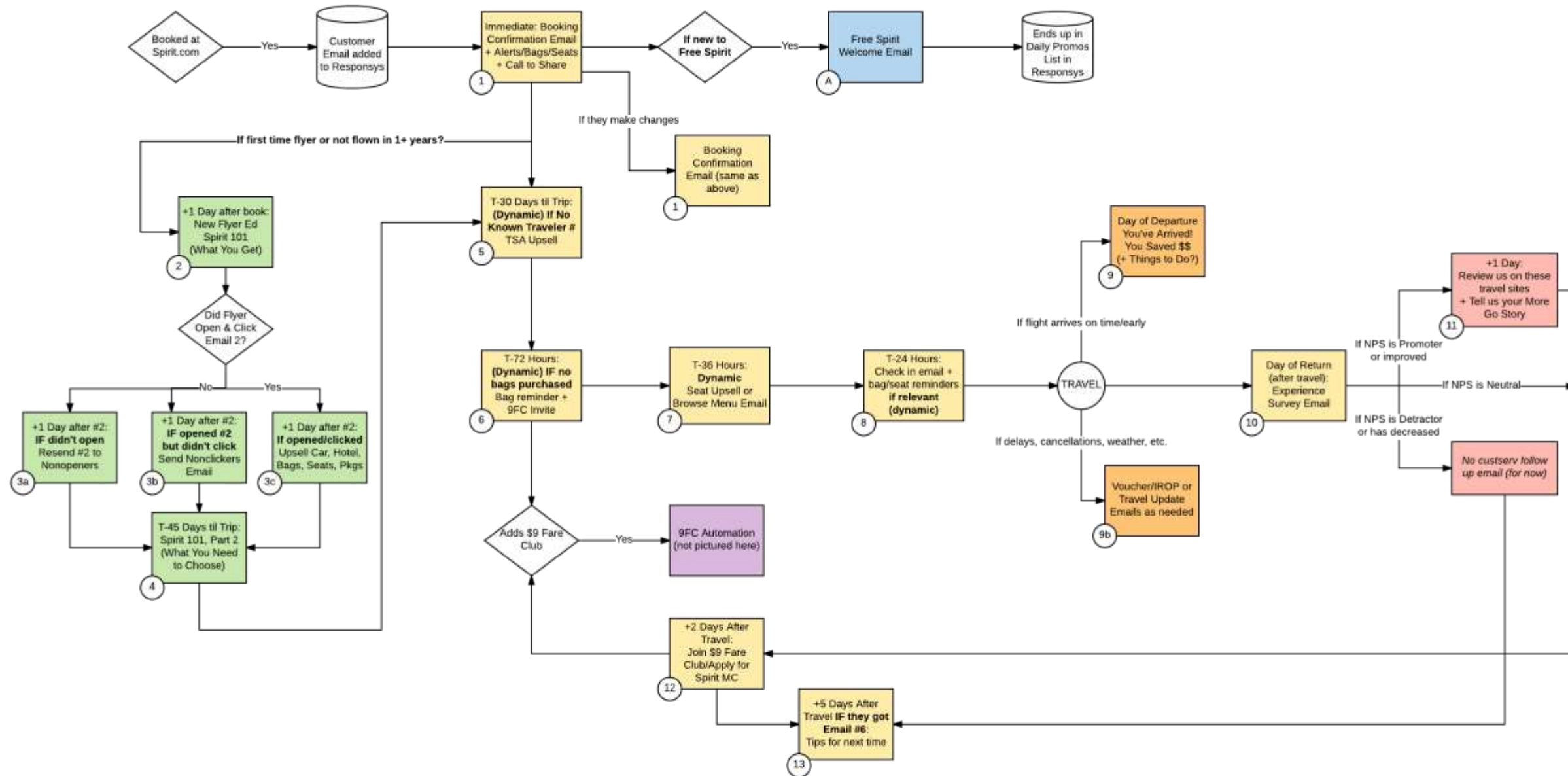
[Update Email Address](#)

[Unsubscribe](#)

st. Reproduction requires permission

17

Journey Email Series



Journey Email Series



Awareness – Using email to educate our differentiators

Discover – Degree program information

Educate – Student enrollment process

Validate – That Grantham is the right university for them

Enroll – Create the urgency and welcome them

Satisfaction – Student Success Guides

Retention – Keep them informed

Advocacy – Asking for referrals, working with alumni,
building brand ambassadors

Source: Grantham University @ emflConf
2016



The Feedback Email 2.0



MERCEDES-BENZ
of KANSAS CITY



Mercedes-Benz

816.943.7000 | 13851 Madison Ave. | MB-KC.com

Dear Sara,

I want to take this opportunity to follow-up with you regarding your recent service experience at Mercedes-Benz of Kansas City.

First and foremost, thank you. Thank you for trusting us with your vehicle. Your automobile is an important part of your daily life, and we strive to make the service experience as pleasant for you as possible.


I would also invite you to call me if there is anything you have questions about regarding what we did during this visit, or if you need to find out the next time your vehicle will need routine maintenance.

Again, thank you for the confidence you have put in our dealership, and if you would take just a moment to answer the one question survey that is attached I would appreciate it. I look forward to taking care of you and your vehicle the next time service or repairs are needed.


Sincerely,

Joe Saucedo
Service Advisor
Mercedes-Benz of Kansas City

Take this 1-question survey about your experience!



MERCEDES-BENZ
of KANSAS CITY



Mercedes-Benz

816.943.7000 | 13851 Madison Ave. | MB-KC.com

Hello Sara,

I appreciate you taking the time to complete our survey! It's always our goal to provide exceptional service to our valued customers.


I'm so pleased to hear that you were happy with your most recent visit to Mercedes-Benz of Kansas City. If you have a few minutes, I'd love for you to share a few words about your experience at any of these websites:

- [MBKC on Facebook](#)
- [Dealer Rater](#)
- [Yelp](#)
- [Google+](#)


I look forward to seeing you again

Joe Saucedo
Service Advisor
Mercedes-Benz of Kansas City





MERCEDES-BENZ
of KANSAS CITY



Mercedes-Benz

816.943.7000 | 13851 Madison Ave. | MB-KC.com

Hello Sara,

I appreciate you taking the time to give us your opinion on your recent experience at Mercedes-Benz of Kansas City. I'm very disappointed to hear about your service experience, and I'd like to do everything I can to improve our service delivery.

Please don't hesitate to contact me directly to discuss what we can be doing better for you and for all of our customers.

Thank you again,

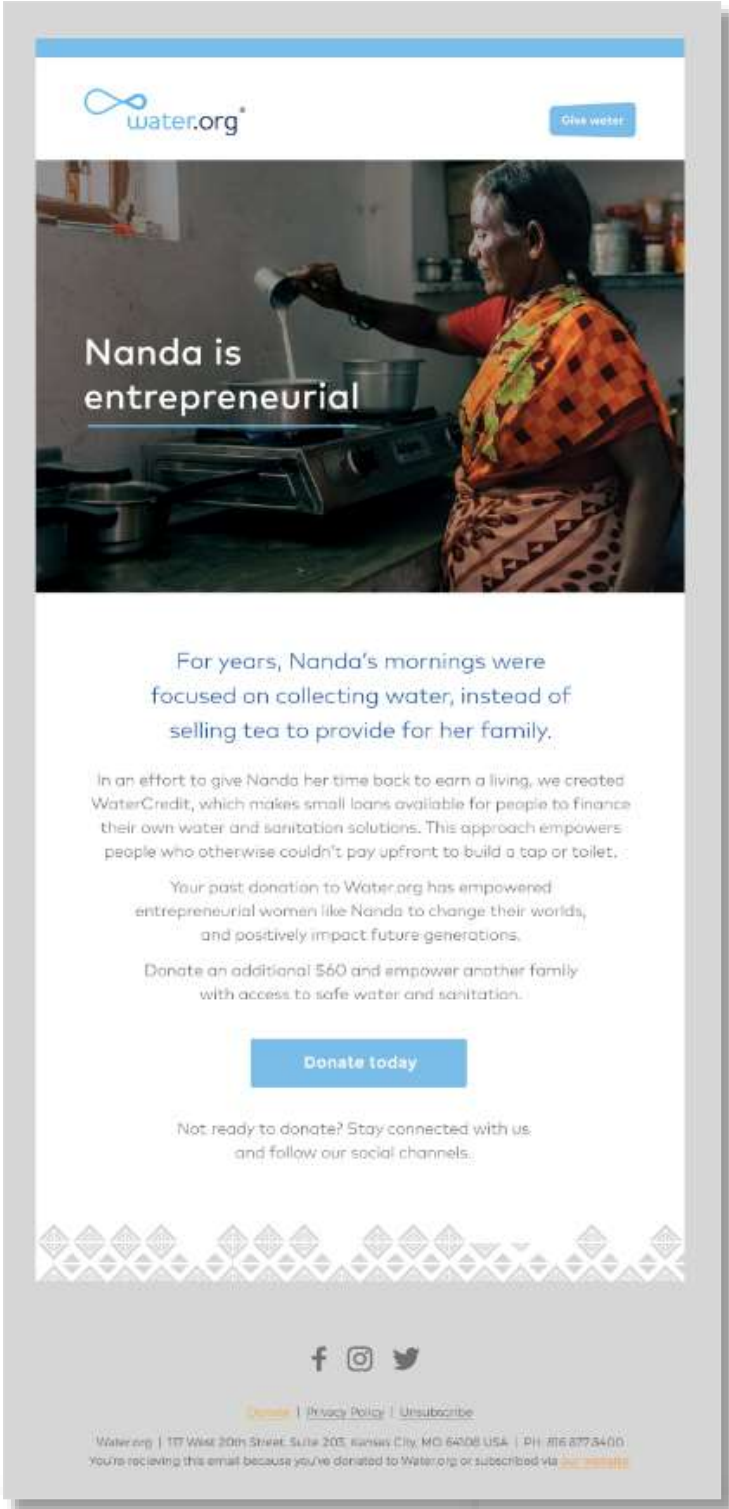
Robert Hellweg
Marketing and Business Development Manager
Mercedes-Benz of Kansas City



MERCEDES-BENZ OF KANSAS CITY
A MEMBER OF SOAVE AUTOMOTIVE GROUP
816.833.4790
TO UNSUBSCRIBE FROM THIS MAILING LIST,
[CLICK HERE.](#)



Inactive Re-engagement Series

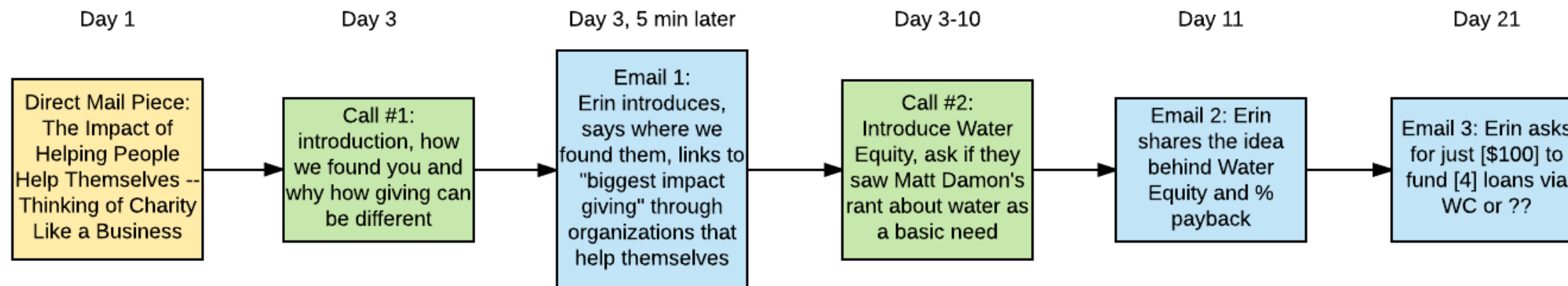


Automation Mastery

When you're ready to become a ninja



Make automation an integrated effort




Bonus Automation Ideas

Things that may not fit for every business



USE MORE DATA. Make it relevant via personalized content.



Setting the standard for energy-efficient homes

BRAND-NEW LIFE. EASY BETTER.

YOUR ONLINE - BRAND EXPERIENCE - CALL US. 877.875.6674



Hi, Sarah.
Welcome home.


Thanks for your interest in Meritage homes. Here's your key to getting more out of your home buying experience.

LEARN MORE ABOUT XXX COMMUNITY. >

WHY MERITAGE?

For over 30 years, we've dedicated ourselves to building energy-efficient homes with higher standards.

SEE THE DIFFERENCE. >



YOU DESERVE
LIFE.
BUILT.
BETTER.

YOUR IDEAL HOME IS WITHIN REACH

Taking the leap to home ownership is easier than you might think.

WHAT CAN I AFFORD? >

A HOME THAT LET'S YOU:





Setting the standard for energy-efficient homes

MERITAGEHOMES.COM

1 2 3 4

Features, specifications, and materials may not be included in all of our homes and/or may not be available in all communities. Home, materials, construction, materials, and accessories are subject to change, and homes to plan only. All are firm without sales or obligation. Substitutions and

SEND PESTS **PACKING**

A pest problem can turn a dream home into a nightmare. That's why Heritage homes have spray-foam insulated attics to seal out unwelcome guests. It also keeps your home quieter and reduces drafts or leaks. With no place to set up shop, bugs and pests hit the road.


PREVENT PESTS >



**CLEAN LESS.
RELAX MORE.**

It's every homeowner's dream. Mortgage homes actually keep things cleaner by reducing dust with our fresh air management system. Better filtration and balanced air flow mean you can give the leather duster a little break and kick back. Go ahead, you've earned it.

DECREASE DUST 3

A photograph of a woman with dark hair and a young girl with curly hair sitting together in a garden. The woman is wearing a white sleeveless top and the girl is wearing a pink dress. They are both looking down at something in their hands, possibly a small plant or object. The background is filled with green foliage.

A photograph of a diverse family of four in a kitchen. A woman with dark hair and bangs, wearing a striped shirt, is on the left. A man with dark hair, wearing a blue shirt, is on the right. They are both smiling. Between them are two young children: a girl with curly hair and a boy with glasses. They appear to be engaged in a meal or snack time together.

SCALE DOWN YOUR UTILITY BILLS.

The Home Energy Rating System (HERS) is a nationally recognized system that measures the energy efficiency of a home. The lower the score, the more you save each month. Use this tool to compare different home models and home options before you buy. So you can scale up on your new home and lifestyle.

[SEE THE SAVINGS >](#)

A photograph of a middle-aged couple sitting on a light-colored sofa. The man, on the left, is wearing a light blue button-down shirt and holding a glass of red wine. The woman, on the right, is wearing a white top and is laughing heartily while holding a large bowl of popcorn. They appear to be enjoying a movie or TV show together. The background is a plain, light-colored wall.

© Barkley & Jessica Best. Reproduction requires permission.

11/2/2017

USE MORE DATA. Align the timing to your customer's journey (not to your marketing timeline).

Subject Have you talked through these questions before tying the knot?



When you're planning a wedding, you're having lots of conversations about logistics. Where should we have the ceremony? Where should we go for our honeymoon? Do we want to serve the chicken or the fish? (Or get crazy and serve both!)

Obviously some discussions are more exciting than others. And while we know that it's more fun to focus on things like the honeymoon and the dress, we're going to be *those people* for a second and point out that it's also important to take time and think about the legal and financial responsibilities that come with getting married.

Not the most exciting topics, right? But it's unbelievably important if you want to start your marriage on the right foot. So we suggest you set aside some time to discuss the following questions with your future spouse. (And maybe reward yourself for tackling these topics with a nice dinner out or drinks and dessert!)

- **Are we combining all our money and assets? What about debt?** Make sure you are on the same page about who will be responsible for what – and make sure to be honest about any debts and assets you have.
- **Who's going to pay the bills? Will we have a budget?** There's a reason money is one of the biggest causes of arguments once you get married – it's a big deal! The more you can plan ahead and be on the same page (which a budget would help with), the less often you'll

Subject 12 ways to save money on your wedding



Looking to celebrate your love and throw a great party without going into debt? We get it. According to theknot.com, the average wedding costs around \$32,000 – and that's probably more than most of us would like to spend. Sometimes things just get out of hand as the expenses add up and overwhelm you. But it doesn't have to be that way.

Here are 12 suggestions for how to cut wedding costs as you plan.

1. Be flexible on your date.

One easy way to save money on your wedding right off the bat is to swear off Saturday. It's the most expensive day of the week to get married, and you can hang on to a huge chunk of change simply by scheduling your wedding for Friday, Sunday – or pretty much any other day of the week. Time of year also impacts the cost of a wedding – venues don't book up quite as fast for weddings in the middle of winter in most areas. Some locations may give you a discount for scheduling something for this time of year.

2. Cut the cake (expenses).

With the average wedding cake running anywhere from \$400 to \$1,200, this should be one of the first wedding money-saving challenges that you tackle. There are a few tricks to lower the cost of your cake: consider having the bakery do a small display cake everyone will see, but use sheet cake for the cake you actually serve.

Subject A wedding present for you from ARAG



Congratulations — your big day is almost here! We want to help make sure your celebration and the beginning of your new life together is worry-free by giving you 30 days of free* access to some of ARAG's most sought-after legal services.

Sign up now to start your 30-day free, no-obligation trial and get:

- **1 FREE** phone consultation with an ARAG Network Attorney who can help you understand your rights, options and next steps on a legal matter you need help with (like changing your name or issues with a wedding vendor).
- **FREE** access to hundreds of state-specific, legally valid DIY documents so you can take care of common legal issues on your own, like creating or updating a simple will.
- **FREE** access to online resources, guidebooks, videos and tools to research common legal and financial topics.

START MY FREE TRIAL



QUESTIONS?





USE MORE DATA. Make it work for your readers.

