Apteco

10 automated campaigns you should use in your marketing strategy

Find out how you can save time and improve your marketing performance with campaign automation.

Foreword: The real value of campaign automation

What's the most valuable asset a marketer can have?

Some say it's data; others argue that it's something more rudimental, such as customers, money, or brand reputation. The truth is, there's no single answer to this question – but there is one thing that marketers cannot get back: **time.**

Over the past decade, the number of marketing solutions has skyrocketed. According to Statista, there were **9,932 tools in 2022** – an astronomical increase from 2011's mere figure of 150. The point is: marketers are being asked to do more than ever, and fragmented martech stacks can be more of a hindrance than a help when it comes to their productivity.

Campaign automation can reduce your marketing overhead by

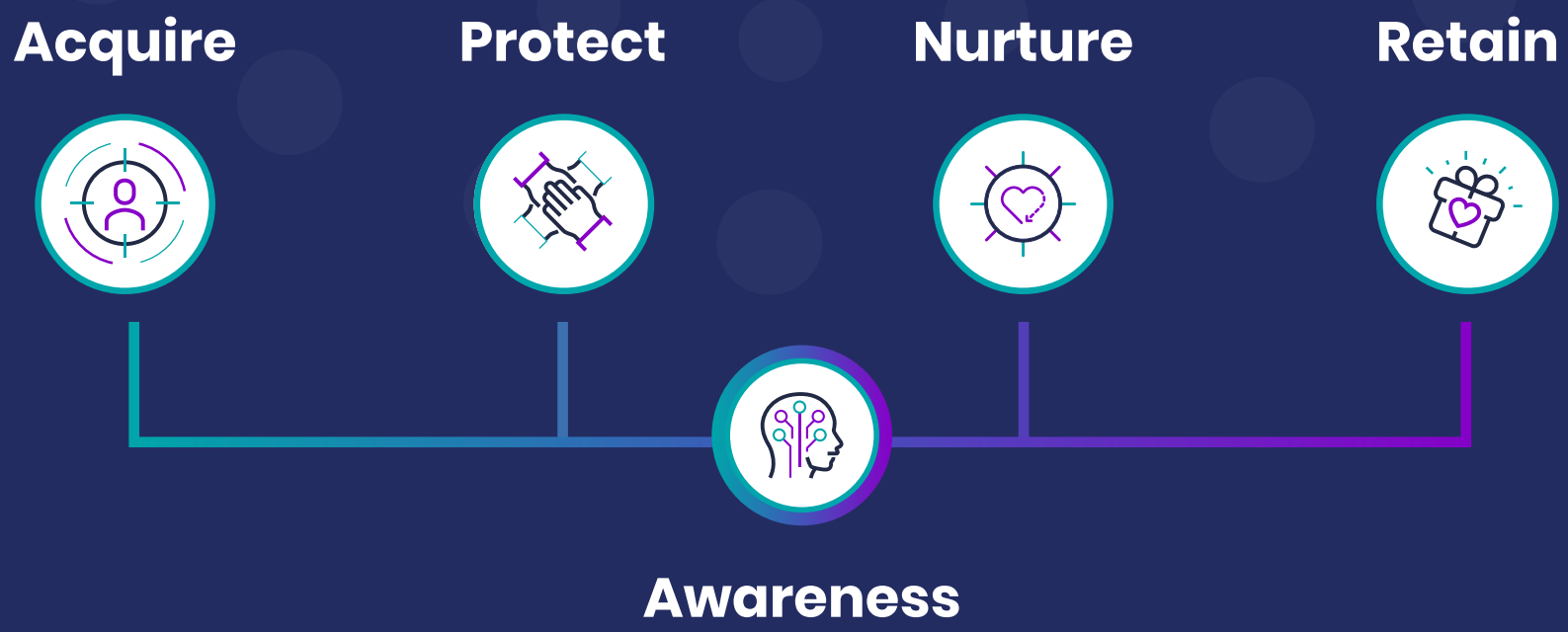
12.2%

This is where campaign automation comes in.

It lets you save time and improve your marketing results. For example, campaign automation can reduce **your marketing overhead by approximately 12.2%**. And when it comes to email open rates, **triggered emails tend to outperform generic newsletters by 19.3% on average**. These outcomes allow you to focus on more strategic activities, such as finding innovative ways to delight your customers.

Most marketers use campaign automation to perform important but repetitive tasks, such as sending timely messages with sales-driven CTAs or acknowledging a special occasion (e.g. a customer's birthday). These tasks often serve a wide variety of objectives, but for the sake of this eGuide, we'll focus only on four.

Typical campaign objectives:



Automation doesn't need to be fancy or complex. It's simply about staying front of mind so your prospects and customers will consider your brand when making their next purchasing decision. Read on to learn how to get started, with plenty of practical advice.

From Apteco Product Manager,
Liz Walker

How can campaign automation help you achieve your objectives?

In this section, we'll examine the typical campaign objectives in more detail and provide examples of the types of automated campaigns we would typically associate with each one.

As awareness is a broader objective, keep in mind that some of the activities mentioned below can help improve people's understanding of your organisation (although your focus may be geared more towards your brand rather than specific products).

1. Acquire

Customer acquisition is an important strategic goal that all marketers think about. Acquisition is essentially all about convincing prospects to make their first purchase. However, it's not always easy to cut through the constant noise and get them to pay attention.

Campaign automation lets you leverage the power of data and send personalised messages, thus increasing your chances of conversion.

Examples include:

- External trigger-driven campaigns
- Social targeting, based on demographic and online behaviour
- Activation/reactivation of warm prospects

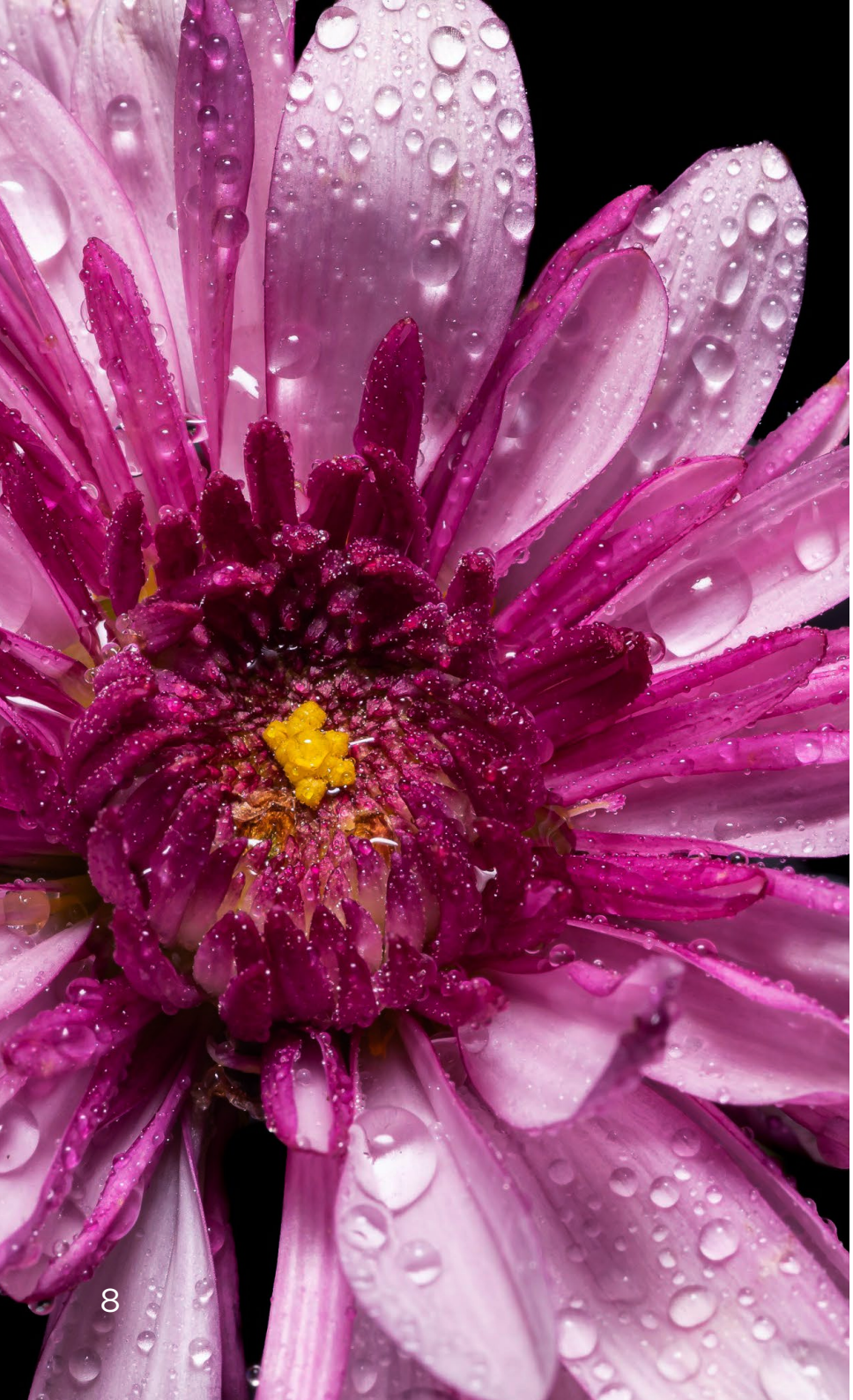
2. Protect

When a prospect becomes a paying customer, a cooling-off period begins. During this time the customer has the option to cancel their purchase, return their goods and request a refund. Even if your products don't have a cooling-off period, it still pays to protect the positivity of the purchase decision to inspire a subsequent purchase.

You can reduce the chances of a customer cancelling their purchase by reassuring them that they have made the right choice.

Examples include:

- Welcome messaging
- Onboarding programmes
- Feedback surveys
- Planned purchase support



3. Nurture

Your relationship with your customers shouldn't revolve around a single transaction.

Cross-selling and up-selling opportunities play a very important role here. By encouraging repeat purchases, you increase your organisation's average customer lifetime value (CLV) and improve the recency, frequency and monetary value of your customers' purchases (RFM).

Examples of the activities most associated with this objective include:

- Shopping cart abandonment campaigns
- Proactive campaigning (e.g. heatwave arriving)
- Reactive campaigning (e.g. responses to complaints and product recalls)
- Best next offer campaigns
- Engagement campaigns
- Loyalty rewards, including exclusive offers and benefits

4. Retain

A product often has a lifecycle and there will be a time when the customer will think about terminating, replacing or upgrading their existing product or service. While this is natural, you can minimise churn by reminding them about your USPs, your other products and services on offer, and by convincing them why they shouldn't defect to a competitor.

Examples include:

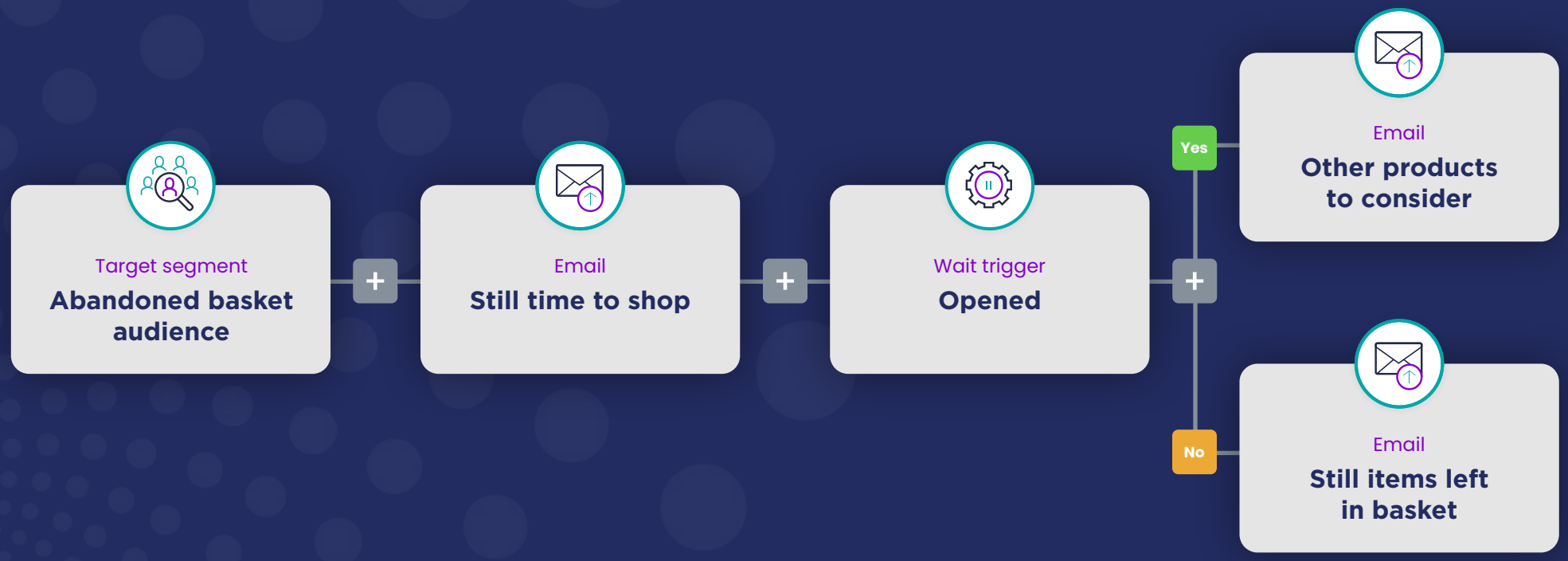
- Churn prevention campaigns (emphasising benefits and how your company has helped or changed)
- Competitor comparison campaigns
- Best next offer campaigns

What are the top 10 automated campaigns?

Getting started might be easier than you think. Let's take a closer look at the most common campaigns you may consider using and see how each one works in practical terms.

1

Shopping cart abandonment



1. Shopping cart abandonment

Ideal goal:
To encourage the completion of purchase

What it is:
Whenever a customer abandons their shopping cart for a pre-specified period of time, a reminder is delivered to their email inbox. If they open the email but still don't make a purchase, a promotional offer is sent.

The standard practice here would be to offer a fixed discount, but this can be easily exploited by customers who intentionally wait for offers before purchasing. The better alternative would be to promote a next best offer (based on cart items) or by individualising send times.

How to get started:

- Set a live trigger.
- Make sure that all visitors abandoning their cart become part of the target group after a certain amount of time.
- Consider all possible actions that a customer may take (e.g. if there is zero response, you may want to send a second reminder via a different channel).

Notification
You've left something in your basket!

Liz says:

"With so many options for e-commerce, consumers will often click 'add to basket' across several baskets before making a final decision. Here, we're using the abandonment campaign as a trigger to remind them of our brand and their considered purchase, possibly incentivising them to choose us over the alternatives."

2

Birthday campaigns

Target segment

Birthday audience

+

Email

Birthday message with special offer

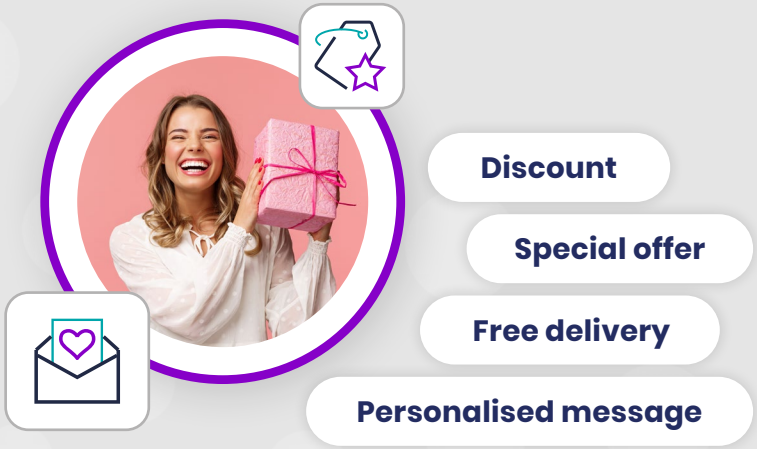
2. Birthday campaigns

Ideal goal:
To nurture customer relationships and reinforce brand loyalty

What it is:
The birthday campaign is one of many possible engagement campaigns that use personal events in a customer's life as a trigger. Every year, on a customer's birthday, a promotional offer is sent to their inbox. In order to effectively achieve your goal, the offer must be personalised based on their age, geolocation, transactional history, and other relevant factors. Otherwise, you risk not engaging the customer at all.

How to get started:

- Create a target group that includes people who have a birthday on a specific day.
- Decide the most appropriate offer to send.



Liz says:

“Birthday campaigns are a way of thanking the customer for their patronage or engagement with your brand. They’re mainly used in recreational service sectors such as restaurants or e-commerce.”

3

Welcome messages

Target segment
Welcome customers

+

Email
Welcome message

+

Time delay
Wait 3 days

+

Email
Product and service showcase

3. Welcome messages

Ideal goal:
To initiate a positive relationship with your prospects and customers

What it is:
When a prospect or customer signs up to marcomms or makes a first-time purchase, a welcome message is sent to their inbox. The email should confirm their email subscription, introduce your brand, and explain what they expect from your future correspondence.

How to get started:

- Set up a campaign trigger, so a message is automatically sent when someone signs up for your marketing emails or makes a first purchase.

First purchase offer

Season inspiration

Special discount code

New products

Liz says:

“Welcome campaigns start with an acknowledgement of an interaction – such as a purchase – but then span into a series of messages that showcases the brand, what it can do for the customer, and the ways in which the customer can engage with the brand.”

4

Cross- and up-selling campaigns

4. Cross- and up-selling campaigns

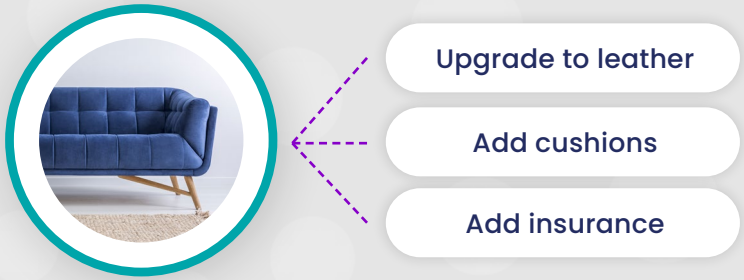
Ideal goal:
To increase customer lifetime value (CLV)

What it is:
Up-selling involves convincing customers to increase their basket value and get premium add-ons. Cross-selling, however, involves persuading them to buy related or complementary products.

Deciding what to offer customers here can be a strategic decision – such as promoting a product along the customer journey, or because the business needs to increase demand for a certain product. Alternatively, these campaigns can incorporate best next offer methods (more on this later).

How to get started:

- Get the transaction history of your customers.
- Conduct shopping basket analysis. This data mining technique will help you better understand customer purchasing patterns.
- The insights you gain from this analysis can then be used for a personalised cross-sell campaign.



Liz says:

"A customer may not be aware of the other products and services on offer and it is good to showcase relevant ones based on the information provided or what other customers have purchased as complementary products. The more relevant these are, the more chance of engagement and interest."

5

Best next offer

Target segment

Purchasers in the last week

+

Email

Next best purchase

5. Best next offer

Ideal goal:
To increase the likelihood of future conversions

What it is:
Best next offer is a form of predictive analytics that examines correlations within transactional data. Campaigns that make use of it don't typically have promotions attached to them, as the product or service presented should be inspiring enough and closely related to their original purchase to capture initial interest.

How to get started:

- Get the transaction history of your customers.
- You'll need to ask yourself two questions: which product combinations are most popular, and what tendencies do individual customers demonstrate? The best next offer model will crunch through the data for you, showing you associations between the products and services and what is commonly bought together.
- Save the 'best next offer' as a variable for each customer and use it to personalise your communication.

Liz says:

"Best next offer is a good example of letting the data speak for itself. The key here is to inspire customers to consider other products but only show products that haven't been recently purchased."

6

Planned purchase support

6. Planned purchase support

Ideal goal:
To ensure a smooth cooling-off period

What it is:
Planned purchase support is all about reassuring your customers about their purchases. This is especially necessary if your product has a high price or takes a long time to deliver. It also depends on how new individual customers are to your brand. For example, they're much more likely to expect status updates from you if they're buying a sofa that will be delivered in three months instead of three weeks.

How to get started:

- Consider the nature of the products and services you offer.
- Think about where your customers belong in the customer lifecycle (the more familiar they are with your brand, the less support they need).

Notification

Your item will be delivered today

Liz says:

“Think of this as a purchase welcome campaign where the same principles apply – we need to support customers through the purchase process by setting expectations for delivery timings, additional products they may wish to consider alongside the purchase, and to reassure them that they are making the right decision.”

7

External trigger-driven campaigns

Target segment
Purchases in progress

+

External trigger
Planned postage strike

+

Time delay
Order in advance to avoid disappointment

7. External trigger-driven campaigns

Ideal goal:
To nurture customer relationships

What it is:
Trigger-driven campaigns give marketers the ability to send useful contextual information to prospects or customers at a moment's notice. They're usually based on external events, such as weather conditions or product shortages. For example, you might send push notifications to people who have signed up to be informed when a certain product is back in stock.

How to get started:

- Select the most relevant triggers.
- Decide whether you're going to use third-party data or your own.
- Identify who will be affected if trigger scenarios are activated.

Liz says:

“These campaigns help show that you’re being proactive and that you’re supporting customers when there’s an external event that could impact them. The seriousness of the impact will be determined by the trigger, but it shows that the brand is listening and that current affairs are being acted upon in the interest of the customer.”

8

Regional events by drive time

8. Regional events by drive time

Ideal goal:
To deliver location-specific messaging

What it is:
This type of campaign is best suited for event or venue promotion. You'll need to find out where customers live and calculate how far away they are from your event, venue or store. A good rule of thumb is to consider drive time rather than distance in miles, since environmental obstacles (e.g. mountains) may skew the accuracy of your results. You should also apply demographic filters to sharpen the relevance of your message even further.

How to get started:

- Collect and consolidate the postcodes of your prospects and customers.
- Decide your event location.
- Create a derived variable that calculates the drive time to your chosen location and create a target list of those that fall within it.

Your closest store is:
Wolverhampton
2.1 miles

Liz says:

"Announcing a branch event or a new store opening is a great way of engaging customers and prospects. Tailoring the communication to those who can feasibly get there makes the communication relevant. However, depending on the event, live streaming or event recording widens the event's reach."

9

Reactivation campaign

Target segment

Reactivation audience

+

Email

Holiday inspiration reactivation

9. Reactivation campaign

Ideal goal:
To encourage inactive customers to make a purchase

What it is:
Reactivation campaigns are usually triggered once a certain amount of time has passed since a customer has bought something from your organisation. Previous travel customers could be encouraged to book their next holiday if they are showing signs of being late with this year's booking. However, reactivation campaigns could also be used to reignite warm prospects' interest in your products.

How to get started:

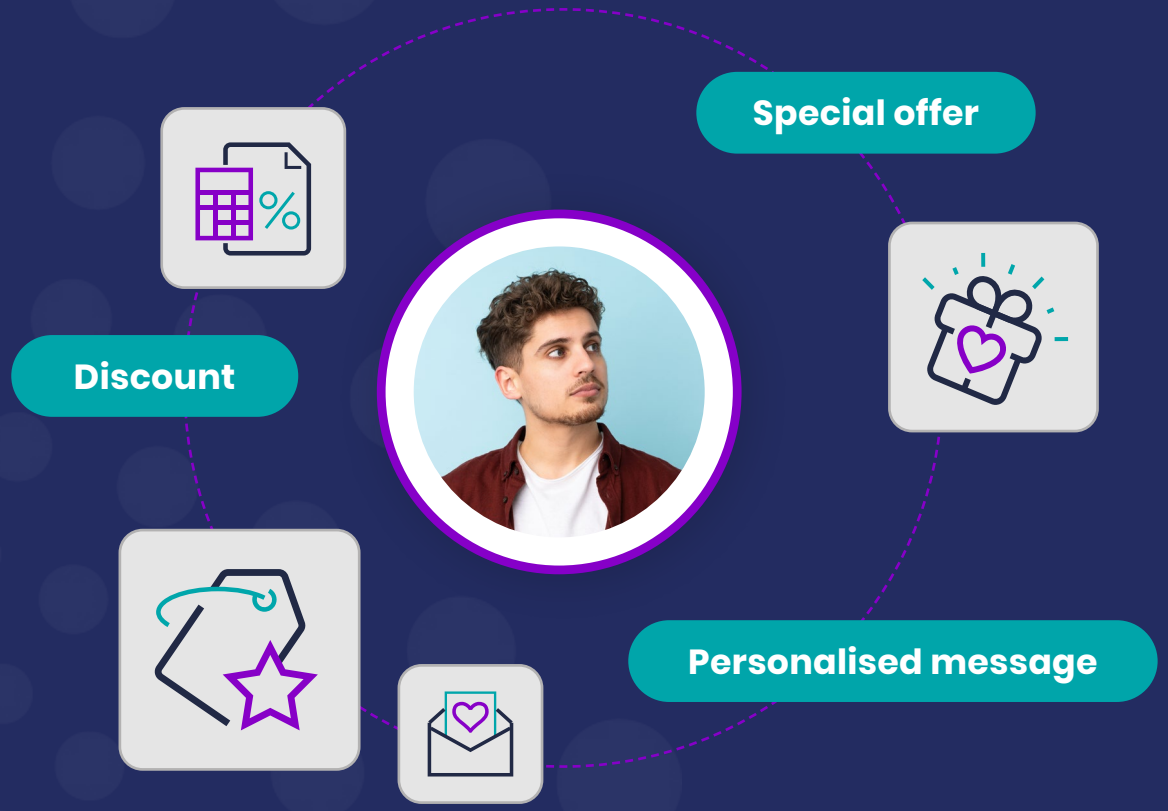
- Collect your customers' transactional history. Key metrics to look for include their number of purchases, the time difference between their first and last purchase, the average number of days between their purchases, and the number of days since their last purchase.
- Analyse the activity patterns.
- Use past insights to predict how long it may take for a customer to engage with your brand again. If nothing happens, your reactivation campaign should be triggered.

Liz says:

“The idea of this campaign is to reintroduce the brand, the USP of the brand, and cut through the noise to be noticed again. If the customer had a good experience with their previous purchases, this reactivation campaign should lead to increased engagement. The message has to be creative and relevant if you want to rise above the noise.”

10

Churn prevention campaigns



10. Churn prevention campaigns

Ideal goal:
To prevent customer churn

What it is:
Churn prevention campaigns are slightly more sophisticated than reactivation campaigns. They extract rich behavioural insights from your CRM data to help you understand patterns in behaviour from customers who have previously lapsed, allowing you to pre-emptively act to repair the relationship before it's too late. This might be through a discount, a special offer or a personalised marketing message.

How to get started:

- Create a profile of people who already lapsed to identify common characteristics.
- Allocate a score to current customers based on this profile – the higher the score, the more likely they are to lapse.
- Send out campaigns with measures to retain customers (special offers, discounts, etc.)

Notification
We haven't heard from you in a while...

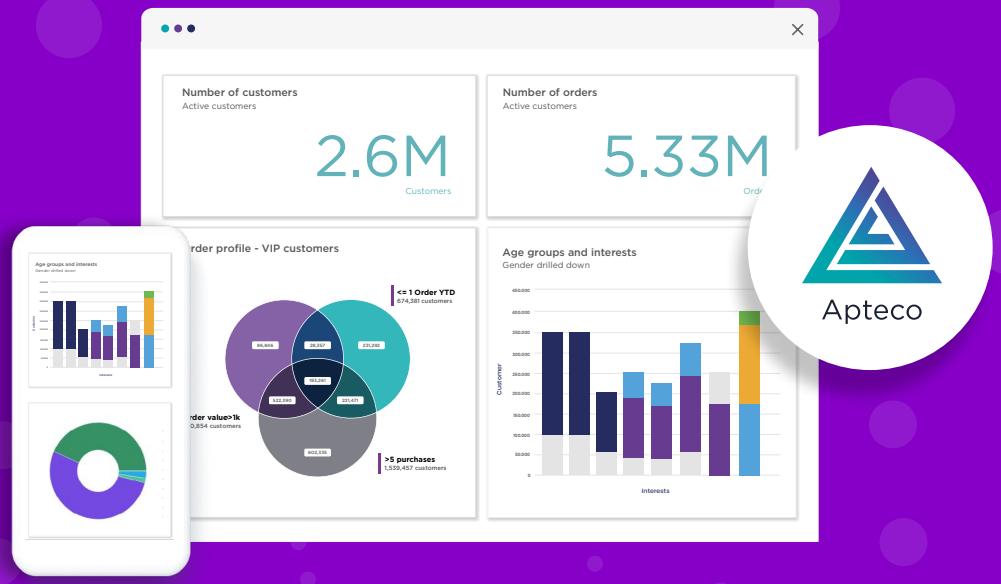
Liz says:

“It’s far more economical to retain than to acquire. The key is to understand the risk of churn so that you can preempt it and prevent it. Remind your customers why they chose you, what is good about the product or service, and why they should consider you again.“

Unlock the full power of campaign automation with Apteco

When you automate core campaigns, you free up time and resources that are better spent on more important work. The best part is: you may already have the data you need to get started.

Apteco software helps you plan, launch and analyse personalised end-to-end campaigns at scale – from send time optimisation to audience selection and campaign optimisation.



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