Assignment Breakdown:

By George Ulloa:

Your client has asked the following:

"Outline a drip campaign to engage and move a prospect through funnel to entice them to sign up for a demo of our Business Intelligence product."

Columbo BI is our business intelligence solution that law firms can use to conduct competitive analysis, comparisons and understand the legal landscape. The target audience would be business development, marketing, and management decision makers of firms.

   a. Suggest the number of emails and what email content use.

   b. Suggest the segmentation you would do to ensure the emails are generating the interests of the right target audience.

   c. Write an email with suggested call to action, subject line, and visuals if any.

Research

The first thing a client wants from you is to get knowledge of the product.

Here is your prompt:

"Columbo BI is our business intelligence solution that law firms can use to conduct competitive analysis, comparisons and understand the legal landscape. The target audience would be business development, marketing, and management decision makers of firms."

What is the first thing you should do?

1. **Product Demo:** It's crucial to familiarize yourself with Columbo BI. Please request a demo to gain a practical understanding of its features and capabilities. You can do so at <u>Columbo BI Demo Request</u>.

2. **Guidance for Effective Learning:**

   o As a marketing manager, it's imperative to deeply understand the products you're promoting. This not only shows dedication to your role but also ensures you can effectively communicate the value of Columbo BI to potential clients.

   o Select the earliest available time slot for the demo, prioritizing this as part of your learning process.

3. **Additional Resources:**

   o Two concise yet comprehensive videos have been provided to further enhance your understanding of Columbo BI. These resources are aimed at giving you a broader overview of the tool's functionality and benefits.

Understanding:

Objective: Deepen the understanding of Columbo BI's features, aligning with strategies like Oracle's promotion of Responsys. This approach is especially relevant given the mentee's prior experience with Responsys, enabling a more relatable and effective learning process.

Methodology:

1. **Comparative Analysis:** Utilize the mentee's familiarity with Responsys as a foundation. Compare and contrast its features with those of Columbo BI, emphasizing business intelligence and tracking capabilities, and how these can enhance user engagement.

2. **Resource Engagement:**

   ◦ Encourage the exploration of Columbo BI through educational videos. These are designed to provide an accessible and comprehensive understanding.

   ◦ Prioritize viewing these videos to build a base knowledge, before consulting the supplemental notes.

3. **Further Study:**

   ◦ Direct attention to the Leopard Solutions - Columbo BI Suite for detailed product insights.

   ◦ Provided an export of this page with annotated notes, focusing on aspects most relevant to the mentee's background and experience with Responsys.

Mentor's Note: Recognizing the mentee's background in Responsys, this exercise was specifically designed to leverage that experience. This approach exemplifies my leadership style, where I tailor learning and development strategies to align with the individual's existing knowledge and skills, facilitating more effective and personalized mentorship.

"I won't give you the answer for this but I want you to think about the way Oracle would promote Responsys. Think about how the promoted all the cool "business intelligence" and "tracking" that could do stuff like reach more users, like those AI generated perfect open times. Relate it to that. Then it will be easy to click and understand what this is."

Learning Key Terms and Big Picture

Now that the research is done now, we can start getting into the actual work.

Introduction to Drip Campaigns:

A drip campaign is a strategic marketing approach involving the systematic sending of automated emails to nurture prospects through the sales funnel. This method aims to provide incremental, relevant information to maintain engagement and guide potential customers toward a specific action, such as signing up for a Columbo BI product demo.

Breaking Down the Process:

1. **Understanding the Drip Campaign Concept:**
   - The essence of a drip campaign is to engage prospects by delivering targeted information over time.
   - The ultimate goal is to create momentum leading to a decisive action, be it a subscription or a trial sign-up.

2. **Application Example:**
   - Consider a scenario where there's an upcoming event, such as a 'Times Live' event, and the objective is to encourage sign-ups through weekly promotional emails.
   - Strategize on how to captivate the audience, for instance, by teasing the mystery of the event or highlighting exclusive features of Columbo BI.

3. **Engagement and Conversion:**

- o The drip campaign should build excitement and curiosity over time, leading to the desired action – in this case, signing up for a Columbo BI product demo.

- o Creative approaches might include sharing enticing snippets about Columbo BI, and gradually revealing the unique benefits to encourage demo sign-ups.

What could action like that be for something like this? Is it to sell a subscription, is it to push people to try a demo?

It's up to you to think about.

If your boss said to you "X", we have Live event that is happening at the end of the month that we want users to sign up for. The event is a mystery, but we want sign ups, because we want them to try something cool. We want them to try "Columbo B.I."

How would you think about building that momentum?

How would you excite users over an extended period for a hands-on demo you want the email event to end with signups

Fun ideas: What is you hint at this amazing tool, share info in "drips" and end with possibly, why you can try it now. Have fun thinking about this!

Answering the Actual Questions:

Understanding the Campaign Objectives: Engage in a thoughtful analysis of email marketing strategies to develop an effective drip campaign for Columbo BI. This requires a blend of creativity and strategic thinking, ensuring that the content resonates with the target audience.

1. **Email Frequency and Content Strategy:**

- Determine the optimal number of emails. Consider factors like audience engagement, content saturation, and effectiveness.
- Deliberate on the best times to send these emails and discuss potential user responses to different frequencies and timings.

2. **Crafting Engaging Email Content:**
   - Focus on content that will excite and motivate the audience to try a Columbo BI demo. Think about what would make an email irresistible to open and act upon.
   - Develop a narrative that builds anticipation, providing just enough information to keep the audience eager for more.

3. **Audience Segmentation for Targeted Marketing:**
   - Analyze the existing customer base to create effective segments. This segmentation will help in tailoring messages for different groups, increasing the relevance and impact of the campaign.
   - Consider the unique needs and interests of each segment, ensuring that the emails align with their expectations and preferences.

When answering these questions just ask yourself "what do I like in email" the rest is easy. Just whatever you consider, be prepared to explain to yourself and other clearly, why you feel a certain way.

Marketing is just backing up personal opinions with facts to persuade others. Am I right?

1. Suggest the **number of emails** and **what email content use**:

   1. For the type of person that if they got a chance to try this product via a demo, it would be so life changing they would say "hey our org needs this product, and it is so important to be in this mindset. At the end of the day this is the goal. Get the right product to the right people, and secure demos for these people as the man objective.

      1. What number of emails would be best? Once a week or daily?
      2. Drill down:
         1. What times of day do you think it would be best to email this audience? How many times?

3. What's annoying and you would avoid?
4. What would they appreciate?
5. What would make it feel spammy and you would avoid?

2. So now that have a sense of this. Write it out, why should we listen to you "X". Can you explain to me why we SHOULDNT send all emails by default at 6AM?

3. The second part is "**what email content use**"

4. So, what are you aiming for? A demo right that you want people to sign up. Fundamentally what would make a person what to play a demo.
5. Consider what that "drip" is? It's to give enough to know, but not enough to be sure, which is why people are compelled to try the demo.
6. Jot these ideas down and really craft your own story, but it must end with promoting signups for a demo! Imagine it as being a director of a movie for Marvel, the end goal is to promote an Avengers team up but the story to get there is yours.

2. Suggest the segmentation you would do to ensure the emails are generating the interests of the right target audience.

1. This just sounds worse than it is. What is this is just asking for "segments." Remember this is mock test, so you have no pre-generated lists. Take it step by step.
2. First ask what lists are their current? Are there already people on newsletters, are there people who registered for demos before, or just lists of potential clients that a salesperson gave you.
3. After asking for this, since you are the new marketing manager you want to make your own segments. How would you break it down?
   1. People who just like to read about the company.
   2. People who know the product already and tried it.
   3. People who have a passing interest in this product based on their search history and who may enjoy a demo.

4. Ok so now you got your segments in your mind. How would ensure the emails are generating the interest are generating the interest of the right target audience.
   1. Think about this. You can't market to everyone. As cool as that is maybe not everyone cares about a demo and doesn't want to be annoyed. You may

push people away by mistake.

1. Would you exclude any segment?
   1. Is there a segment that maybe needs more info than the other. So maybe consider emailing that person more "drips" than a person who already knows everything about the product, and just need the "core" info like a date maybe a sign up was happening? What do you think?
   2. Think about the types of filters you made in Responsys. Why did excludes Regis or unsubs. What specials considerations did we make?

Developing a Creative Email Campaign: A Guided Exercise:

Objective: Construct a dynamic and engaging email campaign. The goal is to captivate the target audience and encourage sign-ups for a demo, using a creative and unique approach that stands out from conventional email content.

Campaign Development Process:

1. **Scope of the Campaign:**
   - Plan for a series of three to five emails, crafting a compelling narrative that gradually builds interest in the demo.
   - Focus on creating content that resonates with the target audience, motivating them to act.
2. **Design and Layout:**
   - Emphasize the importance of wireframing and layout in email design. While intricate design elements are not essential, the structure and clarity of the email are crucial.

- Utilize Figma for its user-friendly templates, assisting in the visualization of the email layout. [Figma Templates](#)

3. **Content and Engagement:**
   - Encourage creativity in content creation. For example, writing an email in the voice of a well-known character to intrigue and engage the audience.
   - Implement engaging subject lines and interactive elements like promo codes or calls-to-action (CTAs) to increase engagement and conversions.
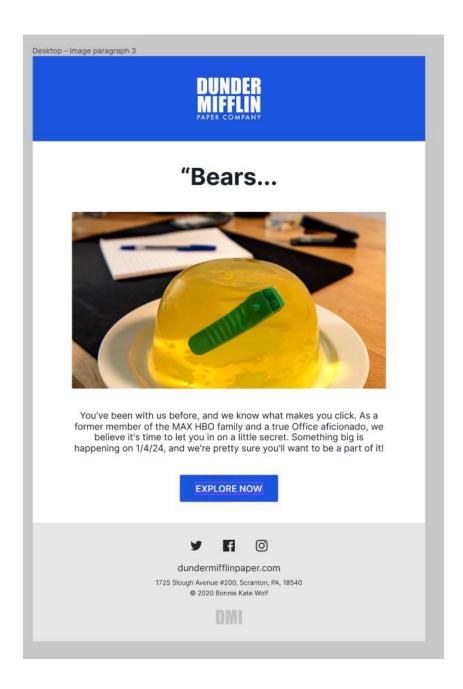
Mentor's Guidance: Remember, the essence of this exercise is to combine creativity with marketing savvy. Use available tools effectively, but always infuse your personal touch and insights into your work

Ok so let's be creative together. I want people to sign up for MAX Streaming Service Because they are finally getting the Office how do we hype them up?

I start with a theme I want to make this email for my segment. Office super fans, who used to be on Max but canceled their service because it was expensive, but they love the office and will pay for Max.

Here is a sample into email:

Subject line: "Get ready to meet some old coworkers"

DUNDER MIFFLIN
PAPER COMPANY

"Bears...

You've been with us before, and we know what makes you click. As a former member of the MAX HBO family and a true Office aficionado, we believe it's time to let you in on a little secret. Something big is happening on 1/4/24, and we're pretty sure you'll want to be a part of it!

EXPLORE NOW

Now I want to be fun! So, I am writing a letter in the voice of Creed hinting at the streaming debut and a hit a sweet promo code for people who click the CTA to sign up for a future promo code. Remember I want them to sign up for Max, but not yet.

Remember lets gave fun! So, I wanted to break up the visuals and go with a fun newsletter.

Creed Bratton here, and I've got a secret so good, even my alter-egos haven't heard about it. Picture this: It's 1/4/24, and something big's coming to MAX HBO. It's like finding a forgotten tuna sandwich in your desk – but better, way better. And since you're part of the inner circle, I'll let you in on the ground floor. Just remember, if my name comes up, you got this from Toby.

Here's the skinny: There's a certain Scranton office gathering on the horizon, and you're on the VIP list. Click that shiny button below, and I'll hook you up with a future promo code that's got more value than my collection of refrigerator magnets. This is your ticket to laughs, pranks, and maybe even a Dundie or two. So, what do you say? Are you ready to join the world's best worst secret?

Signed,

Creed Bratton
Quality Assurance Director, Dunder Mifflin Scranton

Join Creed's Conspiracy

Now we go all in and land it!

So, we made it to the end.

That was the drip.

Concluding Note on Email Campaign Strategy and Leadership:

This exercise showcases my comprehensive approach to fulfilling client requests in email marketing, emphasizing creative content development and strategic planning.

The example of the MAX Streaming Service campaign illustrates my proficiency in crafting engaging narratives and leveraging marketing tools effectively. As a mentor and leader, I focus on guiding and inspiring my team to think innovatively, ensuring our projects not only meet but exceed client expectations.

This example demonstrates how I lead by example, encouraging a blend of strategic thinking and creativity in email marketing.