**System Overview: EM\_Sync and MailerLite Integration**

**Overview of the System**

This system is designed to manage marketing and customer engagement for a music e-commerce platform that integrates multiple tools: **MailerLite**, **Easy Digital Downloads (EDD)**, and a **Custom CRM (Bema CRM)**. The goal is to efficiently manage customer interactions, segment subscribers into tiers, automate communications, and track purchase behaviors through a unified workflow.

**Background on MailerLite**

MailerLite is an email marketing tool designed for creating, automating, and managing campaigns with features like:

* Subscriber management.
* Automation workflows.
* Analytics for campaign performance.

**EM\_Sync Integration with MailerLite**

EM\_Sync is a custom WordPress plugin that integrates MailerLite and Easy Digital Downloads (EDD) for subscriber management, tier tracking, and purchase synchronization. The key functions of EM\_Sync include:

1. **Subscriber Tier Management**:
   * Tracks subscribers across Opt-In, Gold, Silver, Bronze, and Wood tiers.
   * Syncs MailerLite groups with CRM and EDD purchases.
2. **Custom Field Management**:
   * Automatically creates YYYY\_Artist\_Campaign\_purchased fields in MailerLite for each subscriber if they do not exist.
   * Updates the fields based on purchase activity in EDD.
3. **Cross-Campaign Movement**:
   * Manages transitions between campaigns while retaining earned tier status.
   * Ensures consistent data updates in MailerLite and CRM.
4. **Reporting**:
   * Generates reports on subscriber activity, purchase behavior, and tier transitions.

**Flow of Tier Transitions**

Subscribers move through tiers based on engagement and purchase activity.

**Initial Entry:**

* Subscribers start at the Opt-In tier via a lead magnet or from a prior campaign.
* Warm-up emails introduce them to the campaign.

**Movement Rules:**

1. **Opt-In to Lower Tiers:**
   * Opt-In → Gold\_Purchased or Opt-In → Silver → Silver\_Purchased or further to Bronze/Wood if no purchase.
   * Non-purchasers eventually land in the Wood tier (no Wood\_Purchased).
2. **Prior Campaign Transitions:**
   * Gold\_Purchased (prior) → Gold → ...
   * Silver\_Purchased (prior) → Gold → ...
   * Bronze\_Purchased (prior) → Opt-In → ...

**Key Automation Setup:**

* **MailerLite Automation:**
  + Triggers movement between tiers based on custom fields and inactivity.
  + Sends warm-up and ad emails for each tier.
* **EM\_Sync Tasks:**
  + Updates MailerLite fields based on EDD purchases.
  + Logs activity and generates reports.

**Messaging Strategy for Tiers**

**General Principles:**

* Subscribers are unaware of their tier.
* Messaging focuses on positive engagement and incentives.

**Warm-Up Sequence (3-5 Emails per Tier):**

1. **Email 1**: Introduction and welcome.
2. **Email 2**: Value offer and sneak peek.
3. **Email 3**: Ad email with a clear CTA.
   * Higher tiers include stronger incentives (e.g., discounts, bundles).

**Ad Email Triggers:**

* Sent after warm-up sequence.
* Include urgency-based or value-based CTAs.

**Wood Tier Re-Engagement:**

* Exclusive offers or content.
* Free bonuses or alternate lead magnets.

**Custom Field Creation**

* EM\_Sync ensures all required fields (e.g., YYYY\_Artist\_Campaign\_purchased) are created during campaign setup or publishing.

**Analytics and Testing**

* Regular A/B testing for:
  + Email timing (3 vs. 5 days).
  + Content types (text-heavy vs. media-heavy).
* Metrics to track:
  + Open rates.
  + Click-through rates.
  + Purchase conversion rates.

**Questions for Refinement**

1. Should warm-up email strategies differ across tiers?
2. Are the current time intervals (3-5 days) optimal for transitions?
3. Should we expand reporting capabilities in EM\_Sync?
4. Is there a need for more advanced automation triggers (e.g., link clicks) in MailerLite?

**Flowcharts for Tier Progression**

**Example Tier Flow:**

1. Opt-In:
   * Warm-Up Email Sequence → Ad Email → Gold\_Purchased or Silver.
2. Silver:
   * Warm-Up Email Sequence → Ad Email → Silver\_Purchased or Bronze.
3. Bronze:
   * Warm-Up Email Sequence → Ad Email → Bronze\_Purchased or Wood.

**Cross-Campaign Movement:**

* Gold\_Purchased (Campaign 1) → Gold (Campaign 2).
* Silver\_Purchased (Campaign 1) → Gold (Campaign 2).
* Bronze\_Purchased (Campaign 1) → Opt-In (Campaign 2).

**Messaging Strategy for Gold Tier**

Subscribers entering the Gold Tier are already familiar with the value of the product, as they come from Gold\_Purchased or Silver\_Purchased tiers of a prior campaign. The goal in this tier is to:

1. **Reinforce Loyalty**: Highlight their loyalty and previous support for the artist.
2. **Introduce Exclusive Value**: Present them with content or deals that feel like a reward for their loyalty.
3. **Encourage Immediate Engagement**: Use exclusive and time-sensitive offers to drive quick action.

**Messaging Sequence for Gold Tier**

**Warm-Up Emails (3-5 emails):**

* **Welcome Email:**
  + Thank them for being a valued supporter.
  + Highlight what makes the current campaign unique.
  + Example: “Welcome back! You’ve been a valued supporter, and we have something extraordinary for you.”
* **Exclusive Access:**
  + Offer early access to new content, sneak peeks, or behind-the-scenes material.
  + Example: “As a loyal supporter, you’re getting first access to [specific content].”
* **Exclusive Discount/Bundle:**
  + Provide a limited-time discount or bundled offer with added value (e.g., merchandise, bonus tracks).
  + Example: “Enjoy an exclusive 20% discount as our way of saying thank you.”
* **Social Proof/Testimonials:**
  + Include testimonials or stats from previous campaigns to reinforce their good decision to support.
  + Example: “Over 15,000 fans loved the last album—now it’s your turn to experience [current campaign product].”
* **Urgency and Final Push:**
  + Create a sense of urgency with a countdown or limited availability.
  + Example: “Final chance to grab this exclusive offer—only available for the next 48 hours!”

**Messaging Sequence for Other Tiers**

**Silver Tier:**

* **Welcome Email:**
  + Recap their journey and highlight the next step.
  + Example: “You’ve unlocked Silver Tier benefits! Here’s what’s next.”
* **Incentive Email:**
  + Offer incremental benefits to motivate action (e.g., discounts, exclusive tracks).
  + Example: “Your exclusive Silver Tier offer is here—don’t miss it!”
* **Ad Email:**
  + Showcase the product with a strong CTA.
  + Example: “Special Silver Tier offer: Get it before it’s gone!”
* **Final Reminder:**
  + Create urgency and emphasize exclusivity.
  + Example: “Time is running out—act now to enjoy your Silver Tier benefits!”

**Bronze Tier:**

* **Introduction Email:**
  + Re-engage with positive reinforcement.
  + Example: “You’re in the Bronze Tier—let’s make it count!”
* **Value-Driven Email:**
  + Highlight the value they’ll receive by taking action.
  + Example: “Your Bronze Tier exclusive offer awaits—don’t miss out!”
* **Ad Email:**
  + Focus on achievable actions with lower price points.
  + Example: “Take the next step with this special Bronze Tier offer.”
* **Follow-Up Email:**
  + Encourage a decision with a limited-time incentive.
  + Example: “Last chance to unlock your Bronze Tier reward!”

**Wood Tier:**

* **Re-Engagement Email:**
  + Offer free content or a compelling lead magnet to reignite interest.
  + Example: “We’ve got something special for you—completely free!”
* **Incentive Email:**
  + Provide an irresistible deal to move them up.
  + Example: “Exclusive offer: Get back on track with this one-time deal.”
* **Ad Email:**
  + Simplify the message to make the decision easy.
  + Example: “Take this step today—your journey starts here.”
* **Closure Email:**
  + Leave the door open for future engagement.
  + Example: “We’re here when you’re ready—see you soon!”

Let me know if you want adjustments to the messaging approach or if other points should be emphasized.

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