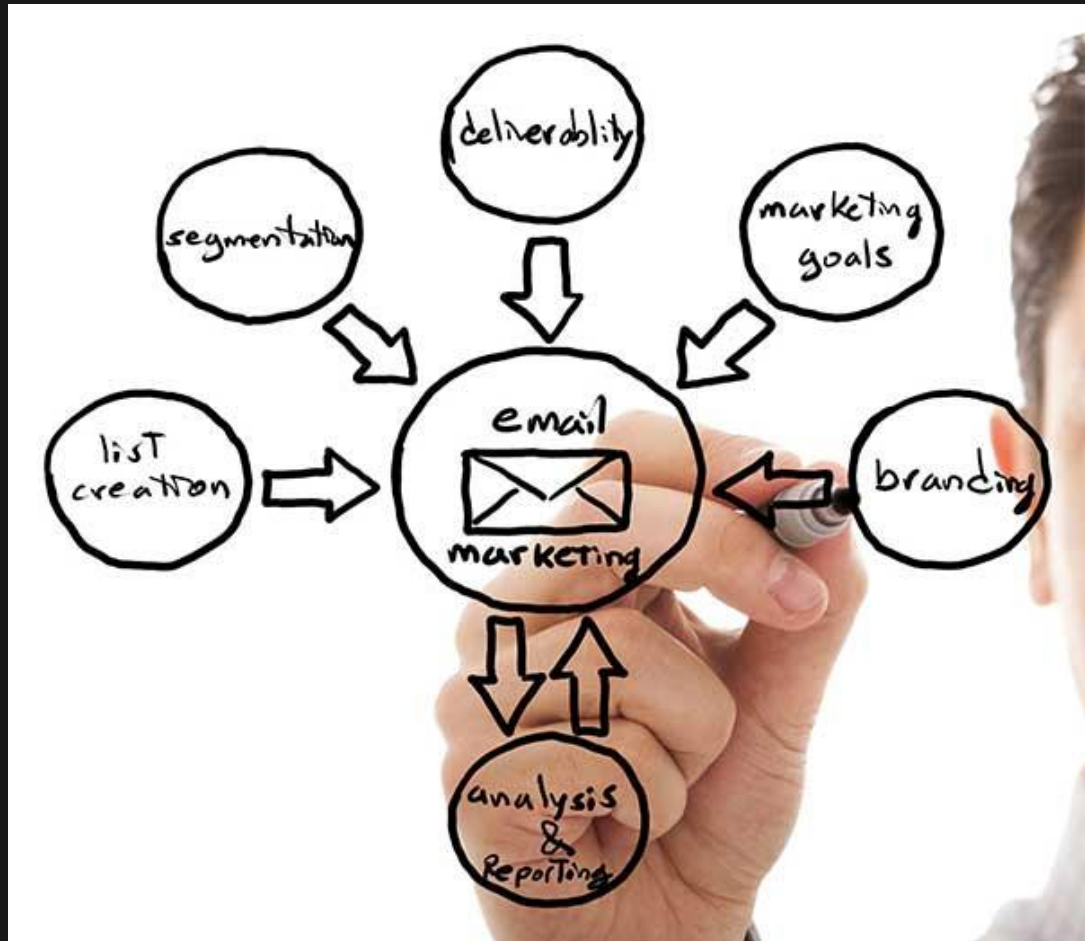


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Email Marketing

Marketing Automation

Marketing Research

EMAIL MARKETING



what my mother thinks i do



what my colleagues think i do



what my friends think i do



what i really do

Modern Email



- The key to your life online
- Universal
- Plays well with others
- Is here to stay



Theory *vs* Practice

JB Email Marketing



50+
Avg. Email
campaigns/
monthly

47%
Avg Open
Rate

19
Product
approaches

x10
Traffic
increase

24%
Avg CTR

JB Email Channels



- News
- Sales
- Events
- Action-driven
- Service*



It's a rule, isn't it?

Send commercial email on Tuesdays/Thursdays

Avoid the words “FREE”, “Discount”, “Win”

It's a bad idea to send emails on Sundays

One email – one Call-to-Action

Always localize emails

No one reads long emails

Images are not always better than text

If you ask for an email, use it

Email Marketing



It's a rule, isn't it?

Email rates are the most important

Explain why you are sending an email

Testing is good. When it's one at a time

Personalize. Personalize. Personalize.

Never send the same twice

Got you're A/B testing results? Stick to them

No good cause, no good email

Email Marketing



The first and only rule of Email Marketing



Email Successes



- Conference follow ups
- Coupon offers (personal)
- C++ EBook
- Release webinars

Email Failures*



- Coupon offers (commercial)
- “Reply-to-sales” CTA
- Fancy emails (commercial)
- Java 20 anniversary

Segmentation



Email Performance



- Delivery Rate
- Hard bounce
- Soft bounce
- Open Rate
- CTR (click rate)
- Click-through-Rate
- Unsubscribe Rate



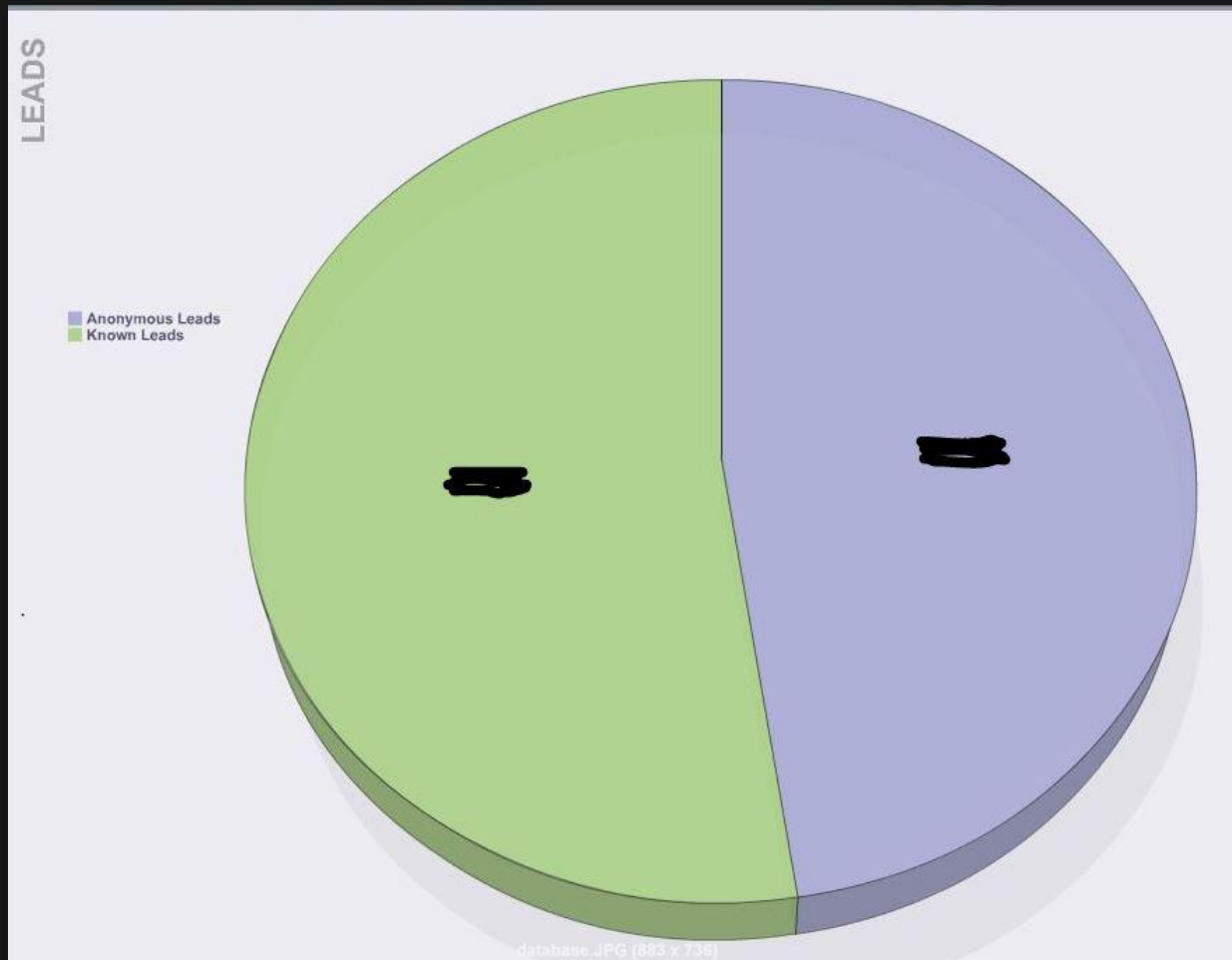
Email Performance



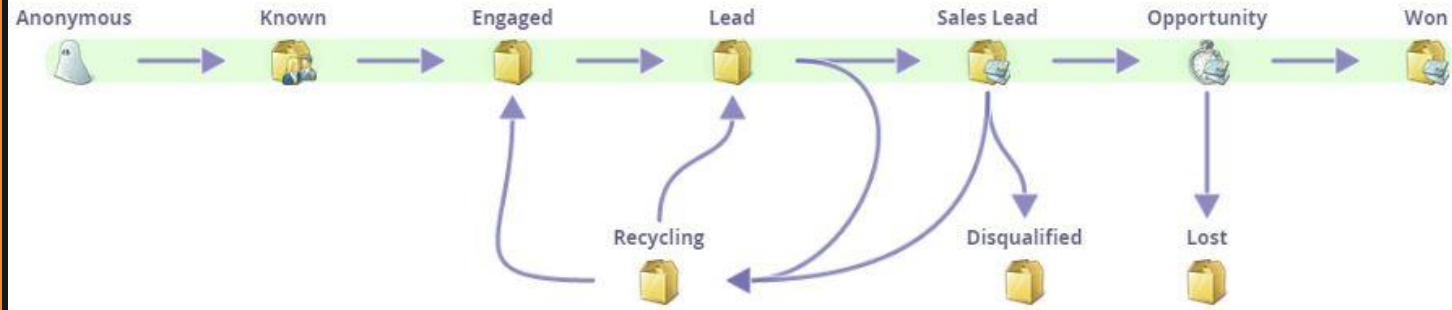
quotes/deals
registrations
enquiries
form fill outs
program successes
downloads


Marketing Automation & Research

Lead Database



Marketing Automation



 Add Choice

Choice 1 ▾

If: JetBrains Total Licenses ▾ at least ▾ 1 ▾
Type: Web ▾ Description: [customer] Searched {{trigger.Search Engine}} for '{{trigger.Search Query}}' and landed on {{trigger.Web Page}}



Choice 2 ▾

If: Member of Smart List ▾ in ▾ competitors ▾
Type: Web ▾ Description: [competitor] Searched {{trigger.Search Engine}} for '{{trigger.Search Query}}' and landed on {{trigger.Web Page}}



Default Choice

Type: Web ▾ Description: [user] Searched {{trigger.Search Engine}} for '{{trigger.Search Query}}' and landed on {{trigger.Web Page}}



Note: Only the first matching choice applies

[user] Searched www.bing.com for 'where to put resharper license' and landed on www.jetbrains.com/resharper/download/installation_instructions.html

[user] Searched jetpeople.jetbrains.com for 'михаил винк' and landed on jetpeople.jetbrains.com/profile/1430/Mikhail.Vink


[user] Searched Google for 'What can Pycharm do with python programing' and landed on www.jetbrains.com/pycharm/

[user] Searched Google for 'what is leading software ?' and landed on www.jetbrains.com/company/



Marketing Automation






vladislava jon snow – jetbrains

Lead Info

Company Info

Opportunity Info

Activity Log

 Filter: None

ID	Date/Time (UTC)	Activity Type	Detail
Date: Aug 3, 2015 (11 Items)			
17079279	Aug 3, 2015 10:56 ...	Visit Web Page	www.jetbrains.com/pycharm/download/download_thanks.jsp
17079158	Aug 3, 2015 10:53 ...	Visit Web Page	www.jetbrains.com/pycharm/download/download_thanks.jsp
17079148	Aug 3, 2015 10:52 ...	Visit Web Page	www.jetbrains.com/pycharm/download/download_thanks.jsp
17079122	Aug 3, 2015 10:52 ...	Visit Web Page	www.jetbrains.com/pycharm/download/download_thanks.jsp
17079118	Aug 3, 2015 10:52 ...	Visit Web Page	www.jetbrains.com/pycharm/download/
17079117	Aug 3, 2015 10:52 ...	Click Link	www.jetbrains.com/pycharm/download/
17079116	Aug 3, 2015 10:52 ...	Visit Web Page	www.jetbrains.com/pycharm/
17079113	Aug 3, 2015 10:52 ...	Click Link	www.jetbrains.com/pycharm
17079112	Aug 3, 2015 10:52 ...	Click Link	www.jetbrains.com/products.html
17079111	Aug 3, 2015 10:52 ...	Visit Web Page	www.jetbrains.com/
17073889	Aug 3, 2015 8:55 AM	Visit Web Page	www.jetbrains.com/idea/download/



- Forms
- Conference
- Survey
- Nurturing
- Internal
- Customers*

Forms

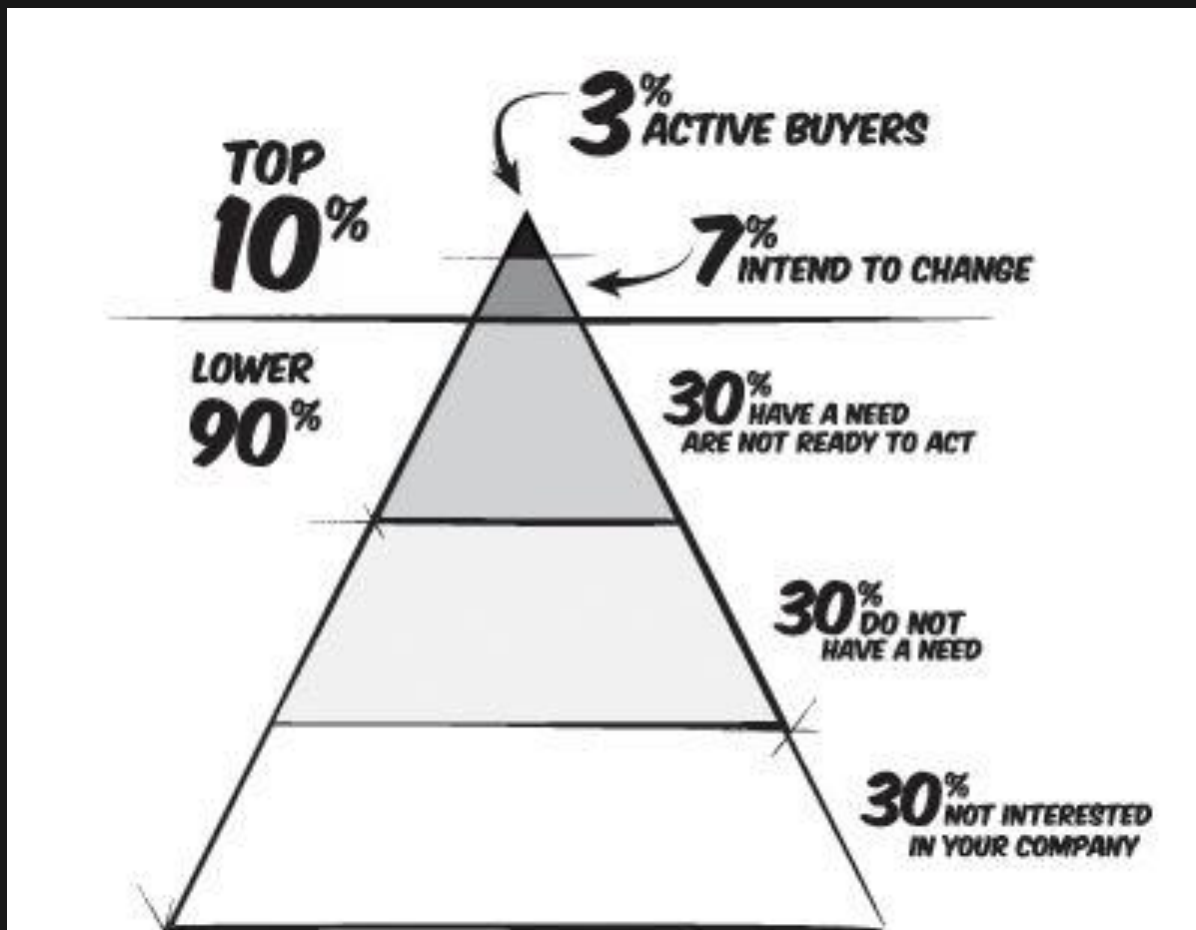


Lead Scoring



Demographic
Behavioral
Explicit
Implicit

Lead Nurturing



Lead Nurturing: PhpStorm



Step1 (entry) – Download

Step2 – Receives Email1

Step3 – Opens Email1 (engaged)

Step4 – After 7 days → send email2

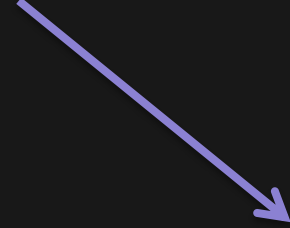
Step5 – Opens Email2 (interested)

Step7 – After 14days → send email3 (sales)

Lead Nurturing



Step8 – Opens Email3a or Email3b (38.25%)



Buys PhpStorm → Success
Avg. total conversion from
Step9 – 15.4%

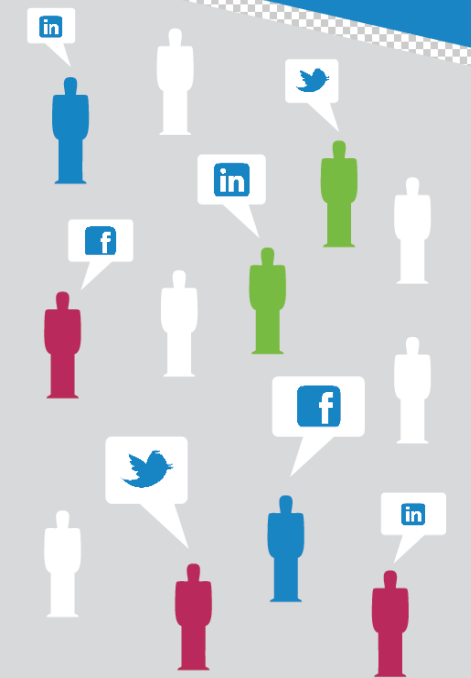
Does Not buy PhpStorm
→ Fail

Conversion to Purchase → 7.5%

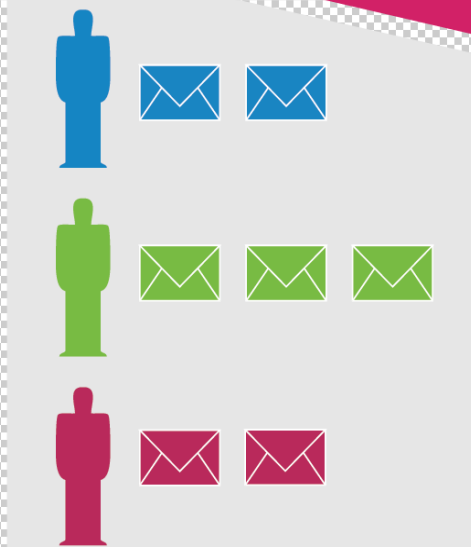
PhpStorm Sales Funnel Conversions



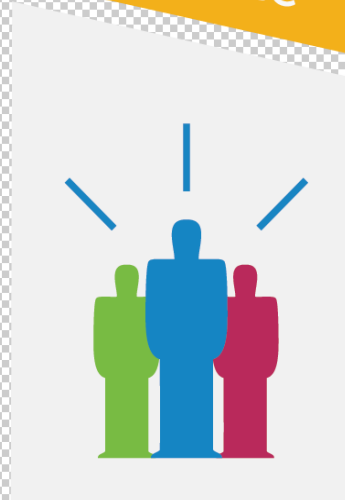
Attract



Nurture



Prioritize



Sell



Measure Effectiveness



- Marketing/Sales Data breach
- Indirect Sales impact
- Which activity drove sales?

Send raven
and spread the word

