

1.1 Email marketing

- **Campaign name:** AppCode Developer Program promo
- **Goal:** Stimulate the purchase
- **Idea:** Purchase JetBrains AppCode, bundled with Apple Developer Program license with 30% off
- **Customer's value:** Save him money and time
- **Target segment:** AppCode B2C
- **Manner:** personal, mostly-text
- **Additional support:** blog posts, search ad, banner ad.
- **Timing:** any/monday
- **Recipients:** 1) subscribers of AppCode with no/expired AppCode license 2) subscribers, using Safari/Apple devices.
- **Subject:** Your Invitation to AppCode Developer Program
- **Message:** <http://paullarionov.github.io/marketing-adp.html>
- **Metrics:** open rate, click-through-rate, avg mail time, email sharing/forwarding rate
- **KPI:** conversion (number of promo purchases)

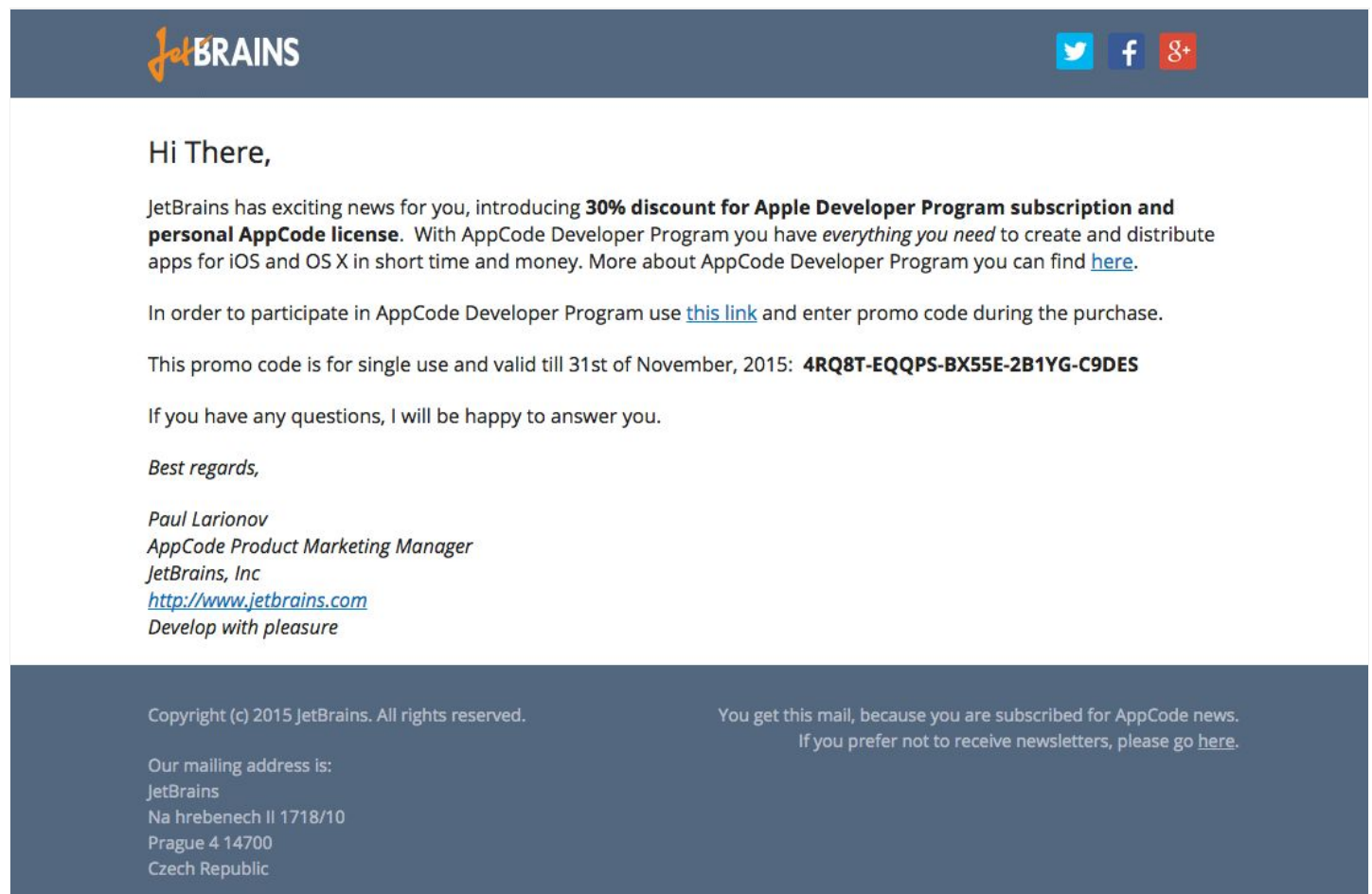


Fig. 1 - AppCode Developer Program email.

Due to Apple audience, it is important to check how the message feels on desktop, iPad, iPhone, web client by Apple (Fig. 2.). We don't use images because personnel message was selected. Message should be strict, but show JetBrains identity. [Apple disclaimer](#) should be used in footage.

I don't really like the implementation of AppCode Developer Program promo because of promo complexity, Apple integration/partnership risks, narrow auditory and dull CTA. I looked through many other options for promo like money off, percentage off, exclusive discount, prelaunch, cross sell discounts, but has failed to find any reasonable news hook/coverage opportunity (August 2015) - WWDC was made, no following large scale conferences, no anniversaries, no

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anticipated event, etc. That is why more suitable are not sales, but informational mails like tutorials, webinars invites, infographics, release announcement or features news. So, the main conclusion is that *poor news hook leads to boring mail*.



Fig. 2 - Message on Apple clients.

2. Nurturing Strategy— AppCode vs TeamCity

Stage/Event	AppCode (personalware)	TeamCity (teamware)
S1.1: New Lead KPI: Percent (%) of recipients who request further nurture content	Email: Welcome to AppCode/TeamCity Content: Journey with first engagement, fast installation guide, resources and support. CTA: Try all features and be impressed	
S1.2 Accommodation KPIs: Lead to opportunity conversion rate (%)	Email: AppCode Tips&Tricks Content: Killer features description, hotkeys, tips and tricks. CTA: Learn best way to use AppCode	Call/Email: How are you with TeamCity? Content: Pseudo-personal letter from manager, asking is installation was fine. Support and help. CTA: Install once, use always
S1.3 Extension	Email: Cool plugins for AppCode you'll love Content: List of most suitable and popular plugins. CTA: Ready? Steady? Add!	Email/Call: Team is invited Content: Promo for teamware long trials for UpSource, YouTrack, etc. CTA: Nice place to work together
S2: Opportunity Onboarding	Email: Your promo code from JetBrains Content: Pseudo-personal letter with minor discount. CTA: Thanks for being with JetBrains	
Always	Send JetBrains newsletters, releases/upgrades/new features, tips and tricks, invites to webinars/events, blasts, etc. KPIs: Total number of contacts; Unsubscribe rate (%); Conversion. All emails should be measured in order to improve effectiveness of the strategy. Evaluate which type of content generates the most leads, as well as to the quality of the content.	