

MARKETING AUTOMATION

HELEN THOMPSON  
MEDIA

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Hickson | Paez | Lammer



# DISCUSSION OUTLINE

## What to Expect From Us

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Objective

Audience

Workflow

Timeline

Content Examples



“GROWTH” - PERSONAL GROWTH,  
SPIRITUAL GROWTH, CLIENT  
GROWTH, COMMUNITY GROWTH!  
WE ARE ALWAYS GROWING  
COMMUNITY AND CONNECTIONS  
IN TRADITIONAL, DIGITAL, MOBILE,  
SOCIAL, EMERGING...YOUR MEDIA!

**HTM VISION & MISSION**

# OBJECTIVE

Why this campaign?

Why now?

To engage with former clients of Helen Thompson Media as well as prospective clients looking for traditional and digital marketing services. To feature the ways HTM is keeping up with the ever changing digital landscape.

KPIs

- 35% open to click rate
- 20% or less unsubscribe rate

# Pam Green



## Demographic

Female

35

years

San Antonio

Marketing Director at Massage  
Envy.

Focus on Traditional Marketing

Works with local and national  
franchisees

## Quote

*Running a successful business is about leveraging the right kind of marketing techniques in order to reach out to the target audience*

## Goals

-Connect to prospects and customers in the best possible way

-Apply marketing trends that are suitable for business

## Channels



# PERSONA #1

# PERSONA #2

## Brad Johnson



### Demographic

Male 38 years

San Antonio

Entrepreneur

Not too keen on Marketing strategy.

### Quote

“

I would like to find plenty of tools out there to achieve my business goals

”

### Goals

-Create strong digital assets to my business

-Keeping your expenses at bay and only investing in things that bring me a profit

### Channels



# AUDIENCE SEGMENTS



## PROSPECTIVE

Contacts obtained by subscriptions to the blog



## CURRENT

Clients of HTM, relationships we want to maintain and strengthen

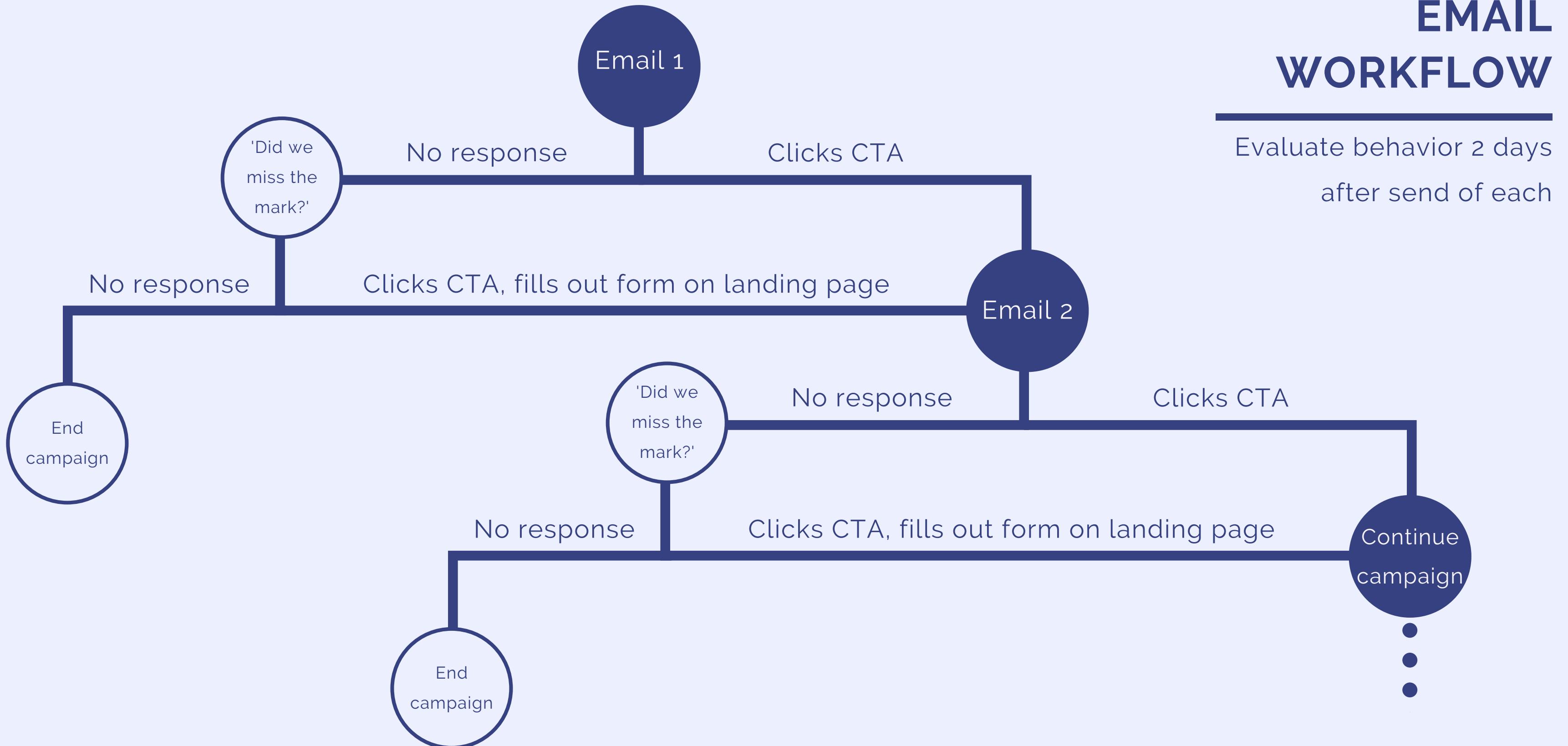


## FORMER

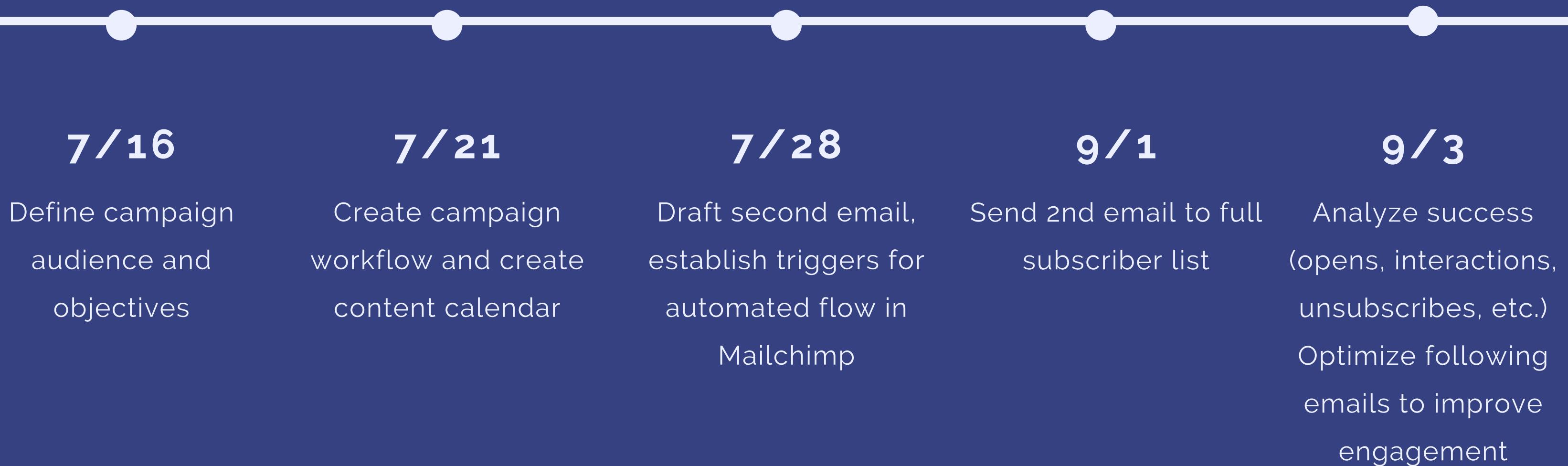
Clients who've ended their contracts

# EMAIL WORKFLOW

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# CAMPAIN TIMELINE



# EMAIL TOPICS

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Email Planning					
	Status	Subject Line	Topics	CTA	Subscriber Status
Thursday, June 11, 2020	Sent	"Big Changes are Happening at HTM!"	Where and Why we moved locations	Watch new office YouTube video tour	All Subscribers on HTM List
Tuesday, September 1, 2020	In Progress	"Traditional Vs. Digital Marketing: What's the right balance for your brand?"	New services we offer, traditional vs. digital media	Contact us for marketing recommendation	All Subscribers on HTM List
Monday, September 7, 2020	Not Started	"Did we miss the mark? Want to help write our next newsletter?"	Opportunity to interact, what topics do you want to learn about next?	Form Fill	Subscribers who have not interacted with past 2 emails
Thursday, October 1, 2020	Not Started	"The Digital Marketing world is moving fast. Are you keeping up?"	How digital marketing is evolving, what's new in the digital space	Visit our blog	All Active Subscribers
Monday, November 2, 2020	Not Started		Tik Tok Do's and Don'ts		

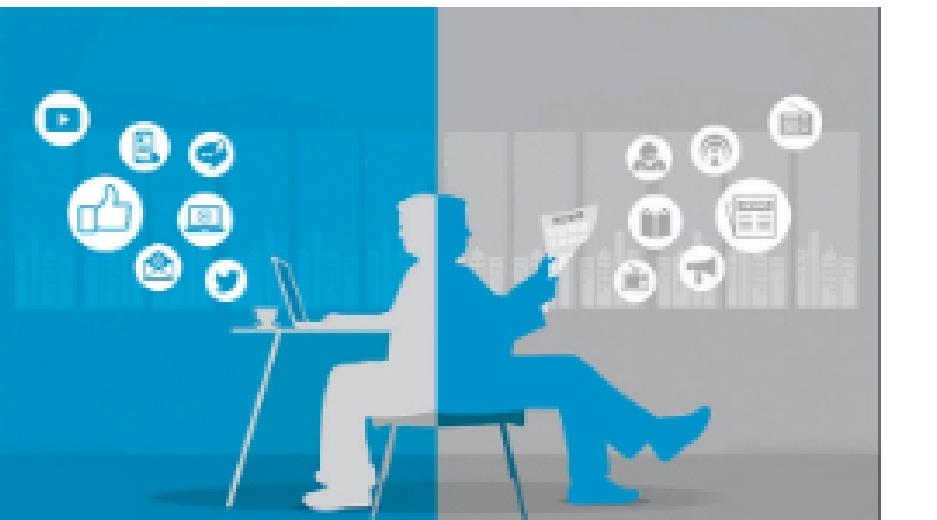
# EMAIL #1 DRAFT

## Digital vs. Traditional Marketing: What's the right mix for your brand?

We all know and love traditional marketing methods such as billboards, TV, radio, newspaper, etc. These tactics have showed tremendous results for companies over the years, and while we don't want to disregard these tools, we are always looking for ways to enhance and accelerate brand growth. Check out [this article](#) to learn more about the differences between digital and traditional marketing, and which methods drive the results you are looking for.

So, how can we determine what the best mix of digital and traditional marketing will be best for your brand? We'll start by analyzing YOUR goals. There's no singular recipe for the perfect marketing strategy, so let's start a conversation to begin crafting the perfect plan for you.

Contact us for a custom plan!



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THANK YOU

