

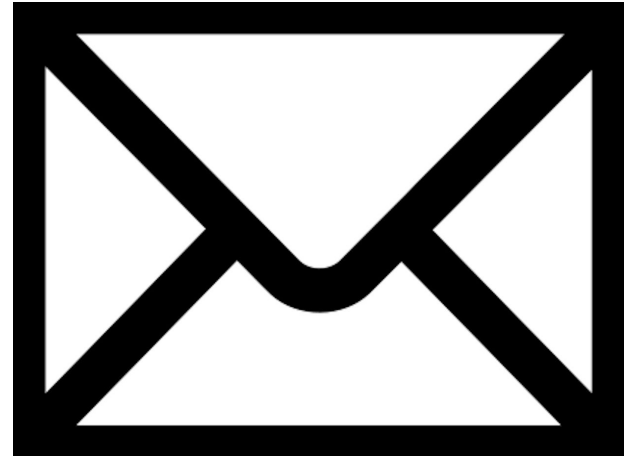
Email and Marketing Automation

OCTOBER 10 & 11, 2019

Today's Session

SUMMARY

- Creating an email template
- Building an email
- Sending an email
- Conditional email campaigns and profiles
- Split test email campaigns
- Email reporting
- Marketing Automation

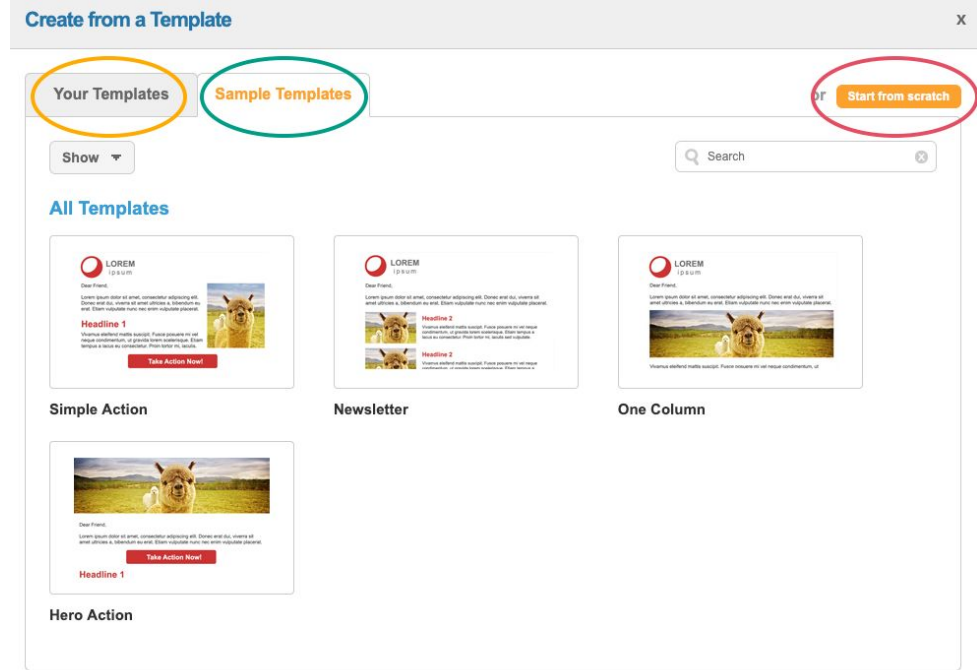


Email templates

Templates are a design base for your emails

YOU CAN CREATE THEM IN THREE WAYS

- Use an Engaging Networks Sample template
- Use an existing template in the account
- Start from scratch



Conditional Email Campaign

Conditional content emails allows you to customize email content based on the profile the supporter is in

POTENTIAL USE CASES

- Different content based on supporter's giving history
- Curated content based on supporter's interests
- Customize emails to your organization's VIPs



Split Test Email Campaign

Split test emails allow you to test different elements in your emails

POTENTIAL USE CASES

- Test email subject lines
- Experiment with different calls to action
- Use different imagery



Email Reporting

There are various email reports available in the software

REPORTS

- Email campaign quick report
- Visual Email Report
- Data Email Report
- Query builder
- Email suppression



Marketing Automation

Automate email communication with your supporters

POTENTIAL USE CASES

- Welcome series
- Birthday automations
- Recurring gift activity

Welcome Series



Engagement



Thank You.

JOSH@ENGAGINGNETWORKS.COMMUNITY