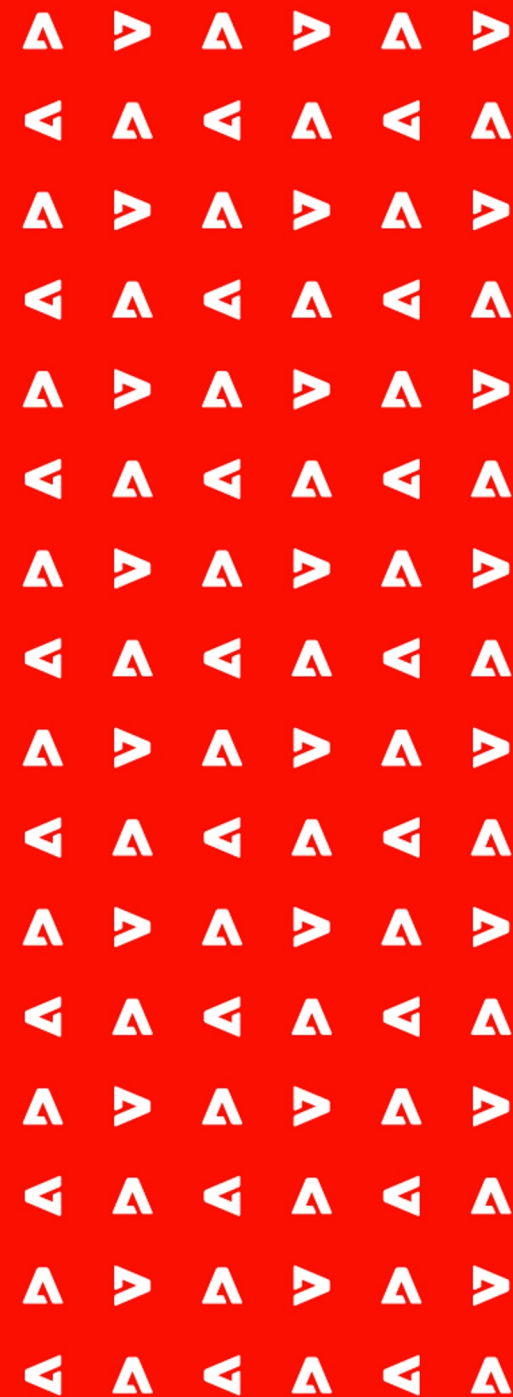


Hands-on workshop: Behavioral-based advanced nurtures



Agenda

Introductions

Overview

Presentation & Demo

Q&A



Introductions



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7X Marketo Champion

How mature is your nurture?

A) Crawling

B) Walking

C) Running

D) Flying

Current State

The screenshot displays the Adobe Marketo Engage interface for the 'LN - Basic Nurture' program. The left sidebar shows a navigation tree with 'Marketing Activities' at the top, followed by a search bar and a list of activities including 'LN - Basic Nurture' (expanded to show 'Campaigns' and 'Email Assets' with items EM01-EM08), 'LN - Industry Pros', 'LN - Marketo Pros', and 'LN - Something More Exciting'. The main content area is titled 'Streams' and features tabs for 'LN - Basic Nurture', 'Streams', 'Setup', 'My Tokens', and 'Members'. Below the tabs are buttons for 'New', 'Program Actions', and 'Add Stream', and a 'View: Content' dropdown. The main area is divided into three columns: 'TOFU' (Every Tue | 11:00 AM PDT), 'MOFU' (Every Mon and Tue | 11:00 AM PDT), and 'BOFU' (Every Mon and Tue | 11:00 AM PDT). Each column has a 'Content' tab selected, showing a list of email assets (EM01-EM08) with play icons. The 'TOFU' column lists EM01, EM02, and EM03; the 'MOFU' column lists EM04, EM05, and EM06; and the 'BOFU' column lists EM07 and EM08.

Overview



Content Library

How to leverage a content library to use within a nurture



Nested Nurture

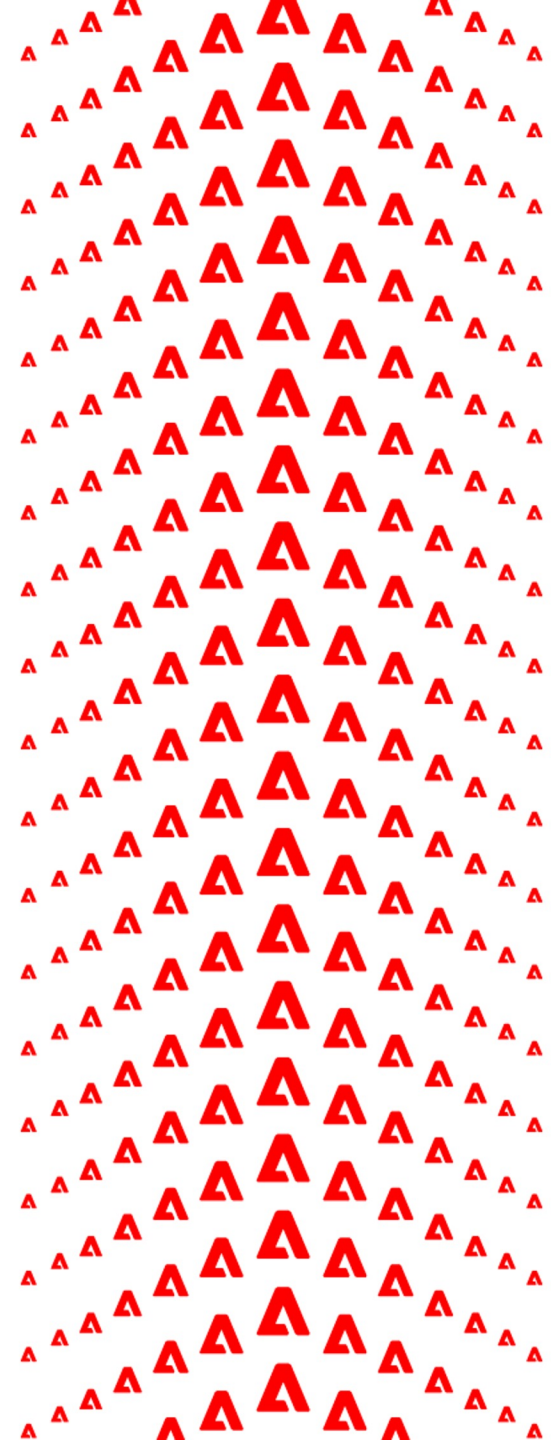
How to build nested nurtures to enable behavior-based content delivery



Personalization

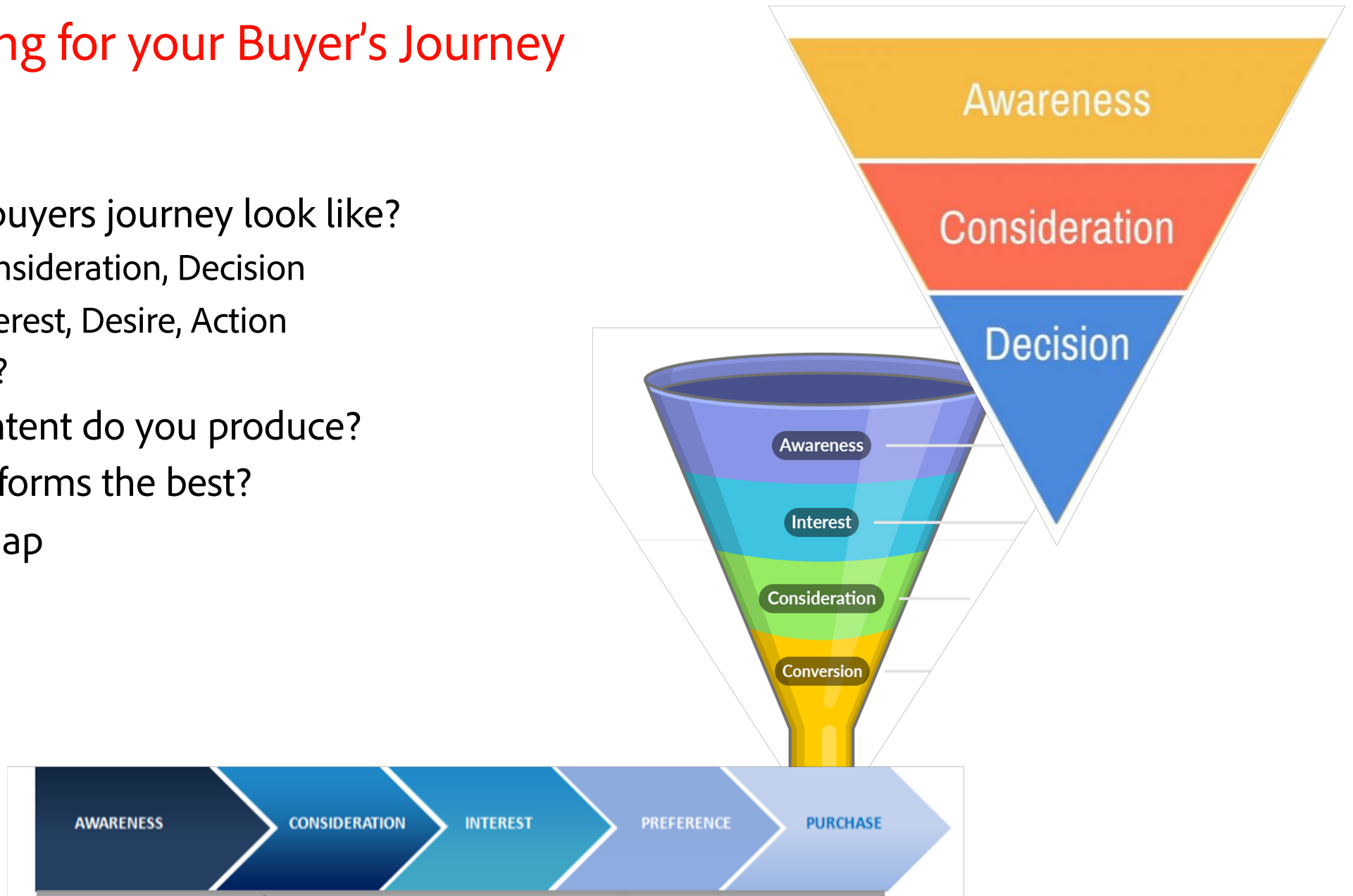
How to localize your sends and personalize your content within a nurture

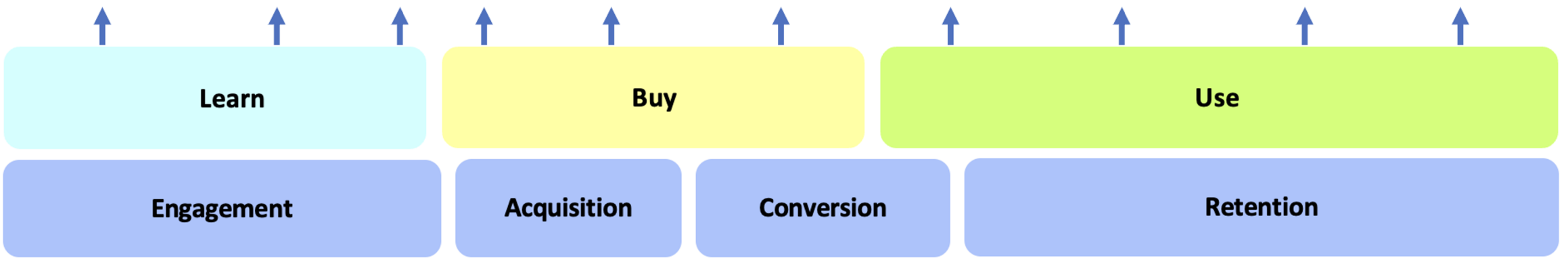
Buyer's Journey Content Mapping



Content Mapping for your Buyer's Journey

- What does your buyers journey look like?
 - Awareness, Consideration, Decision
 - Awareness, Interest, Desire, Action
 - More complex?
- What types of content do you produce?
- What content performs the best?
- Build a content map





Examples

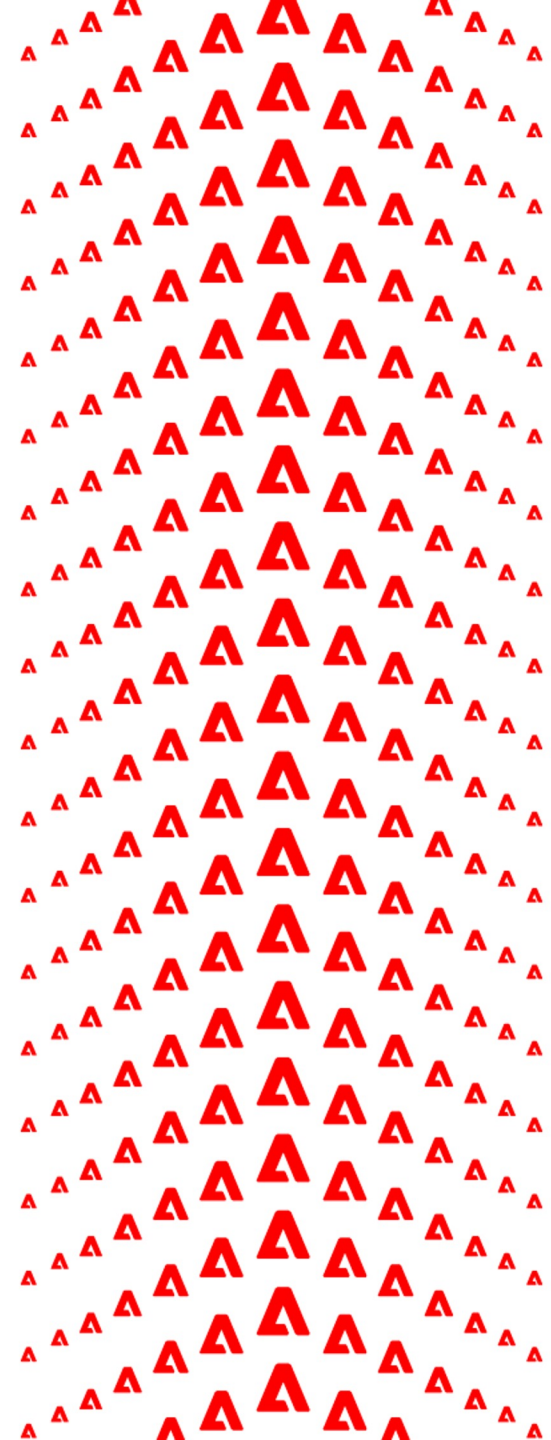
- Advertising
- Animations
- Blogs
- Direct Mail
- Editorial
- Events
- Email
- InfoGraphics
- PR
- Referrals
- Search/SEO/SEM
- Social media
- Surveys
- Website

- Brochures
- Comparison websites
- E-books
- Emails to sales
- Events
- 'How to' guides
- ROI calculators
- Sales process
- Webinars
- Whitepapers
- Website
- Watch video

- Bundles
- Case studies
- References
- Demo
- Presentations
- Promotions
- Sales process
- Trials
- Watch video

- Bundles
- Forums/reviews/blogs by user
- Loyalty scheme / retention offers
- Social Media (Facebook, Twitter)
- Referrals to contacts
- Surveys
- Up/cross sell restarts sales cycle

Leverage
Content Library

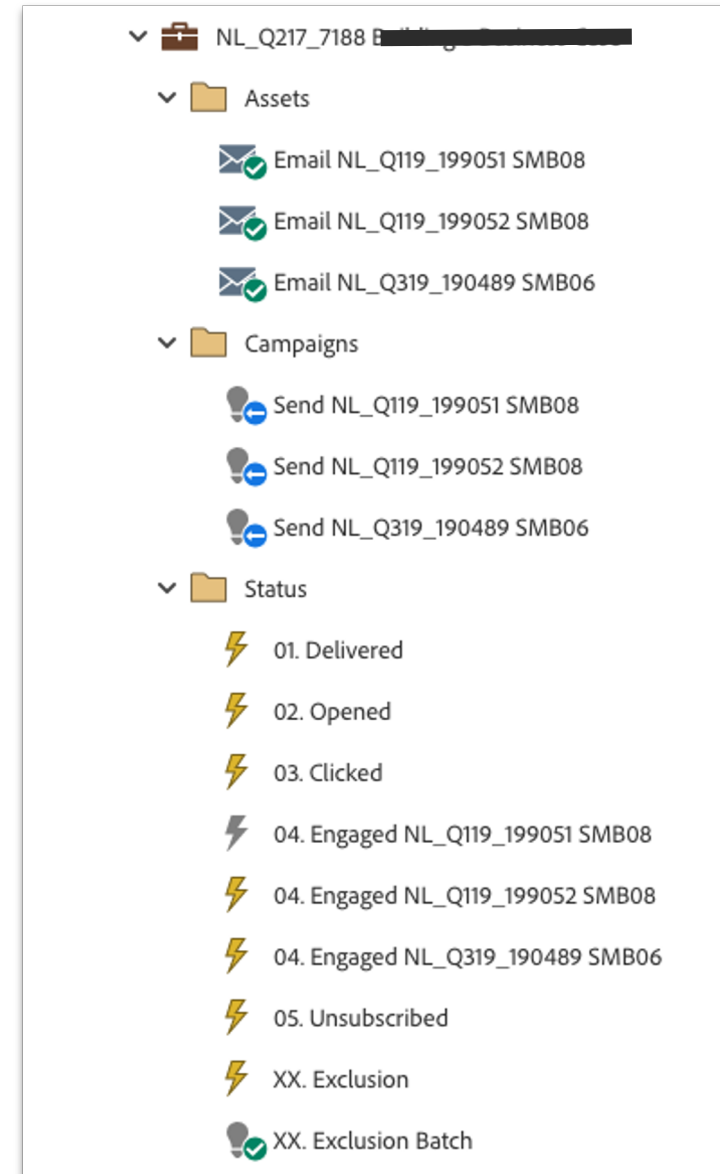
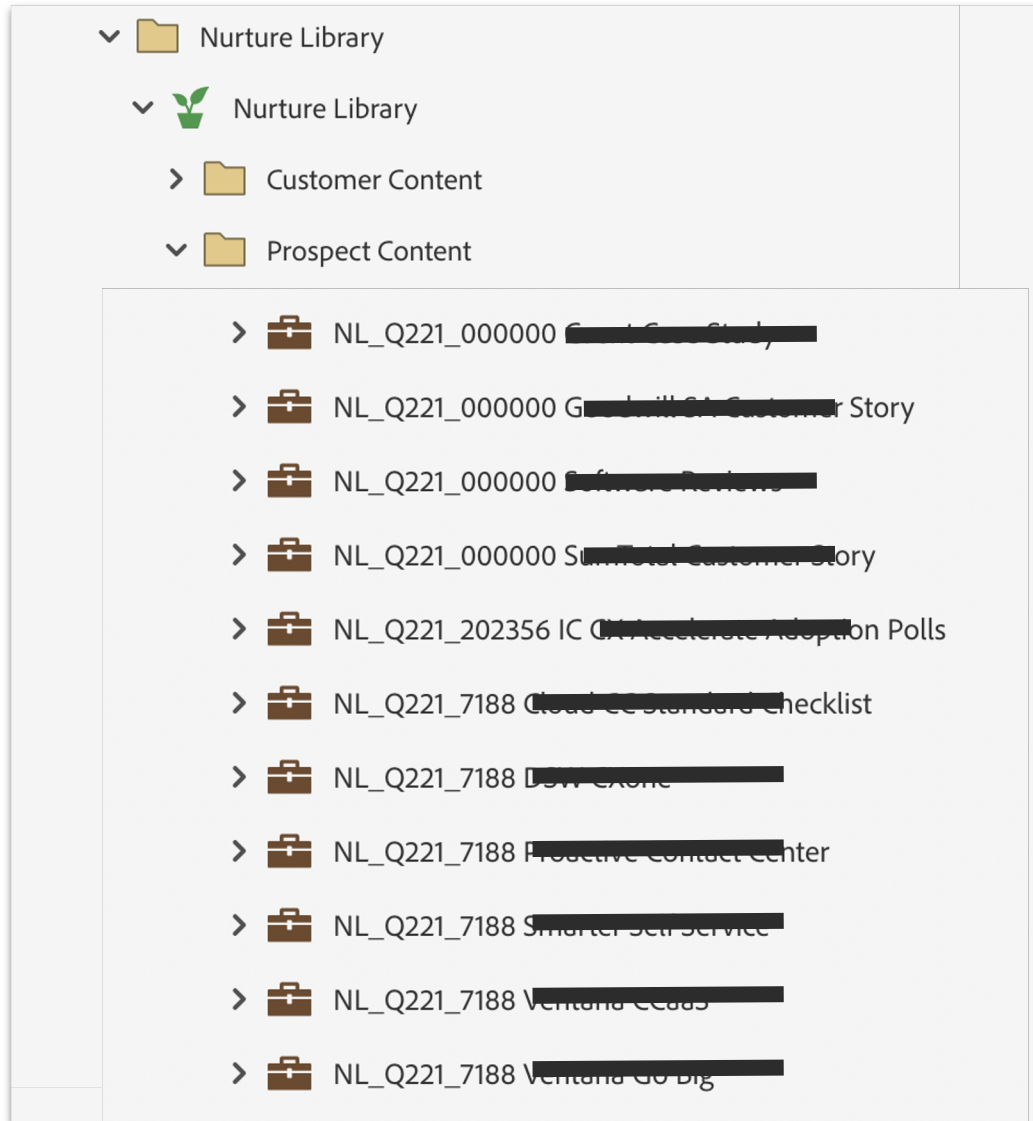


How to leverage a content library

- Stop duplicating programs and emails for the same piece of content
- Build 1 program to track 1 piece of content
 - Use UTMs to track all sources alongside a process builder in SFDC
- Nurture Library vs. Full Content Library
 - Nurture Library is only for emails used within a Nurture
 - Full Content Library incorporates all sources for 1 piece of content
- Be careful of double scoring with content libraries

| UTM Medium | UTM Source | Record Count |
|-----------------|-------------------|--------------|
| cpc | bing | 10 |
| | ccpipeline | 1 |
| | crmmedia | 1 |
| | google | 56 |
| | LinkedIn Form | 163 |
| | stackadapt | 1 |
| Subtotal | | 232 |
| eblast | ccpipeline | 2 |
| Subtotal | | 2 |
| internal | email | 12 |
| | email-sig | 3 |
| Subtotal | | 15 |
| none | direct | 63 |
| Subtotal | | 63 |
| organic | blog | 3 |
| | linkedin | 4 |
| | pr | 10 |
| | twitter | 1 |
| | www.bing.com | 9 |
| | www.google.com | 91 |
| | www.google.com.hk | 1 |
| | www.google.fr | 1 |
| www.google.pt | 1 | |
| Subtotal | | 121 |

How to leverage a content library - Layout

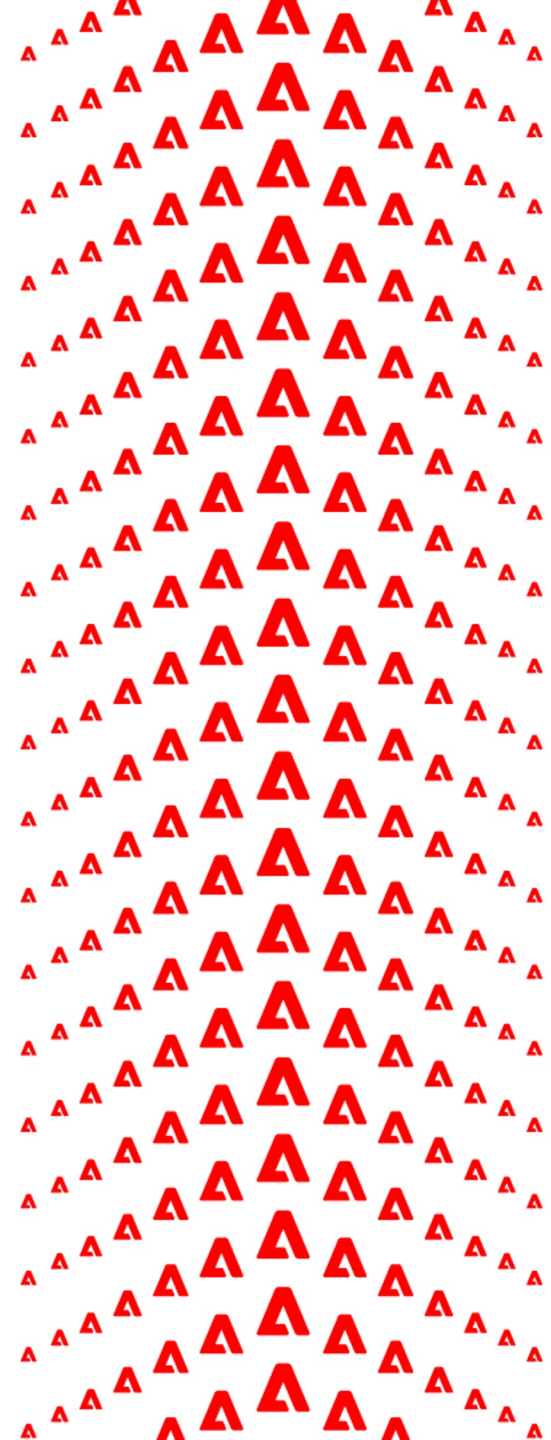


How to leverage a content library

The screenshot displays two side-by-side panels for 'Enterprise' and 'SMB' segments. Each panel has a header with a plus icon and a gear icon, and a sub-header 'Set Stream Cadence'. Below this, there are two tabs: 'Content' (active) and 'Transition Rules'. The 'Content' tab lists several items, each with a document icon and a truncated text label. In the 'Enterprise' panel, the bottom-most item is highlighted with a red box. In the 'SMB' panel, the top-most item is highlighted with a red box.

| Enterprise | SMB |
|------------------------------------|------------------------------------|
| Set Stream Cadence | Set Stream Cadence |
| Content Transition Rules | Content Transition Rules |
| Nurture Library.NL_Q221_000000 ... | Nurture Library.NL_Q221_000000 ... |
| Nurture Library.NL_Q320_201301 ... | Nurture Library.NL_Q221_7188 On... |
| Nurture Library.NL_Q221_000000 ... | Nurture Library.NL_Q221_7188 De... |
| Nurture Library.NL_Q221_000000 ... | Nurture Library.NL_Q221_7188 Sp... |
| Nurture Library.NL_Q420_201300 ... | Nurture Library.NL_Q221_7188 Ve... |
| Nurture Library.NL_Q221_000000 ... | Nurture Library.NL_Q320_201301 ... |

Implement Nested Nurtures



What Are Nested Nurtures?

The screenshot displays the Marketo Engage interface for a nurture program. On the left, the 'Marketing Activities' sidebar shows a tree view of folders. The 'International Hyper Personalized Nurture Template' folder is expanded, revealing sub-folders for 'Content Programs', 'Chinese', 'English', and 'EN TOFU'. Under 'EN TOFU', three assets are listed: '[EN]-NU01-[Product]_[TOFU]-[Shortened Asset Name]', '[EN]-NU02-[Product]_[TOFU]-[Shortened Asset Name]', and '[EN]-NU03-[Product]_[TOFU]-[Shortened Asset Name]'. These three assets are highlighted with a red box.

The main content area shows two nurture streams: 'English - Steady' and 'English - Accelerated'. Both streams are set to 'View: Content' and have a frequency of 'Every Tue | 11:00 AM PDT'. The 'English - Steady' stream has a frequency of 'Every Tue | 11:00 AM PDT', while the 'English - Accelerated' stream has a frequency of 'Every Tue and Thu | 11:00 AM PDT'. Both streams have tabs for 'Content' and 'Transition Rules'. The 'Content' tab is selected for both, showing a list of assets. The 'English - Steady' stream lists assets [EN]-NU01 through [EN]-NU07, and the 'English - Accelerated' stream lists assets [EN]-NU01 through [EN]-NU08. The assets [EN]-NU01 through [EN]-NU03 are highlighted with a red box, indicating they are nested nurtures.

Benefits of Nested Nurtures



Testing

You can test multiple email variants with random samples by using choices in the flow of send campaigns.



Detailed Success

You can define program success based on criteria specific to the asset promoted within the email.



Change Management

You can switch out emails & implement new email templates without interrupting the flow of the stream.

Benefits of Nested Nurtures



The Right Content

You can assign an “Exclusion” status to program membership, allow those that consumed the content on the web to skip from receiving the email with the same content.



The Right Message

You can send different versions of the email based on firmographics or demographics through your send controller campaign & you can apply dynamic content to personalize those email versions based on firmographics or demographics.



The Right Time

You can still send emails based on time zone by having wait steps in the flow of your send campaigns. You can also move those that are interacting more to an accelerated stream that sends the emails at a faster pace.

Demo

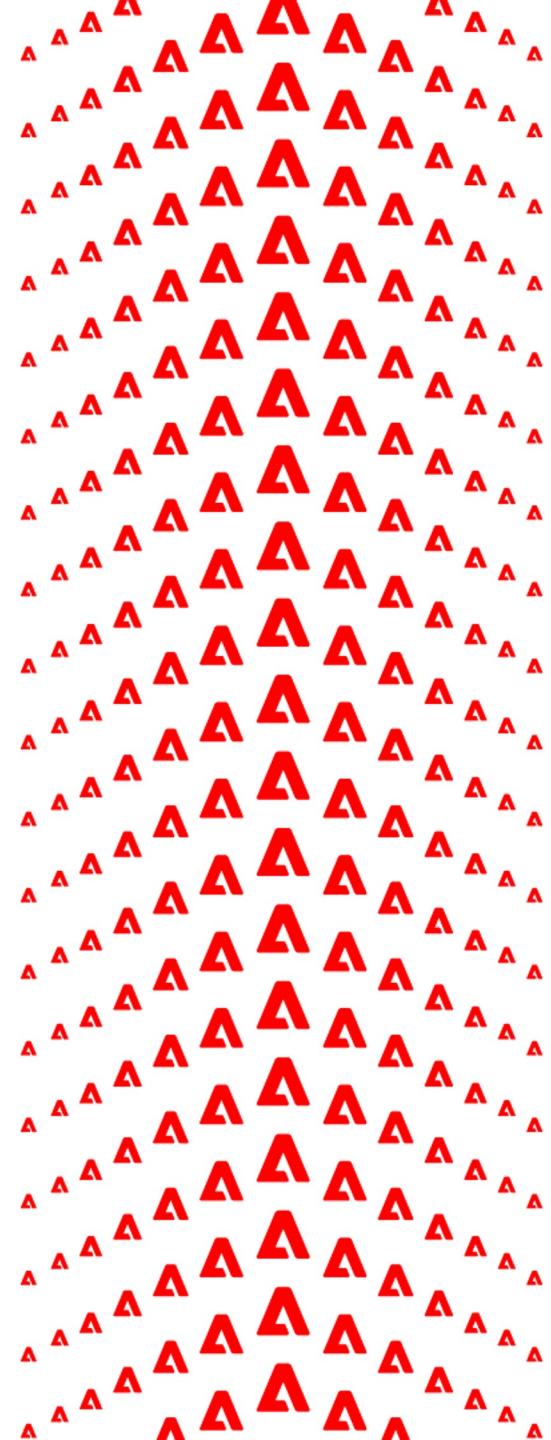
How To Build Nested Nurture

Applying Personalization To Nurtures

Transitions - In-stream vs. Smart Campaigns

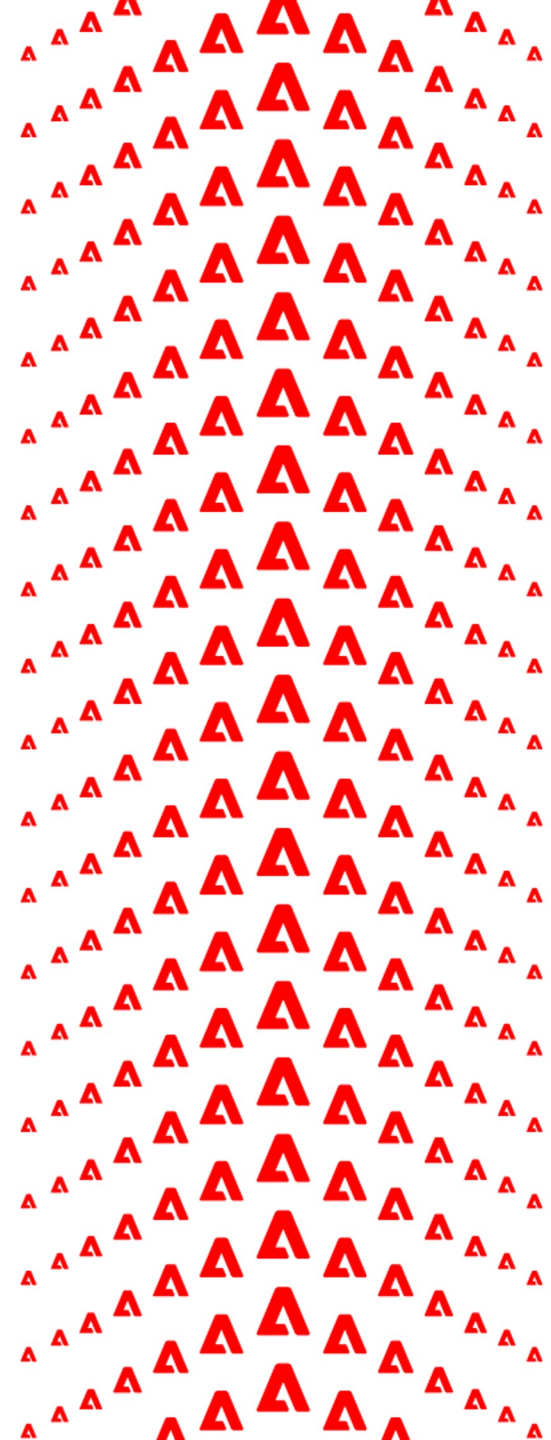
Localization of Nurtures

Q&A





Appendix



How to Apply Layers of Personalization

Personalize By Product Interest

Set By Nurture Segmentation

Personalize By Language

Set By Stream Assignment

Personalize By Funnel Stage

Set By Stream Content Order

Segment on Job Level

Set By Email Versions in Default Programs

Segment on Industry

Set By Dynamic Content within Emails

Components of Default Programs

Progression Status

These campaigns assign program status. The exclusion campaigns are what make skip logic work. If a record is a member of the program when the stream casts, the stream will call on the next program in-line where the record is not already a member.

Send Campaigns

The send controller is called on by the stream & lays out choices within the flow to call on sending email version 1 (01-Send Email End User) or email version 2 (02-Send Manager). The flows within the send email campaigns have choices in the flow to send by timezone.

Email Assets

The emails are then further personalized by using dynamic content based on a demographic segmentation.

